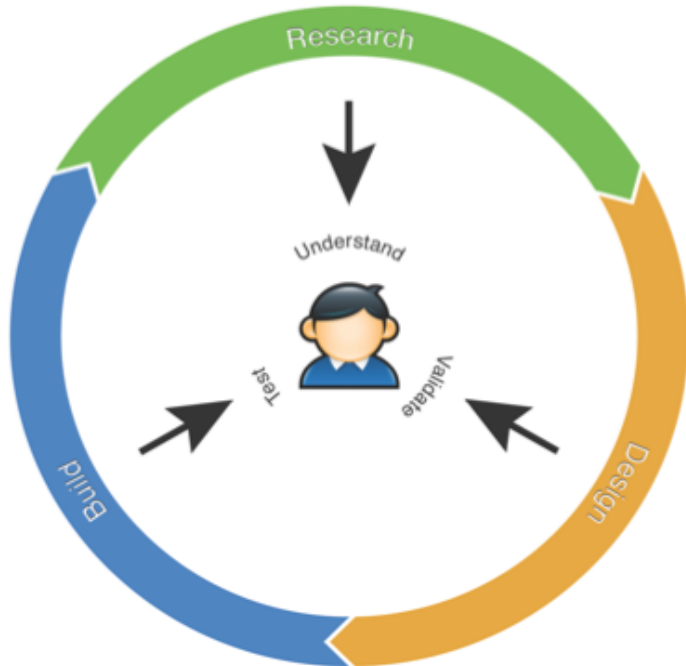


Customer Involvement Plan

Created by Joel Nave, last modified on Mar 01, 2016

User Centered Design

The more we know about our users, their business and their needs the better value and experiences we will deliver.



Three Phases

Our Customer Involvement Plan (CIP) will include the below three phases. The overriding goal is to greatly reduce the risk of failure while ensuring that we have a Minimal Lovable Product that will deliver value to the primary persona and the customer.

1. Research
2. User Feedback Sessions
3. Usability Assessment

User Research

Objectives

- Understand the wants and needs of the primary user persona.
- Understand the goals of customer stakeholders.
- Understand how customer / user accomplishes these use cases now and how they hope to improve on the current approach.
- Get answers to open questions.
- Obtain artifacts that will enhance the design process.

How

- Structured Interview - Meet with stakeholder(s) and ask open ended questions
- Contextual Inquiry
 - Meet with end-user and discuss how they accomplish the target use cases today.
 - Best done at their desk with their current tools at hand.
 - Ask targeted questions to understand wants and needs.

User Feedback Sessions (UFS)

Objectives

- Solicit feedback on designs to refine design prior to implementation

How

- Provide users a (screen) design and ask them to describe it.

- Use "speak aloud" technique to have them verbally walk through flows.
- Iterate on designs and review updated screens with end-user.

Usability Assessment (SUA)

Objectives

- Determine if the Minimum Lovable Product has been achieved.
- Assess usability of solution and target areas for improvement.

How

- Upload customer data into test environment
- Provide user scenarios to complete
- Observe user using the system and note issues
- Have user complete a [SUS questionnaire](#)

Customer Requirements

To reduce the risk of failure and ensure that we provide value to our user and customers we need help from our customers.

Customers Needed

- Minimum of two customers needed.

Participants and Requirements

- Primary Stakeholder - Structured Interview with stakeholder (30 minutes)
- Primary Persona User
 - Contextual Inquiry - 1 hour in users environment (cube / office).
 - User Feedback Sessions - 1 hour per session. Can be remote or at customer site.
 - Usability Assessment - 1 hour. Onsite at customer.


Timing

Phase 1: Research - February 22 - March 4

Phase 2: User Feedback Sessions - Pre-schedule following sessions with each primary user.

Week of	Length	Participant	Event	Description
Feb 28	45 min	Stakeholder	Structured Interview	Structured Interview of key customer stakeholder.
Feb 28	1.5 hrs	Primary User	Contextual Inquiry	Meet with target user in their environment to understand their wants and needs.
Mar 7	1 hr	Primary User Stakeholder Optional	User Feedback Session	Review concept designs for user feedback to iterate on designs.
Mar 14	30 minutes	Primary User	User Feedback Session	Get any open questions answered and review any updated designs.
Mar 21	1 hr	Primary User Stakeholder Optional	User Feedback Session	Review detailed designs for user feedback to iterate on designs.
Mar 28	30 minutes	Primary User	User Feedback Session	Get any open questions answered and review any updated designs.
Apr 11	1 hr	Primary User Stakeholder	Usability Assessment	Have user complete scenarios to assess the usability of the implemented solution. Identify critical issues for immediate improvement and non-critical issues for first follow-on release.

		Optional		
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