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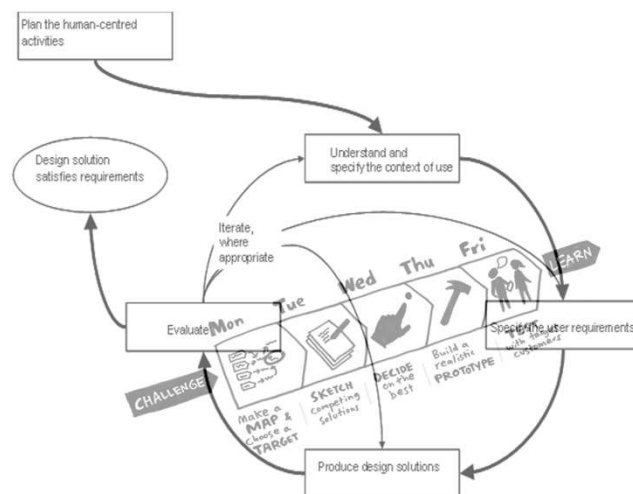
Caso di Studio: Applicazione di UCD Sprint

Questo materiale è stato organizzato da Maria Francesca Costabile e Rosa Lanzilotti, IVU Lab, Università degli Studi di Bari, per uso didattico, utilizzando materiale preparato da Marta Lárusdóttir dell'Università di Reykjavic, Islanda. Il materiale può essere fotocopiato solo per uso personale ma non può essere distribuito ad altri. Qualunque altro uso richiede una specifica autorizzazione da parte dell'Università degli Studi di Bari e degli altri autori coinvolti.

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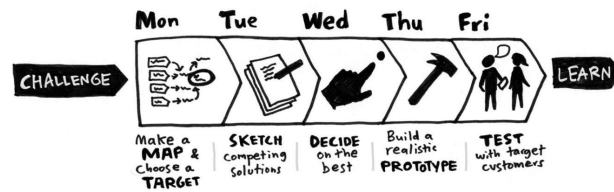
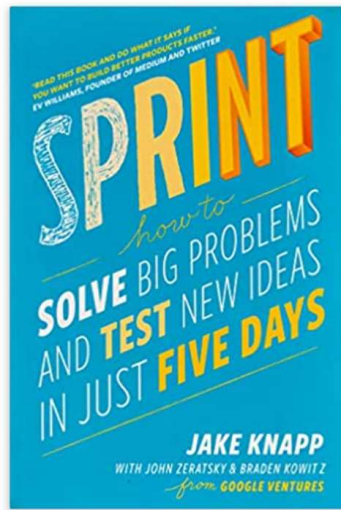
The User-Centred Design (UCD) Sprint Process

- Consists of a chain of methods used to design a software system
- Is structured as a 2 week sprint
 - Taking a brand new idea, analysing it, designing a prototype and evaluating it with users. The process concludes with an iteration
 - Describes what to do in each day
- Combines User-Centred Design (ISO 9241-210) and the Design Sprint by Knapp et al. (previously known as Google Design Sprint)



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Design Sprint Process by Knapp et al.



The Design Sprint process

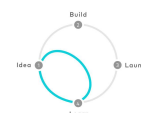


The Design Sprint

The sprint is a five-day process for answering critical business questions through design, prototyping, and testing ideas with customers. Developed at GV, it's a "greatest hits" of business strategy, innovation, behavior science, design thinking, and more—packaged into a battle-tested process that any team can use.

Working together in a sprint, you can shortcut the endless-debate cycle and compress months of time into a single week. Instead of waiting to launch a minimal product to understand if an idea is any good, you'll get clear data from a realistic prototype. The sprint gives you a superpower: You can fast-forward into the future to see your finished product and customer reactions, before making any expensive commitments.

This page is a DIY guide for running your own sprint. On Monday, you'll map out the



The sprint gives teams a shortcut to learning without building and launching

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The Founders of The UCD-Sprint Process



Marta Lárusdóttir
Reykjavik university



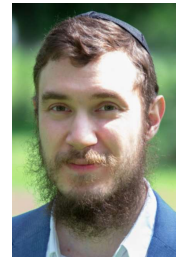
Virpi Roto
Aalto university



Andrés Lucero
Aalto university



Jan Stage
Aalborg university



Ilja Šmorgun
Tallinn university

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Design in groups

- Design is better performed by a Team of people
 - Design is a cognitive activity
 - It begins with a creative leap from customer data to the implications for design and from implications to ideas for specific features
- Working together is a new skill
 - It is not taught in schools and rarely taught on the job
 - The case studies carried out in groups are a great experience of working together

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User-Centred Design Sprint Process (new representation)



Discovery

1. Initial mapping
2. User group analysis
3. Interviewing users
4. Overall & UX goals
5. Mapping and selecting a target
6. Defining a design brief



Design

1. Exploring webs suggested by users
2. Defining users' tasks for testing
3. Brainstorming designs
4. Making & selecting good designs
5. Happy paths
6. Low-fi prototypes



Reality Check

1. Low-fi user testing
2. Prototype review
3. Realistic clickable prototype
4. 5 users test
5. Analysing testing results
6. Decide next steps & conclude

Images: © Might Could Studios

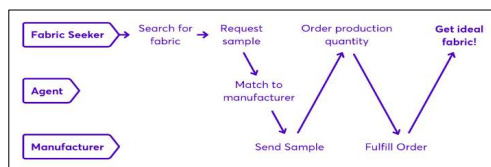
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The Objective for Making a Map

- **Get an overview of the idea behind making the whole system**
 - It should not be divided between different sections of the system
 - It should not be too detailed and not too simplistic
 - 5 – 15 steps in the map

Instructions:

1. List the user groups – On the left
2. Write the overall goal of the users - On the right
Buying coffee, delivery of service by the robot,
3. Steps to achieve the goal in the middle
with words and arrows
4. Keep it simple
The map should have from 5 to around 15 steps
5. This is a teamwork process



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Initial Mapping

Istruzioni:

1. Utilizzate se possibile una lavagna (in assenza usate un foglio di carta)
2. Riflettete sul prodotto da progettare e elencate i gruppi di utente che pensate potranno usare il prodotto
3. Scrivete ogni gruppo di utenti sulla lavagna a sinistra con un rettangolo intorno al nome
4. Decidete quale può essere l'obiettivo complessivo del prodotto (il motivo per cui una persona userebbe il prodotto) e scrivetelo sulla lavagna in alto a destra
5. Riportate con nomi e frecce i passi che gli utenti effettueranno per raggiungere tale obiettivo
Descriveteli in modo semplice e considerate 5-15 passi

Risultato:

La mappa iniziale (con i gruppi di utenti)

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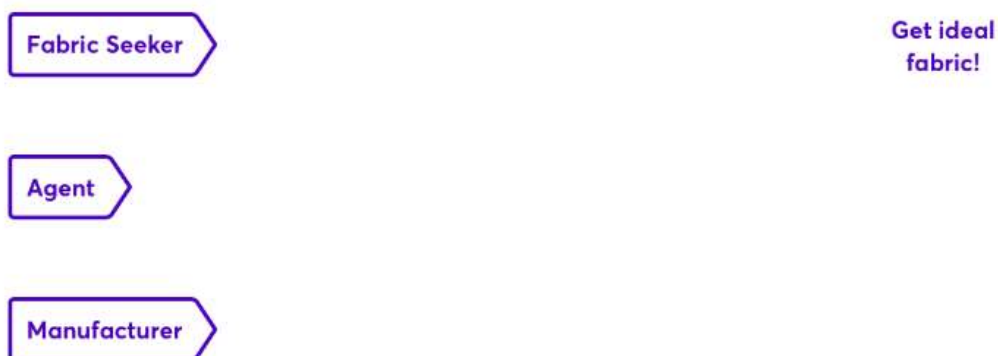
What is the Long Term Goal?

- Think about the long term goal from the users perspective
 - Why would the user want to use the whole system?
 - What will the user benefit from using the system?
- Examples
 - **Buying coffee online with similar experience as buying it having a barrista**
 - Wanted to keep the quality of the experience in the goal
 - Wanted to challenge themselves to reach new customers
- In the fabric seeking example?
 - Write that to the far right

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Alcuni elementi di una initial map

Gruppi di utenti a sinistra, Long Term Goal in alto a destra



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Analysing User Groups

- When analysing potential users groups you analyse:
 1. WHO are in the user group?
 - Background information for that group
 2. WHY will the software be used?
 - What are the main goals users have in this user group
 3. WHAT equipment will they use?
 - Describe the technical equipment needed
 4. WHERE will the software be used?
 - Describe the real environment where the software will be used
 5. WHEN will this user group use the software?
 - How frequently and how long each time?
 6. HOW important is the group?
 - Is this the main user groups that you will focus on or less important?



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User Group Analysis

	Students in Iceland	Students Abroad	Graduated Student		Students in Iceland	Students Abroad	Graduated Student
WHO	Age: 19 - 99	Age: 19 - 99	Age: 20 - 99	WHERE	The physical environment is usually good both at home and at the university	The physical environment is usually good both at home and at the university	The physical environment is usually good
	Gender: All genders	Gender: All genders	Gender: All genders				
	Education: Graduated from high school	Education: Graduated from high school	Education: Graduated from university				
	Abilities/Disabilities: nothing special	Abilities/Disabilities: nothing special	Abilities/Disabilities: nothing special				
WHY	Computer skills: Very good	Computer skills: Very good	Computer skills: Various, depends on the age	WHEN	How often: Mostly used in start and the end of the semester, less in between	How often: Mostly used in start and the end of the semester, less in between	How often: Mostly used twice a year, when paying the payments
	Number: ca. 4.000	Number: ca. 2.000	Number: ca. 30.000		For how long each time: The system is used for ca. 30 mins - 1 hour each time	For how long each time: The system is used for ca. 30 mins - 1 hour each time	For how long each time: The system is used for ca. 15 mins each time
	Apply for loans and grants, look up the status of the loans and get information	Apply for loans and grants, look up the status of the loans and get information	Get information on the loans and payments		Skills: Users will never get skilled in using the system, since they use it so infrequently	Skills: Users will never get skilled in using the system, since they use it so infrequently	Skills: Users will never get skilled in using the system, since they use it so infrequently
WHAT	The technical environment varies, but usually they have good equipment and internet connection	The technical environment varies, because the students can be all over the world, but most of them have good equipment and internet connection	The technical environment varies, but usually they have good equipment and internet connection	HOW	MOST IMPORTANT + Students Abroad	MOST IMPORTANT + Students in Iceland	Second most important user group

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Interviewing users

- Interview members of the user groups

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Report the interview results

- Summarise the background
 - We had 10 interviewees, 6 males and 4 females. Their age range was from 34 – 67 years. They had been working for the company from 6 months to 16 years
 - 6 were fabric seekers, 2 agents and 2 manufacturers
- Summarise the results
 - If you have asked all the interviewees the same questions
 - Summarise what the interviewees said for each question in your own words
 - Often good to report examples.
One of the interviewees stated:
„I only use this system, when nothing else works“.
 - If you have asked particularly about some issues
 - Summarise what the interviewees said

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Towards UX Goals

User Experience Factors

Desirable aspects

satisfying	helpful	fun
enjoyable	motivating	provocative
engaging	challenging	surprising
pleasurable	enhancing sociability	rewarding
exciting	supporting creativity	emotionally fulfilling
entertaining	cognitively stimulating	

Undesirable aspects

boring	unpleasant
frustrating	patronizing
making one feel guilty	making one feel stupid
annoying	cutesy
childish	gimmicky

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Examples of experience goals...

Sympathy	To experience an urge to identify with someone's feeling of misfortune or distress
Kindness	To experience a tendency to protect or contribute to the well-being of someone
Nurture	Taking care of oneself or others
Respect	To experience a tendency to regard someone as worthy, good or valuable
Admiration	To experience an urge to prize and estimate someone for their worth or achievement
Worship	To experience an urge to idolize, honor, and be devoted to someone
Love	To experience an urge to be affectionate and care for someone
Relatedness	To experience you have regular intimate contact with people who care about you rather than feeling lonely and uncared of
Fellowship	Friendship, communality or intimacy
Popularity	To experience that you are liked, respected, and have influence over others rather than feeling like a person whose advice or opinion nobody is interested in
Submission	Being part of a larger structure
Self-actualizing	To experience you are developing your best potentials and making life meaningful rather than feeling stagnant and that life does not have much meaning
Self-esteem	To experience you are a worthy person who is as good as anyone else rather than feeling like a "loser"
Autonomy	To experience you are the cause of your own actions rather than feeling that external forces or pressure are the cause of your action
Expression	Manifesting oneself creatively
Dreaminess	To enjoy a calm state of introspection and thoughtfulness
Desire	To experience a strong attraction to enjoy or own something
Euphoria	To be carried away by an overwhelming experience of intense joy
Joy	To be pleased about (or taking pleasure in) something or some desirable event
Amusement	To enjoy a playful state of humor or entertainment
Humor	Fun, joy, amusement, jokes, gags
Enchantment	To be carried away by something that is experienced as overwhelmingly pleasant
Fascination	To experience an urge to explore, investigate, or to understand something
Discovery	To find something new or unknown
Exploration	To investigating an object or situation
Hope	To experience the belief that something good or wished for can possible happen

(by Virpi Roto)

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...Examples of experience goals

Anticipation	To eagerly await an anticipated desirable event that is expected to happen
Surprise	To be pleased by something that happened suddenly, and was unexpected or unusual
Inspiration	To experience a sudden and overwhelming feeling of creative impulse
Thrill	Excitement derived from risk, danger
Sensation	Excitement by stimulating senses
Stimulation	To experience you get plenty of enjoyment and pleasure rather than feeling bored and understimulated by life
Energetic	To enjoy a high-spirited state of being energized or vitalized
Courage	To experience mental or moral strength to persevere and withstand danger or difficulties
Pride	To experience an enjoyable sense of self-worth or achievement
Confidence	To experience mental or moral strength to withstand or cope with the situation
Competence	To experience that you are very capable and effective in your actions rather than feeling incompetent or ineffective
Challenge	Testing abilities in a demanding task
Competition	Contest with oneself or an opponent
Completion	Finishing a major task, closure
Control	Dominating, commanding, regulating
Relief	To enjoy a calm state of being free from mental or physical tension or concern
Relaxation	To enjoy the recent removal of stress or discomfort
Satisfaction	To enjoy the recent fulfillment of a need or desire
Suffering	Experience of loss, frustration, anger
Simulation	An imitation of everyday life
Captivation	Forgetting one's surroundings
Fantasy	An imagined experience
Security	To experience safe and in control of your life rather than feeling uncertain and threatened by your circumstances
Physical thriving	To experience that your body is healthy and well-taken care of rather than feeling out of shape and unhealthy
Luxury	To experience that you have plenty of money to buy most of what you want rather than feeling like a poor person who has no nice possessions

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Experience-driven design uses UX goals

Brief

- Design an e-learning tool for beginner forklift truck drivers
- Save time of a human teacher
- Own pace in learning
- Learn to drive the forklift with enjoyment

UX goals

- Stimulation
- Security
- Competence



Experience-driven Design course work for Rocla by Tatu Vienamo & Egert Uibo
Master's students of industrial and strategic design in Aalto ARTS

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Istruzioni per scegliere 3 UX Goals

1. Considerare gli UX goals (proposti da Virpi Roto)
2. Per ogni membro del gruppo: scegliere 3 UX goals e scriverne ognuno su un post-it
3. Attaccare tutti i post-it su una parete
4. Raggruppare quelli che sono gli stessi o sono collegati
5. Decidere i 3 UX goals su cui il team vuole focalizzare il progetto

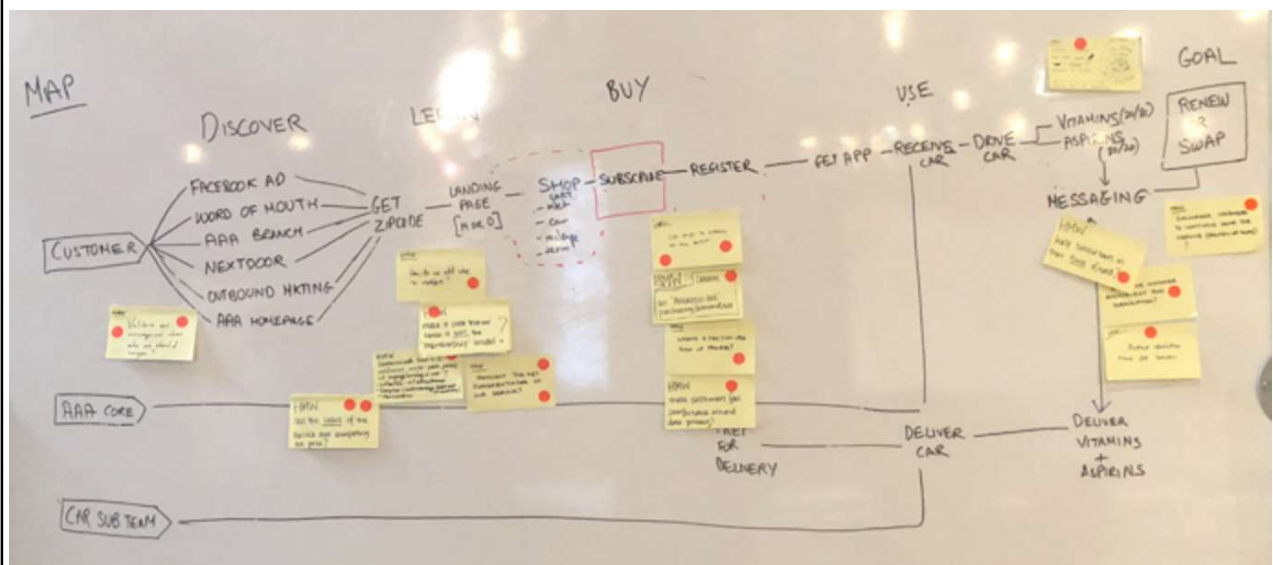
Risultato:

I tre obiettivi UX su cui il team vuole concentrarsi

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Map: un esempio

(Solo per dare l'idea di map; le parole dello specifico esempio non sono di interesse)



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User-Centred Design Sprint Process

Passi successivi: Discovery 5 e 6, Design 1-2



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Reality Check

1. Low-fi user testing
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Images: © Might Could Studios

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Discovery Step 5: Mapping and selecting a target

Istruzioni

1. I tre obiettivi UX della fase 4 devono essere integrati nell'obiettivo a lungo termine della mappa, quindi modificare l'obiettivo a lungo termine sulla mappa.
2. Scegliere una parte della mappa più critica da valutare con gli utenti. Per farlo, ognuno di voi dovrebbe:
 - Guardare il materiale dell'intervista
 - Scrivere su dei post-it ciò che si ritiene sia importante per il feedback che otterrò da parte degli utenti.
 - Posizionare i post-it sulla mappa, nel punto che si ritiene più adatto.
3. Discutere e decidere quale sarà l'obiettivo del resto dello sprint:
 - Deve essere abbastanza grande da poter pianificare 20-30 minuti di test utente su di esso.
 - Deve essere una parte importante dell'intera idea, così quando valutate quella parte otterrete una risposta su quanto sia importante questo sistema.
4. Scegliere un gruppo di utenti target su cui concentrarsi durante i test con gli utenti.

Risultato: 1. Un obiettivo a lungo termine modificato; 2. Una mappa con obiettivo e gruppo utenti target evidenziati – fotografate la mappa e inserire la foto nella documentazione.

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Discovery Step 6: Defining a design brief

Istruzioni

1. Riempire i campi del modulo design brief

Usate: Modulo per design brief

Risultato: Il modulo design brief completato

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Modulo per il design brief

Client/stakeholder	
UCD sprint team	
Target user group	
Problem statement	
Design statement	
Users' goal	
UX goals	
Constraints	
Competitor	
Design inspiration suggested by the user group	

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Design Step 1: Exploring Webs suggested by Users

Istruzioni

1. Ciascun membro del team: esaminare le applicazioni o siti web che gli intervistati hanno indicato avere un buon design.
2. Annotare ciò che si può imparare da tali applicazioni.
3. A turno, presentare queste idee agli altri membri del team.
Ognuno ha a disposizione 3 minuti per mostrare al team le buone idee di design.
4. Annotare le buone idee avute dalle applicazioni esaminate e dalle presentazioni degli altri membri del team.

Risultato:

Un elenco di buone idee di design

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Design Step 2: Defining Tasks & Other Material for The User Tests

Istruzioni 1/2

1. Guardate l'obiettivo sulla mappa.
2. Pensate a ciò che potete chiedere agli utenti di fare per raggiungere l'obiettivo.
3. Ogni membro del team crea un compito (task) da far eseguire all'utente durante il test utente che copra l'obiettivo.
4. Condividete i compiti con i membri del team.
Assicurarsi di avere almeno 5 compiti.
Assicurarsi che gli utenti impieghino 20-30 minuti per risolvere i compiti.
Se il tempo è più breve o più lungo, è necessario aggiungere o eliminare compiti.
5. Ognuno di voi seleziona un compito dall'elenco comune dei compiti ed elenca come si aspetta che gli utenti eseguano il compito.
6. Preparate tutto il resto del materiale per i passi di un test utente:
Il testo introduttivo, Le domande di base, L'introduzione al prototipo, Le domande di debriefing
Potete dividere questo materiale tra i membri del team.

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Design Step 2: Defining Tasks & Other Material for The User Tests

Istruzioni 2/2

7. Pianificate il test degli utenti che si svolgerà in Reality Check Step 1 e Reality Check Step 4:

Decidete quali utenti volete coinvolgere

Pianificate quando, dove e quali persone coinvolgere.

Chiedete alle persone che desiderate coinvolgere se sono disponibili per il test utente.

Decidete i ruoli che i membri del team avranno in ogni sessione di test utente.

Usate: Modulo per definire il materiale per lo user test (disponibile su ADA)

Modulo per pianificare le sessioni dello user test

Risultato:

Un elenco di almeno 5 compiti da utilizzare nel test utente.

L'altro materiale da utilizzare durante la conduzione del test utente

Il piano per le sessioni di test utente

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Modulo per la pianificazione di test con utenti

User X	
Name of the user:	
Conductor:	
Notetaker:	
Place of the testing:	
Time of the testing (date and time):	
What user group is the user representing:	

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