

Product Management



Working With UX

Our Learning Goals

- **Explain** the working relationship between PMs and UX designers.
- **Build** wireframes and user flows that capture a user's experience with a product.



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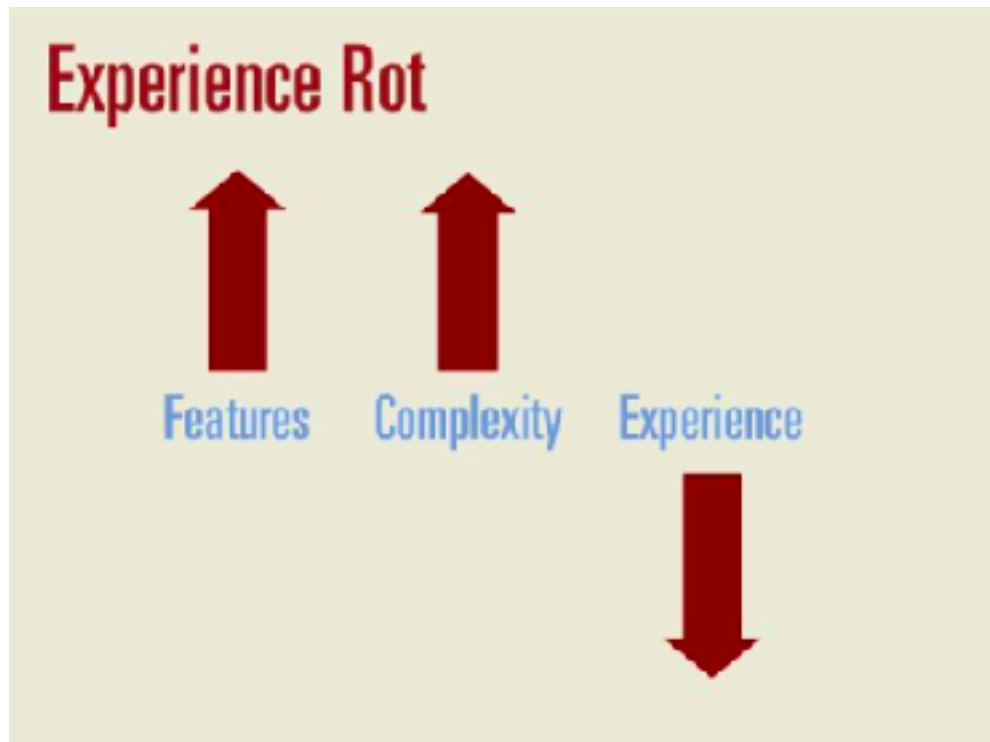
What is the value of design?



Design allows a company to...

- Compete on differentiation and experience over price.
- Humanise technology and make it desirable.
- Transform functional products into compelling experiences.
- Win the hearts and minds of end users, not just win the tech race.
- Create and own new market spaces, not just occupy existing spaces.
- All of this means superior loyalty, price premiums, and competitive advantage.

Don't just be a feature factory



Don't just be a feature factory

This



Not This



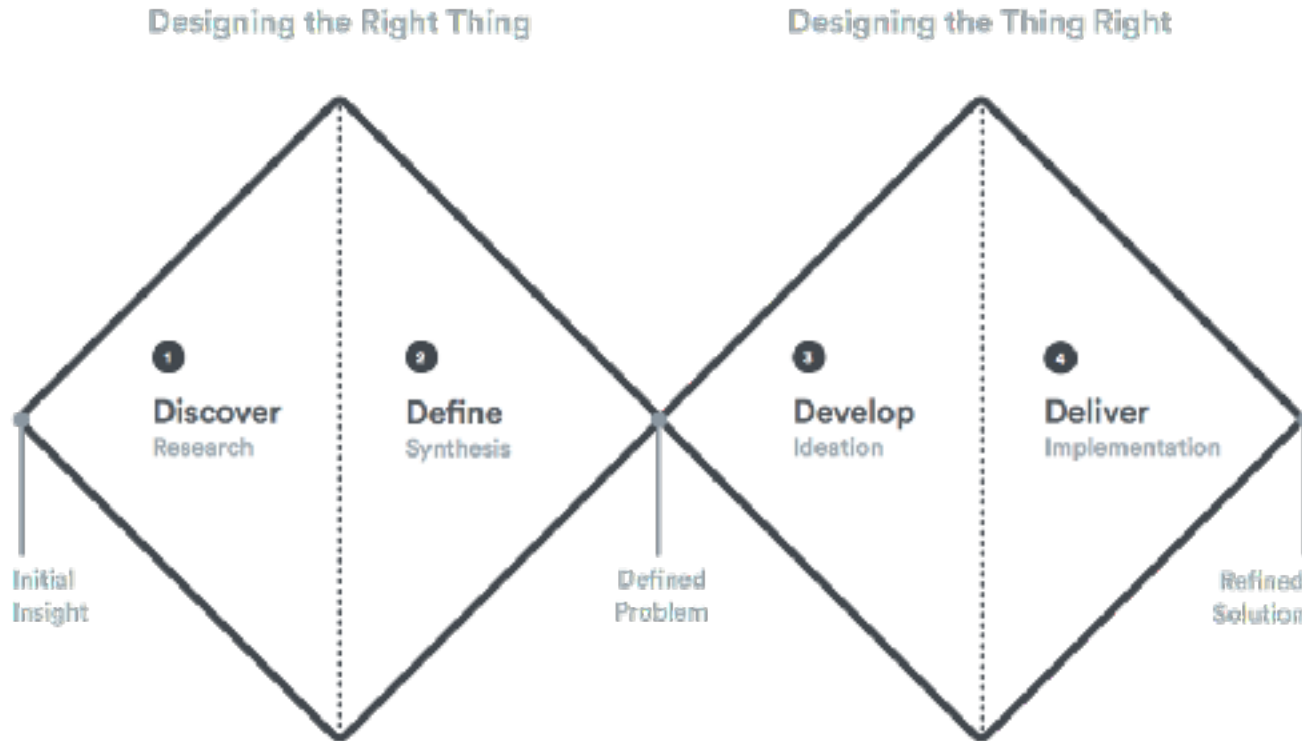
Product Management



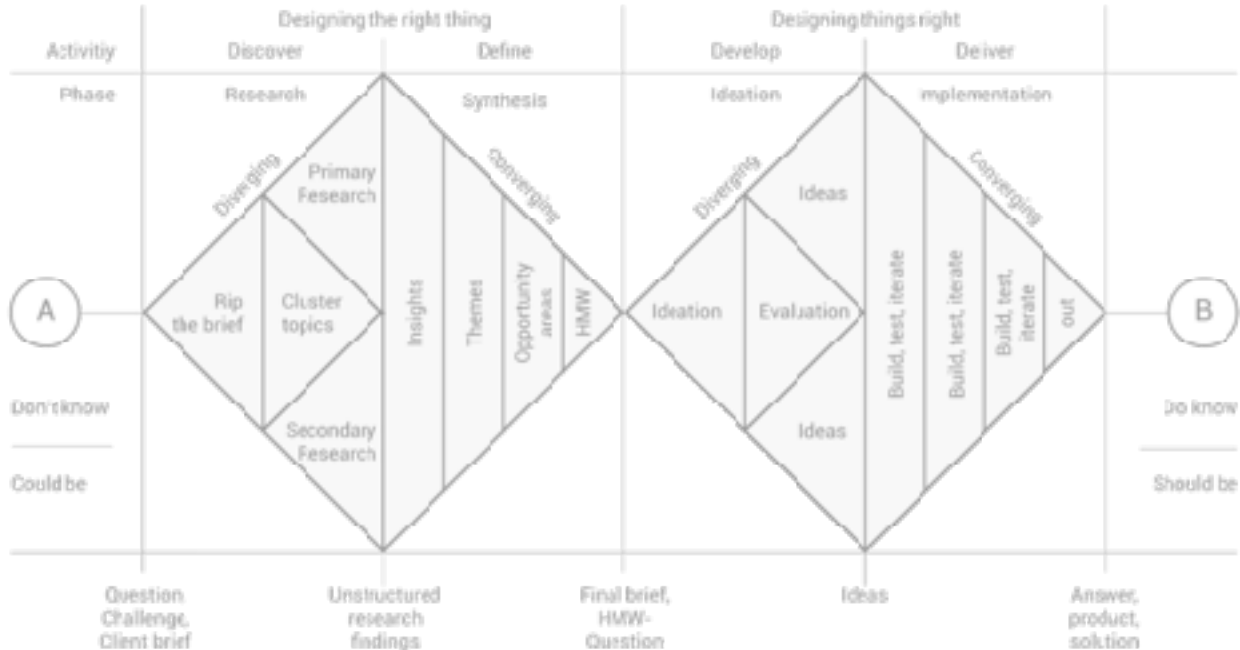
The Design Process



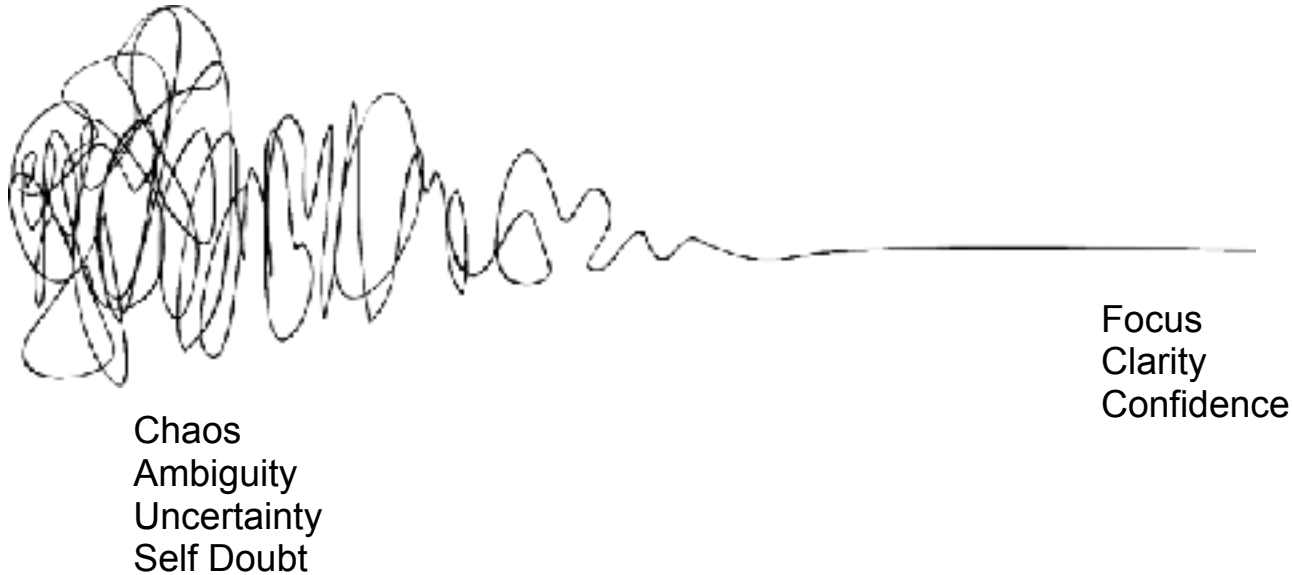
Design Process - UK Design Council's “Double Diamond”



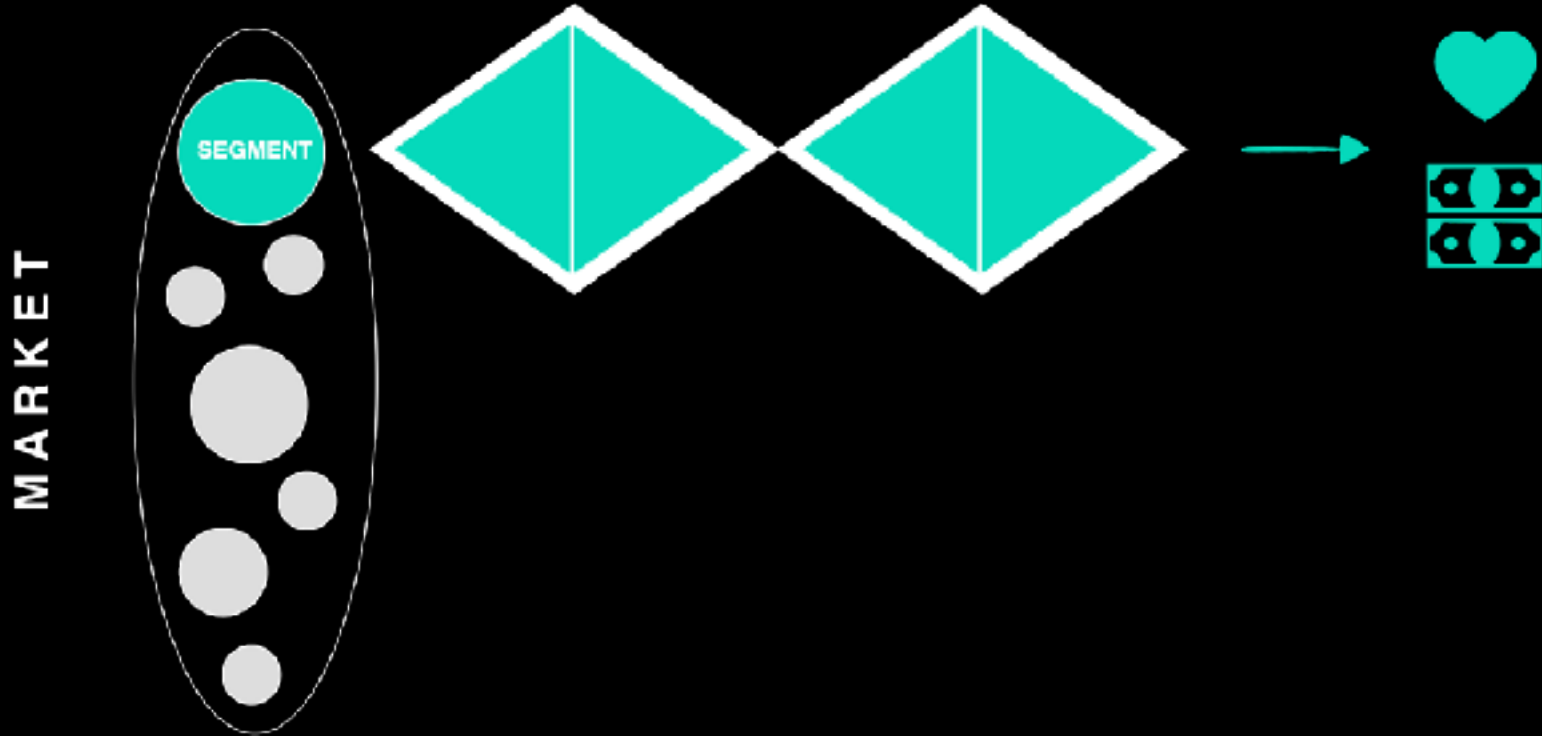
Design Process - UK Design Council's "Double Diamond"



Design Process - What it feels like



Where should we focus our time to maximise value?



Product Management



The UX Team



UX Is a Lot of Things!



What Does UX Do?

- Field research
- Face-to-face interviewing
- Creation and administering of tests
- Gathering, organizing, and presenting statistics
- Documentation of personas and findings
- Product design
- Feature writing
- Requirement writing
- Graphic arts
- Interaction design
- Information architecture
- Usability
- Prototyping
- Interface layout
- Interface design
- Visual design
- Taxonomy creation
- Terminology creation
- Copywriting
- Presentation and speaking
- Working tightly with programmers
- Brainstorm coordination
- Company culture evangelism
- Communication to stakeholders

UX Artifacts

During the product development process, the UX team contributes...

- Sketches
- Wireframes
- Mockups
- User flows
- Research reports

UX Team Roles



UI Designer



**Interaction
Designer**



UX Manager



**Usability
Specialist**



User Researcher

What does UX do for the team?

- The “How”
- Designs great experiences that deliver great outcomes.
- In order to do that, they need to understand the human context.

What does the PM do for the team?

- The “What” & “Why”
- Ensure the team is working on worthy problems.
- Ensure the team’s solutions deliver for the customer and for the business.

What does UX do for the PM?

- Quantitative and qualitative research.
- Present user research results.
- Mockups and designs.
- Create personas.
- Voice of good design.
- Conduct competitive analysis.

What does the PM do for UX?

- Justification for why we're doing something.
- Guidance and rapid feedback.
- Prioritize work and set goals.
- Know the market and users.
- Constraints.
- Bridge engineering/UX gap.
- Ask questions for research.

People & Tools

Depending on team structure and roles, there can be a great deal of overlap.

PMs often use design practices to help validate their proposed to solution, to help validate user problems and to more effectively communicate with designers.

- User Journey/Flow Mapping
- Prototyping
- Sketching

Designers/Researchers work at a more detailed level with users to flesh out these concepts and to reconcile the aesthetics, usability, feasibility of the product/feature with the branding.

- Prototyping
- Sketching
- Wireframes
- Mock-Ups (high fidelity wireframes)

Working with UX teams

Communicate early and often. Speak with your UX team about your upcoming work and get a high level understanding of their bandwidth requirements.

Work with UX to help understand customer pain points: UX researchers and designers are key discovery partners.

Understand that UX has the final call on design, however, if the design is NOT addressing the problem that falls into Product's realm of responsibility.

- Provide very clear detail on THE WHAT
- What problem you're trying to solve for
- What the impact of the problem is
- What audience this problem is impacting
- What your proposed solution is
- What your metrics for success are

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What is UX? What is Design?

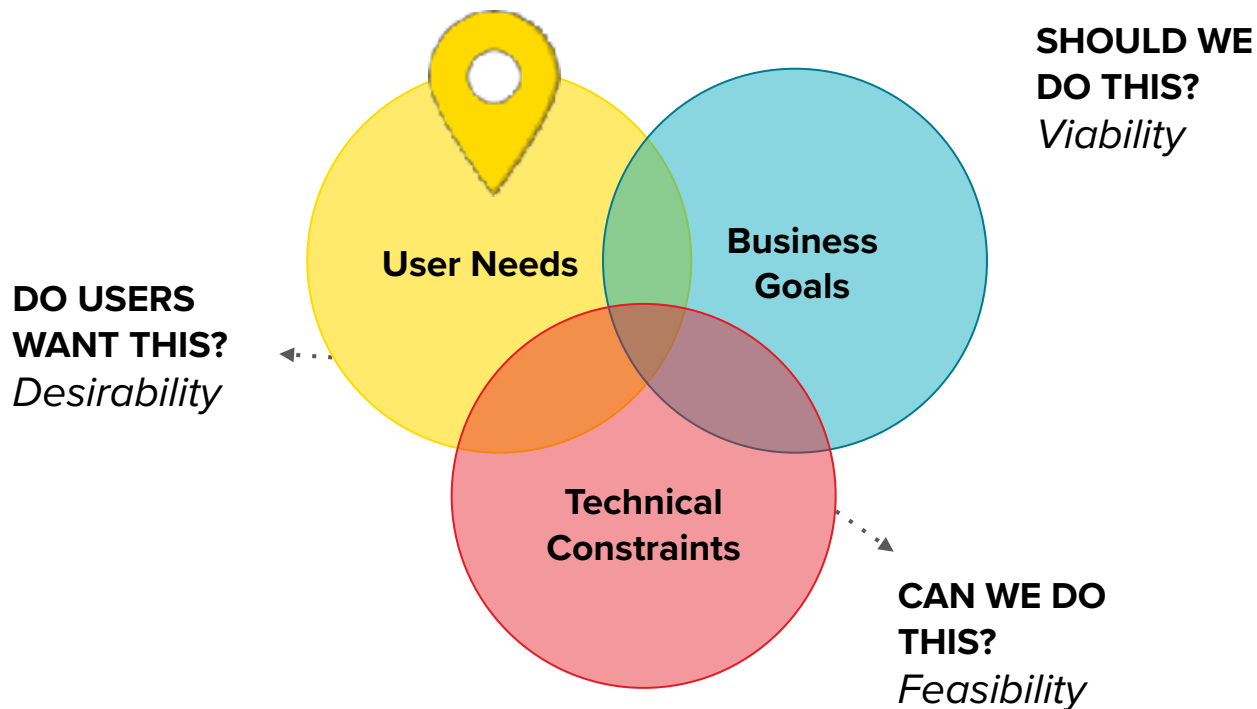


User Experience - it is all in the name

UX focuses on the **end user**, and making their **experience** as simple, beautiful, seamless, intuitive and human as possible as they reach their goals.



UX Is Key to Product Management



UX Memes that Ring True(ish)



UX Memes that Ring True(ish)



UX Memes that Ring True(ish)



Everything Is Designed



Everything Is Designed



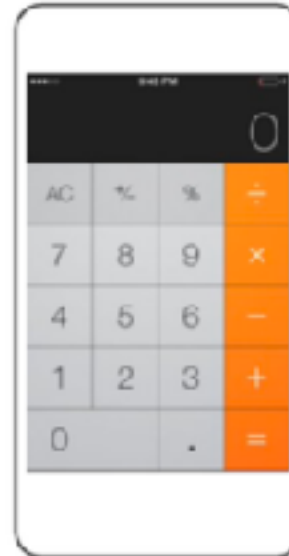
UI/VD - Intuitive & Human (Skeuomorphism)



IOS 1



IOS 3



IOS 7



IOS 12

“

Most people make the mistake of thinking design is what it looks like. People think it is this veneer - that the designers are handed this box and told “Make it look good!”. That’s not what we think design is.

It is not just what it looks and feels like. Design is how it works.

— Steve Jobs

“

User experience encompasses all aspects of the end-user's interaction with the company, its services, and its products.

— Don Norman

Design researcher, professor, and author

Good UX Is...

1

Useful

Solves an actual need.

2

Usable

Lets you accomplish your task easily and efficiently.

3

Desirable

People actually want to use it.

Dieter Rams: Good Design Is...

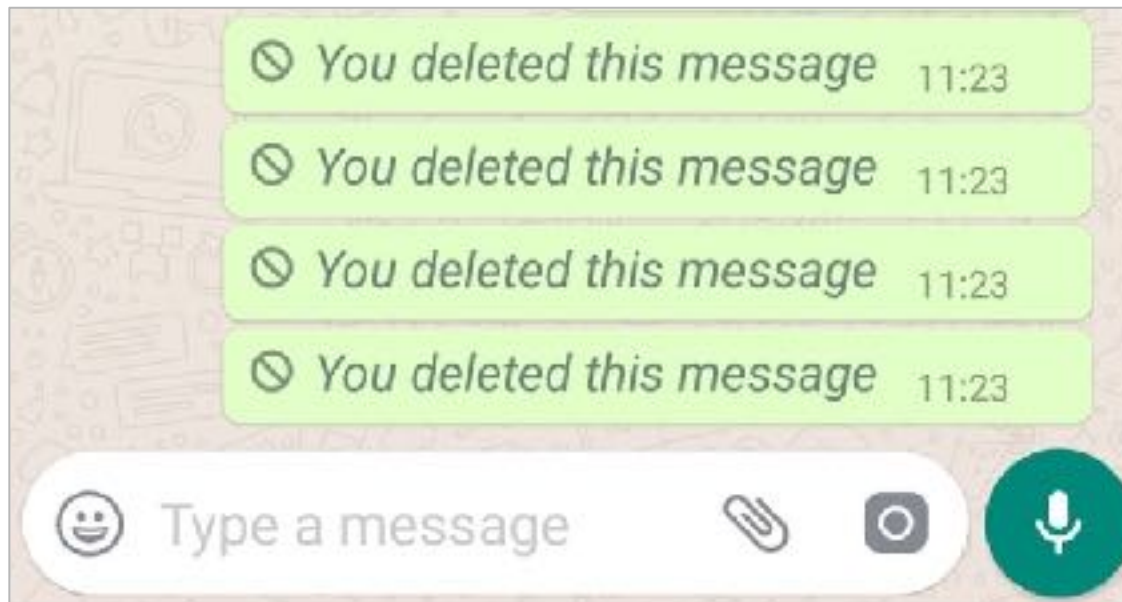
01. Good Design is innovative.
02. Good Design makes a product useful.
03. Good Design is aesthetic.
04. Good Design makes a product understandable.
05. Good Design is unobtrusive.
06. Good Design is honest.
07. Good Design is long-lasting.
08. Good Design is thorough down to the last detail.
09. Good Design is environmentally friendly.
10. Good Design is as little design as possible.





Real Cases: WhatsApp's Delete Message Feature

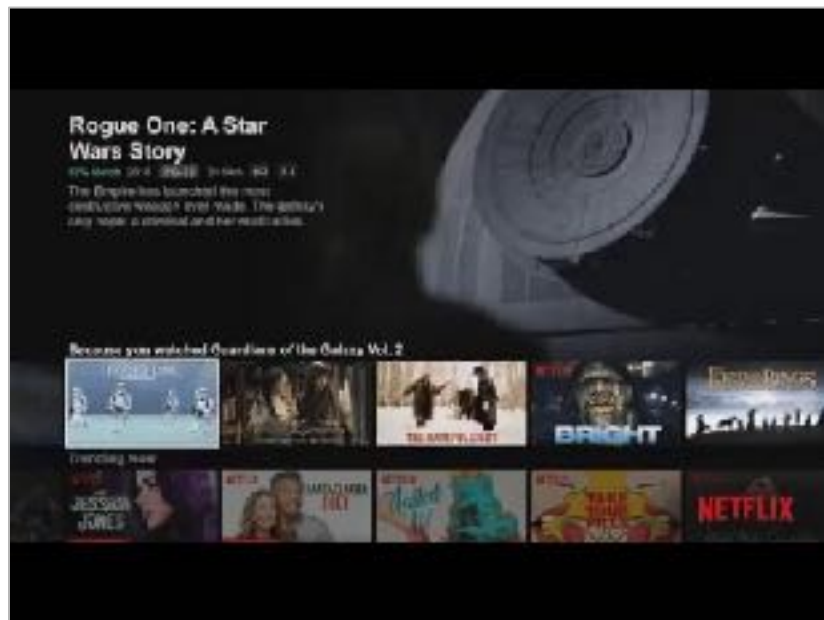
5 minutes





Real Cases: Netflix's Autoplay Feature

5 minutes



Nas Basov @NasBasov · 28 Dec 2015

@Netflixhelps @PokaPlayer how to disable @Netflix #AutoPlay when browsing/reading show info? #NetflixAutoplay #urd = extremely disruptive!



Sheila Kjaerhus @sheilagk · 31 Jul 2017

#Netflix is there a way to stop trailer auto playing on the Apple TV app? It's incredibly annoying [#netflixautoplay](#)



Alan Johnson
@alanjohnson

Current favorite console game:
navigating Netflix without triggering
autoplay preview

3:08 PM · 18 Mar 2015

4,129 Retweets 20,888 Likes



Brad Taylor
@bradtaylor

Netflix auto-playing previews while you
browse stresses me out beyond belief

3:03 PM · 27 Feb 2015

124 Retweets 2,408 Likes



Product Management



Case Study: flaik





Job Story:

As a (supervisor of a ski school)

When I (am planning which instructors will teach which
classes for a particular day)

I want to (quickly be able to visually match how many
classes I need with how many instructors I have)

So I can (provide the optimum class size and
learning experience for our guests)



Real Cases: flaik (Cont.)

5 minutes



Scheduling: Design Challenges I

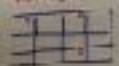
Scheduling Product

Demands: Issues

- Sales
- guest needs
- utilization
- regular & school parties



- Day



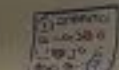
Product

- Week



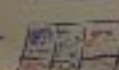
Category

- Month



Category

- Season

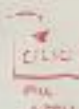


Category

Scheduling People

Demands: Issues

- preferences/availability
- topic & assignment
- scheduling conflict
- 'best fit'



- Day



- Week



- Month



- Season



Assign (Products) - Tools

Schedule (Days per Area)

Schedule (Days per Area)

Overview

Instructions Exp

- clarity
- consistency
- appropriateness

- Day

- Week

- Month

- Season





Angel Fire

KIDS SKI - 1st CRSE (4-5)
 - Mountain Explorers (6-9)
 - Mountain Adventures (10-12)

KIDS SNOWBOARD - 1st CRSE (4-5)
 - Angel Fire Riders (6-12)

ADULTS SKI - Base 1st Tour (Half Day)
 - Delta 1st Tour (Full Day)
 - Green (AM or PM)
 - Blue (AM or PM)
 - Black (AM or PM)
 - Adult Group

ADULT SNOWBOARD - Same as above

ADAPTIVE - ?
 PRIVATES - ?

Item	Rate	Time
1st CRSE (4-5)	80.00	
Mountain Explorers (6-9)	90.00	
Mountain Adventures (10-12)	80.00	

Scheduled

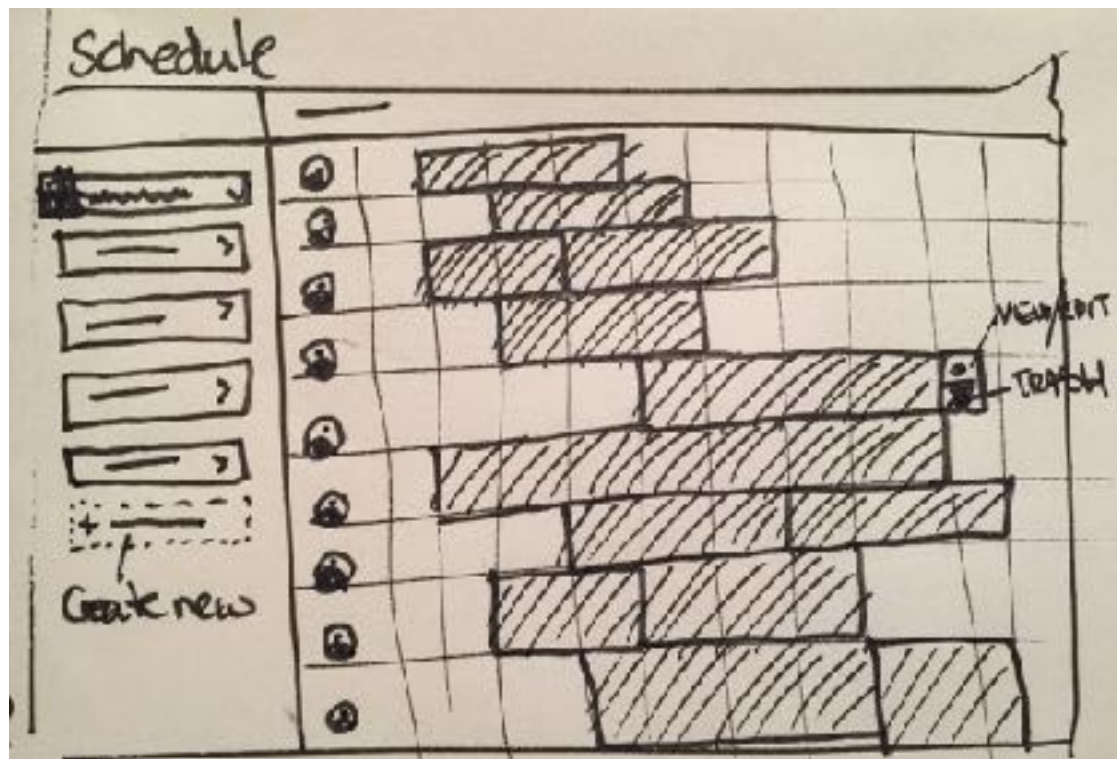
Instructions

Here



Real Cases: flaik (Cont.)

5 minutes







Job Story:

As a (supervisor of a ski school)

When I (am planning which instructors will teach which classes for a particular day)

I want to (quickly be able to visually match how many classes I need with how many instructors I have)

So I can (provide the optimum class size and learning experience for our guests)

10:00

BREAK TIME



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User Flows





A user flow is a timeline of user actions that describes the relationship between your brand and its customers. It's a visualization all of a user's interactions with your product, from their point of view.

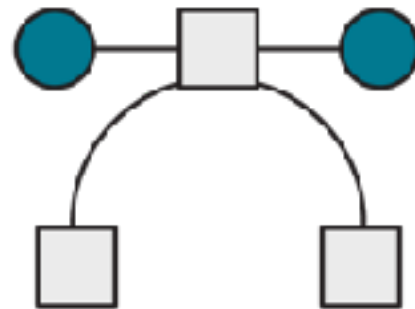
— Geordie Kaytes



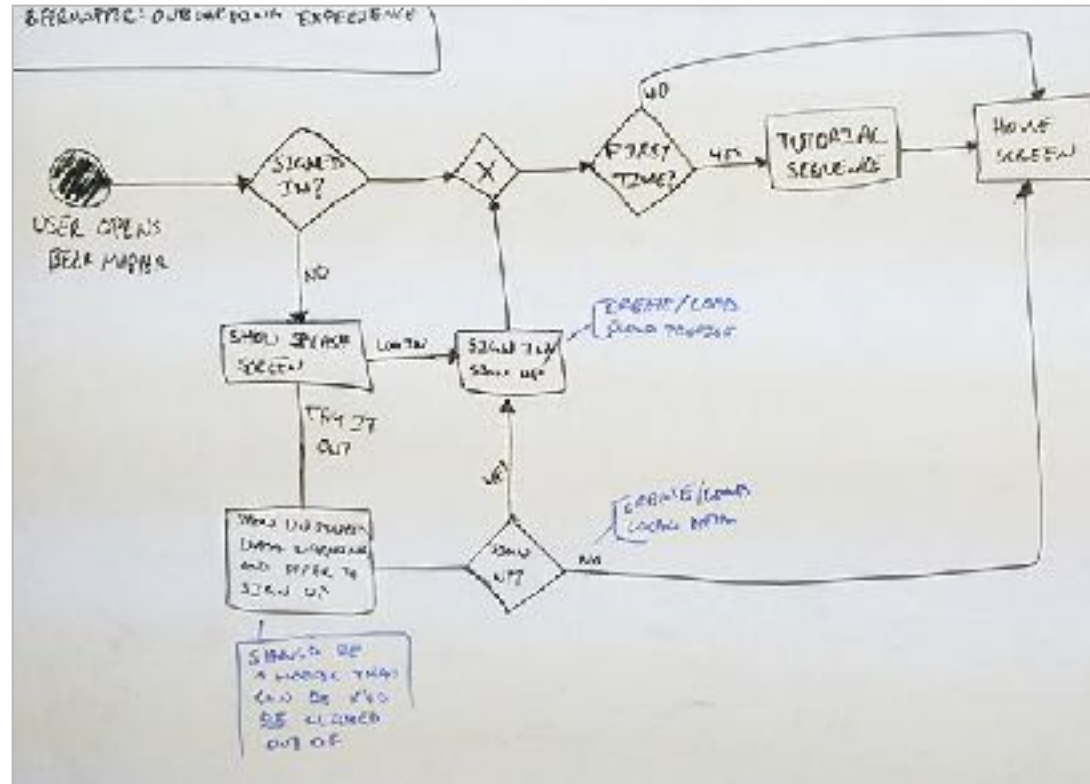
What Is a User Flow?

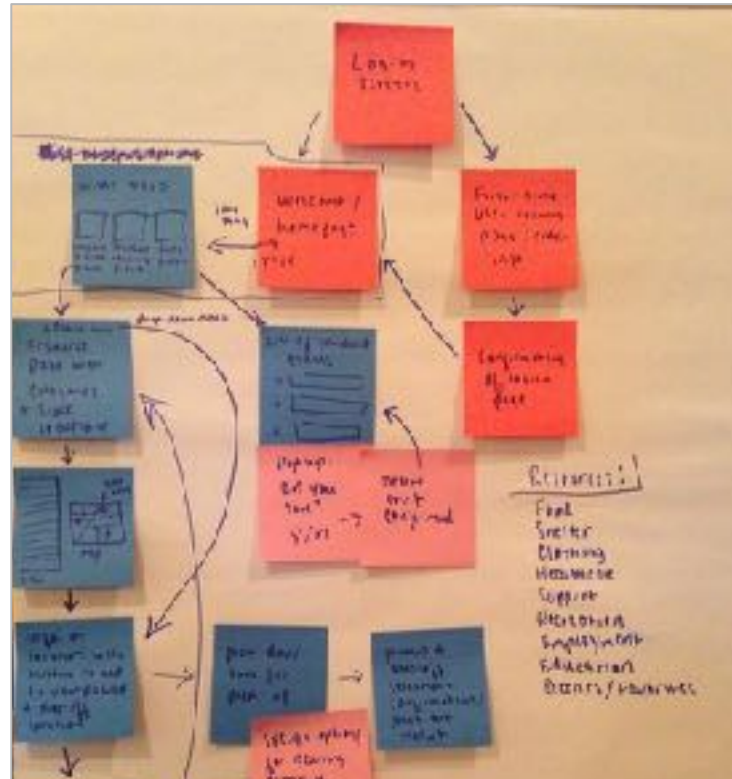
Depicting user steps in a flowchart...

- Captures a user's sequence of activities.
- Helps you plan out what to sketch or wireframe next.
- Represents “screens” or major views in the product.
- Allows you to focus on the “happy path” — the way you expect a user will commonly begin and end a certain process.

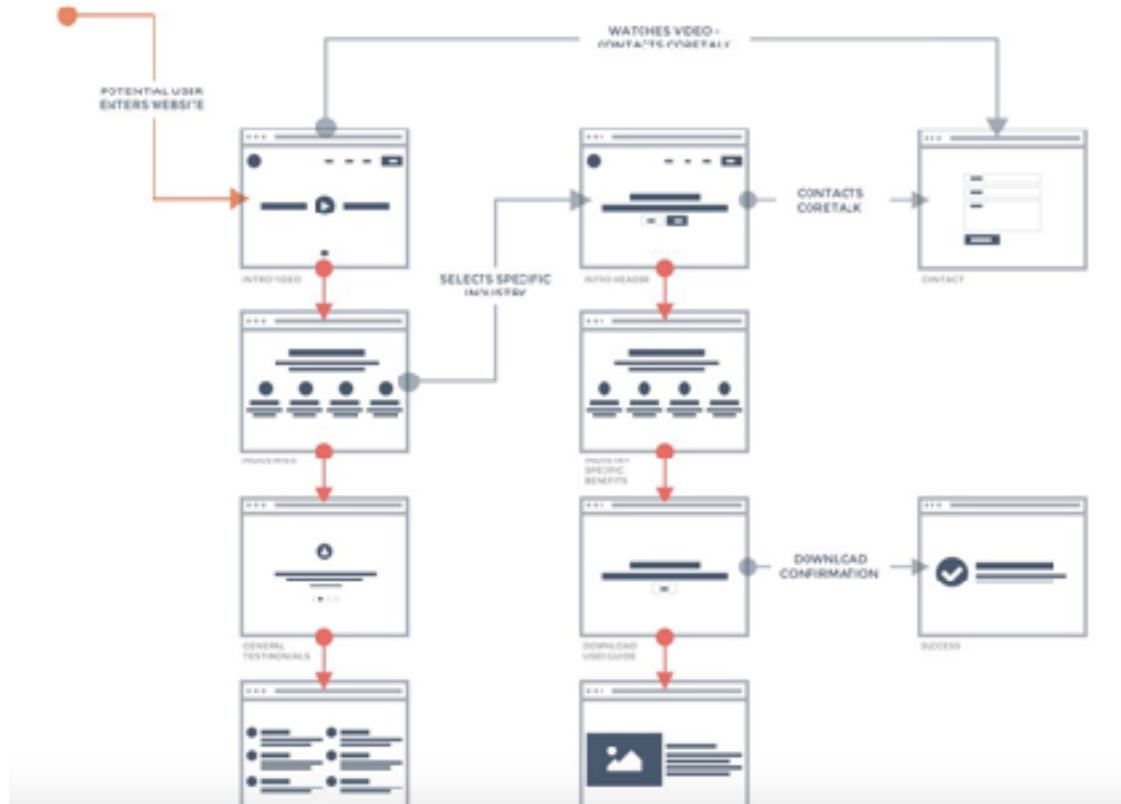


User Flows Might Look Like... (Cont.)





User Flows Might Look Like...



114



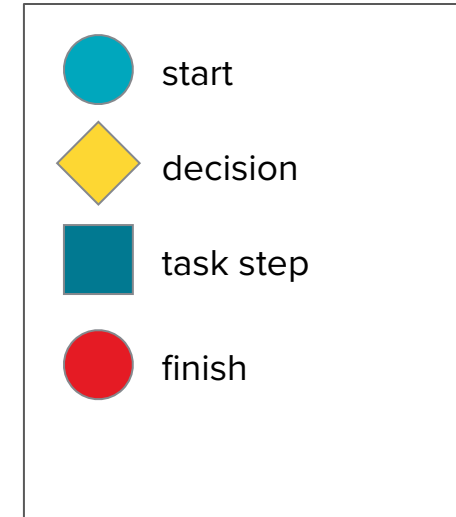
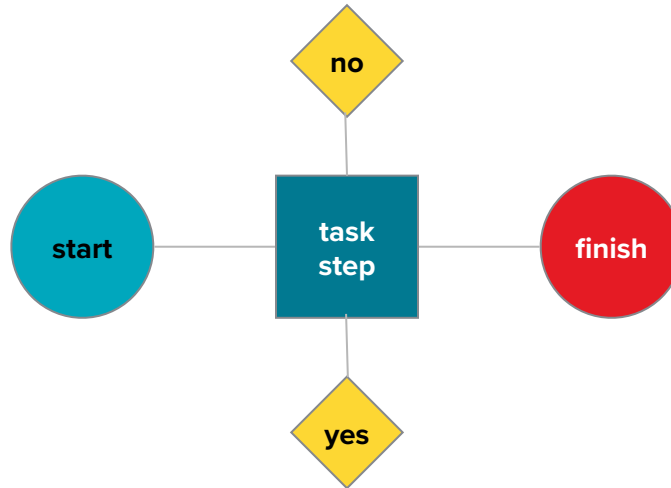
Partner Exercise: Solo Flows

5 minutes



Create a user flow that depicts process for **preparing and going to sleep** each night.

Use the template and icons below as a starting point.



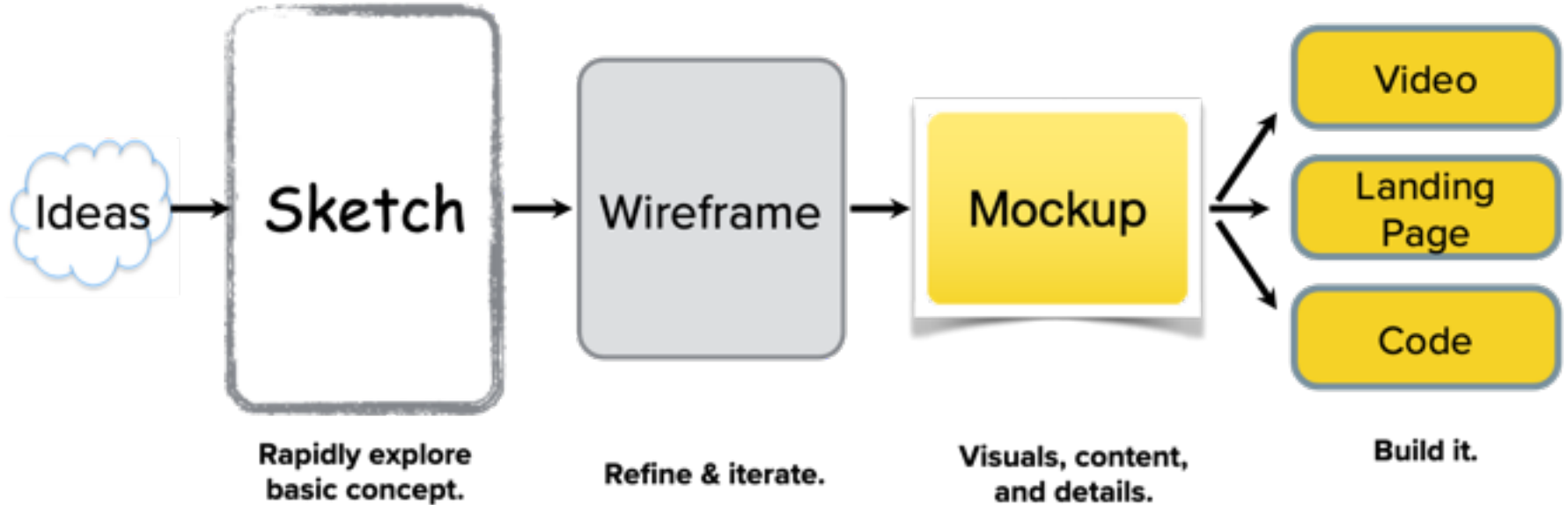
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Sketches to Wireframes



Sketches to Wireframes



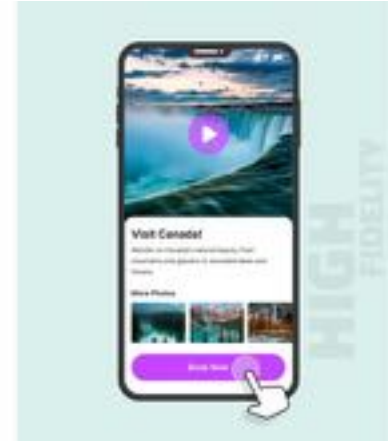
Sketches to Wireframes



Sketch
(You can do this!)



Low Fidelity
Wireframe



High Fidelity
Wireframe

(Wireframes require skills on design tools)

Group Exercise

Practice Sketching Wires

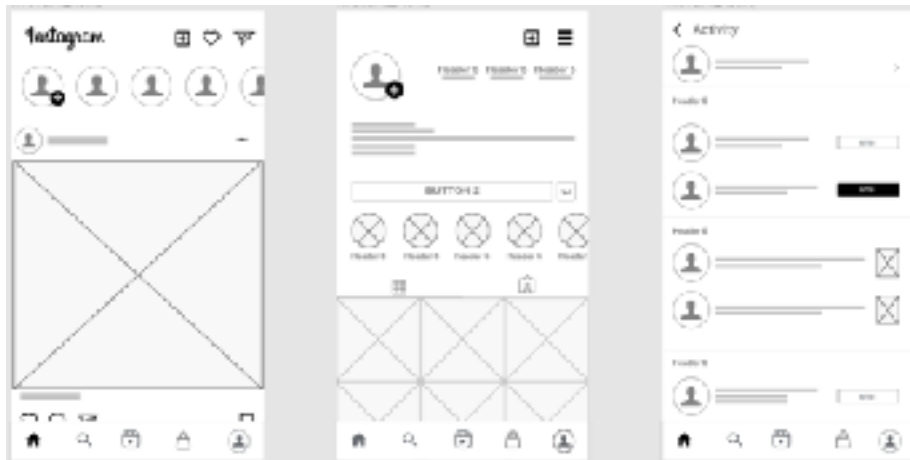
5 minutes



Choose two apps on your phone that you use regularly.

Sketch a paper wireframe version of the main screen of each app.

Show your group, get them to guess what app it is!



Product Management



Wrapping Up



Today's Learning Objectives

In this lesson, we:

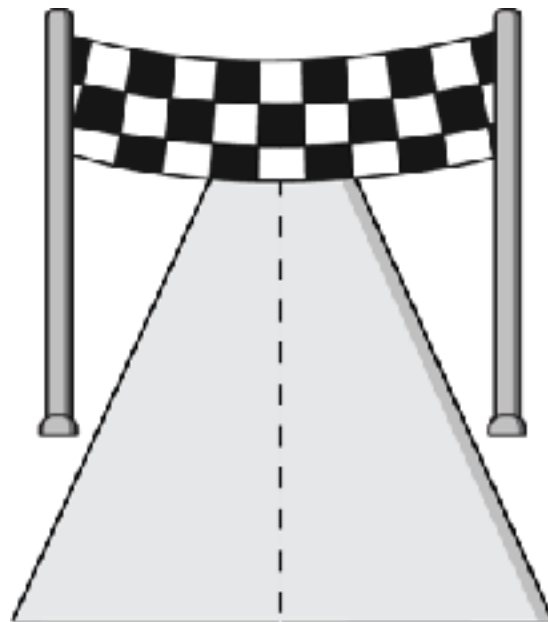
- ✓ Explained the working relationship between PMs and UX designers.
- ✓ Built wireframes and user flows that capture a user's experience with a product.

What are your takeaways?
What questions remain?

Looking Ahead

Homework:

1. Choose **one important task** that users will complete with your product.
2. Create a basic **user flow** that represents the user's steps for that task.
3. Be sure to include a happy path and two failure/error flows.



Additional Resources

Practice Again	Digging Deeper
<p>PM & UX Working Together</p> <ul style="list-style-type: none">• UX & Product Management: What's the Difference?• Five Reasons Why UX Design and Product Management Are a Perfect Match <p>How PMs Can Use Wireframes</p> <ul style="list-style-type: none">• How PMs Can Use Wireframes• Wireframes Aren't Just for Designers• What's the Difference Between a Wireframe and a User Flow? A UX Designer's Guide	<p>Design Skills for PM</p> <ul style="list-style-type: none">• Design Basics for PMs <p>PM as Designer</p> <ul style="list-style-type: none">• PM as Designer• User Experience Book for PMs (PDF) <p>UX Flowcharts</p> <ul style="list-style-type: none">• Wireframe User-Friendly Flowcharts in 5 Simple Steps

