Introducing lean start ups and ux

Lean start ups and ux

What is a start up?

A startup is an organization formed to search for a repeatable and scalable business model.

Steve Blank

Online Start Up Course

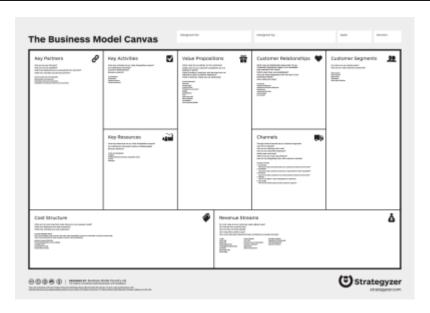
Udacity Course by Steve Blank:

How to build a Start Up - https://www.udacity.com/course/ep245

Lean Start Up Methodology

- Business Model Canvas
- Pivots
- Minimum Viable Product (MVP)

Business Model Canvas



Business Model Foundry:

http://www.businessmodelgeneration.com/canvas

Pivots

The process of iteration in search of the successful business model

Steve Blank

Minimum Viable Product

"About discovery not product"

"...the key to an MVP is identifying the right minimal features for the right customers."

Kevin Dewalt

What is user experience?

"User experience" encompasses all aspects of the end-user's interaction with the company, its services, and its products.

Nielson Norman Group

http://www.nngroup.com/articles/definition-user-experience

UX Methodologies

- UX Research
 - Discover target user needs in the experience context of a hypothesized MVP
- Information Architecture and Interaction Design
 - Site/product navigation and user interaction with product to receive solutions
- Visual Design and Content Strategy
 - Visual and verbal communication of brand and solution

Integrating UX

- While building the MVP (MVP Discovery)
- After building the MVP (Post MVP)

UX and MVP Discovery

Consultants Don't Pivot, Founders Do

Steve Blank

- UX research helps founders decide whether solutions provided by feature set match user needs
- UX methodologies implemented while discovering the MVP maximize user adoption and engagement within the feature set of a hypothesised MVP

UX post MVP

- Increase Sign Up rate
 - Communicate brand and solution message
 - Fix site navigation and product navigation
- Deeper Engagement with signed up users
 - Increase ease of use of product features
 - Leave users satisfied and willing to re-use solution

Maximum Viability

- Maximum number of features that do not confuse targeted users
- Maximum number of users engaged on the site within the feature set
 - Business development and marketing efforts maximize number of visitors to landing pages
 - UX methodologies maximize user adoption and engagement with product to solve their problems