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# SNAFU ≠ FUBAR

Lean UX in action to design for when things go wrong



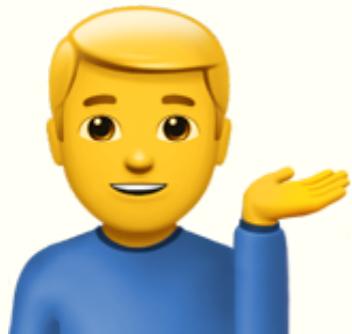
# Mike Clark

UX & Process Design at EASI



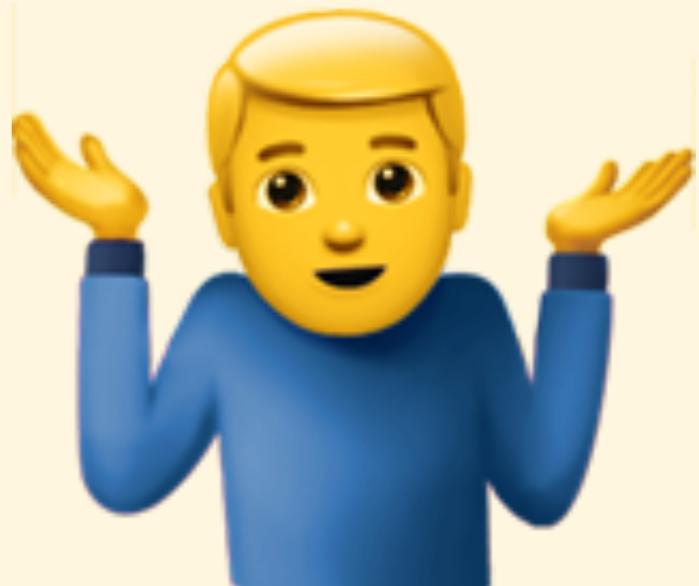
# Roadmap:

- Context: Emergency Response System (ERS) app
- “Lean” UX? Lean UX.
- User-Centred research, design & testing
- Shameless plug of Mike Spears’ talk at 4:10pm
- Lean UX takeaways



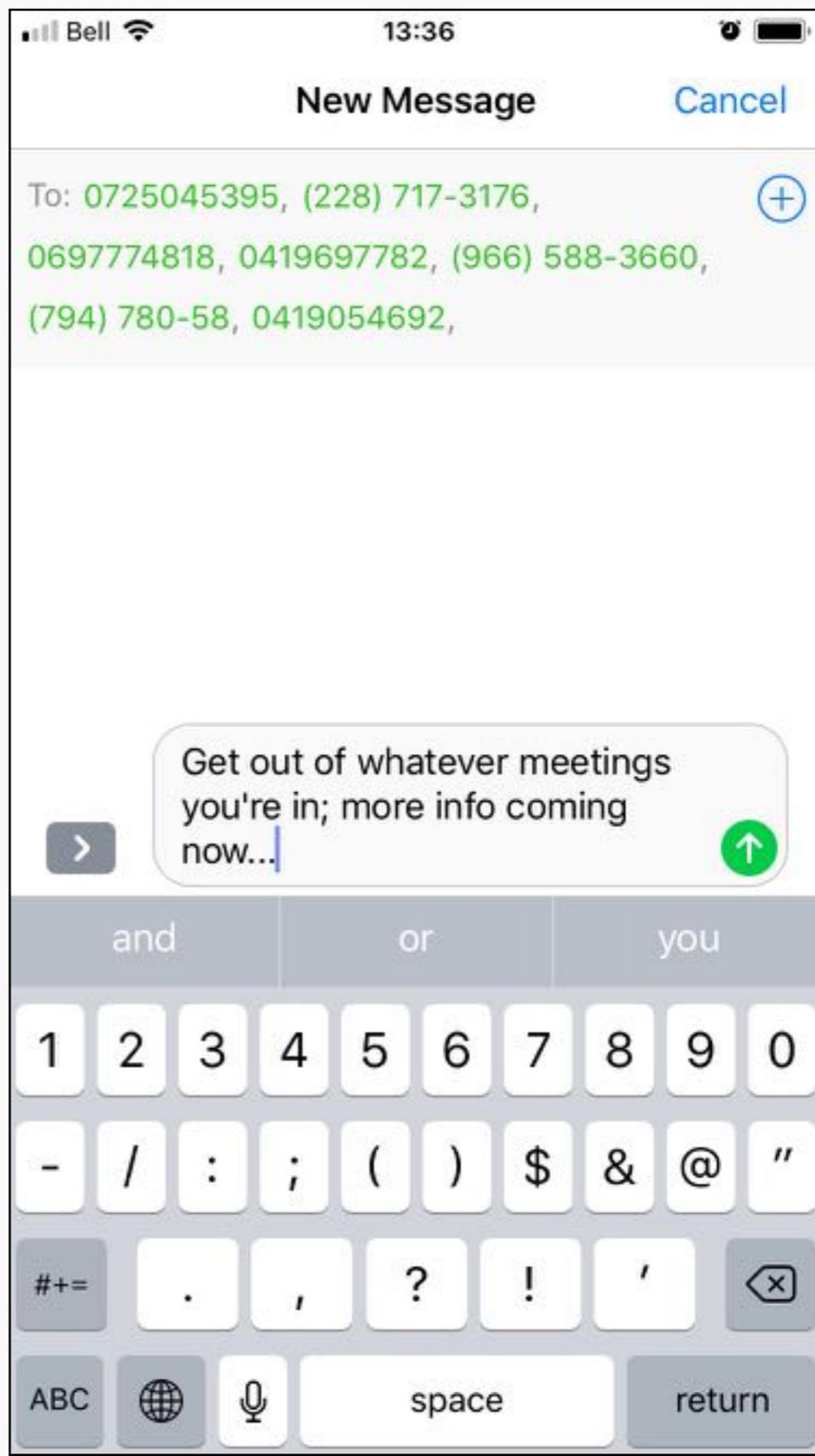
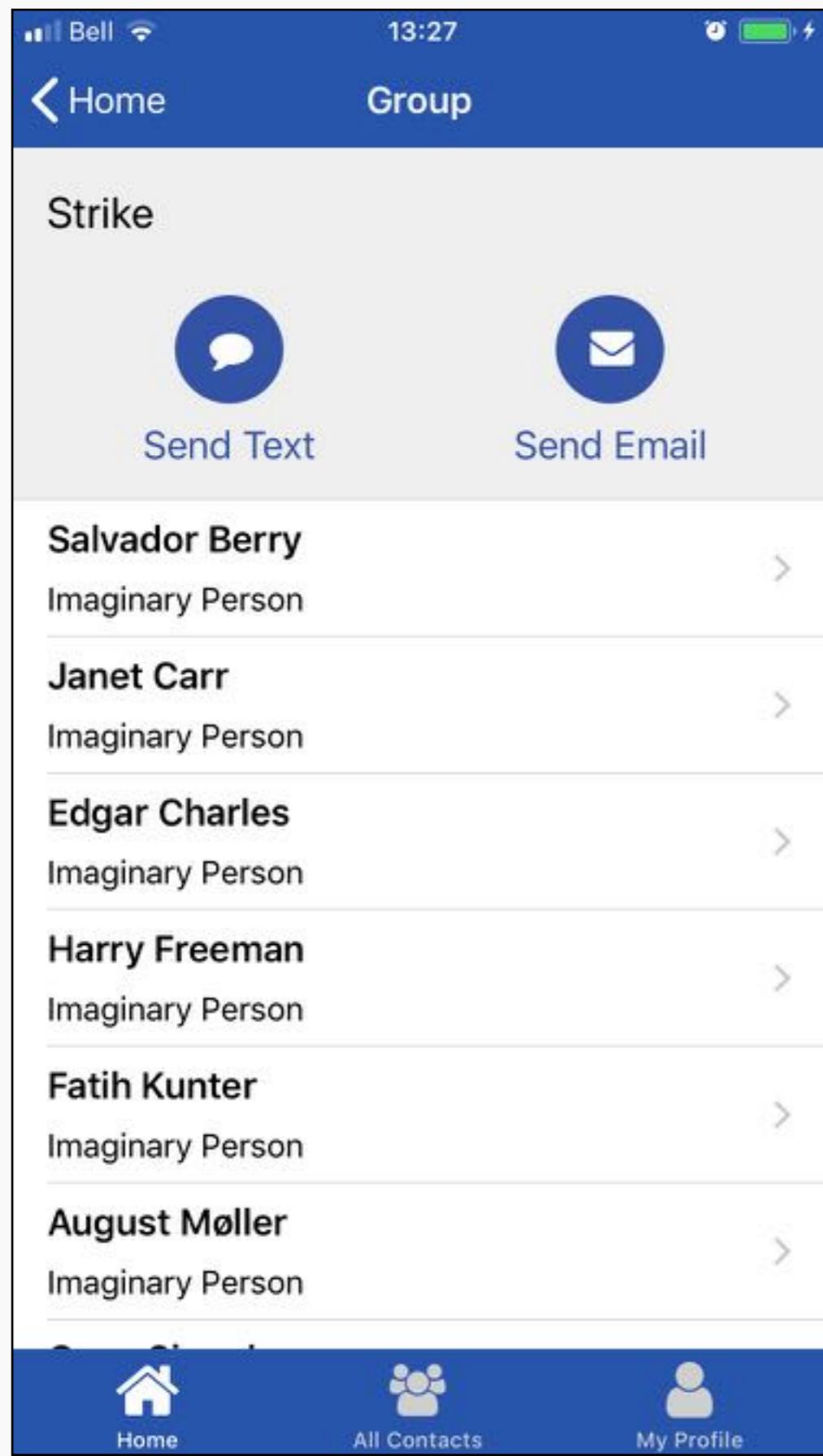
# Kinda Sorta Out of Scope (but not during Q&A)

- A tonne of information about the ERS app itself
- Scaling from a pilot project to an enterprise service
- The architecture and development of ERS [M.S.'s talk!]
- Designing for emotion
- UX artefacts and deliverables



# Emergency Response System





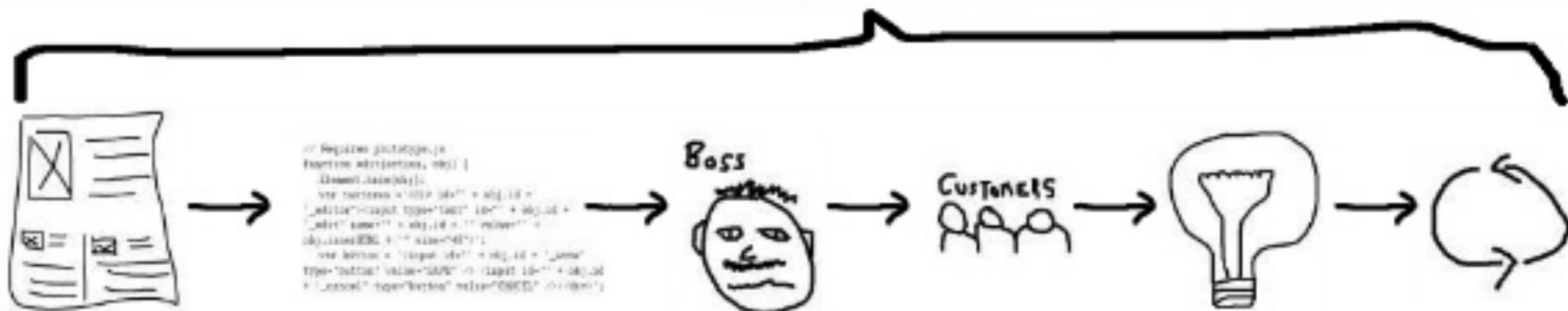
# Emergency Response System





# Lean UX

Just the UX process



Concept

Prototype

Validate  
Internally

Test  
Externally

Learn  
from user  
behavior

Iterate

Usability testing



# Lean UX Canvas

Title:

Date:

Iteration:

## Business Problem

What business have you identified that needs help?

1

## Users & Customers

What types of users and customers should you focus on first?

3

## Hypotheses

Combine the assumptions from 2, 3, 4 & 5 into the following template hypothesis statement:

"We believe that [business outcome] will be achieved if [user] attains [benefit] with [feature]."

Each hypothesis should focus on one feature.

6

## Solution ideas

List product, feature, or enhancement ideas that help your target audience achieve the benefits they're seeking.

5

## Business Outcomes

### (Changes in customer behavior)

What changes in customer behavior will indicate you have solved a real problem in a way that adds value to your customers?

2

## User Benefits

What are the goals your users are trying to achieve? What is motivating them to seek out your solution? (e.g., do better at my job OR get a promotion)

4

## What's the most important thing we need to learn first?

For each hypothesis, identify the riskiest assumption. This is the assumption that will cause the entire idea to fail if it's wrong.

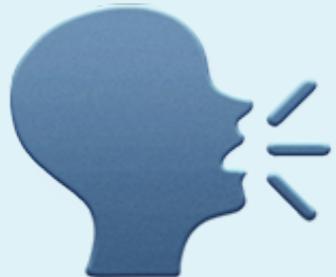
7

## What's the least amount of work we need to do to learn the next most important thing?

Brainstorm the types of experiments you can run to learn whether your riskiest assumption is true or false.

8

**“As an ERS message sender, I want to contact my ‘first responder’ contacts all at once so I don’t have to seek them out individually”**



# EMERGENCY RESPONSE SYSTEM

User: Download emergency response system app	User (Sender): Experience an issue or emergency at the workplace	User (Sender): Contact necessary individual(s) about the issue	User (Recipient): Receive emergency message	System: Facilitate the user's request to contact individual
Ensure contact information is up to date	Assess situation and determine who needs to be contacted	Access mobile emergency response system app	Access contact information for the relevant person or group	Contact recipient

## MVP

View contact information in the system	If it is a life-threatening emergency, contact 911, then:	Open native app that has already been installed on mobile device	Select pre-made custom list of people (e.g. entire department)	Write message to or call contact via phone's email or sms app	Receive emergency message from point-person via:	Follow instructions provided by sender and carry	Using the HR database, determine if any employee information matches the contact info	Retrieve & display employees based on user's previous search	Link user to phone, sms or email app directly from contact info
Update contact information in the system	If it is not a life-threatening situation, think about who to contact:		Search for people by name	Call or send message to contact via phone or phone app	Reply to emergency message outside of the ERS application	Find additional people via the ERS app if necessary and contact them	Update out-of-date employee information	Retrieve & display contacts queried by name	
			Search for people by job title	Receive confirmation from point-person that message was sent			Allow users to manually update their own contact information	Retrieve & display contacts queried by job title	
			Search for people based on role	Contact alternate point-people if the message wasn't received				Retrieve & display contacts queried by role	
			Search for people by department					Retrieve & display contacts queried by department	

## Future Nice to Haves

Have contact information updates also update the HR database	Write message to contact via ERS app	Access list of recently-sent messages (e.g. if confirmation was requested)	Receive message from sender via ERS app	Write message to contact via ERS app	Deliver user's message to the recipient via an in-app notification	Retain displayed recipient contact information
	Receive confirmation from system that message was sent	Access a list of recently-contacted individuals	Receive confirmation from via ERS app when message is delivered	Receive confirmation from system that message was sent	Allow user to type in a message to send to selected individual	Display preview message
	Resend another message to recipient				Show user who sent the message a success confirmation	Allow recipient to preview message




Thinking emoji



# 6.8-10 Emergency Response System

(1)

ERS

Emergency

Campus police  
tel: 416-978-2323

Group

Group 1  
tel: \_\_\_\_\_

Group 2  
tel: \_\_\_\_\_

(2)

ERS

Emergency

Campus police  
tel: \_\_\_\_\_

my group

Search

Search by...  a

(3)

ERS

Call directly

Campus police  
tel: \_\_\_\_\_

my group

O' tel: \_\_\_\_\_

more...

Search

a

(4)

ERS

Search

Filter

Names  Filter  Roles

(5)

ERS

Search contact

View group

Edit profile

(6)

ERS

Group Name

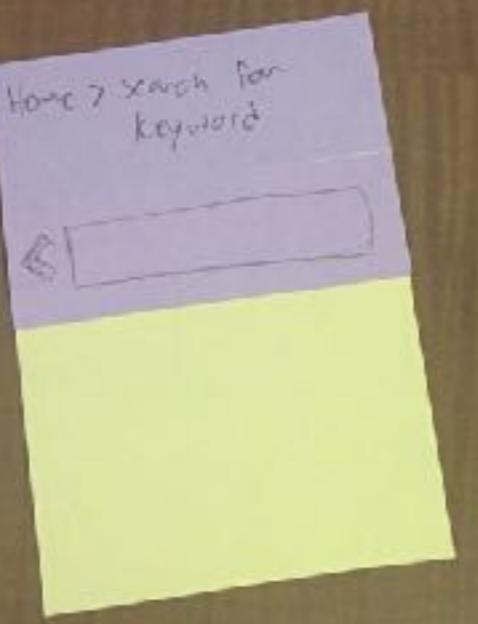
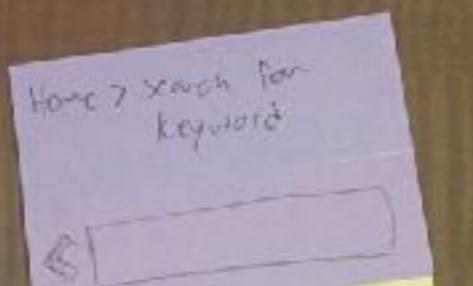
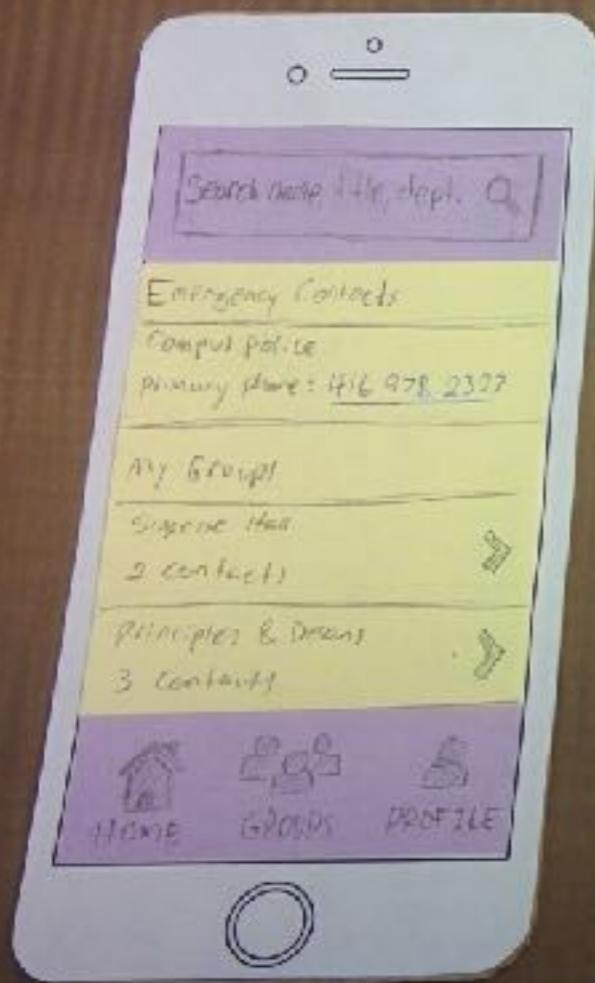
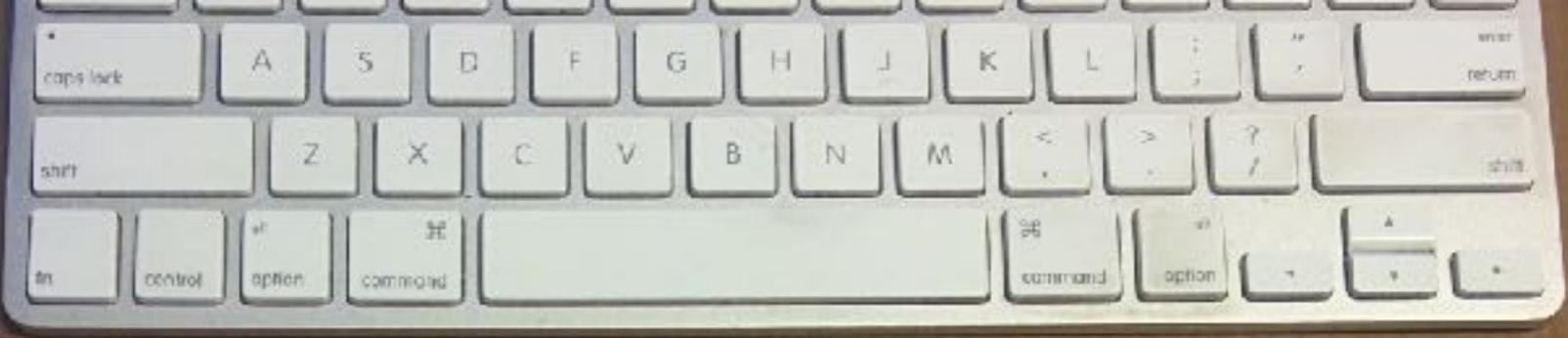
Person 1

Person 2

Person 3

Create group

6 8 5



Search name, department, title

**Emergency Contacts**

**Campus Police** >  
3 contacts

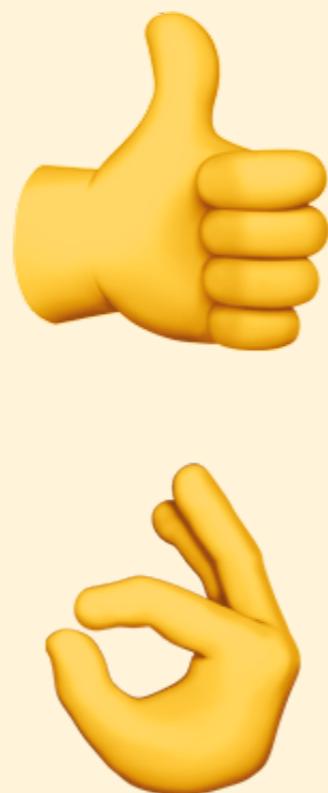
**My Groups**

**Principals & Deans** >  
6 contacts

**Simcoe Hall** >  
4 contacts

[!\[\]\(343718aa312b0afe87aee6916c08dfe3\_img.jpg\)](#) [!\[\]\(1bcfefa5ce11f5709f61f09cca20172c\_img.jpg\)](#) [!\[\]\(694dc821ccdd019462bbe776fc2013d6\_img.jpg\)](#)

**Home** **Browse** **Profile**



 **Campus Police**

**St. George Campus Police**

**Primary Phone:** 416-978-2222

**Mississauga Campus Police**

**Primary Phone:** 905-569-4333

**Scarborough Campus Police**

**Primary Phone:** 416-978-2222

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**Home** **Browse** **Profile**



"If there's an issue or crisis at the University, getting that information out to the right people has to be a quick and seamless process."

#### Background

As the Assistant VP, Office of the President & Chief of Protocol at the University, Volfred will need to ensure that in the event of an emergency or if time-sensitive news needs to be relayed, the right people are informed. One summer while on vacation in north Ontario with spotty WiFi access and no data, Volfred received a call from the building manager at Simcoe Hall informing him of a blackout across several buildings on the UTSG campus. Volfred had to rely on outdated physical documents that he luckily had at his cottage to find contact information for the person he needed to reach. Luckily this person's number was correct, but he would have liked to have up-to-date and reliable contact information on hand so he could have responded to this emergency more quickly.

#### Volfred

##### Job Information:

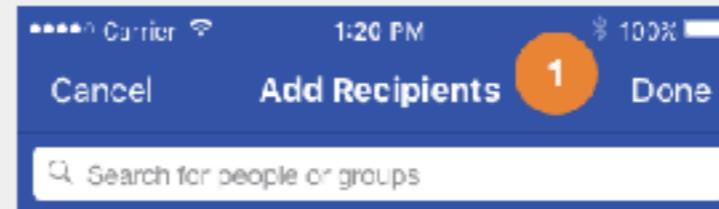
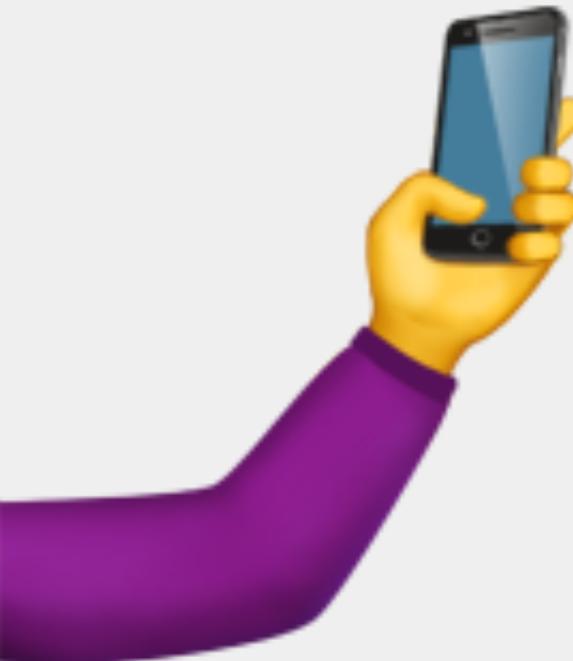
Assistant Vice-President, Office of the President & Chief of Protocol

##### Interested in:

A fast and reliable way to contact the necessary individuals and teams when an emergency situation occurs at U of T.

#### User Journey Map

This simple map illustrates the journey of this persona as they experienced the emergency event described in the Background section while they were at their cottage. It is especially important to keep in mind the stress and sense of urgency that anyone using this application will experience given the context of emergency response at U of T. This should be used as a tool for empathizing with the people that will use the application.



#### Emergency Contacts

##### Campus Police

3 Contacts

3

##### My Groups

##### Simcoe Hall

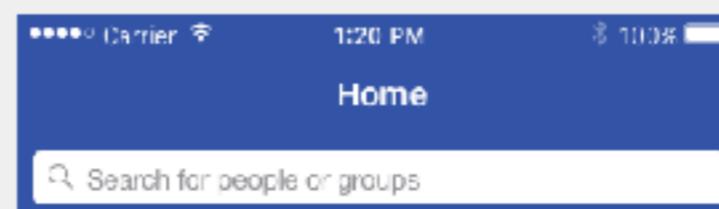
5 Contacts

#### Situational Groups

##### Fire

4 Contacts

0 Recipients



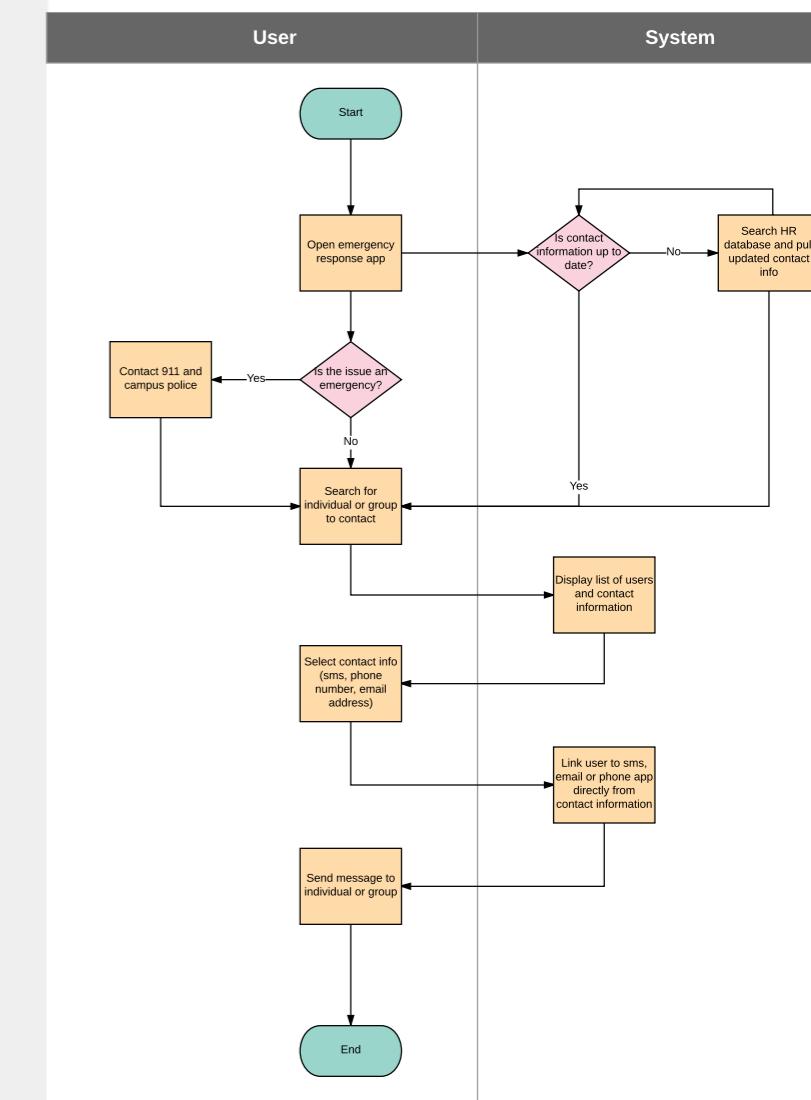
#### Recent Searches

Fraser Anderson

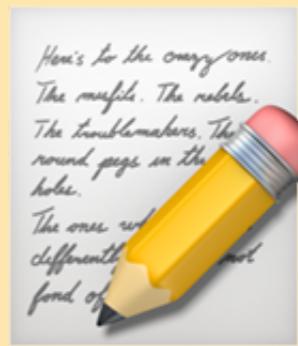
Elizabeth

5

- 1 App bar height (minus status bar): Default
- 2 Table row height: 75pt
- 3 Distance between text and the edge of the screen: 20pt
- 4 Button/Row height: 50pt
- 5 Navigation Bar Height (2 rows): 80pt  
Navigation Bar Height (3 rows): 110pt
- 6 Button row height: 50pt  
Spacing between top of button and search bar: 10pt



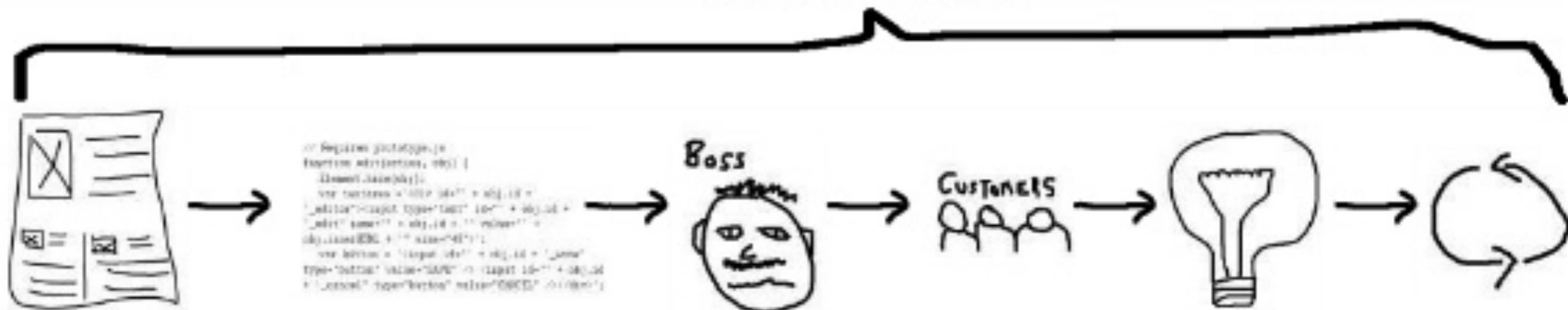
**“The most important thing for me  
is up-to-date contact information.  
The worst thing would be getting  
a bounce back”**



**“The ability to contact a group  
PLUS add a one-off individual to  
the message/email when the  
situation calls for it”**

# Lean UX

Just the UX process



Concept

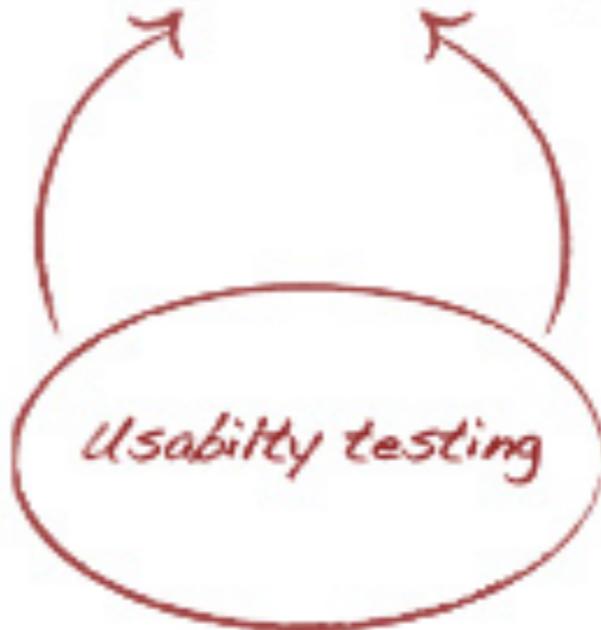
Prototype

Validate  
Internally

Test  
Externally

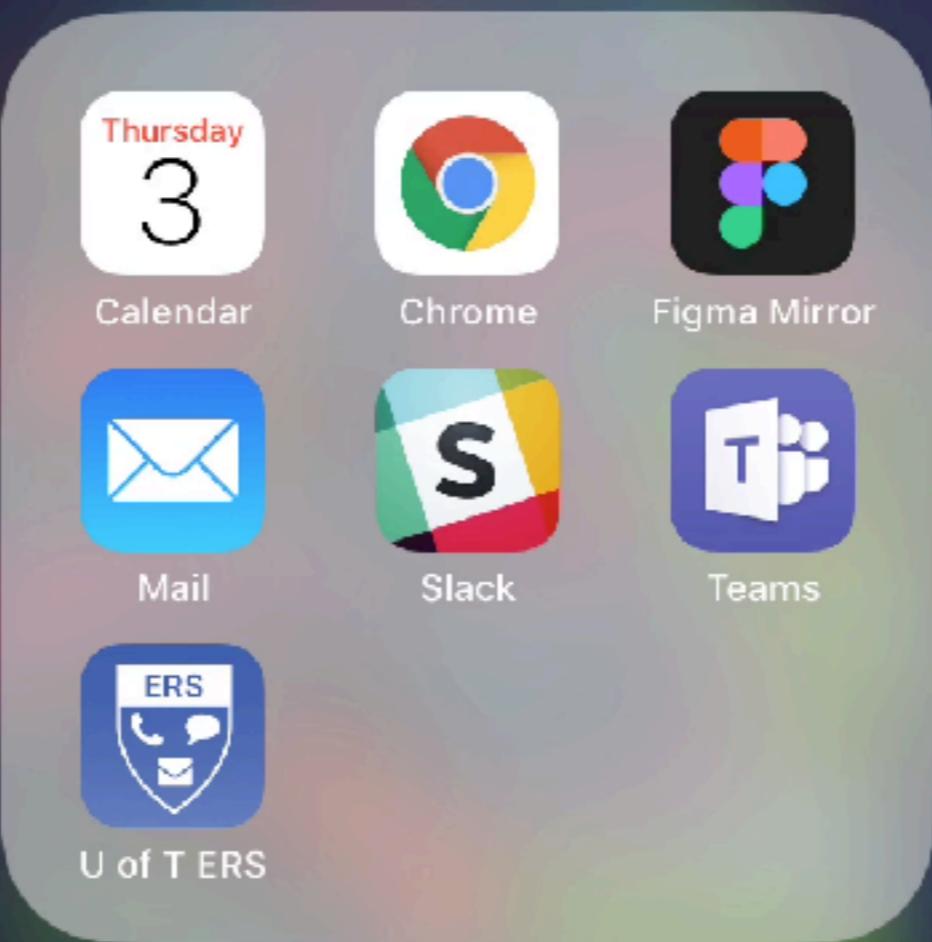
Learn  
from user  
behavior

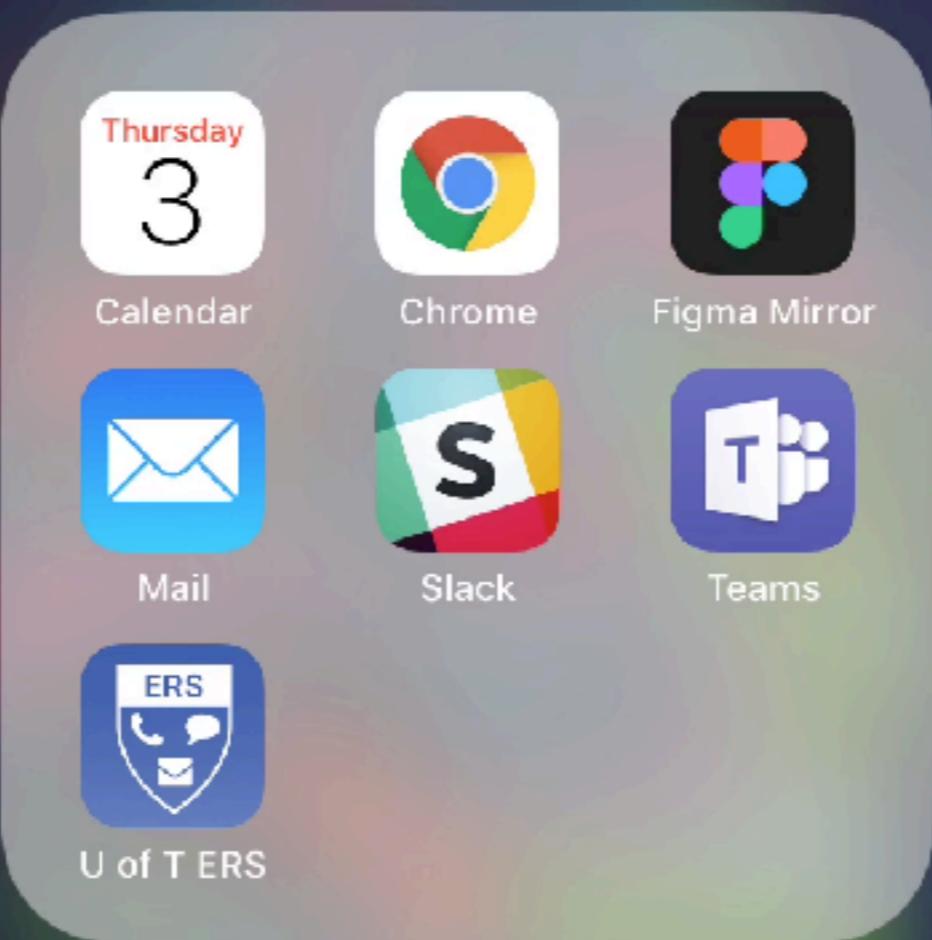
Iterate



# Demo(s)







# **SHAMELESS PLUG:**

**Mike Spears at 4:10pm in BA 1220**



# Lean UX Takeaways:

- **Proactive communication** is key
- **Test early and often** (assumptions and hypotheses)
- **Determine what's essential** and start with that
- **Just enough process** to facilitate progress (fidelity, docs)
- **Bootstrap** your product or service
- **Iterate all the things**



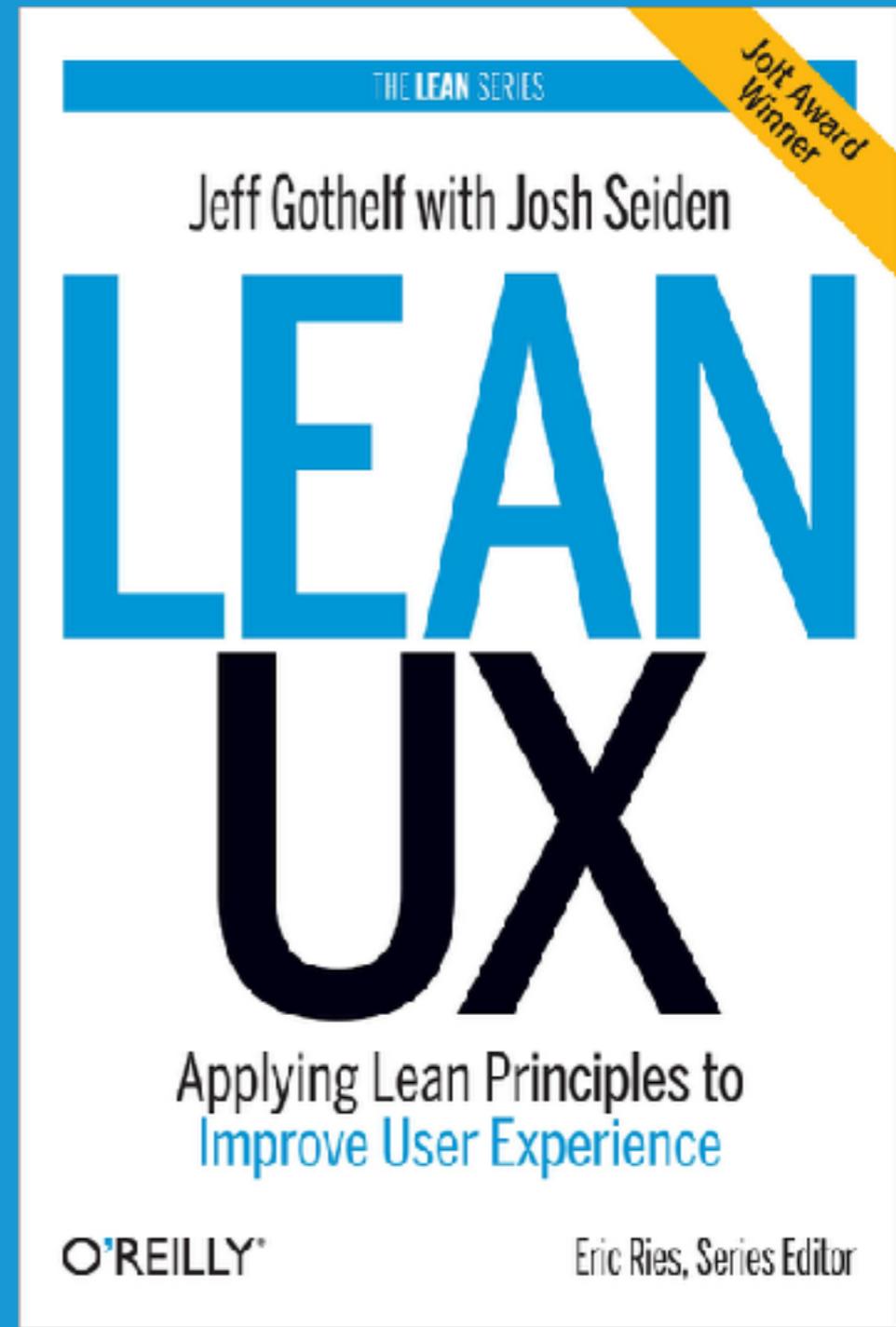


A screenshot of a Google search results page for the query "lean ux canvas". The results are filtered under the "IMAGES" tab. The top result shows a diagram titled "Lean UX Canvas" with a 2x4 grid of numbered boxes (1-8) and some explanatory text. Below the image is a snippet of text from a Medium post by Jeff Gothelf. A smaller thumbnail of the same diagram is also visible in the snippet area.

The Lean UX Canvas – Jeff Gothelf – ...  
<https://medium.com/the-lean-ux-canvas...>

Dec. 15, 2016 · This canvas codifies the process we first introduced in the Lean UX book. Today, I use this process to help teams frame their work as a business problem to solve (rather ...

The Lean UX Canvas | Jeff Gothelf





Thank You

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