

Guerilla UX Design

Quick and dirty methods For Designers, Developers and Product Owners

to create better product **together**

Fabian Fabian, @filtercake – Aug 16 2014, UX Camp Hamburg – (for sources see last slide)



Fabian Fabian

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

Guerilla UX WTF???

- Waited 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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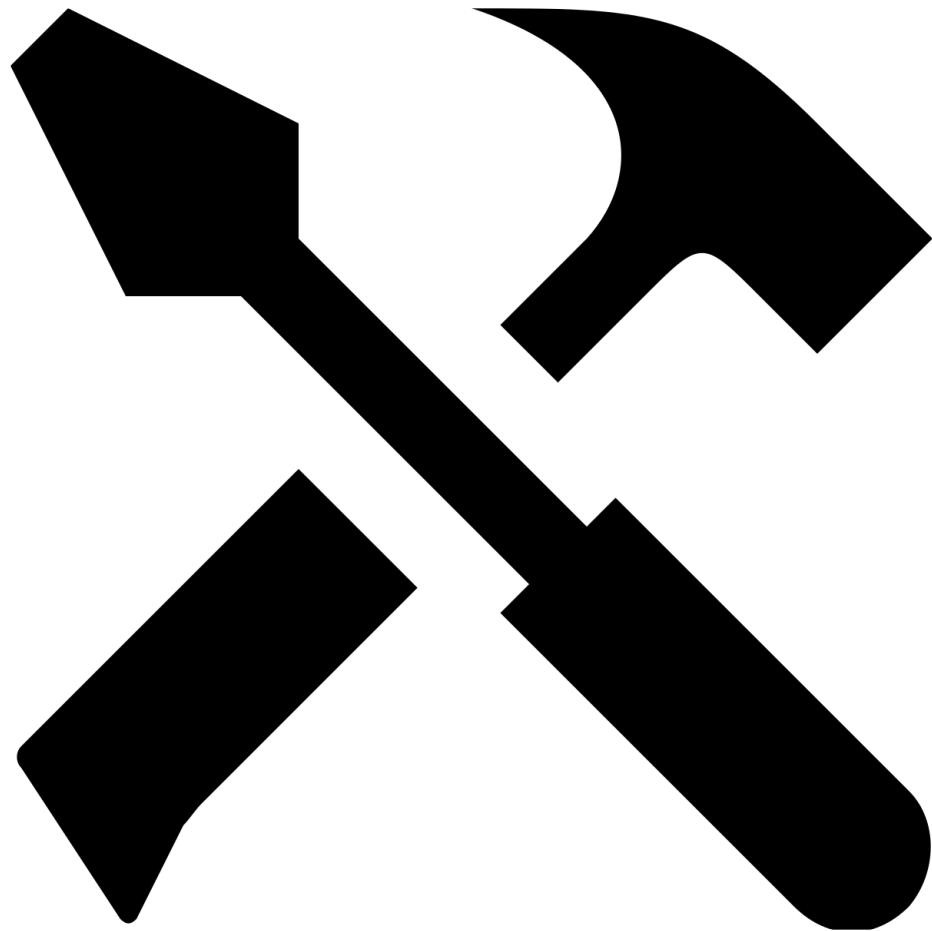
Quick and dirty: The Better-Than Approach™

"DIY or die"

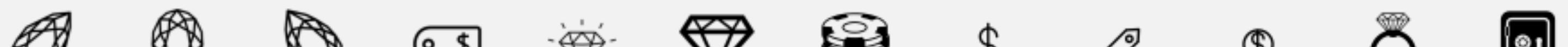
Your goal of this session:

- Take away *one thing* you find interesting
- Take one hour on Monday to try it out

This approach makes it *impossible* to be worse off than before!!11!

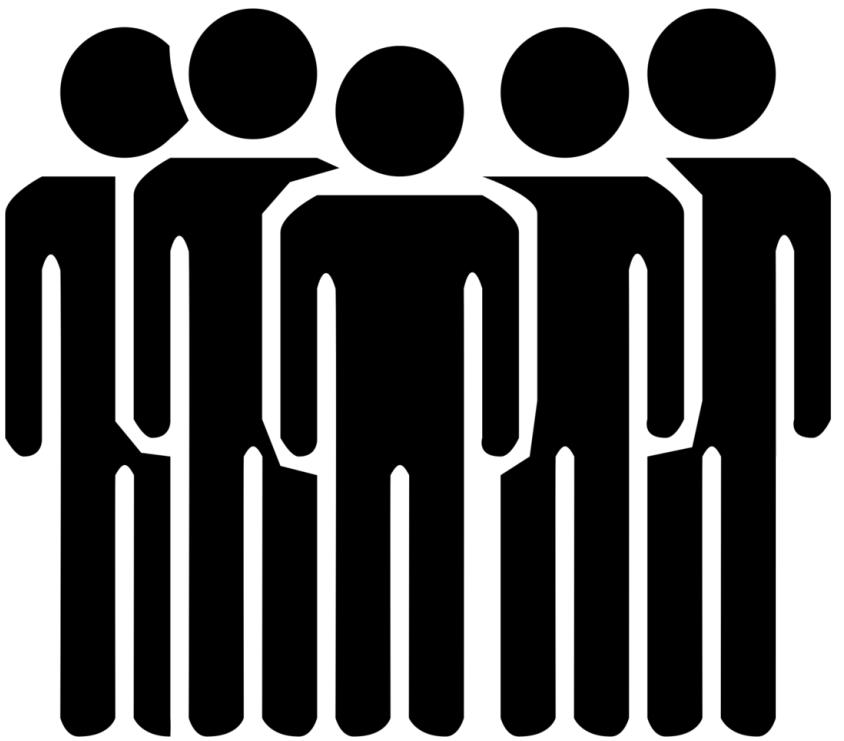


Value and Creativity



Value

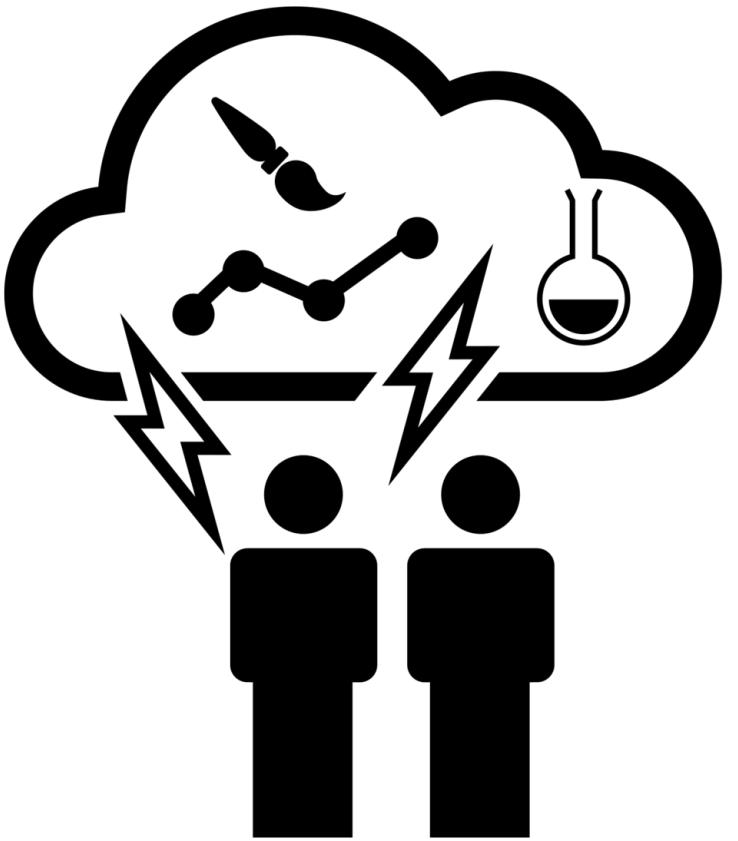
- product value
- human value
- communication
- collaboration
- try a "value journal"



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!



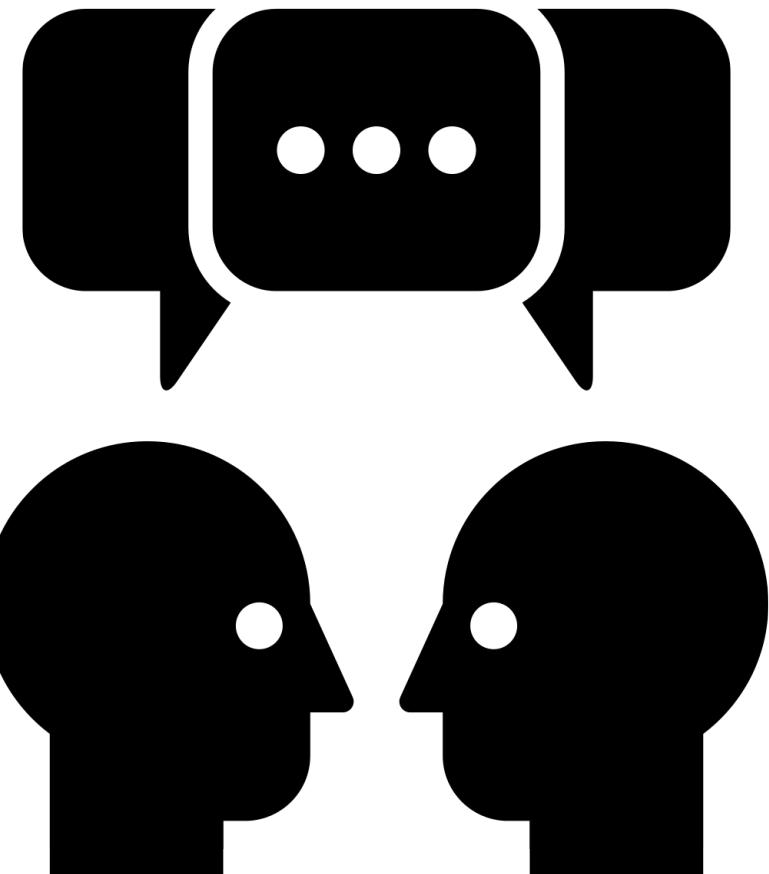
John Cleese on Creativity: <https://www.youtube.com/watch?v=ixci-5EAkWA>

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





Involve the Support Team

- They talk to users all the time
- Both qualitative and quantitative insights
- Let them give feedback on prototypes, concepts
- Invite them into a prototyping session

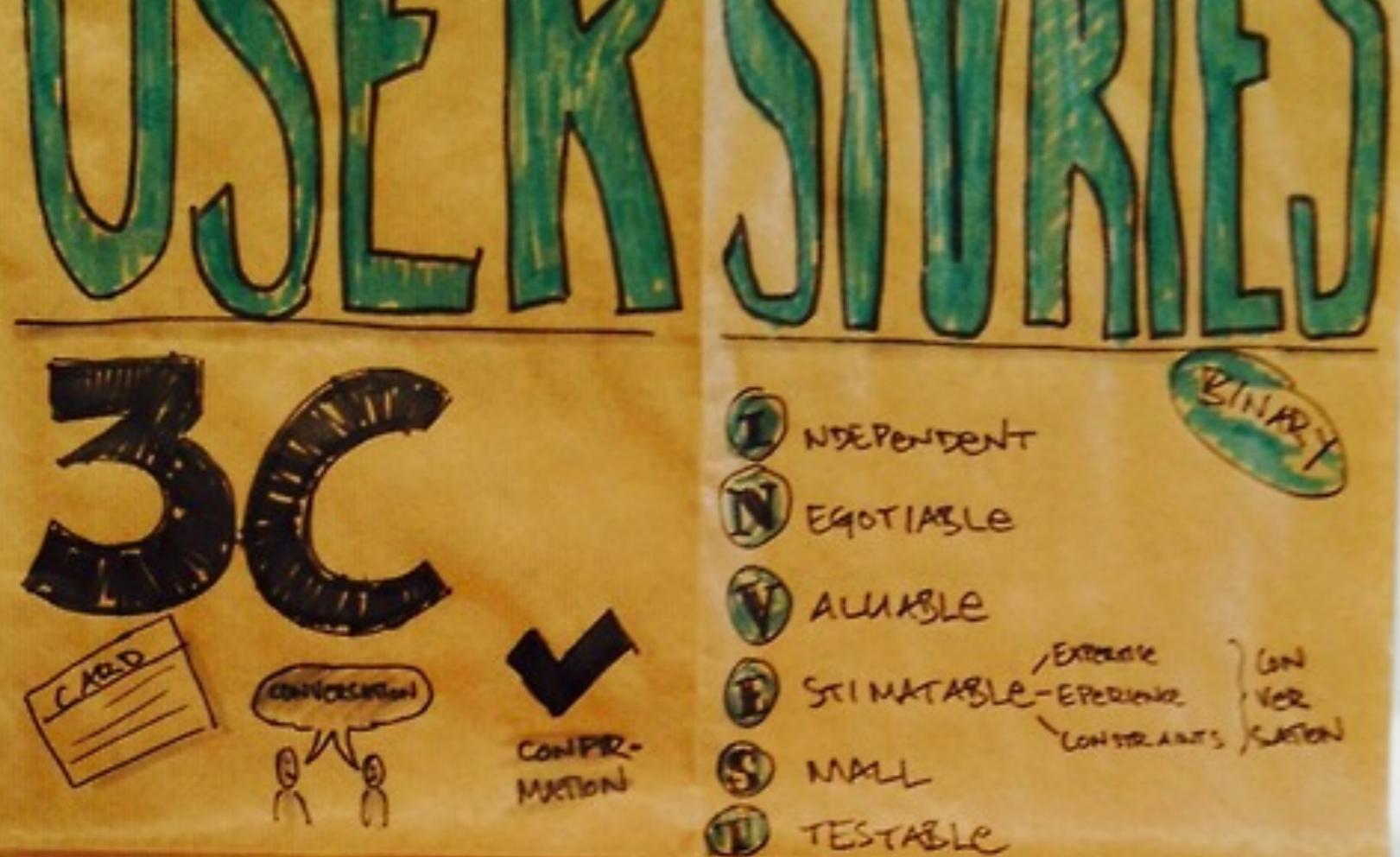


Kickoff Workshop

- Dedicated space to for all to voice constraints, concerns, experiences, goals, wishes,...
- Feeling of sailing away together
- Prioritize and align

User Stories

- Discrete units for features
- Define scope
- Good for measuring progress
- Awesome for prioritization



AS A [USER TYPE]

~~I AM A [USER TYPE]~~

I WANT [FUNCTIONALITY]

TO ACHIEVE [VALUE]

Story Splitting Cheat Sheet

The INVEST Model
Independent, Negotiable, Valuable, Estimable, Small, Testable

Patterns for Splitting Stories

Workflow Steps
As a customer, I want to receive an invoice from the company website.
I can publish an invoice directly to the company website.
I can publish an invoice with regular review.

Business Rule Variations
As a user, I want to be able to log in with Google account.
As a user, I want to be able to log in with Facebook account.
As a user, I want to be able to log in with Twitter account.

Value Effort
As a user, I want to be able to log in with Google account.
As a user, I want to be able to log in with Facebook account.
As a user, I want to be able to log in with Twitter account.

Example Patterns
As a user, I want to be able to log in with Google account.
As a user, I want to be able to log in with Facebook account.
As a user, I want to be able to log in with Twitter account.

Ideas for Splitting User Stories

Offer you have a rather big story, which you want to break down into smaller stories. You can do this to get more granular estimates, or to prioritize the substories efficiently.

There are no generally correct rules about the right way to split a story to fit. Here are some general suggestions that you can think about. Depending on your specific story, and the goal you want to achieve by splitting, some suggestions might be useful, others not.

- **Zero new story:**
 - Example: Shampoo bottles can be defined without specifying a country. Shampoo bottles can be defined per country. Shampoo bottles can be defined per set of countries.
 - Create a story with lower complexity, which allows breaking it down easier.
 - Prioritize changes: the key to the most efficient might require big changes (big migration etc).
- **Perfect path first, then alternatives and other variations:**
 - Example: If your application is a point-and-click image editor, then separate the type into image, icon and web as main categories. Use contexts and paths the user is taking, and which will be converted automatically to accomplish the most frequent variation (image, icon, and web).
Prioritize changes: might need to make the impression that a feature or feature class while essential might remain.
- **Break for esp. rare, expensive user requests:**
 - Example: Make sure to prioritize in importance, rare and difficult requests like mobile devices.
 - Example: If you have a lot of integration for displaying an issue we prioritize to the user, even with simple UI, impression of having many different user groups.
 - Prioritize changes: download files that user often interacting with in order to make one task not take over the UI – impression of progress. Redesigning UI to improve UI for novices for the user. This might be a bad idea if you want to increase popularity.
- **UI only, with business logic:**
 - Example: Getting better information via user testing the ability to use an external application in the system.
 - Example: Write about usability etc, without breaking it into technical. Prioritize changes: the UI of an app don't implement in full release. Use stories for the new UI to work on an ongoing development.

3C



CONFIRMATION

AS A [USER TYPE]

~~██████████~~ _____

I WANT [FUNCTIONALITY] DT

TO ACHIEVE [value]

DI

DN

DV

DE

DS

DT

I INDEPENDENT

N NEGOTIABLE

T AVAILABLE

E ESTIMATABLE - EXPERIENCE
S STIMULATING - EXCITING
M MALL
T TESTABLE



Ideas for Splitting User Stories

Offer your team a useful big story, which you want to break down into smaller pieces. You can do this to make them easier to estimate or to increase the code reuse efficiency.

Please note the generally common rules when breaking down user stories. You may see some general suggestions that you can think about. Depending on your specific story, some of the general rules to achieve the splitting, some suggestions might be mostly irrelevant.

a. Story size limit:

- Example: Shopping cart can be defined without specifying a quantity. Shopping carts can be defined per country. Shopping carts can be defined per type of item.
- Consider what you need individually when other factors in your story allow.
- Please assign the story to the most relevant origin module (the one that does not require any migration).

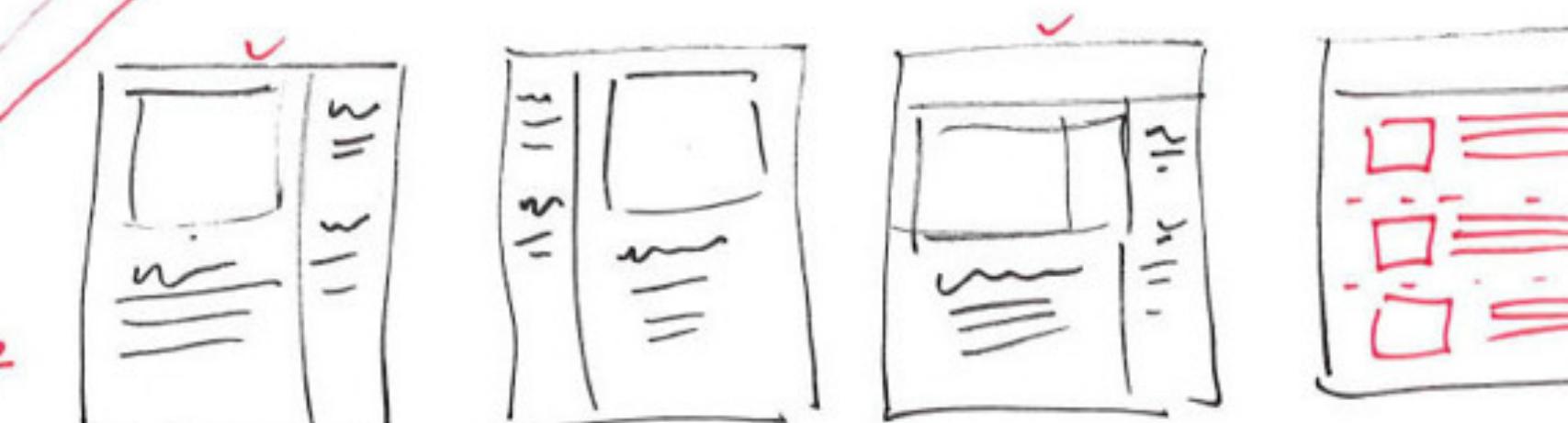
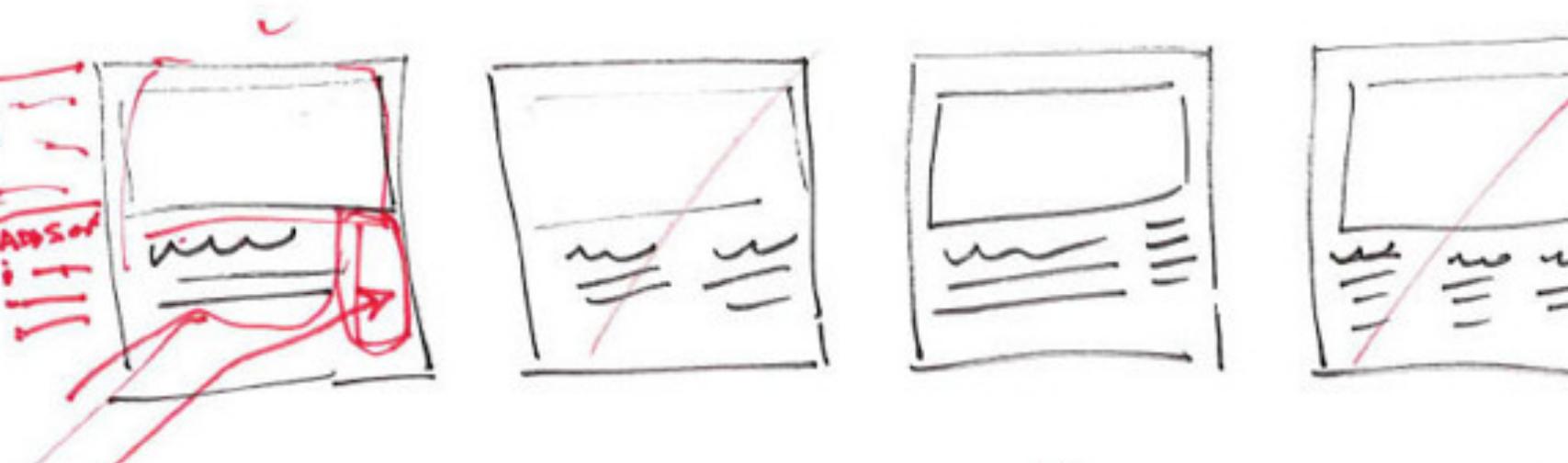
b. Parallel path flow from user stories to user acceptance:

- Example: User wants to open JIRA ticket when he receives an unexpected message. He has two choices: click on the message icon or click on the JIRA icon. If the user clicks on the message icon, the ticket is not yet created, and without any context, it's hard to know what information to put in the ticket. However, if the user clicks on the JIRA icon, the ticket is created automatically.

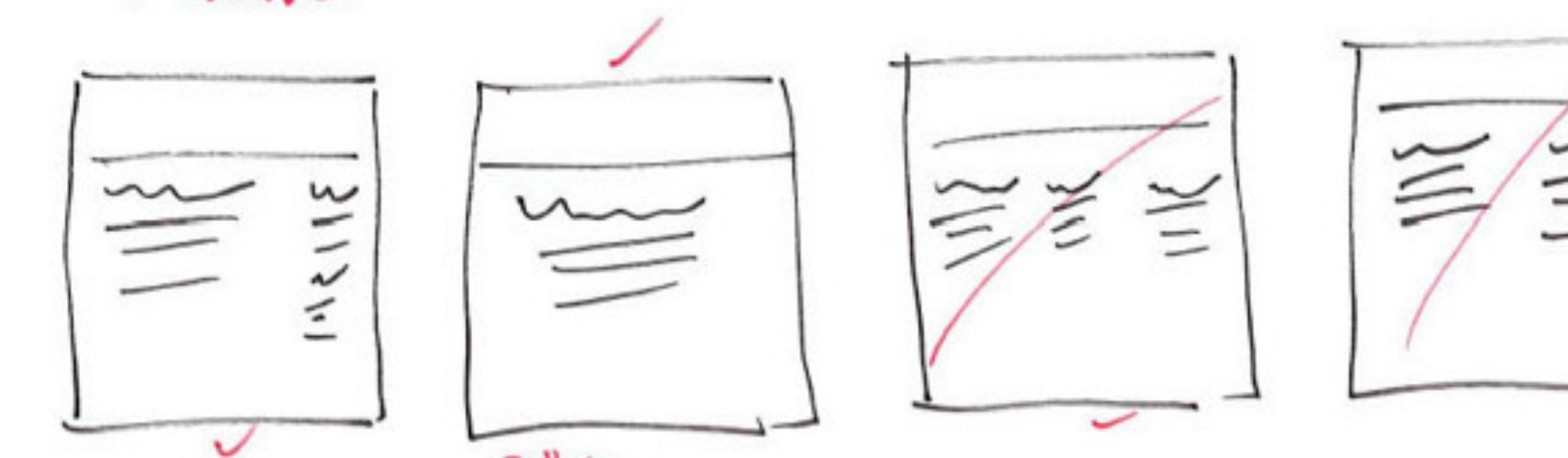
Sketching

Always always always sketch

- Sketching is not drawing
- Demo: sketching is easy
- Visuals always explain it better
- Have a sketchbook handy
- Sketch on anything
- Sketch while talking



Newsletter



Bulletin
Announcement
Letter

(BTW: difference between sketches and wireframes)

- Wireframe gives correct proportions and content (blueprint, contract)
- Sketch zooms, emphasizes and leaves stuff out



Design Studio Method

- Rapid group iteration
- The more cross the better
- Hard timeboxes
- Quantity not quality
- Sketch, pitch, critique. repeat.
- Stealing is good
- Alignment and understanding within the group



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)
- Newest on top, oldest on bottom

Paper Prototyping

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

Book: paperprototyping.com





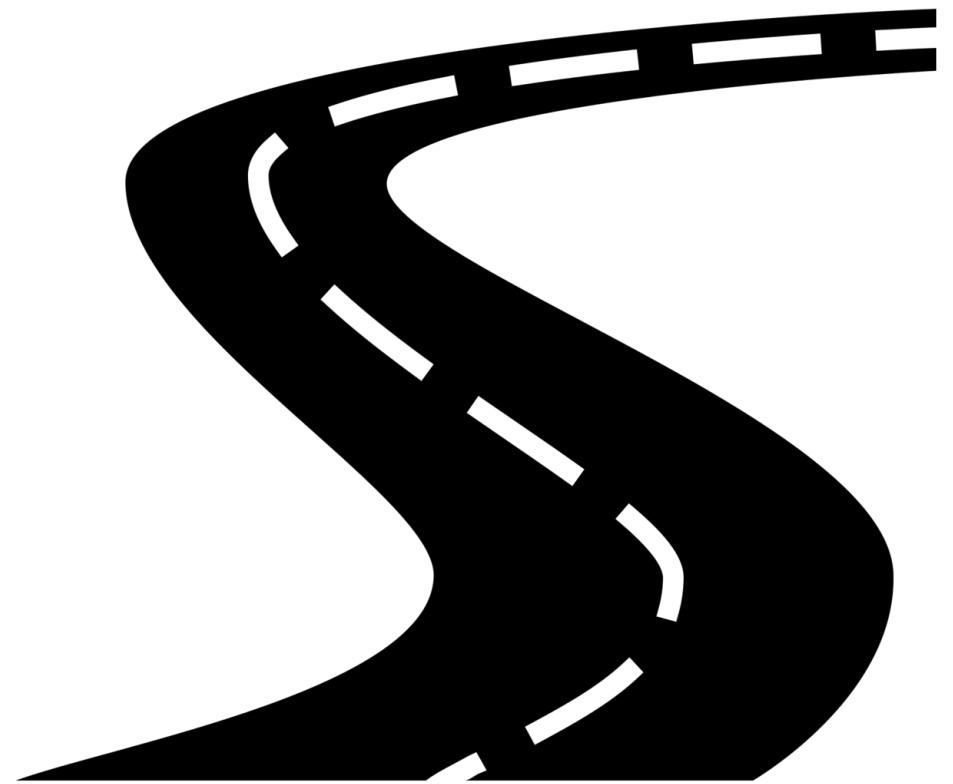
Paper Lab

- A corner
- A standing desk
- A 2x4 Expedit
- Some office supplies

"Dimensional Planning"

Road metaphor:

- Dirt road
- Cobblestone
- Asphalt
- Highway

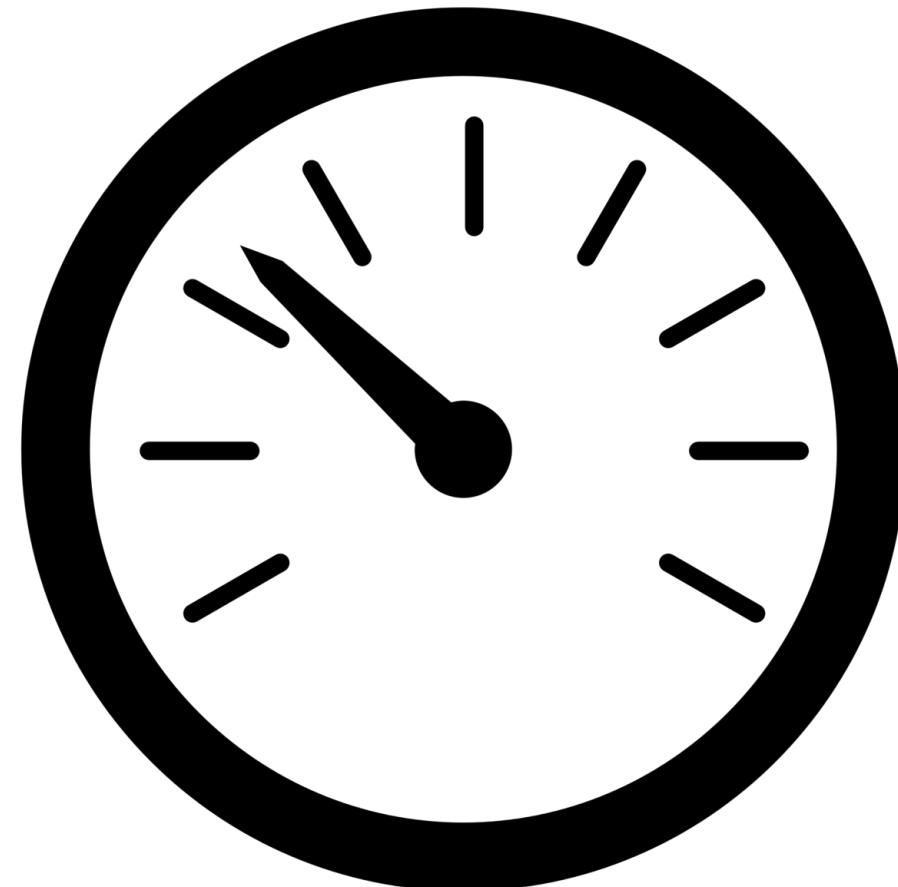


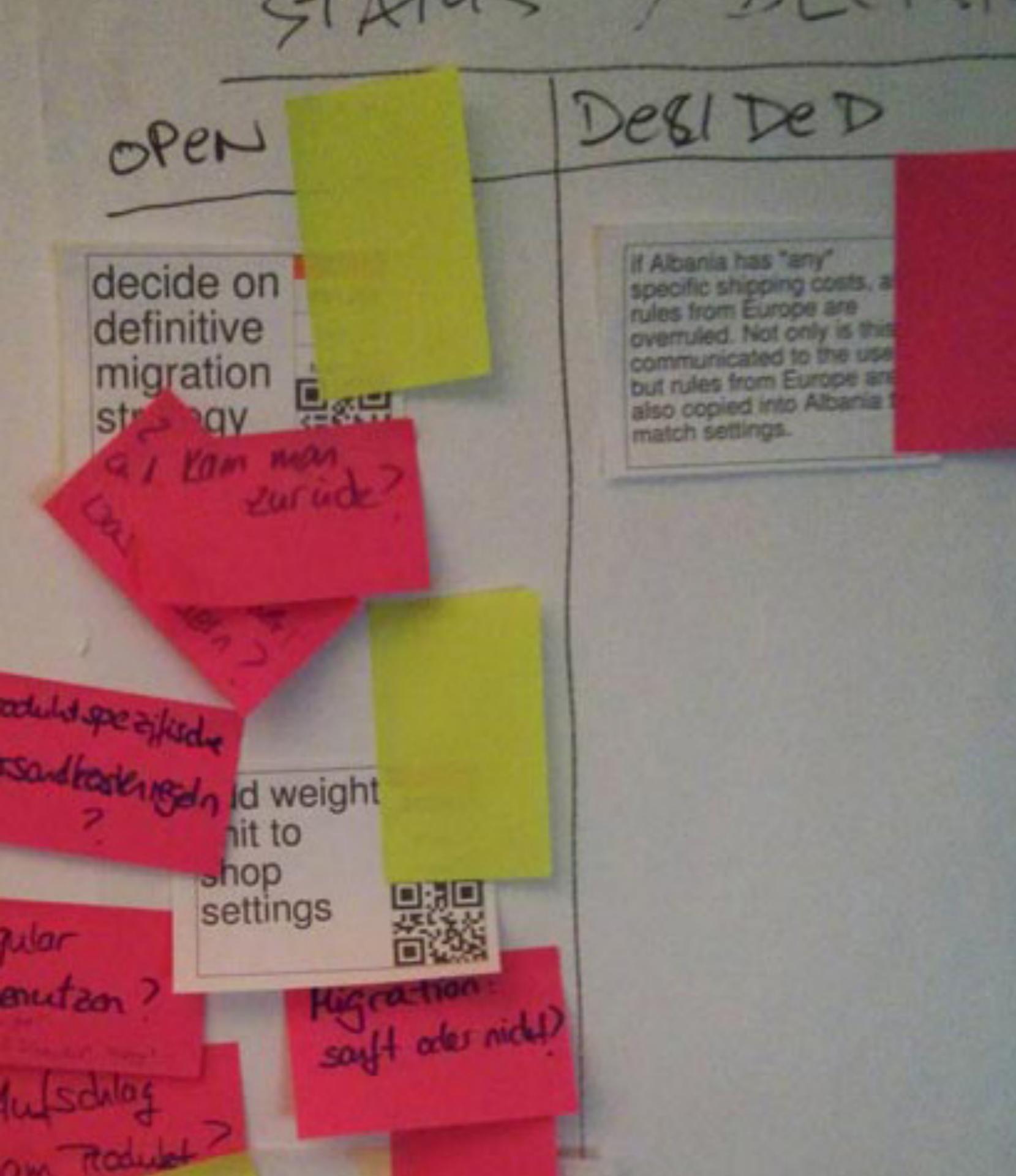
Stefan Roock, Koen Van Exem. Sources and stuff at
filtercake.com/dimensional-planning/

"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 implement it that way for now, re-work later
- Paste screenshot flows into keynote, share the PDF





Decision Board

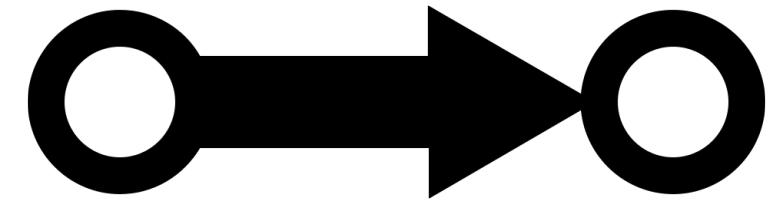
Keep remembering what happened last week

- 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)





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

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



Declarative vs Imperative

- Imperative: "make a save button"
- Declarative: "the user wants to save her settings"
- What is the goal?
- Always try to stay declarative



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

“If your process is not a circle,
it is broken.”

"Feature Evolution Cycle"

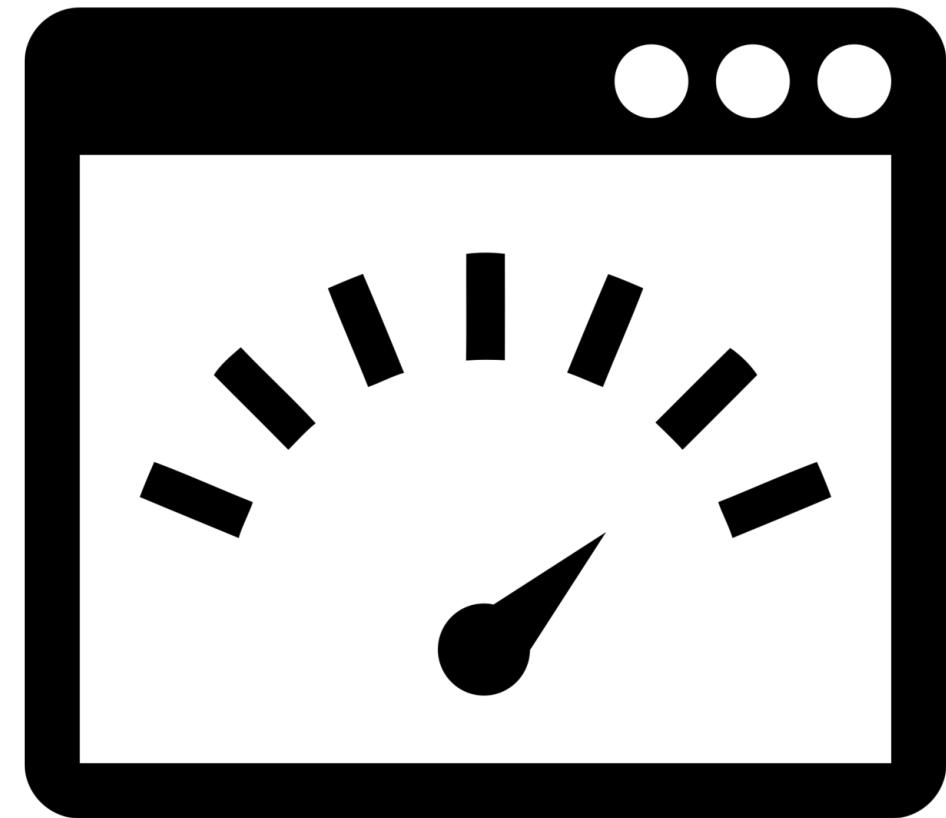
If your process is not a circle, it is broken

- 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 deprecation
- Avoid feature bloat



Visual Prototypes

- Print visual drafts of ui elements on a color printer
- Cut apart, tape together (collage)
- Also works for interactive 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

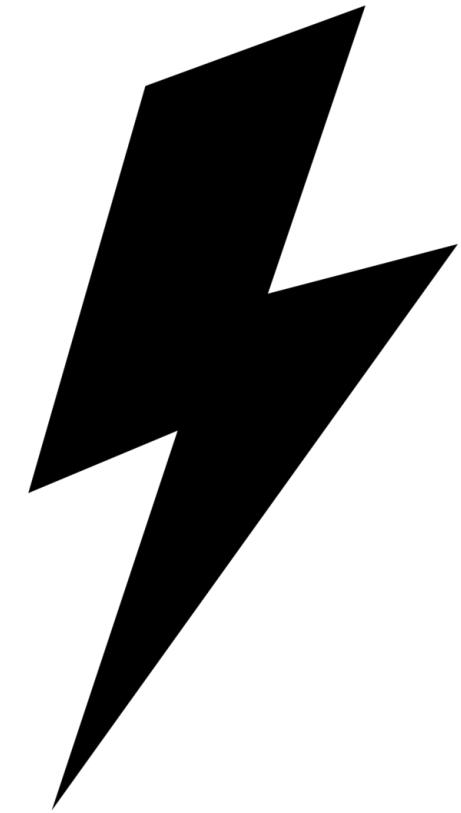
"Atomic Design"

- 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.

Found your one thing for
Monday?

the end

Guerilla UX @ UX Camp Hamburg 2014

@filtercake

Sources

ICONS: <http://thenounproject.com/term/tools/45342/> – <http://thenounproject.com/term/brainstorm/15232/> – <http://thenounproject.com/term/talking/48202/> – <http://thenounproject.com/term/lightning-bolt/31850/> – <http://thenounproject.com/term/dashboard/32220/> – <http://thenounproject.com/term/information/36559/> – <http://thenounproject.com/term/road/4918/> – <http://thenounproject.com/term/move/60039/> – <http://thenounproject.com/term/dialog/6070/> – <http://thenounproject.com/term/people/37444/>

IMAGES: <https://www.behance.net/gallery/1162469/Wireframes-UX-UI-Sketches> – <http://www.letterpress.se/2014/01/design-studio-in-the-wild/> – <https://www.flickr.com/photos/33947185@N00/4468053690> – <http://dustinlarimer.com/design-management-summer-camp/> – <http://svprojectmanagement.com/keep-your-culture-positive> – <http://scot.okfn.org/2013/07/09/open-data-and-innovation-in-amsterdam/> – <http://www.dreamstime.com/royalty-free-stock-photo-man-operator-young-headset-support-team-image34652185>

Life is one giant cat.

— Erwin Schrödinger
