

## Entry 1: ProcessingHCI

To sum up the article, Lean UX is a UCD approach to traditional UX. It's a technique that focuses the user and their ultimate needs, adopting a philosophy similar to agile methodologies.

As for the key points, constant feedback, quick decision making, and iterative work cycles are in my opinion what makes Lean UX a great UCD technique, since the consistent user validation of the ongoing product, should in theory allow for a satisfying user experience for the target demographic. Key word: *Theory*.

Our team did in fact opt to use Lean UX for our project, specifically the user research part of it. Did we utilize it correctly and to its full potential? Far from it. Although I found it to be an excellent approach for the project, we never did embrace it fully.

To make our process truly lean, we would need to adjust several team aspects. The project in itself isn't the problem, it's more of an organization problem within our team. Unclear roles, ambiguous tasks, and an unclear sense of direction, time and scale, are the main issues. Its something I think would require a lot of effort to correct, but would ultimately make things a lot smoother.