

# BEFORE **USER** STORIES

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THE PRODUCT ENVISIONING  
W O R K S H O P

SATURDAY  
**OCT24th2015**

**theCUBE**  
ATHENS



Agile Actors



the cube

## **SETUP**

### **PHASE I**

PROBLEM  
INTRODUCTION

### **PHASE II**

REQUIREMENT  
GATHERING

### **PHASE III**

PRODUCT  
DESIGN

## **REFLECTION**

# WELCOME!

## Introduction

**What is today's aim?**

**Let's do our first activity**

**Workshop Team Presentation**

**Setup Team Formations**

**Maintain a Team Workbook**

## Workshop Objectives

- Open up to the idea that you are entirely wrong about your product idea
- Hypothesis formulation
- Elevator pitch
- Discover a product's value proposition
- Conduct user interviews
- Create personas
- Identify and prioritise user journeys
- Translate user tasks to product features
- Visualise functions to UI components
- Create paper prototypes
- Gather prototype user feedback
- Identify most valuable user stories
- Reflect and improve

## Process Roadmap



**PHASE I** PROBLEM INTRODUCTION

**PHASE II** REQUIREMENT GATHERING

**PHASE III** PRODUCT DESIGN

## Daily Schedule

TIME	SESSION	DURATION
<b>10:00</b>	Setup	<b>30'</b>
<b>10:30</b>	Phase I - Problem Introduction	<b>75'</b>
<b>11:35</b>	Coffee Break	<b>10'</b>
<b>11:45</b>	Phase II - Requirement Gathering	<b>120'</b>
<b>13:45</b>	Lunch Break	<b>60'</b>
<b>14:45</b>	Phase III - Product Design (part A)	<b>90'</b>
<b>16:15</b>	Coffee Break	<b>10'</b>
<b>16:25</b>	Phase III - Product Design (part B)	<b>75'</b>
<b>17:40</b>	Reflection	<b>40'</b>

## Disclaimer

**MV Process:** Minimum set of techniques

**Lean Startup Techniques** Multiple iterations

**Teamwork:** Cross-functional teams

**User Testing:** Access to users

**Evidential thinking:** Validate assumptions

**Agile Methodology:** Individuals and Interactions  
over Processes and Tools

Did I say that this is an iterative process?



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# BOOTSTRAPPING

## About SourceLair

**Our case study for today**



**SourceLair**

We will work off a real product case study  
from a company called **SourceLair**.

Like many other companies Sourcelair have a product  
which they believe they can use to dominate  
a new target market that they have set their sights to.....

It should be just a new small set of features ...



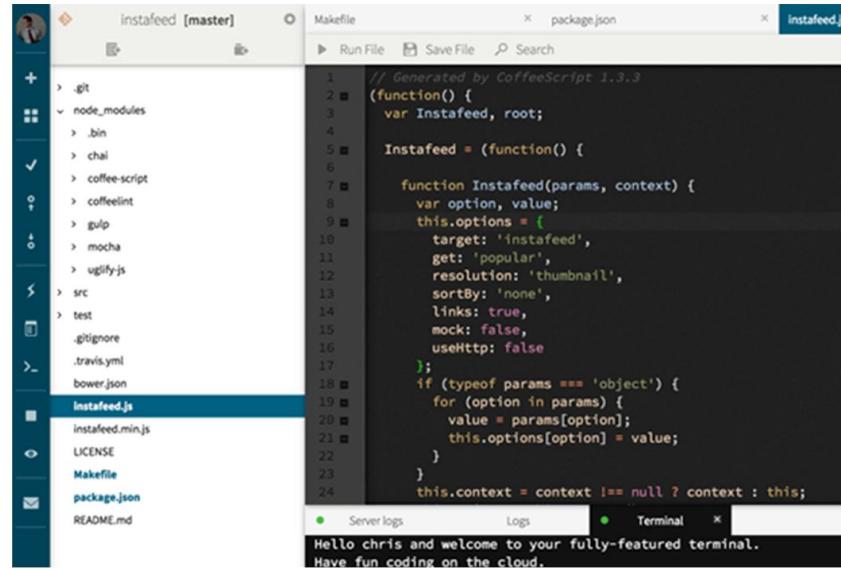
memegenerator.net

## About SourceLair

**SourceLair is a cloud-based development environment.**

A modern IDE + toolchain + execution environment

Develop from your browser and execute on the cloud seamlessly!

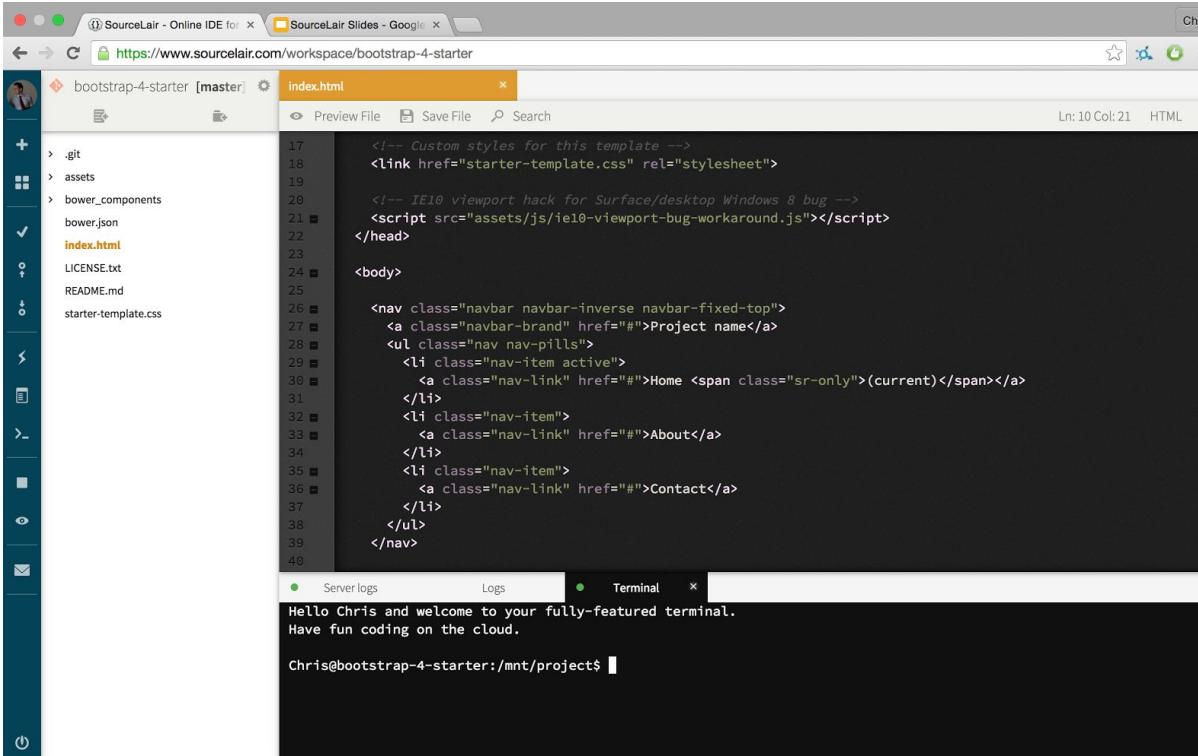


The screenshot shows the SourceLair IDE interface. On the left is a file explorer with a tree view of a project named 'instafeed'. The 'instafeed.js' file is selected and highlighted in blue. Other files visible include .git, node\_modules, .bin, .chok, coffee-script, coffeein, gulp, mocha, uglify-js, src, test, .gitignore, .travis.yml, bower.json, package.json, and README.md. The main central area is a code editor displaying the contents of 'instafeed.js'. The code is written in CoffeeScript and defines the Instafeed module. The right side of the interface has tabs for 'Makefile', 'package.json', 'Run File', 'Save File', and 'Search'. At the bottom, there are two tabs: 'Server logs' and 'Logs' (which is currently active), and a 'Terminal' tab. The 'Logs' tab contains the message: 'Hello chris and welcome to your fully-featured terminal. Have fun coding on the cloud.'

```
// Generated by CoffeeScript 1.3.3
(function() {
  var Instafeed, root;
  Instafeed = (function() {
    function Instafeed(params, context) {
      var option, value;
      this.options = {
        target: 'instafeed',
        get: 'popular',
        resolution: 'thumbnail',
        sortBy: 'none',
        links: true,
        mock: false,
        useHttp: false
      };
      if (typeof params === 'object') {
        for (option in params) {
          value = params[option];
          this.options[option] = value;
        }
      }
      this.context = context !== null ? context : this;
    }
    return Instafeed;
  })();
})(this);
```

# BOOTSTRAPPING

## About SourceLair



# BOOTSTRAPPING

## About SourceLair

The screenshot shows a web browser window for SourceLair. The address bar displays <https://www.sourcelair.com/workspace/bootstrap-4-starter>. The page content is titled "About SourceLair" and features a heading "Bootstrap starter template". Below the heading, there is a paragraph of text: "Use this document as a way to quickly start any new project. All you get is this text and a mostly barebones HTML document." To the left of the text, a code editor window is open, showing the source code for a Bootstrap 4 starter template. The code includes HTML, CSS, and JavaScript files, such as bootstrap.min.css, starter-template.css, and iel10-viewport-bug-workaround.js.

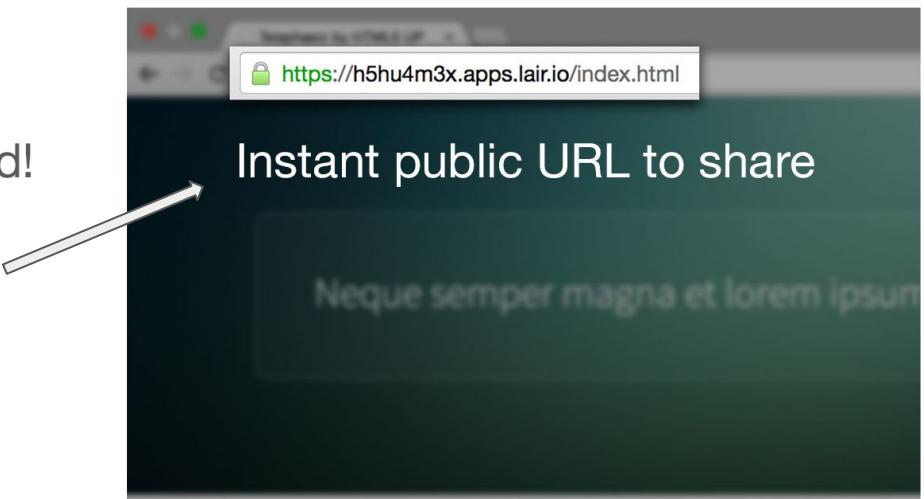
```
<!DOCTYPE html>
<html lang="en">
  <head>
    <meta charset="utf-8">
    <meta http-equiv="X-UA-Compatible" content="IE=edge">
    <meta name="viewport" content="width=device-width, initial-scale=1">
    <!-- The above 3 meta tags *must* come first in the head; any other head content must come *after* these tags -->
    <meta name="description" content="">
    <meta name="author" content="">
    <link rel="icon" href=".../favicon.ico">
    <title>Starter Template for Bootstrap</title>
    <!-- Bootstrap core CSS -->
    <link href="bower_components/bootstrap/dist/css/bootstrap.min.css" rel="stylesheet">
    <!-- Custom styles for this template -->
    <link href="starter-template.css" rel="stylesheet">
    <!-- IE10 viewport hack for Surface/desktop Windows 8 bug -->
    <script src="assets/js/iel10-viewport-bug-workaround.js">
  </script>
  </head>
  <body>
    <nav class="navbar navbar-inverse navbar-fixed-top">
```

## About SourceLair

**SourceLair is a cloud-based development environment.**

You can even preview your work in the browser as you develop in the browser and execute on the cloud!

Share your projects with just a click.



## Why SourceLair?

Code from everywhere there is a browser  
(even Chromebooks or tablets)

Execute on the SourceLair cloud

Easily share your work

20 programming languages (even native code C/C++ etc)

Full-stack, Database and web frameworks support out of the box

Git and Mercurial integration

Zero-setup

# BOOTSTRAPPING

## SourceLair Blueprints

“SourceLair **Blueprints** is a package of files and libraries pre-defined by the instructor that can be easily distributed to students with a hyperlink.”

“SourceLair Blueprints is an instant dev environment provisioning tool that helps developers onboard users in zero-time onto a software project. It achieves this by sharing a single URL, instead of setting up their environment manually.”

## Team Brainstorm

**Brainstorm with your team about this product's,  
it's usage, features, market, users, etc.**

SourceLair want to target universities and in particular programming courses with their IDE and their new features.

- the context of its use,
- the problems it solves,
- target market,
- features,
- attributes,
- its users,
- benefits it gives them,
- some implementation details
- and anything else you may think it is relevant.

## Product Assumptions - Elevator Pitch

**Think about the product you've been discussing.**

You have effectively assumed a lot about  
their nature, use, features, market fit etc.

Go through the assumptions script and capture  
product assumptions.

**Let's distill all this information down to an elevator pitch!**

Have an early shared product vision  
of what we are pursuing as a product  
Be able to reproduce this vision meaningfully  
to someone outside the team

**Reflect on Product Assumptions**

**Reflection Script**

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**PART A**   **PART B**

# VALUE PROPOSITION

## Setup Value Proposition

**Value Proposition is not about your product. Is about solving a problem.**

It's about satisfying a customer need.

It consists of three components:

- A. What product features you have
- B. What gains you provide for customers
- C. What pain are you solving for them

**Reflect on Value Proposition**

**Reflection Script**

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## **PART A PART B**

# **USER NEEDS**

## Proto-Persona Creation

**QUANTITATIVE**  
SURVEYS OR REPORTS



**DEMOGRAPHIC**  
FEATURES

Age

Gender

Location

Occupation

Educational Level

Technical Comfort Level

**QUALITATIVE**  
INTERVIEW SESSIONS



**BEHAVIOURAL**  
DRIVERS

User Goals

User Needs

Trigger to Entry

Motivations to use

Online activities

Offline activities

USER  
**PERSONAS**

## User Research Questionnaire

**Goals:** What users try to accomplish

**Needs:** What inner incentives drive users

**Pains:** What blocks users to reach their goals

**Trigger to Entry:** What/Who most likely introduces users to the product

**Motivations to Use:** What reasons keep users engaged

**Online Activities:** Online activities performed simultaneously or in addition to the task at hand

**Offline Activities:** Real-world activities that might interfere or complement the task at hand

## User Research Interview

- 01:** Listen rather than talk
- 02:** Understand user needs
- 03:** Learn to ask “Why...?”
- 04:** Prefer open-ended rather than guided questions
- 05:** Explore context of usage
- 06:** Understand motivations

## Leo the Lecturer

<b>Age:</b>	45
<b>Location:</b>	GR
<b>Occupation:</b>	CS lecturer teaches programming (>100st)
<b>Educational Level:</b>	1500euros
<b>Salary:</b>	PhD, Post Doc
<b>Tech Comfort:</b>	High
<b>Cloud Comfort:</b>	High
<b>Willingness to Experiment:</b>	High
<b>Programming:</b>	Active for his own projects

## Reflect on User Personas

### Needs:

“Assignment marking”

“Plagiarism checks”

“Review of assignment programs”

### Pains:

“Too many students”

“Setup of student environments”

“Program don’t always compile”

“Collection of assignments and programs”

### Goals:

“Code execution tests during exams”

“Improve the course”

“Better feedback and communication with students ”

### Trigger to Entry:

“Fast onboarding”

Remember to be thorough on your User Research



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**PART A   PART B**

# UX FUNCTIONAL SPECS

## User Journeys



## Contextual Analysis

### SHOE SHOPPING AT AMAZON

**Occasion:** Weekday evening

**Environment:** Home

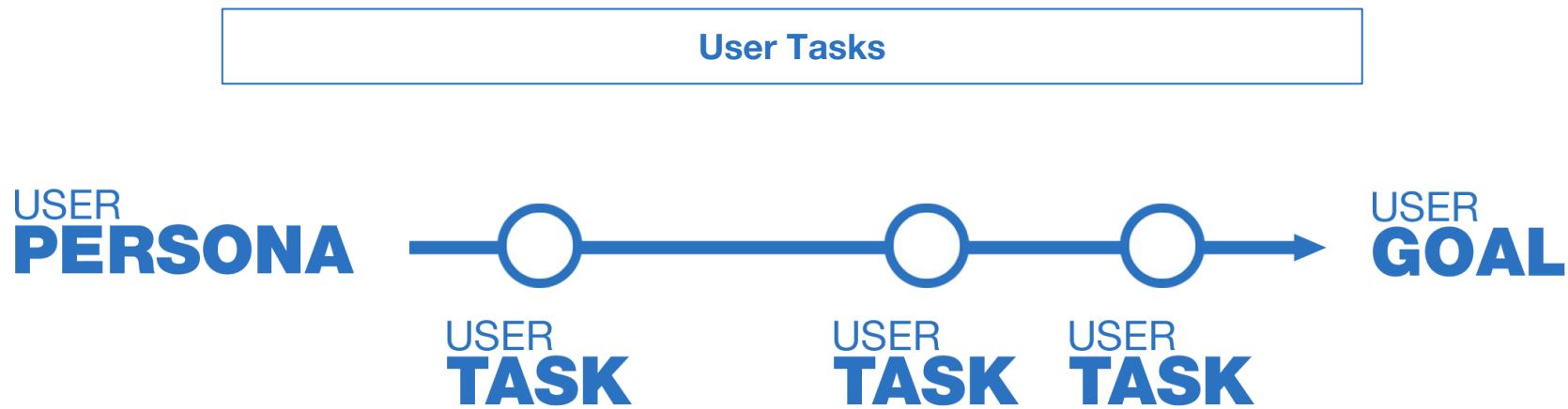
**Access:** PC

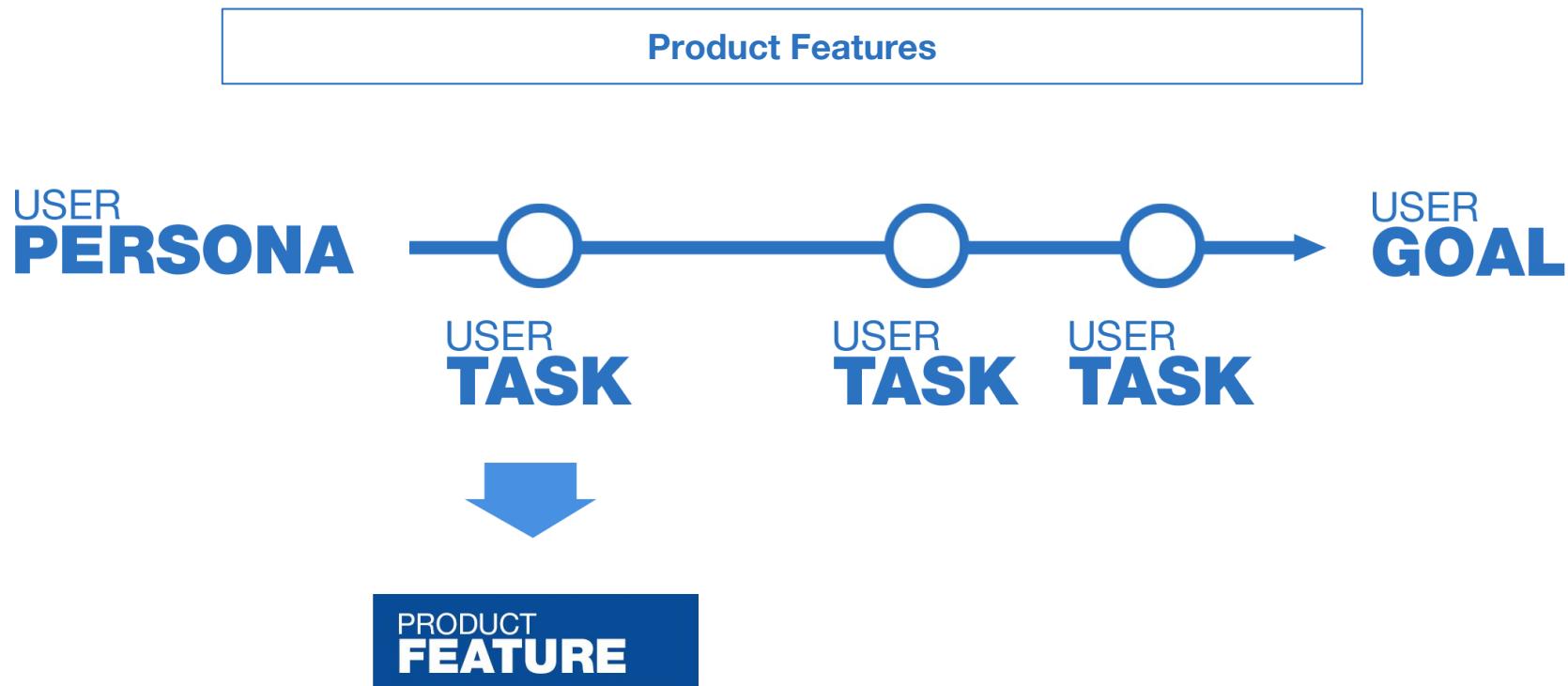
**Duration:** High

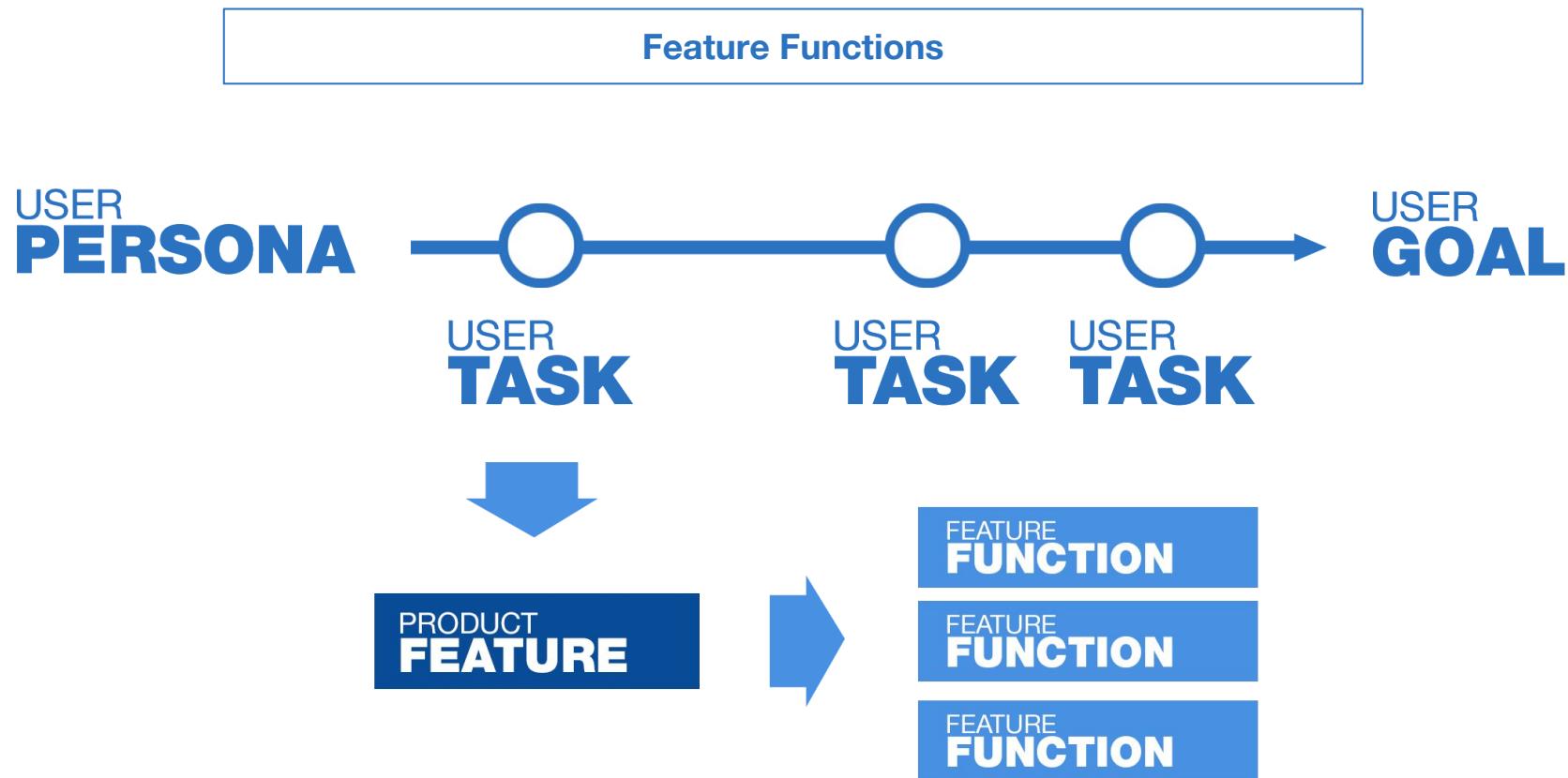
**Attention:** Medium

**Urgency:** Low

**Expectation:** Low







## Example: Buying Shoes Online

**MARY**  
USER PERSONA

**Occasion:** Interview

**SHOES**  
BUY ONLINE

**PETER**  
USER PERSONA

**Occasion:** Anniversary

**SHOES**  
BUY ONLINE

**GWEN**  
USER PERSONA

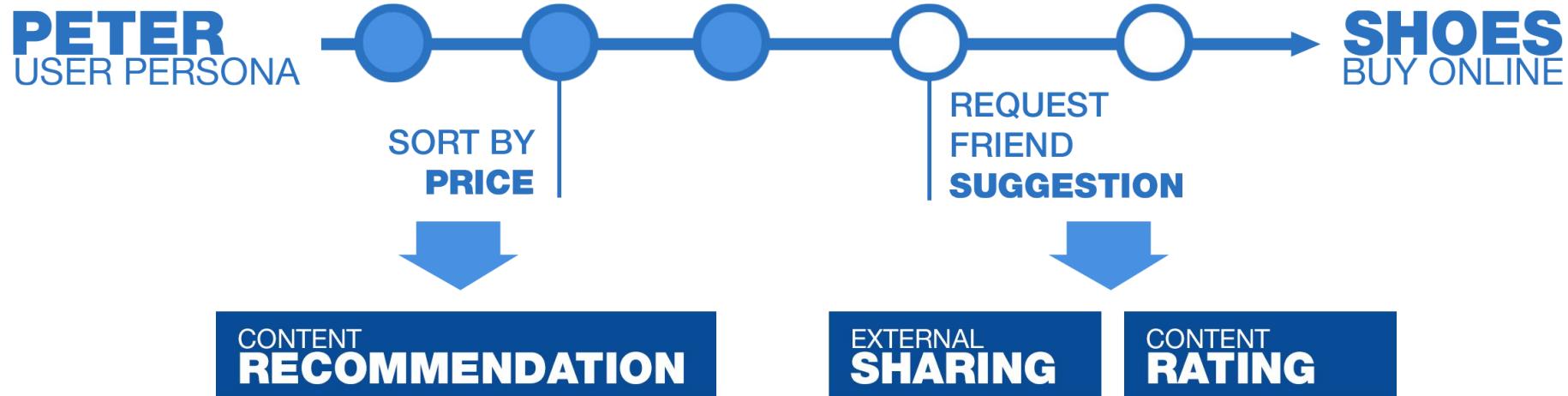
**Occasion:** Friend Birthday

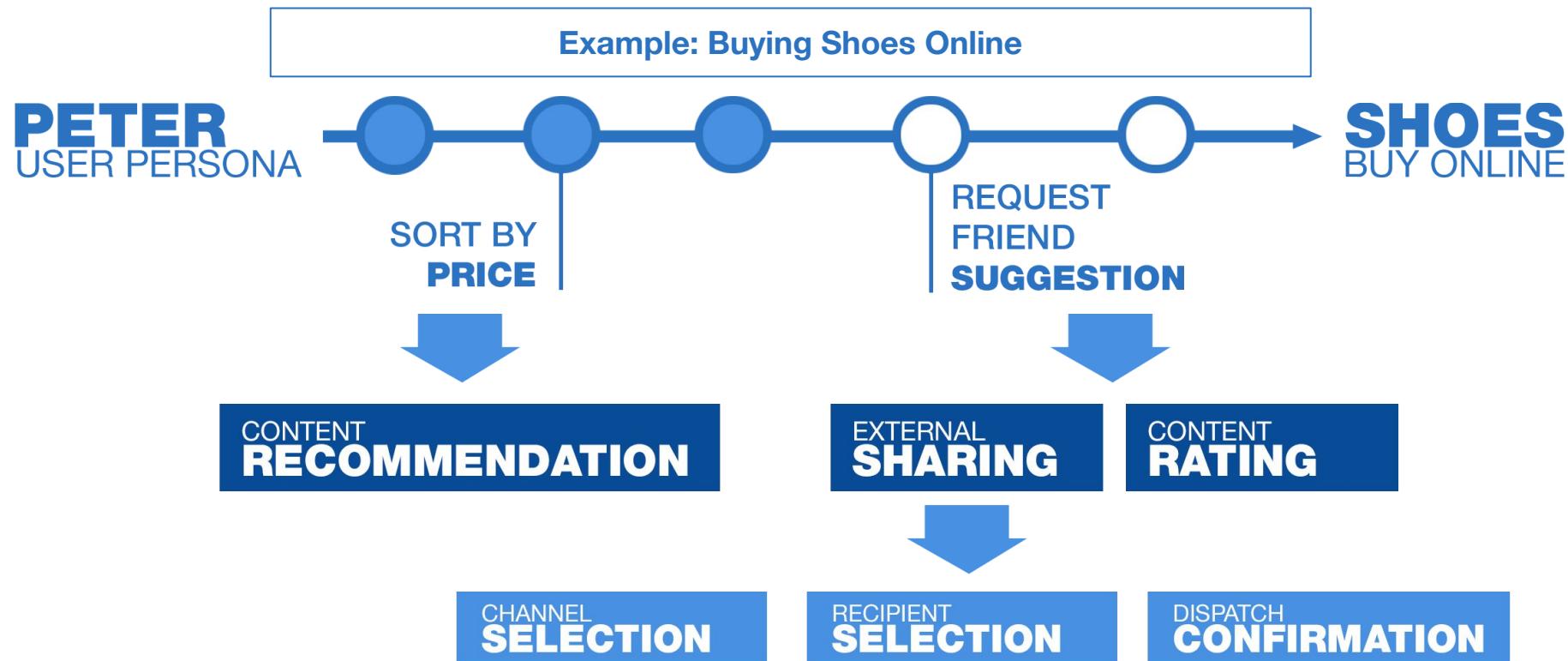
**SHOES**  
BUY ONLINE

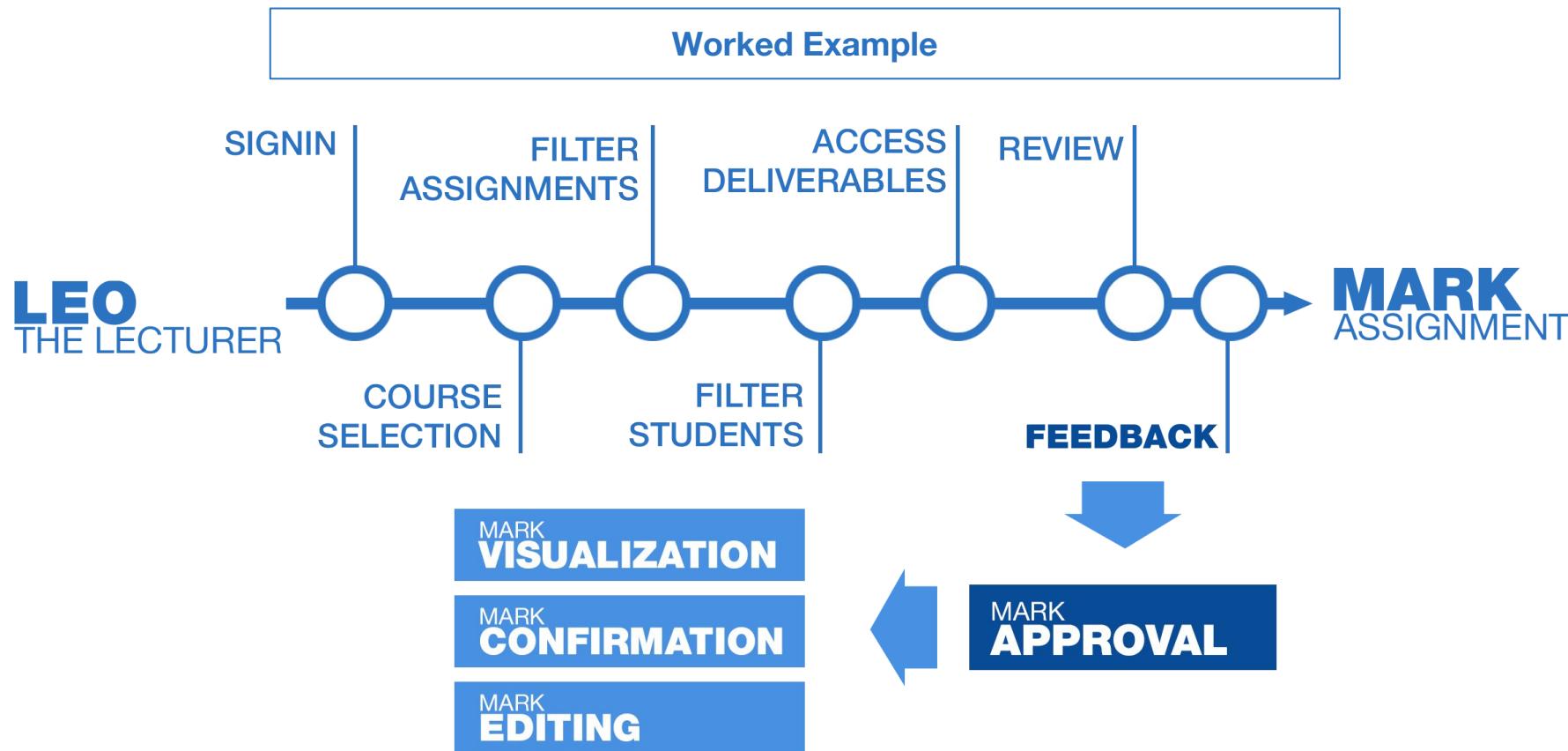
## Example: Buying Shoes Online



## Example: Buying Shoes Online







## Reflection on UX Functional Specs

### Reflection Script

**Which was your greatest difficulty?**

**But how can I interact with it?**



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# **PART A    PART B** **PROTOTYPING**

## Function Visualization

FEATURE  
**FUNCTION**



USER INTERFACE  
**COMPONENT**

RECIPIENT  
**SELECTION**



DISPATCH  
**CONFIRMATION**



## Sketching Wireframes

RESPONSIVE?

FRIEND LIST

PREV SCREEN

SHARE THROUGH :



CHOOSE FRIEND :

CANCEL

SELECT

CONFIRM

MULTISHARE

DROPODOWN

NEXT SCREEN

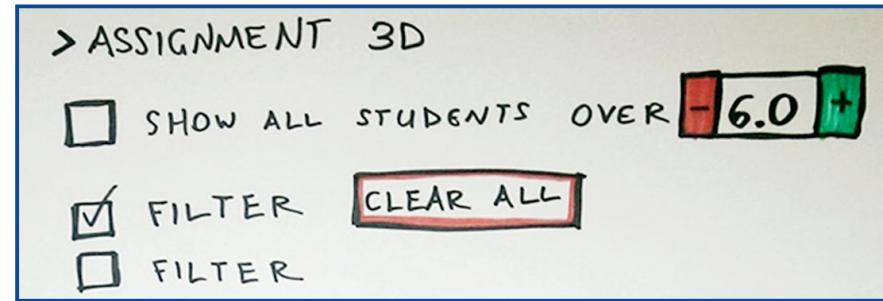
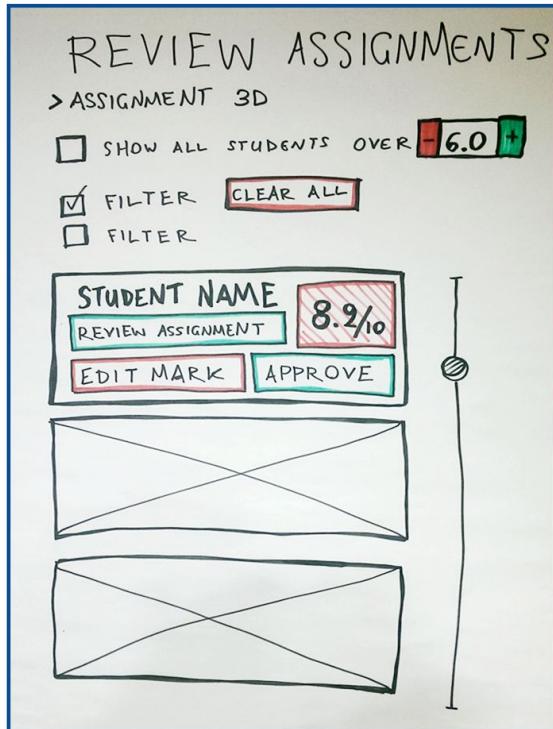
## User Feedback

**Testing Goals:** High level Navigation  
User Acceptance  
Task Effectiveness

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**Interview Tips:** Explore, don't Guide  
Probe, don't Sell  
Validate, don't Explain  
“Think out loud” rule  
Think in terms of Tasks,  
not Functions

## Worked Example



## Reflect on Prototyping

## Reflection Script

## Discussion

If you think your Wireframe was awesome



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# FEEDBACK

## Consolidation

**Open your envelop:  
Did you achieve your stated goal?**

**How was the workshop?  
Fill out the Feedback form**



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the cube

BRUCE  
**ANDERSON**

JOHN  
**PAGONIS**

SOTIRIS  
**SOTIROPOULOS**

VASSILIS  
**VATIKIOTIS**

AGGELIKI  
**PAPAGIANNOPOULOU**

STELLA  
**VARELI**

ELENI  
**TAKOU**

MARIA  
**KARYDI**

[john@pagonis.org](mailto:john@pagonis.org)

[mojoartboy@gmail.com](mailto:mojoartboy@gmail.com)

[vvatikiotis@gmail.com](mailto:vvatikiotis@gmail.com)

[angeliki4@gmail.com](mailto:angeliki4@gmail.com)

[thunderasv@gmail.com](mailto:thunderasv@gmail.com)

[takoudesign@gmail.com](mailto:takoudesign@gmail.com)

[lilamariakarydi@gmail.com](mailto:lilamariakarydi@gmail.com)

**THANK YOU**

MAY THE SOURCE BE WITH YOU!