LEAN UX NOTES

**Lean UX**

Process:

* Assumptions: A high-level declaration of what we believe to be true.

**Business Assumptions Worksheet**

**Business Assumptions**

1. I believe my customers have a need to \_\_\_\_\_\_\_ .

2. These needs can be solved with \_\_\_\_\_\_\_ .

3. My initial customers are (or will be) \_\_\_\_\_\_\_ .

4. The #1 value a customer wants to get out of my service is \_\_\_\_\_\_\_ .

5. The customer can also get these additional benefits \_\_\_\_\_\_\_ .

6. I will acquire the majority of my customers through \_\_\_\_\_\_\_ .

7. I will make money by \_\_\_\_\_\_\_ .

8. My primary competition in the market will be \_\_\_\_\_\_\_ .

9. We will beat them due to \_\_\_\_\_\_\_ .

10. My biggest product risk is \_\_\_\_\_\_\_ .

11. We will solve this through \_\_\_\_\_\_\_ .

12. What other assumptions do we have that, if proven false, will cause our business/project to fail? \_\_\_\_\_\_\_ .

**User Assumptions**

1. Who is the user?

2. Where does our product fit in his work or life?

3. What problems does our product solve?

4. When and how is our product used?

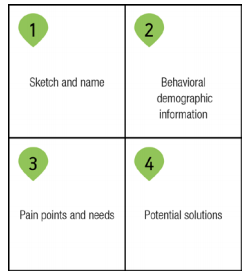
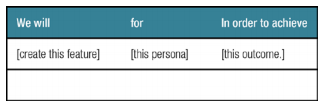
5. What features are important?

6. How should our product look and behave?

Prioritize assumptions based on risk factors. How bad would this be for the project if this assumption was wrong?

* Hypotheses: More granular descriptions of our assumptions that target specific areas of our product or workflow for experimentation.

We believe that [doing this/building this feature/creating this experience] for [these people/personas] will achieve [this outcome]. We will know this is true when we see [this market feedback, quantitative measure, or qualitative insight].

* Outcomes: The signal we seek from the market to help us validate or invalidate our hypotheses. These are often quantitative but can also be qualitative.
* Personas: Models of the people for whom we believe we are solving a problem.
* Features: The product changes or improvements we believe will drive the outcomes we seek. This list should be based on a compilation of sub hypotheses. Use the chart below to compile your sub hypotheses.

Collaborative Design:

Design Studio –

Design Studio follows this path:

1. Problem definition and constraints

2. Individual idea generation (diverge): With your blank (or optionally labeled) 6-up sheets in front of you, give everyone five minutes to generate six low-fidelity sketches of solutions for each persona/pain point pair on their 6-up. These should be visual articulations (UI sketches, workflows, diagrams, etc.), not written words.

3. Presentation and critique

4. Iterate and refine (emerge)

5. Team idea generation (converge)

Style Guides - A style guide is a broadly accepted pattern library that codifies the interactive, visual, and copy elements of a user interface and system. Style guides (also known as pattern libraries) are a living collection of all of your product’s customer-facing components. If it’s made of pixels, it goes in the style guide.

Provide three data points for each interaction design element: What the element looks like, Where it’s usually placed on the screen, When it should be used

MVP (Minimum viable Product) and Experiments:

Creating and MVP –

1. Is there a need for the solution I’m designing?

2. Is there value in the solution and features I’m offering?

3. Is my solution usable?

Guidelines to follow if you’re trying to maximize your learning:

Be clear and concise

Prioritize ruthlessly

Stay agile

Measure Behavior - Build MVPs that allow you to observe and measure what people actually do, not just what people say. In digital product design, behavior trumps opinion.

Use a call-to-action - You will know people value your solution when they demonstrate that they are using it

Guidelines to follow if you’re trying to deliver value to your customers:

Be functional - Some level of integration with the rest of your application must be in place to create a realistic usage scenario.

Integrate with existing analytics - Measuring the performance of your MVP must be done within the context of existing product workflows.

Be consistent with the rest of the application - To minimize any biases toward the new functionality, design your MVP to fit with your current style guide and brand.