We're All Designers

UX Week 2018 – Catt Small

A little about me:

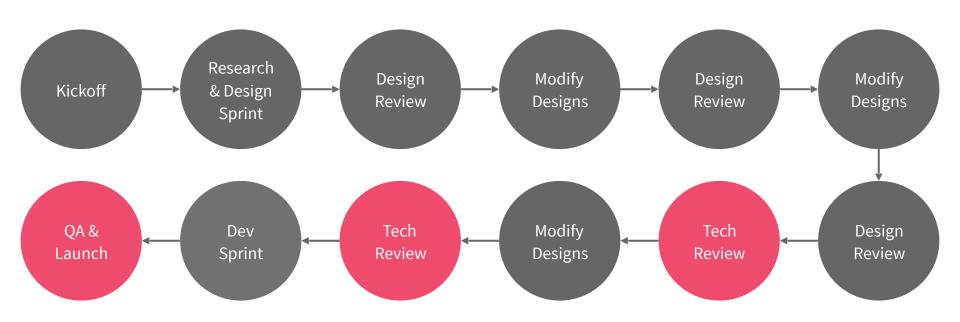
- Senior Product Designer at Etsy
- Independent Game Developer
- Maker of various things!

Today we'll discuss:

- Collaborative design
- Why it matters
- ♦ How to do it
- How to get everyone on board

The problem

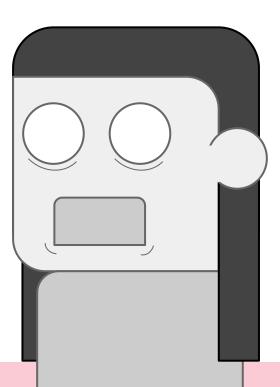
Product development

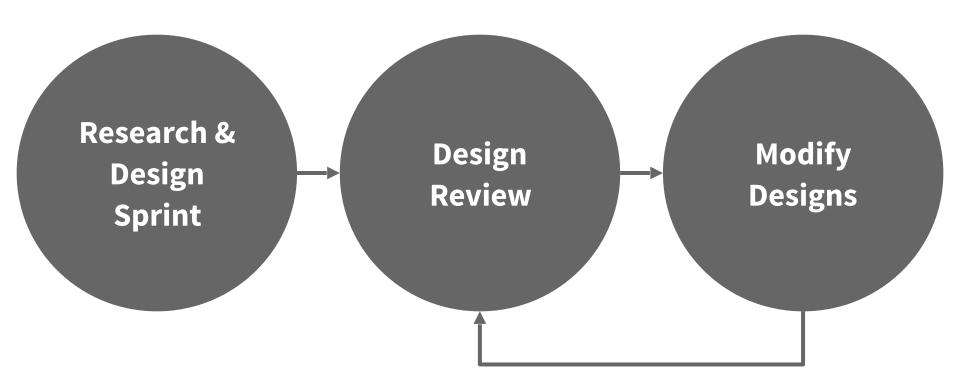




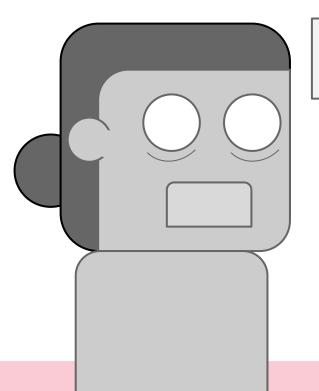
Confusion

I don't understand why these decisions were made!





Concern

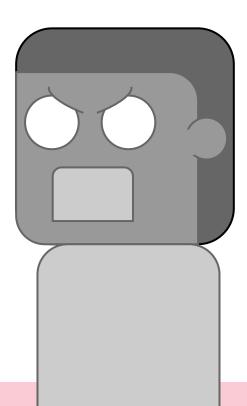


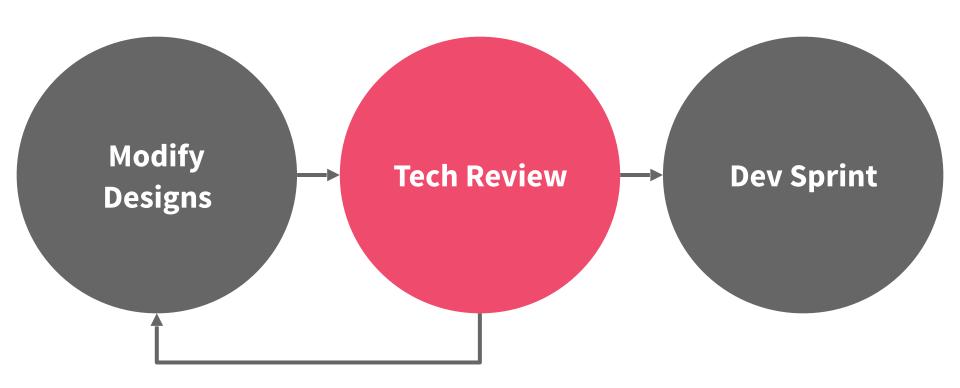
I have a feeling that this isn't going to turn out well.



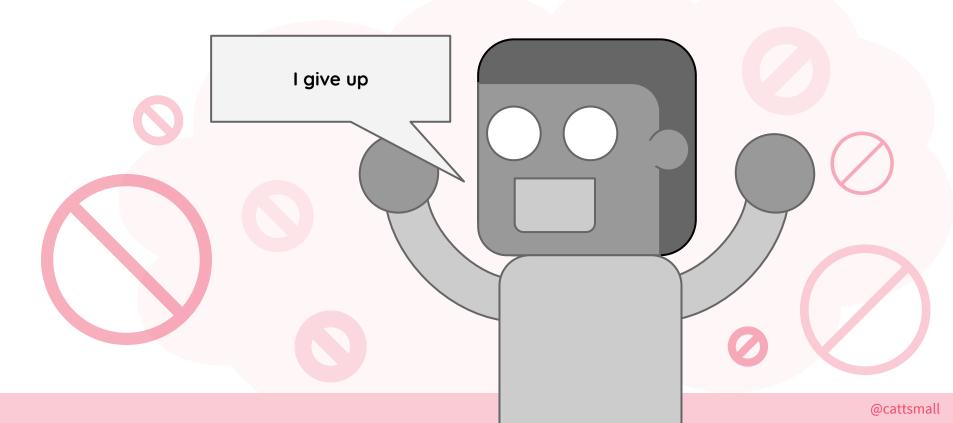
Frustration

This design is virtually impossible to build!

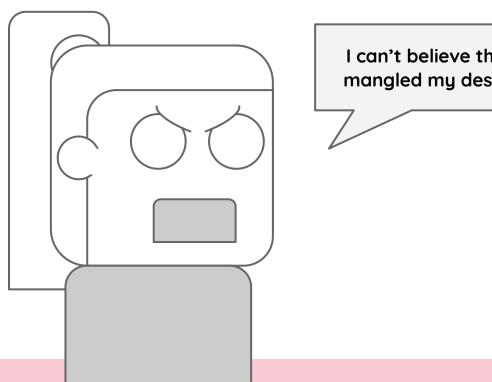




Exasperation



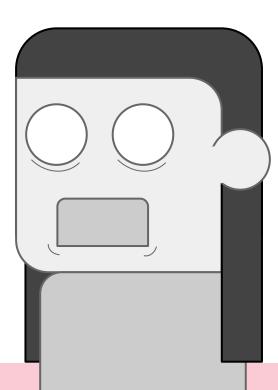




I can't believe they mangled my design

Inflexibility

We're too far in now! We can't quit!



This is a waste of time, effort, and money.

This is how products fail.

Good products are built by good product teams.

Good product teams communicate.

90% of U.S. households contain at least one of these devices (smartphone, desktop/laptop computer, tablet or streaming media device), with the typical (median) American household containing five of them.

Pew Research Center, 2016

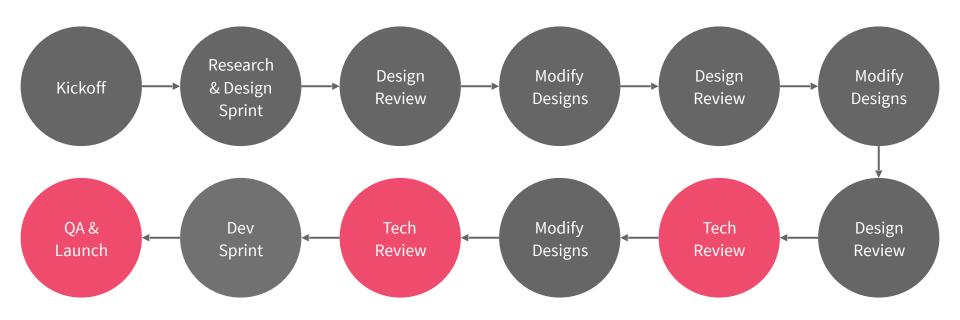
Collaborative design

Collaborative design is a great facilitation tool that helps get the best ideas on the table by engaging various different stakeholders with different perspectives.

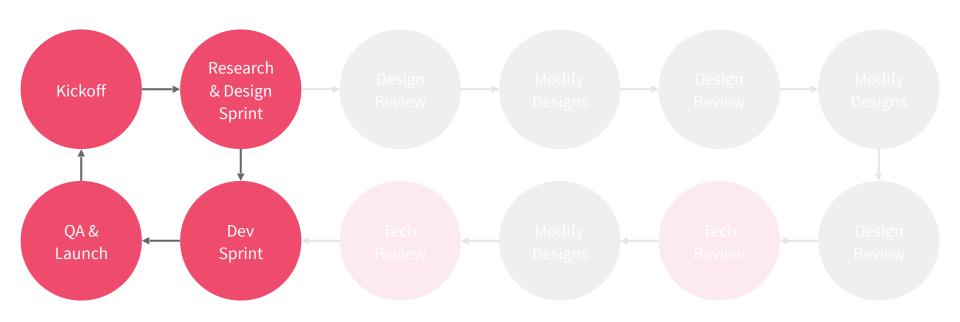
"Collaborative Design — Not Just for UX", Jess Eddy

Everyone contributes to the product design

Faster development



Faster development





Designers! What's your favorite way to get collaborators who aren't designers more involved with your work?

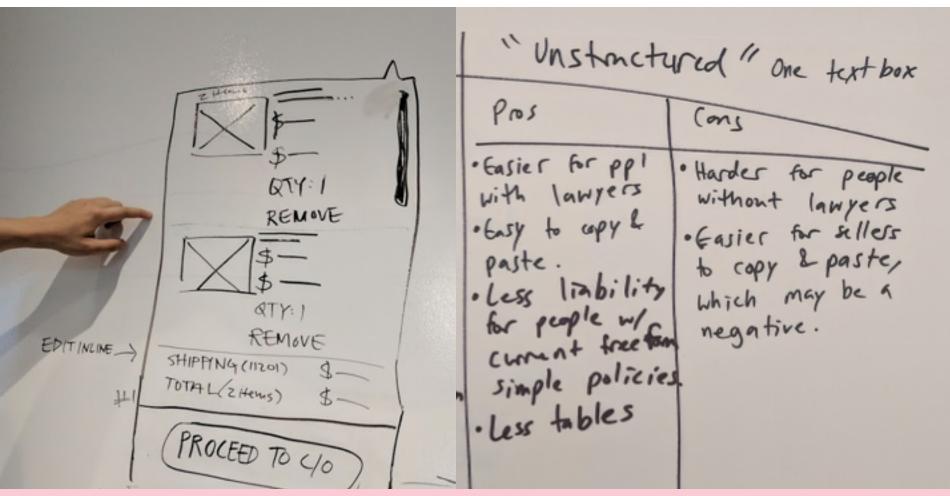


People aren't using this feature. Let's increase usage to 75% by the end of this year.



Including engineers in these early stages is such a great way for us to understand the reasoning behind the design (so we can anticipate the right answers to their questions and move with confidence), help identify potential efficiencies, get invested, and open up communication!







Replying to @andreasn1 @cattsmall @opensrcdesign

Inviting others to user interviews, so that they can experience listening without judging.

Also, design reviews, where every single design decision is open to discussion ... and destruction!



Brooke Hawkins Obrookebhawkins

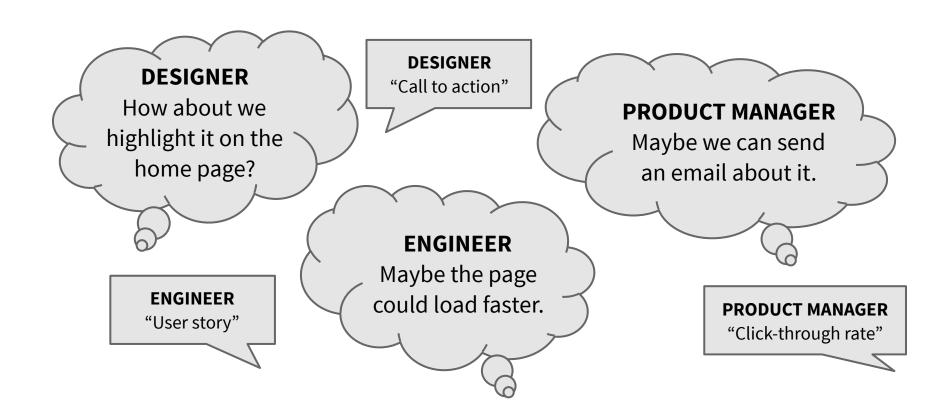
Replying to @cattsmall

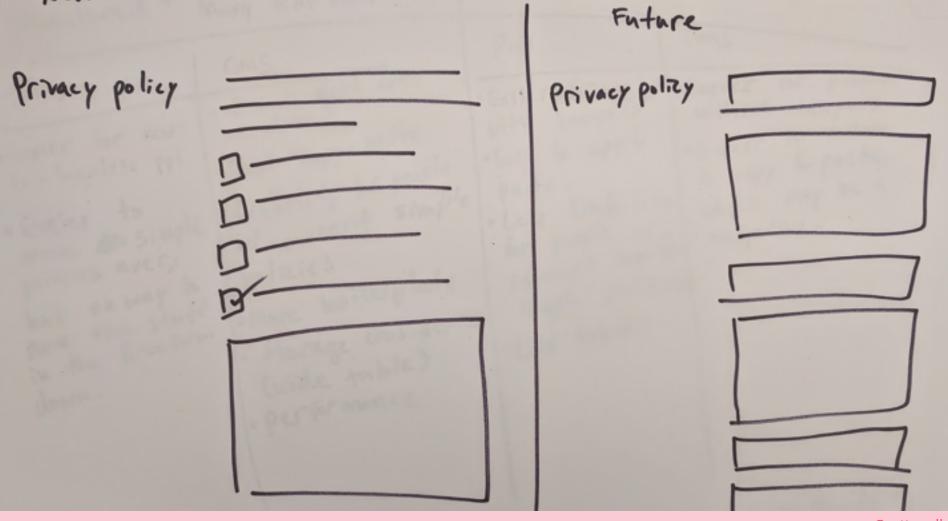
Group card sorting sessions - w ideas for features/functions on sticky notes on a wall (I'm kind of rethinking this since some designers critique stickies as confining thinking into squares). It breaks down the design process into ideas instead of skills/tools like you said!

[I] set up small breakout groups of 3 with no overlap of skills ... and give them a small design task to ideate on.

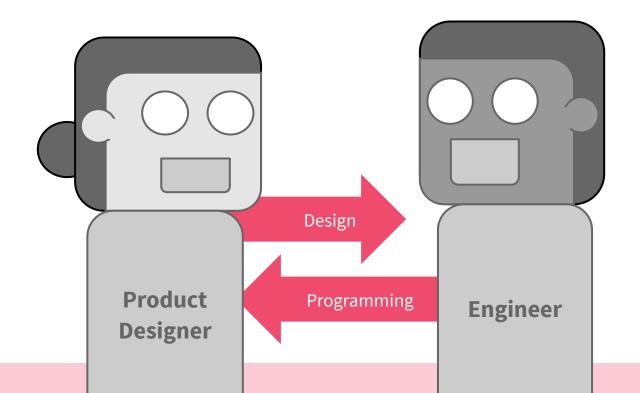
Having some ways to [solve] this encourages others jump in and build on those ideas, which is a good way to leave them with a sense of satisfaction and creative output.

Mohini Dutta, Sr. Product Designer & Design Professor



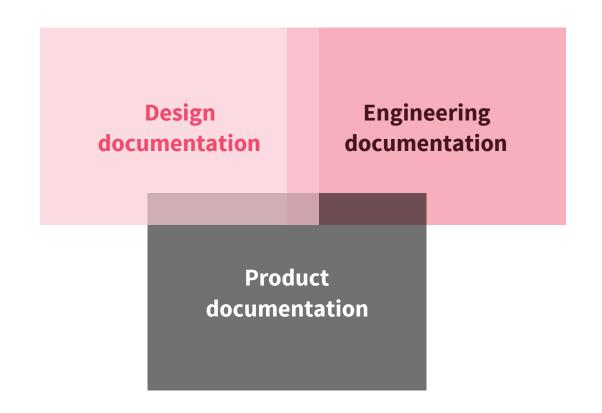


Share viewpoints



AGENCY







1 year3 months1 month

It's okay to fail when there's less at stake.

Current tests

The information below is accurate as of June 1, 2018, and includes tests that are most relevant to sellers.

Type of Experiments	Testing a new format for the Overview section on the listing page.
What We're	We're testing a new way to show an item's details in the Overview section of the listing page
Testing:	for some listings in the Home & Living and Jewelry categories.
Goalı	Make important information about an item easier for shoppers to read on the listing page.
Audience:	A percentage of buyers on Etsy.
Start Date:	June 2018

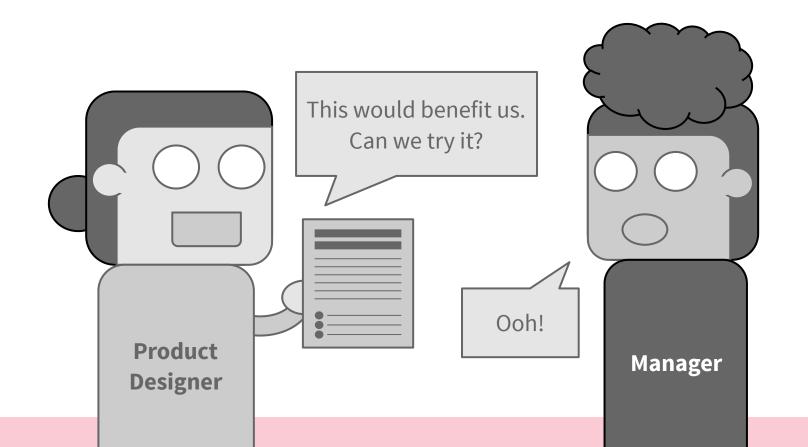
Type of Experiment:	Testing a new, user-generated browsing experience
What We're Testing:	We're testing a new browsing experience where shoppers can browse through users' lists on the Etsy homepage and find items they love.
Goal:	Make browsing easier for shoppers.
Audience:	A percentage of buyers on Etsy.
Start Date:	May 2018

Radical change

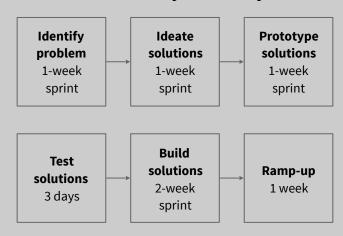
Step 1: Identify the problem



Step 2: Propose solutions



Product Delivery Efficiency Plan



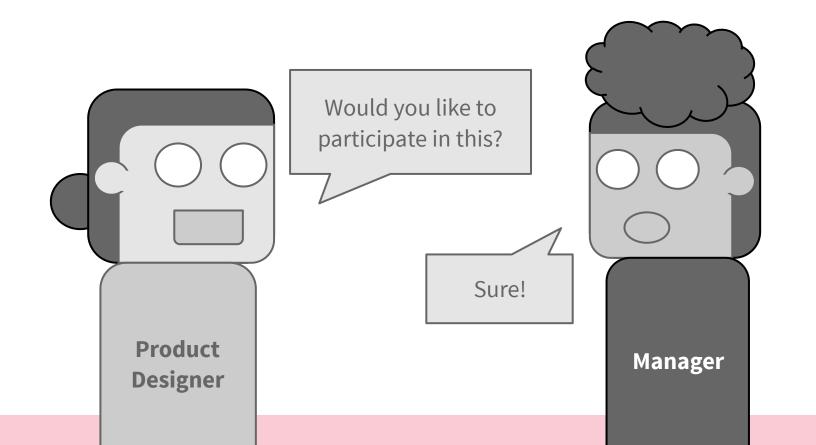
Staffing requests:

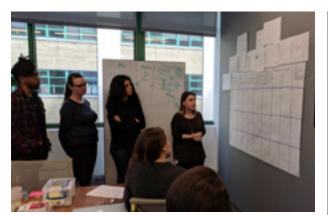
- Product manager coach (3 weeks)
- Design strategy coach (2 weeks)

Contractor costs: \$12,000

Time savings: 9 months

Step 3: Do the thing!



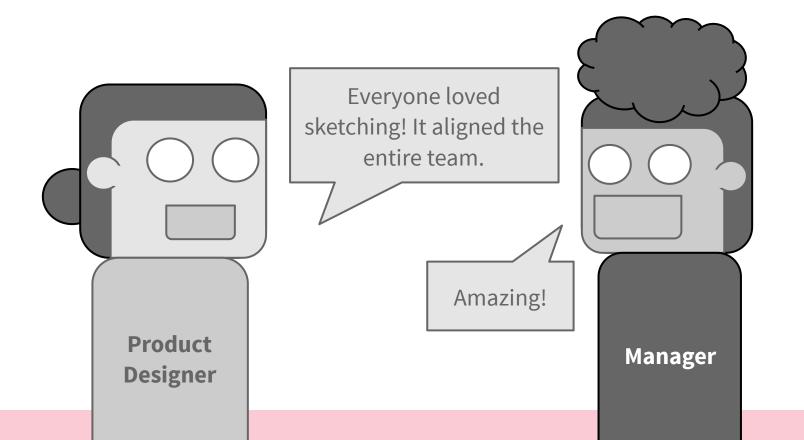






Step 4:Show value

USER JOURNEY MAP Task 1 Task 2 Task 3 Task: 4 Task 5 Task 6 Task 7 Find "Sell on Learn about Set up shop Name the Add a listing Set up payout Set up billing Etsy" button selling on Etsy shop preferences preferences Landing on this page. Money is an exciting



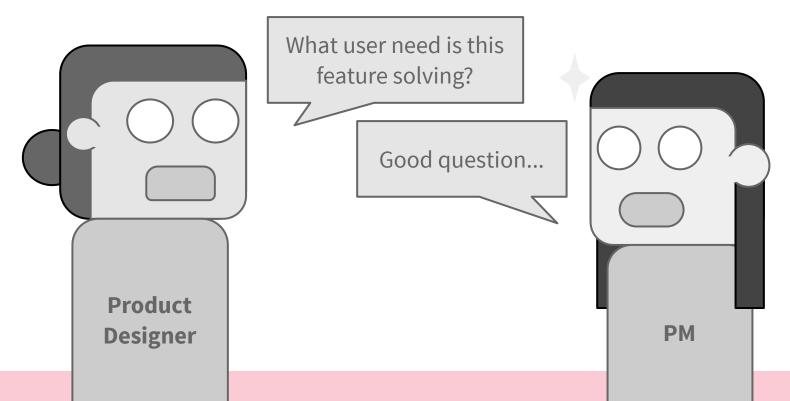
Baby steps

Step 1:

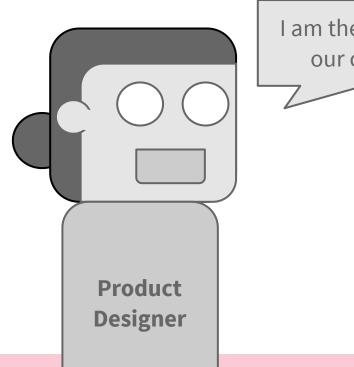
Ask unanswered questions

Questions to ask

- What is the customer problem?
- What are the KPIs?
- What's our definition of success?
- Who will be building this?

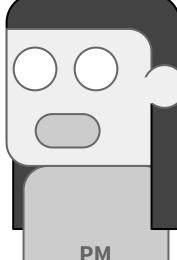


Step 2:Share your opinion

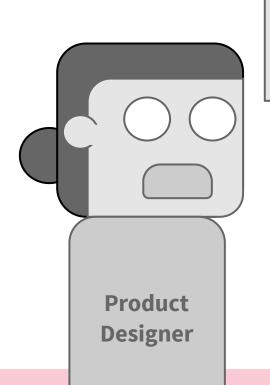


I am the advocate for our customers.

Yes!

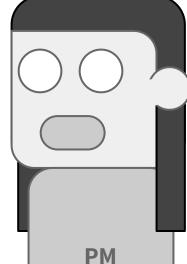


PM

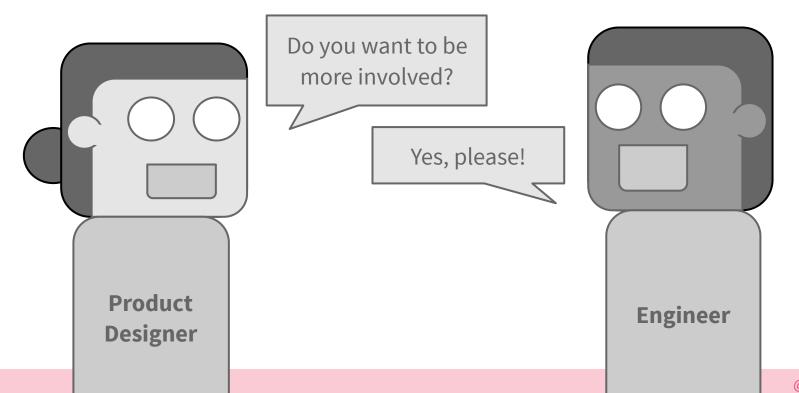


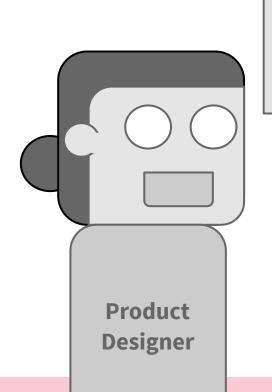
User research says our customers won't pay for this product.

> We should make it more valuable to them!



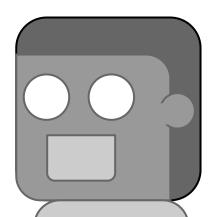
Step 3: Include others





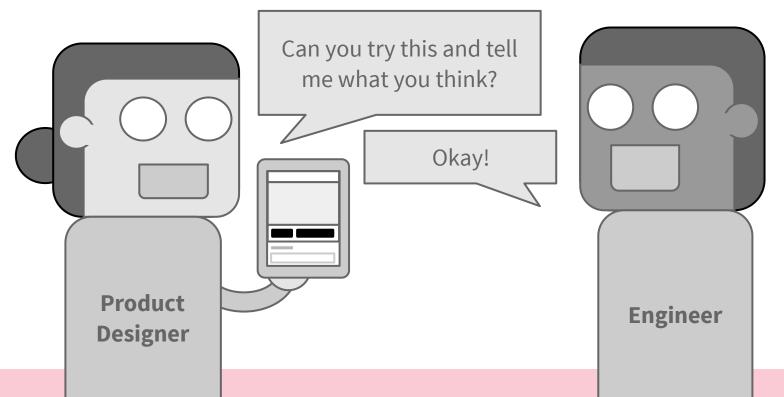
I think you'd have a lot to contribute to this discussion.

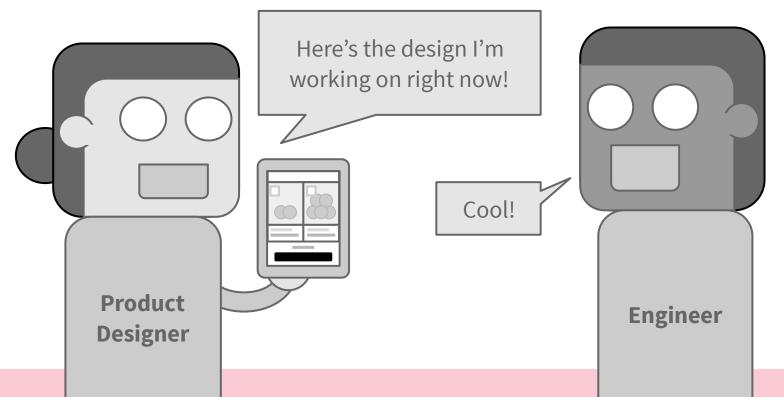
Thank you for thinking of me!



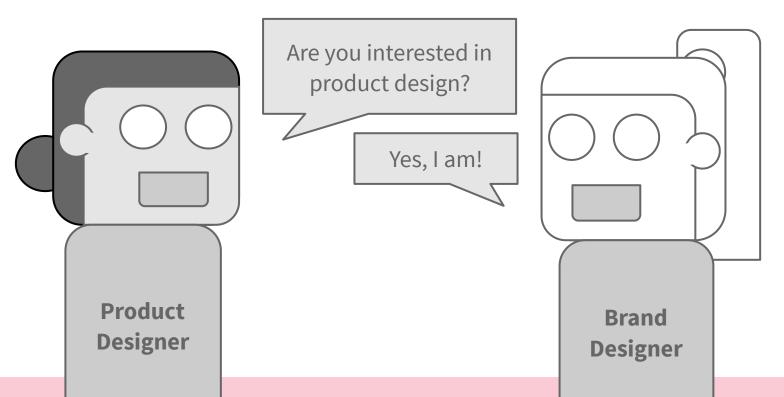
Engineer

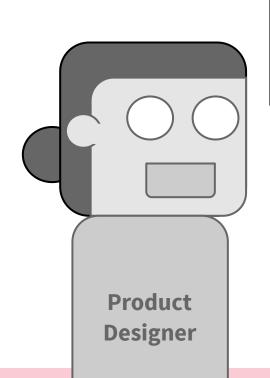
Step 4:Be visible





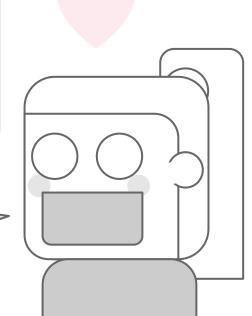
Step 5:Invest in others





You said you were interested in Product Design. Want to make a prototype with me?

Yes! A thousand times, yes!



Brand Designer

Wrap up

Ideas aren't precious. Your time is.

Let's design together.

In summary:

- ♦ Failure shouldn't be lethal.
- Collaborative design is efficient.
- Ask for feedback early and often.
- ♦ Invest in your collaborators.

Thank you!

Questions?

Tweet @cattsmall

Email catt@cattsmall.com