



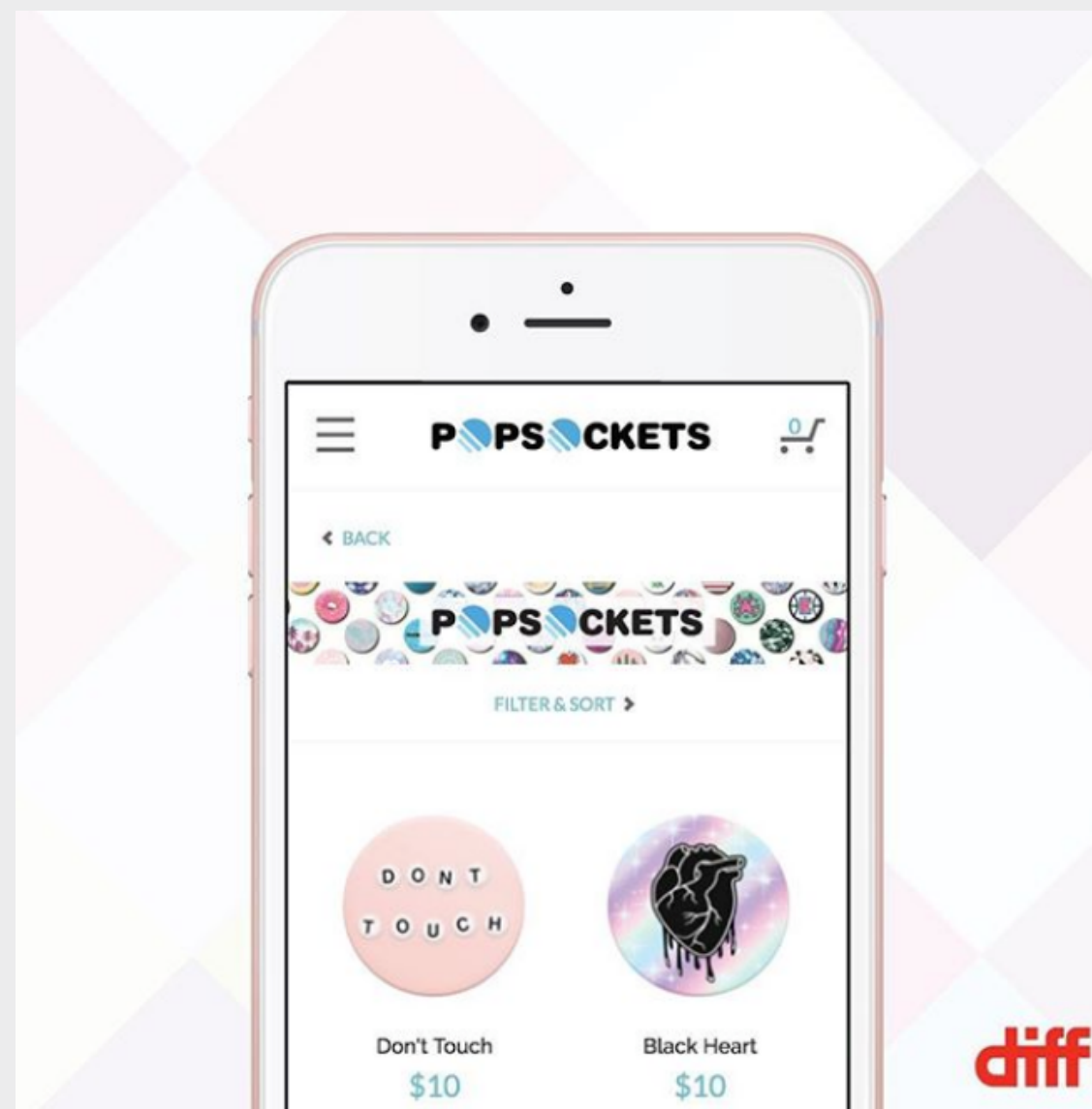
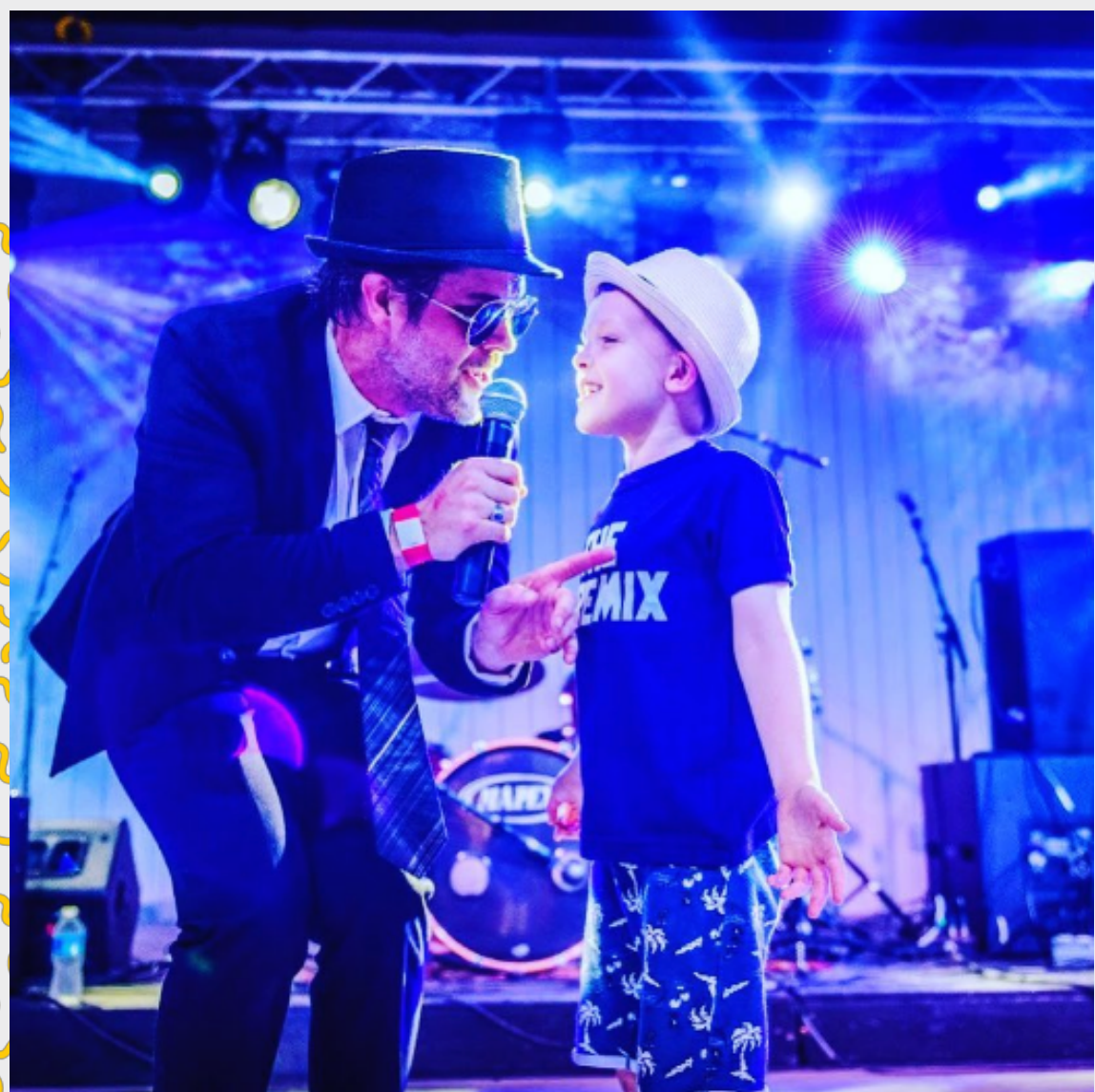
Designing in Prohibition

My life as a UX Pioneer in the Cannabis Industry



Hi!

I'm Matt!







The Problem.



VS.





VS.









The Solution.

We had to create
OUR OWN
best practices.



We validated them.

What is this...a joint? I don't
know what this is.

Dried flower, that's what you
get in a baggie from the guy
down the road, right?

What's the difference
between a vaporizer and a
vape pen?

I'm going to choose plants,
because that's the part you
smoke.

Psychoactive?!? I dont' want
anything that's going to make
me feel that way.

A large red abstract shape on the left and a large yellow abstract shape on the right, both with curved edges, set against a light gray background.

Discovery #1

Cannabis Terminology is foreign to most and also lacks standardization.

I can only buy 30g at a time?

I can buy up to 30g?!

I can buy Cannabis at a
dispensary right now, so
what's the difference?

I've purchased Cannabis
online before...will it be the
same?

Will I still be able to
purchase my medical
Cannabis?

A large red abstract shape on the left and a large yellow abstract shape on the right, both with curved edges, set against a light gray background.

Discovery #2

NOTHING about the legalization of
Cannabis is clear.

All Cannabis is organic, right?

Medical product won't be as
good as the recreational
stuff, it's just not the same.

It'll obviously be more
expensive once the
government gets involved.

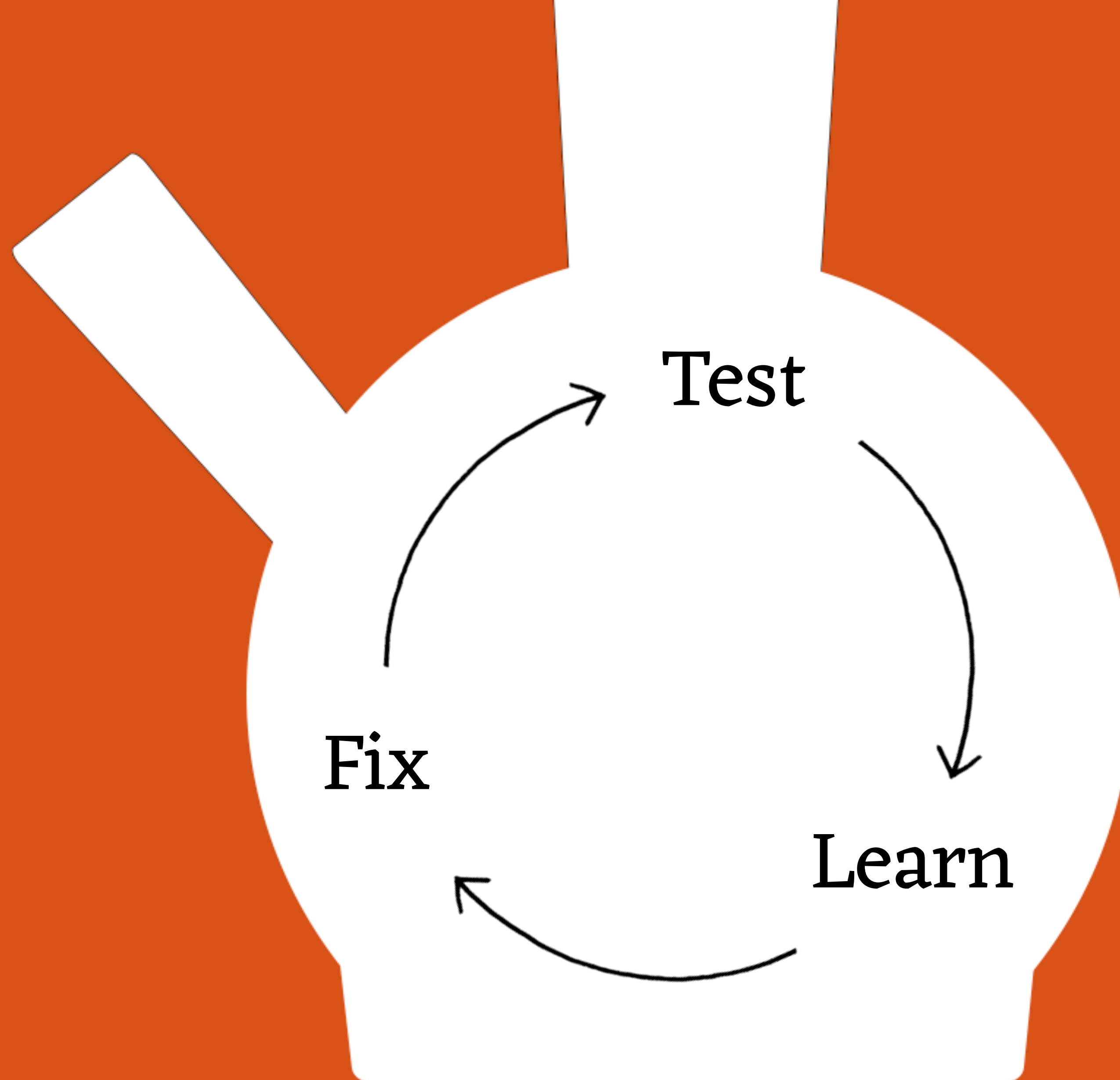
17% THC, that sounds like it
would be a lighter product to try
for my first time.

CBD is for medical weed only,
so I'm looking for something
with THC.

A large red abstract shape on the left and a large yellow abstract shape on the right, both with smooth, curved edges, set against a light gray background.

Discovery #3

Most everything about the industry is
misunderstood.





Other challenges.

LEGAL







The Results.



100,000



What I learned.





Patience



Patience
Flexibility



Patience

Flexibility

Humility

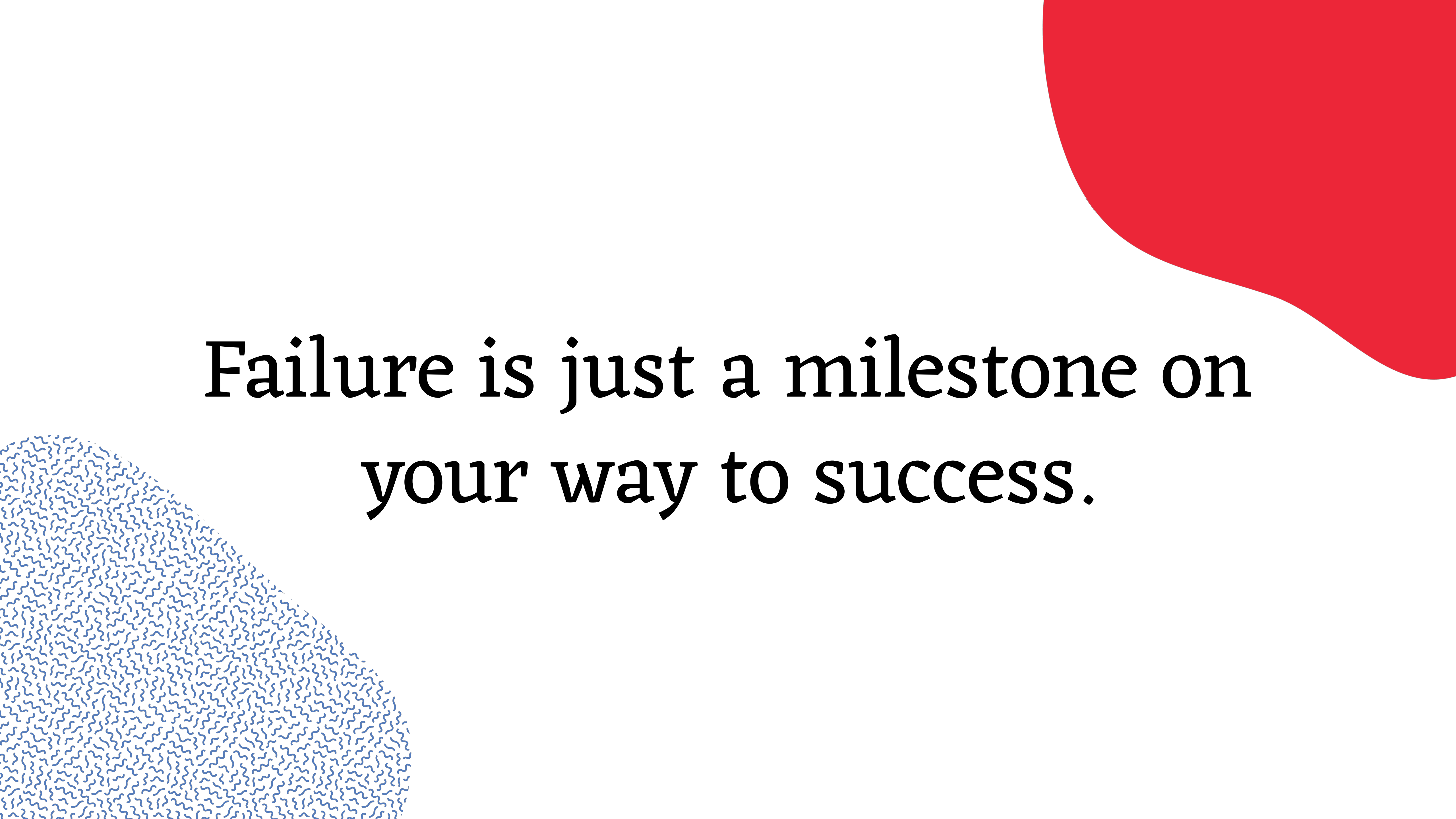


Patience

Flexibility

Humility





Failure is just a milestone on
your way to success.

Thanks!

 matt@diffagency.com

 [matthumphreys](https://www.instagram.com/matthumphreys)