Solving Design Problem in ~~2 days~~ 2.5 hours with Google Design Sprint

Borrys Hasian
Google Expert UX/UI

Google UX Day
Jakarta, March 2016

Think different.

Viki App

Average Ratings (United States)

All Versions - **4.2** - **209,418** ratings

4.2

★★★★☆

209,418 ratings

★ 5		131,019
★ 4		35,276
★ 3		16,334
★ 2		8,306
★ 1		18,479

Updated on Mar 02, 2016

Featured (Mar 03, 2016)

⭐ **5 times** on the Google Play Home Page

⭐ **19 times** in Google Play

Versions

3.14.1	Feb 24, 2015	Current release
3.13.0	Feb 16, 2015	
3.11.2	Nov 12, 2014	
•••		
1.2.0	May 10, 2012	
1.1	Apr 10, 2012	First tracked

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Updated on Mar 02, 2016

Viki App

Featured (Mar 03, 2016)

iPhone Market

⭐ Not featured on the iTunes Home Page

⭐ **389 times** in iTunes

iPad Market

⭐ Not featured on the iTunes Home Page

⭐ **359 times** in iTunes

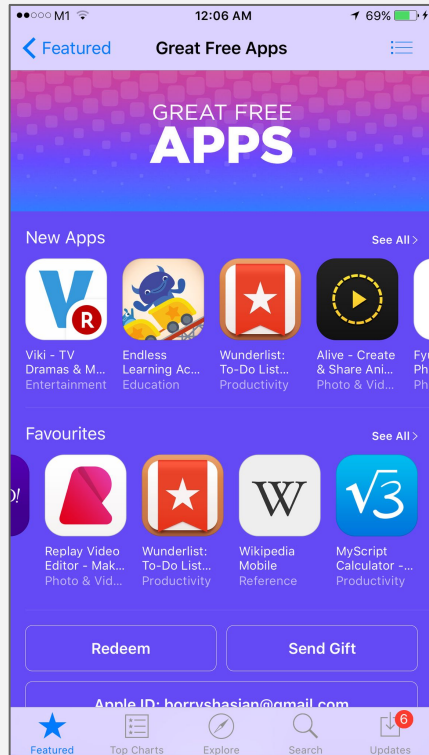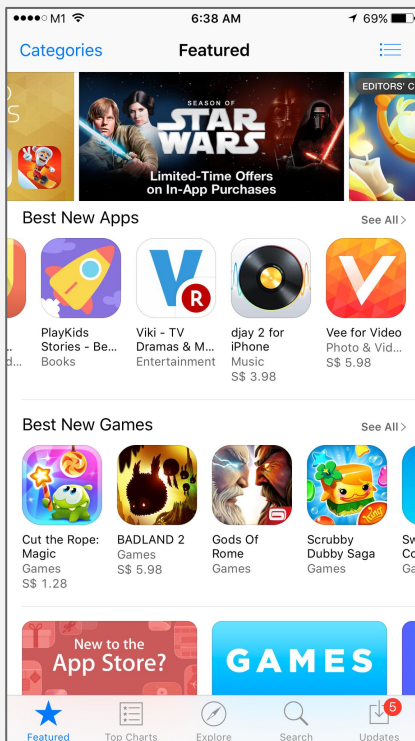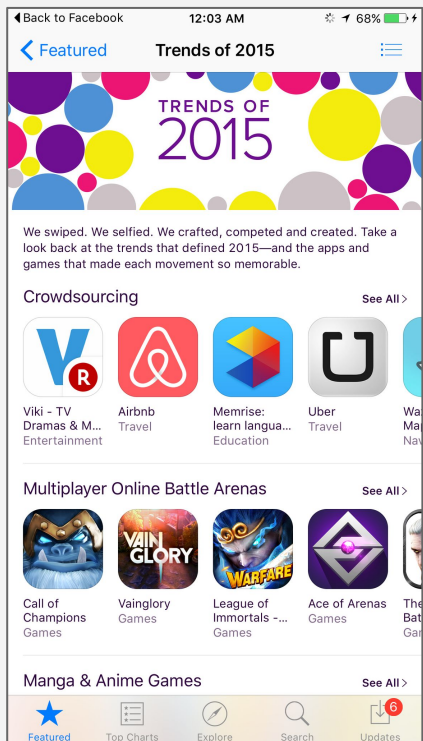---

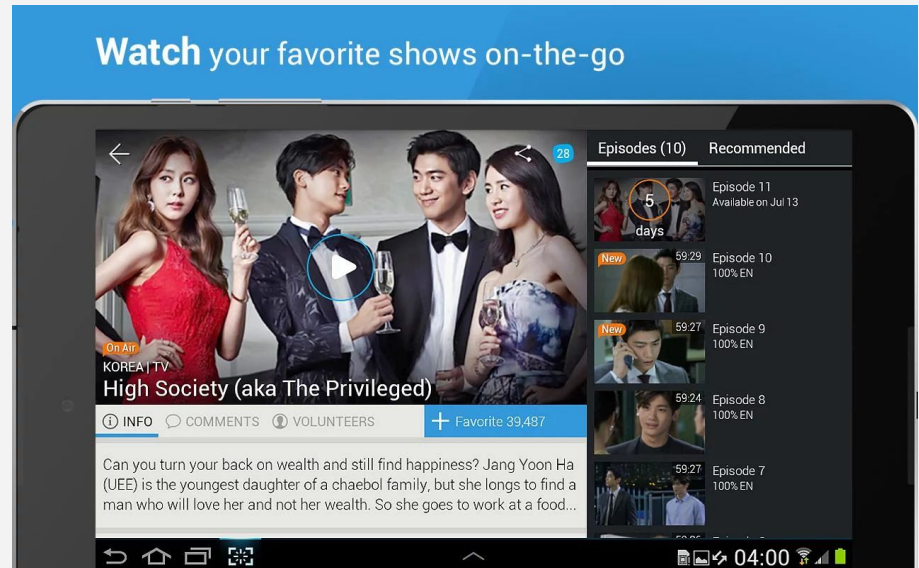**Average Ratings (United States) More Countries**

▼ Current Version

4.5

⭐⭐⭐⭐⭐

96 ratings

⭐ 5		65
⭐ 4		23
⭐ 3		3
⭐ 2		2
⭐ 1		3

▶ All Versions - **4.5 - 18,353** ratings

Updated on Mar 03, 2016

Viki App has been featured countless times, even in the Apple's list of apps that defined 2015

The visual design & interaction is so-so but it's a successful app. So UX is not just about good visual design.

The Disciplines of
User Experience Design

Source: Fastcodesign

Concrete · **Completion**

Web as software interface

Visual Design: graphic treatment of interface elements (the "look" in "look-and-feel")

Interface Design: as in traditional HCI: design of interface elements to facilitate user interaction with functionality
Information Design: in the Tuftean sense: designing the presentation of information to facilitate understanding

Interaction Design: development of application flows to facilitate user tasks, defining how the user interacts with site functionality

Functional Specifications: "feature set": detailed descriptions of functionality the site must include in order to meet user needs
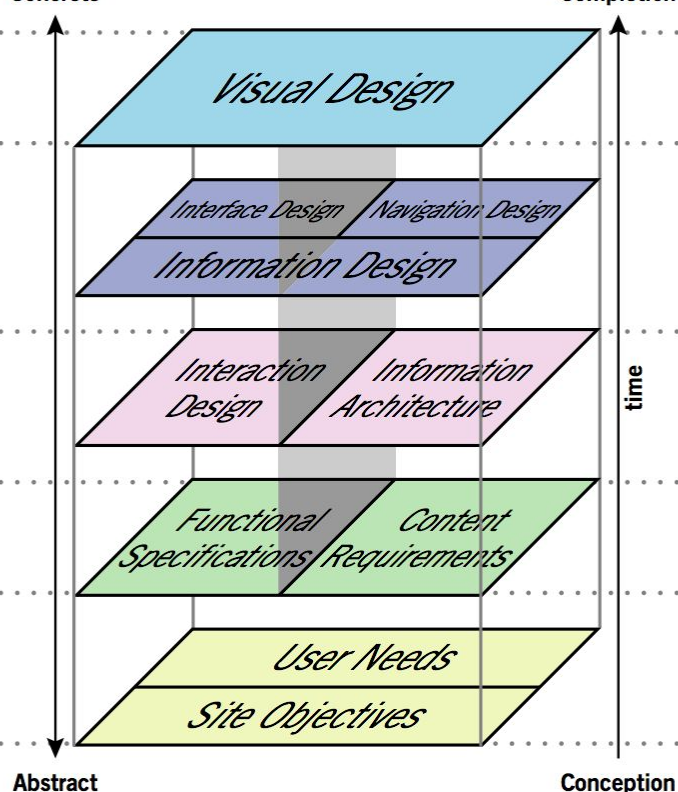
User Needs: externally derived goals for the site; identified through user research, ethno/techno/psychographics, etc.
Site Objectives: business, creative, or other internally derived goals for the site

task-oriented

Web as hypertext system

Visual Design: visual treatment of text, graphic page elements and navigational components

Navigation Design: design of interface elements to facilitate the user's movement through the information architecture
Information Design: in the Tuftean sense: designing the presentation of information to facilitate understanding

Information Architecture: structural design of the information space to facilitate intuitive access to content

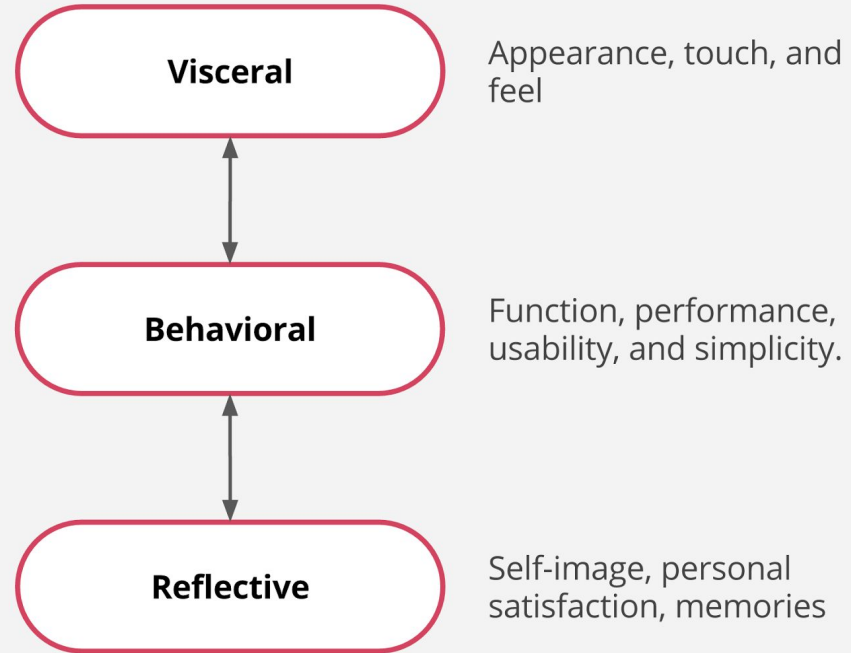**Content Requirements:** definition of content elements required in the site in order to meet user needs

User Needs: externally derived goals for the site; identified through user research, ethno/techno/psychographics, etc.
Site Objectives: business, creative, or other internally derived goals for the site

information-oriented

Visual Design

Interface Design | Navigation Design
Information Design

Interaction Design | Information Architecture

Functional Specifications | Content Requirements

User Needs
Site Objectives

time

Abstract · **Conception**

Source: jjg.net

THREE LEVELS OF PROCESSING IN THE BRAIN

Visceral — Appearance, touch, and feel

Behavioral — Function, performance, usability, and simplicity.

Reflective — Self-image, personal satisfaction, memories

"Product design is about creating something that's right for your customer by completely understanding what they feel, what they think, and what they want.

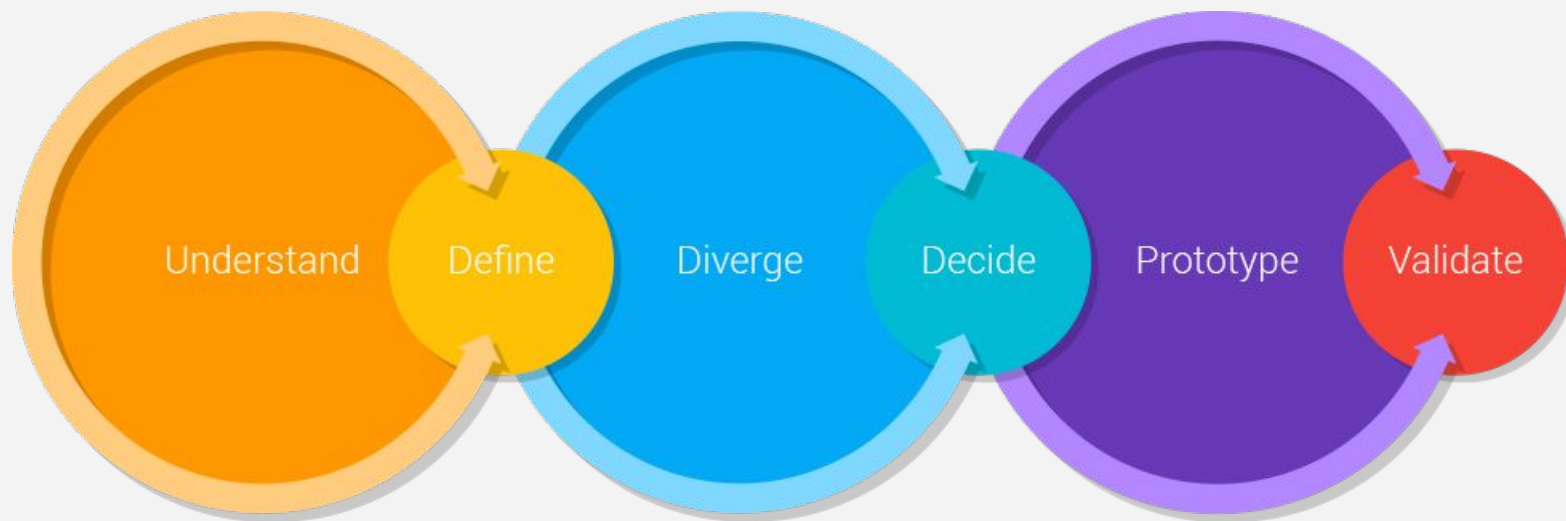*But ultimately, designing a product means designing something that sells."*

Scott Hurff

Google Design Sprint

Design sprints are a framework for teams of any size to solve and test design problems in 2-5 days.

Design Sprint Playbook

Google Design Sprint

Understand — Define — Diverge — Decide — Prototype — Validate

Appoint Sprint Master

Relevant, Tied to the team goals, Concise

Inspiring

Focused on a target user or target segment

What's the goal and the situation (context)?

Goal
Redesign episode selection for returning users on mobile app.

Situation (context scenario)
Jenny is a Korean drama fan who finds it troublesome to rewatch episodes of a show that she has watched.

Example

Challenge
How might we (HMW) design a quicker episode selection for returning users on mobile app, aiming Q2'16 launch?

Deliverables for this sprint
A clickable prototype for testing.

HMW method from d.school

Google Design Sprint
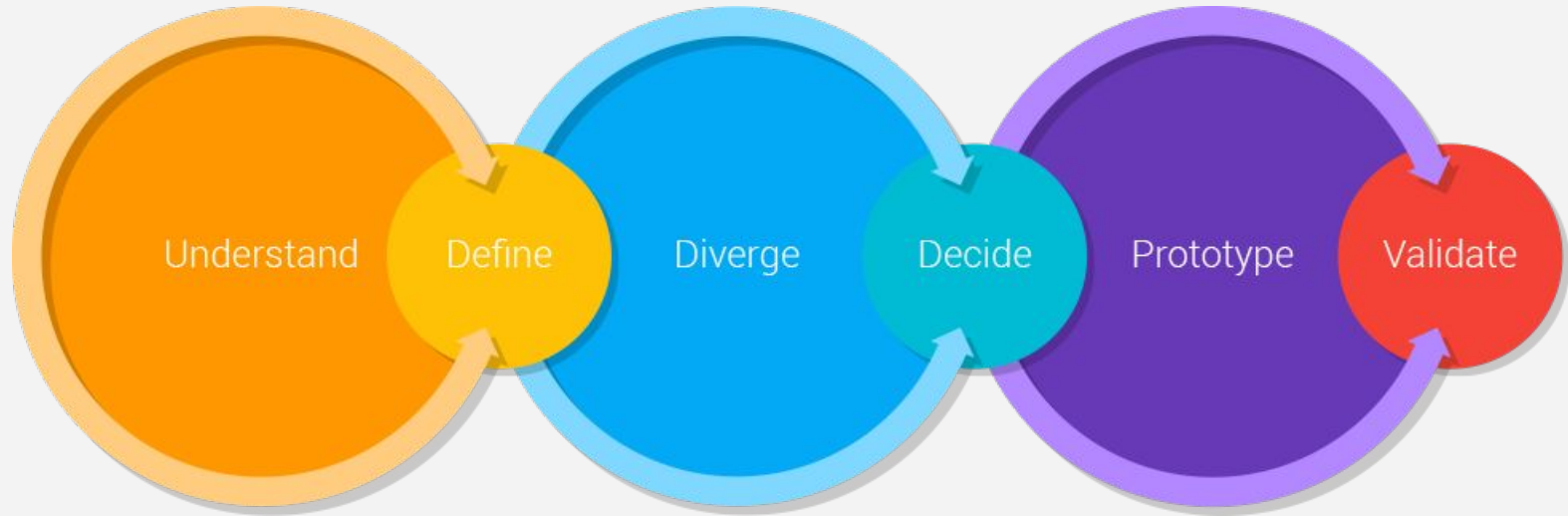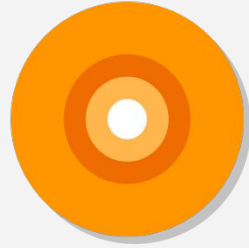
Stage 1. Understand

What are the user needs, business need and technology capacities?

Business goals and success metrics.

What other products and services can inspire you? Pick 2-3, and list down what you like and dislike.

Google Design Sprint
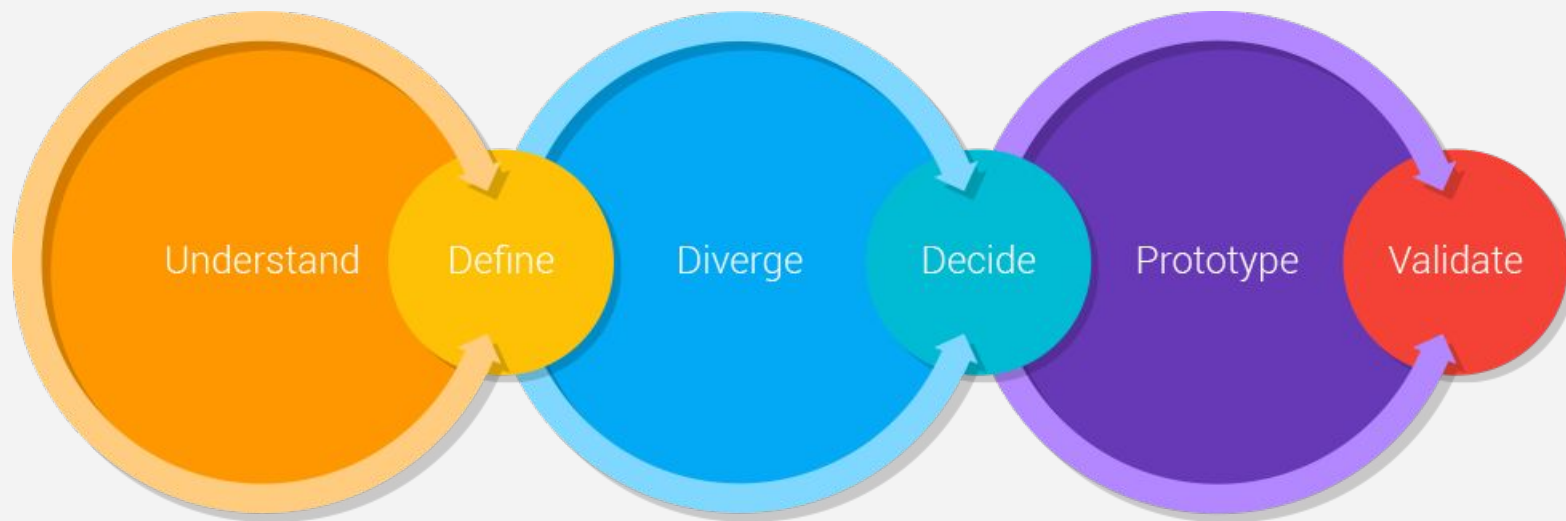
Understand — Define — Diverge — Decide — Prototype — Validate

Stage 2. Define

What is the key strategy and focus?

Pick 1-2 key goals of your target user or segment.

What 3 words would you like for users to describe your product/feature?

Imagine it's time to launch your product/feature. What would be your first tweet?

Google Design Sprint
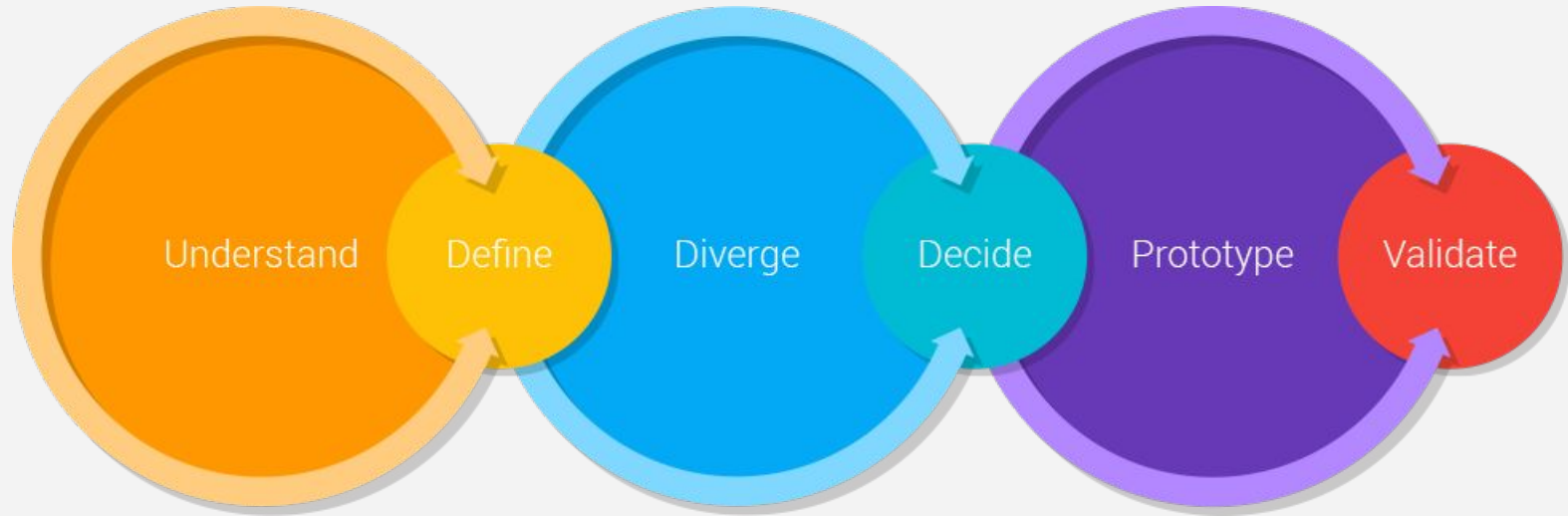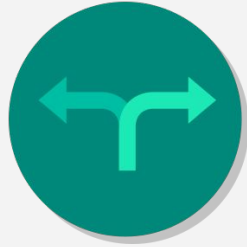
Understand | Define | Diverge | Decide | Prototype | Validate

Stage 3. Diverge

How might we explore as many ideas as possible?

Work individually and come up with 8 ideas.

Work individually and come up with 1 big idea.

Google Design Sprint
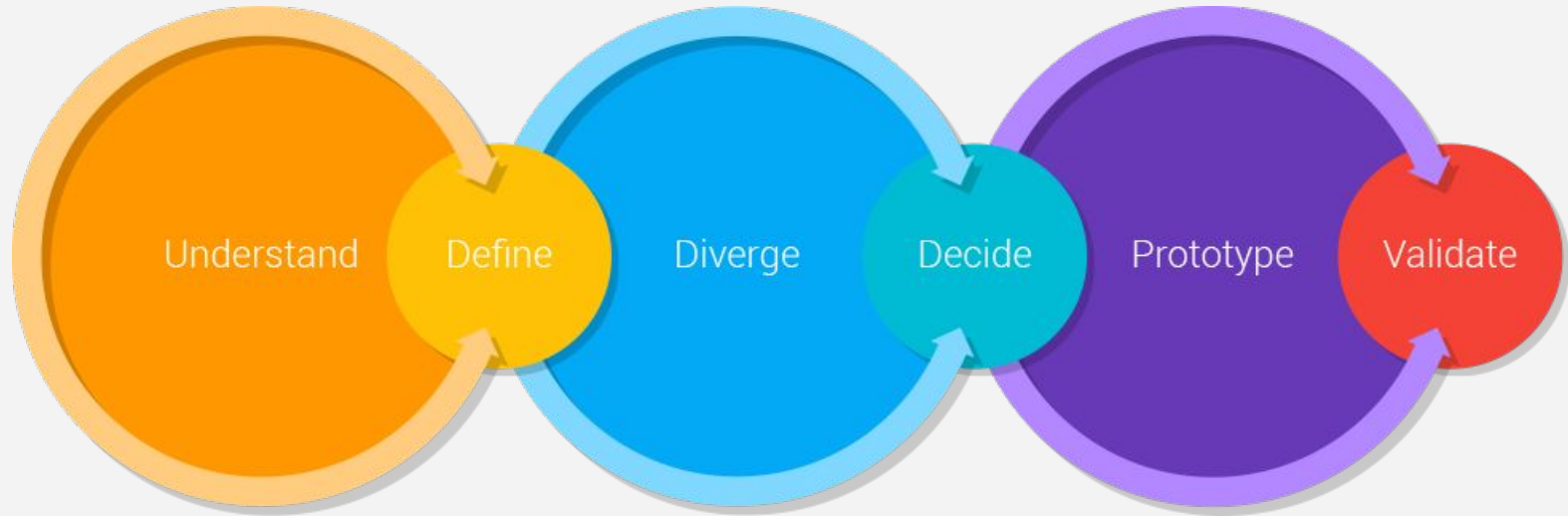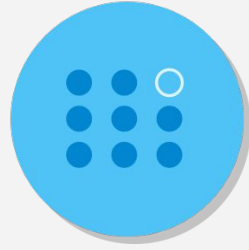
Understand — Define — Diverge — Decide — Prototype — Validate

Stage 4. Decide

Select the best ideas so far.

Review the ideas and voting in silence. It allows you to form your own unbiased opinion.

Discuss the best ideas and decide which ones to prototype. You can do more sketching and exploring.

Assign everyone a Thinking Hat. Each hat represents a different point of view.

Idea Generator   Optimist   Pessimist

Technical feasibility   User Advocate

Stage 5. Prototype

Create an artifact that allows to test the ideas with users.

Something that makes your ideas 'real enough to feel', so you can get feedback from users.

Google Design Sprint
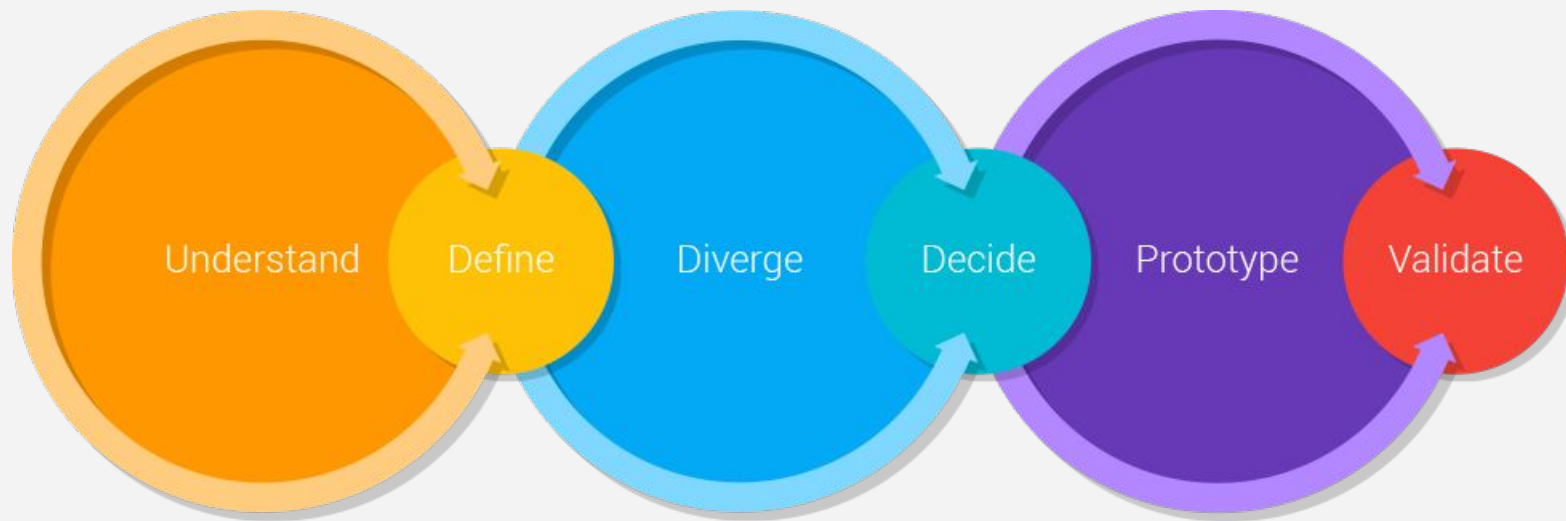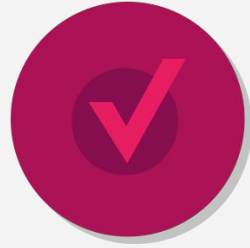
Understand Define Diverge Decide Prototype Validate

Stage 6. Validate

Test the ideas with users, business stakeholders and technical experts.

10min. Demo Usability Testing.

Facts are better than dreams.

Winston Churchill

Can they achieve their goals?

What do they like and dislike in the prototype?

What would they like to improve?

Does the solution meet their needs overall?

Reflect

What have you learned in 2.5 hours?

What will you change tomorrow?

How would you drive change in your team/company?

Thank you.

Borrys Hasian
Google Expert UX/UI
@borryshasian
borrys.com

The startups in Google UX Day

Most of the images/icons used were from Google Design Sprint