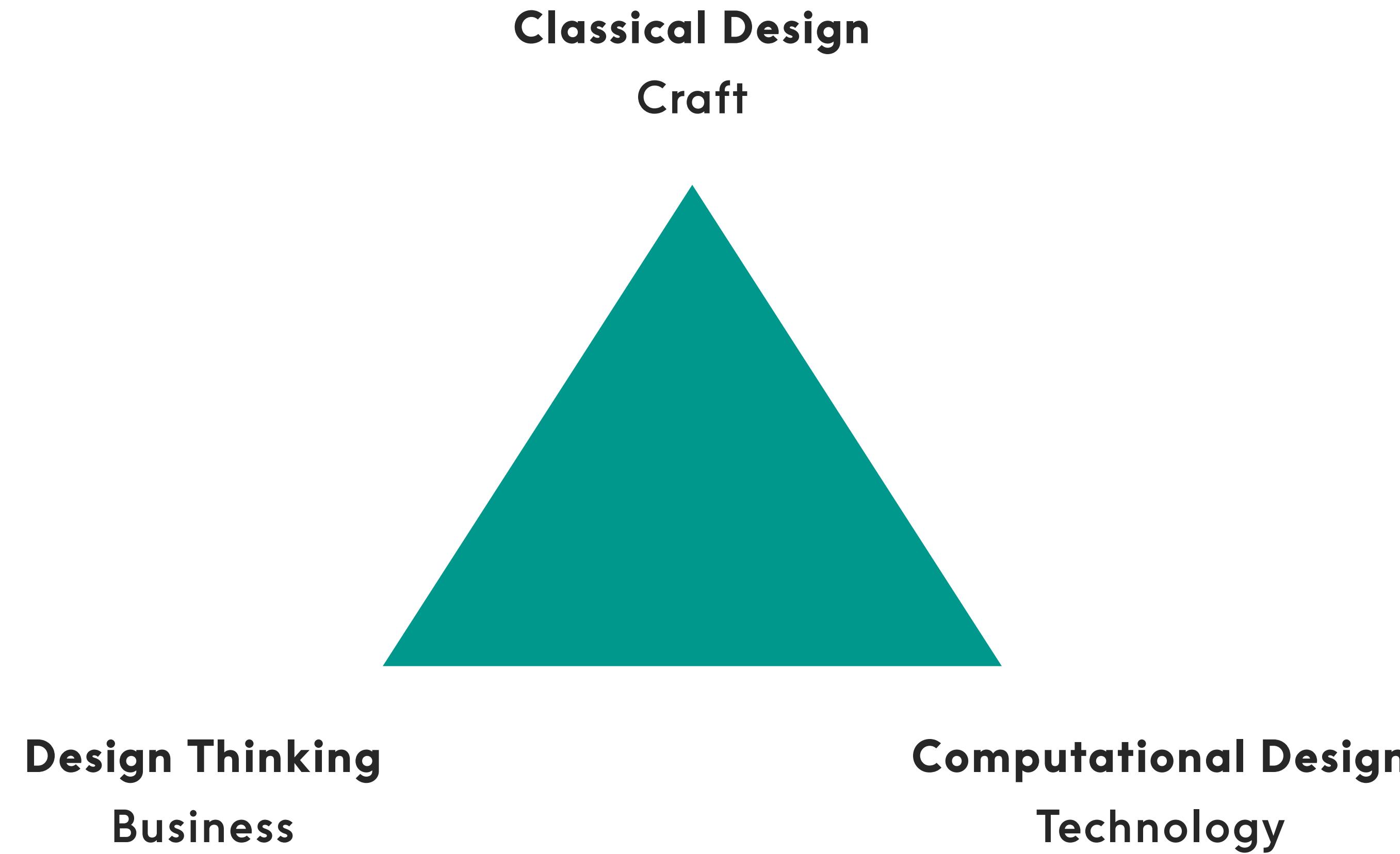


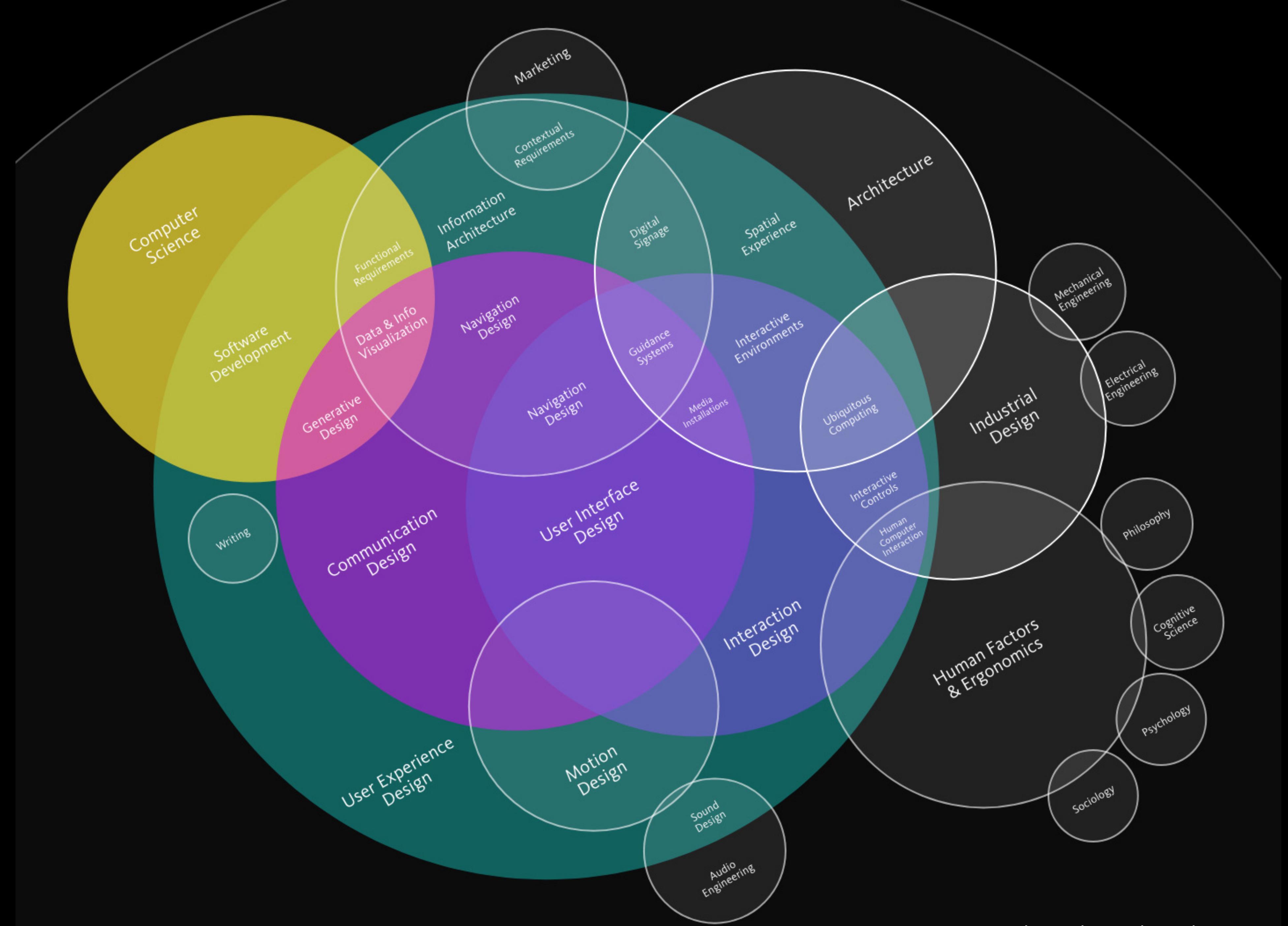
Digital Product Design

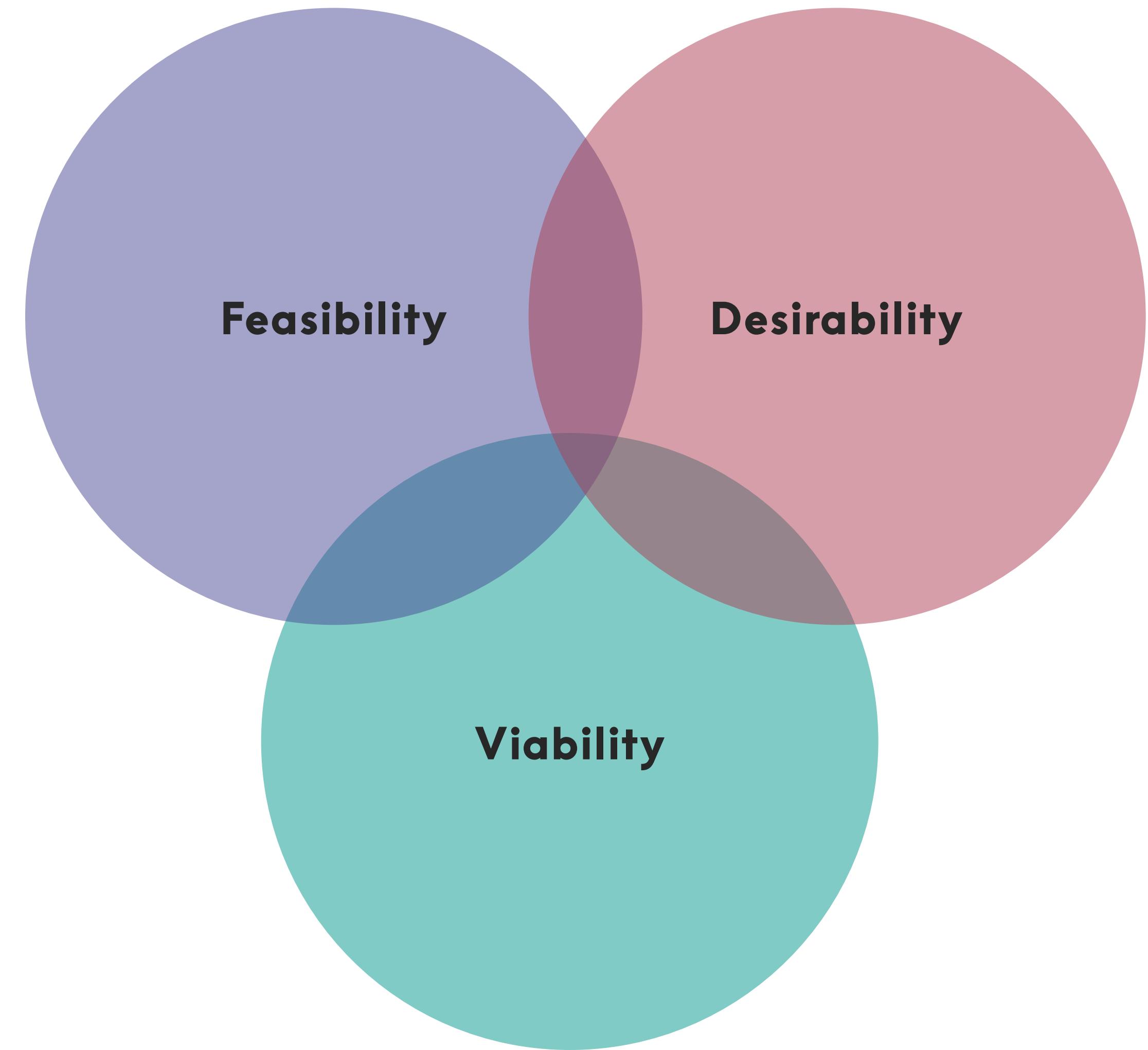
Building software that stays alive

Three Kinds of Design



John Maeda, Design in Tech Report 2016





IDEO

7 Factors of User Experience

- Valuable**
- {
- * Useful
 - * Usable
 - * Findable
 - * Credible
 - * Desirable
 - * Accessible

Peter Morville

Xerox PARC



Palo Alto Research Center founded in 1970

The goal was to create the office of the future

Build the first modern graphical user interface

The beginning of UX Design

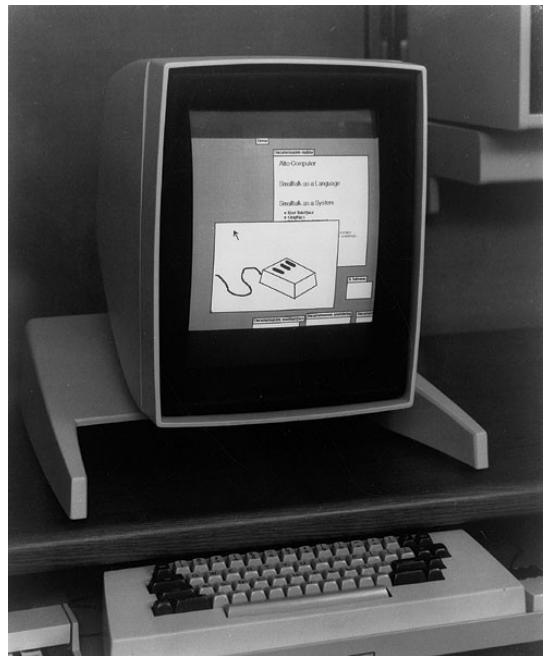
Digital Design Timeline

From interactive to customer journeys

1973



Alto,
Xerox PARC



Yahoo Design Pattern Library

The Yahoo! Developer Network Ecosystem: Design Patterns

YAHOO! DEVELOPER NETWORK

Design Pattern Library

USER NEEDS TO

- NAVIGATE
- EXPLORE DATA
- ORGANIZE DATA

What's a Pattern?

A pattern describes an optimal solution to a common problem within a specific context.

Recent Patterns

CALENDAR

STOCK PREFERENCES

QUOTES

U.S. MARKETS CLOSED

ANIMATE TRANSITION

COLLAPSE TRANSITION

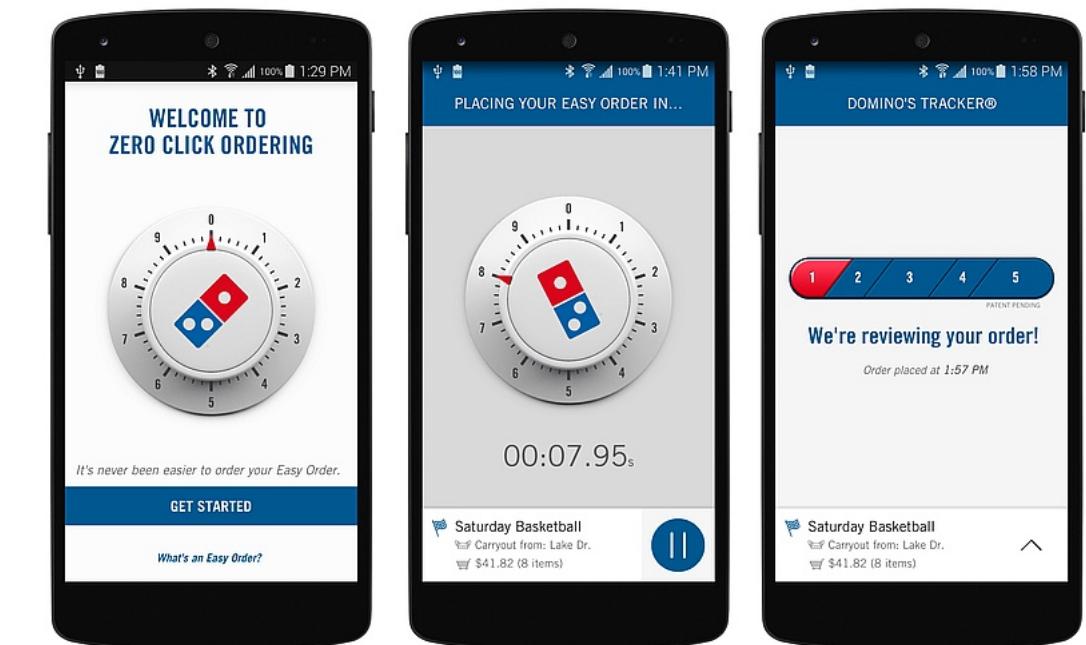
DIM TRANSITION

5

iPhone,
Apple



Domino's Zero Click App





Roles of UX Design

IMPLEMENTATION

FORM & BEHAVIOR

CONTENT

CONCEPT & USERS

Front-end Developer

UX Designer

Copywriter

Service Designer

Information Architect

Interaction Designer

Visual Designer

Motion Designer

Sound Designer

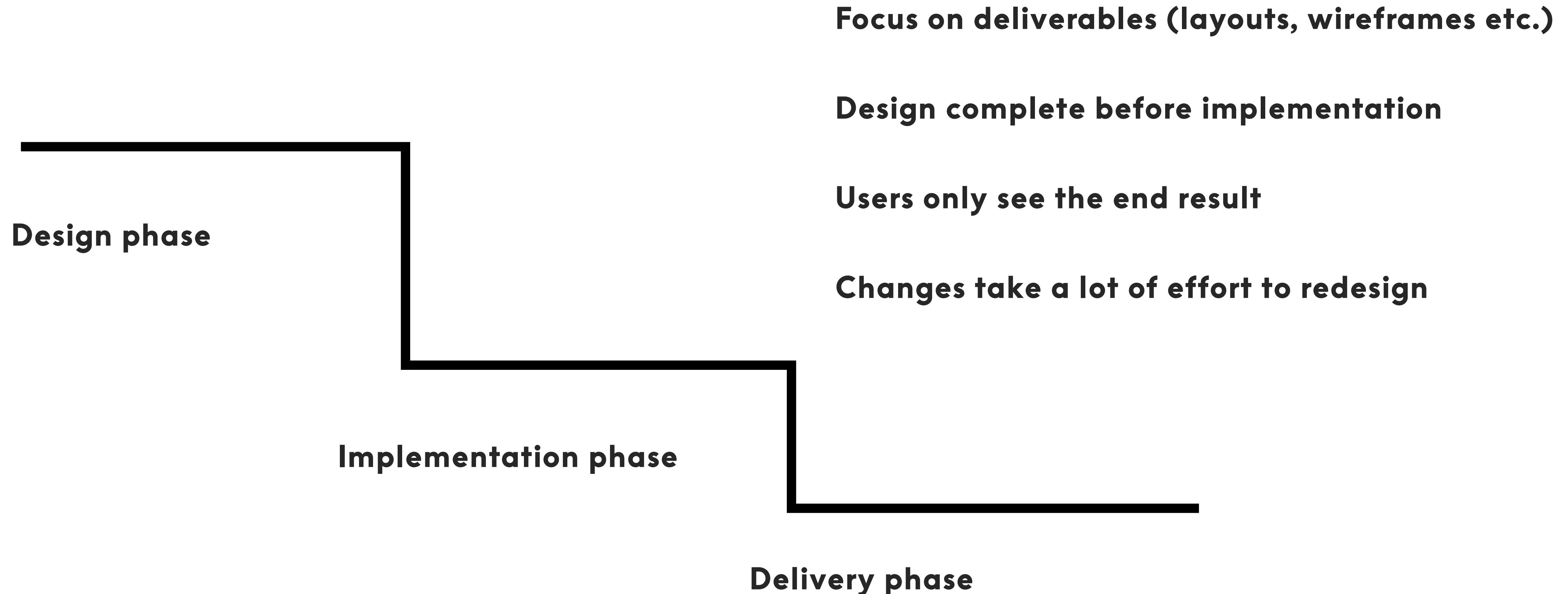
Design Researcher

Product

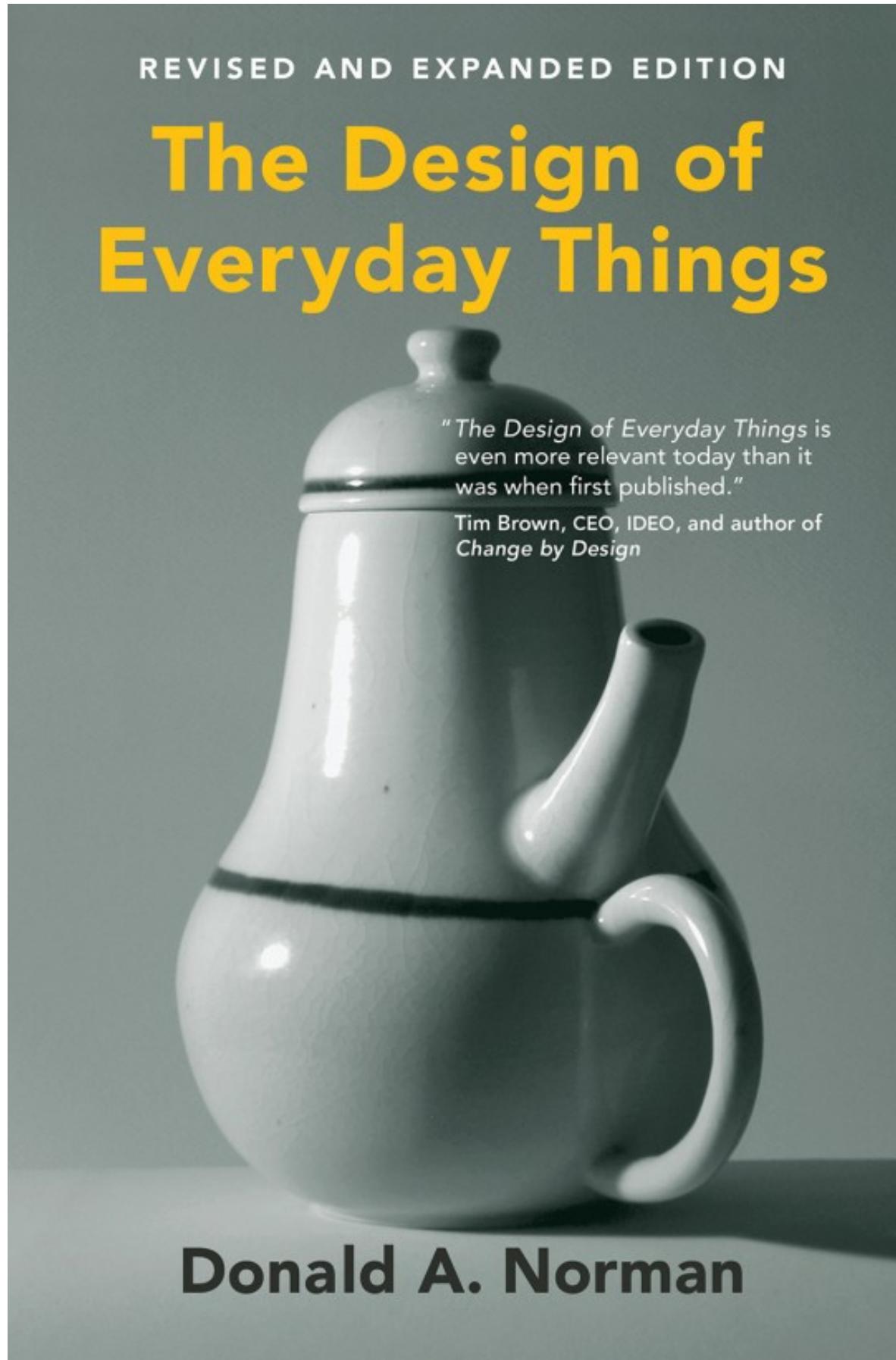
User



Traditional waterfall design process



User-centered Design



- * **Pioneered by Don Norman in 1980's**
- * **Process for products with high usability**
- * **Renewed 2019 standard: iso.org/standard/7752.html**
- * **Key points**
 - **Context of use**
 - **Specific requirements**
 - **Iterative process**
 - **Evaluate product with users**

Agile UX

UX Design and Software Development are essentially different disciplines.

Designers didn't have knowledge of scrum → No shared language

User-centered design approaches are based on research → Difficult to estimate

Research completes before sprints start → Limited research during development

Detailed design deliverables didn't contribute to final product → Detached design

etc...

Lean & UX

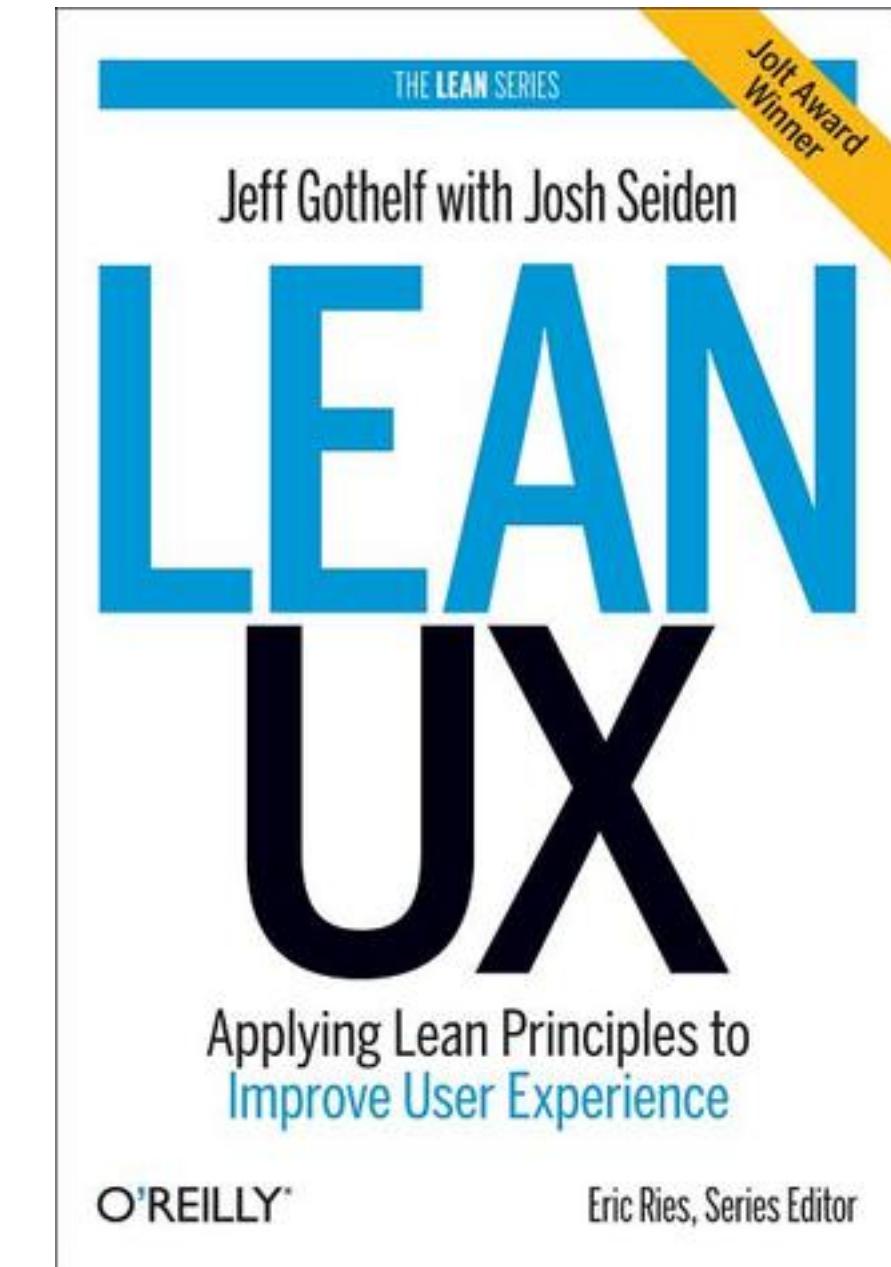
**“Lean UX is UX practice adapted for Lean Startups,
and Agile UX is UX practice adapted for teams working with Agile.”**

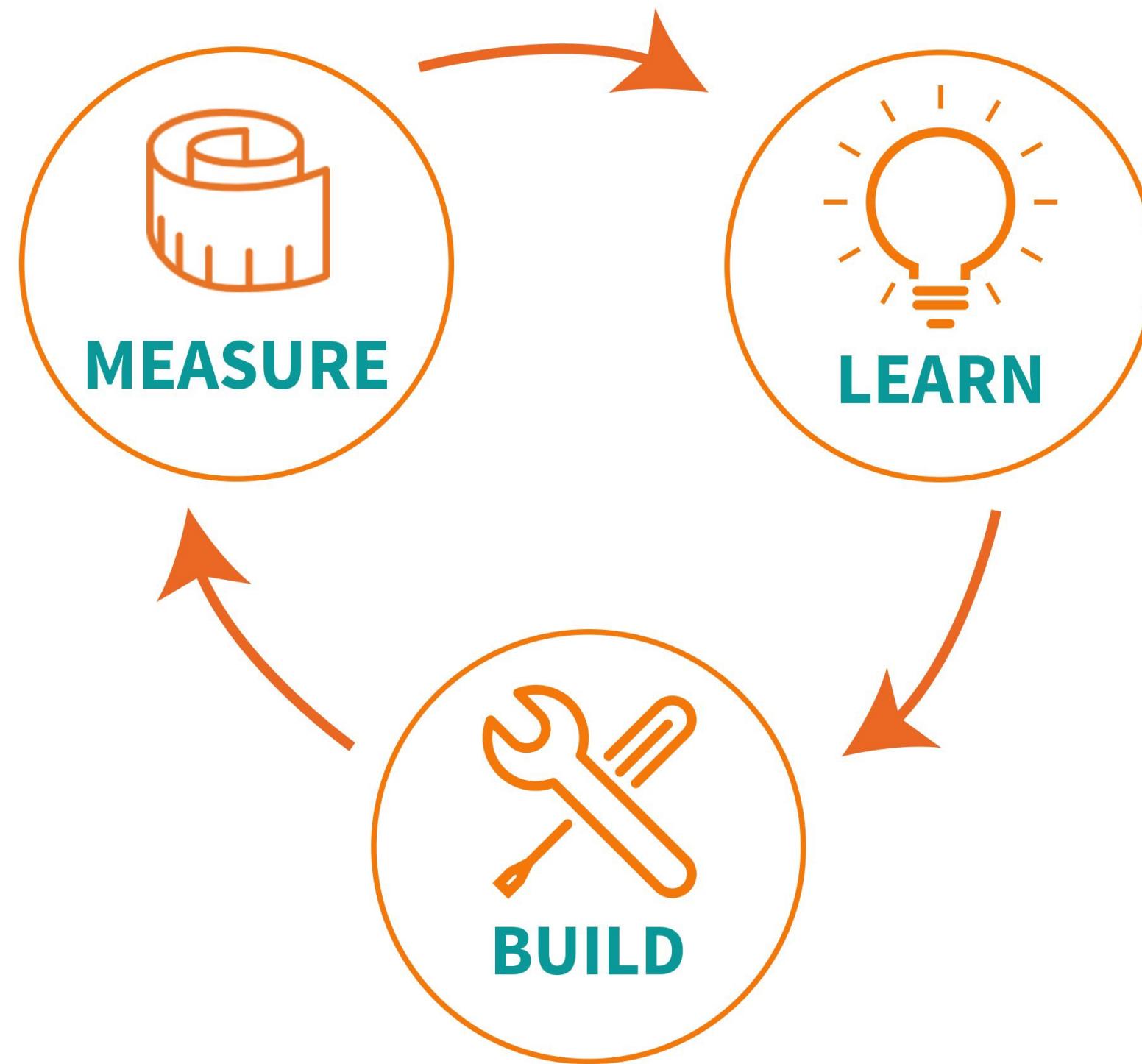
Janice Fraser

**Lean is applied to the organization structure and management style more than agile.
It draws focus to the big picture.**

Lean UX

- * Applying Lean Startup philosophy in product design
 - Maturing from mindsets to organization culture
- * Foundations
 - Design Thinking
 - Agile Software Development
 - Lean Startup Method
- * Design focus on experience and business outcomes
 - Not deliverables!





Reduce wasted effort by constantly focusing on the right thing.

Lean UX Principles

Cross-functional teams

Shared understanding

Small, dedicated and co-located

Anti-pattern: Rockstars, gurus and ninjas

Progress is outcome, not output

Externalizing your work

Problem-focused teams

Making over analysis

Removing waste

Learning over growth

Small batch sizes

Permission to fail

Continuous delivery

Getting out of the deliverables business

Get-out-of-the-building: The new user-centricity

Requirements as assumptions

- * Requirements are initially all assumptions
- * Assumptions are turned into hypotheses for testing
- * User personas can be created based on outcomes
- * Personas can be used to concept new features

The image shows a user persona card for 'Nurse Anne David | 26 yrs'. The card includes a photo of a nurse, her name and age, and sections for her daily routine, goals & aspirations, and likes & dislikes.

Nurse
Anne David | 26 yrs

Daily Routine

Cook	Work	Socialize	Walk	Volunteer
------	------	-----------	------	-----------

Goals & Aspirations

Prevention of illness	Prevention of illness
Social networking	Social networking
Excercising discipline	Excercising discipline

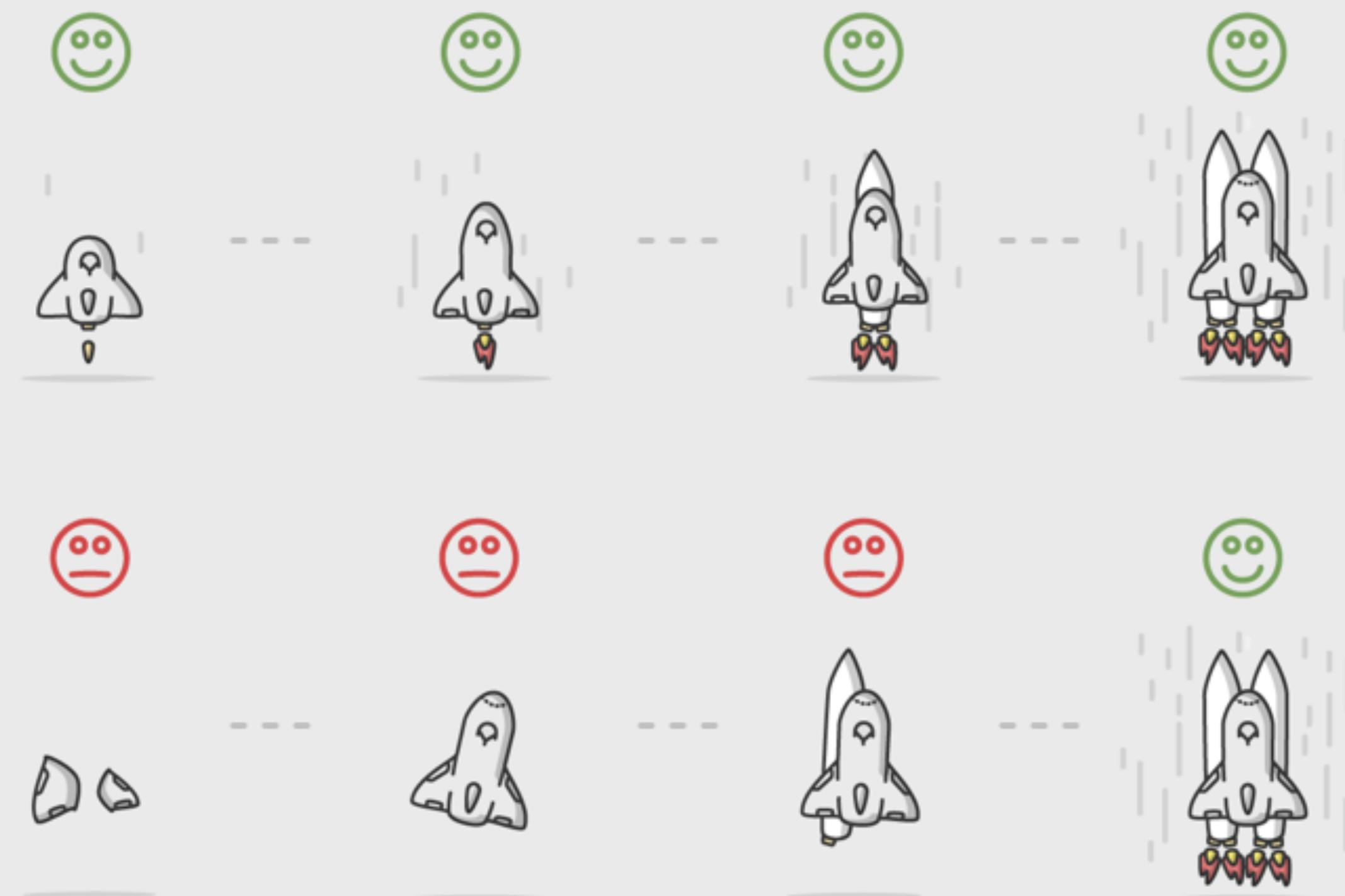
Likes & Dislikes

Food	Food
Service to mankind	Service to mankind
Social networking	Social networking
Excercising	Excercising

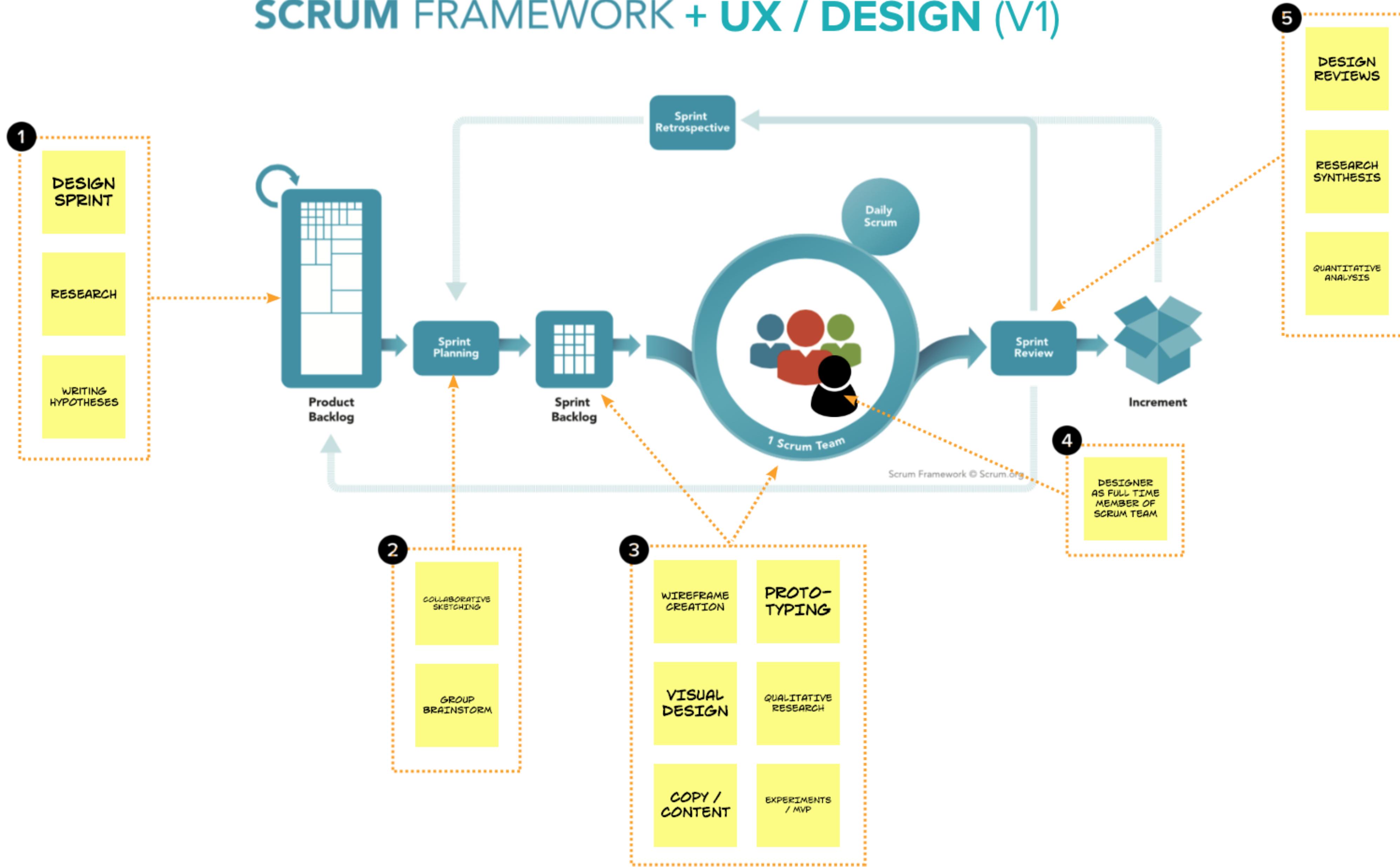
Quote: "I love serving people in whatever way i can. My job doesn't end at work, I also volunteer after work."

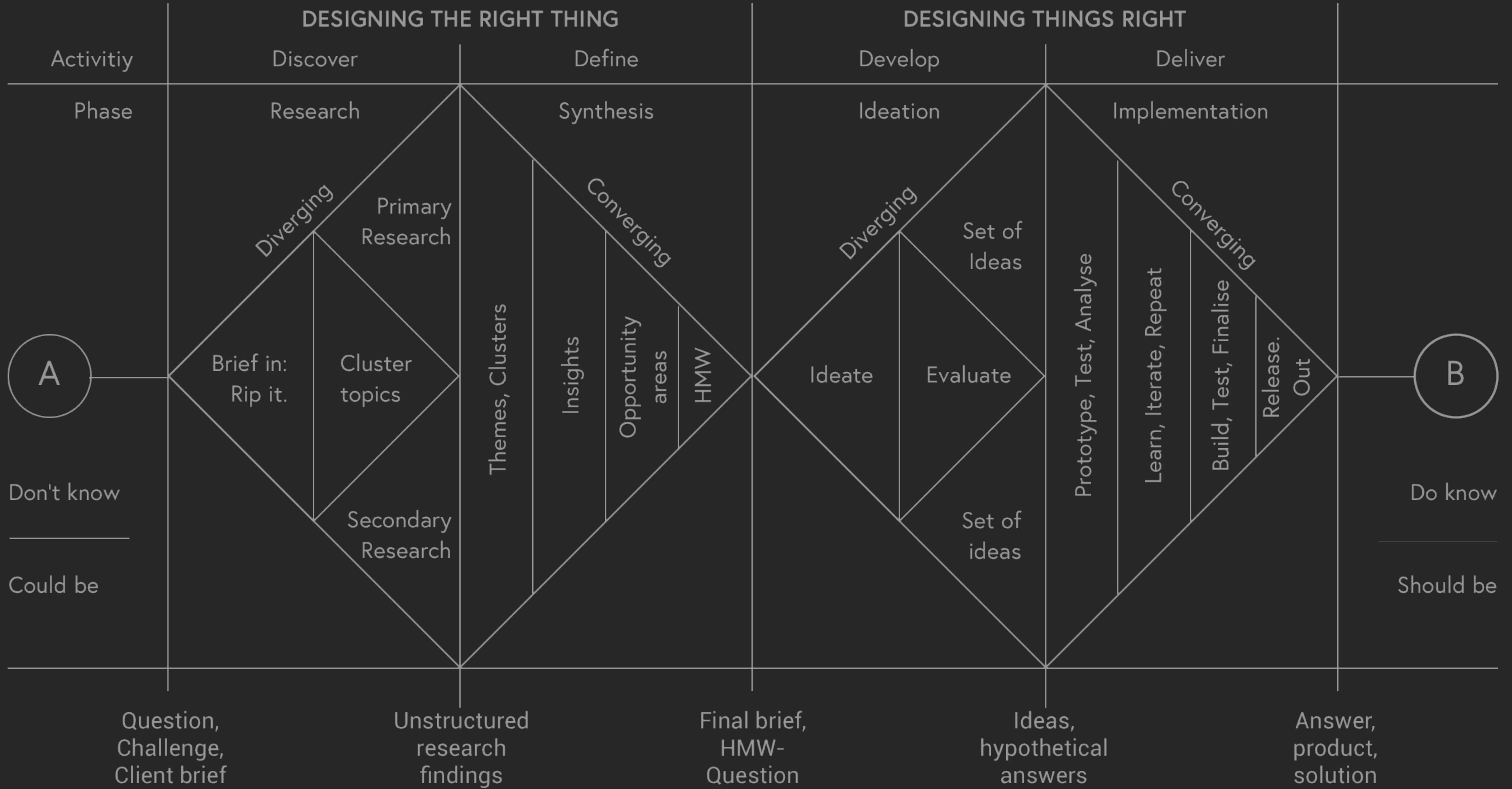


Minimum Viable Product



SCRUM FRAMEWORK + UX / DESIGN (V1)





**No effort of using a methodology, tool
or a process should overweight creating
value for the business and user.**

DesignOps

**Make design operations
robust and productive**

- * Design org model**
- * Practices**
- * Support**
- * Tooling**

Design Systems

**Make workflow fast and
scalable**

- * Typography**
- * Colors**
- * Icons**
- * Accessibility guidelines**
- * Animation guidelines**
- * Voice and tone**
- * UI components**
- * Workflow tooling**

Designer's Responsibility

- * **Always ask Why? → What? → How?**
- * **Build dialog with the users**
- * **Solve the problem, not the underlying symptoms**
- * **Always review the ethical consequences**
- * **Make the world a better place***

* Not easy, don't give up