Exploring UX Techniques and Practices

When should they be applied?

Let’s practice!

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The Goals

THEORY:

• Learn more about what Lean UX techniques you can apply at different development stages

PRACTICE

• Collaborative design session

• Focus on delivering an MVP fast with user-driven design/development
Your prior experience?

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<tr>
<th>UX</th>
<th>Product dev</th>
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<tbody>
<tr>
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What’s UX (User Experience)?

- How do people feel about (using) a product / site
- User-Centered design and development
- Experiential, affective aspects of human-computer interaction
- Perceptions of utility, easy of use and efficiency
- Subjective in nature
- Dynamic, it changes overtime
The Plan

• Review Development stages with commonly used Lean UX techniques Board

• Brainstorm new/other Lean UX techniques

• Select most interesting ones

• Brief Description of selected UX techniques

• Collaborative design session - Build a Mobile App!

User Research, Scoping, Prototyping and Testing
# UX techniques @Product Development Stages

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<th>Research &amp; Analysis</th>
<th>Scoping and Initial Design</th>
<th>Prototyping</th>
<th>Development</th>
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<td>Contextual inquiry (CI)</td>
<td>Collaborative design sessions (Inception deck)</td>
<td>Sketches</td>
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<td>Quantitative Usability Testing</td>
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<td>User Experience map</td>
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Any other cool Lean UX Techniques?

Experts: Add other cool Lean UX Techniques

- One per orange sticky (no abbreviations please)
- When do you typically do this? Add to appropriate column
Dot voting of unknown techniques

Everybody

• 3 votes each

• On any sticky(ies) that you’d like to know more about
Briefly describe new techniques

Need volunteers for orange stikies

(See template on handout/next slide)
Brief Description Template

1. Lean UX Technique name & primary development stage (when do people do this?)

2. Brief description

3. Who does it?

4. Key benefits (or why should anyone do this?)

5. Challenges (problems you might run into)
UX Techniques Briefly Explained
First hand observation of how people perform and structure their work (or any other relevant tasks)

Who does it? UX person or other team member. A pair of observers is ideal

Key benefits:

• Best way to understand your users

• Only way to know what the real work flow/process is (vs the official one)

• Opportunity to discuss with users what they are doing and why
Stakeholder mapping @Research & Analysis

A network diagram of the people involved with (or impacted by) a given system design

Who does it? The team

Key Benefits:

• Establish shared ideas about stakeholders
• Help team focus on people, not technology
• Guide plans for user research
• Document research activities
User experience map  @Research & Analysis

Visual representation of the user workflow for accomplishing a goal. Key elements include:

- Questions to signal areas where more information/understanding is needed
- Comments with known information that clarifies / lends meaning
- Ideas to illustrate an interesting concept that could enhance a step

Who does it? The team

Key Benefits:

- Make team’s (lack of) knowledge explicit
- Good to figure out areas that need (further) user research
Personas @Research & Analysis

Characterization of a type of user that we want to target with our product/application

Who does it? Ideally, UX or somebody who has done some user research.

Key Benefits:

- Provide insights into who the real users are
- Remind team of users needs and (different from managers and buyers)
- Allow team to ground communication throughout development
Empathy Map  @Research & Analysis

Explore a target user (persona) from different perspectives:

Behavior, See – Motivations, Do – Features, Say, Feel

Who does it? Team, preferably with input from UX/BA

Key Benefits:

• Very quick way to have a holistic view of your target user
• Forces you to think about more than their role
• Allow team to ground communication throughout development
Elevator Pitch  @Scoping

Short summary used to quickly and simply define a product and its value proposition.

- For [target customer]
- who [statement of the need or opportunity]
- the [product name]
- is a [product category]
- that [key benefit, compelling reason to buy].
- Unlike [primary competitive alternative]
- our product [statement of primary differentiation].

Who does it? The Team

Key Benefits:
- Provides Business relevance and context
- Forces to agree on killer feature(s)
1. Ask why we are here.
2. Create an elevator pitch.
3. Design a product box.
4. Create a NOT list (out of scope)
5. Meet your neighbors.
6. Show the solution.
7. What keeps us up at night (identify risks)
8. Size it up (weeks, 3 months, 6 months?)
9. What’s going to give.
10. What’s it going to take.

Who does it? The Team

Key Benefits:
- Eliminate confusion and misunderstanding
- Set expectation
- Highlight challenges
- Get alignment

BEFORE PROJECT BEGINS
User stories  @Scoping

Software system requirement formulated in one or two sentences in everyday or business language that makes explicit the user’s need. Example:

As a [type of user]
I want to [perform some task]
so that I can [reach some goal]

Who does this? The team (dev, tester, doc or UX)

Key Benefits:

• Provides a thinking template; token for a conversation
• Description of why the product needs to do what it does
Story mapping  @Scoping

Board with organized and prioritized system functionality (user stories)

Who does this? The team with Product Owner (Business person)

Key Benefits:

• Provides the high-level vision of the system, which includes workflow or value chain as well as hierarchy information
Journey Map  @Research & Analysis

Document that visually illustrates an individual user’s needs, the series of interactions that are necessary to fulfill those needs, and the resulting emotional states a user experiences throughout the process.

Who does it?  UX with team’s help

Key Benefits:

• Encourages conversation and collaboration

• Highlights the flow of the customer experience

• Enables stakeholders to collectively discuss opportunities for improving the overall customer experience
**Storyboard @Scoping**

Use of story telling to quickly visualize/share a solution to specific requirements making use of personas and their behaviors, stories and any known constraints.

Who does it? **The Team** (engage the client if you can) – you don’t need to be good at drawing.

**Key Benefits:**

- Help us think about the problem in a creative way
- Facilitates focused communication
- Affordable and easy to do
Sketchboard  @Scoping/@Prototyping

It’s like story boarding but with sketches, almost like a biomap of the system you are building or about to build.

Who does it? Team with UX/designer’s help

Key Benefits:

- Provides Big Picture using initial design ideas
- Very iterative and highly collaboratively
- Very focused requirement discussions
“Agile Schedule”, **Rich Visual Backlog or Visual Project Board** @Scoping

Visual project schedule/plan on butcher paper containing:

- Milestones
- Design and layout info
- User stories with due dates
- “Non-functional” requirements
- Any high-level task that needs to be tracked and completed

Who does it? Ideally, the **team**; at least **Project lead with UX**

Key Benefits:

- Provides shared understanding and current status to the whole team
- Provides context and layout information
- Deadlines are made explicit
Grayscale mockups showing layout and position of page elements (can range from low-fidelity to exact grid-based resolution)

Who does this? Typically UX, designer, but anyone can do it!

Key Benefits:

- Easiest/cheapest way to realize and test ideas
- Great to get early feedback
- Can be done at any stage of development
Behavior-driven development (BDD)  @Development

A set of techniques to use in conversations which help the team explore the intended behavior of the system and the problems it solves, then carry the conversations and language into the code.

- **Given** some initial context (the given)
- **When** an event occurs
- **Then** some outcomes should occur

Who does it? Ideally a threesome (dev, tester and business)

Key Benefits:
- Deliberately discovering key misunderstandings and uncertainty
- Makes it easier for technical and business people to communicate
- Accelerates learning
Just-in-time (JIT) design  @Development

Designing and implementing what you know the team needs right now, not worrying about future issues until absolutely necessary (last responsible moment). The opposite of Big Design Up Front (BDUF).

Who does it? Designer or UX expert

Key Benefits:

• Quick and as low-fidelity as possible

• Focuses on high-value high-priority functionality

• Saves time wasted on irrelevant designs (YAGNI – you ain’t going to need it)
Usability Testing  @Testing

Technique used in user-centered interaction design to evaluate a product or an application by testing it on users.

Who does it? UX or UT expert

Key Benefits:

• It gives direct input on how real users use the system
• Measures the easy of use of a specific interface or product
Paper prototype usability testing  @Any time

Usability testing on paper versions of wireframes or sketches that users can simulate slicks and talk through their thoughts and decisions

Who does it? Anyone can do this

Key Benefits:

• Fastest way to validate ideas/assumptions

• Cheapest way to validate ideas/assumptions

• You can do this at any time you are not sure what is the best UI for a specific problem
Quick and easy usability testing of qualitative nature that anyone can do (just read Steve’s book!)

Who does it? Anybody in the team

Key Benefits:

• Relative inexpensive, can afford multiple tests
• Can provide improved design insight
• Results can be fed back into the design process immediately
Human-Centered Design methods

- Collaborative design sessions (ideation/brainstorming)
  - Round-robin (sketch, critique, improve,...)
  - Rose, bud, thorn (improving existing functionality/design)
- Affinity clustering
- Business value/difficulty matrix
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Collaborative Design Session
Challenge

Develop a Mobile App that helps promote networking and interaction between all conference attendees
Form teams of 4-6 people

Introduce yourself (role, something unusual)

You will collaboratively work on:

1. User Research and Analysis
2. Scoping
3. Prototyping
4. Usability Testing
5. Pitching your App
1. Research & Analysis

As a team, grab one (new) technique from the first stage (column) and apply it to start building your Mobile App.

Question:

Who are your users? What do they need/want?
2. Scoping

Grab one (new) technique for the second stage (column) and apply it to start defining your MVP functionality

Question:

What do they want to do with the app? (must haves vs nice to haves)
3. Prototyping

Grab one (new) technique for the third column and apply it to design your killer feature(s).

Tip: make sure your prototype is testable (next step)
Now let’s test your paper prototype!

Question:

Can somebody outside your team use it?

• Recruit user(s) from other teams
• Do they know what they can do? and how to do it?
• Are there any big usability issues that would prevent your MVP from being broadly adopted?
5. Pitch it!

Show it to other teams

Question:

Does anybody outside your team want to buy it?
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Retrospective

- What was your favorite part of the session?
- What was your least favorite part?
- Will you be able to take something you learned in this session back to your work/life? (if so, what?)
- Any final thoughts or questions?
Thanks!

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