



LEAN UX + BUSINESS DESIGN

October 9, 2014

OUR FOCUS

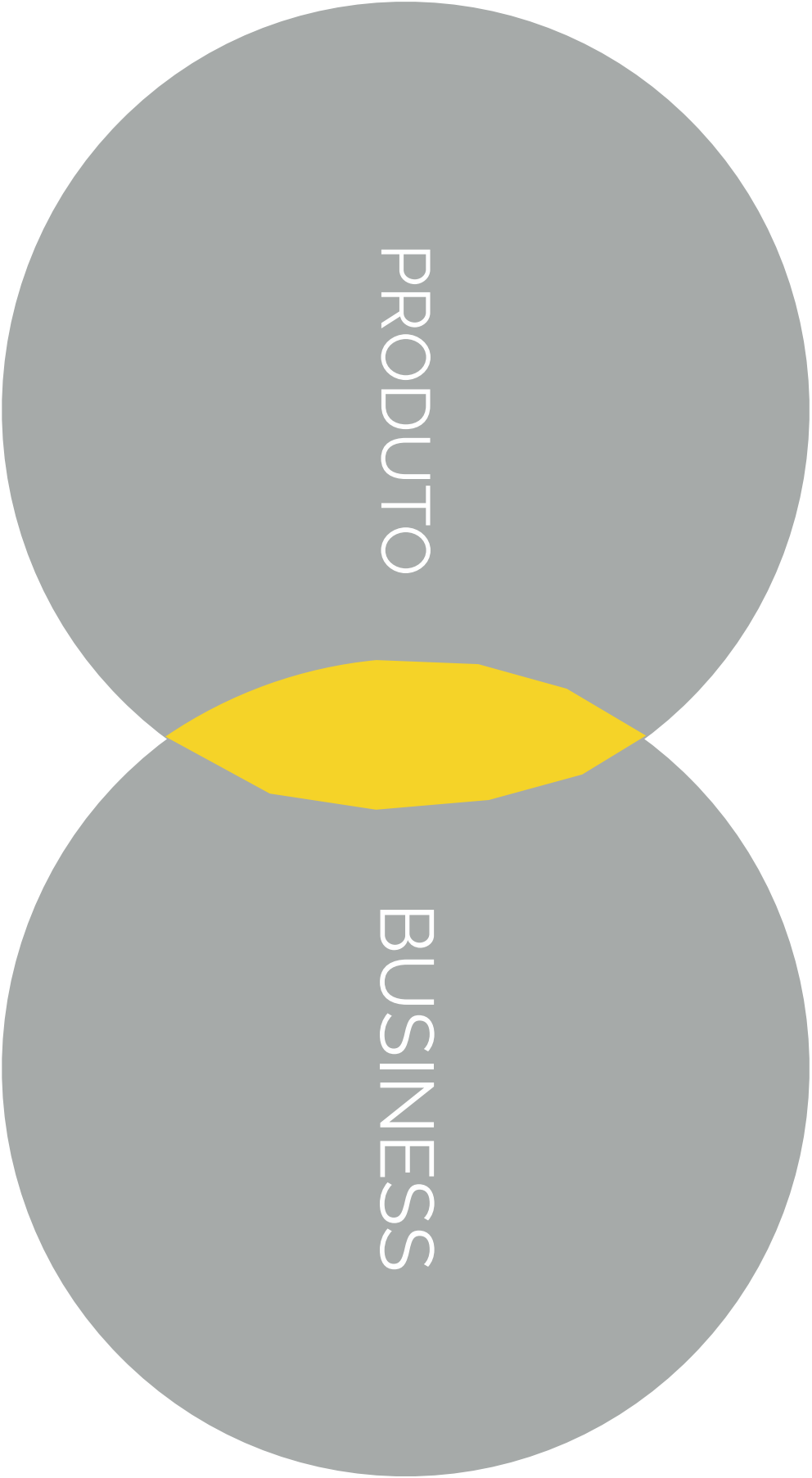
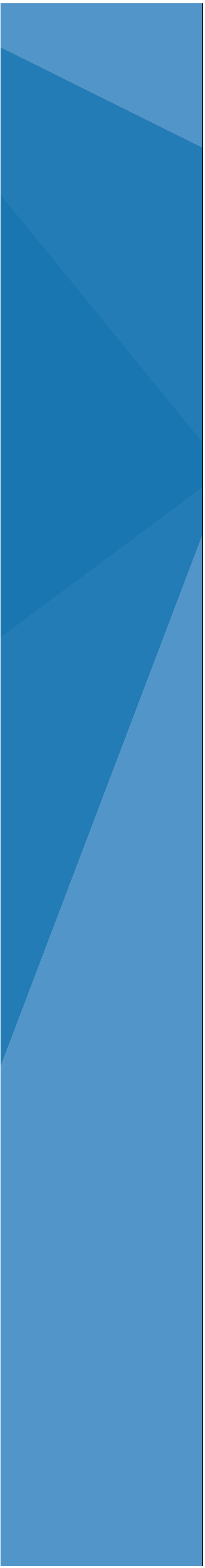
1. Product Development
2. Customer Development
3. Growth
4. Fundraising

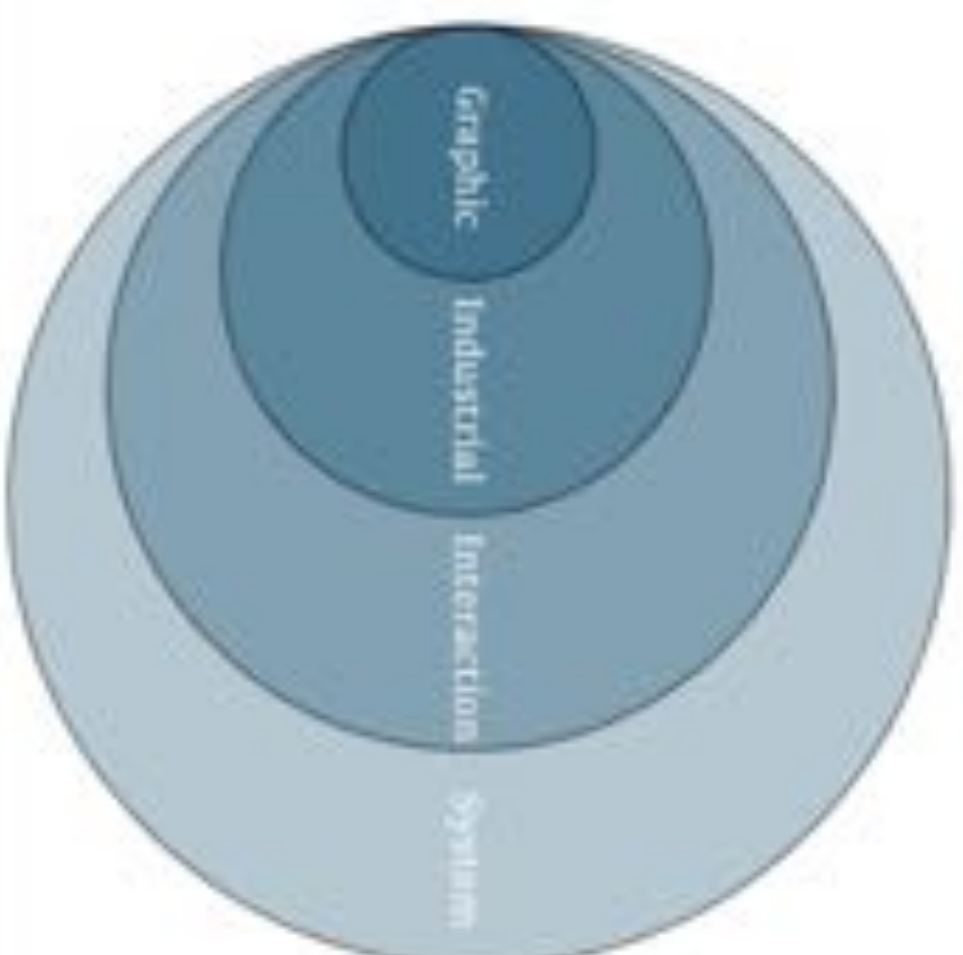
OUR FOCUS

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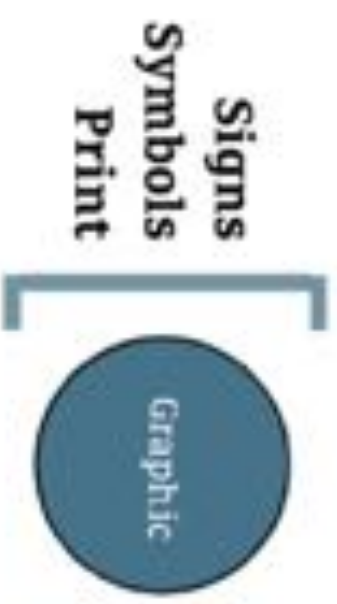


What Have We Learned

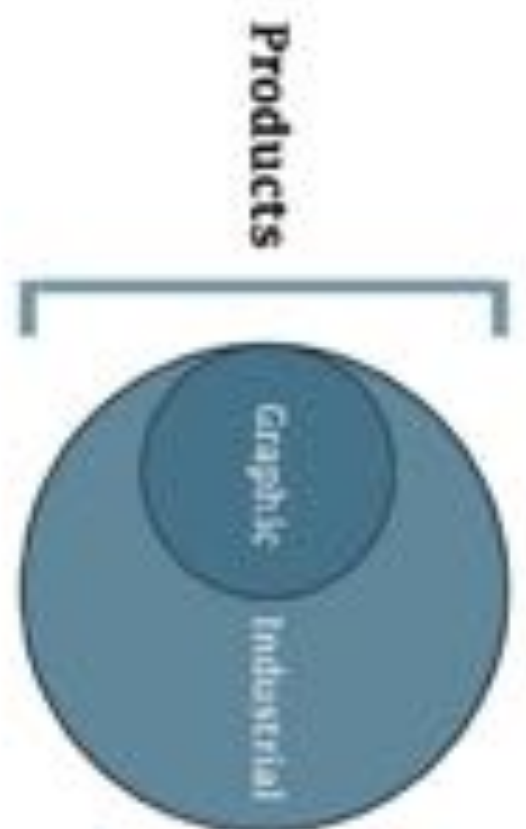




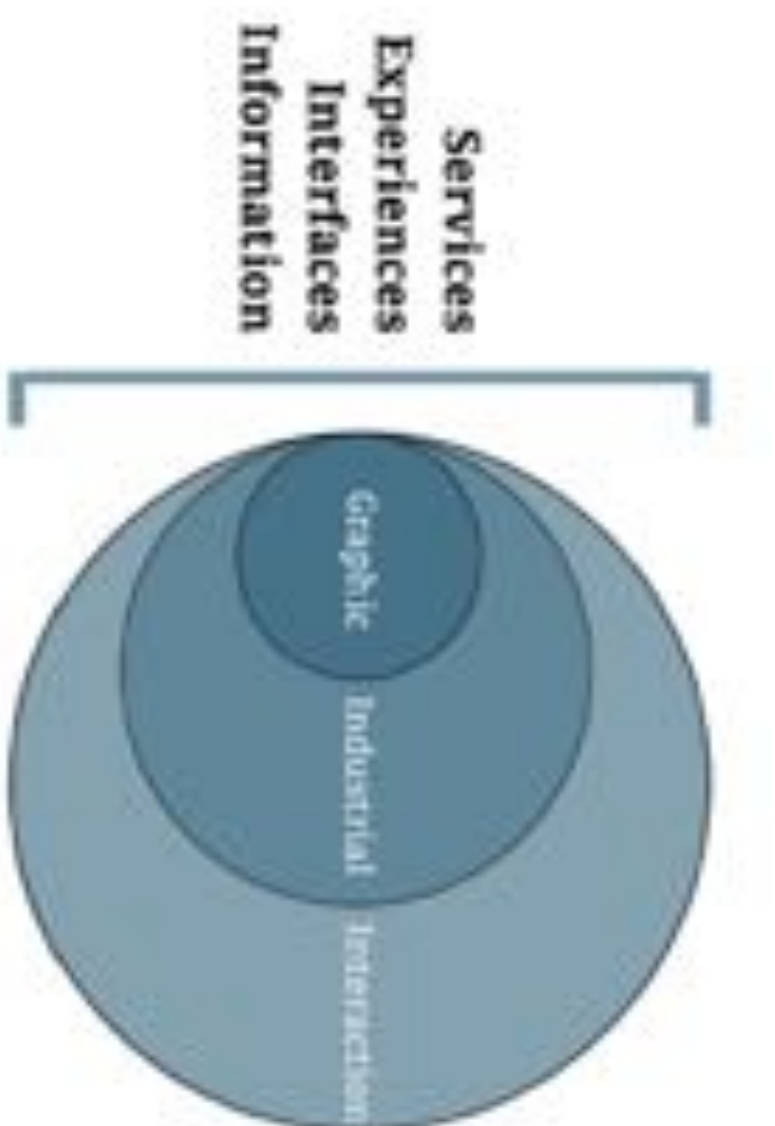
Design Is Problem Solving



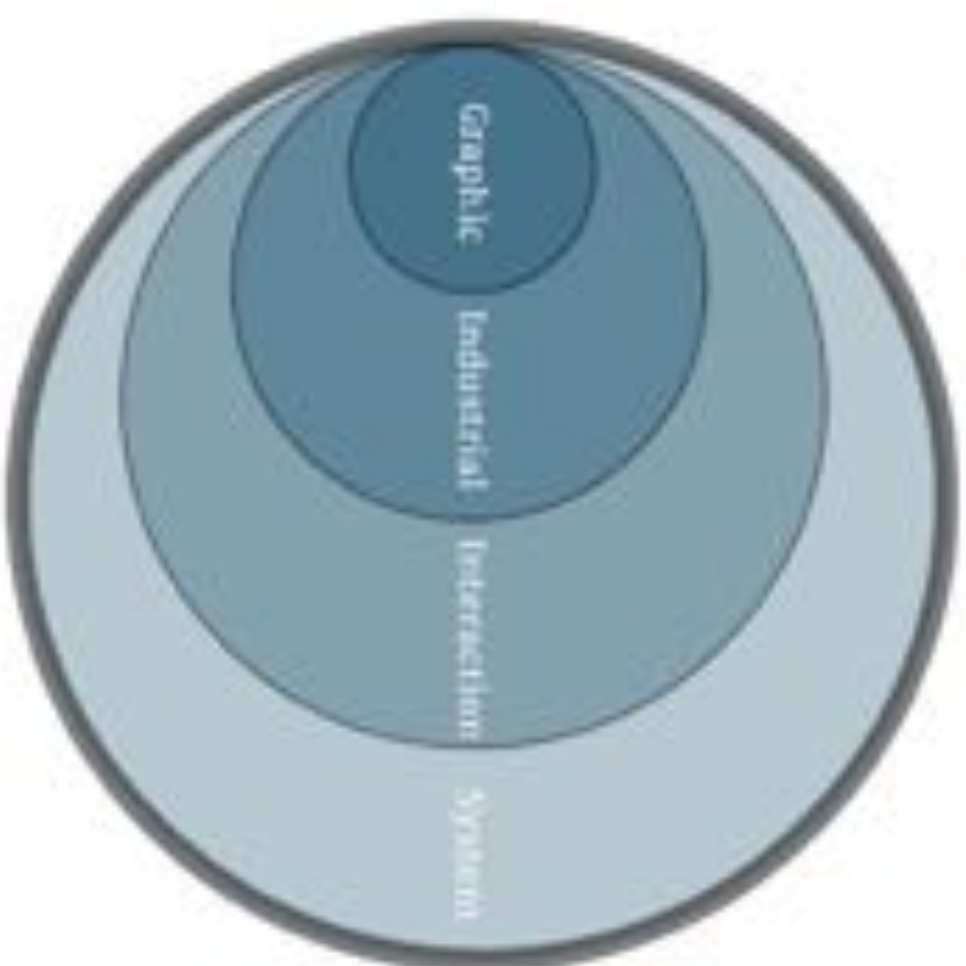
Design Began As Communication



Expanded To Physical Things



Then On To Less Tangible Things




Today Design Tackles Complex Systems

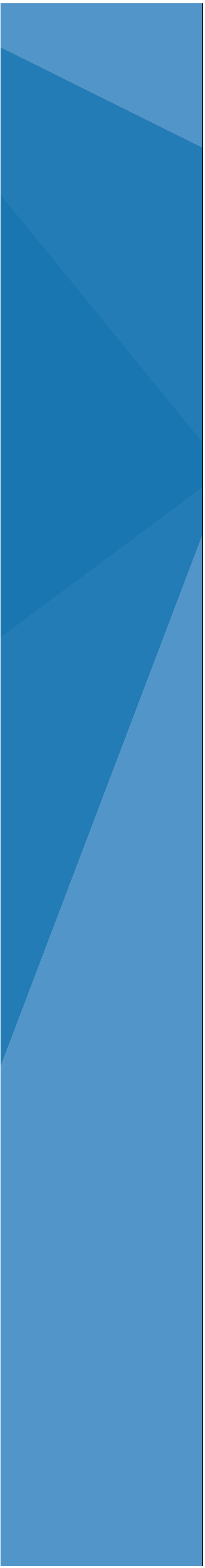
YOU ARE A DESIGNER!

"Anyone who makes decisions about how the product should be is a designer*. Designer is a role, not a person. Almost every developer on a team makes some decisions about how the product will be, just through the act of creating the product. These decisions are design decisions, and when you make them, you are a designer. For this reason, no matter what your role on a development team, an understanding of the principles of design will make you better at what you do."

Jesse Schell, Schell Games



So How Does Lean Apply To Design And User Experience?



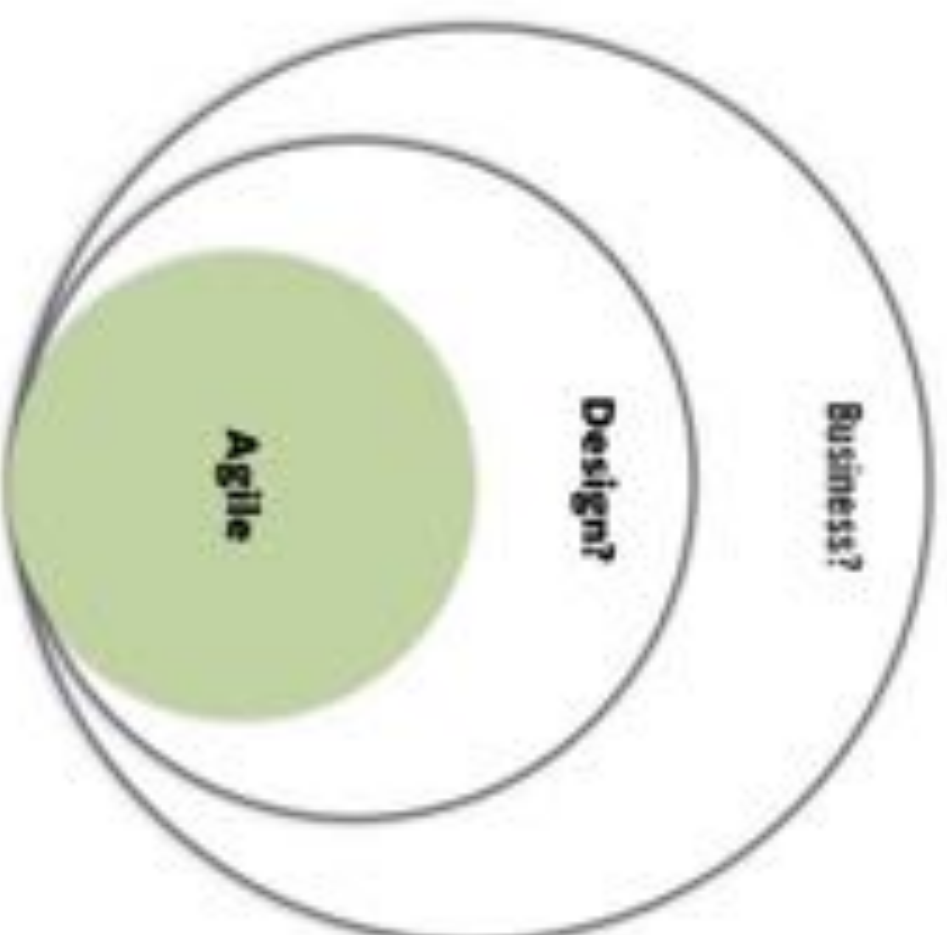
LEAN UX

OUR WORLD

**SOFTWARE
ENABLES
CONTINUOUS
CHANGE**

OUR WORLD

Coping with Continuous Production



OUR WORLD

Coping with Continuous Production

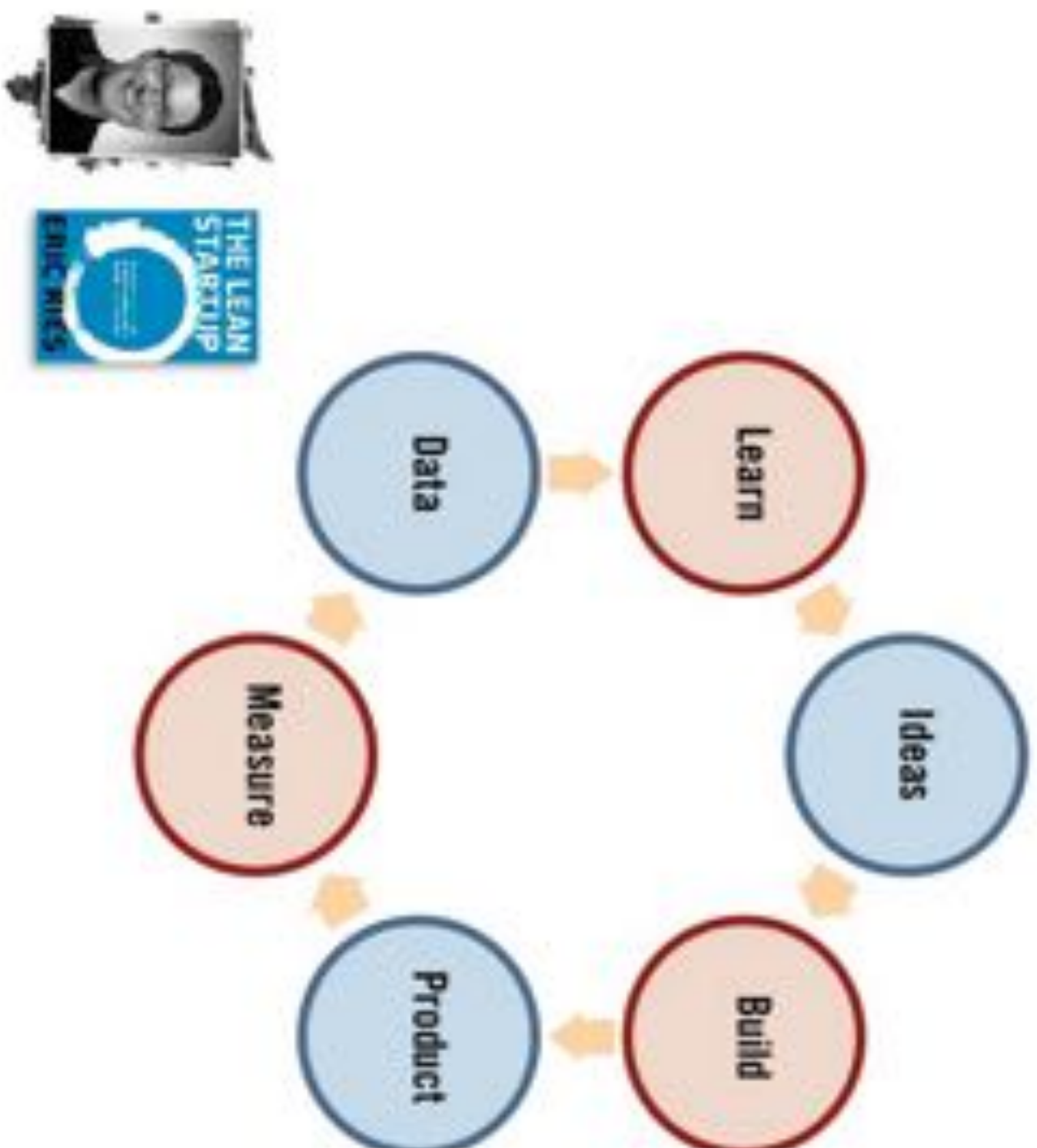



OUR WORLD

Coping with Continuous Production



LEAN STARTUP





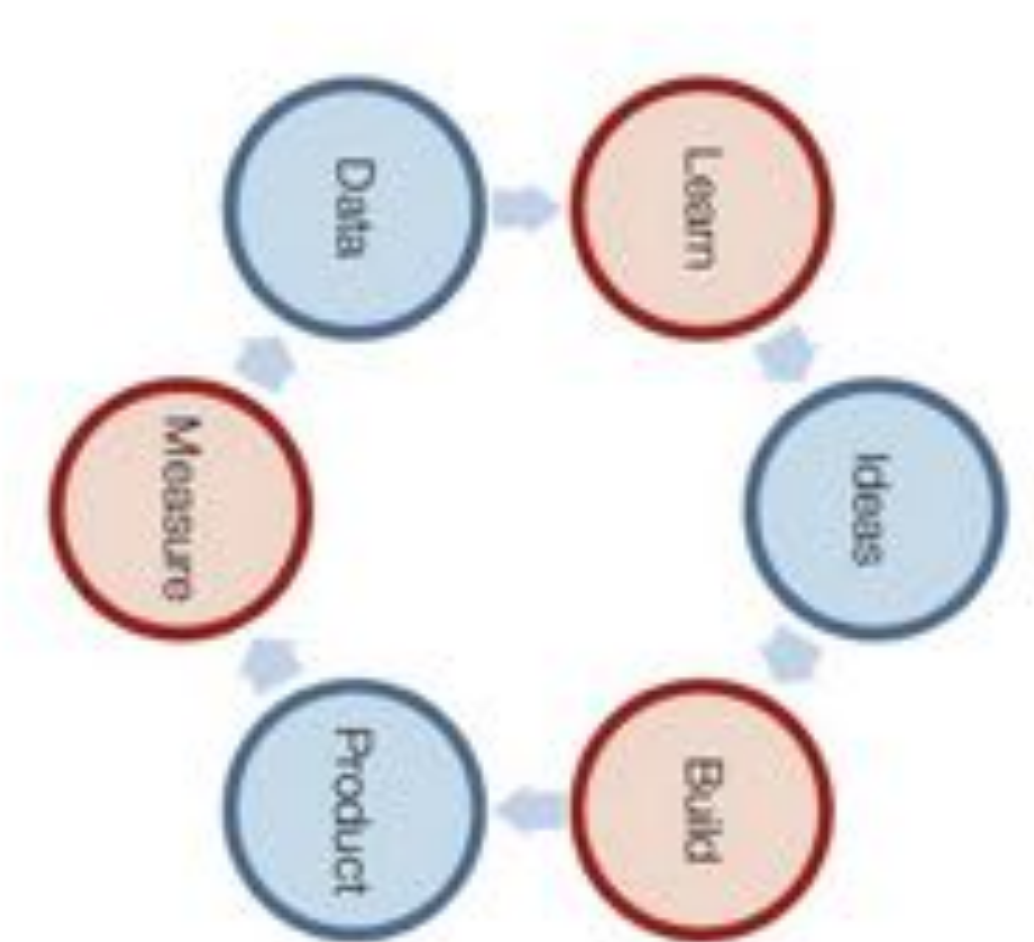
So How Does Lean Apply To Design And User Experience?

LEAN UX

Lean User Experience is a cross-functional, principle-driven process characterized by rituals that predispose teams to predictable, high-quality, high-velocity user experience outcomes.

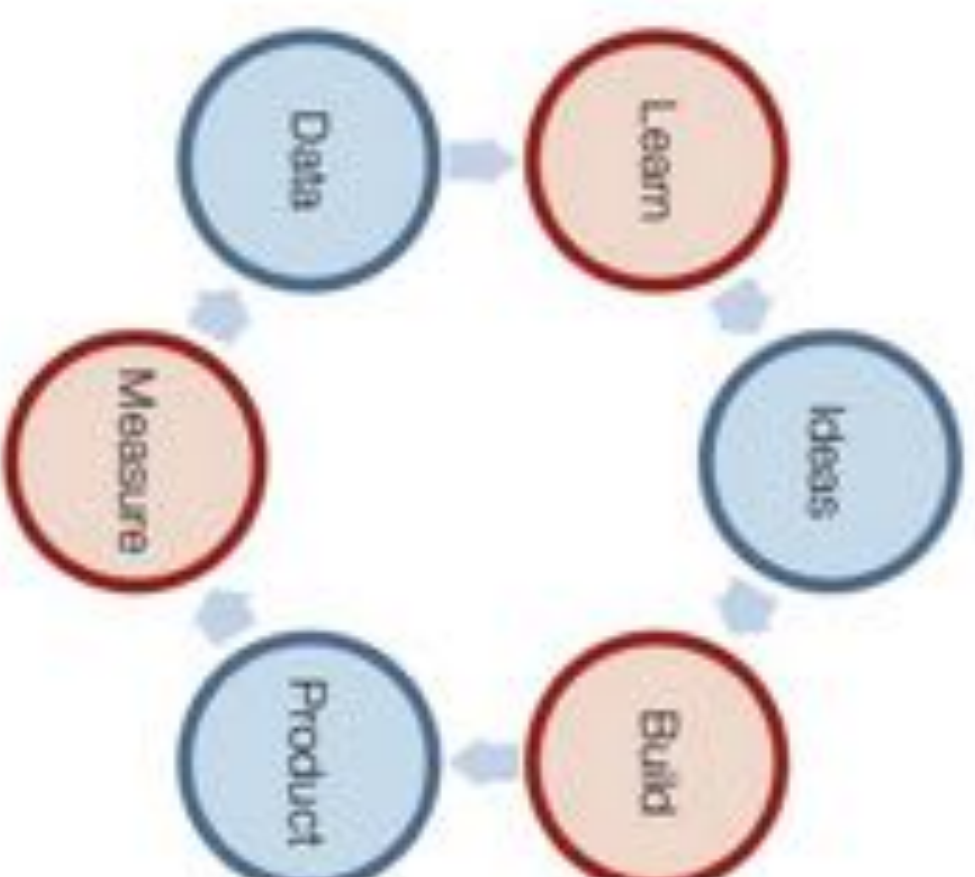
LEAN UX METHODOLOGY

State your desired outcomes
Declare your assumptions
Hypothesize: write the test first
Design an Experiment
Make an MVP
Get out of the building
Team synthesis
Repeat

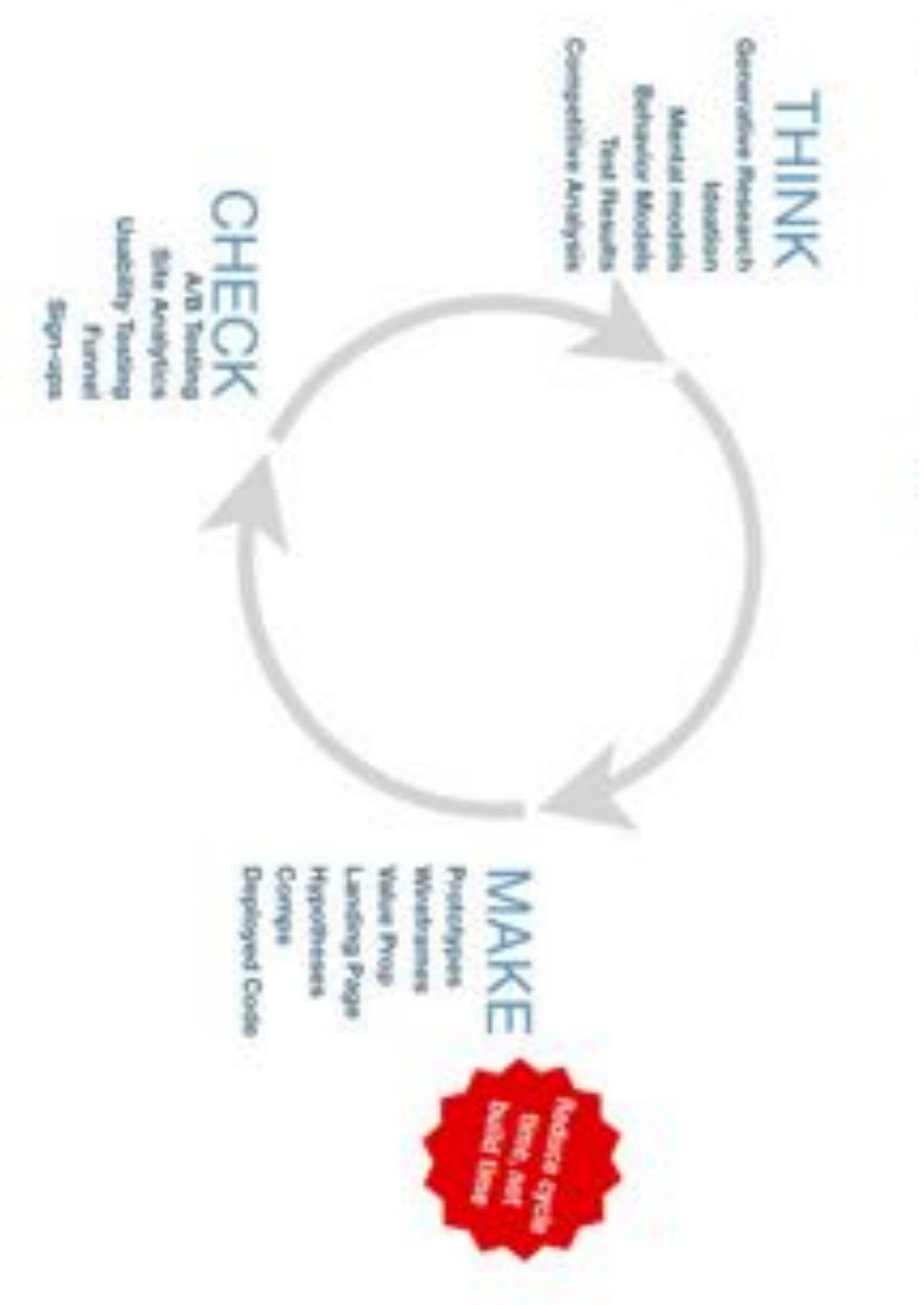


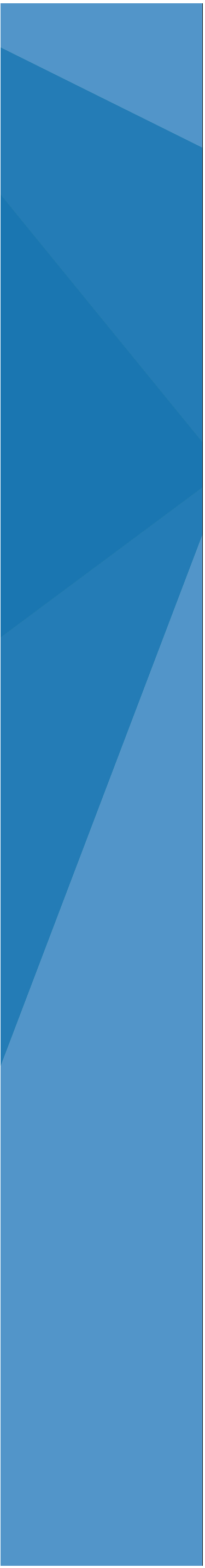
LEAN UX ELEMENTS

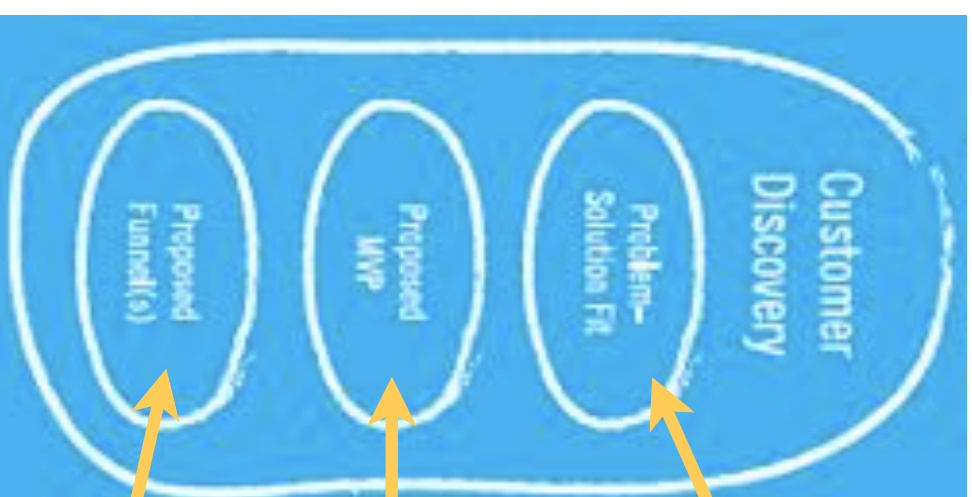
Small, x-functional teams
Small-batch flow
A bias towards making
Continuous Learning
A focus on outcomes



LEAN UX METHODOLOGY








People, their
goals & needs

Sketches and
prototypes

“New user”
experiences

CUSTOMER DEVELOPMENT = UX!!?

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1. Continuous Learning
 2. Assumptions + Hypothesis
 3. Bias Towards Making
 4. Manage Outcomes
 5. A New Organization