4 Core Values of Lean UX

Excerpt from "Lean UX: Designing Great Products with Agile Teams" Second Edition by Jeff Gothelfand Josh Seiden, 2016

Individuals and interactions over process and tool.

Lean UX favors collaboration over deliverables and rigid process. It engages the entire team to generate ideas from diverse points of view. It encourages free and frequent exchange of ideas to allow the team to debate, decide, and move forward quickly.

Working software over comprehensive documentation.

Every business problem has endless solutions, and each member on a team will have an opinion on which is best. The problem is figuring out which solution is most viable. Sometimes it's difficult or impossible to predict in advance which solution will work. By getting our ideas into the hands of customers (often through working software) sooner, the team can quickly assess solutions for market viability.

Customer collaboration over contract negotiation.

Collaborating with your teammates and customers builds a shared understanding of the problem space and proposed solutions. It creates a consensus behind decisions. The result? Faster iterations, real involvement in product making, and team investment and validated learning. It also lessens dependency on heavy documentation because everyone on the team has already participated in making the decisions. Collaboration creates, alignment more effectively than written communication, argument, and elaborate defense.

Respond to change over following the plan.

The assumption in Lean UX is that the initial product designs will be wrong, so the team's goal should be to find out what they got wrong as soon as possible. As soon as the team discovers what's working and what's not, they adjust their proposal and test again. This input from the market keeps teams agile, constantly nudging them in a "more right" direction.

Principles

Principles to Guide Team Organization:
- Cross Functional Teams
- Small, dedicated, collocated
- Self Sufficient and Empowered
- Problem-focused team

Principles to Guide Culture
- Moving from doubt to certainty
- Outcomes, not output
- Removing waste
- Shared understanding
- No rock starts, gurus, or ninjas
- Permission to fail

Principles to Guide Process
- Working in small groups to mitigate risk
- Continuous Discovery
- GOOB: the new-user centricity
- Externalizing your work
- Making over analysis
- Getting out of the deliverables business