

VALUE BASED DESIGN —



1. Introduction
2. Principles
3. Process





How to test and optimise the ROI of a vision



To highlight a value-based design process
that can deliver **real value** to clients and
establish us as a trustworthy **digital partner**

Our users **don't care** about features. They care about what they can accomplish.





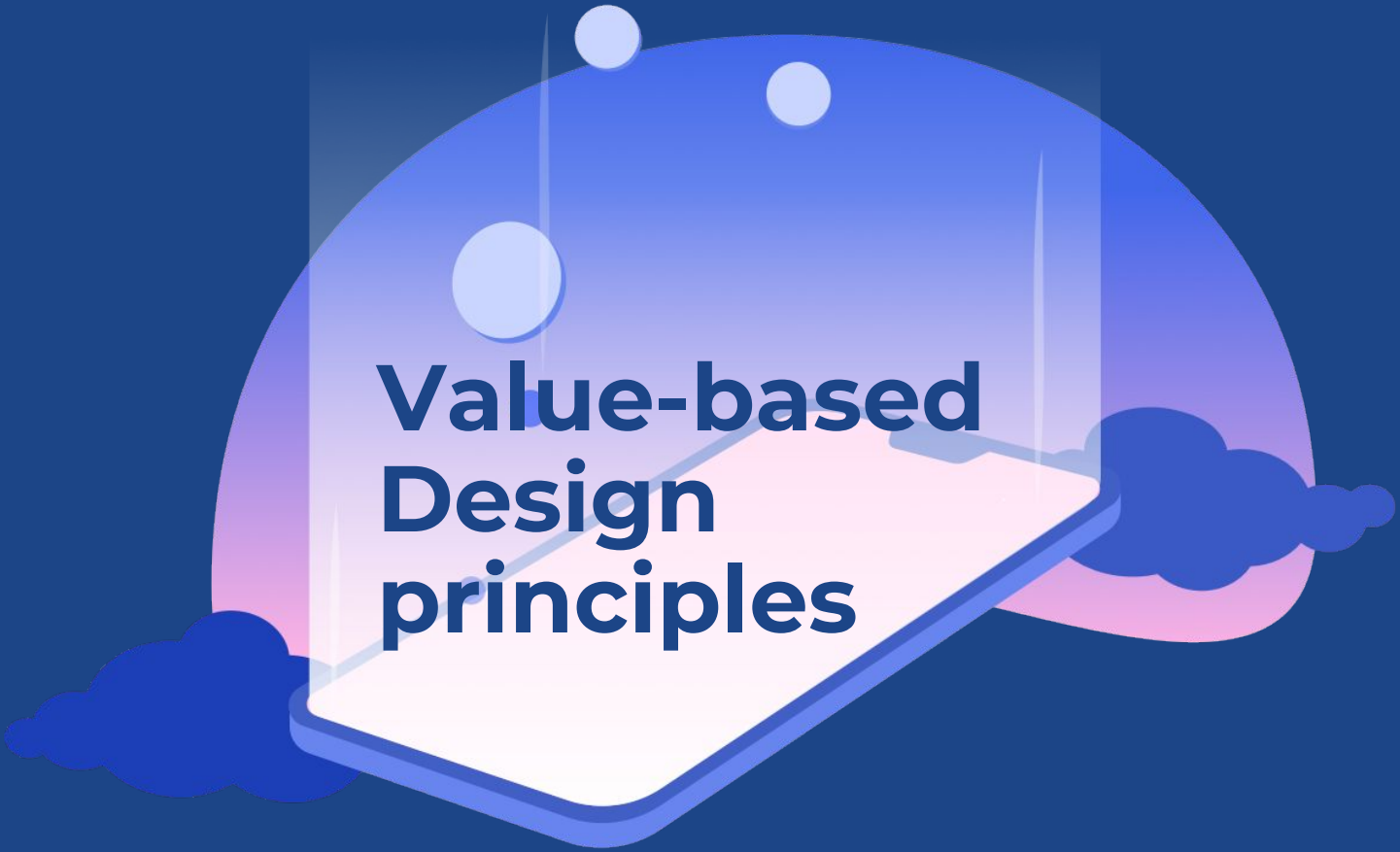
Value-design design keeps us focused on outcomes and forces us to check, as we build, how our product works and what it accomplishes.

To validate and create confidence in the outcomes of the products that we create:

- Improve a process or product
- Better understand customer conversion
- Create and evaluate concepts
- Test desirability, feasibility and viability
- Refine a value proposition

The **inconvenient** truth about product design

- At least half of the ideas are just not going to work
- Even the ideas that are valuable, usable and feasible, it typically takes several iterations to get the implementation of this idea to the point where it actually delivers the expected business value



Value-based Design principles

Always think **problem** first

- Always start by taking a fresh look at the problem and discovering why
- Focus on the changes in user behaviour you want to see
- Not specific features

Learn and respond

- Run series of experiments in close collaboration with your users
- Each experiment informs the next, so that you're always building on the things that bring you closer to your desired outcomes
- Remove or adjusting things that are not helping you reach your goals

Cross-disciplinary teams

- Teams should be cross-disciplinary, closely integrated, and include the client product owner as an active design participant

Build **shared** understanding



- Strive toward shared understanding at all times
- The entire team participates in all activities together, from planning and problem framing to research, design, and execution

Keep **experiments** light and explicit

- Move quickly and don't build too much investment in a particular solution
- Make assumptions explicit, and test the riskiest or most critical assumptions as early as possible

Process

- Conduct customer research
- Identify problems scenarios & alternatives
- Value prop, assumptions & experiments
- Customer discovery & experiments
- User stories & prototypes
- Create the product & promotion



Conduct customer research



If you don't have a well articulated understand of your customer (or user), everything else you do is sitting on a shaky foundation. It's also the quickest way to improve the quality of your idea or make an informed pivot to an even better idea.

Problem Scenarios & Alternatives




Problem Scenarios are where you identify specific objectives for your product (if you're familiar with 'jobs to be done', it's the same basic idea). They may be tasks, habits, or desires that you'll deliver against. These should be real and observable, hence the emphasis on 'alternatives': if these problem scenarios exist, the customer is doing something about them now. It's important you understand those alternatives - your proposition will need to be better.

Value Propositions, Assumptions & Experiments



The Lean Startup is about identifying your key assumptions and proving (or disproving) them as quickly and efficiently as possible. Keeping the venture focused on this in the early days will save you lot of money and grief.

Customer Discovery & Experiments



Successful innovators are constantly learning and constantly testing what works. This applies across personas, problem scenarios, propositions, as well as usability. The materials here will help you get started and focus on the right kind of testing at the right time.

User stories & Prototypes

If you're a technology-based startup, this is probably where you're spending most of your money. Aligning your product development investments with the items above is critical for obvious reasons. Alignment with the Personas & Problem scenarios are particularly important. The User Stories make for a great transition point and the practice or prototyping will help you think through what you really had in mind.

Product & Promotion



These are resources you may find useful for tuning and improving your product. The style guide, for example, is something that every company and every product can use to improve the consistency of their user experiences and the focus of their execution.

Thank you.

Experience Design

Outware Mobile

+61 3 8684 9912

Process

- Conduct discovery research
- Identify assumptions and problems
- Prioritizing and test hypotheses
- Deliver continuous value



Conduct discovery **research**

Capturing value through market research

Based on consumer insights and learnings, we create a product strategy that defines your hypotheses about what you hope will fulfil and delight your customers in margin-enhancing ways.

- Identify and more deeply understand the **challenge** facing the organization and its stakeholders;
- Identify the **people** you believe could be most helped by your solution; and,
- Explore the **problem**, context, behaviors, and motivations of the people

Identify your **assumptions**

Solutions are based on a set of assumptions

Lean product design is all about surfacing and testing those assumptions. Before diving into deciding what to test (building hypotheses), it's important to consider all of your project's potential assumptions.

- We believe our users have a need to:
- We believe these needs can be solved with:
- We believe the #1 value a user wants to get out of this service is:
- We believe the user can also get these additional benefits:
- We believe we will acquire the majority of my users through:
- We believe our biggest product risk is:
- We will solve this through:
- What systems will our solution need to interact with?
- What other assumptions do we have that, if proven false, will cause our project to fail?

Map **problem** statements

Problem statement

Gather your research and use it to create a problem statement.

Describe ways that you will know (or measure) when you have solved the problem.

we have observed that [product / service / organisation] isn't meeting [these goals / needs], which is causing [this adverse effect] How might we improve so that our product / service / organization is more successful based on [these measurable criteria]

Prioritizing hypotheses

Turn assumptions into hypotheses statements

Then hypotheses are ordered in the candidates from most important to least important. Then, they need to decide which stories should be moved to the product backlog, and finally which make it into the release backlog.

we believe that [creating this experience]

For this [user/persona]

will result in [this outcome]

we'll know we're right when we see [this metric]

Experiment and test the hypothesis

Measure the outcome of the hypothesis, to determine if it succeeds or fails

An experiment, can be an interview, survey, landing page validation, usability testing, a prototype or the build.

1. Groom the backlog
2. Plan the sprint
3. Hold a design studio
4. Build
5. User research
6. Synthesise the results of user research
7. Hold a sprint review

Delivering Continuous Value

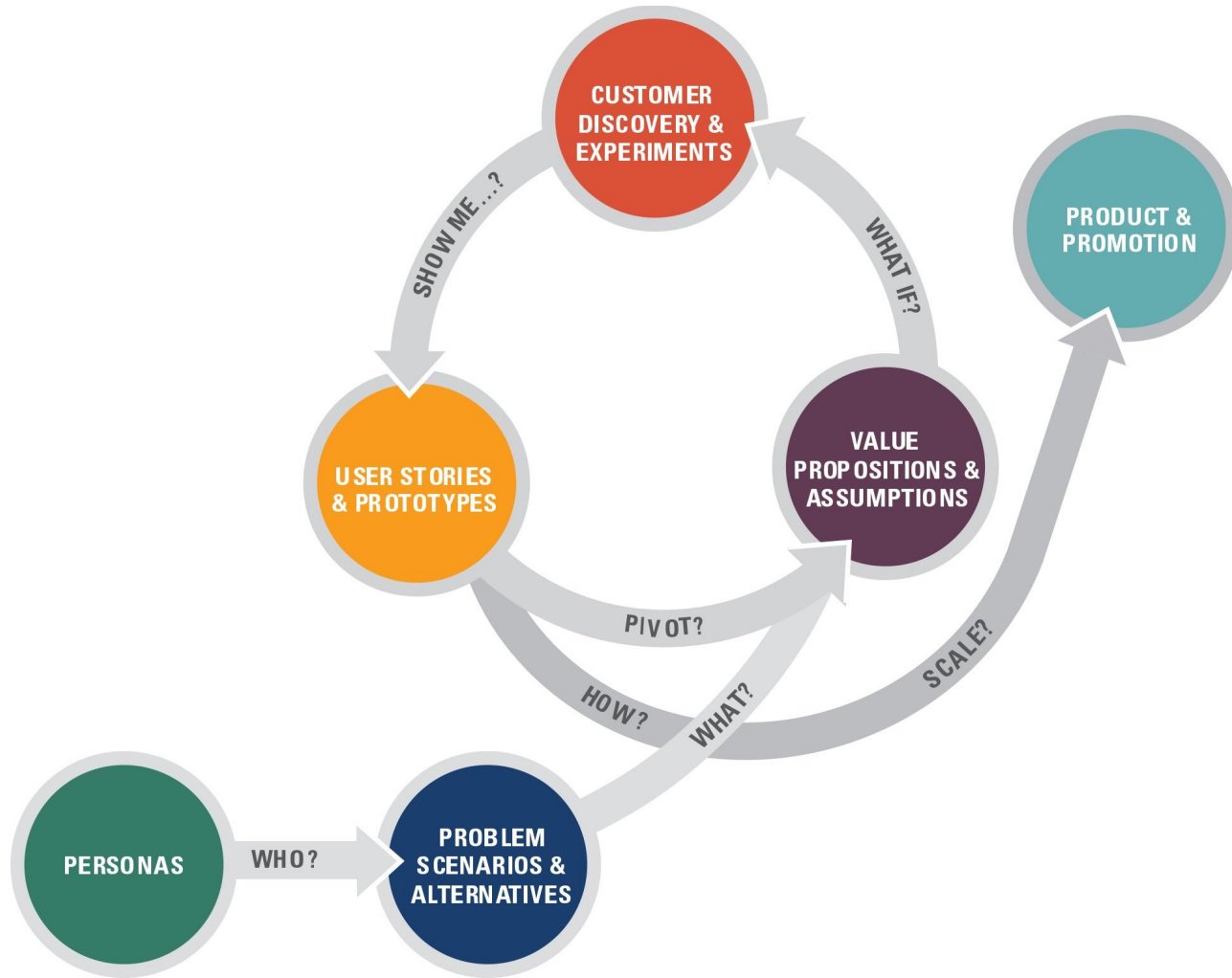
Design isn't finished when we launch the product - These are some of the most important activities that drive long term value

1. Analytics Reviews after ~3 months
2. Trend Analysis
3. Data driven discussions between PO and design team
4. Continued investment in the 'design-fast-fail-fast' approach
5. New features or major changes are prototyped
6. Tailored Usability testing based on proposed updates
7. Appropriate prioritisation of design-related defects
8. Quick release cycle and feedback loops

We believe that [creating this experience]

For [persona]

Will achieve [this outcome].



Experiment Grid

Idea

Assumptions

What assumptions have we made about customers & their world?

Hypotheses

If we do _____, then __% of people will do _____

Experiments

Description

Metrics

Results

What did we learn?

What will we do next?

