Lean UX

Short overview of the Lean UX approach

All the steps are to be done in an collaborative way. The team has to be setup with multiple disciplines such as designers, developers, marketing experts or whatever makes sense.

The whole process focusses on *outcomes (explicitly defined business outcomes)* rather than *outputs (features & services)*.

The foundations of Lean UX are Design Thinking, agile development and the lean startup method.

Aims

1. The whole team should know what problem we are solving.
2. The whole team should know what success looks like.
3. Seek for simple solutions.
4. Always ask why, don't just accept.

Principles

1. Cross-Functional Teams
2. Small, dedicated, collocated team
3. Progress = outcomes, not output
4. Problem-Focussed Teams (business problem)
5. Removing waste (= anything not leading to ultimate goal)
6. Small Batch Size (= no wait for big design deliverables)
7. Continuous discovery
8. GOOB (= getting out of the building)
9. Shared understanding (of space, product, customer)
10. Anti-Pattern: Rockstars, Gurus, Ninjas (instead: Share, collaborate!)
11. Externalize your work (get ideas out of heads to walls, printouts, notes etc. to share with team and customers)
12. Making trumps analysis (less debates, more doing)
13. Learning over growth (scaling an idea that is unproven is risky)
14. Permission to fail

Flow

Assumptions

Prioritize Assumptions

<u>Assumptions based on Research</u>
- Analytics reports
- usability reports
- info about past attempts to fix the issue
- business stakeholder analysis
- competitor analysis.

<u>Assumptions based on Problem Statement</u>
Made up of three elements:
1. Current goals of product / system
2. The problem the business stakeholder wants addressed (ie where goals are not being met)
3. Explicit request for improvement that doesn't dictate a solution

<u>Template</u>
Our [service/product] was designed to achieve [these goals]. We have observed, that the product/service isn't meeting [these goals], which is causing [this adverse effect] to our business. How might we improve [service/product] so that our customers are more successful based on [these measurable criteria].

Dissect this problem statement into its core assumptions.

<u>Risk</u>
I.e. How bad would it be if we were wrong about this? The riskiest assumptions have to be *tested*. Less risky assumptions go to the backlog for later.

High Risk

focus

Known ———————— Unknown

Low Risk

Hypothesis Statement (or Goal)

Testing Assumptions
To test the riskiest assumptions, you have to transform each assumption statement into a format that is easier to test: a hypothesis statement.

Hypothesis Format:
We believe [this statement is true].
We will know we're [right/wrong] when we see the following feedback from the market:
[qualitative feedback] and/or [quantitative feedback] and/or [key performance indicator change].

Enhanced Hypothesis Format:
We believe that [doing this/building this feature/creating this experience] for [these people/personas] will achieve [this outcome]. We will know this is true when we see [this market feedback, quantitative measure, or qualitative insight].

Be very specific on Outcomes rather than Output
Put together a list of *outcomes* (ie KPI) you are trying to create, a definition of the *personas* you are trying to service, and a set of *features* you believe might work in this situation.

Focus on / develop Personas

Personas
(Only spend few ours max for creating these (best guess). Personas get refined during ongoing research.)
1. Sketch & Name
2. Behavioral demographic information
3. Pain points and needs
4. Potential solutions

Collaborative Design / Ideation

Example Method: Design Studio (Design Charrette)
1. Problem Definition & Constraints (15-45 min)
2. Individual Idea Generation (10 min), A6 3x3 sketch template
3. Presentation and critic (3 min per person)
4. Iterate & Refine based on feedback (5-10 min)
5. Team idea generation (45 min)
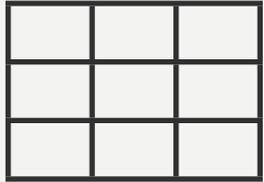
MVP

MVPs help to test assumptions (will this tactic achieve the desired outcome?) while minimizing the work we out into our unproven ideas.

Test / Iterate / Improve

About the book

Lean UX
Jeff Gothelf with Josh Seiden
http://shop.oreilly.com/product/0636920021827.do