FRIDAY:

Sketching and wireframing overview

Sketching

Sketching is a core design skill.

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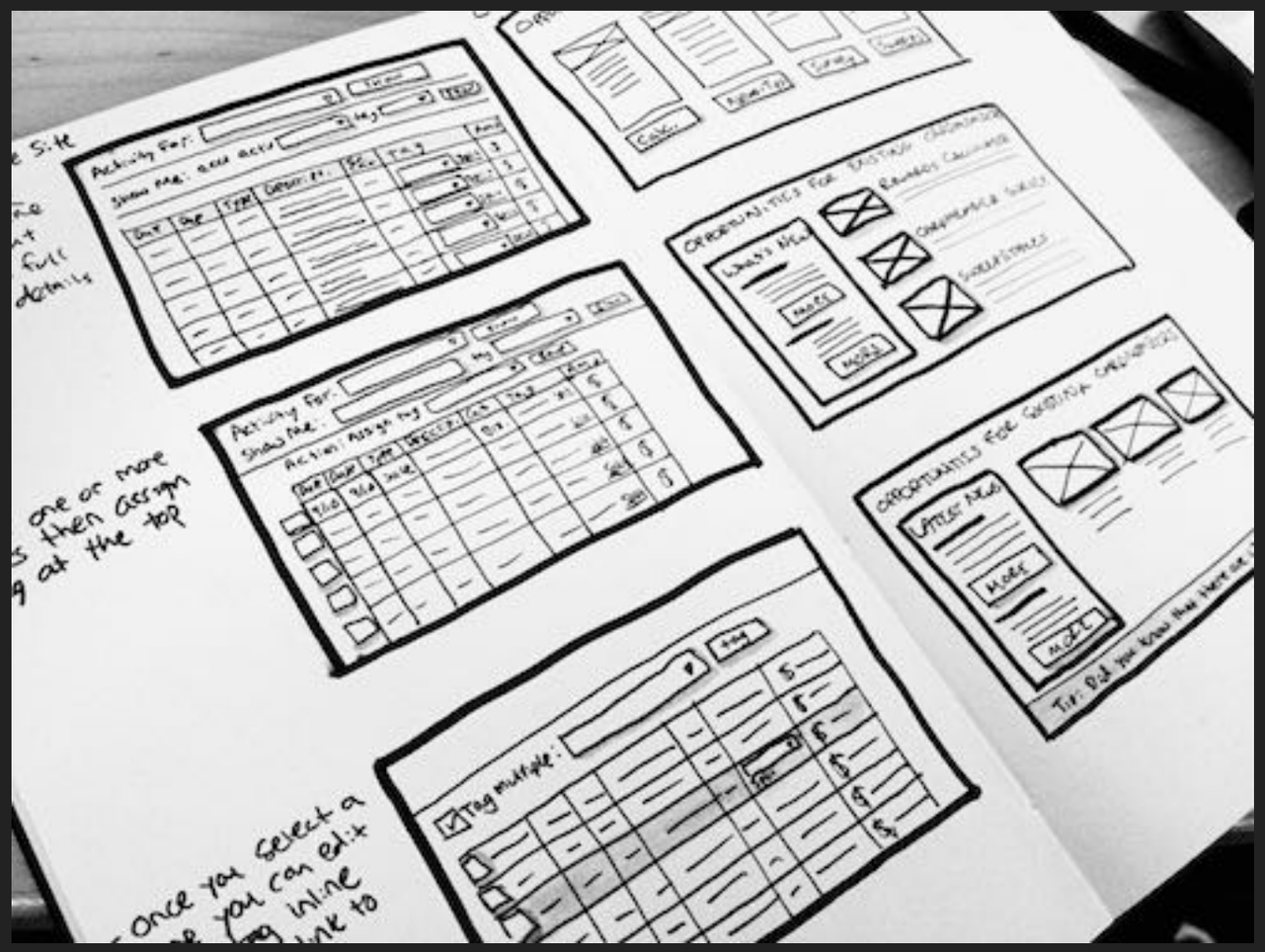
It’s tempting to skip sketching and begin on the computer, but this is inefficient.



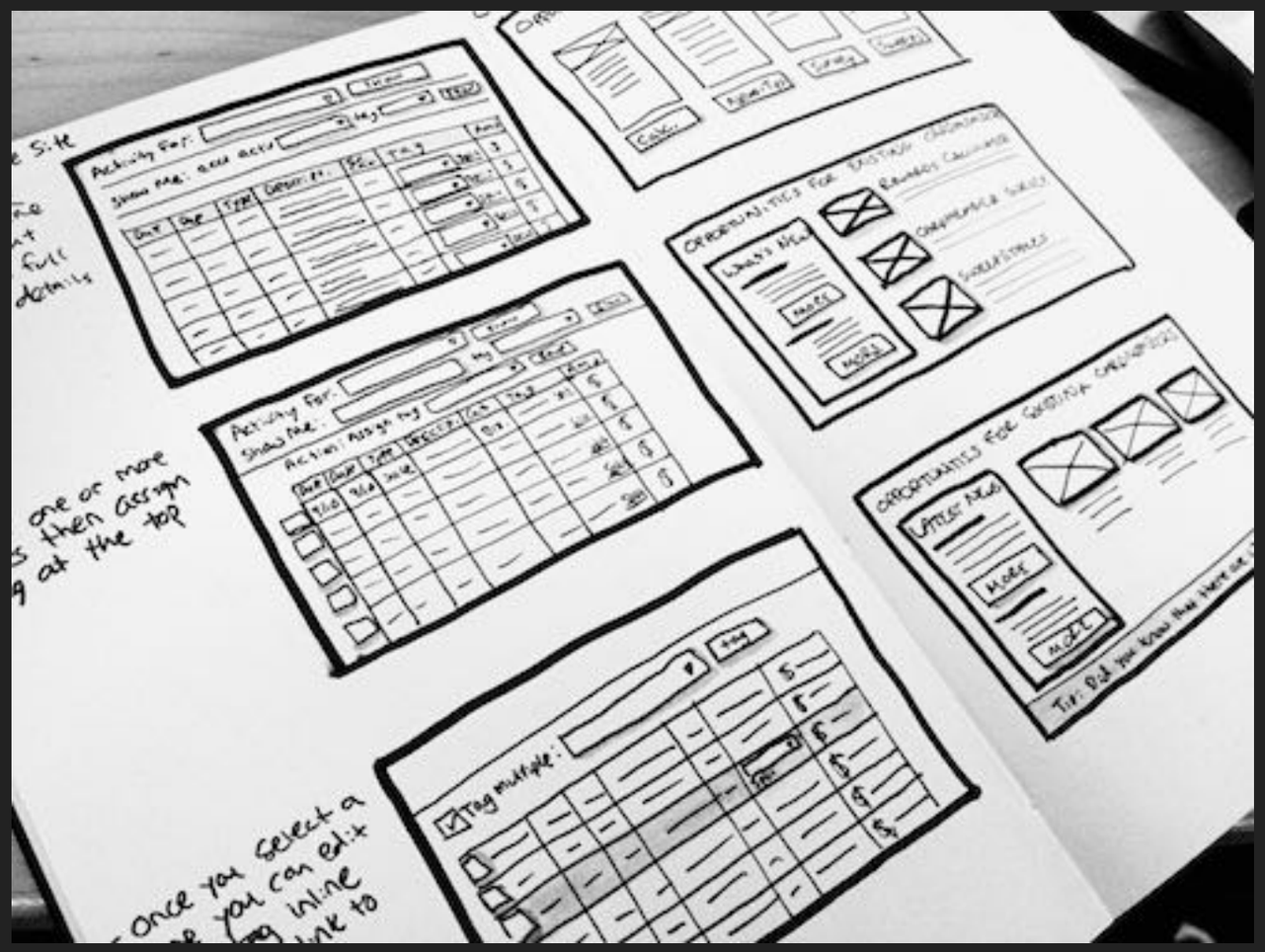
inspireux.com

Sketching

Sketching is a core design skill.

It’s tempting to skip sketching and begin on the computer, but this is inefficient.

Computers are for refinement. Sketching is for **exploring concepts**.



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Sketching ≠ drawing

Sketching typically involves two phases, neither of which requires elite drawing skill.

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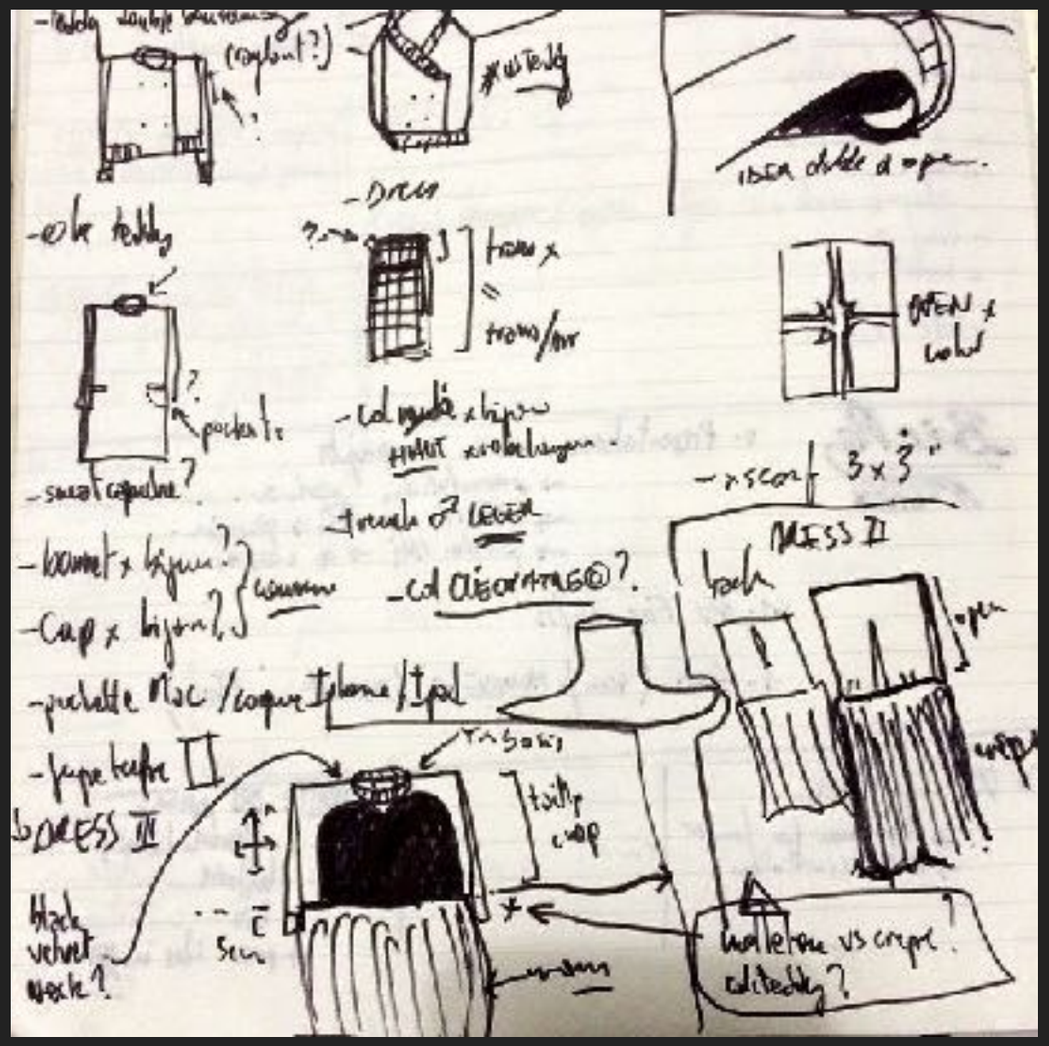
The **brainstorming** stage of sketching involves getting ideas down as quickly as possible.

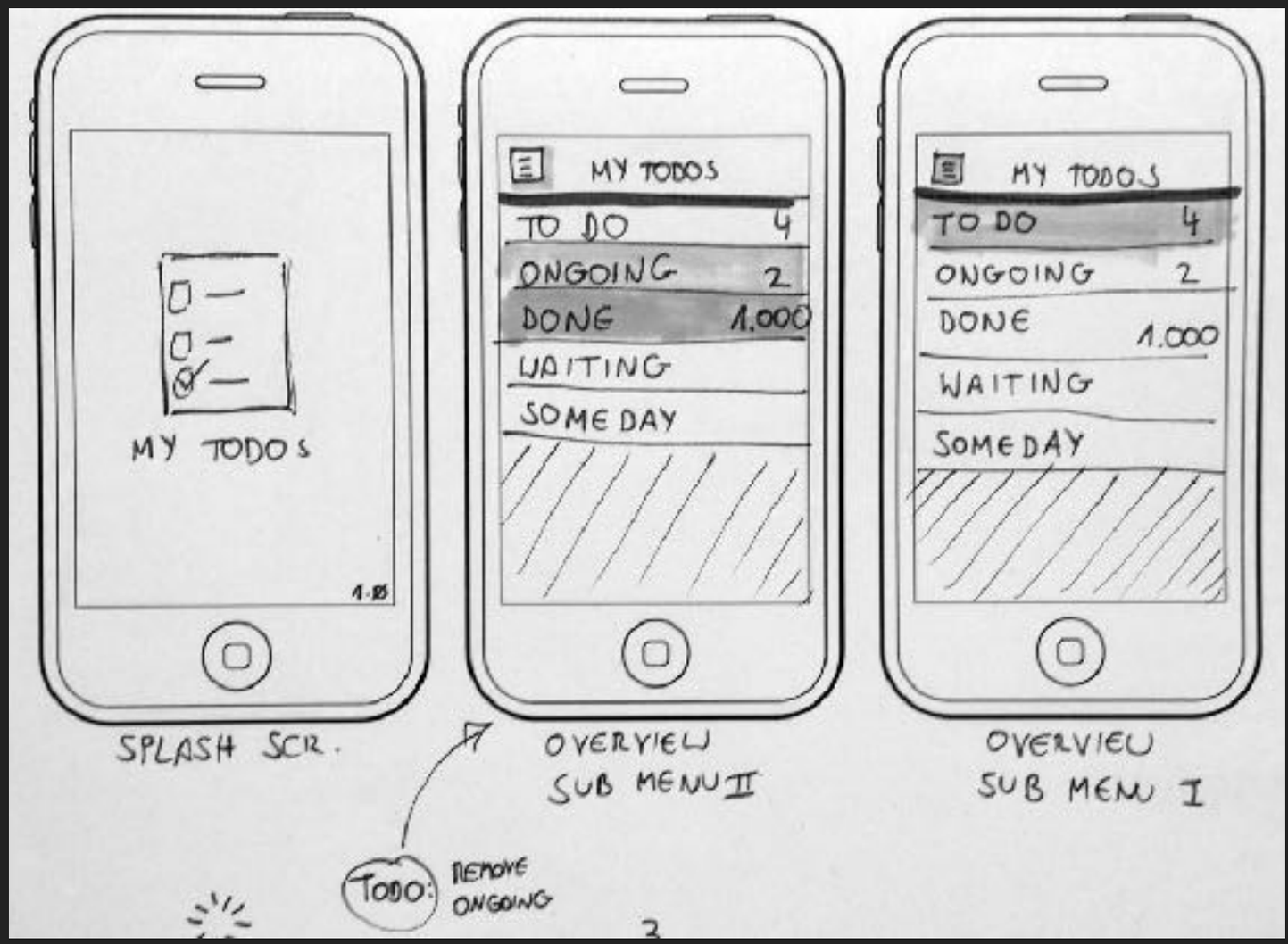


pinterest.com/techucator

Sketching ≠ drawing

Sketching typically involves two phases, neither of which requires elite drawing skill.

The **communication** stage should be executed cleanly, to convey solutions to your client or team.



smashingmagazine.com

Conveying interaction

A challenge for sketches is to convey interactivity.

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Layering sticky notes upon key interface elements can reveal functionality.

Explore a variety of interactions and ideas in a single sketch using sticky notes.

uxplanet.org

Conveying interaction

A challenge for sketches is to convey interactivity.

Layering sticky notes upon key interface elements can reveal functionality.

Different colors are used to indicate different types of interaction.

Explore a variety of interactions and ideas in a single sketch using sticky notes.

uxplanet.org

Conveying interaction

A challenge for sketches is to convey interactivity.

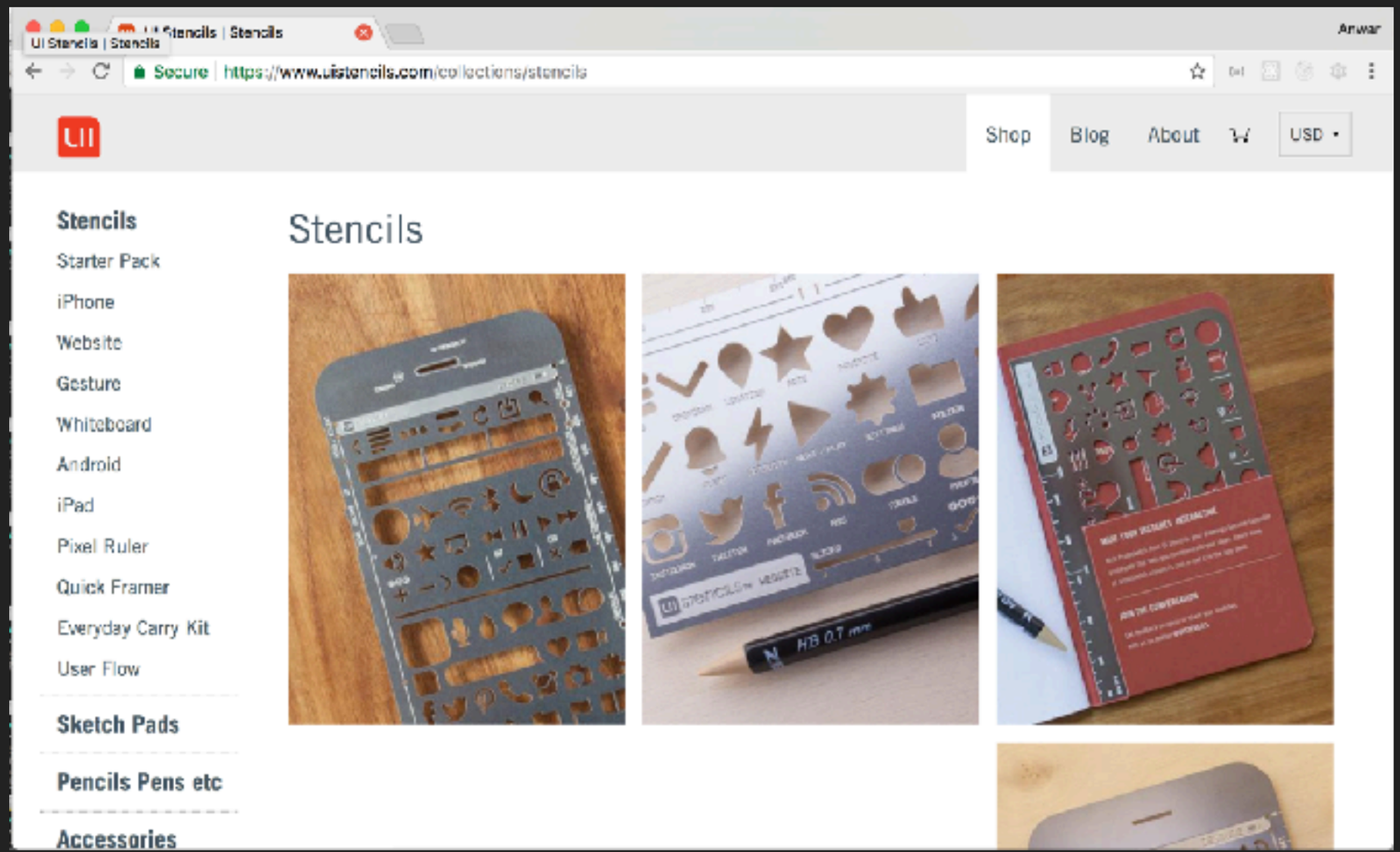
Keep these notes small–annotations should be **brief** but meaningful.

Explore a variety of interactions and ideas in a single sketch using sticky notes.

uxplanet.org

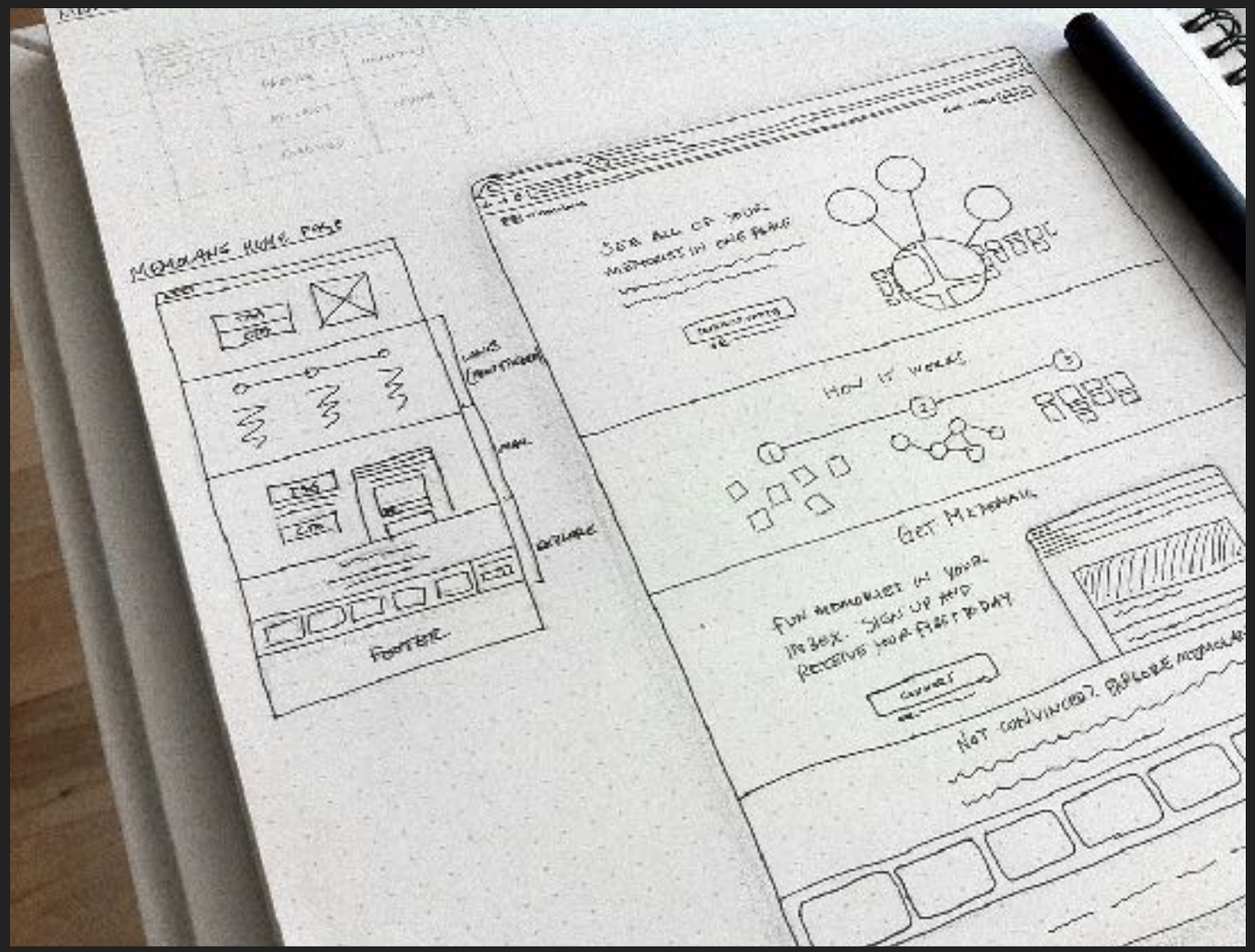
UI Stencils

Stencils, such as the ones found at **uistencils.com**, help when presenting standard UI elements.



Wireframes

A wireframe depicts content arrangement and the function of interface elements and nav systems.



psdmockups.com

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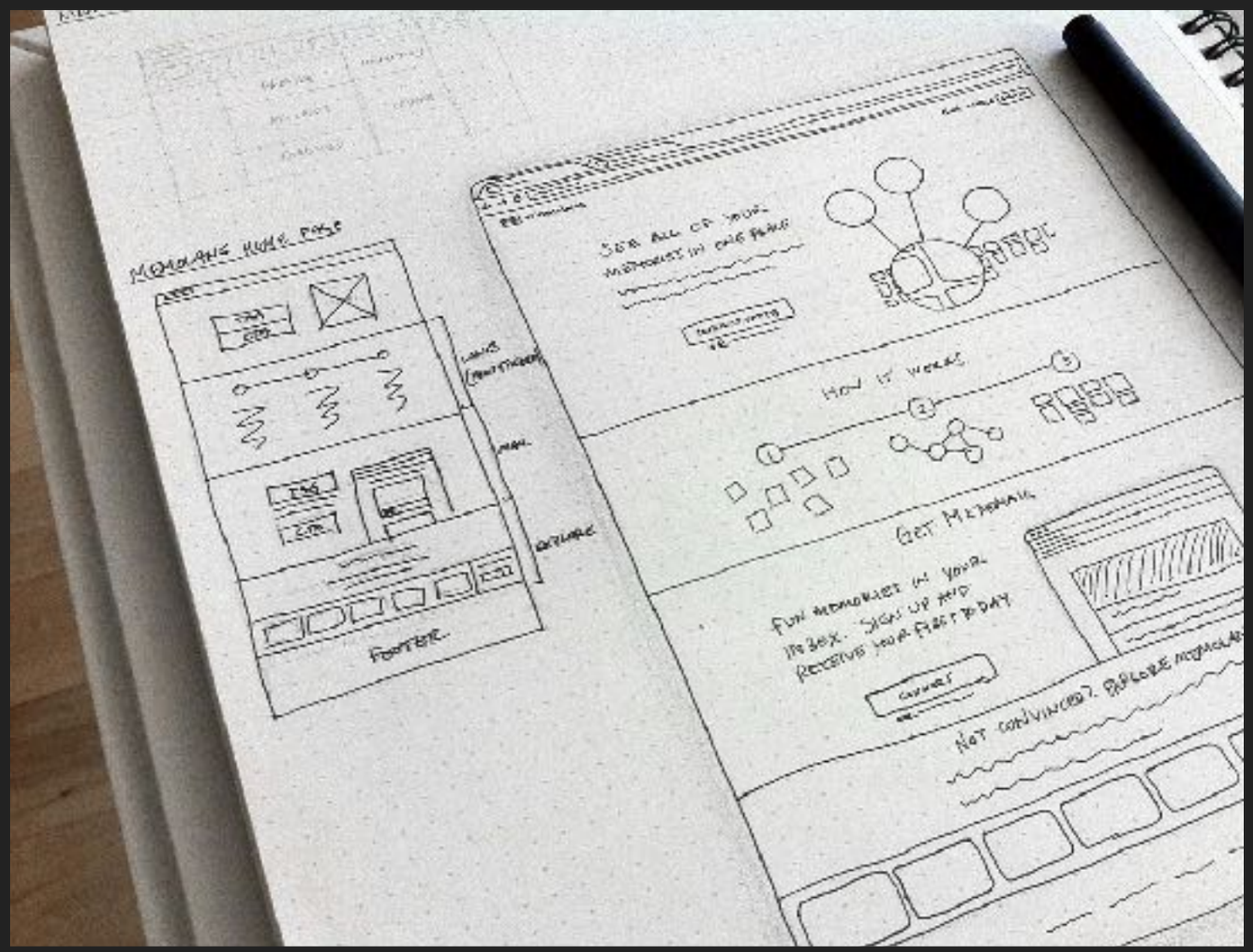
A wireframe depicts content arrangement and the function of interface elements and nav systems.

A wireframe lacks typographic style, color, or graphics



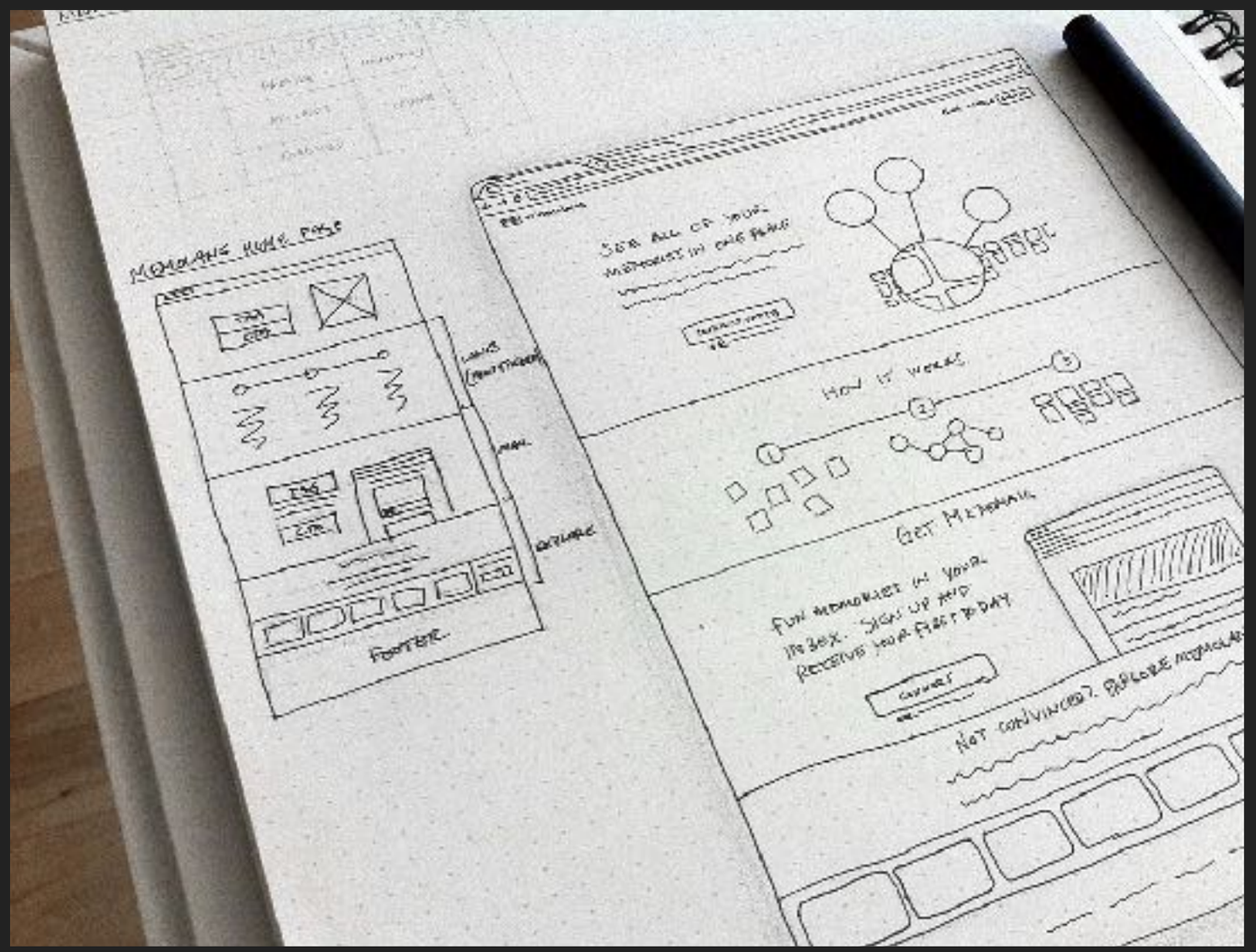
psdmockups.com

Wireframes

A wireframe depicts content arrangement and the function of interface elements and nav systems.

A wireframe lacks typographic style, color, or graphics

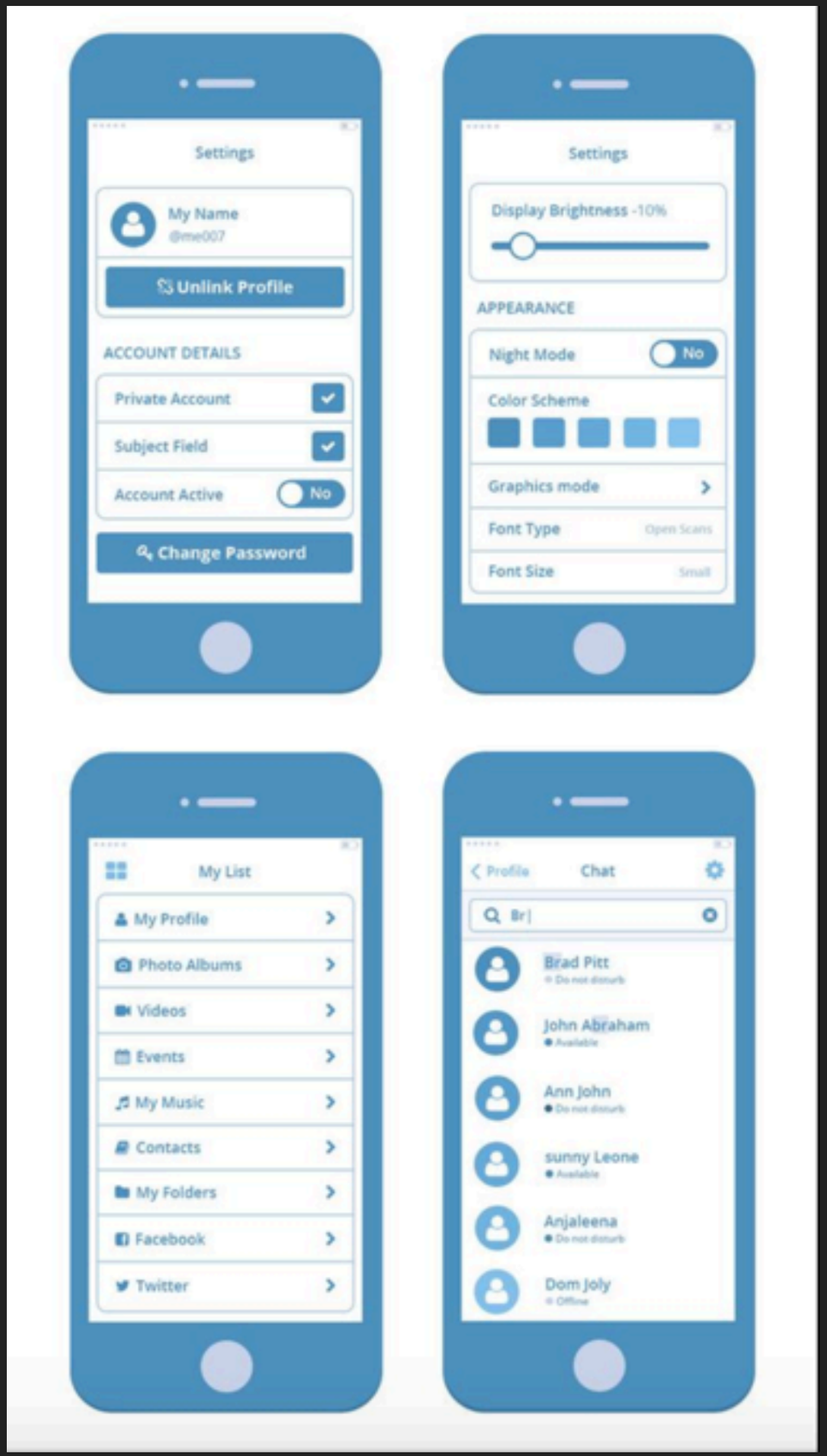
since the focus is on **how it functions**, not what it looks like.



psdmockups.com

Wireframes

Wireframes should show clear evidence of

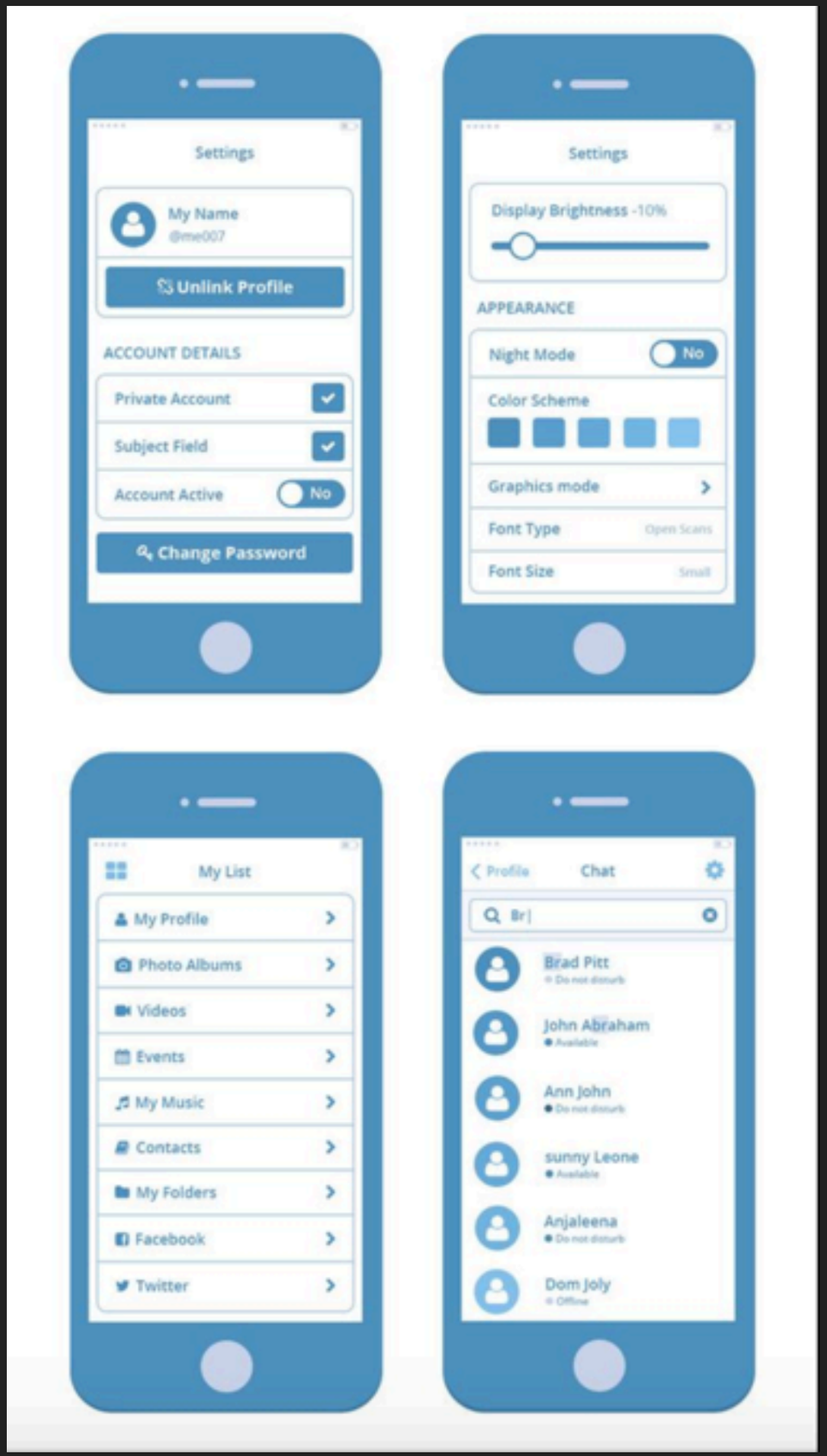


inspirationde.com

Wireframes

Wireframes should show clear evidence of

- Grid

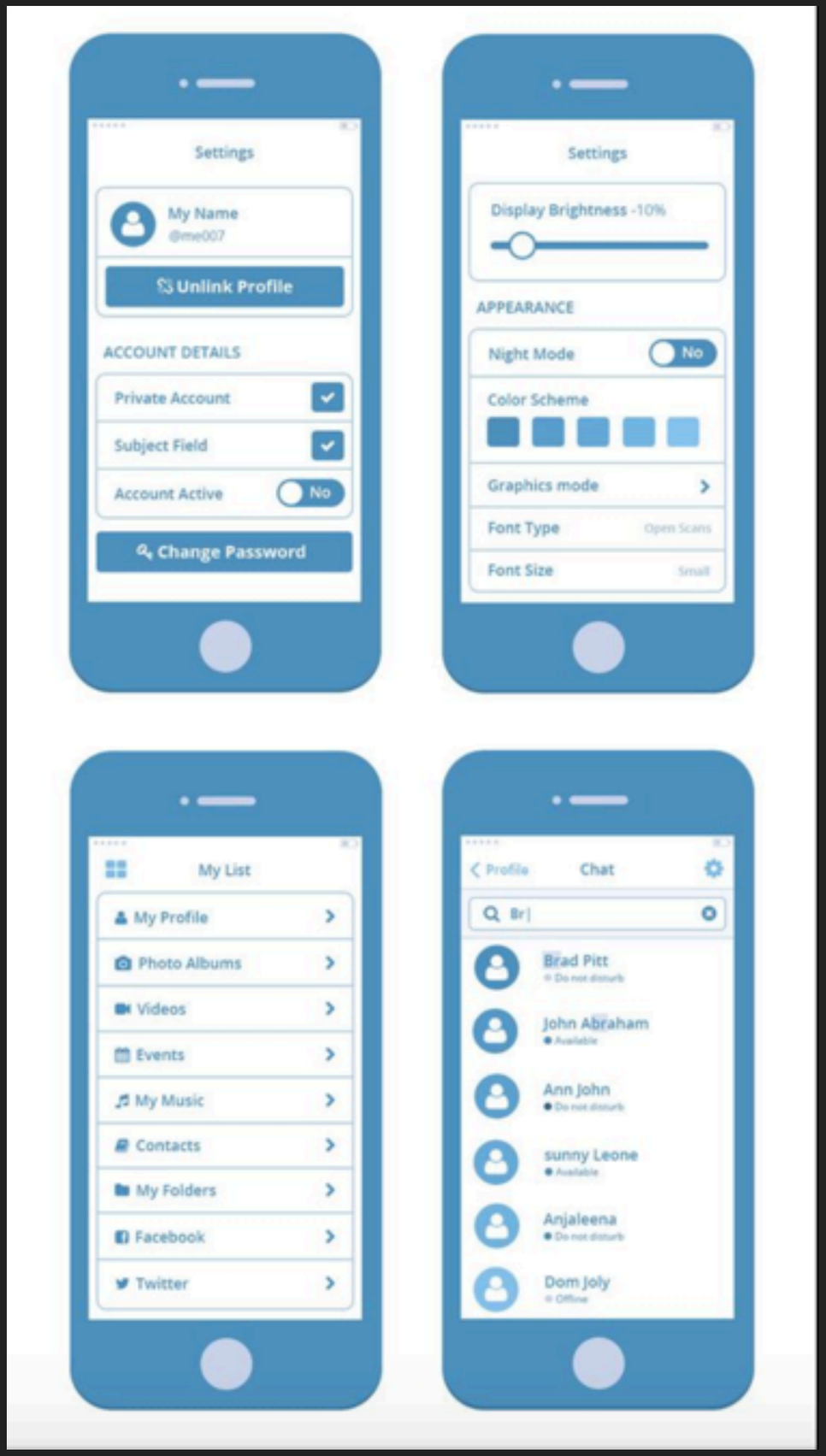


inspirationde.com

Wireframes

Wireframes should show clear evidence of

- Grid
- Visual Hierarchy



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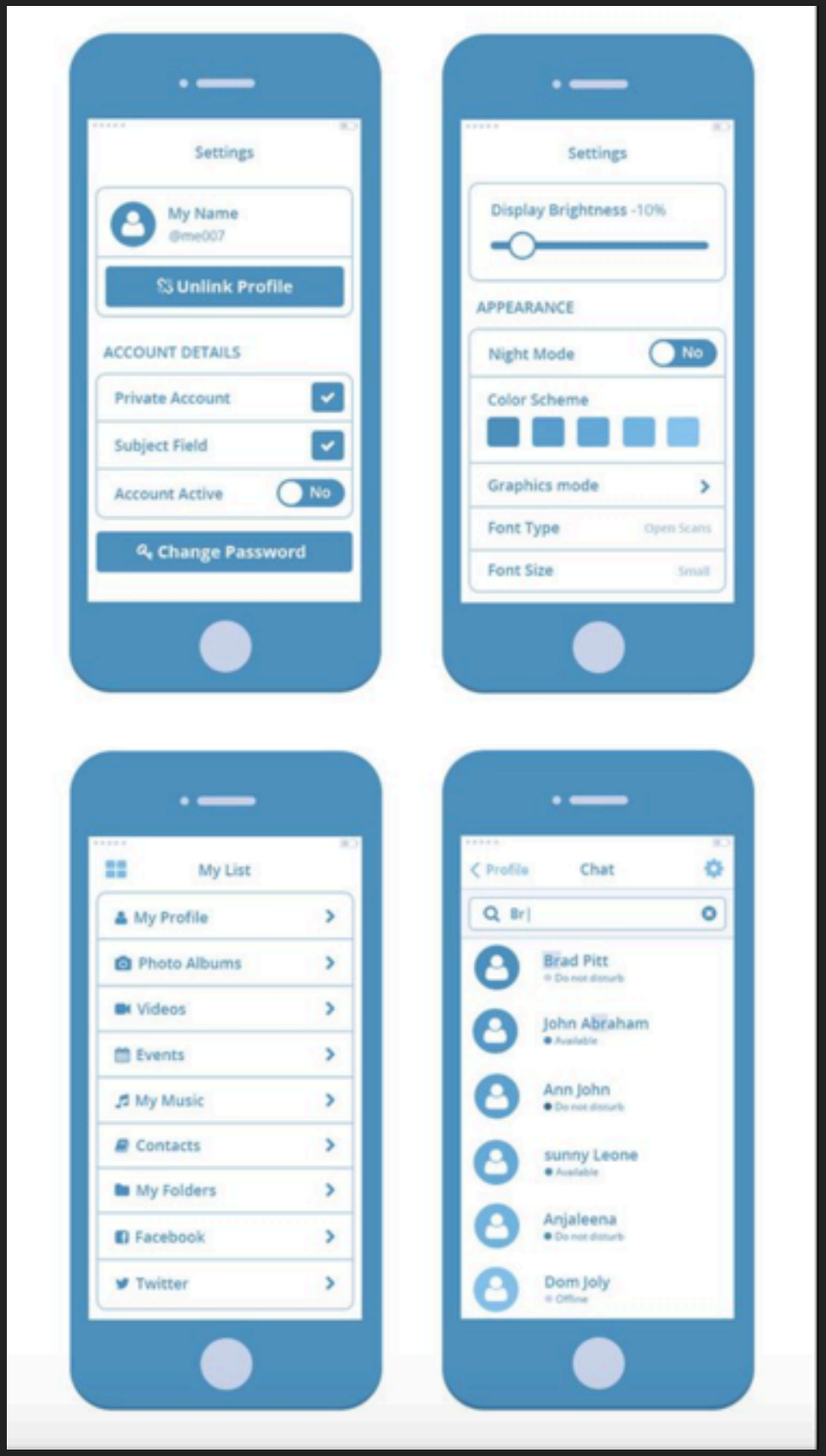
Wireframes

Wireframes should show clear evidence of

- Grid
- Visual Hierarchy
- Navigation



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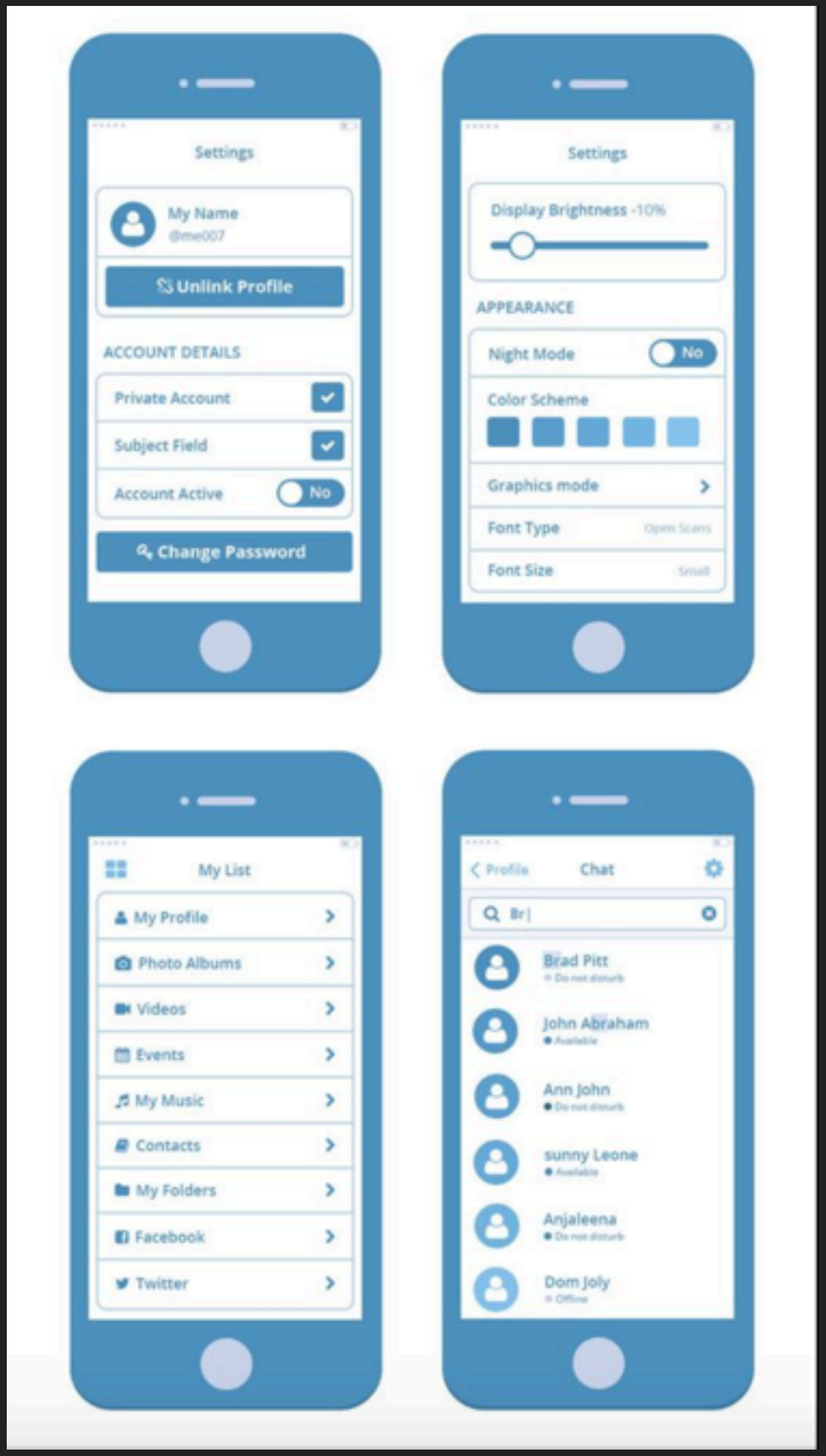
Wireframes

Wireframes should show clear evidence of

- Grid
- Visual Hierarchy
- Navigation
- Functionality



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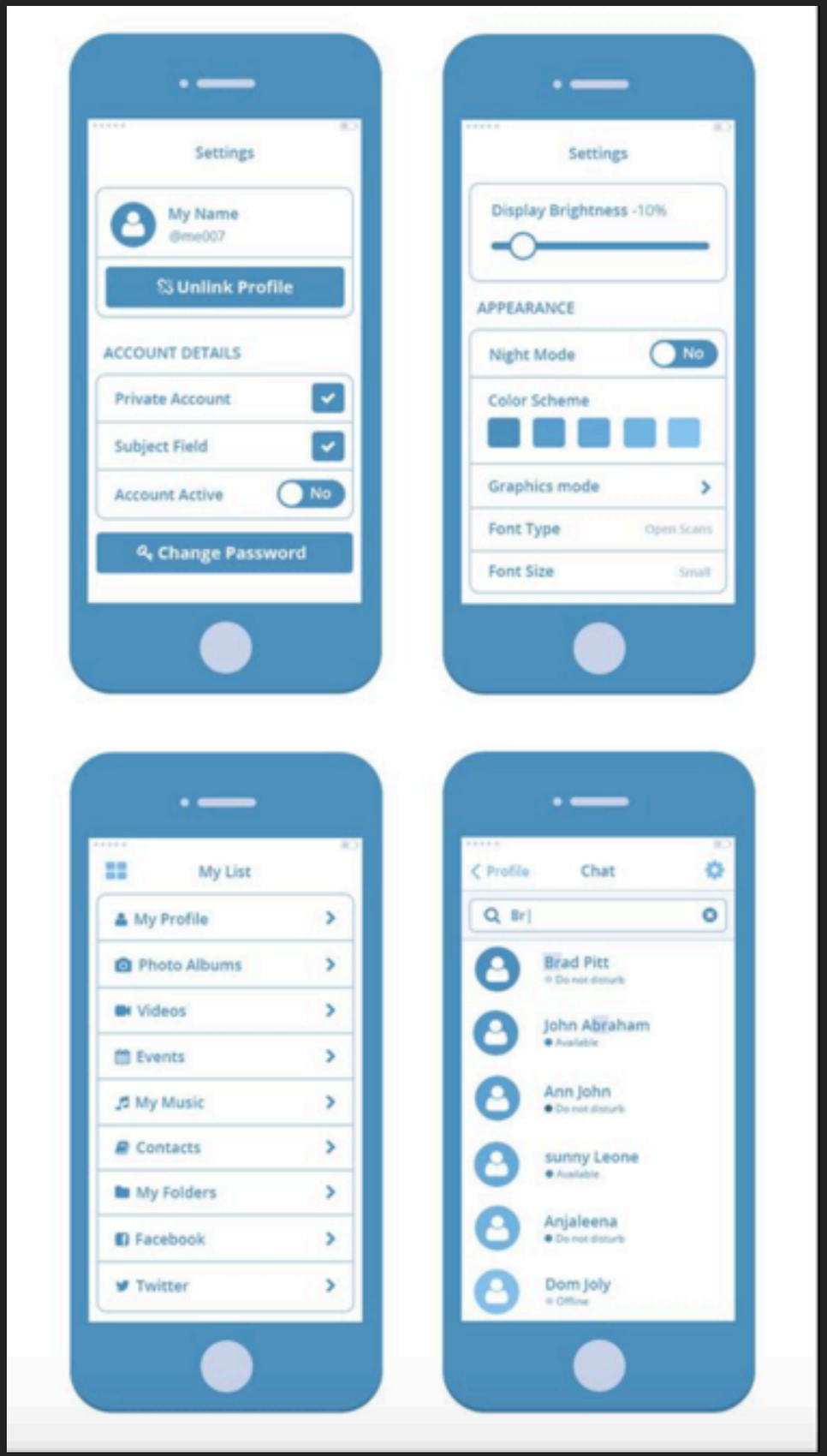
Wireframes

Wireframes should show clear evidence of

- Grid
- Visual Hierarchy
- Navigation
- Functionality
- **Scannability** of body copy



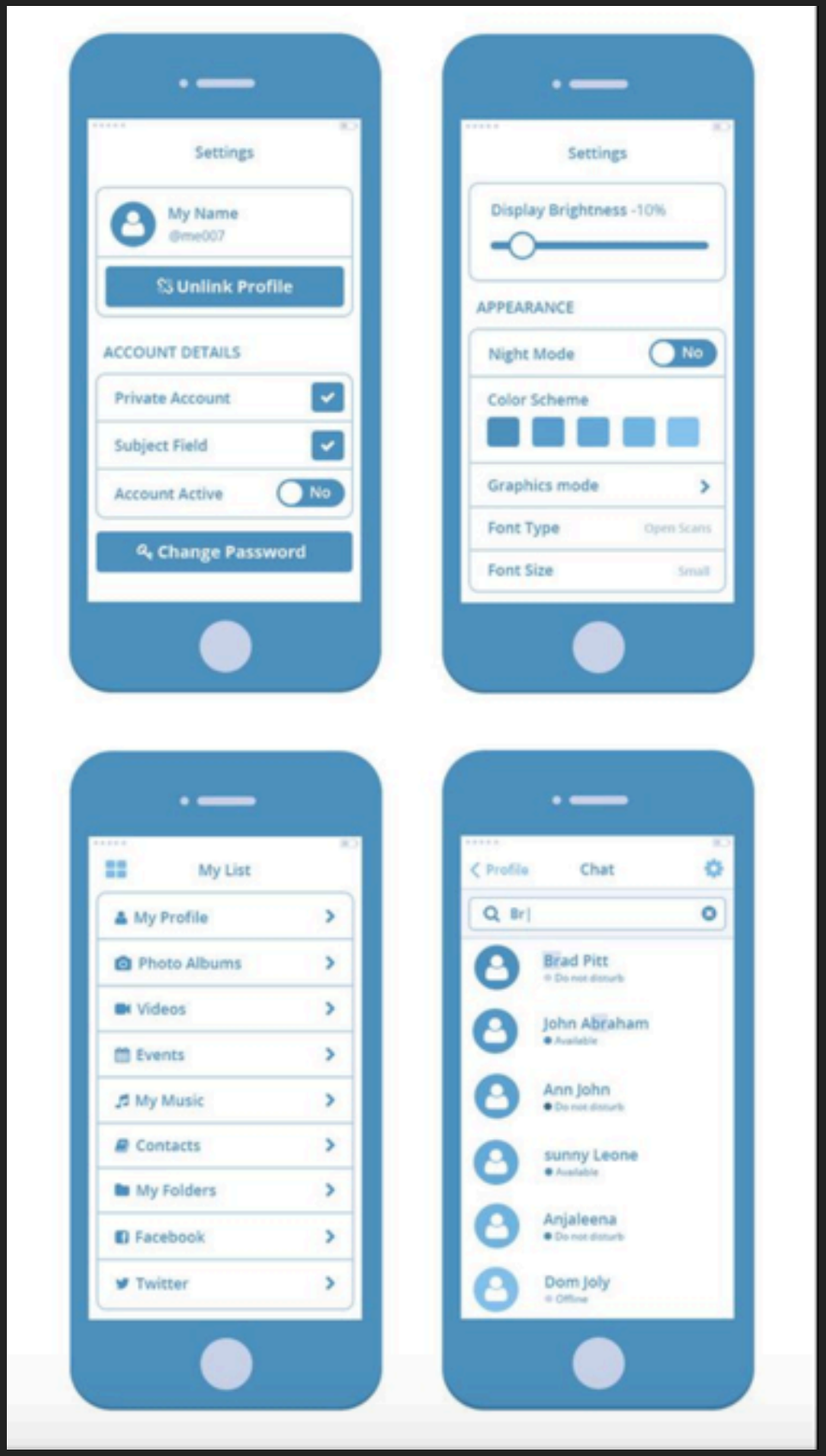
inspirationde.com

Wireframes

Wireframes should show clear evidence of

- Grid
- Visual Hierarchy
- Navigation
- Functionality
- **Scannability** of body copy

(If viewers respond with “I’d never read that”, it’s time to make edits.)



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FRIDAY:

AGILE PRESENTATION

Agile Manifesto

We are uncovering better ways of developing software by doing it and helping others do it.
Through this work we have come to value:

Individuals and interactions over processes and tools
Working software over comprehensive documentation
Customer collaboration over contract negotiation
Responding to change over following a plan

While there is value in the items on the right, we value the items on the left more.

12 Principles

1. Our highest priority is to satisfy the customer through early and continuous delivery of valuable software.
2. Welcome changing requirements, even late in development. Agile processes harness change for the customer's competitive advantage.
3. Deliver working software frequently, from a couple of weeks to a couple of months, with a preference to the shorter timescale.
4. Business people and developers must work together daily throughout the project.
5. Build projects around motivated individuals. Give them the environment and support they need, and trust them to get the job done.
6. The most efficient and effective method of conveying information to and within a development team is face-to-face conversation.
7. Working software is the primary measure of progress.
8. Agile processes promote sustainable development. The sponsors, developers, and users should be able to maintain a constant pace indefinitely.
9. Continuous attention to technical excellence and good design enhances agility.
10. Simplicity--the art of maximizing the amount of work not done--is essential.
11. The best architectures, requirements, and designs emerge from self-organizing teams.
12. At regular intervals, the team reflects on how to become more effective, then tunes and adjusts its behavior accordingly.

Agile Alliance AgileAlliance.org

Manifesto Authors

Kent Beck, Mike Beedle, Arie van Bennekum, Alistair Cockburn, Ward Cunningham, Martin Fowler, Robert C. Martin, Steve Mellor, Dave Thomas, James Grenning, Jim Highsmith, Andrew Hunt, Ron Jeffries, Jon Kern, Brian Marick, Ken Schwaber, Jeff Sutherland

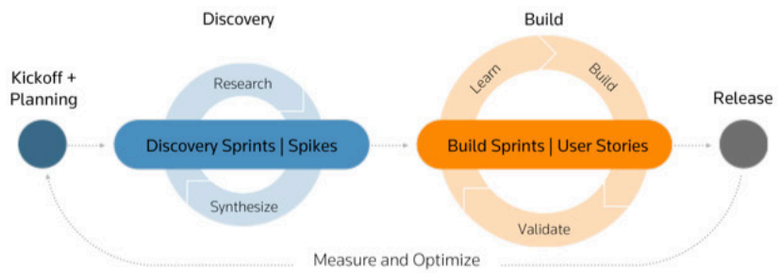
UX process

Not just one, but shared elements
What's right is what works best for the team and UX professional

WORK WITHIN EXISTING TEAM PROCESS

Transitioning from Waterfall to Agile and Lean UX often requires Hybrid solutions.

The diagram below shows our initial approach to MVP releases.



UX process

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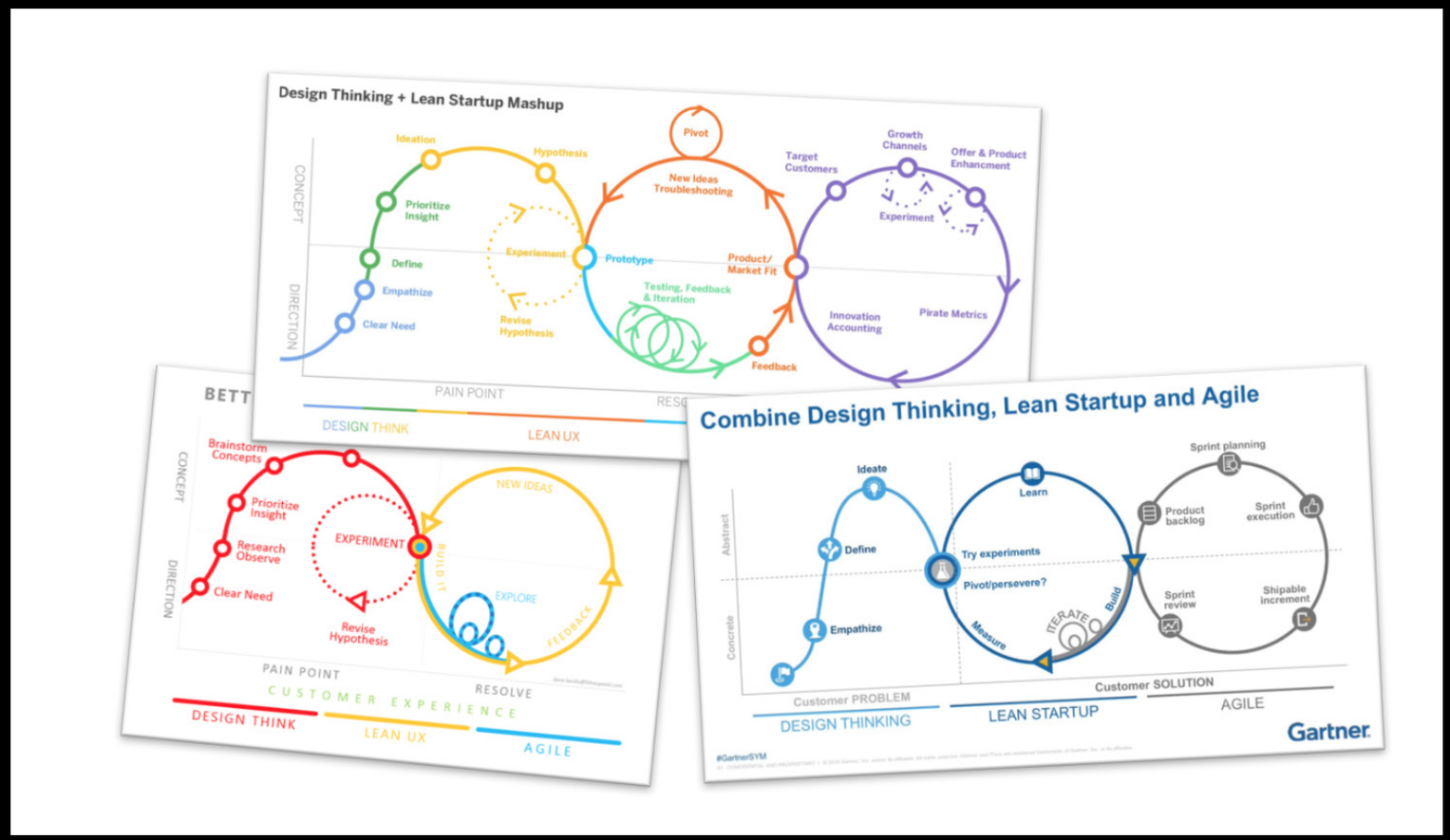
https://usabilitygeek.com/ux-design-process-is-there-really-one/

UX process

https://blog.usejournal.com/when-which-design-thinking-lean-design-sprint-agile-a4614fa778b9?ref=weekly.ui-patterns.com



Biz Case

Lean UX Canvas

Title:

Date:

Iteration:

Business Problem
What business have you identified that needs help?

1

Solution ideas
List product, feature, or enhancement ideas that help your target audience achieve the benefits they're seeking.

5

Business Outcomes
(Changes in customer behavior)
What changes in customer behavior will indicate you have solved a real problem in a way that adds value to your customers?

2

Users & Customers
What types of users and customers should you focus on first?

3

User Benefits
What are the goals your users are trying to achieve? What is motivating them to seek out your solution? (e.g., do better at my job OR get a promotion)

4

Hypotheses
Combine the assumptions from 2, 3, 4 & 5 into the following template hypothesis statement:
"We believe that [business outcome] will be achieved if [user] attains [benefit] with [feature]."

Each hypothesis should focus on one feature.

6

What's the most important thing we need to learn first?
For each hypothesis, identify the riskiest assumption. This is the assumption that will cause the entire idea to fail if it's wrong.

7

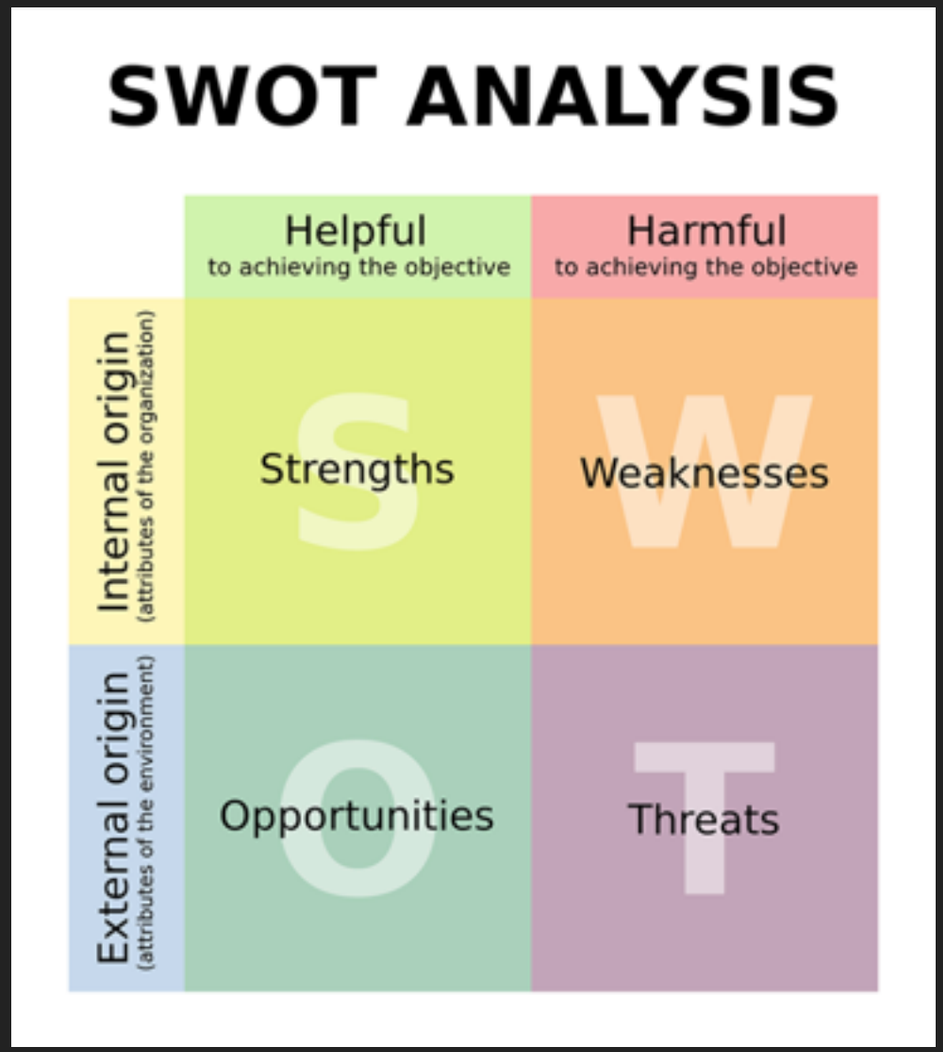
What's the least amount of work we need to do to learn the next most important thing?
Brainstorm the types of experiments you can run to learn whether your riskiest assumption is true or false.

8

 Download this canvas at: **www.jeffgothelf.com/blog/leanuxcanvas** Adapted from Jeff Patton's Opportunity Canvas. Download at: http://jpattonassociates.com/**opportunity-canvas**/

SWOT analysis

SWOT stands for Strengths, Weaknesses, Opportunities, Threats.

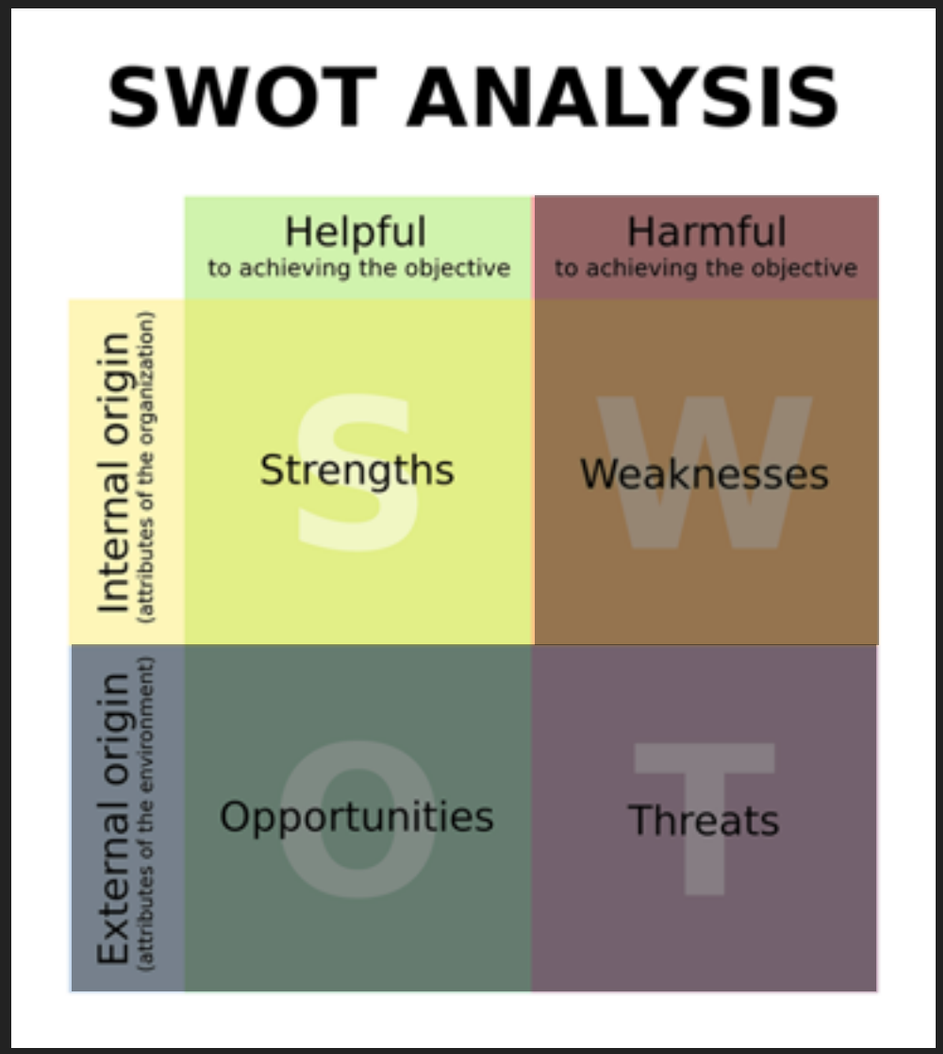


smashlab.com

SWOT analysis

SWOT stands for Strengths, Weaknesses, Opportunities, Threats.

Strengths: What does the client do better than anyone else?



smashlab.com

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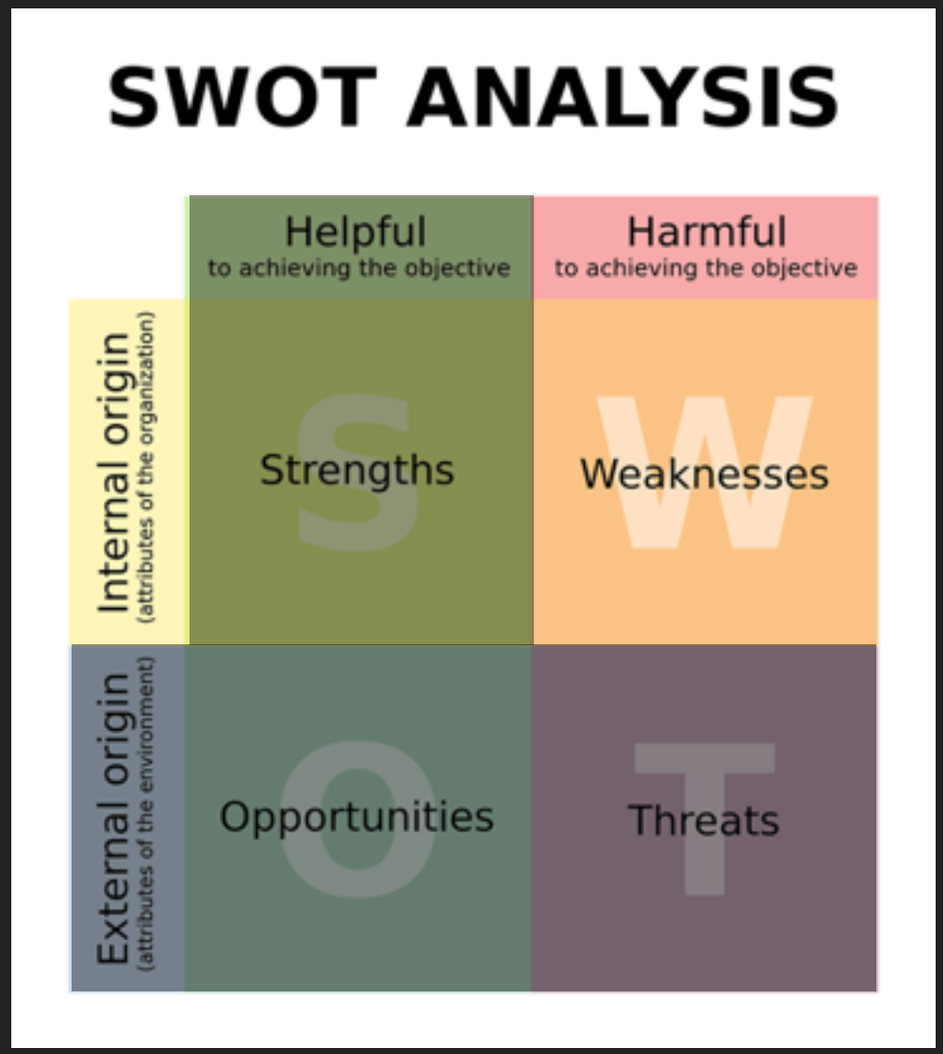
Weaknesses: Are there things competitors do better than your client?



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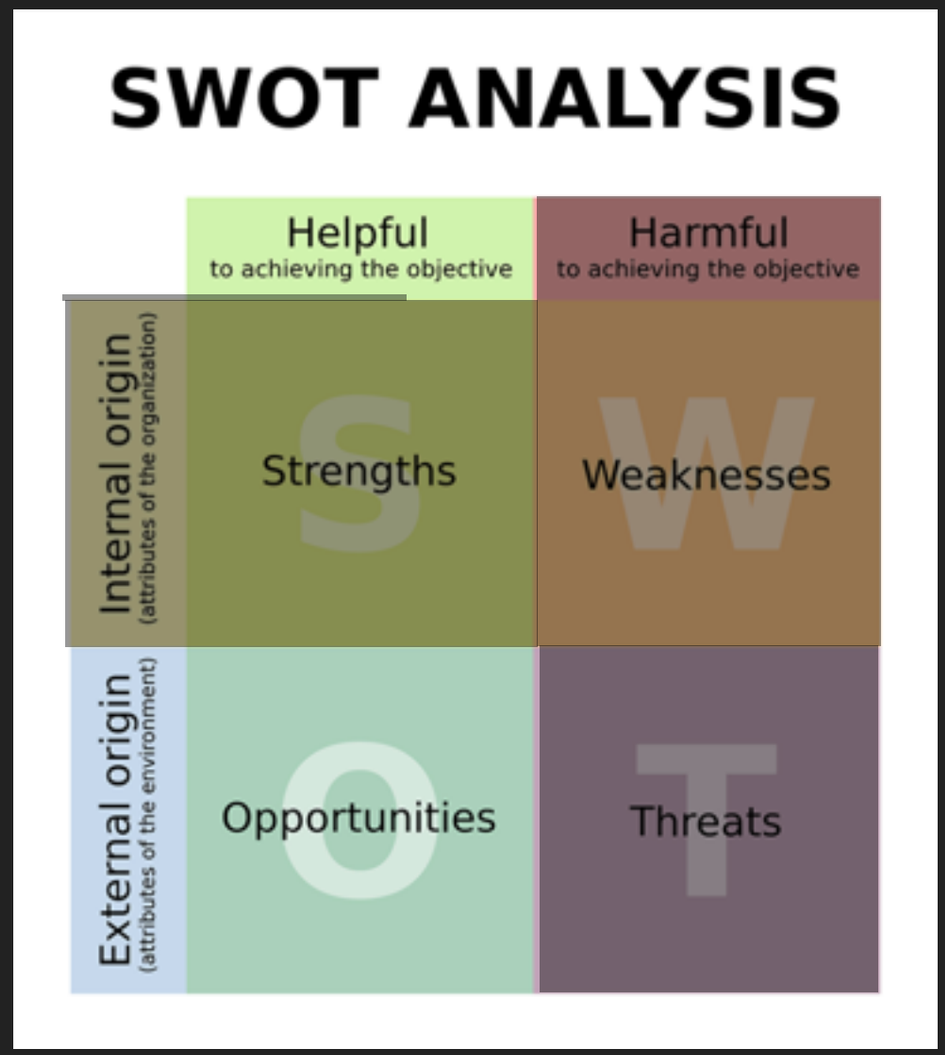
SWOT analysis

SWOT stands for Strengths, Weaknesses, Opportunities, Threats.

Opportunities: Are there changes in technology, markets, or social patterns your client can take advantage of?



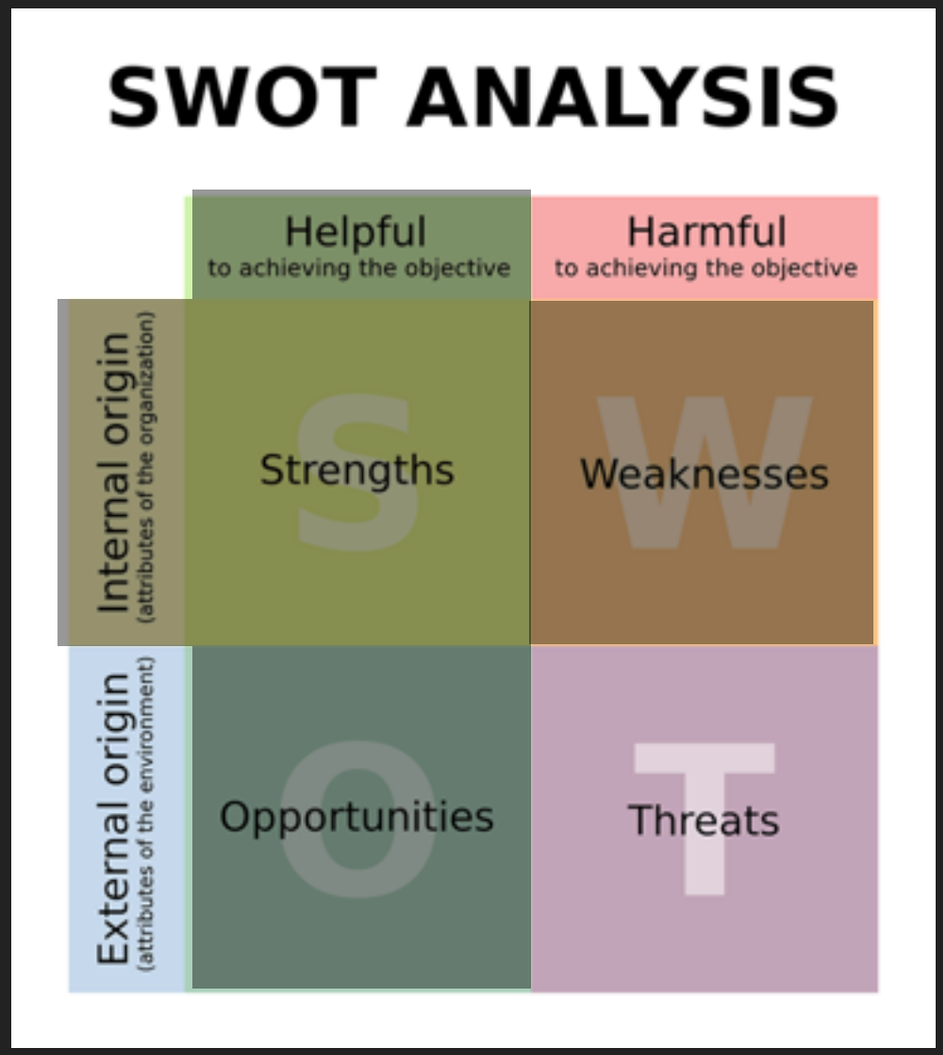
smashlab.com

SWOT analysis

SWOT stands for Strengths, Weaknesses, Opportunities, Threats.

Threats: What obstacles does your client face?

Harmful changes in tech-nology, industry standards, competitor practices?



smashlab.com

The UX Strategy Document

In its most tangible form, a UX strategy is a document, one referred to every time a decision is made.

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This document should be kept **short**, so decision-makers will actually read it.

uxpin.com

Value propositions

UX strategy documents are informed by **value propositions**: brief statements communicating the benefits a customer can expect from a product.

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“Airbnb is a community marketplace for people to list, discover, and book unique spaces around the world through the internet.”

–Jamie Levy, *UX Strategy*, 2015

Value propositions

UX strategy documents are informed by **value propositions**: brief statements communicating the benefits a customer can expect from a product.

“Snapchat is the fastest way to share messages, photos, videos, texts, and drawings with friends for a limited amount of time.”

–Jamie Levy, *UX Strategy*, 2015

Value propositions

UX strategy documents are informed by **value propositions**: brief statements communicating the benefits a customer can expect from a product.

“Waze is a social traffic and navigation app based on a community of drivers sharing real-time road information while driving.”

–Jamie Levy, *UX Strategy*, 2015

Competition analysis

UX strategy documents are informed by competitive research.

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Who are your client’s **direct** competitors?

Competition analysis

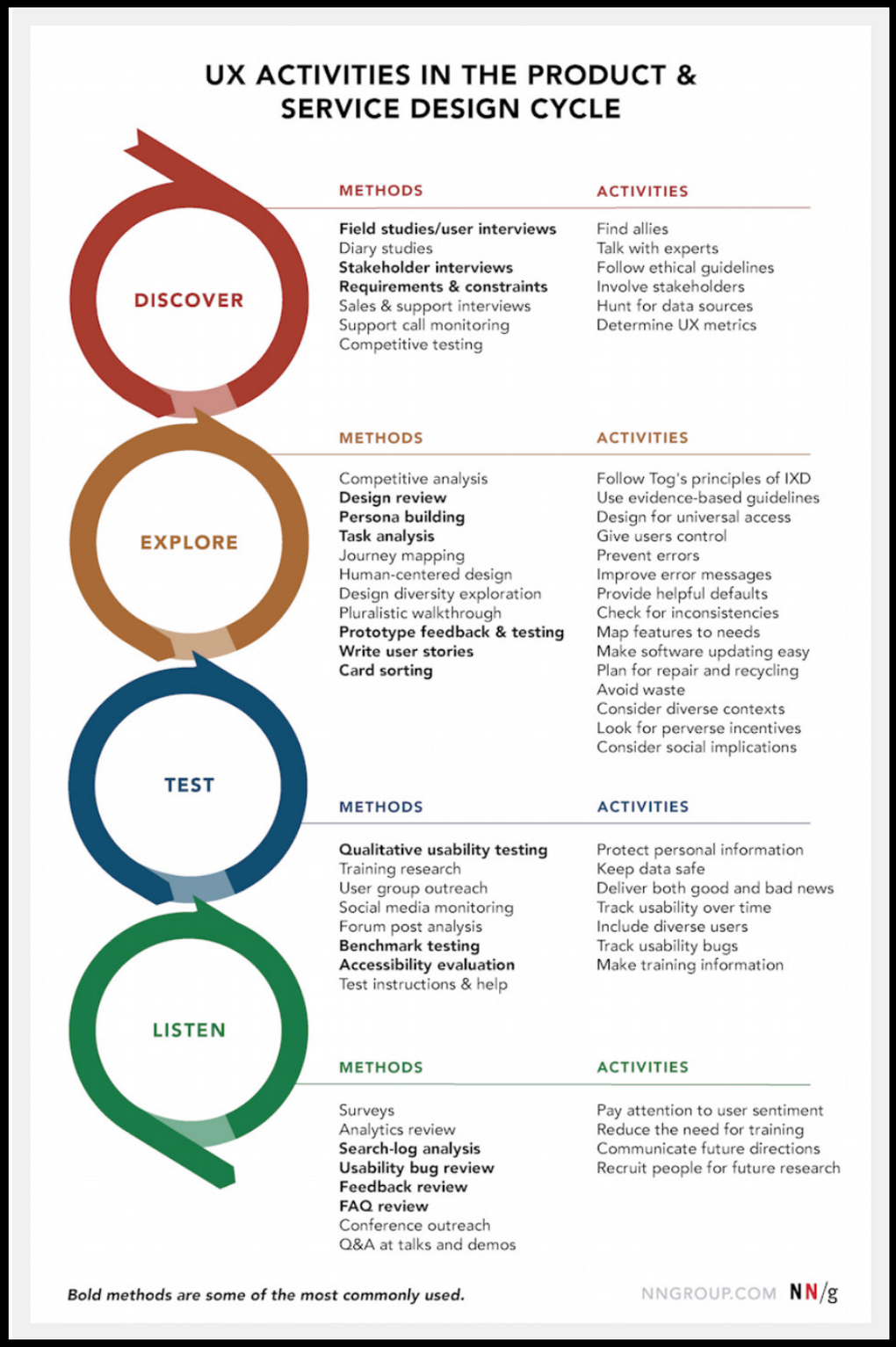
UX strategy documents are informed by competitive research.

Who are your client's **direct** competitors?

Who are your client's **indirect** competitors?

(offering partial solutions to the problem your value proposition intends to solve)

User Research



User Research

Before choosing a certain approach for user research answer the following fundamental question:

What do I want to know about my users and why do I want to know it?

Then you can start thinking about how to best discover and learn it.

What you need to know about your user probably falls
into one of the following categories:

What people do/What problems they face
What people need
What people want
Can people use a certain product?

Qualitative or Quantitative?

Qualitative research is multimethod in focus, involving an interpretive, naturalistic approach to its subject matter. This means that qualitative researchers study things in their natural settings, attempting to make sense of, or interpret, phenomena in terms of the meanings people bring to them.

Denzin and Lincoln (1994, p. 2)

Qualitative data offer a direct assessment of the usability of a system.

NNGroup.com

Qualitative or Quantitative?

Quantitative research gathers data in a numerical form which can be put into categories, or in rank order, or measured in units of measurement. This type of data can be used to construct graphs and tables of raw data.

Denzin and Lincoln (1994, p. 2)

Quantitative data offer an indirect assessment of the usability of a design. Quantitative metrics are simply numbers, and as such, they can be hard to interpret in the absence of a reference point.

NNGroup.com

Qualitative or Quantitative?

Examples:

Contextual Inquiry

User Interviews

Proto-Personas

Usability Testing

Qualitative or Quantitative?

Examples:

Questionnaires and Surveys

Rating scales

A/B tests

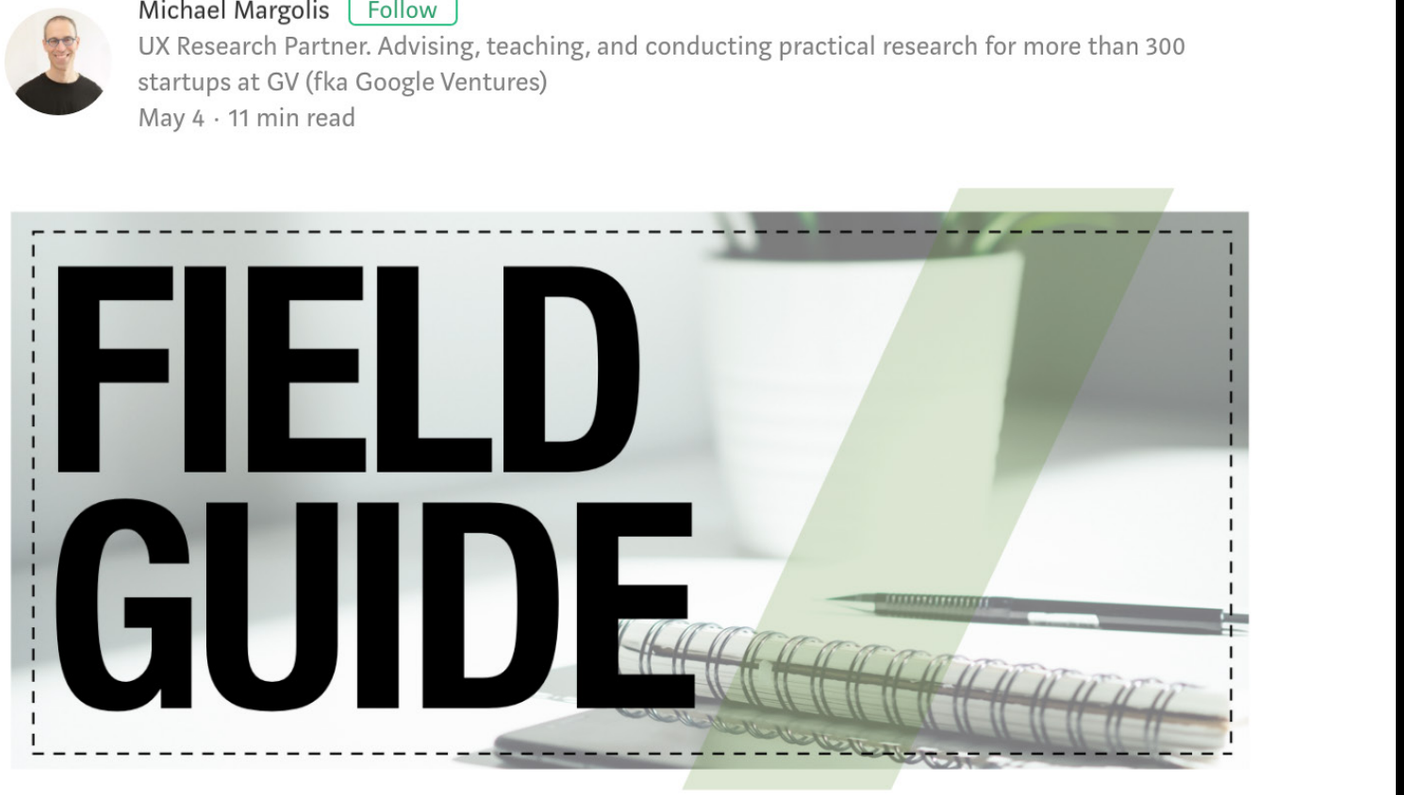
Statistics help us turn quantitative data into useful information for better Data Analysis

Research Techniques

https://uxmastery.com/resources/techniques/?table_filter=research

User Research

https://library.gv.com/field-guide-to-ux-research-for-startups-8569114c27fb



Michael Margolis Follow

UX Research Partner. Advising, teaching, and conducting practical research for more than 300 startups at GV (fka Google Ventures)

May 4 · 11 min read

Photo by Dose Media on Unsplash

Field Guide to UX Research for Startups

UX Designer Checklist*

- ☐ Task Analysis
- ☐ Stakeholder Interview
- ☐ Project Summary
- ☐ Competitive & Comparative Analysis
- ☐ Features & Functions List
- ☐ Participatory Design
- ☐ Design Studio
- ☐ Card Sort
- ☐ User Interview
- ☐ User Interview Data Analysis & Presentation
- ☐ Business Metrics (KPI's, Call Drivers, Market Segment Data)
- ☐ Personas
- ☐ Sketching
- ☐ Concept Mapping
- ☐ Storyboarding
- ☐ User Journeys
- ☐ User Stories
- ☐ User Flows
- ☐ Sitemap
- ☐ Scenarios
- ☐ Wireframes
- ☐ Use Cases
- ☐ Wireflows
- ☐ MVP
- ☐ User Test Screener
- ☐ User Test Consent Form
- ☐ User Test Plan
- ☐ User Test Script
- ☐ Prototype
- ☐ User Test
- ☐ Specifications and Annotations
- ☐ Mood Boards
- ☐ Brand Brief
- ☐ Style and Developer's Guide
- ☐ User Test Data Analysis and Presentation
- ☐ Repeat until ready to launch... and then repeat after launch and until death.

Personas with Ashley Karr
https://skl.sh/2ISZKBD (skill share link)

https://www.skillshare.com/classes/Personas-Improve-Your-UX-with-Human-Centered-Design/1803704054