

Exploring UX Techniques and Practices

When should they be applied?

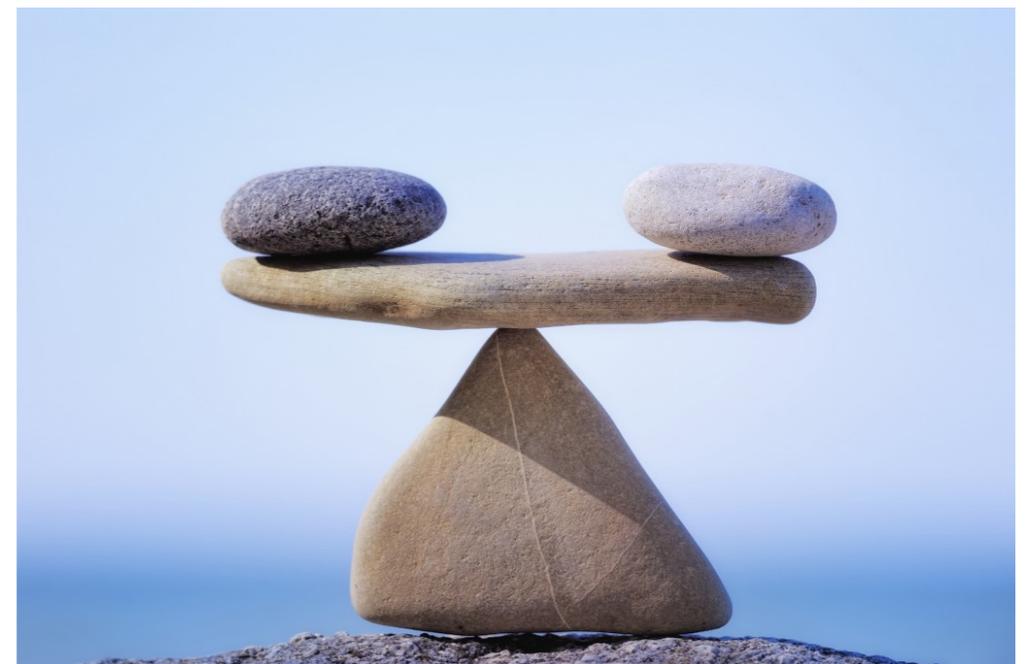
Let's practice!

Ariadna Font

UX Lead @Vivisimo, an IBM Company

@quicola #leanux #agile2012

ariadna.font.cat



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?

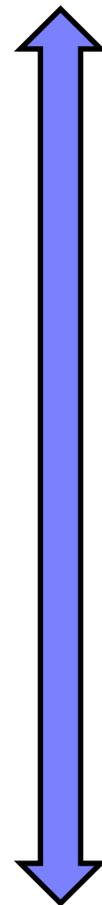
	Product dev	No product dev
UX		
No UX		

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

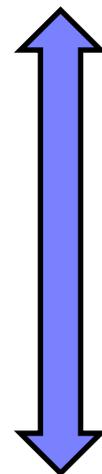
The Plan

30 min theory



- 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

1 h practice



- Collaborative design session - Build a Mobile App!

User Research, Scoping, Prototyping and Testing

UX techniques @Product Development Stages

Research & Analysis	Scoping and Initial Design	Prototyping	Development	Testing	...
Contextual inquiry (CI)	Collaborative design sessions (Inception deck)	Sketches	BDD	Quantitative Usability Testing	
Personas	Storyboard	Wireframes	Just-in-time (JIT) design	Pair testing	
Empathy map	Sketchboard	Paper prototyping	Wireframes	Controlled experiments (A/B Testing)	
Stakeholder map	Flow diagram	Paper prototype Usability Testing		Cognitive walkthrough	
User Experience map	Elevator pitch	Qualitative Usability Testing		Heuristic evaluation	
Journey map	Stories	Mockups			
	Story mapping	Functional prototype			
	“Agile schedule”				
	BDD				

Any other cool Lean UX Techniques?



2 min



Experts: Add other cool Lean UX Techniques

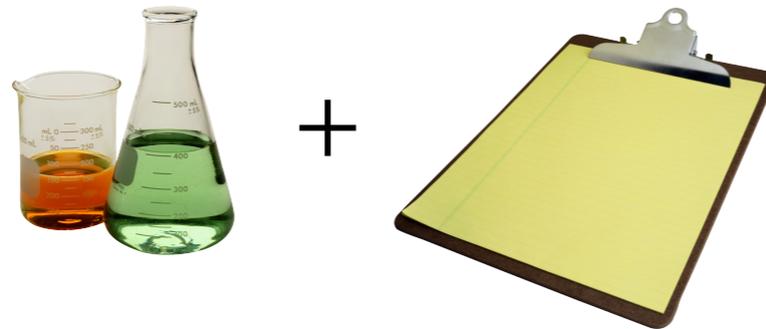
- One per orange sticky (no abbreviations please)
- When do you typically do this? Add to appropriate column

Dot voting of unknown techniques



2 min

Everybody



- 3 votes each
- On any sticky(ies) that you'd like to know more about

Briefly describe new techniques



15 min

Need volunteers for orange stikies

(See template on handout/next slide)

Brief Description Template



2 min

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

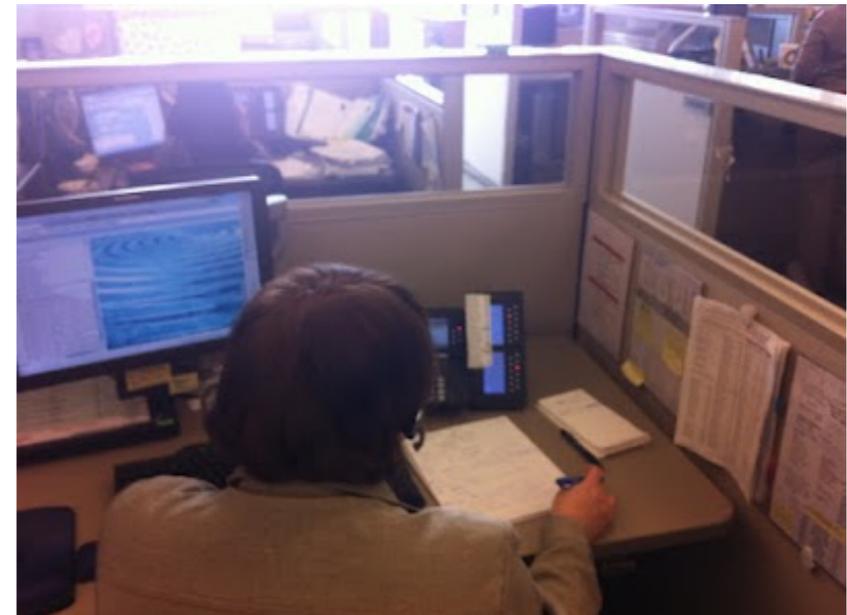
Contextual inquiry @Research & Analysis

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

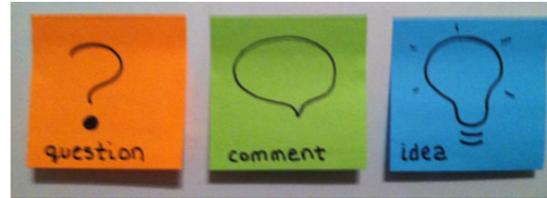
Key Benefits:

- 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

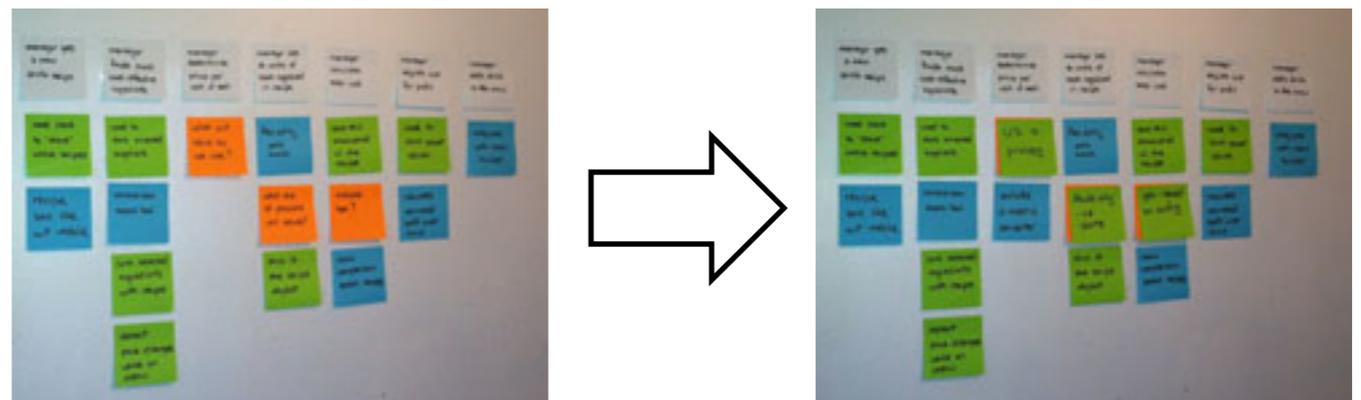
Visual representation of the user workflow for accomplishing a goal. Key elements include:



- 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

Expert Examiner
Cyrielle Sadet
Age 41, French, Married 2 children, College graduated
Work experience: 14 years

“I had acquired experience and knowledge all this year, so **information can be simplified**”

Experience evolution

Do it yourself
Novice → Expert
Call for help
Experts are completely independents

Cyrielle

Cyrielle was born in France, but when she was a student came to Spain to finish her Spanish studies.

During the career she also learned English. After finishing the studies, she started working in Spain, where she lives now .

She use computer basicly for working with Microsoft office's suite. She also uses eventually for online banking and buy flight tickets.

Goals

- ✓ Find the information organized
- ✓ Use shortcuts to go faster
- ✓ Search internal information easily
- ✓ Search contact information quickly
- ✓ View simplified workflows

Common tasks

- ✓ Read e-mail
- ✓ Assign tasks
- ✓ Review tasks
- ✓ Write word and excel documents

Tools

- ✓ Excel
- ✓ Word/Power point
- ✓ Tribunal justicia
- ✓ Google
- ✓ Outlook

Potential tools

- ✓ QMS website
- ✓ Database

Decision factors

1. Experience
2. Look & feel
3. Recommendations

MOTIVATIONS

Empathy Map @Research & Analysis

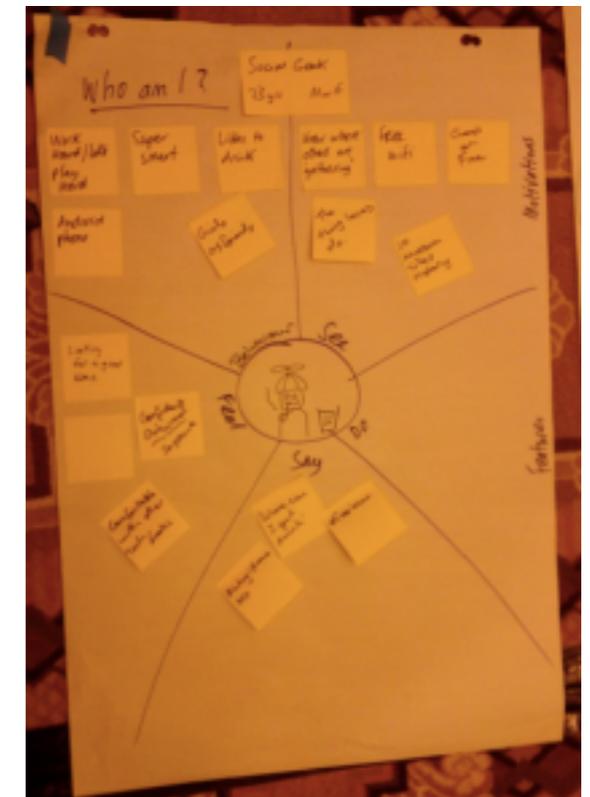
Explore a target user (persona) from different perspectives:

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:

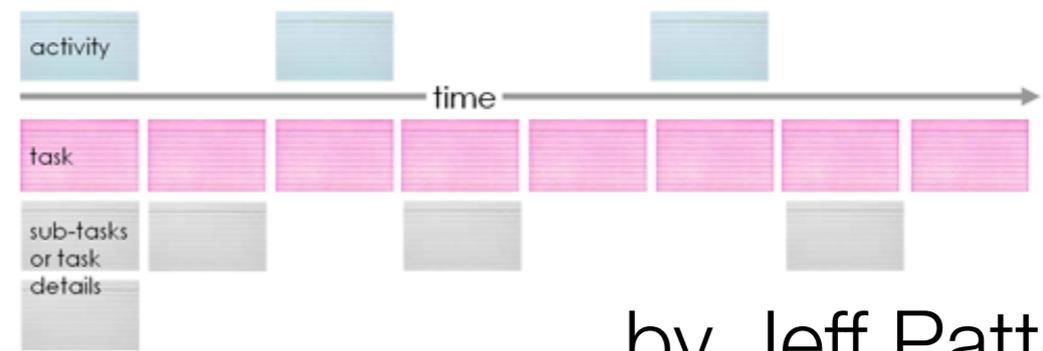
```
As a [type of user]  
I want to [perform some task]  
so that I can [reach some goal]
```

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

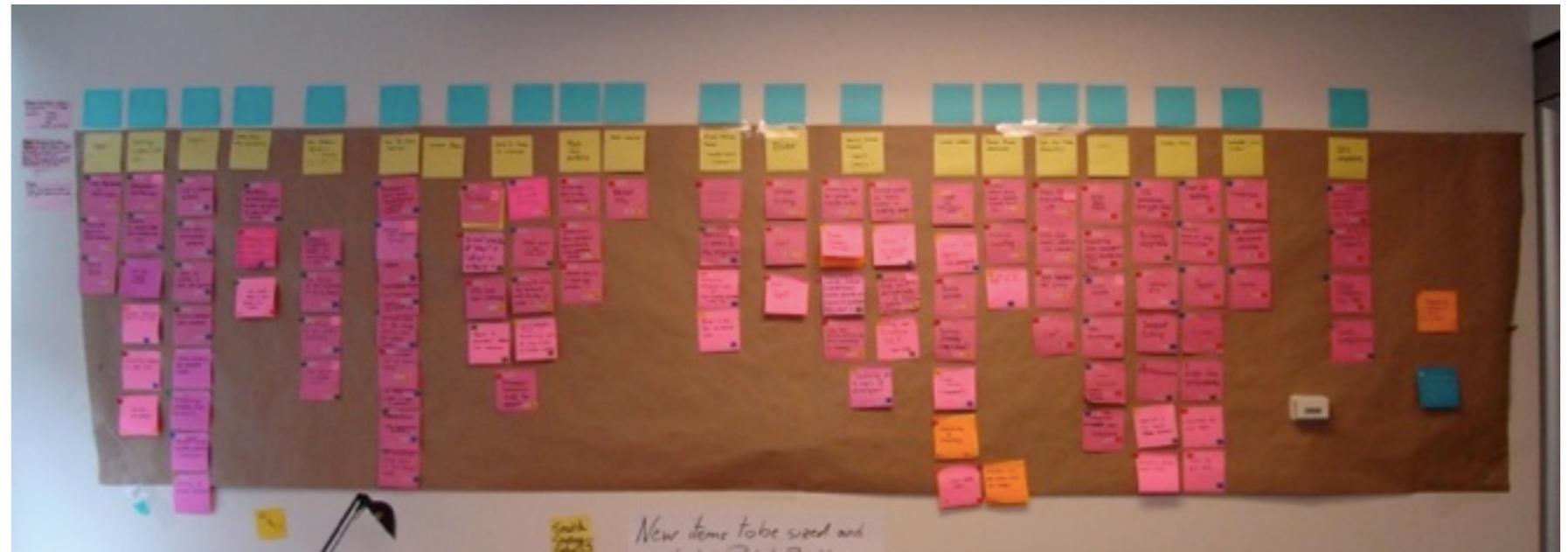
Story mapping @Scoping



by Jeff Patton

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

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

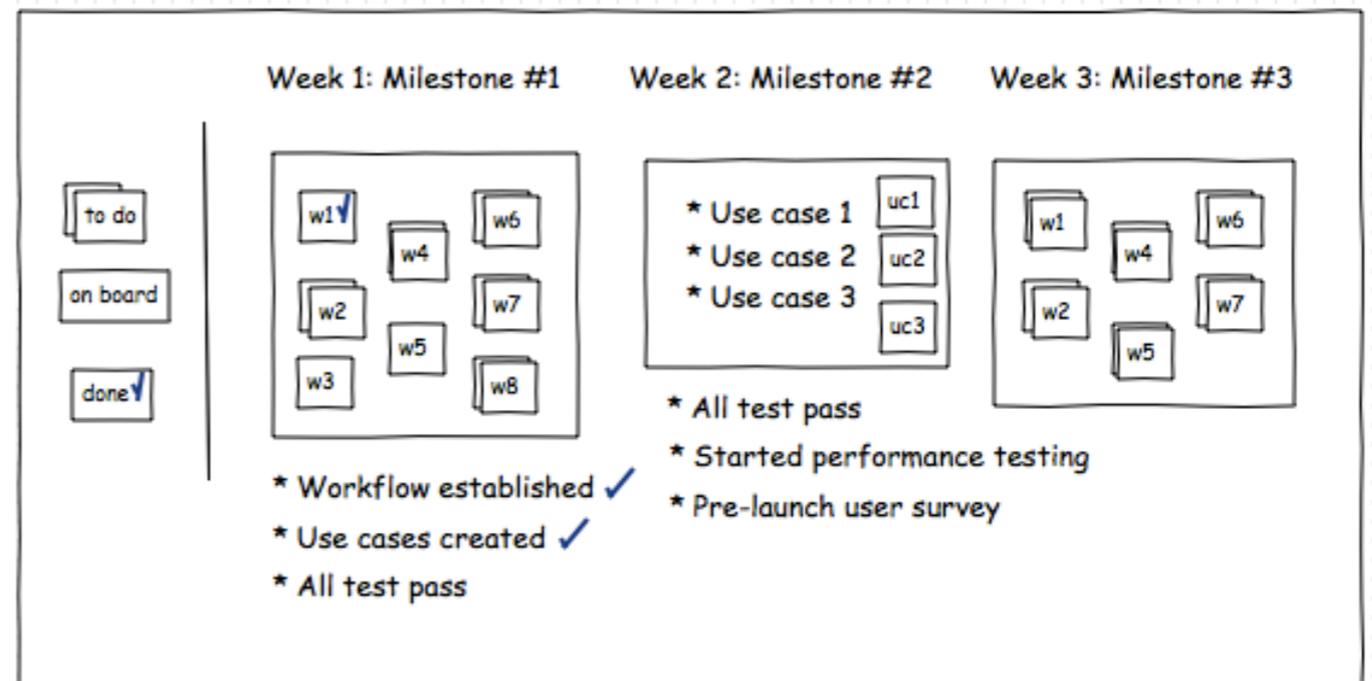


“Agile Schedule”, Rich Visual Backlog or Visual Project Board @Scoping

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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 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

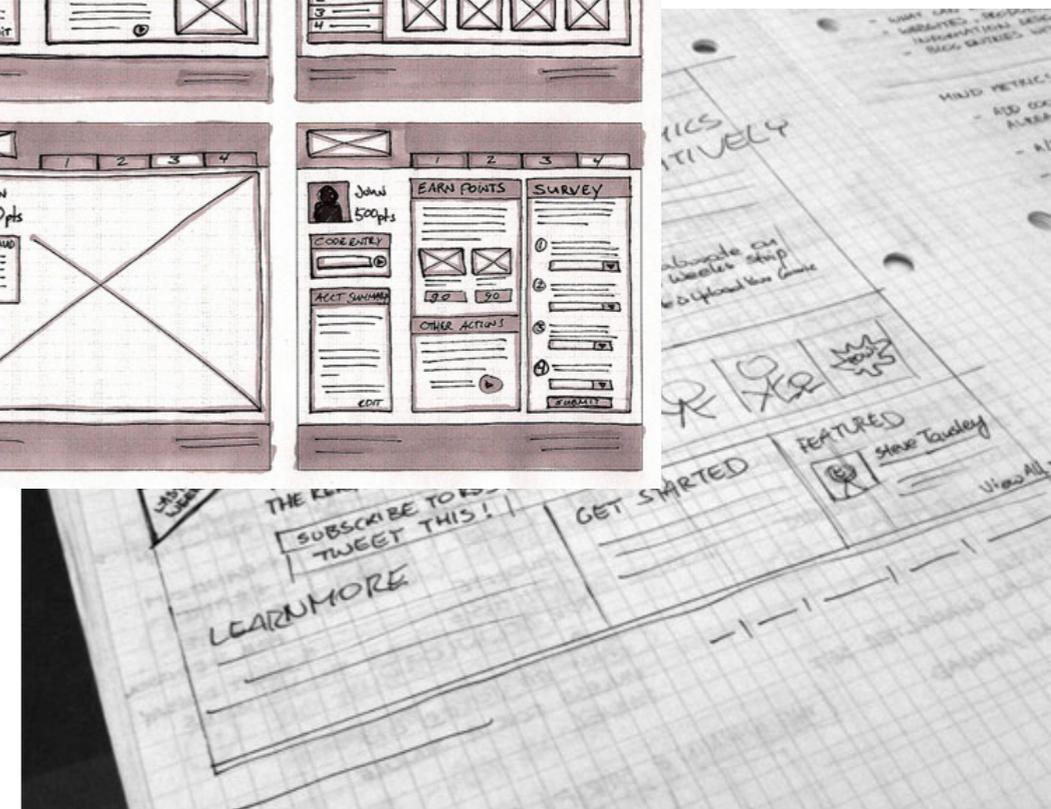
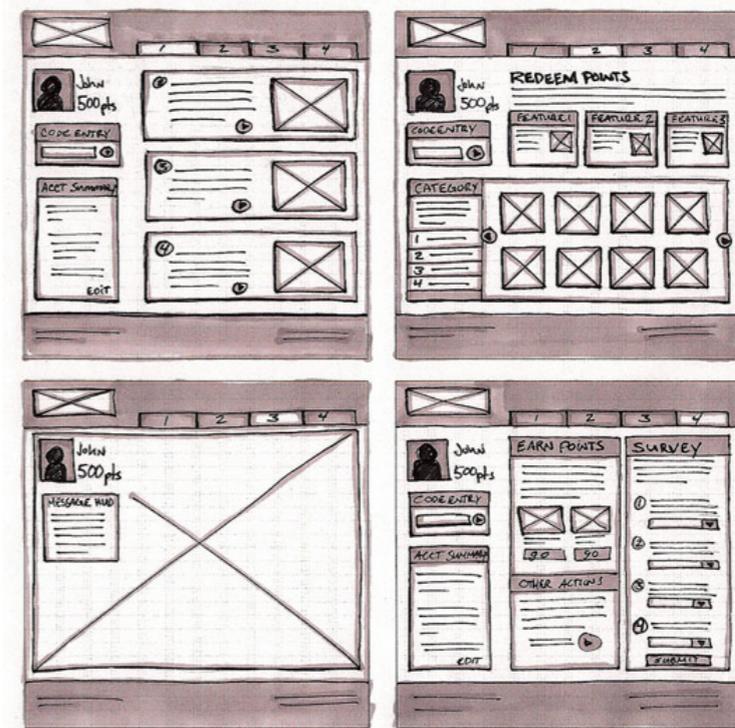
Wireframes @Prototyping

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

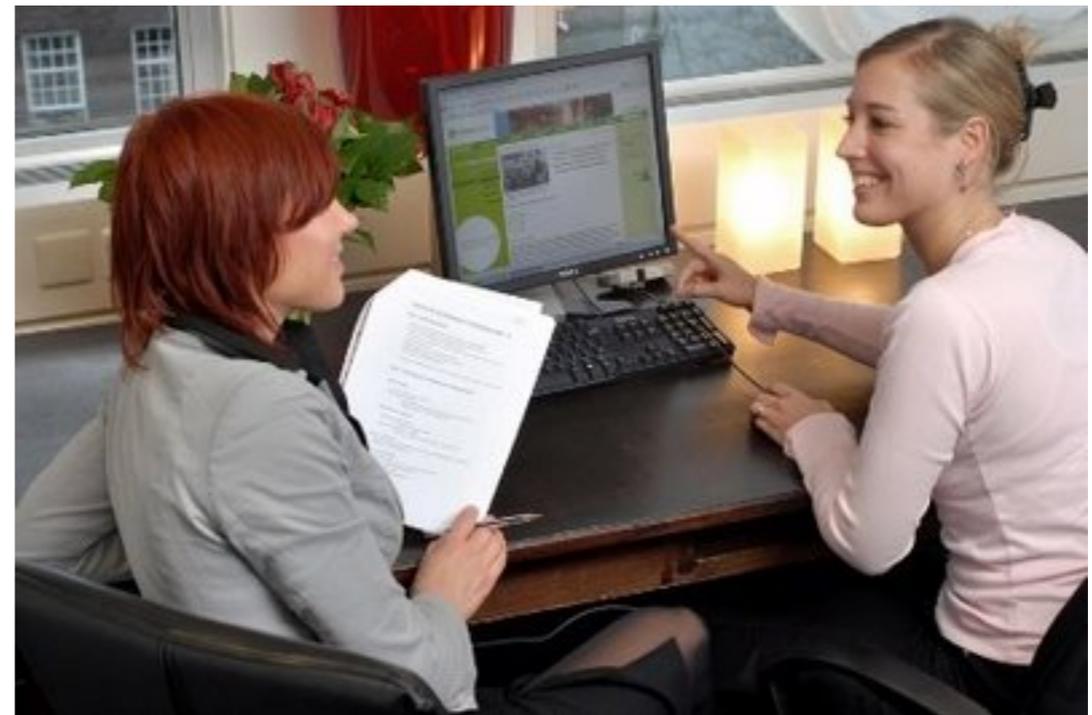
Key Benefits:

- 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

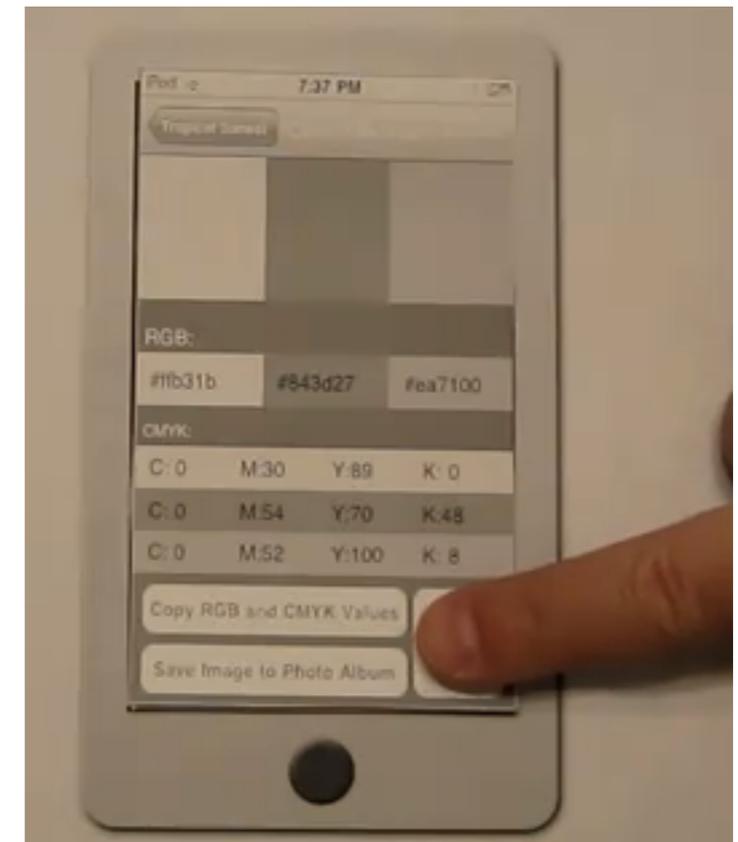
Paper prototype usability testing @Any time

Usability testing on paper versions of wireframes or sketches that users can simulate clicks 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



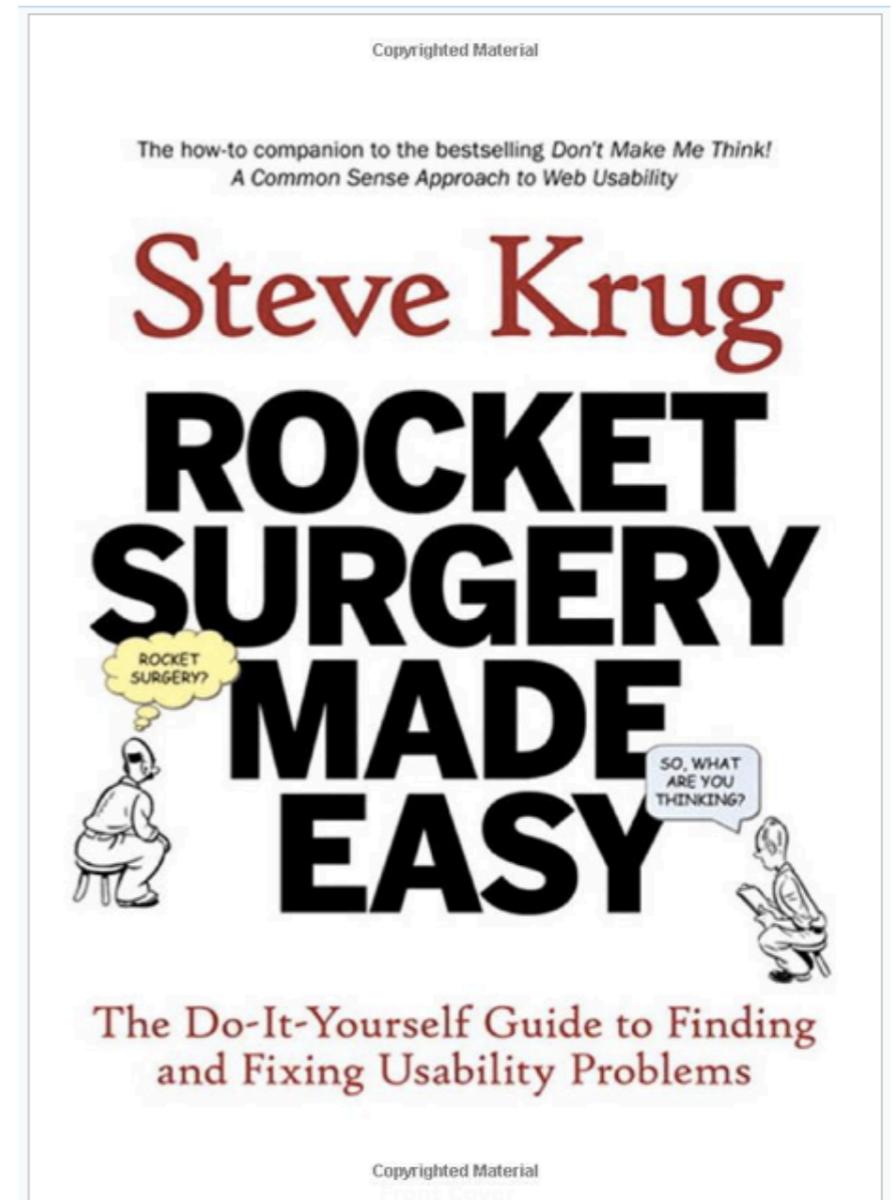
Qualitative Usability Testing @Any time

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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Let's Practice!

Collaborative Design Session

Challenge

Develop a Mobile App that helps
promote networking and interaction
between all conference attendees

Form teams of 4-6 people



2 min

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



10 min

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



10 min

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



15 min

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)



10 min

4. Usability Testing

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!



10 min

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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