

Common Deliverables



Kurt Krumme

HEAD OF PRODUCT AT RIVALRY

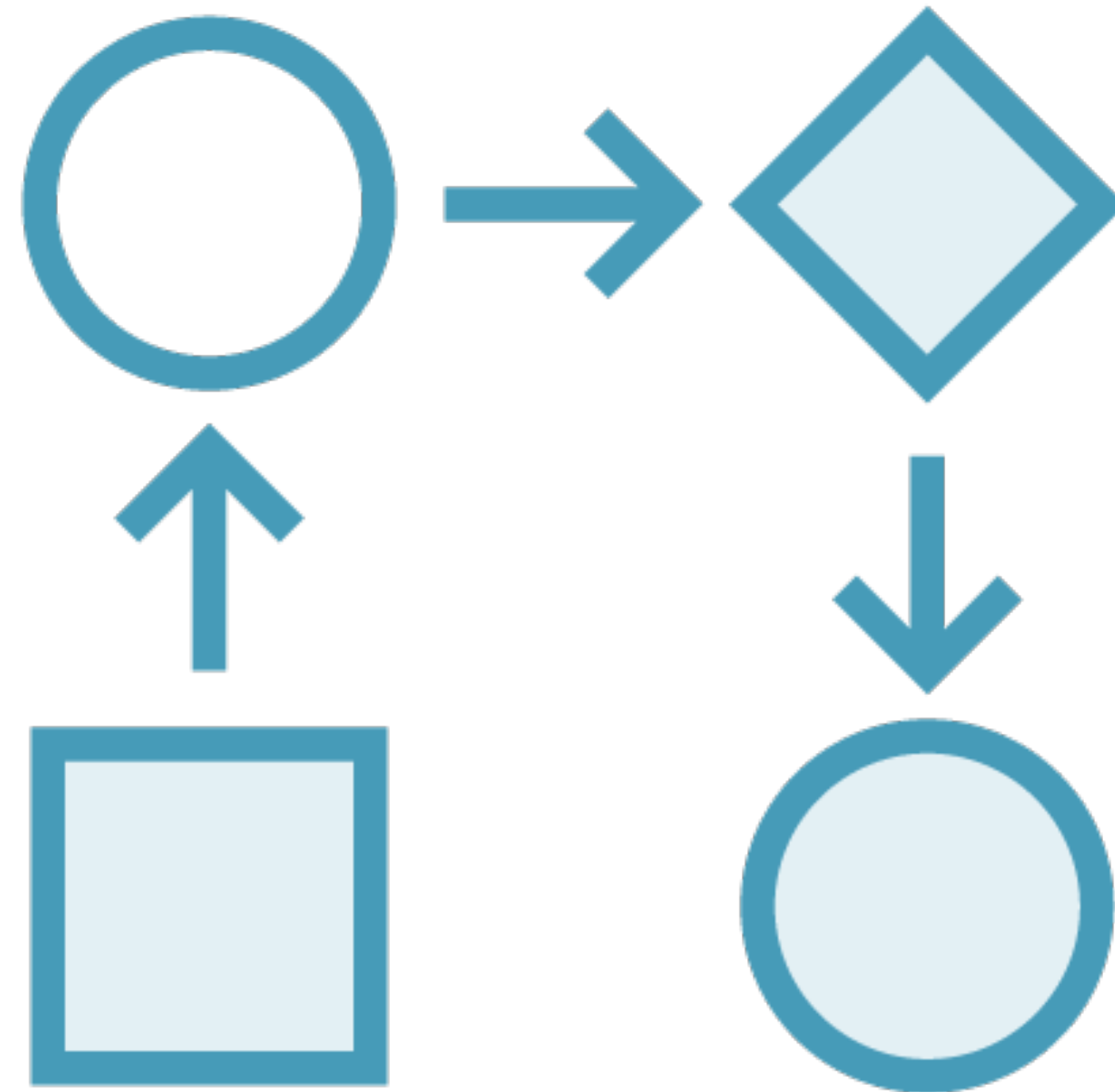
@burtbrumme



Journey Map



Journey Map





Journey Map





Journey Map

Go through the entire process



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Document why the user is there, what they're feeling and what they're doing



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Document why the user is there, what they're feeling and what they're doing

Look for problem areas and opportunities



Journey Map

Go through the entire process

Document why the user is there, what they're feeling and what they're doing

Look for problem areas and opportunities

Show the desired outcome with a successful solution



Personas



Personas





Personas



Easy going



Personas



Easy going

Highly social



Personas



Easy going

Highly social

Loves Cookies?



Personas



Easy going

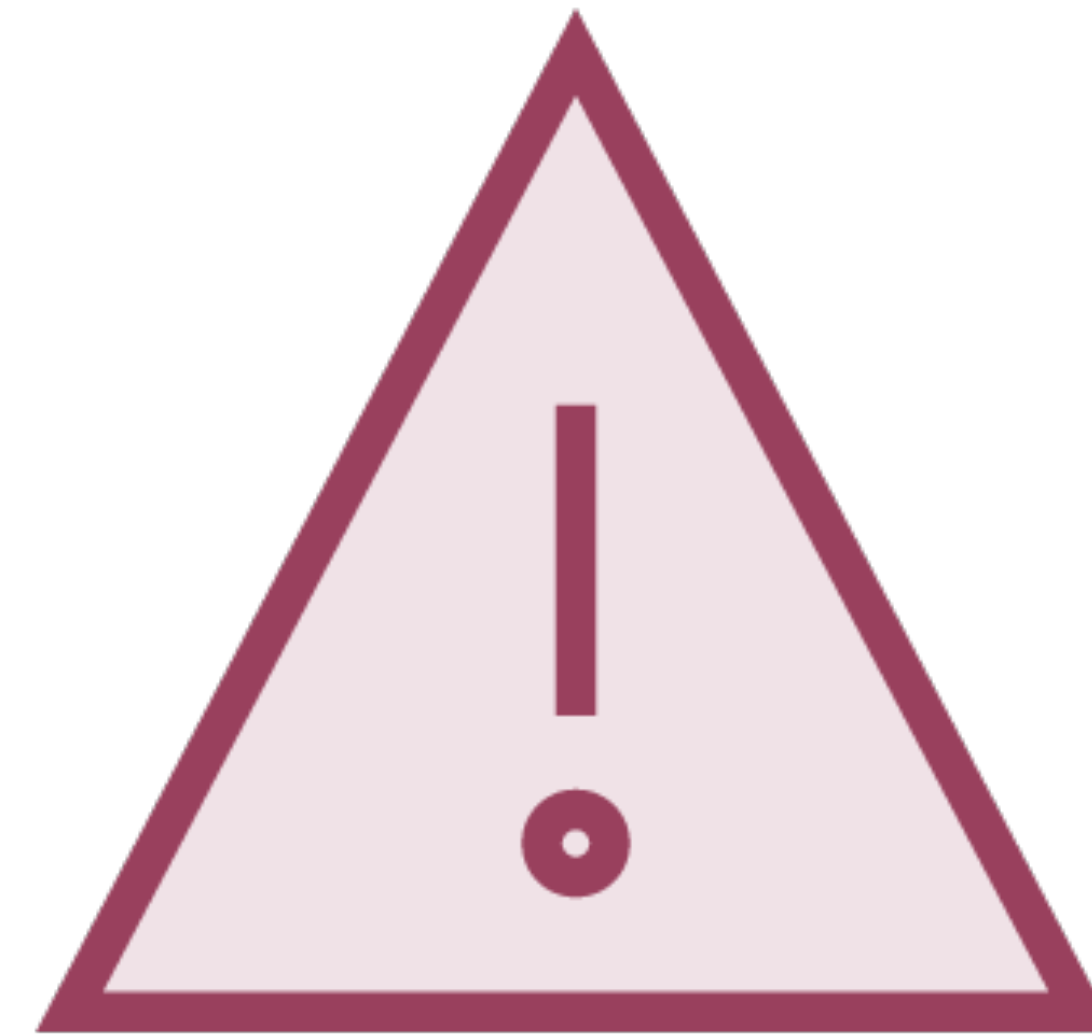
Highly social

Loves Cookies?

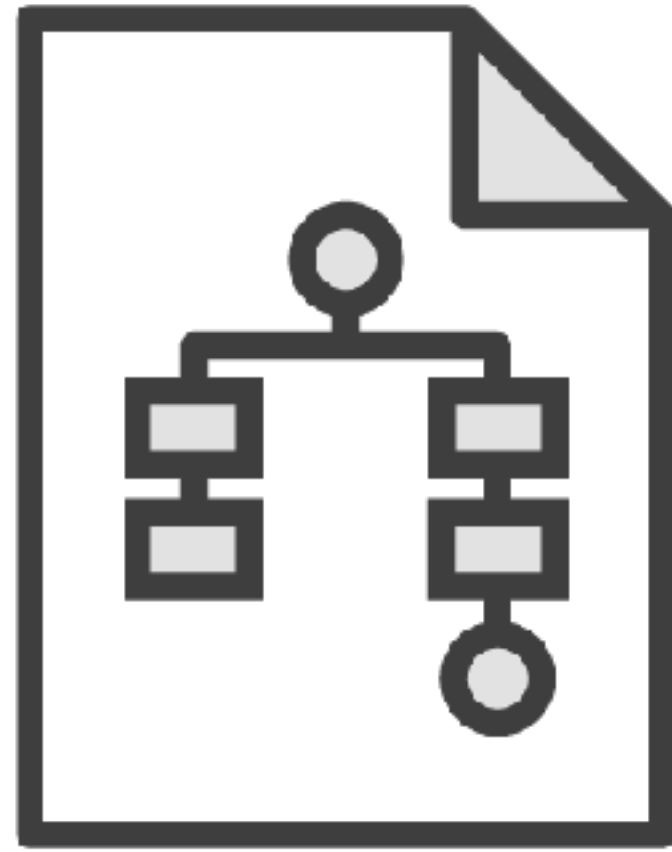
Afraid of squirrels?



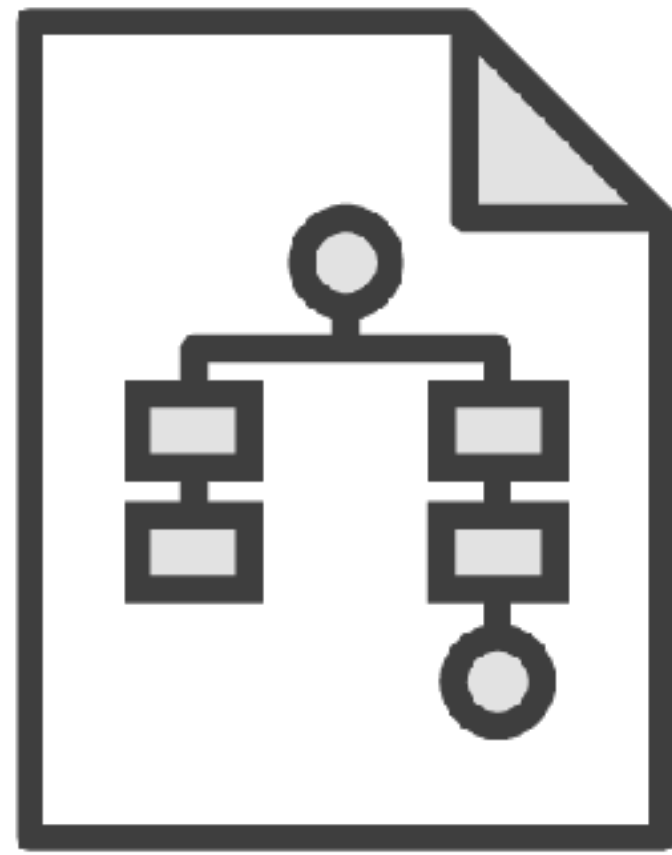
Personas



Caution!



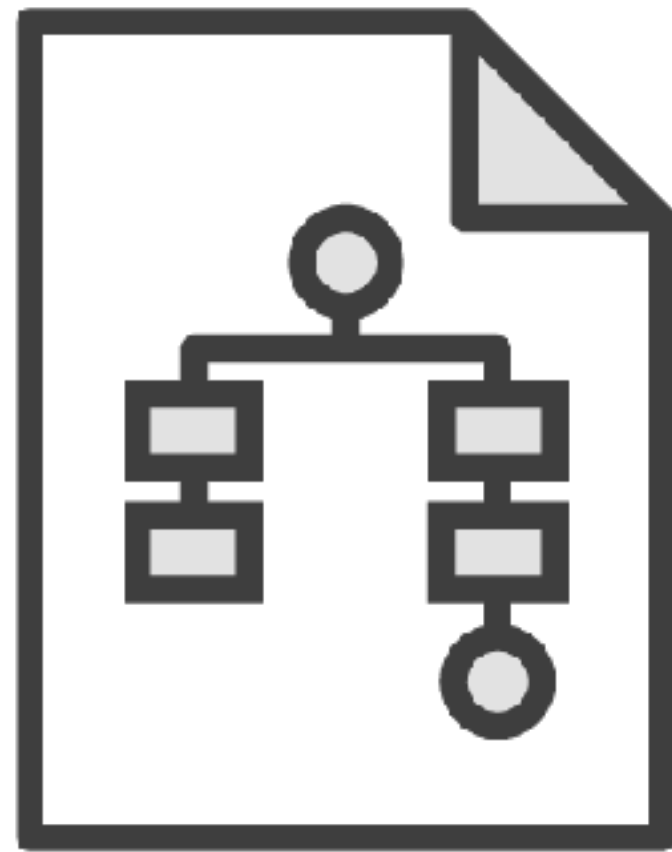
Flow Charts



Flow Charts

Login

SUBMIT



Flow Charts

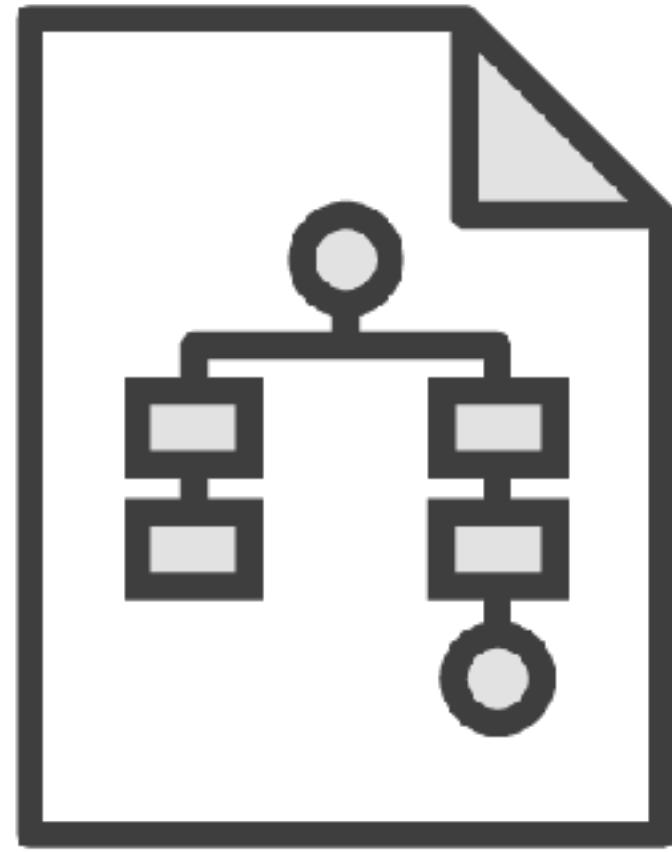
Login / Create account

Forgot/Reset password

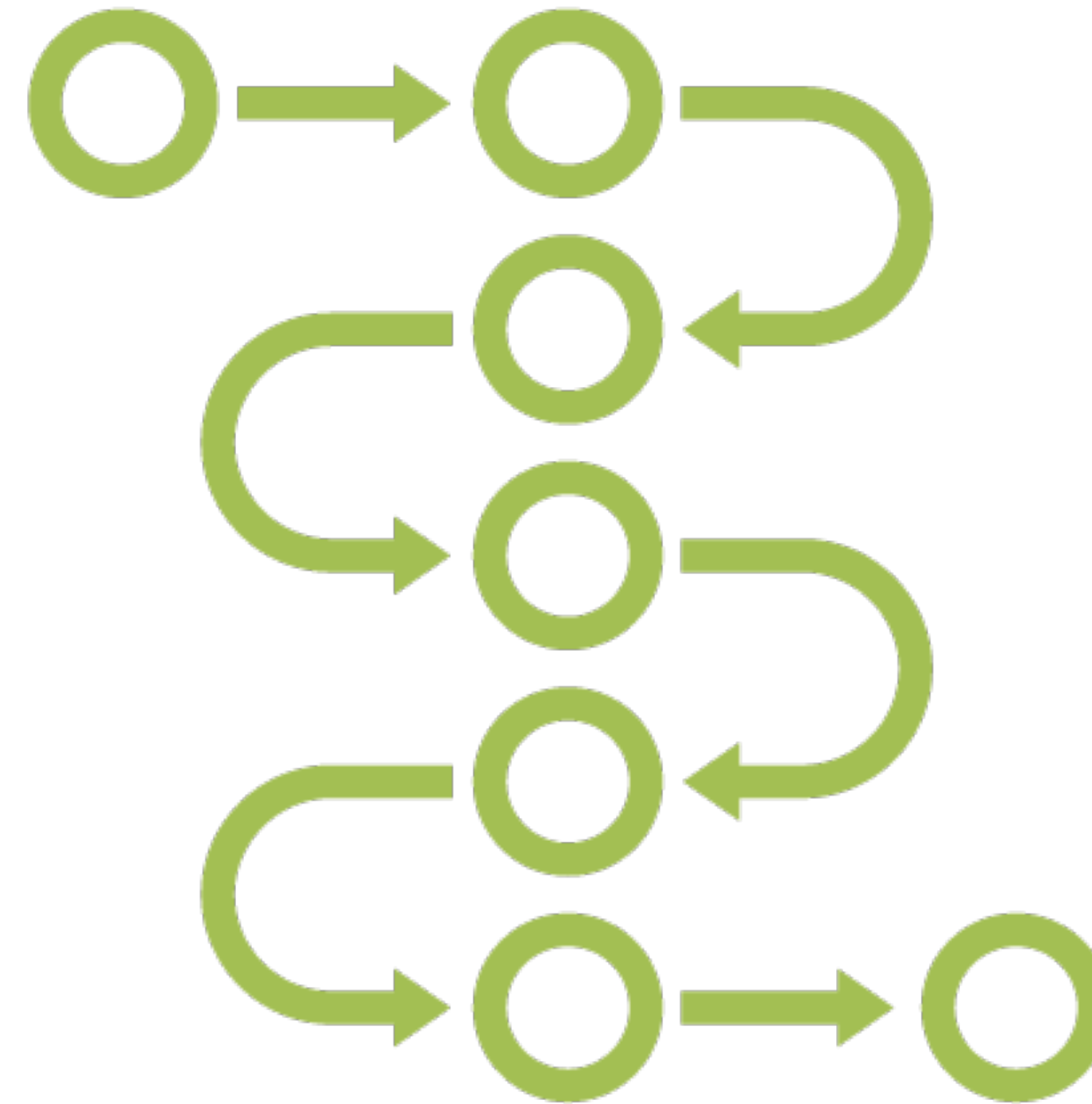
Social logins

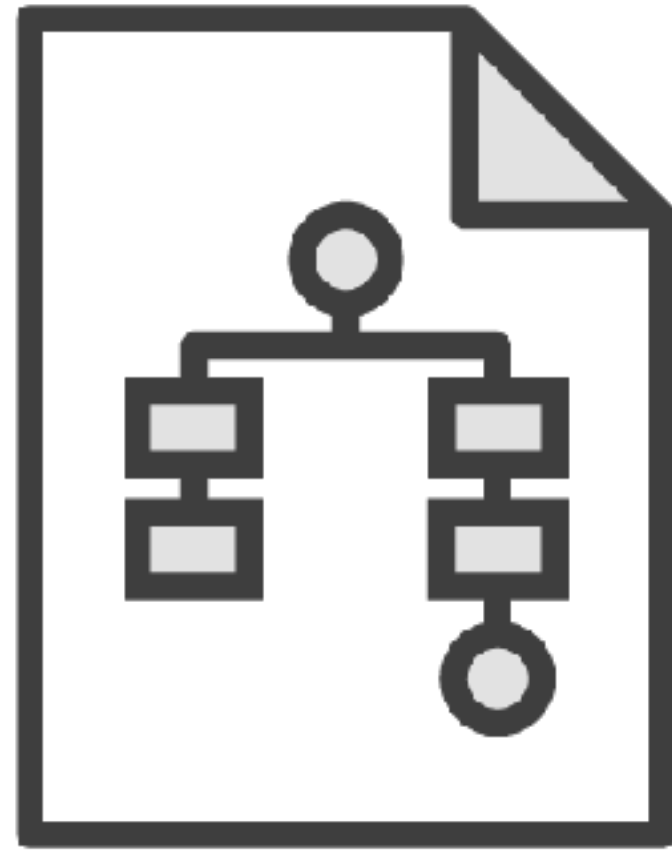
Confirm email

Link accounts



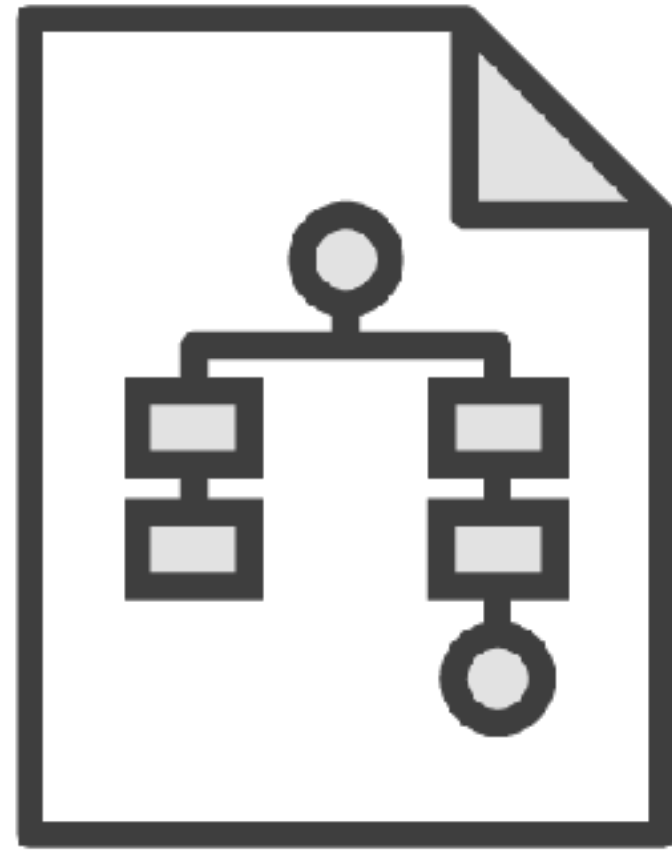
Flow Charts





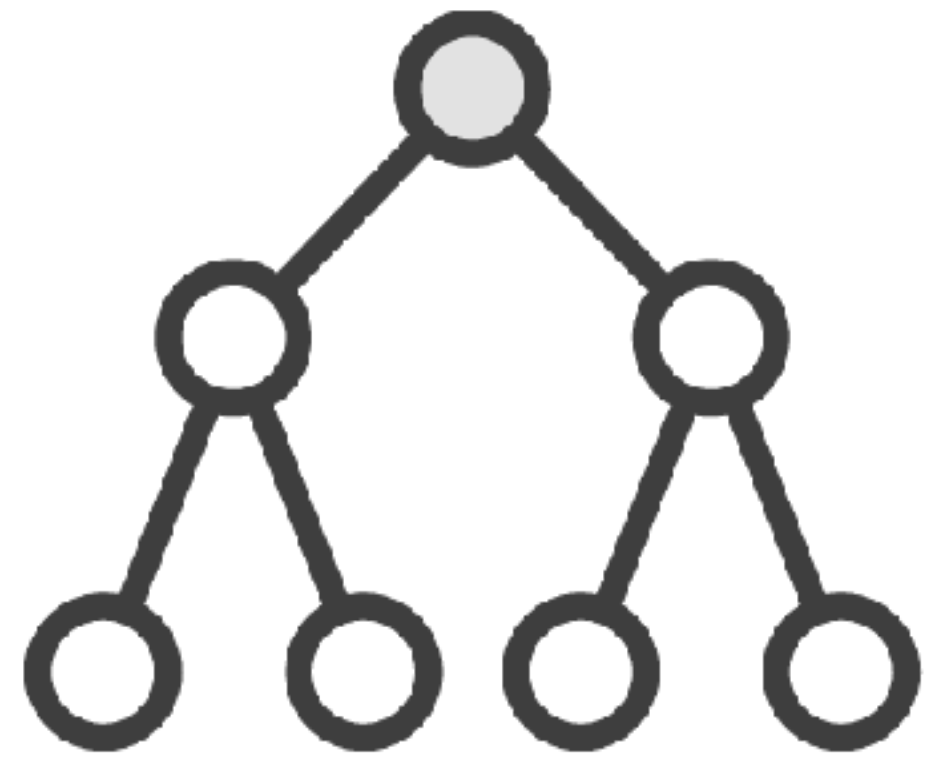
Flow Charts



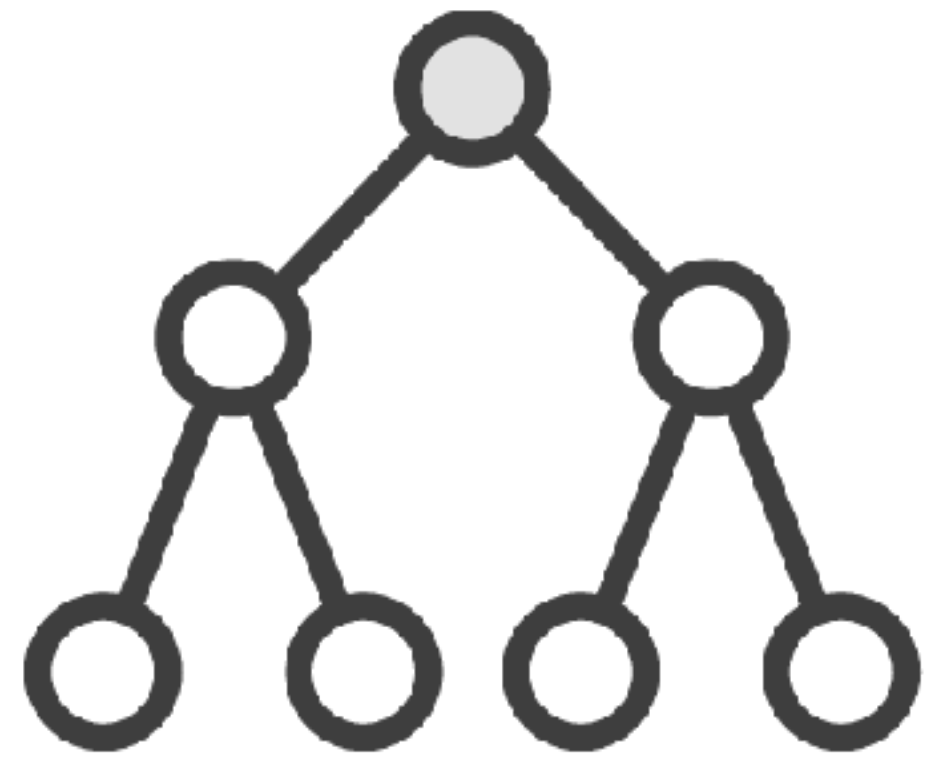


Flow Charts



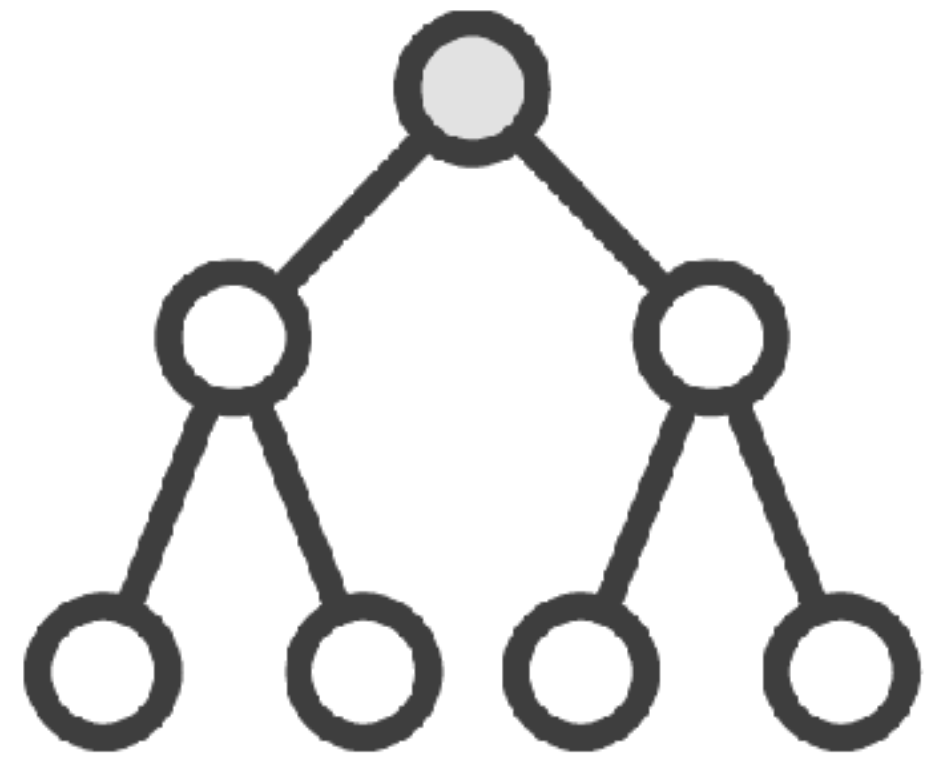


Information
Architecture



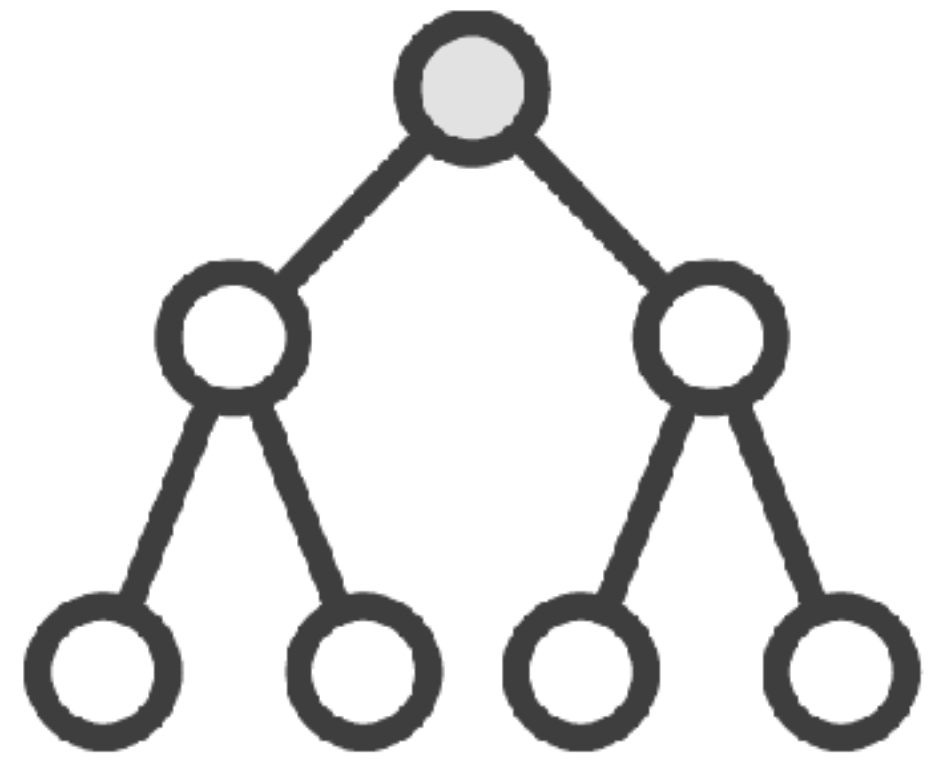
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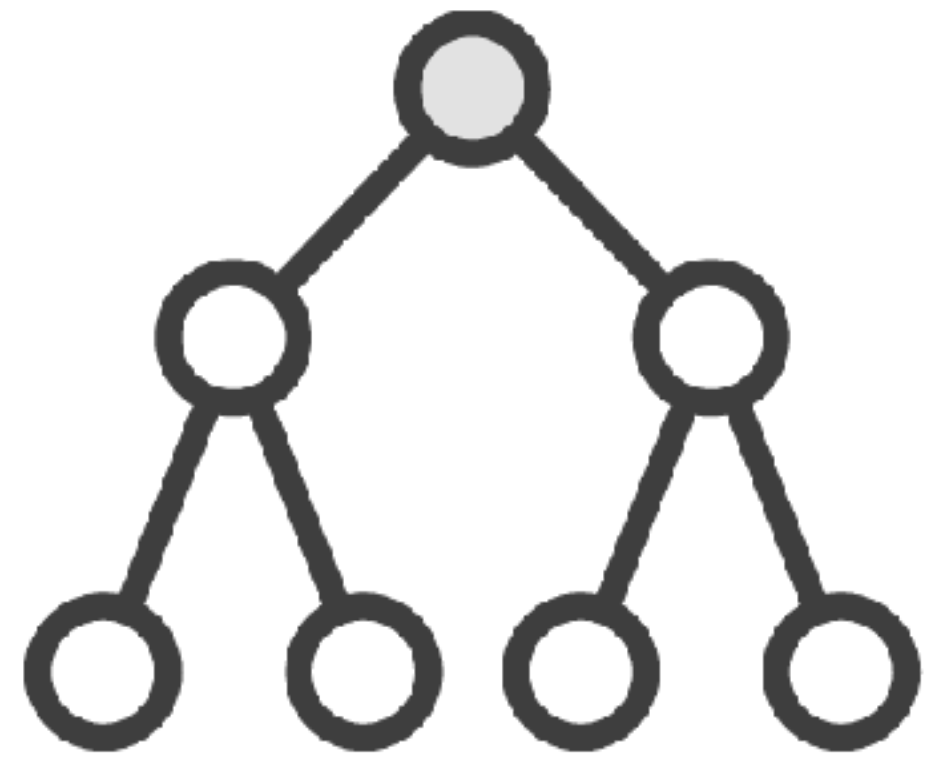
Usable, Findable and Manageable



Information Architecture

Usable, Findable and Manageable

Provides the structure of a site or app

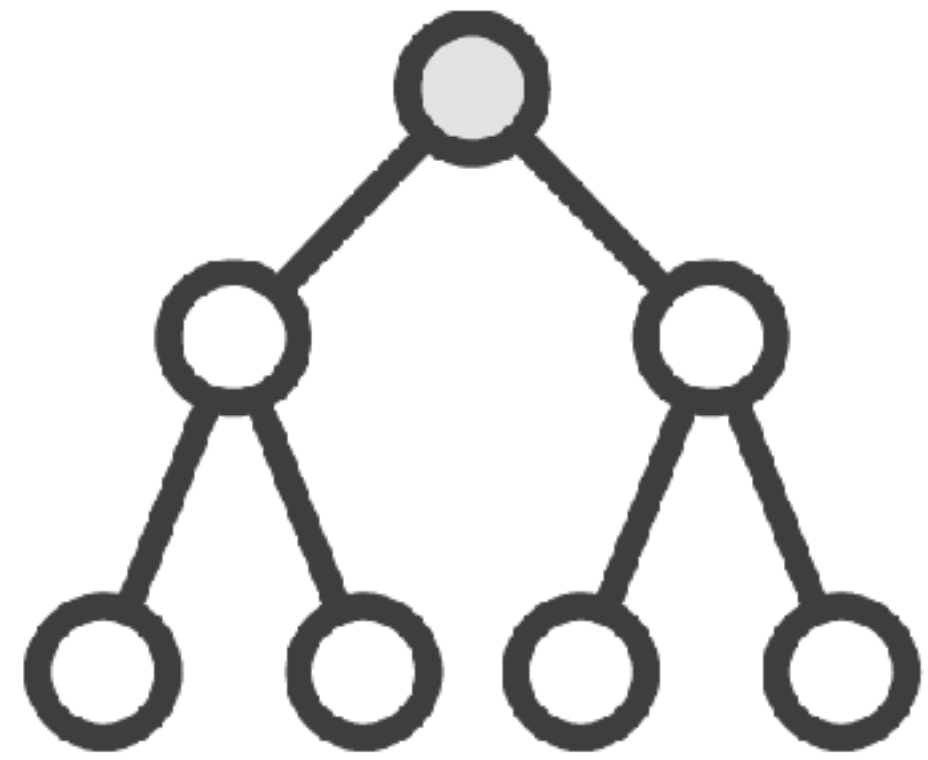


Information Architecture

Usable, Findable and Manageable

Provides the structure of a site or app

Sitemaps are an IA deliverable



Information Architecture

Usable, Findable and Manageable

Provides the structure of a site or app

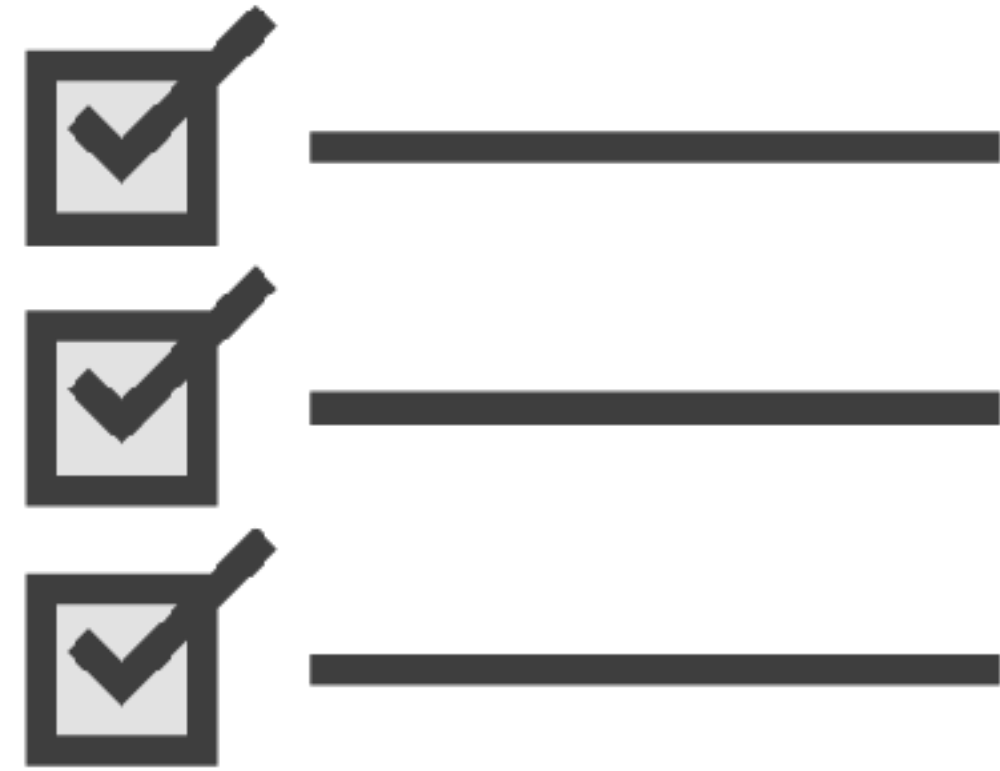
Sitemaps are an IA deliverable

So are Taxonomies



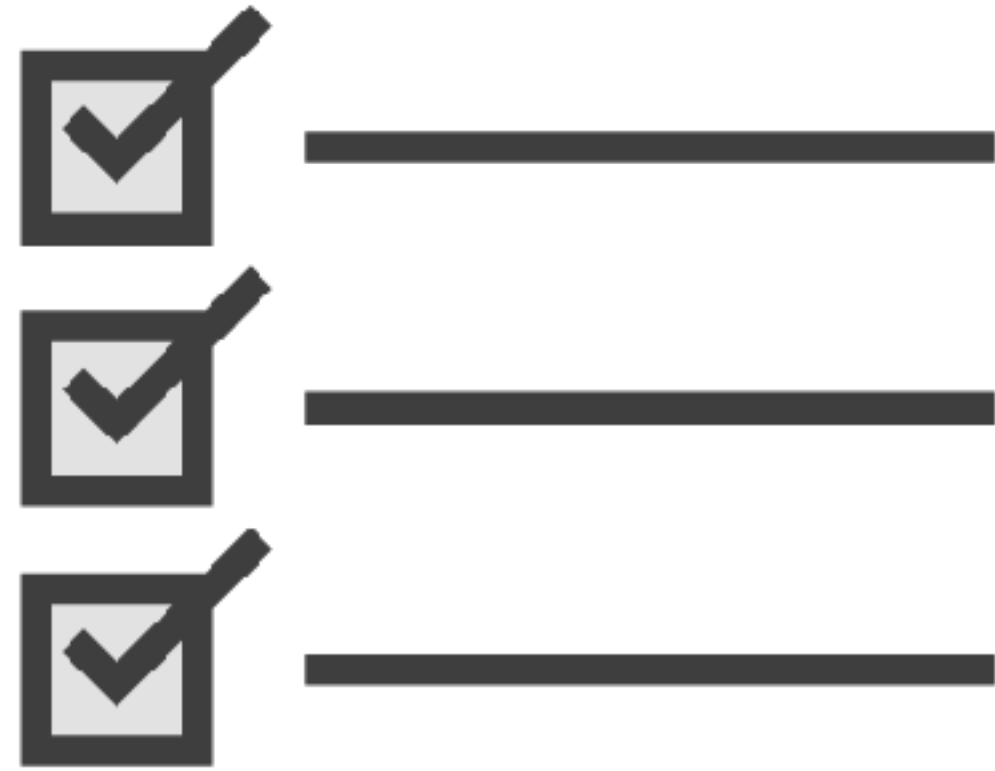
Requirements & Prioritization





Requirements & Prioritization





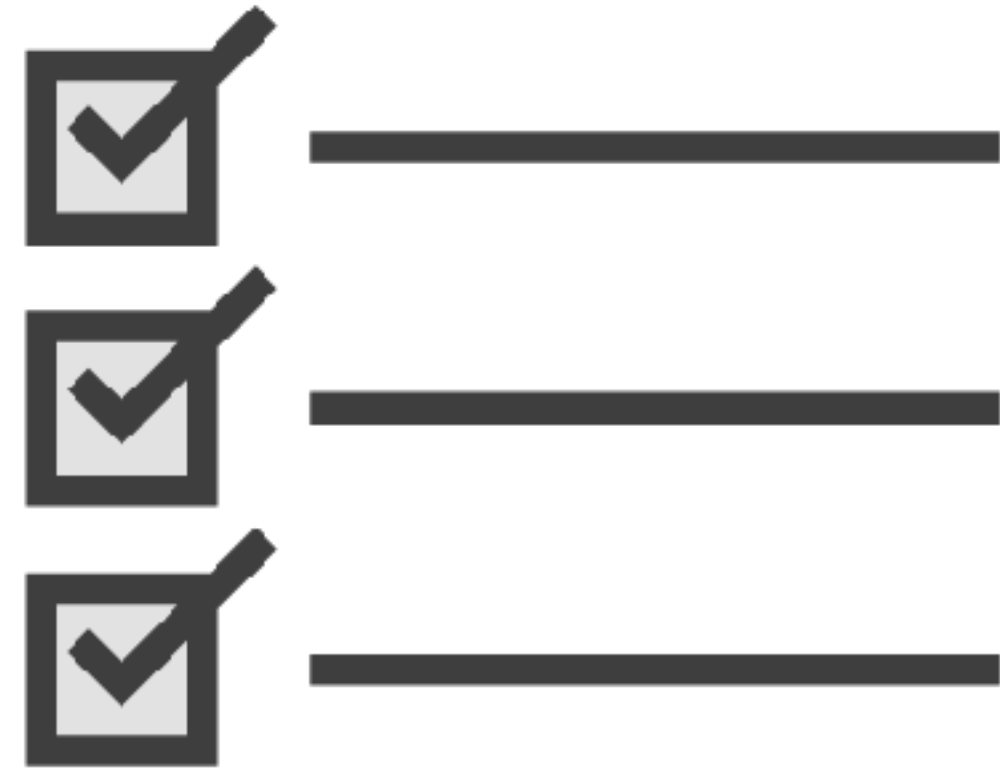
Requirements & Prioritization





Requirements
& Prioritization

Identifiable



Requirements & Prioritization

Identifiable

Work for new and returning users



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Allows for password and social logins



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Accounts must be linkable



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Accounts must be linkable

Passwords can be reset



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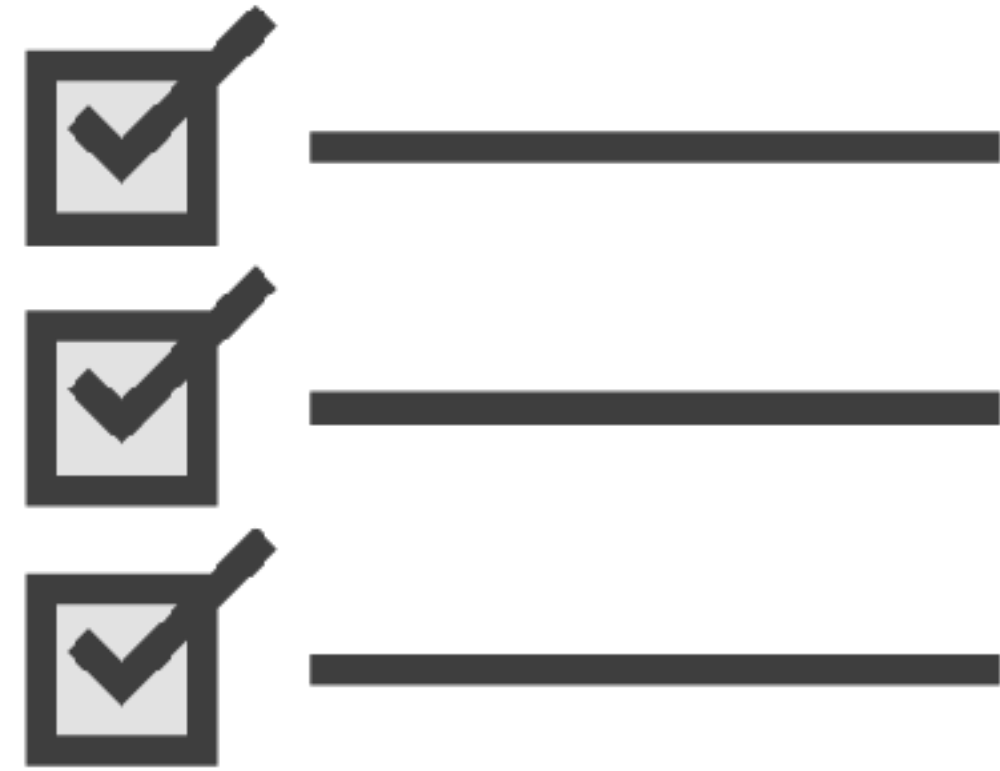
Work for new and returning users

Allows for password and social logins

Accounts must be linkable

Passwords can be reset

Identity verification



Requirements & Prioritization

Identifiable

Work for new and returning users

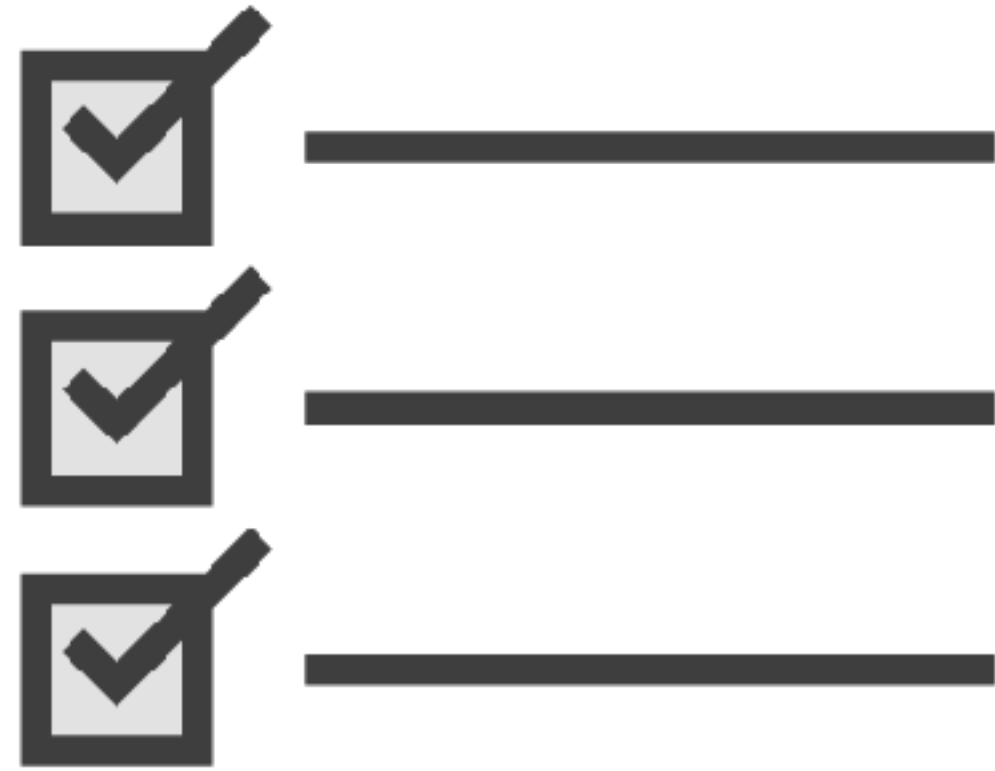
Allows for password and social logins

Accounts must be linkable

Passwords can be reset

Identity verification

Two factor authentication



Requirements & Prioritization





Requirements & Prioritization





Wireframes



Wireframes

What needs to be there?

How important is it?

What does it do?



Wireframes



Low Fidelity



Wireframes



High Fidelity



Wireframes

Collaboration beats Documentation



Wireframes

Collaboration beats Documentation

Base fidelity on your team's experience level



Wireframes

Collaboration beats Documentation

Base fidelity on your team's experience level

How complex is the project?



Prototypes



Real World



Prototypes





Prototypes





Prototypes



Summary

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Documentation = Overhead

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- Need to be absorbed by the team

Summary

Documentation = Overhead

- Need to be absorbed by the team
- Need to be updated as things change

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Documentation = Overhead

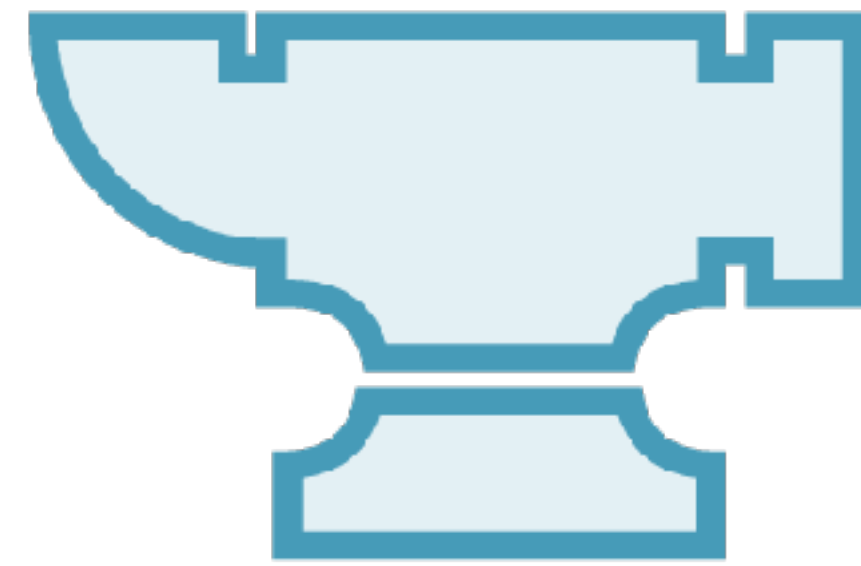
- Need to be absorbed by the team
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Lean UX emphasizes collaboration

Summary



Clarification



Creation



Collaboration