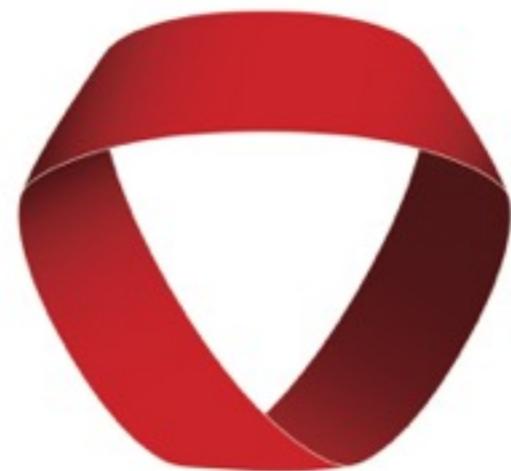


LEAN UX

@thepaulrayner

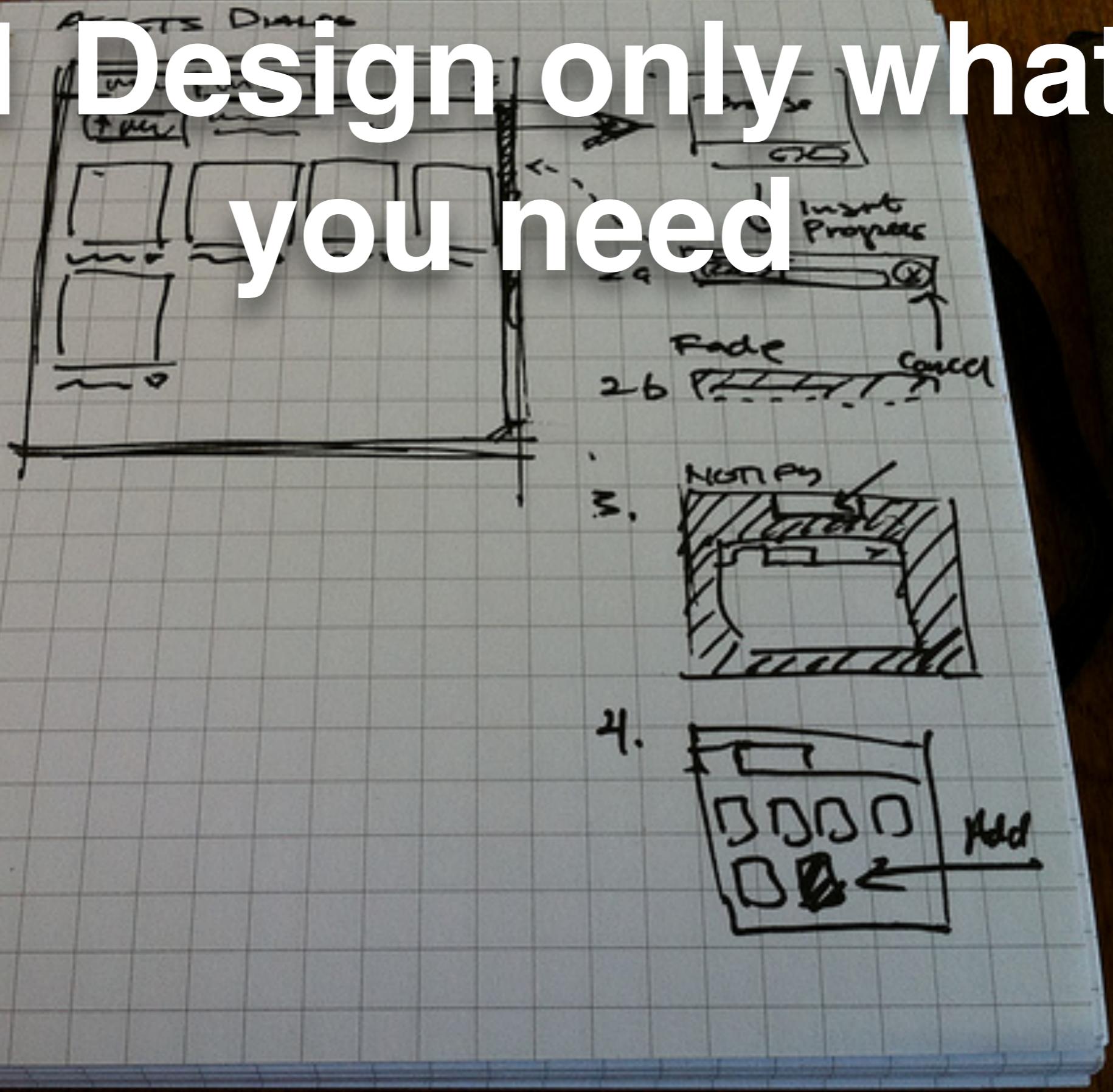


virtualgenius
leading by design

LEAN UX

3 Things

#1 Design only what you need



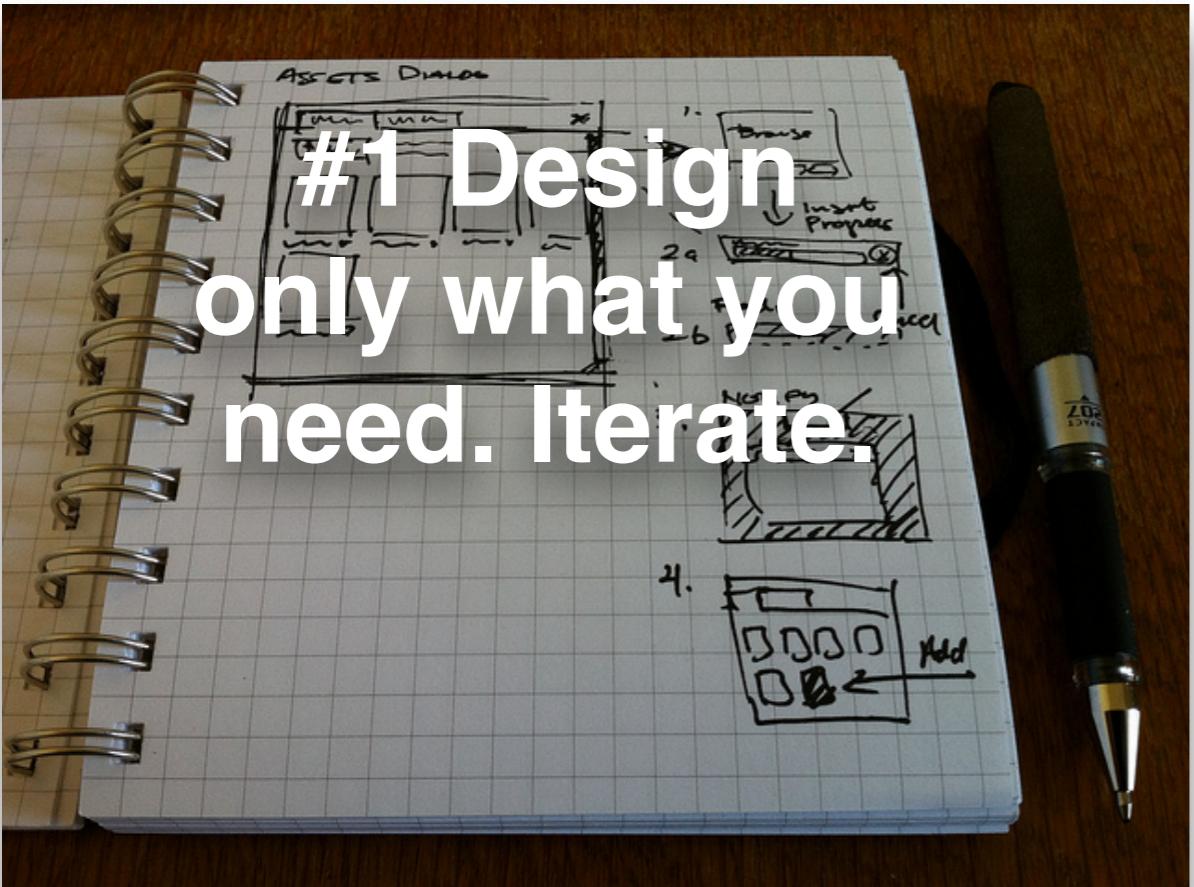
A young man wearing a red baseball cap and a red polo shirt is smiling at the camera. He is holding a white pizza box with both hands, presenting it towards the viewer. The box has the word "PIZZA" printed on it in red. Inside the box is a large, round pizza with various toppings, including what looks like basil leaves and red bell peppers. The background is plain and light-colored.

#2 Deliver quickly

A young girl with long brown hair is smiling while leaning against a brown horse. She is wearing a brown long-sleeved shirt and blue jeans. The horse is wearing a bridle and a saddle. They are outdoors in a grassy field with trees in the background.

**#3 Fast & frequent
customer feedback**

**#1 Design
only what you
need. Iterate.**



**#2 Deliver
quickly**



**#3 Fast & frequent
customer
feedback**

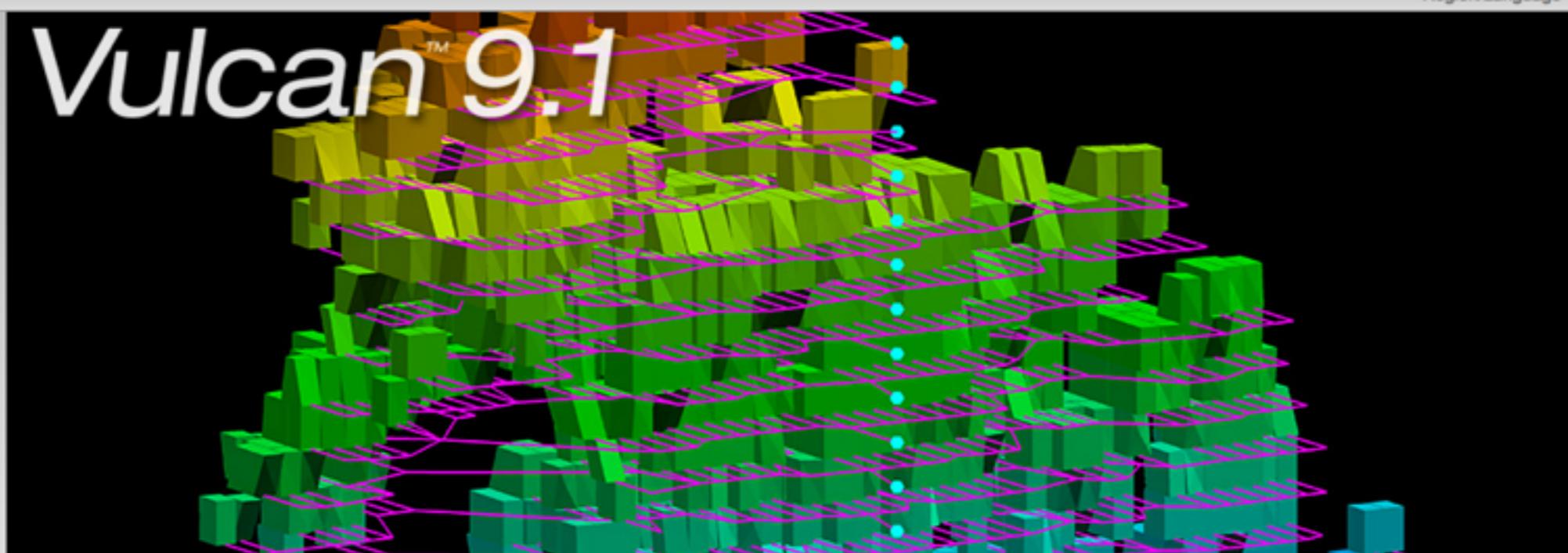


My First Programming Gig

1990



Born in 1990, the same
year *Kindergarten Cop*
was released.



Incident Management with BlastLogic

Discover how incident investigation can be managed quickly and easily with BlastLogic.

New continuous survey

Announcing I-Site Drive – a system to continuously acquire survey data from a moving vehicle.



Maptek Evolution

Maptek Evolution applies strategic mine planning tools to maximise the value of your deposit.



Webinar: Mine Design & Conformance Reporting

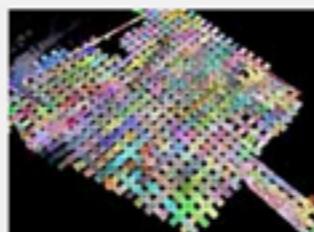
A brief overview of open pit coal mine design using Vulcan, and the conformance to that design using laser scan data in PerfectDig.

Insight starts here



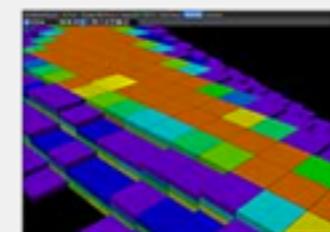
Discover new ways to solve old problems, learn about cutting edge applications and read articles which tackle the wider impacts of mining technology.

Underground survey solution



I-Site laser scanning easily handled a large underground survey project, delivering accurate data to guide mining operations.

Calculate haulage while scheduling



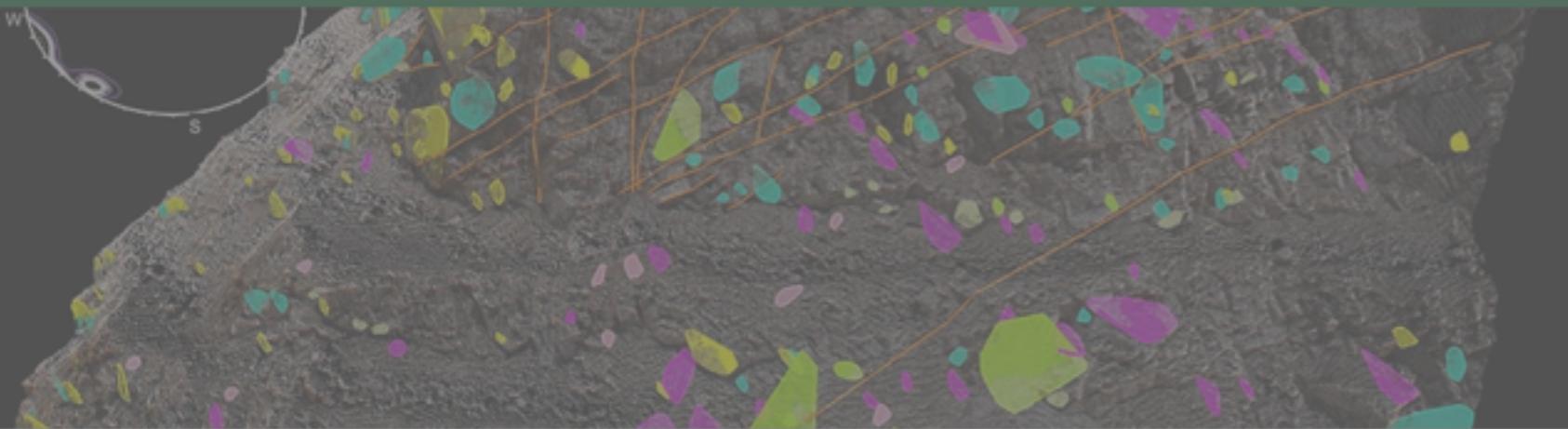
Evolution calculates haulage data on the fly when running schedules, helping mine planners to rationalise costs early in a mining project.

Maptek™ is a leading provider of innovative software, hardware and services for the mining industry. Founded over 30 years ago, Maptek develops products which are used at more than 1700 sites in 65 countries. Products cover the whole mining cycle from exploration to reclamation. [More about Maptek >>](#)

What's New

- [Data driven solutions secure the best results](#)
- [Capturing a blue whale with an I-Site 8820 laser scanner](#)
- [Citation in Applied Geostatistics helps you realize the answer may be "It depends..."](#)
- [Leading Maptek at the forefront of mining technology – Part 3](#)
- [Leading Maptek at the forefront of mining technology – Part 2](#)





I-Site Studio - Geotechnical Module

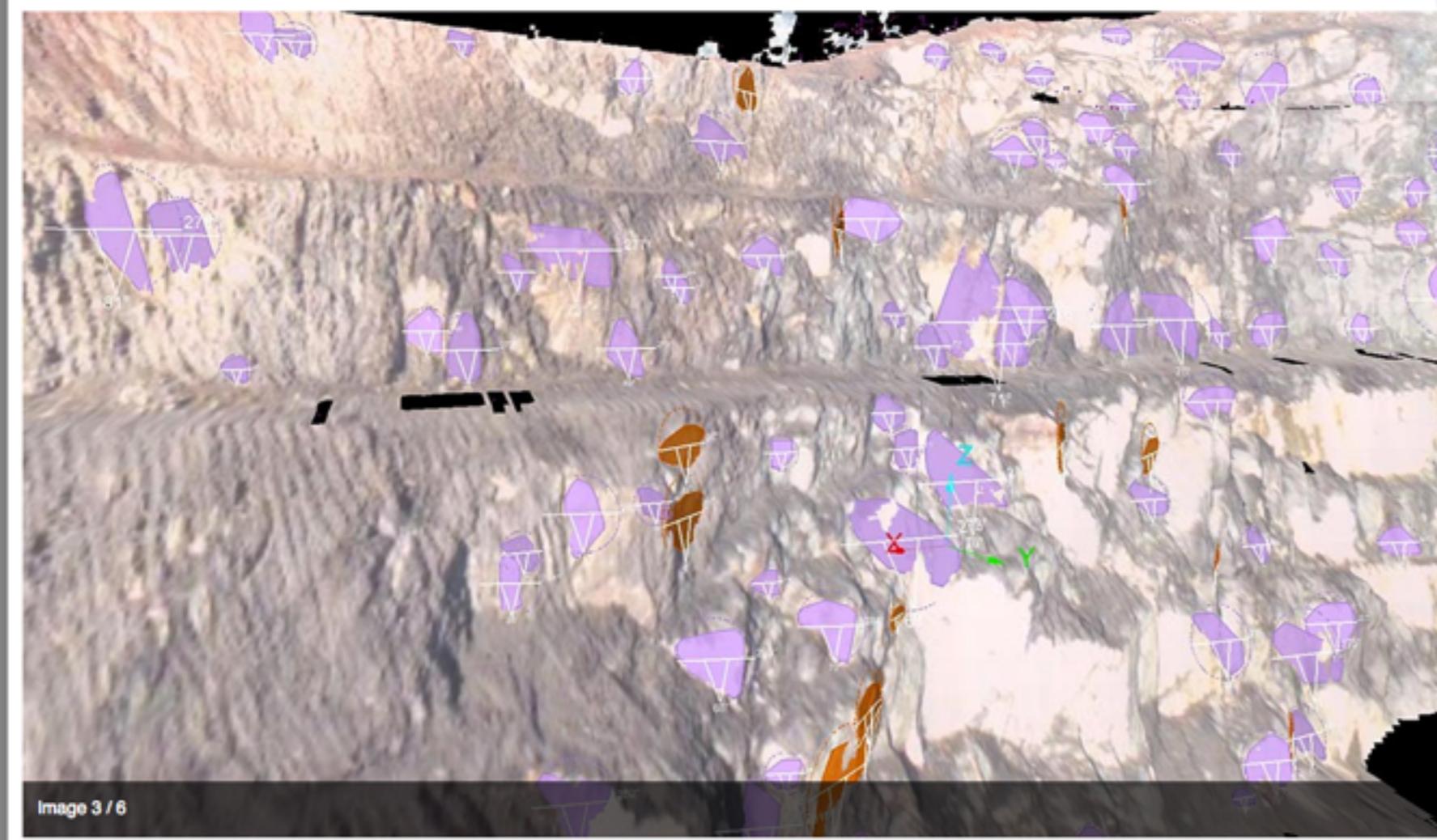
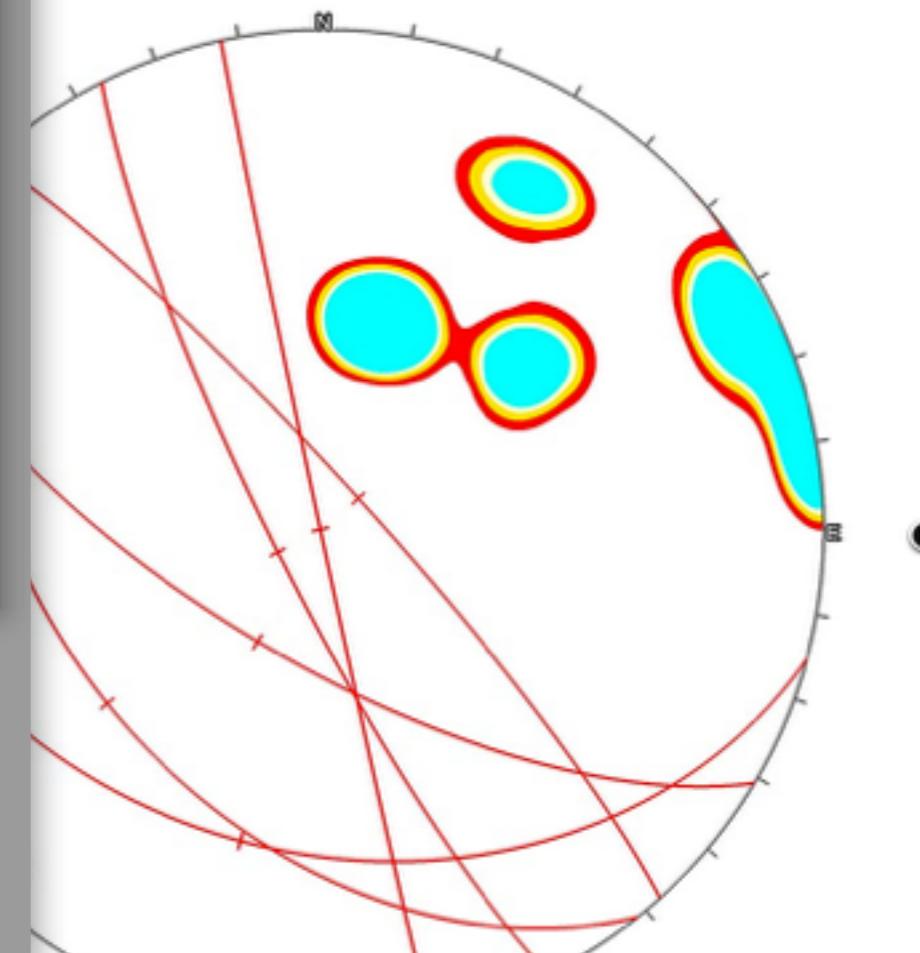
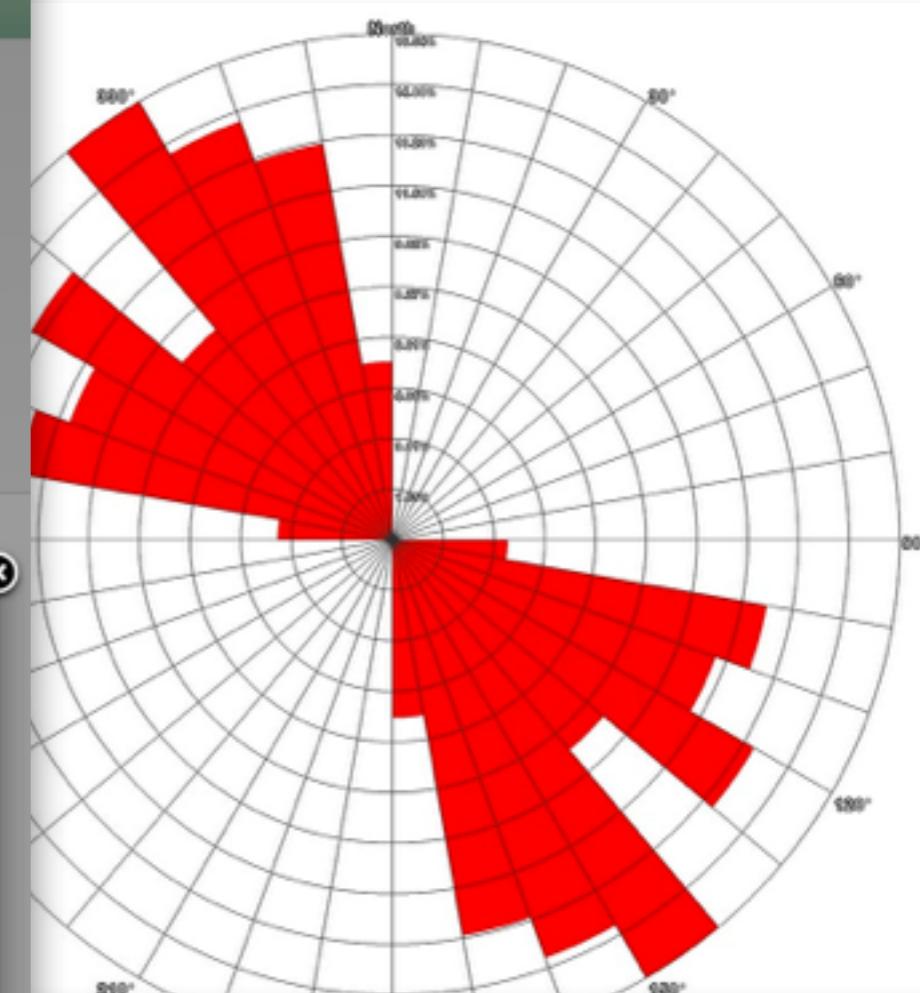
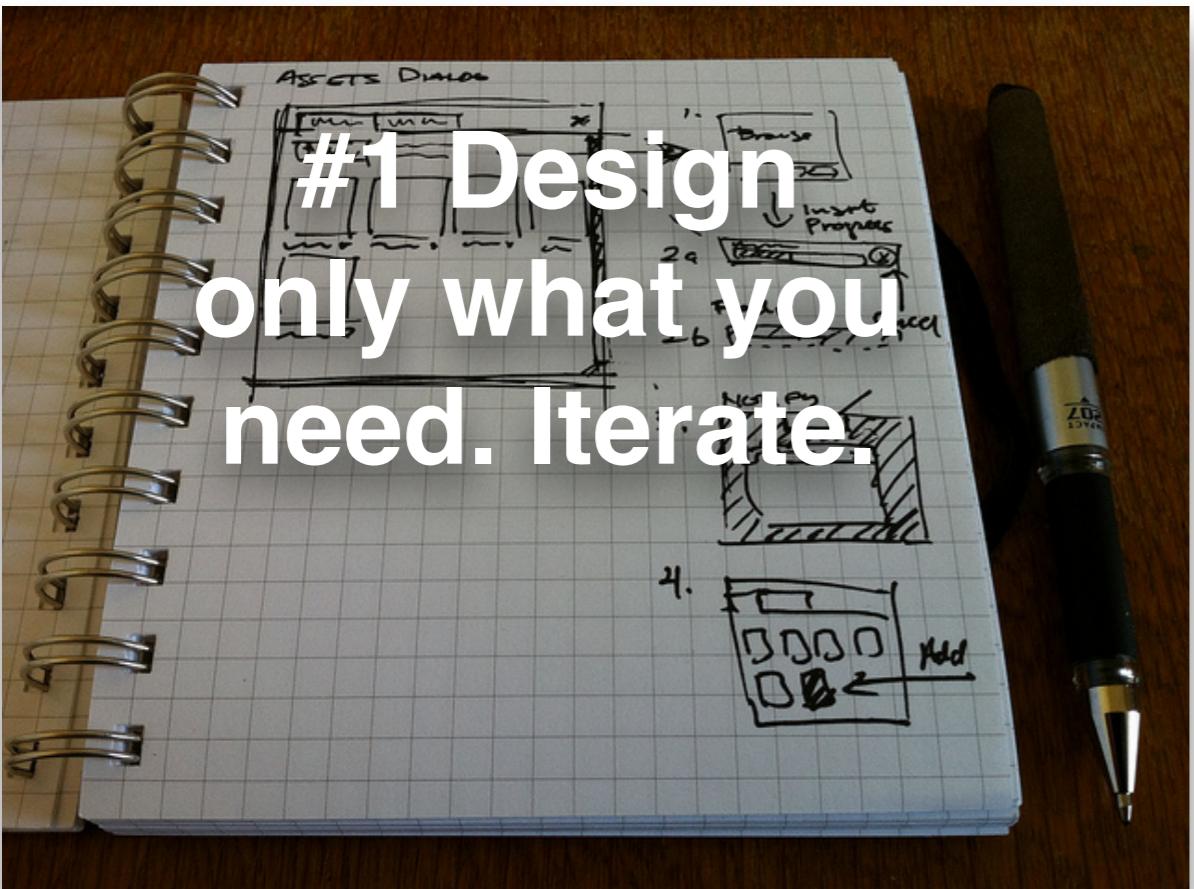
[Contact Maptek I-Site](#)

Image 3 / 6

[Download the flyer >>](#)

**#1 Design
only what you
need. Iterate.**



**#2 Deliver
quickly**

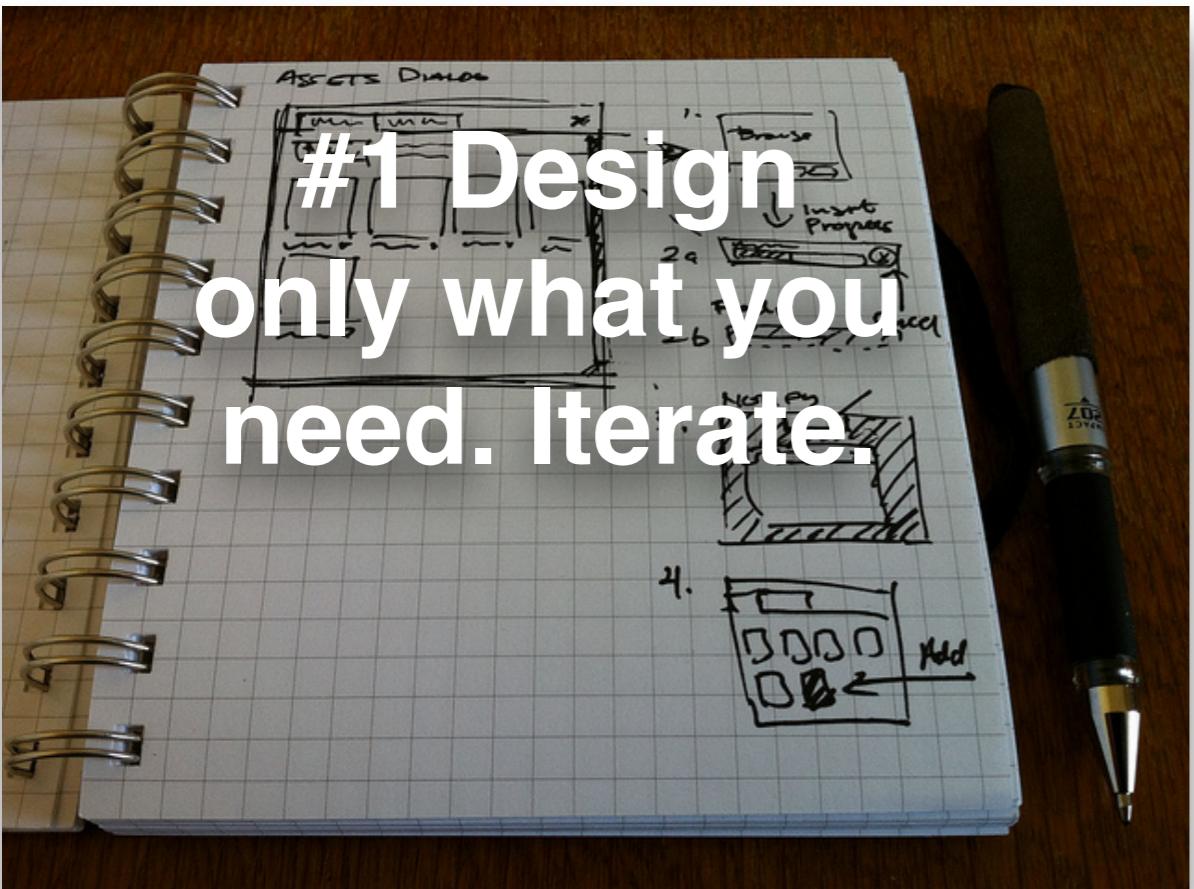


**#3 Fast & frequent
customer
feedback**



<https://www.youtube.com/watch?v=szr0ezLyQHY>

**#1 Design
only what you
need. Iterate.**



**#2 Deliver
quickly**



**#3 Fast & frequent
customer
feedback**





**Maximize flow of
value to the customer**

THE LEAN SERIES

Jeff Gothelf with Josh Seiden

LEAN UX

Applying Lean Principles to
Improve User Experience

O'REILLY®

Eric Ries, Series Editor



O'REILLY®

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Lean UX Workshop

Jeff Gothelf**VIDEO**[Larger Cover](#)

Lean UX Workshop

Aligning Business, Design, and Technology

By Jeff Gothelf

Publisher: O'Reilly Media

Final Release Date: April 2014

Run time: 3 hours 44 minutes

[Write a Review](#)

Lean Startup and Lean UX: Aligning business, design, and technology

Dive deep into Lean Startup and Lean UX methods with this comprehensive workshop video—and learn how to remove risk from the software development process. Recorded live in Boston in February 2014, this **Lean UX Workshop** provides a potent, fast-paced mix of...

[Full description](#)

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| Nordstrom Case Study (Free) | 21m 11s |
| Assumptions and Hypotheses (Free) | 14m 01s |
| Personas | 36m 36s |
| Outcomes and Features | 12m 03s |
| Writing Hypotheses | 08m 23s |
| Design Studio | 25m 24s |
| Experiments and MVP's | 12m 14s |
| Research | 18m 21s |
| Combining Lean and Agile | 27m 19s |
| Tools and Techniques | 15m 11s |

Agile

+

Design thinking

+

Lean startup

=

Lean UX

“Design isn’t just to satisfy requirements, but also to uncover requirements”

- Fred Brooks



ASSUMPTION

**The design &
requirements are 100%
correct**

- Waterfall

GOAL

Minimize change

- Waterfall

ASSUMPTION

**The Product Owner
understands the
customer's needs**

- Scrum

GOAL

**Deliver customer
features**

- Scrum

ASSUMPTION

**We could be 100% wrong
about customer needs**

- Lean UX

GOAL

**Deliver customer outcomes
based on frequent
feedback & learning**

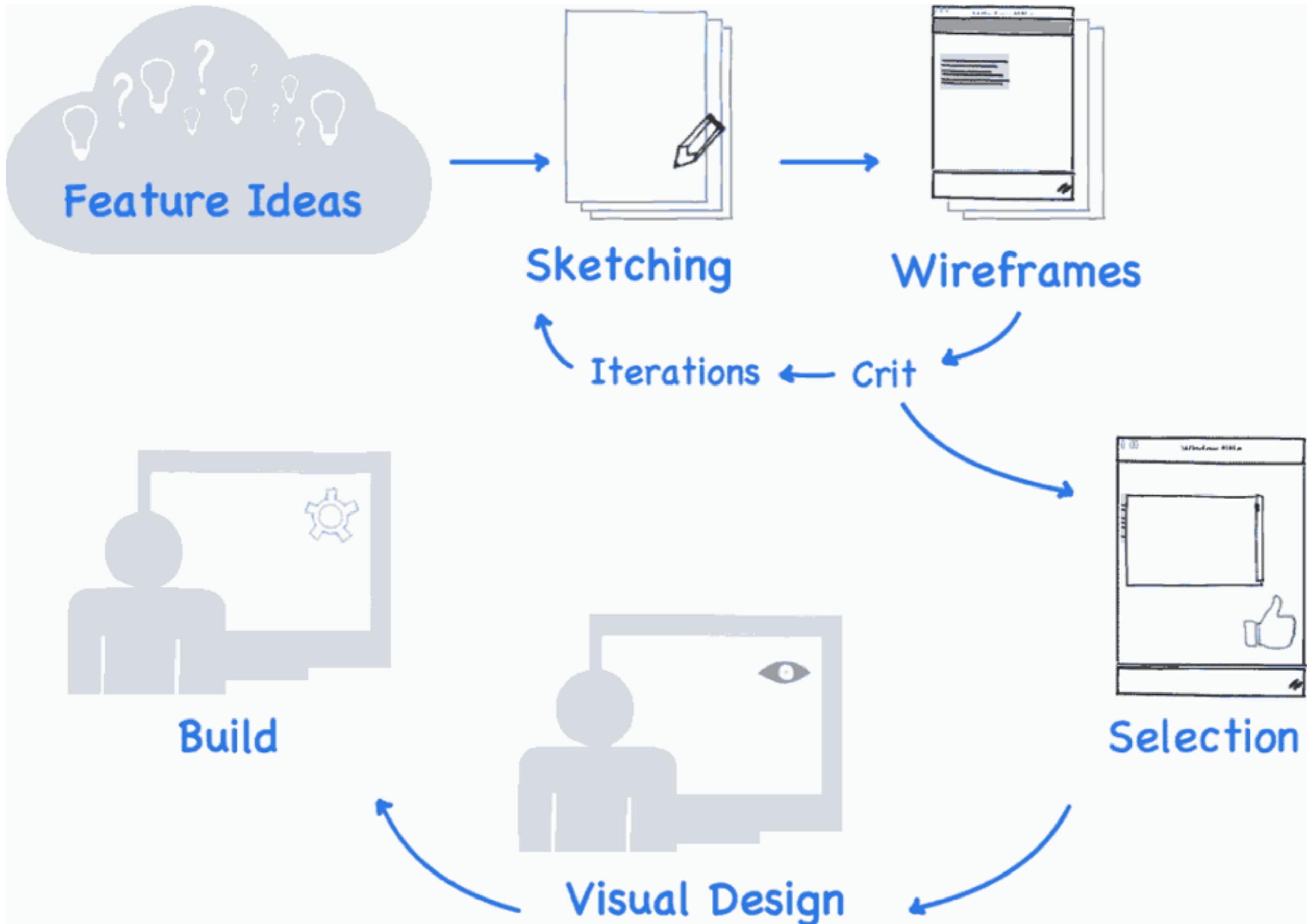
- Lean UX

2002



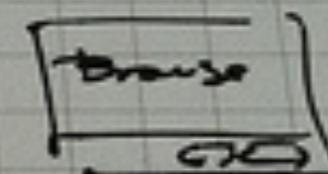
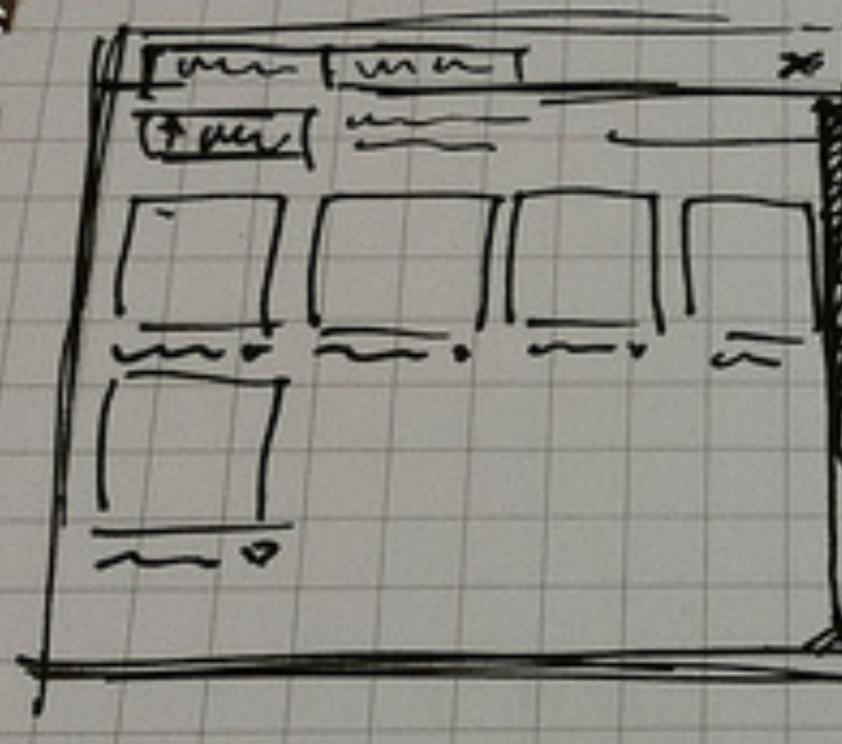


Sketching, Mockups & Prototypes





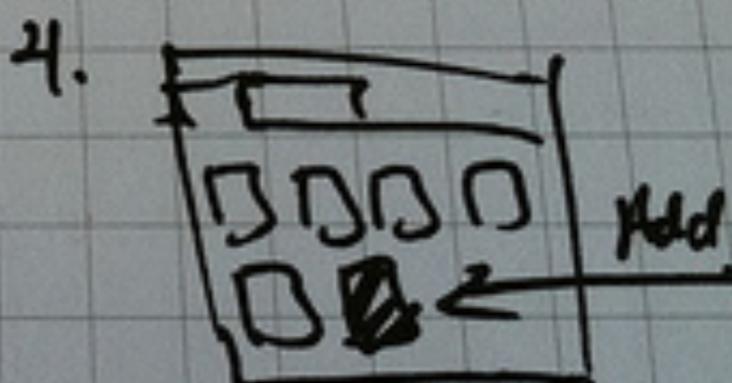
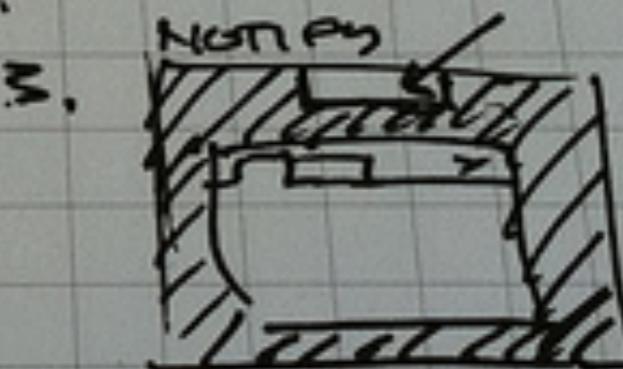
AFFECTS Dialog



1.
↓ Insert
Properties

2a

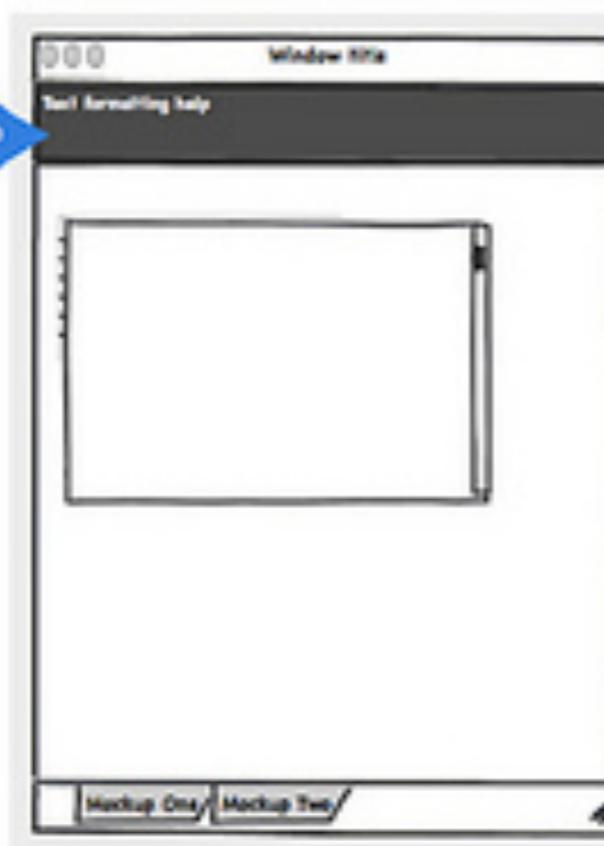
Fade
2b



Text element selected; Click to edit



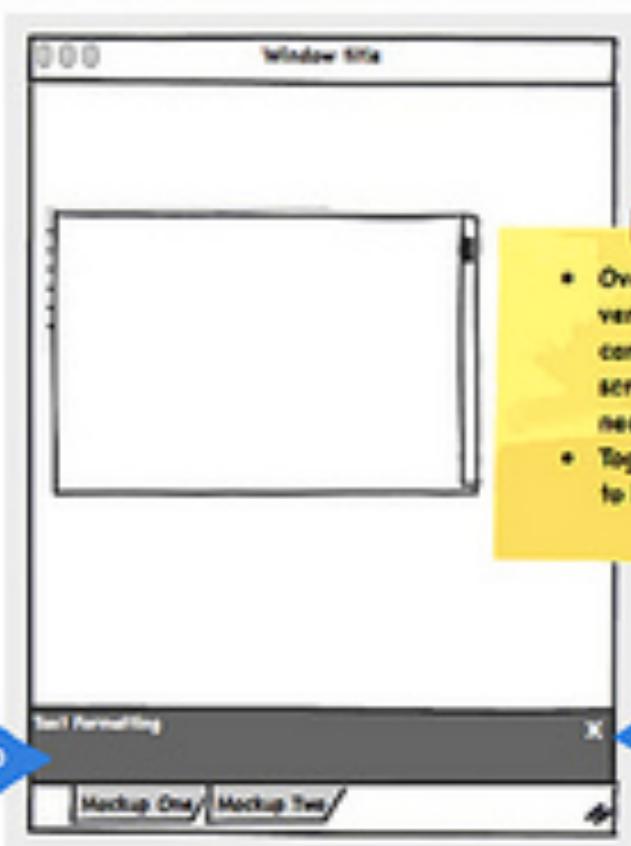
HUD shown in place of Library; PI hides



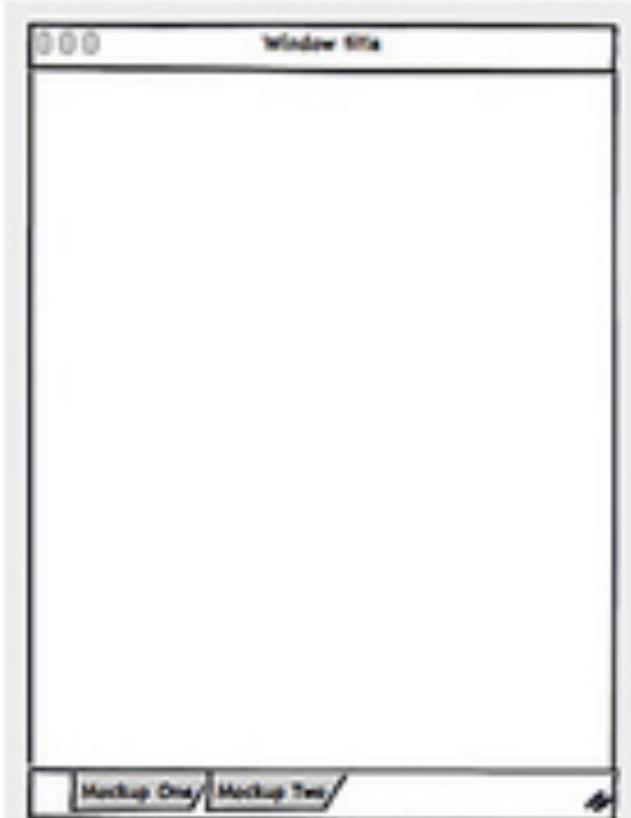
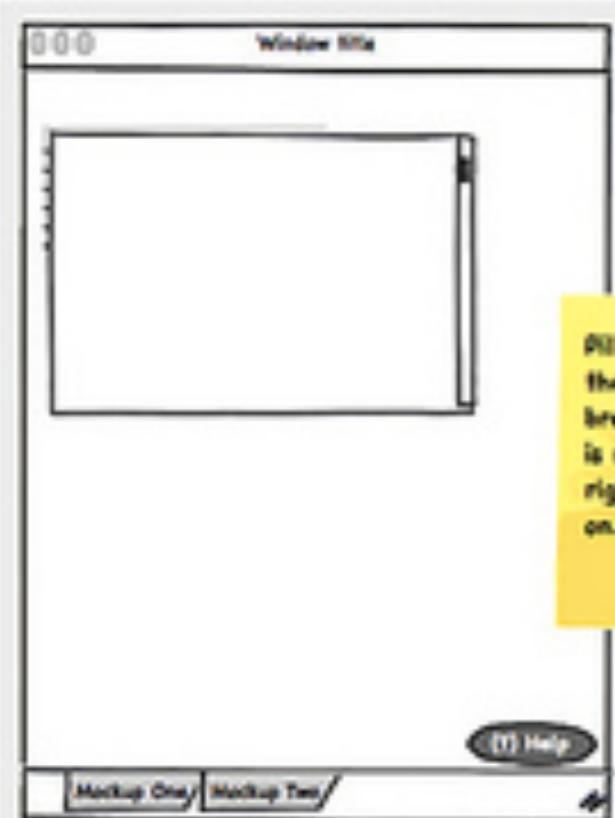
HUD in right library



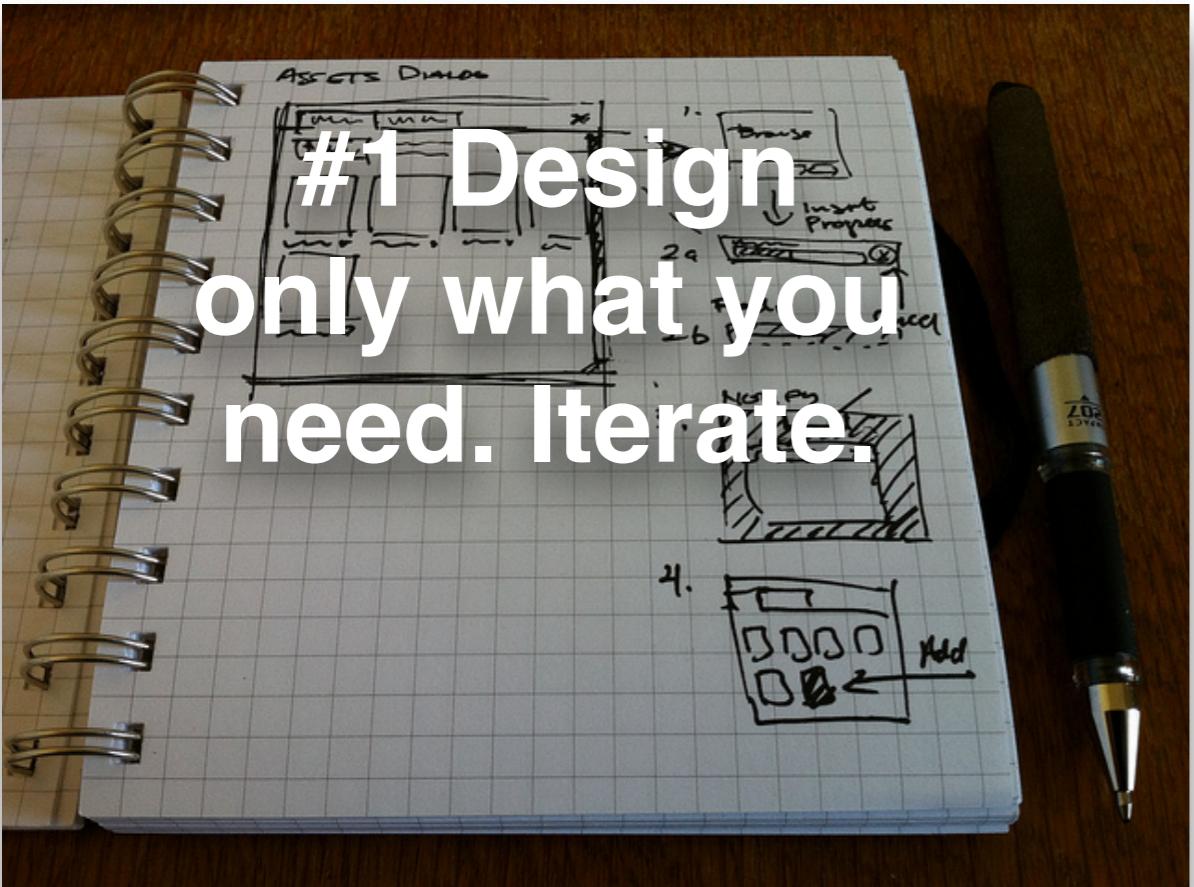
No library; HUD overlaid below



HUD toggled off; Toggle button in bottom



**#1 Design
only what you
need. Iterate.**



**#2 Deliver
quickly**



**#3 Fast & frequent
customer
feedback**



2010



Need Assistance?

Live Chat

Sign In

More than One Million People a Day Visit Healthgrades to Find a Provider

Update your profile now to attract more patients and referrals

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Complete your profile to make your practice more relevant and discoverable online for consumers and referring physicians.



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More than half of our visitors make an appointment within a week. They're twice as likely to do so when your profile is complete.



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Over 100,000 providers visit Healthgrades monthly to make more informed referrals.



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Ensure that your profile is accurate, comprehensive, and differentiated from others in your specialty, and connect with patients who can benefit most from your care.

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Provider's Name:

City, State or ZIP:

I am the provider

I am authorized to manage the provider's profile

Your Email:

Re-type Your Email:

Create Password:

I agree to the Healthgrades [User Agreement](#)

Register Now > | It's Free

All profile changes require identity verification.

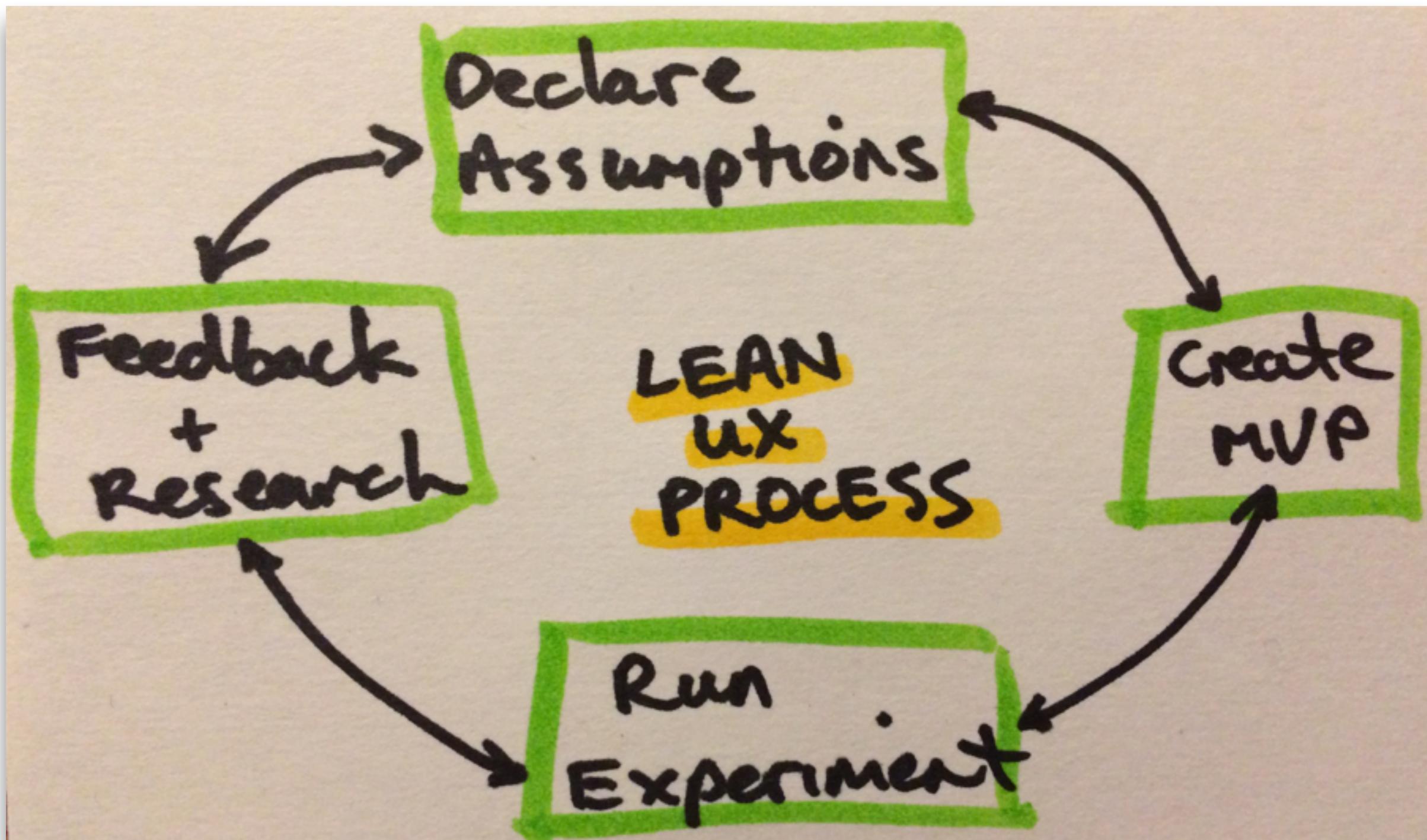
**“Agile is about experimenting.
About having a hypothesis
and then verifying it.”**

- Mike Cohn

“Requirements don’t exist.

**What you have are
unvalidated assumptions.”**

- Paul Rayner



Personas

PERSONA

① sketch
+
name

③ Pain points
+
needs

②

Behavioral
demographic
info

④

Potential
solutions



SUSAN

32

NYC

"WORKING
MOM"

- MARRIED
- 2 KIDS, AGE 5 & 9
- WORKS LONG DAYS AS A LAWYER
- HUSBAND WORKS @ HOME
- VALUES TIME w/
FAMILY

NEEDS

- DOESN'T KNOW WHAT HER KIDS DO @ SCHOOL
- TOO BUSY TO HELP w/ HW
- NO COMMUNICATION w/ TEACHER

SCREE BY

- ENABLE GOOD CONVERSATION w/
KIDS
- MAKE IT EASY TO
REACH THE
TEACHER

2015

Remote Coaching

Lean UX

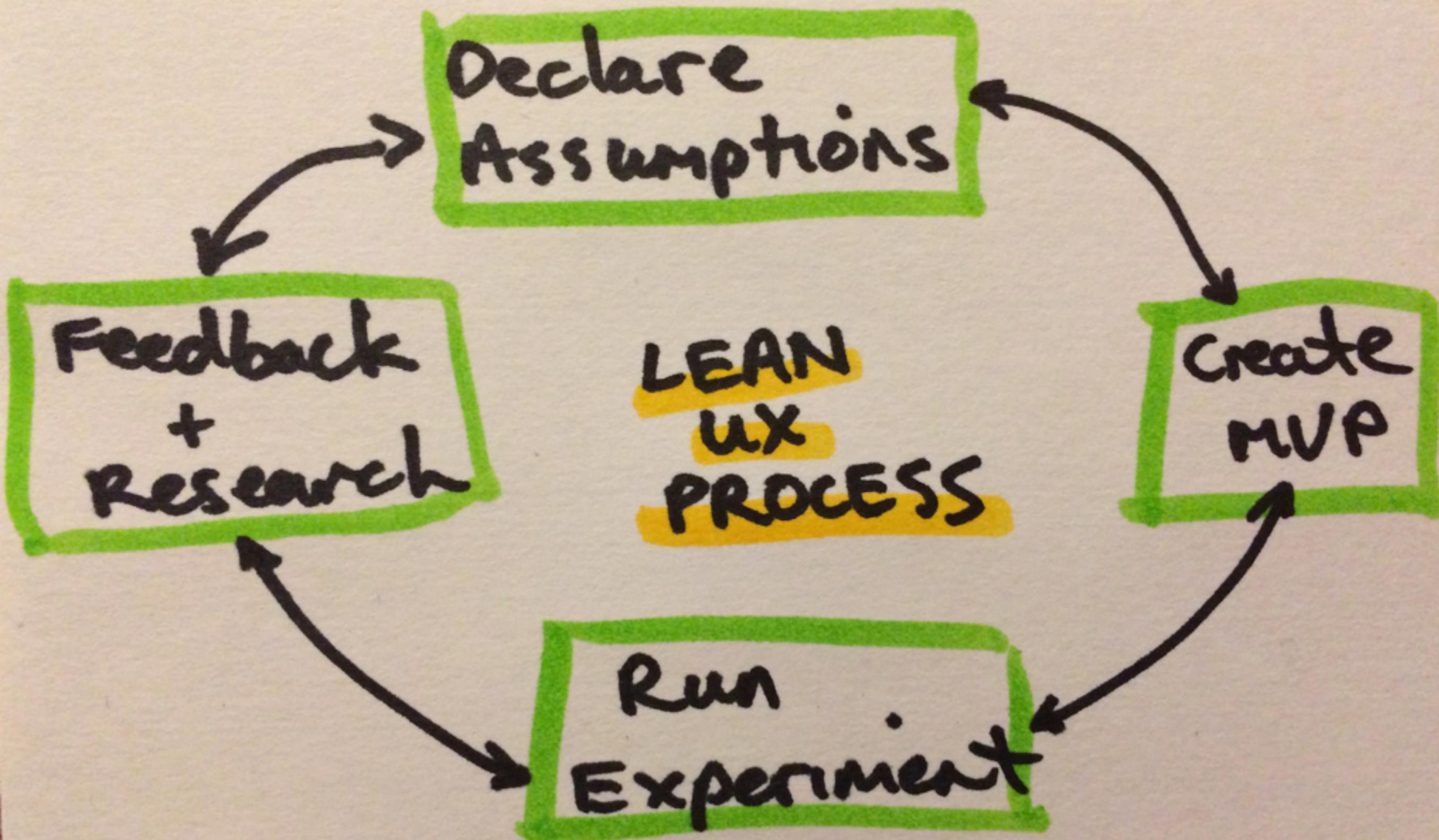




“It is potentially a profitable side-business, possibly even more so than any of our core businesses, if we get it right.”



French-Property.com
Real Estate, Real Living, Real France



Hypothesis Statement

We believe creating a landing page for mortgages should lead to 50+ new applications/month for Jean-Pierre

Not Real!

**MVP - Minimum
Viable Product**



French Property Mortgages

French-Property.com is working with a selection of UK & French lenders & brokers, providing independent advice to help you find the best way to finance your house purchase in France.

We can help you:

- ✓ Explore mortgage & finance options
- ✓ Decide which option is most suitable
- ✓ Find the best deal on the market
- ✓ Apply for the finance on your behalf
- ✓ Assist with any translation that you may need

Receive a free personal assessment

Please submit this form in order for us to manually review the financing options available to you.

This will only take a few minutes. If you are unsure of any answers, please skip them as you can always let us know later.

Are you currently looking to raise finance in France, UK or elsewhere?

- France
- UK
- Elsewhere

[Next Step](#)

[Back to French-Property.com »](#)

**Use an MVP to
maximize learning**

The MVP Big Five

1. Clear and concise

The MVP Big Five

2. Prioritize ruthlessly

The MVP Big Five

3. Stay agile

The MVP Big Five

4. Measure behavior

The MVP Big Five

5. Use a call-to-action

The MVP Big Five

- 1. Clear and concise**
- 2. Prioritize ruthlessly**
- 3. Stay agile**
- 4. Measure behavior**
- 5. Use a call-to-action**



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- ✓ Assist with any translation that you may need

Receive a free personal assessment

Please send us your details with this form below. We will contact you shortly to gather more information to help us find the best financing options available to you.

Your contact details:

Name

Name

Email

Email

Telephone

Telephone

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Your contact details:

Name

Email

Telephone

Telephone

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“...the main thing is that before you can register to use the system,

it has a number of questions that will *help stop people from signing up if they have no hope of obtaining a mortgage through us*”



Agile Sprints

*Velocity
Points
Iterations
Continuous Deployment*

Only part of
the story!

Lean Cycles

*Generative Research
Ideation
Mental models
Behavior Models
Test Results
Competitive Analysis*

THINK

*A/B Testing
Site Analytics
Usability Testing
Funnel
Sign-ups*

CHECK

MAKE

*Prototypes
Wireframes
Value Prop
Landing Page
Hypotheses
Comps
Deployed Code*

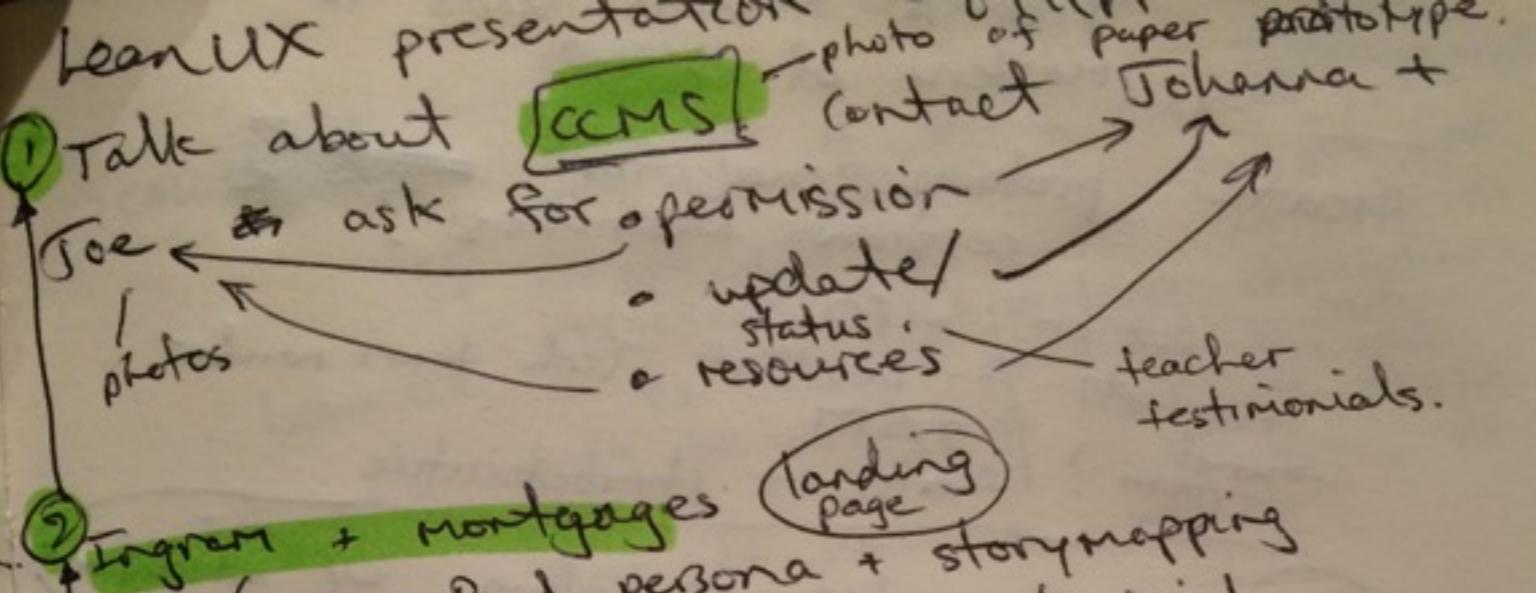
Reduce
cycle time,
not build
time

**“A design isn’t finished
until somebody is using it”**

- Brenda Laurel

A photograph of several ceramic objects, including a large terracotta vase, a textured bowl, and a wicker basket containing a large vessel, arranged in front of a red brick wall.

The Lesson of the Ceramics Class



2 **Ingram + mortgages** (landing page)

{ Jean Paul persona + story mapping
look up his blog + testimonial.

3 **Healthgrades** - Admin (Physician Portal)
w/ Stacy

1st exp working w/ UXD

UXD + BOD = Awesome

BOD Support Rudder on large ship
Shows Iceberg diagnosis.

other project w/ April + Angie.

reflected, but very important

① who is my customer?
② who is not?

"It's how I think about slow dev. Persona

Lean UX book - hypotheses, not req's, assumptions, validate experiments, pull value from customer

waste Learn avoid writing custom SW MVP

Geologists Martin

4 Tell my story!
"collaborative design"
Meptek - Envisage - Bestech - show screenshot

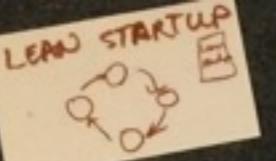
style guides

Mt Newman
Leigh Creek - ?
Aquifer

Lean UX

#1 Design only what you need

Nordstrom Innovation Lab
- Show video
- look for #1 - 3



ASSUMPTIONS
waterfall / Scrum (Learn Reg's series for them)

"Design isn't just to satisfy requirements, but also to uncover requirements"
- Fred Brooks

#2 Deliver quickly

(Ceramic Class)

Audience feedback on ex's of #1 - 3

"Requirements don't exist. There are only unvalidated assumptions."
- Paul Pagan

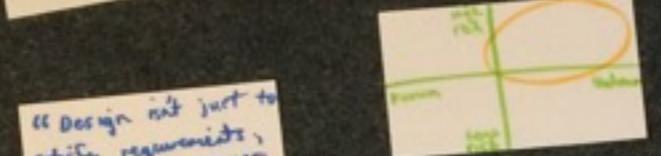
Key Pts

→ Decline Assumptions →
Feedback research
LEAP or Create
PROCESS map
Run experiment →

"Design is inevitable.
The alternative to good design is bad design, not no design at all."
- Douglas Muster

Maptek/Uncan
- Create L / Galaxy
- Co- Health grades
- Stacy + Angie
forgot one

MIVHS. U.



"Good design is a lot like clear thinking made visible."
- Edward Tufte

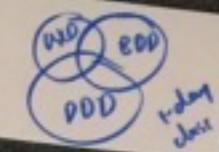
TOOLS

Mockups

Prototypes

RESOURCES

- my blog
- book
- O'Reilly videos
- my class?



Ceramics Class

- Why you need to fail
- Iterate

Lean UX p12

Outcomes
↑ Person
→ Feature

PERSONAS

Personas
↓ Shaped by behavioral
demographic
needs

"The only important thing about design is how it relates to people."
- Matt Beale

Ingrams

- Landing page

Maximize learning fast
- Clear & concise
- Prioritize ruthlessly
- Short cycle
- Measure behavior
- Use a call-to-action

MVP

MVP Focus
/ Learn
→ Deliver value ASAP

Jeff CO

- Teachers as PO's
- No Mockups, flow
-

"A design isn't finished until somebody is using it."
- Brenda Laurel

CONTINUOUS +
COLLABORATIVE
DESIGN

- Iterative design
- whole team involved
- DS Disciplines
- regular audience &
customer involvement

"Design is not just what it looks like + feels like. Design is how it works."
- Steve Jobs

A/B Testing
Multiple pages



Experiment

Impact
mapping

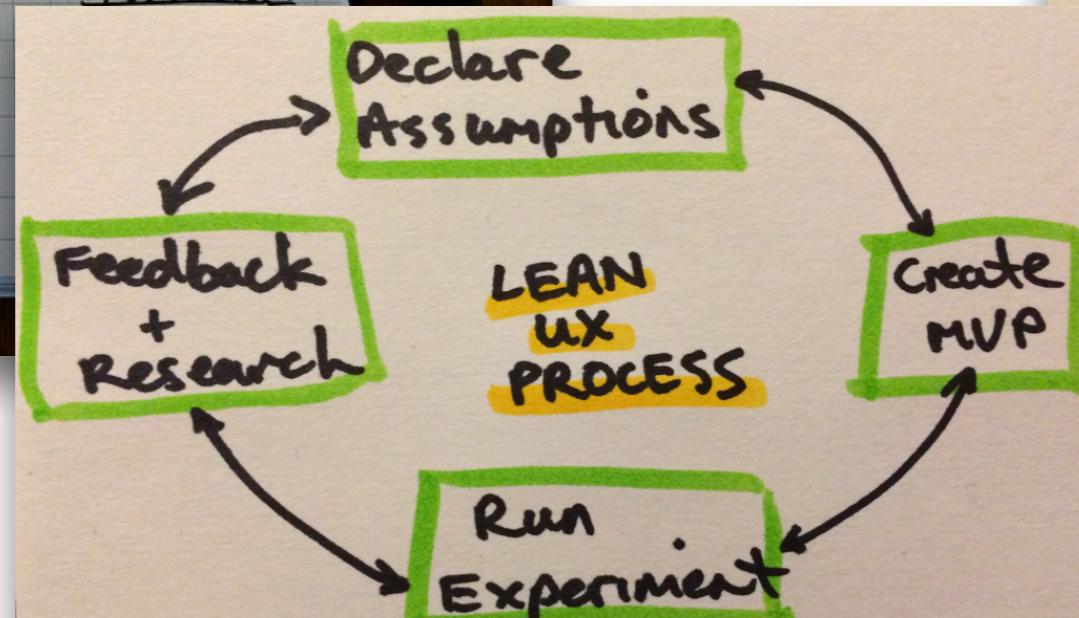
Feedback
+
research

New landing page
New Q's
Back-end processing
(Final report!)

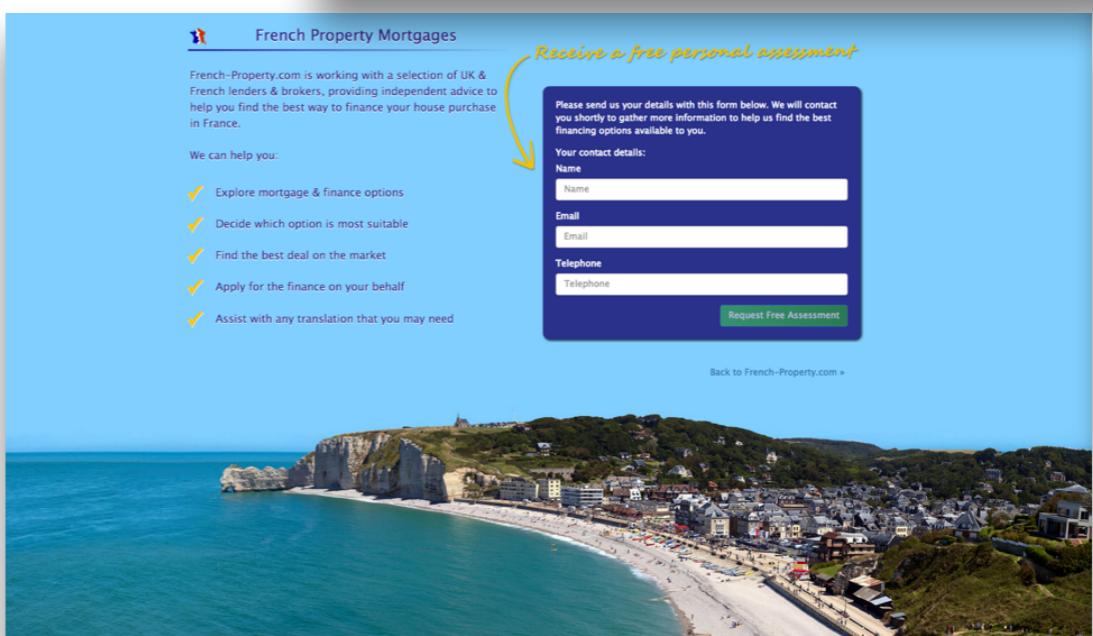


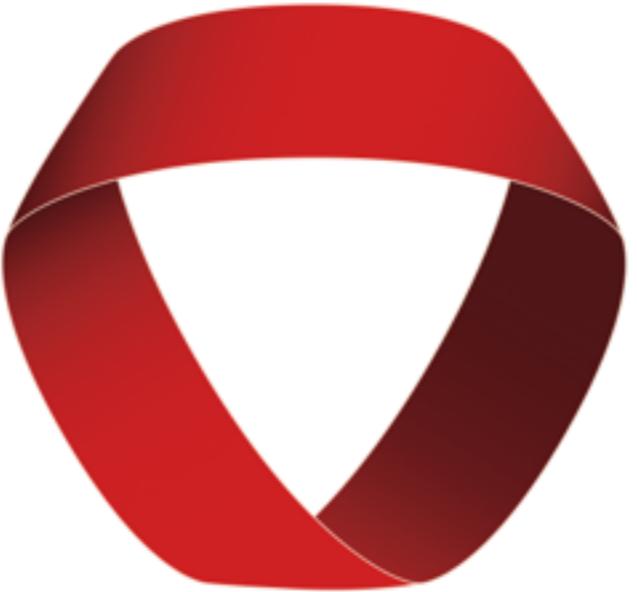


#1 Design only what you need. Iterate.



#2 Deliver quickly



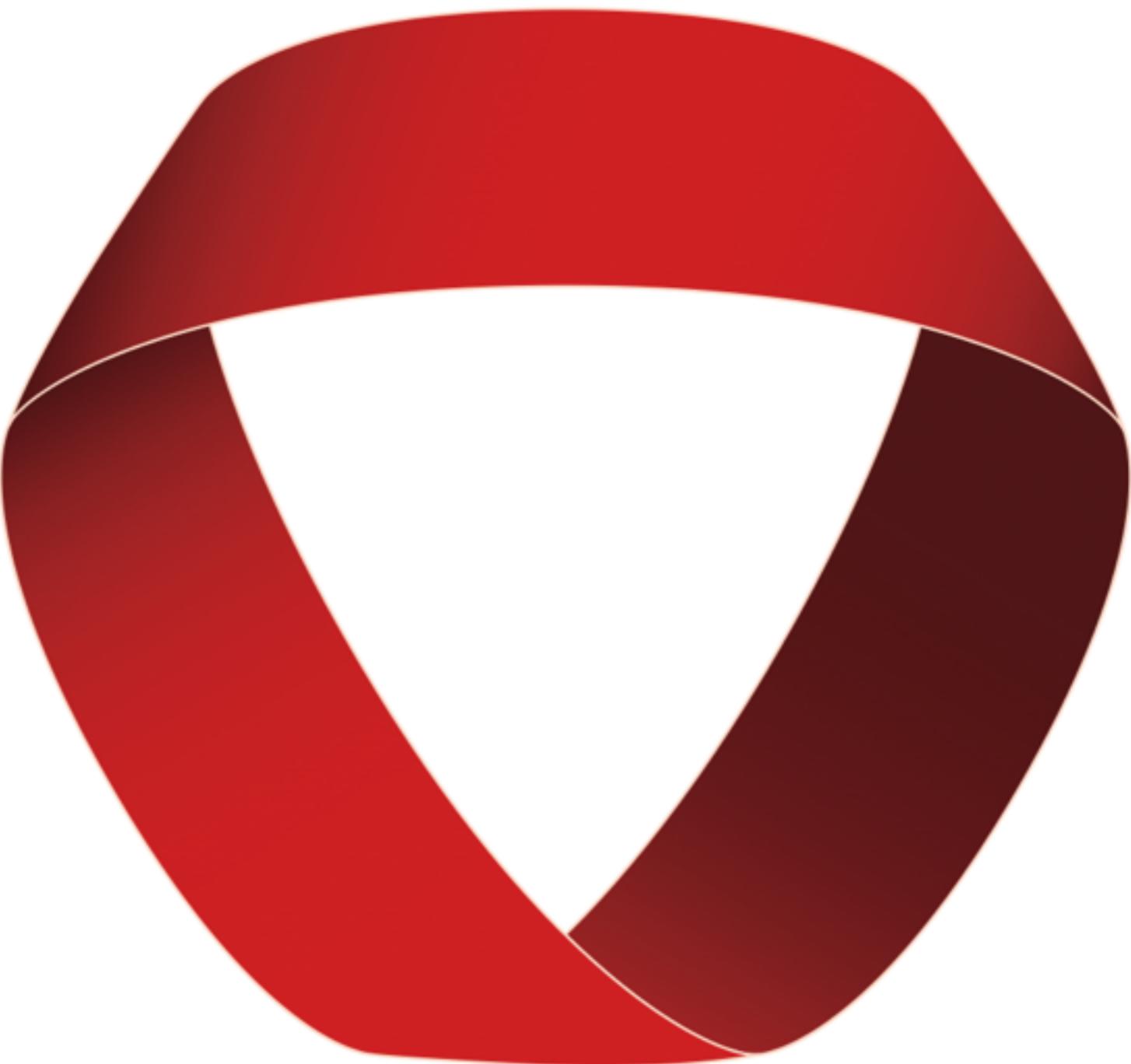


virtualgenius
leading by design

@thepaulrayner

thepaulrayner.com

paul@virtual-genius.com



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