Getting Buy-in

slide 1: Introduction

Hi guys! Welcome to [Fundamentals of User Experience Design ], a Tuts+ premium course. I’m [Sarah Kahn] and today we’re going to talk about Getting Buy-in.

slide 2

Here’s what we’re going to cover:

* + Implement your own process
  + Guerilla Testing
  + Be the evangelist
  + Show your results
  + Assignment

slide 3

[Fighter]

I hope this lesson might be optional for some of you, and that you’re clients or organizations already have complete trust in the idea of doing user-centered design, and that your path will be easy and smooth.

Unfortunately, for many of us, buy-in is earned, not given, and it can be a hard-fought battle. So here are some tips to help you make your case and win.

slide 4

[take matters into your own hands]

slide 5

[create a process document]

I know, a process document. It sounds just UGH. But a document, no matter how brief, lends authority and substance, and it also shows in concrete steps how you intend to go about doing this thing. It also helps management understand that this is serious, grownup business.

slide 6

[an example]

this is a quick, rough, process document I created at adzerk to help guide our interactions with some of our independent contractors. This is just to give you an idea of what might be included in such a document. Try to cover what you’re going to do, in concrete steps.

slide 7

[start doing]

After you’ve created your document, begin implementing it! Pick a feature, a project, a page. Just pick a beginning point, and then start doing what you can on your own. If you can get metrics up and running under your own authority, go for it. If you can start working with users and getting feedback, do it. Go ahead and start working out ways to implement user-centric strategies in your own day to day workflow.

slide 8

[guerrilla testing]

The single biggest factor in getting buy-in for this stuff is to get test results in front of people. They might not believe that its important. Or they might claim to believe it, but it’s not a priority because they don’t really really believe. With user testing, seeing is believing.

slide 9

[gorilla]

I’m going to tell you a story from the trenches. Once, I was working for a beauracractic organization that claimed that it liked the idea of UX, but wouldn’t devote the time and resources it needed to in order to get results.

So, I conducted a series of guerrilla tests. I set up 4 remote tests on [trymyui.com](http://trymyui.com) of 4 of our biggest competitors. The video results were extremely compelling. I set up a lunchtime viewing of some of the highlights, luring key people with food. I won over some hearts and minds with my results. This took me about a weekend and a couple of free trial accounts to put together. My boss did spring for the lunches though.

Whatever it takes to get actual user results in front of people, once you can successfully make it happen, something often clicks and then they ‘get it’.

slide 10

[be the evangelist]

sometimes it’s not enough to just penetrate into people’s brains. You need a higher level of buy-in to get included in the meetings that you need to be included in, to really get user-centric design to become a value of the project or organization.

slide 11

[the lorax]

You can do this by being the evangelist. Be a broken record. Whatever parts of your process that you’ve gotten up and running, share your findings with anyone who will listen. Ask questions about how your UX process will fit in, which users you can talk to about something before it gets started, how the team will be working to fix issues that you’ve found. Because ultimately, you can run tests until you’re blue in the face, but you probably can’t fix all of an entire application’s issues by yourself.

Over time, listen for footholds. If someone mentions a conversation with a client, jump on board. Would you be able to talk to the client? If someone is doing demos, can you lurk to hear what users are saying? The more you inject yourself, the more it will become natural to the team to include those practices in their daily workflow.

slide 12

[share your successes]

If you’ve identified and fixed a problem, share that! Make a report, send an email, host a lunch and learn, but let people know about it!

If you have user quotes about something that’s easier to use, or heatmaps, clickmaps, or any other type of metric showing users having a higher rate of success, or video showing users having an easier time getting through, share those things!

slide 13

[be patient]

Over time, it will get through! Just keep doing your thing, and sharing what you learn and how you make it better, and over time your organization, project, or team will change for the better. Processes, thinking, and ways of doing things don’t change over night though, so be patient.

slide 14

[assignment]

* + Outline a UX process for your next project!
  + Lay out briefly and concisely what actionable steps you’re going to take to incorporate user-centric practices into your workflow.

Next time on [Fundamentals of User Experience Design ], continuing down the road of dry but necessary things, will be [Lesson 15: User Experience and Project Management Methodology]. This is [Sarah Kahn], and from all of us here at Tuts+, thanks for listening!