**LEAN UX**

It’s the practice of bringing the true nature of design work to a light faster in a collaborative, cross functional way with less emphasis on the deliverables and greater focus on the actual experience being designated.

**AGILES VALUES**   
Individual and interactions over process and tools.

Working software over comprehensive documentation

Customer collaboration over contract negotiation

Responding to change over following a plan.

**5 THINGS YOU NEED TO DO**

* Solve your problems together.
* Sketching - Its all the rage. There is power in visualization. (Sketch user experiences).
* Prototyping – Build experiences not a document.
* Pair up! – But do it cross-functionality.
* Style guides.

**“Speed first, aesthetics second!”**

* Every design is a hypothesis.
* Validate your hypothesis with your customers.
* Use data to settle objective issues.

**LEAN UX IS NOT;**

* Lazy
* Design by committee. You just have to communicate the idea.
* **“Start small and internal. Then ask for forgiveness.”**

**Creates empathy for;**

* The customer
* The market place
* The designer.

**GUIDELINES TO YOUR PROJECT;**

1. Hypothesis?

* Customer
* Problem/opportunities.

1. How do you test the hypothesis?
2. Persona details.

**Project should be done by November and it should be interactive.**