



Working with Risks and Unknowns

MAD9034

Major Project
User Flows | Ideation and
Design Concept Mockups

Major Project
Prototyping

Week 5 of 9

Major Project
Testing

Week 5 of 9

Major Project
Digital Wireframing |
**Working with Risks and
Unknowns**
Week 6 of 9

Major Project
Visual Design |
Animations, Transitions
and Interactivity
Week 7 of 9

Major Project
Final Testing

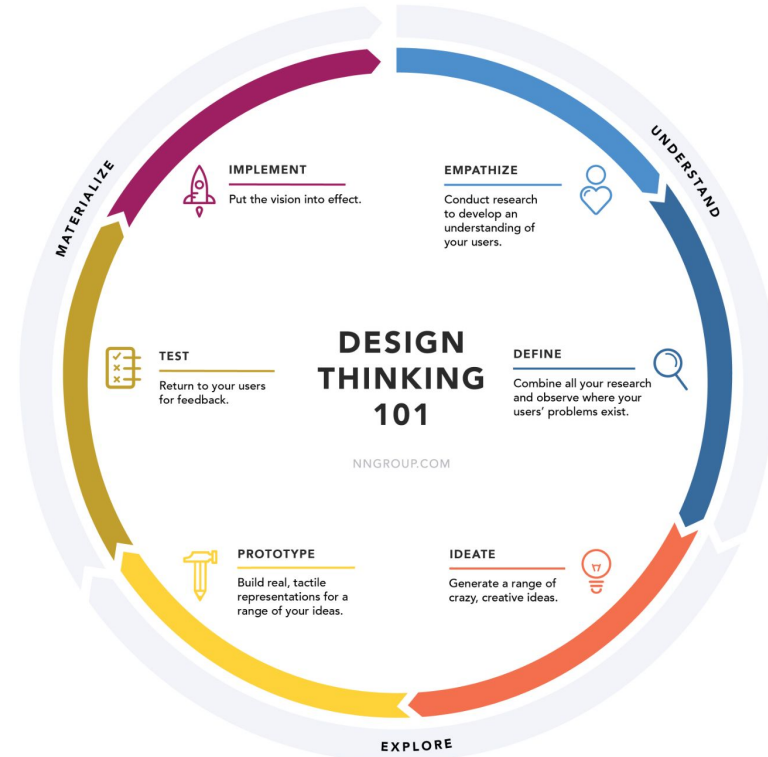
Week 8 of 9

Major Project
Usability Testing Report |
Final Presentation
Week 8 of 9

UX Design Process

Risks and unknowns

- Empathize
- Define
- Design/Ideate
- Prototype
- Test
- Implement + Measure



Risks and Unknowns

All stages of the process

- **Research:** Gaps in understanding, risks in user needs
- **Analysis:** Your hypothesis is by definition uncertain, needing to be proven/disproven
- **Design:** There will be unknowns about how products will 'feel' when implemented, how users will interact with it, etc.
- **Prototype:** You won't be able to test everything
- **Testing:** Each cycle should clarify some unknowns, but may introduce new ones

Risks and Unknowns

Working with uncertainty

“Uncertainty is the state of not knowing or being able to predict the outcome or consequences of an action or decision.”

UX Designers work with many variables that can change often. Embrace uncertainty and ambiguity and use it as an opportunity to innovate and explore new ideas. What can change:

- Market trends, competitors
- Technology
- User needs and expectations
- Business priorities and objectives

Working with Uncertainty

Tips on how to embrace it

- **Embrace ambiguity**
 - Use it as an opportunity to explore different perspectives, generate diverse ideas, and discover new insights.
- **Manage uncertainty**
 - Use it as a source of learning, feedback, and improvement. Manage it as a part of the design thinking process.
- **Foster collaboration**
 - Use tools such as workshops, brainstorming sessions, and feedback loops to facilitate and enhance collaboration
- **Develop resilience**
 - Embrace failure as a learning opportunity, celebrate success as a milestone, and seek support as a resource.

Working with Risks

How to identify risks

- **Market risks**

- Will the product succeed? Is there a need?

- **Product risks**

- Will the product work? Are we making the right design choices? Do we know enough about the users and their needs?

- **Risks in use**

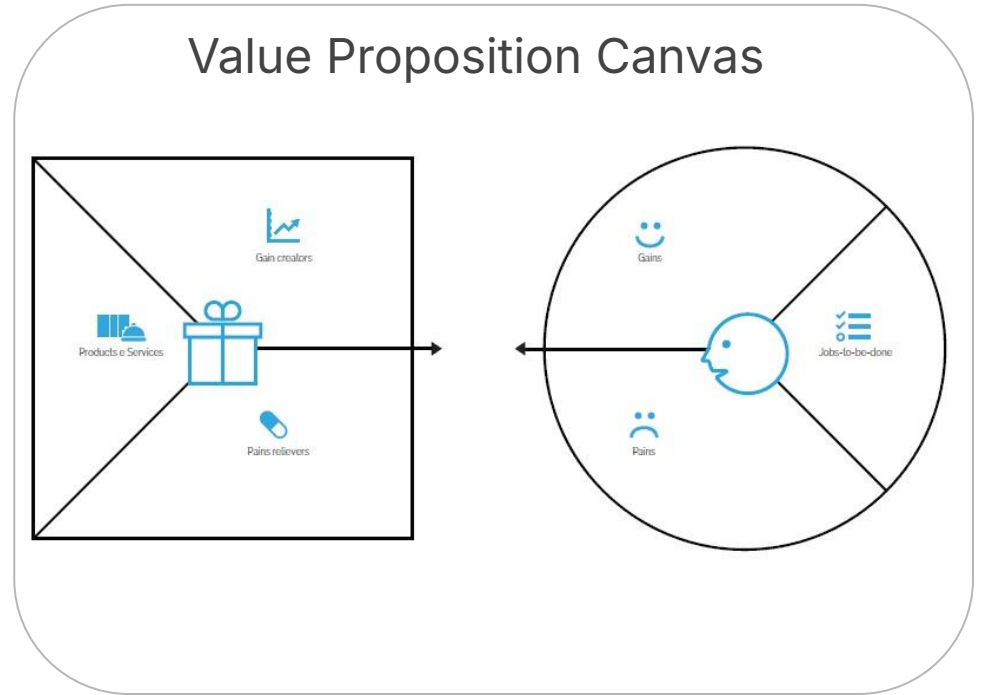
- What kind of errors can users come across? What are the consequences?

Working with Risks

Market risks

- Use tools to understand and define your product's value proposition and business model
- Test ideas, solutions early and often

[What is the Value Proposition Canvas?](#)



[Image source](#)

Working with Risks

Product risks

- Value risk
- Usability risk
- Feasibility risk
- Viability risk

[How to effectively manage product risks as a product manager](#)



[Image source](#)

Lean UX

Definition and Benefits

“Lean UX is a collaborative, cross-functional design approach that establishes the true nature of a product in a fast, user-centered way.”

Nielsen Norman Group

Goals and Benefits

- Maximize value and minimize waste in software design
- Based on the principle: think > make > check

[What is Lean UX?](#)

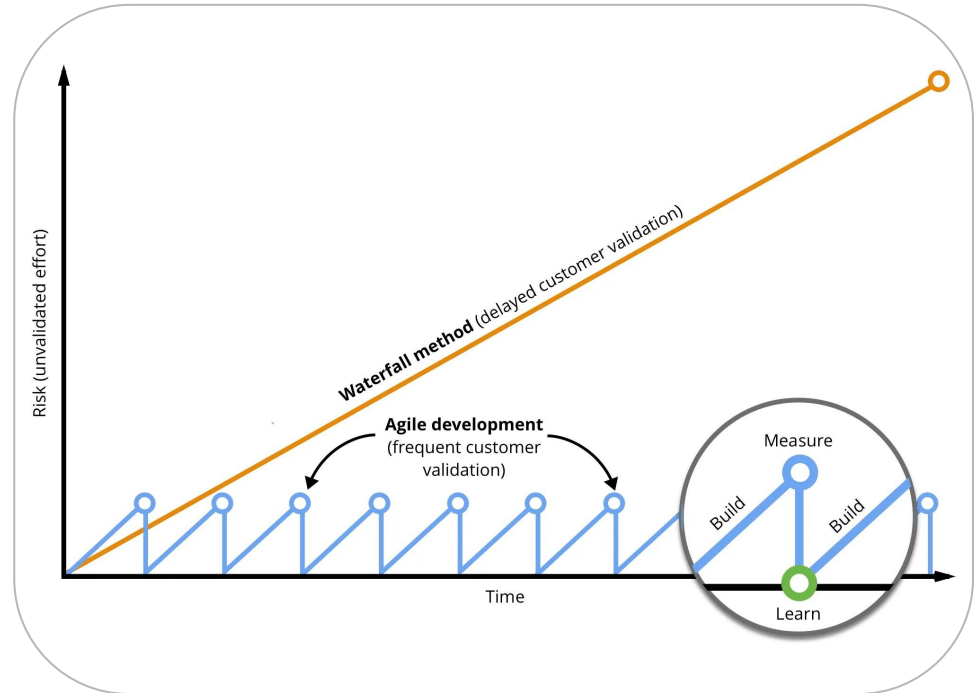


Lean UX

Reducing risks

- The cornerstone of think > make > check or build > measure > learn is customer testing.
- Delayed customer testing increases product risk

[Lean UX is about reducing risk](#)

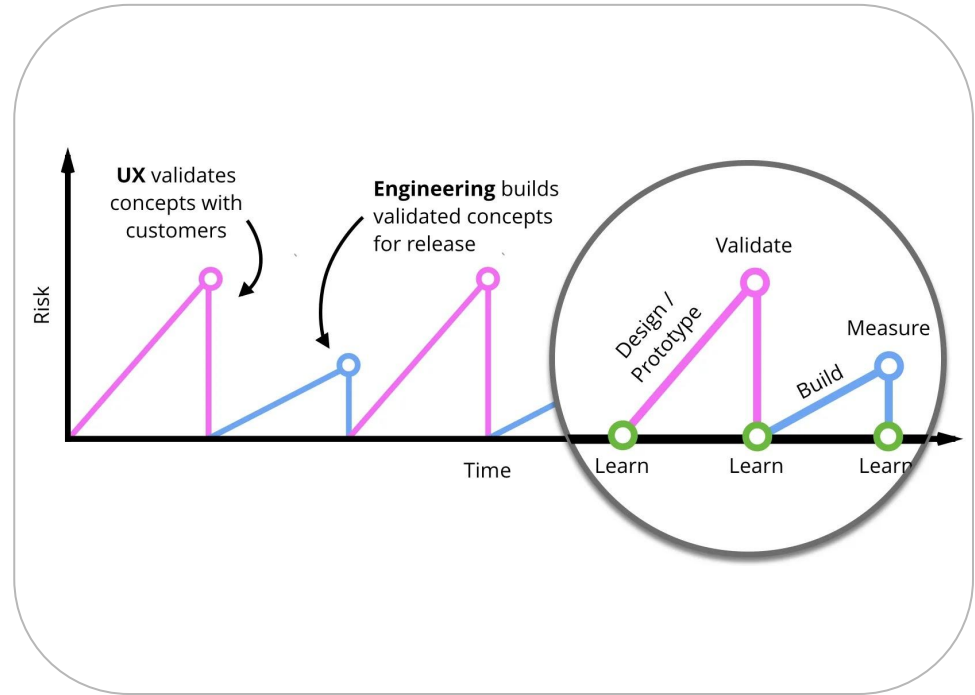


[Image source](#)

Lean UX

Reducing risks

- Following a User Centered Design Process, UX designers engages customers/users at all stages of product design and delivery
- Test design concept early and continue testing with builds until the final product release



[Image source](#)

Lean UX

Difference between Lean UX and traditional UX

Lean UX

- Rapid experimentation
- Small, incremental testing to assess the assumptions around a design hypothesis
- It requires extensive cross-functional collaboration

Traditional UX

- It involves more deliverables and documentation of each phase
- Comprehensive research, analysis, ideation, prototyping and testing to ensure the product meets the users' needs very well

Feedback on Mid-Term

Major project: Week 6 of 9

Coming up

Visual Design



Mandatory

Submit your mid-term on time!!!