

Guerilla UX

Quick and dirty methods

for small development teams

to ship better product

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Aug 16 2014, UX Camp Hamburg



About me

- Interaction Designer & UI Dev at Jimdo
- father of twins
- Co-founder of UX Camp Hamburg
- Made Github from Scratch for the Open Tech School
- filtercake.com, @filtercake

Guerilla UX ???

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- waited five years for sb else to write a book or blog with that title
- closest came "The UX Team of One" by Leah Buley. Awesome book, do read it!

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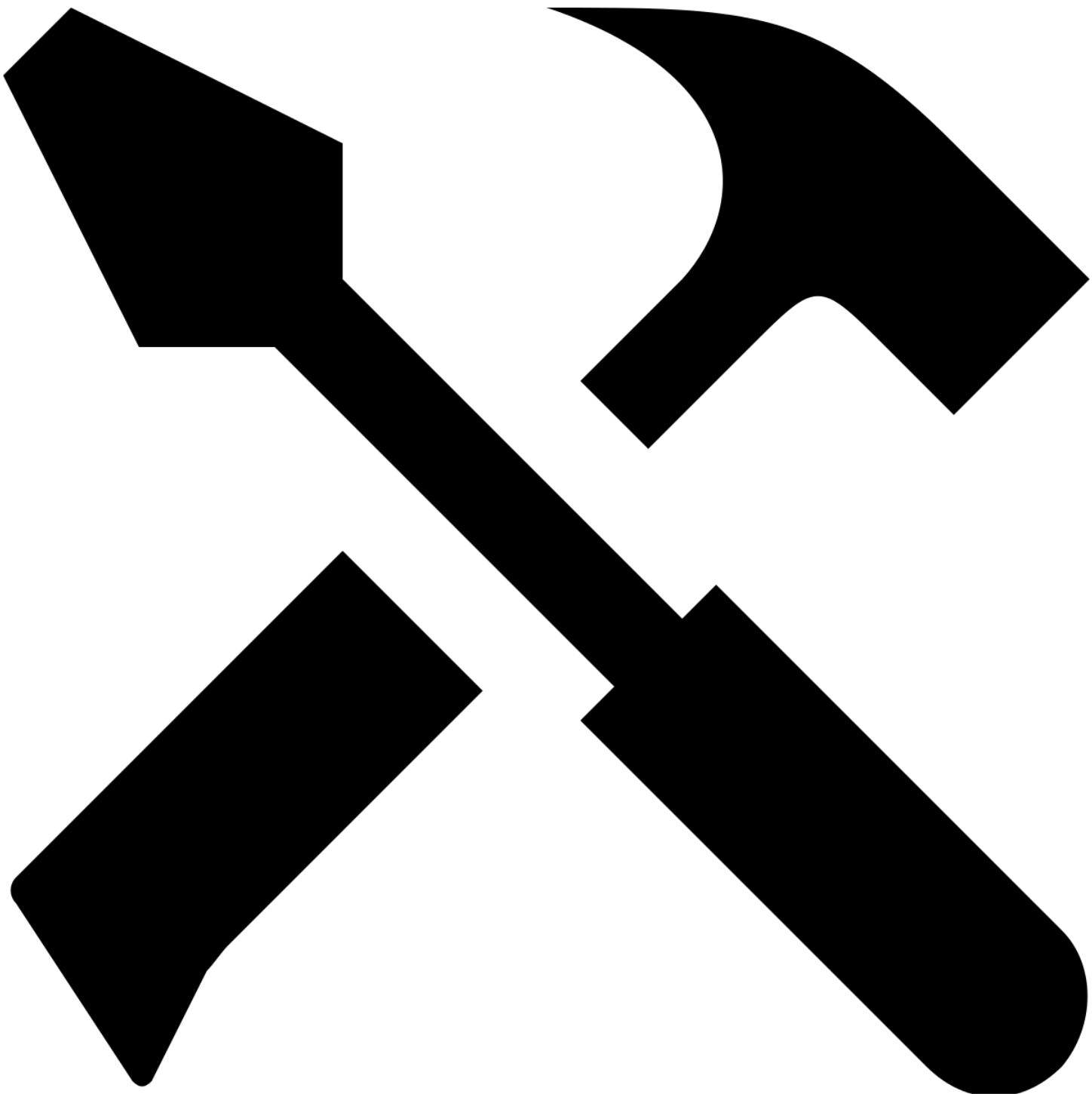
Quick and dirty: The Better-Than Approach™

"DIY or die"

The goal:

- Find one thing and take one hour on monday to try it out

icon: <http://thenounproject.com/term/tools/45342/>



Value and Creativity

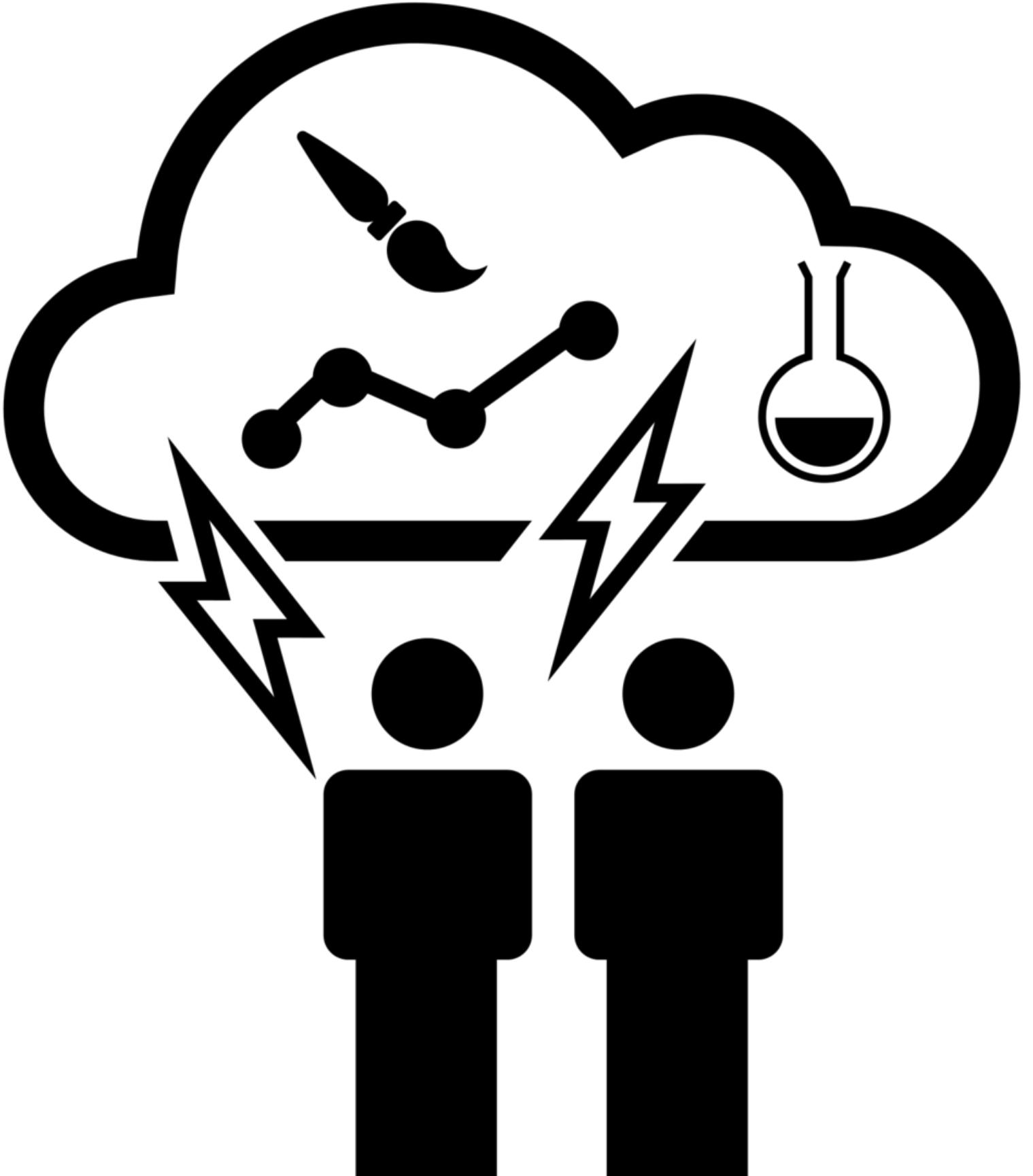
Value

- product value
- human value
- communication
- collaboration
- try a "value journal"

Value is, wait for it, the only
thing of value.

Creativity

- throwing away nine ideas to get to idea number ten
- it's not "waste", it is *process*
- needs time, space and protection
- get a thick skin
- culture helps. a lot!



John Cleese on Creativity: <https://www.youtube.com/watch?v=ixci-5EAkWA> – icon: <http://thenounproject.com/term/brainstorm/15232/>

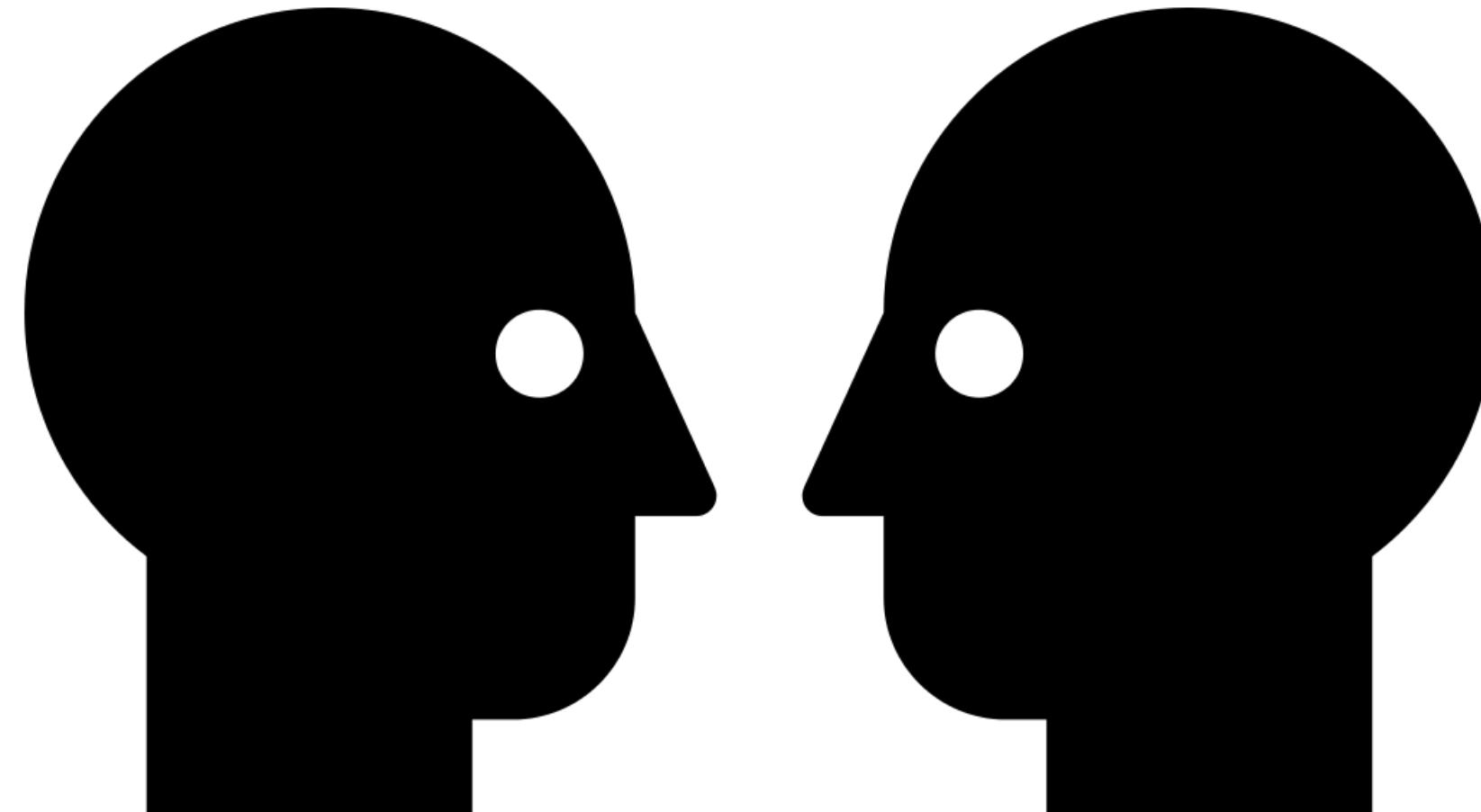
Let's Go!



talk to your users

Jared Spool: companies whose employees spend time with users have higher revenue

- find some typical questions for user interviews on the web
- visit users in their natural habitat
- call them
- invite them to your office



icon: <http://thenounproject.com/term/talking/48202/>

sketching

always always always sketch

- sketching is not drawing
- demo: sketching is easy
- visuals always explain it better
- have a sketchbook handy
- always always always sketch

image: <https://www.behance.net/gallery/1162469/Wireframes-UX-UI-Sketches>

btw: difference between sketches and wireframes

more or less:

- a wireframe gives correct proportions and content (blueprint)
- a sketch zooms, emphasizes and leaves stuff out

design studio method

- rapid group iteration
- sketch, pitch, critique. repeat.
- collaboration and alignment
- hard timeboxes
- stealing is good
- the more cross the better
- quantity not quality



vimeo.com/37861987 – photo: <http://www.letterpress.se/>
2014/01/design-studio-in-the-wild/



sketchboard

- all the sketches on a canvas
- tell the story of why and how you got there
- tape sketches to flipchart (and add a headline)

photo: <https://www.flickr.com/photos/33947185@N00/4468053690>

paper prototyping

- cheap, fast, interactive
- can also be done in a group
- can be digitized
- for internal purposes only
- be critical with usertests
- avoid UI templates
- book a short workshop



"dimensional planning"



Road metaphor:

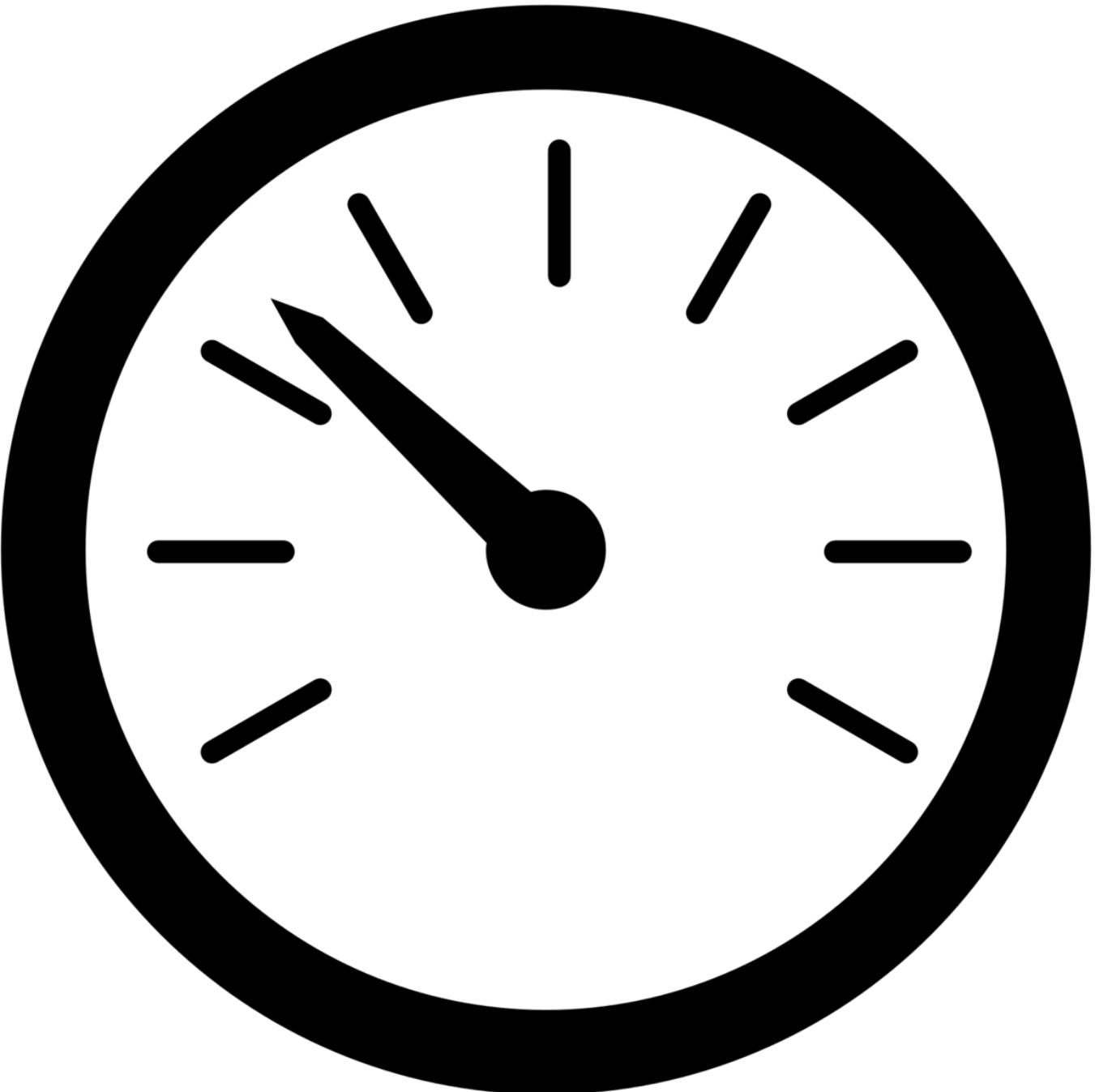
- dirt road
- cobblestone
- asphalt
- highway

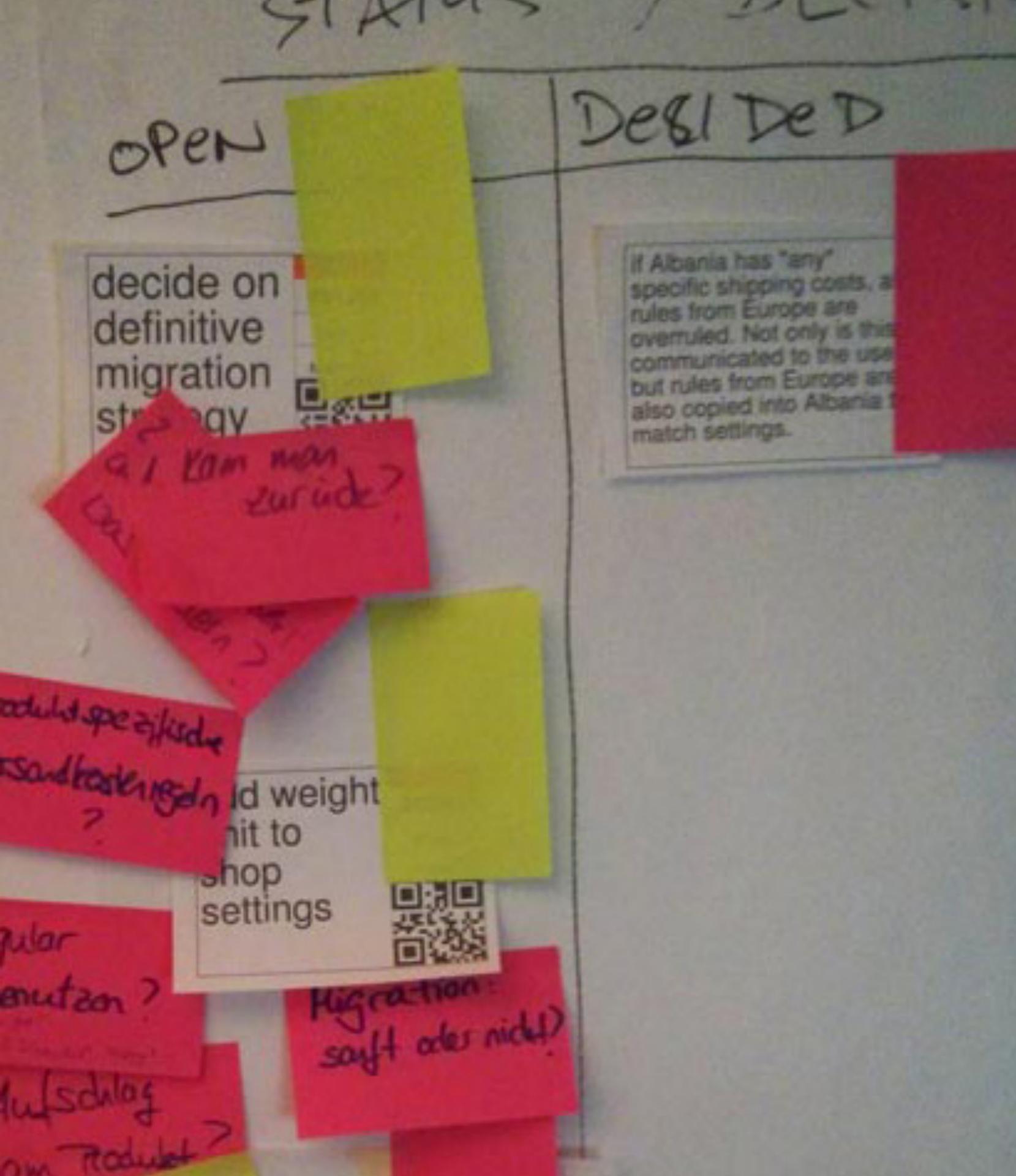
Stefan Roock, Koen Van Exem. sources and stuff at
filtercake.com/dimensional-planning/ – icon: <http://thenounproject.com/term/road/4918/>

"design by benchmark"

to not reinvent a wheel out of round

- take screenshots on how your competitors do it
- if you find a common pattern: just do it that way for now, re-work later
- paste screenshot flows into keynote, share the PDF





decision board

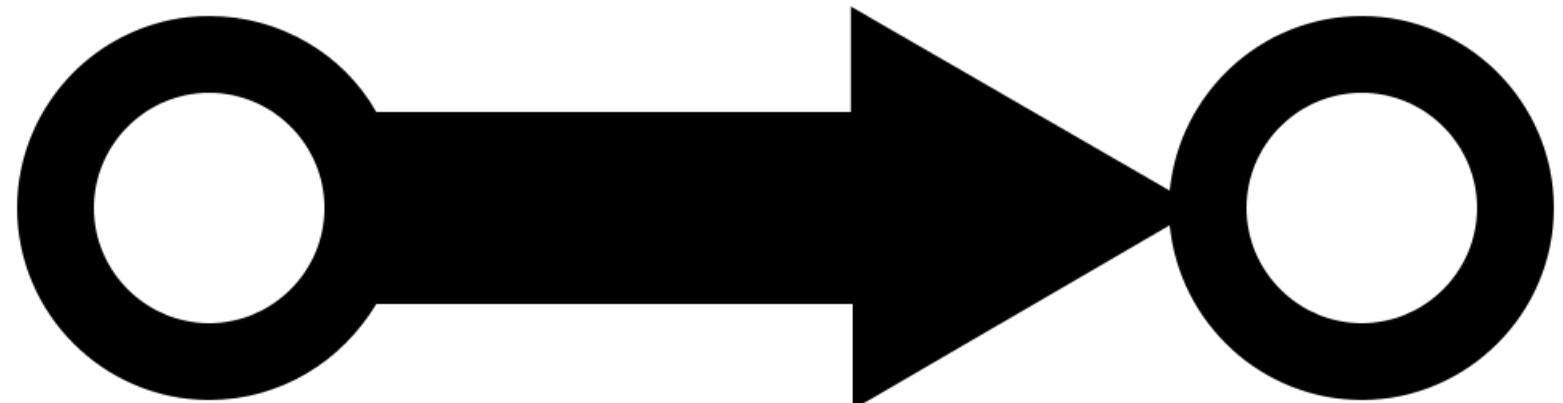
keep remembering what happened last week

- all things you cannot or don't want to decide alone
- two sides: open and decided
- remember what and why was decided
- it's like insurance: if you have, you rarely need it. but if you don't have it...
- just make one for yourself on a sheet of A4 paper

ui analytics

every click is sacred

- see what parts of the interface are actually used
- see userflows
- relatively easy to hack with Google Analytics (count click as page impression)



icon: <http://thenounproject.com/term/move/60039/>



pairing

- paring is good, it doesn't have to be "extreme pair brogramming"
- two brains do not just add, they kinda multiply
- four eyes see more than two
- do something in a pair you use to do alone

photo: <http://svprojectmanagement.com/keep-your-culture-positive>

interview the team

- make list of things you did or tried
- short one-on-one sessions
- ask them what they did and didn't like in the past
- more, less, stop, start?
- start with *one* session, see how it goes



icon: <http://thenounproject.com/term/dialog/6070/>

declarative vs imperative



- imperative: build a save button
- declarative: the user wants to save her settings
- what is the goal?
- always try to stay declarative

icon: <http://thenounproject.com/term/information/36559/>

prototyping with keynote

- link elements to other slides
- link invisible overlays on images to other slides
- UI kits available



slideshare.net/tbisaacs/keynote-kungfu-black-belt



your personal feature evolution cycle

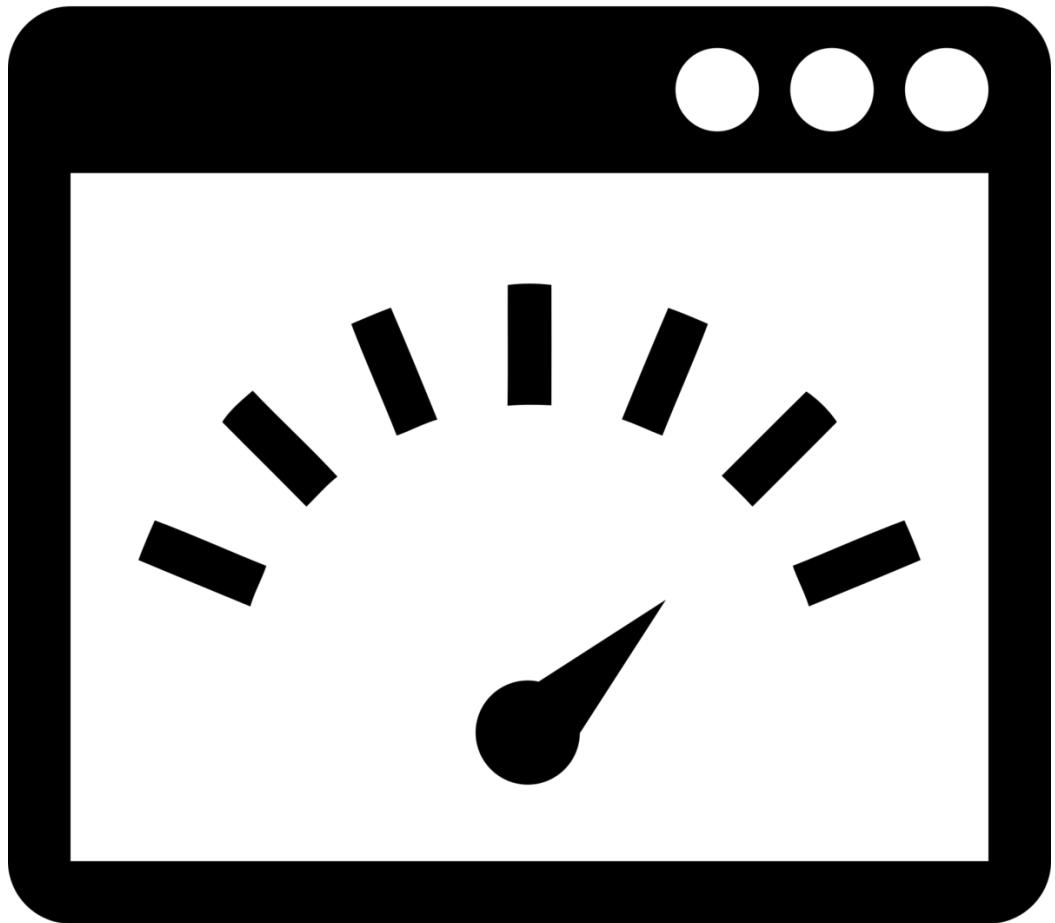
if your process is not a circle, it is broken.

- zero-design mvp
- beta test
- 1.0
- collect data
- iterate

"generic feature KPI"

- what percentage of (paying) users is actually using a feature?
- threshold for depreciation
- avoid feature bloat

icon: <http://thenounproject.com/term/dashboard/32220/>



visual prototypes

- print visual drafts of ui elements on a color printer
- cut apart, tape together (collage)
- also works for paper prototypes
- find enough views to have all elements, print out, build something

Week input

Week 01, 1970

Datetime input

1970-01-01T00:00:00Z

Datetime-local input

01/01/1970, 12:00 AM

Buttons

Button

Alternate Button

Disabled Button

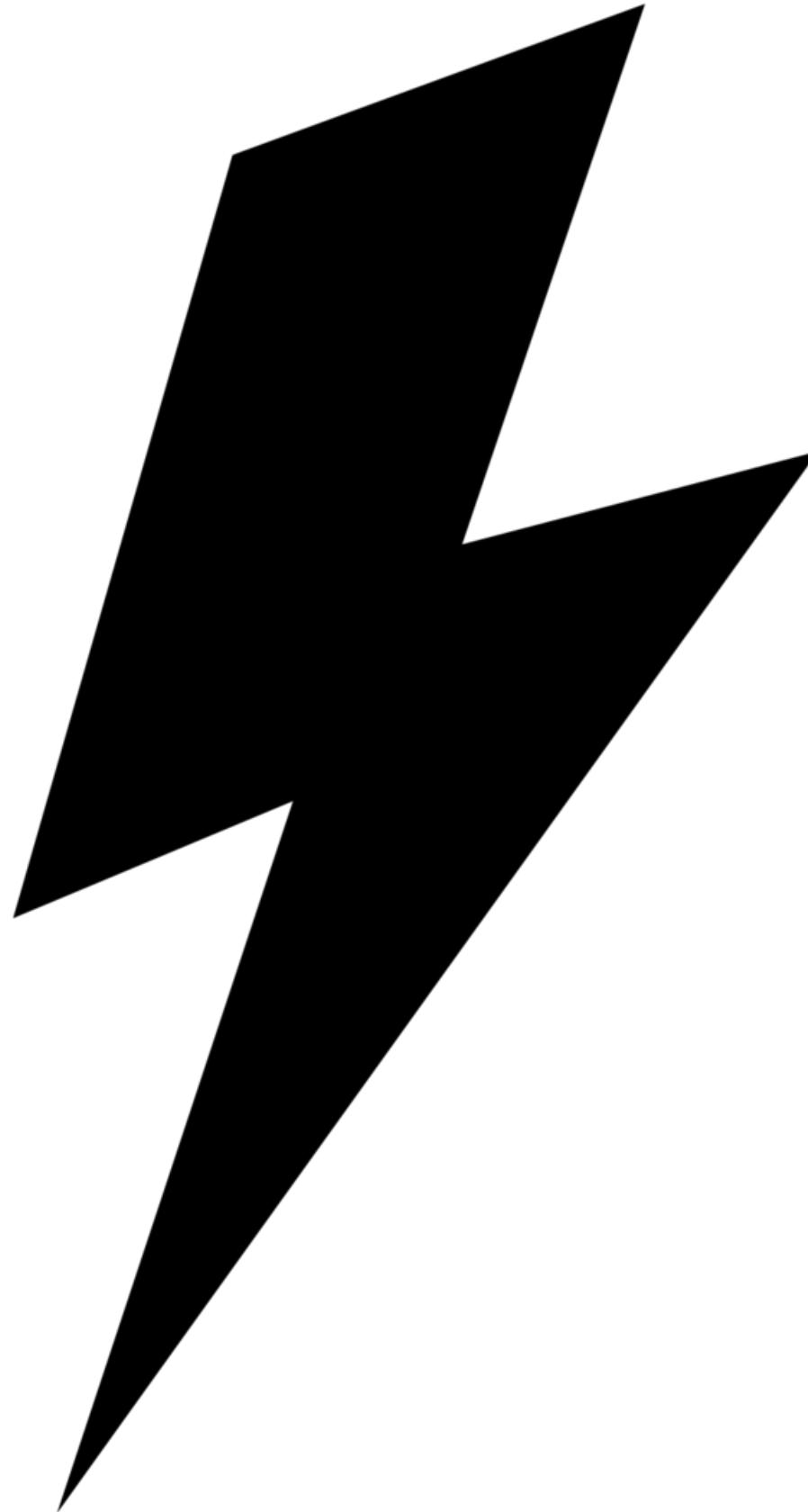
Text Button

Table

"atomic design"

- design elements and components, not views
- try out pattern lab:
patternlab.io

Brad Frost bradfrostweb.com/blog/post/atomic-web-design/



code is power

- a dedicated prototyping tool will never teach you how the real thing is actually built
- that's fine, just be aware of it
- why would you *not* want to know how stuff is build?
- start a tutorial

www.codecademy.com/en/tracks/web – no need to do the whole "7 hours" at once. Just do 20 minutes and come back later. icon: <http://thenounproject.com/term/lightning-bolt/31850/>

the end

Guerilla UX @ UX Camp Hamburg 2014

@filtercake