



UNIT 2 RESOURCES

LESSON 1: SYNTHESIZING RESEARCH

- ▶ AFFINITY MAPPING
- ▶ SYNTHESIS
- ▶ PERSONAS

Post-Its as a Tool

How Design Researchers Use Post-It Notes

Finding Themes

Why You Can't Design for everyone

LESSON 2: PERSONAS

- ▶ PERSONA
- ▶ USE CASES
- ▶ USER FLOWS
- ▶ SCENARIOS
- ▶ PERSONA GOALS
- ▶ SECONDARY GOALS

Perfecting Your Personas

An Intro to Personas

Data-Driven Personas

The User is Always Right

How User Scenarios to Improve UX

Use Case Examples

User Story: Wikipedia

User Stories and Use Cases

Difference Between Personas and Market Segmentation

Alan Cooper on Personas

Persona Template

LESSON 3: DEFINING THE PROBLEM

- ▶ PROBLEM STATEMENT
- ▶ HYPOTHESIS
- ▶ HOW MIGHT WE (HMW) QUESTIONS
- ▶ SOLUTIONING
- ▶ IDEATING

IDEO HMW

Stanford d.school HMW Methodcard

An Introduction to Lean UX

Storyboarding

Keeping User Flows in Mind

Sample User Flow

LESSON 4: FEATURE PRIORITIZATION

- ▶ FEATURE PRIORITIZATION
- ▶ MINIMAL VIABLE PRODUCT (MVP)
- ▶ PIVOT
- ▶ DOT VOTING
- ▶ NOW, NEXT, LATER
- ▶ MOSCOW METHOD
- ▶ 80/20 RULE
- ▶ FEATURITIS
- ▶ SCOPE CREEP
- ▶ DESIGN ORNAMENTATION

Steve Jobs: Innovation is Saying "No" to 1,000 Things

The 80/20 Rule Applied to Web Design

Feature Fatigue

The Lean Startup

11 Startups That Found Success By Changing Direction

6 Reasons Why Nobody Uses Your App

How DropBox Started As A Minimal Viable Product