



1.8: LEAN UX VS. AGILE UX

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FEATURE #1: On boarding process - Sign in/ Sign up

Hypothesis:

We believe that by doing a simple onboarding process using social media will be a useful feature **for busy users** as it will save their time **we will achieve** to increase sign in rate by 20% more.

FEATURE #1: On boarding process - Sign in/ Sign up

Build:

We will build a low fidelity prototype to be able to test how users react towards our assumptions regarding the boarding process.

Measure:

In measure, we will test with the low fidelity prototype. It will help the users to be able to learn onboarding process and how it will be necessary to keep the track of user's data.

Learn:

From our test results, we will learn which parts of our prototype succeed our goals and which parts need improvement. With these learnings, we will edit our hypothesis and prototype.

SCRUM SPRINT GOAL 1:

Create fast comprehensible onboarding screens including all features for preparation of user guide.

SCRUM SPRINT GOAL 2:

Revise the prototype and create a new prototype based on the learnings from the user tests.

FEATURE #2: Search feature

Hypothesis:

We believe that by doing quick, simple and easy search feature **for users** It will help to find the desire expert **we will achieve** having more 50% increase in successes of your app.

FEATURE #2: Search feature

Build:

Create a user flow and low-fidelity prototype on where the search feature will be displayed and how it will be used

Measure:

Usability testing with the low-fidelity prototype with the target audience

Learn:

Use the feedback given from the usability testing and assist what changes need to be made in the next prototype for a better user experience.

SCRUM SPRINT GOAL 1:

Create user flow design and low-fidelity prototype for search feature

SCRUM SPRINT GOAL 2:

Revise the prototype search engine to allow user's interests to be displayed once they enter the search feature.

SCRUM: DAILY MEETINGS

- Daily stand up Scrum meeting would be in morning around 10 am
- It will be for 10 to 15 min
- For scrum meeting, not only designer team will come but also Development team will join
- Discussion start with, who is working on which part of the projects. i.e. Asset creation, User flow, Logo design...etc
- We will decide our sprint goal and divide them in team
- We will look over topics such as User story, Persona, Competitive research,...etc