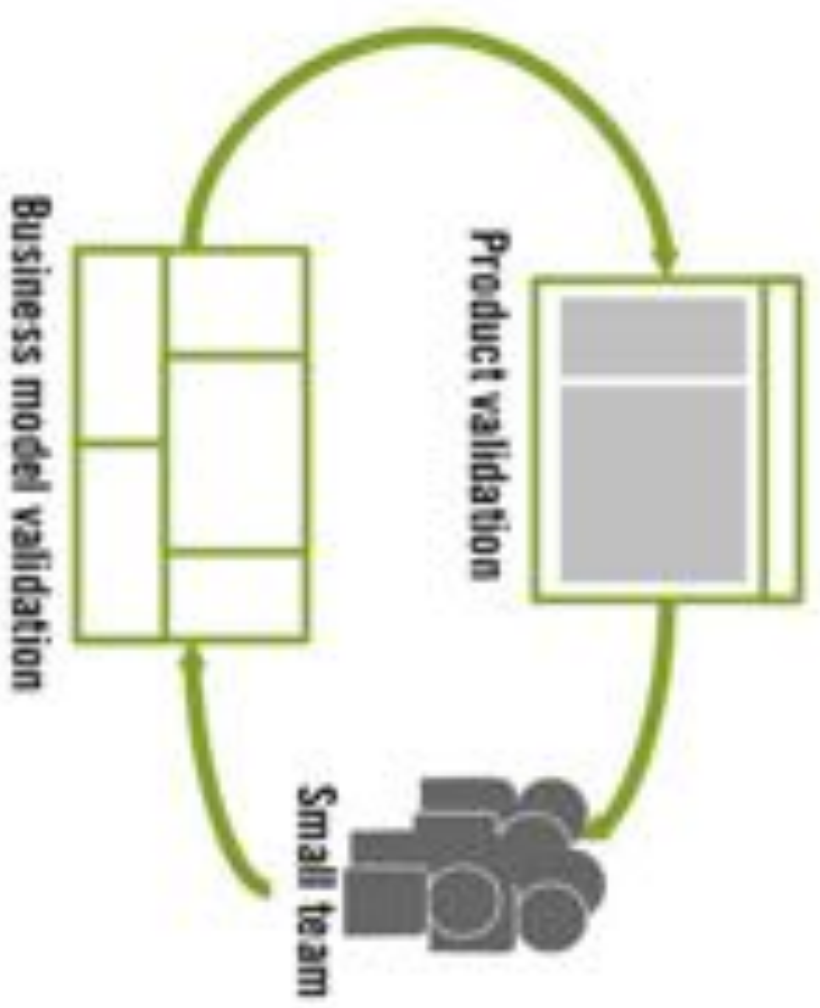




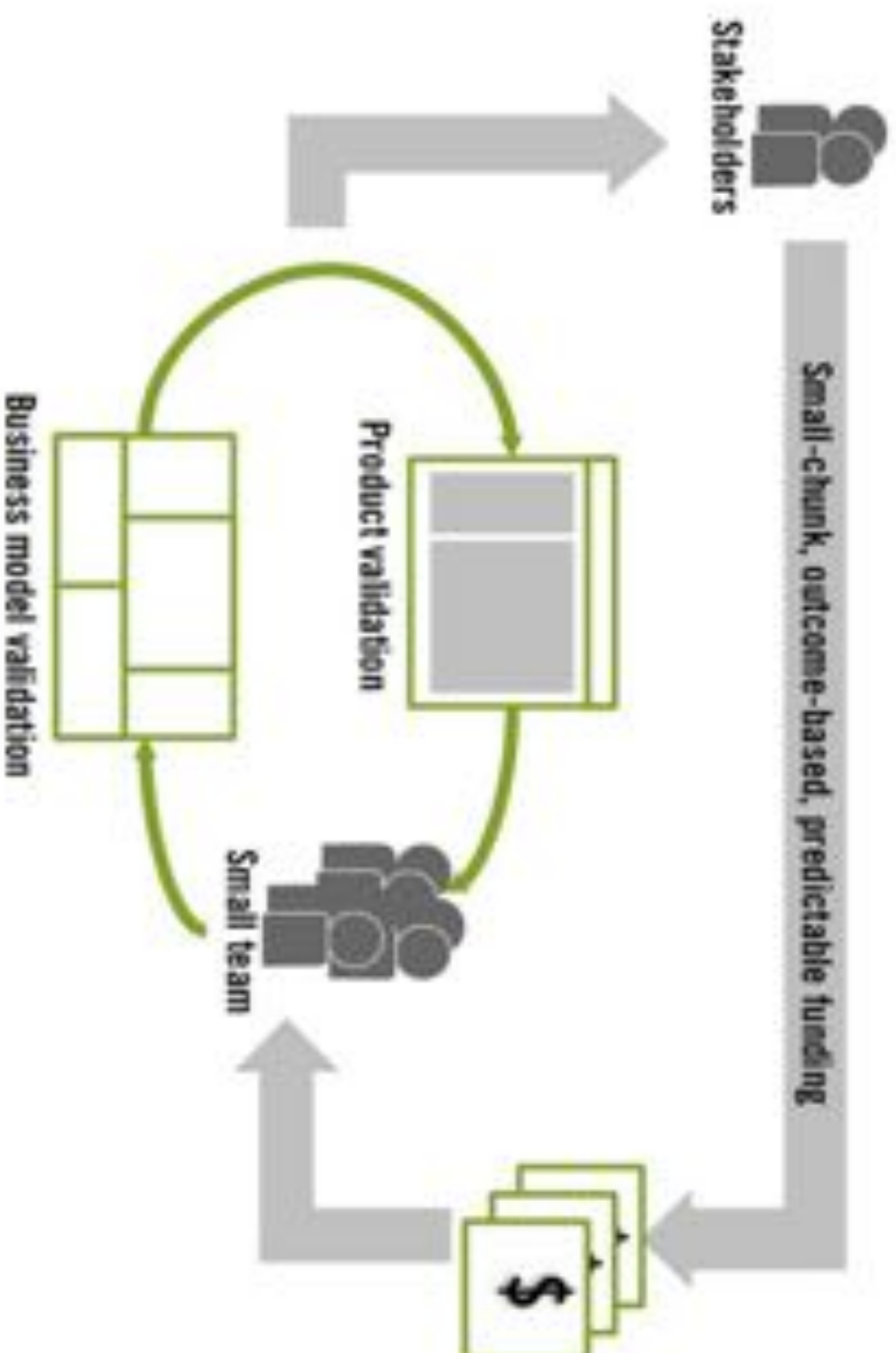
# 5. *New Organization*

## Support Continuous Learning

# 5. NEW ORGANIZATION



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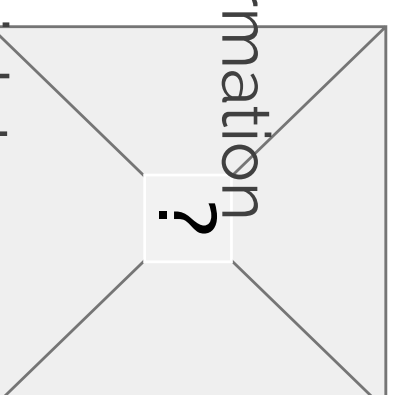


**Culture / Infrastructure to support continuous learning**

# LEAN UX

## What Are The Principles? .


1. Design + product management + development = 1 product team
2. Externalize
3. Research with users is the best source of information
4. Focus on solving the right problem
5. Generate many options and decide quickly which to pursue
6. Recognize hypotheses & validate them
7. Rapid cycles: think/make/check





# Make User Research Routine.

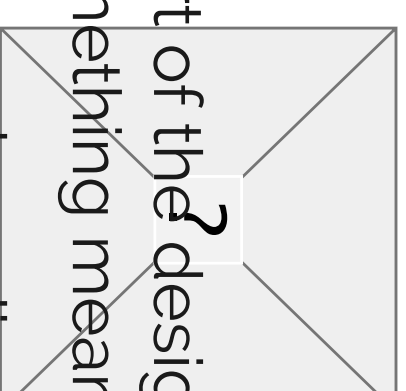
- Interact with users often and continuously
- Schedule weekly/biweekly routine meetings for user research/testing
- Don't make a big deal about it: last minute recruitment and test planning
- Turn observations to recommendations quickly, avoid time intensive reports



# Visualize Quickly

- In a rapid timeline, the sooner ideas are visualized -> the sooner feedback returned.
- Increased visual fidelity = greater understanding to clients and users.
- How to visualize? A: sketches, wireframes, mockups, prototypes.
- How much do you prototype? A: Enough to get your point across.

# Design Collaboration Is A Buy-In Tool.

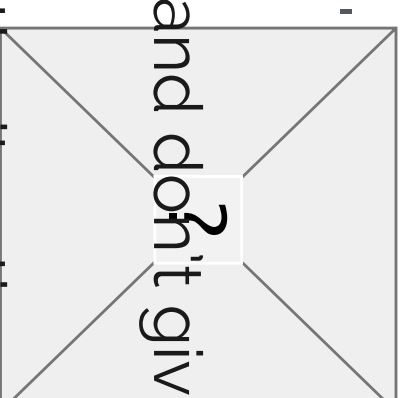


- Tap into people's pride by giving them a part of the design ownership - everyone wants to work on something meaningful.
- Collaborating on the design streamlines the on-boarding process to keep things moving.
- The designers role shifts to facilitator of design thinking and steward of the vision.

# Shift From Requirements To

## Hypotheses.

- Requirements are dictated by the business and don't give creative people a problem to solve.
- Defining requirements is counterintuitive to the iterative and exploratory nature of design.
- Hypotheses are assumptions framed as questions, which can be tested and validated.







**THANKS**

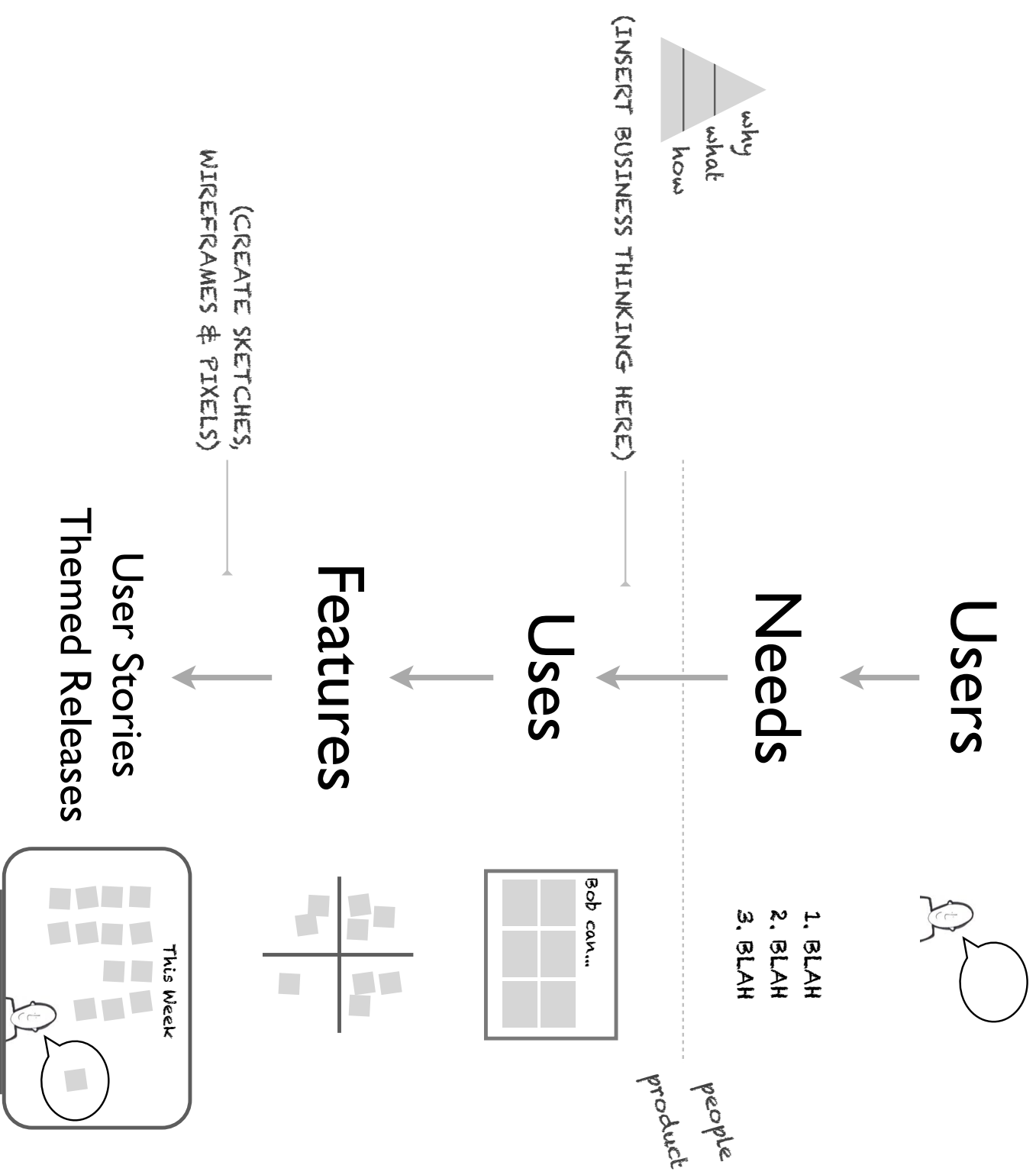
October 8, 2014



ABSTRACT CONCEPTS



# LEAN UX



# LEAN UX

Lightweight

Low-Fi

Lo-Tech

External

Face to Face

Collaborative

Generative and Decisive

Fast

Repeatable

Routinized

Goal Driven

Outcome Focused