EVIDENCE DRIVEN

Rapid Prototyping: A Case Study

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#uxmeetup

Zanshin Labs

Have you ever been in a project where everyone had their own "preciousss" opinion about the UX?

A TRUE STORY

Mobile self-registration of existing offline users

Project Context

Dirty data in the backend
APIs where in flux
Outsourced dev team
Extreme Pressure
New PO (new to domain)
Unclear security process
No API documentation
No clear Biz goals
Previous "UX" issues
New IT department
Five (5) days…

HOW CAN WE APPROACH THIS?

BUSINESS

Stakeholder Interviews

Requirements Gathering

Competitor Analysis

USERS

Qualitative Interviews

Quantitative Surveys

Usability Testing

EVIDENCE
(KPIs)

SYSTEM

Heuristic Evaluation

Content Auditing

API Mapping

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Have you ever started a project without any **user research**?
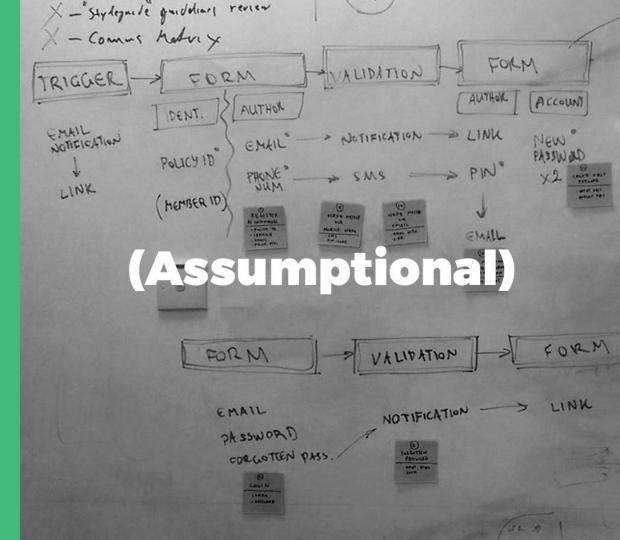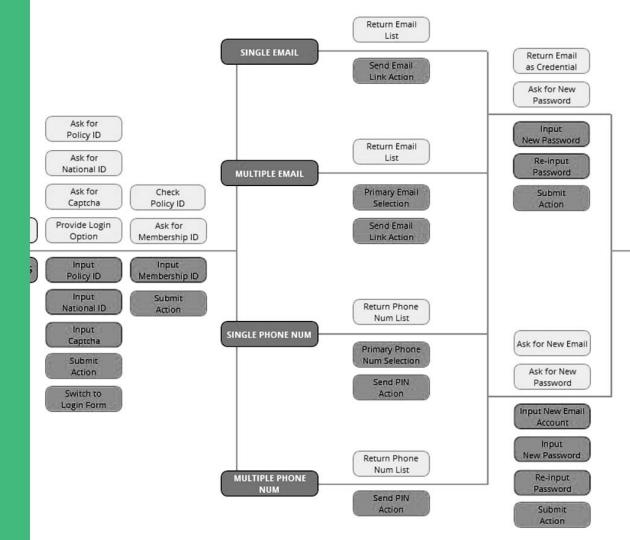
User Stories

From the **Backlog**
we sourced **user goals**

User Journeys

(Assumptional)

User Task Analysis

Ask for Policy ID

Ask for National ID

Ask for Captcha

Check Policy ID

Provide Login Option

Ask for Membership ID

Input Policy ID

Input Membership ID

Input National ID

Submit Action

Input Captcha

Submit Action

Switch to Login Form

SINGLE EMAIL

Return Email List

Send Email Link Action

Return Email as Credential

Ask for New Password

Input New Password

Re-input Password

Submit Action

MULTIPLE EMAIL

Return Email List

Primary Email Selection

Send Email Link Action

SINGLE PHONE NUM

Return Phone Num List

Primary Phone Num Selection

Send PIN Action

Ask for New Email

Ask for New Password

Input New Email Account

Input New Password

Re-input Password

Submit Action

MULTIPLE PHONE NUM

Return Phone Num List

Send PIN Action

In parallel to **API** Mapping

NOT SURE IF EVERYTHING IS RIGHT

OR NOTHING IS WRONG

We had to **validate** our first **assumptions**

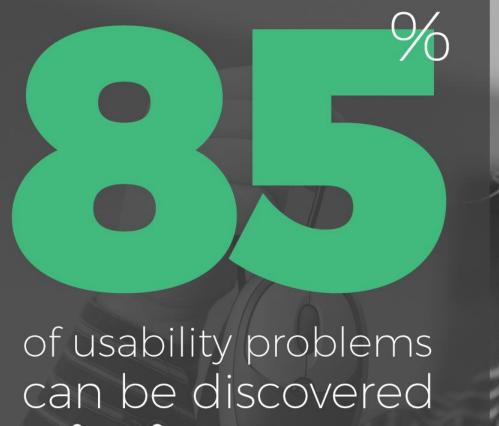We had to **validate** our first **assumptions**
(after all, we are only **human**)
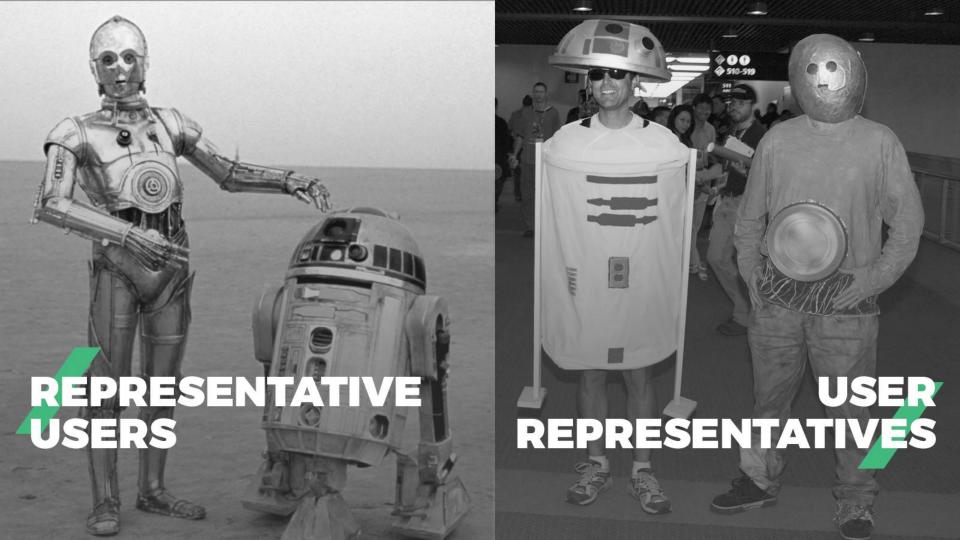
How could we validate our assumptions?

RAPID

USER RESEARCH

PAPER PROTOTYPES / REPRESENTATIVE **USERS**

But how many users should we recruit?

85%

of usability problems
can be discovered
with just 5 users

- Jacob Nielsen

REPRESENTATIVE USERS

USER REPRESENTATIVES
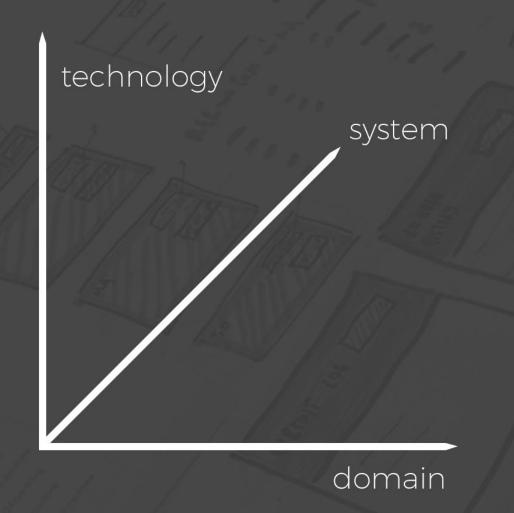
How can we get **permission** to start with User Testing?

It's better to ask for
FORGIVENESS
than to ask for
PERMISSION

paper

wireframes

EXPLORATORY USABILITY TESTING

USER INTERVIEWS

THE PLOT **THICKENS**

Discovery I

Business value proposition was not evident

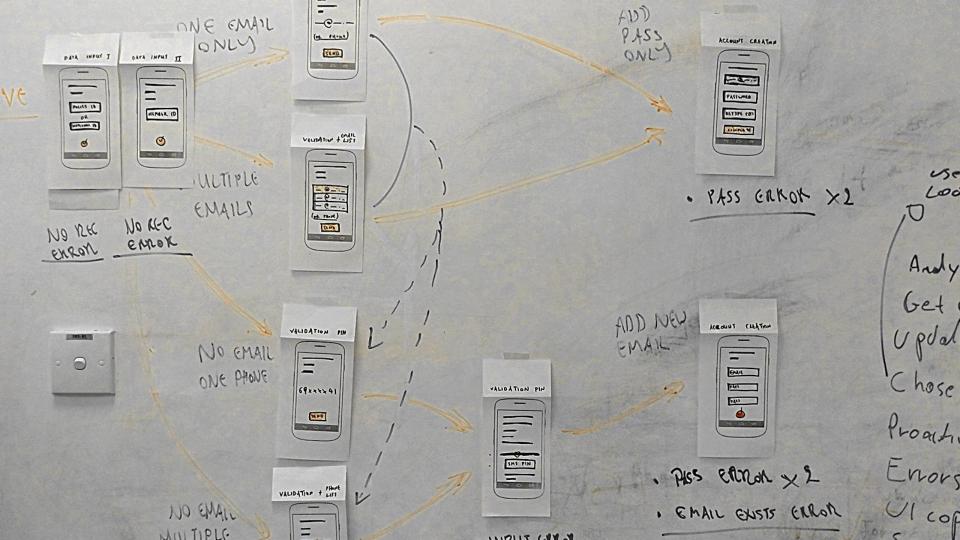# How can you **convince** stakeholders that you needed to **re-examine** requirements and do more research?

Stakeholder Meeting
With live Usability Testing

Discovery II

The **trigger** into the
User Journey
was undefined

management
BLESSINGS
to proceed with
user research

ve

ONE EMAIL
ONLY

DATA INPUT I

DATA INPUT II

POLICE ID
OR
NATIONAL ID

MEMBER ID

OR PHONE

SEND

ADD
PASS
ONLY

ACCOUNT CREATION

PASSWORD

RETYPE PASS

CONFIRM

MULTIPLE
EMAILS

VALIDATION + EMAIL
LIST

OR PHONE

SEND

• PASS ERROR ×2

NO REC
ERROR

NO REC
ERROR

NO EMAIL
ONE PHONE

VALIDATION PIN

69××××41

INFO

ADD NEW
EMAIL

ACCOUNT CREATION

EMAIL

PASS

PASS

VALIDATION PIN

SMS PIN

USE
LOG

Andy

Get

Updal

Chose

Proacti

Errors

UI cop

• PASS ERROR ×2

• EMAIL EXISTS ERROR

VALIDATION + PHONE
LIST

NO EMAIL
MULTIPL

INPUT ERROR

Affinity Map

Primary Email Selection	Validation Step	Account Creat. Step	Phone Addition Step	Completion
This feels like my first **success**. The system gives me someting back.	The text should provide me with **value** on it's existence. Is it security?	I'm **lazy**. I don't like to create new passwords for every new service	Why are you asking me all this stuff? Don't the insurance company have it on **record**?	I am not clear on the **utility** of this process. Why did I did all this stuff?
I would like to be able to **delete** (even auto) the rest of the Emails, except the one I choose.	I'm three **screens deep** coming from my Email, and you ask me to go back there?	What are the **rules** of Password creation? Would I know only after I hit "Submit"?	I need to know more on that "**emergency**" situations. In which cases will I be contacted?	Dashboard feels **quicker**, since the App needs downloading
I understand you want to **clean** my profile info and let me choose my comm channel. That's good.	I would **close** this here and now	That's a nightmare. I didn't know that I have to go through this from the **beginning**.	It's better if you tell me that I need to complete my **profile**, than the "emergency" reason	I would choose the Dashboard **first** to see the benefit and then probably the app
I would **use** the one that I remember the Password	Shouldn't the **system** have my Email, since I received a notification to come here in the first place?	I would be fed up at this point. I would definitely **close** it.	This feels like a **neverending** process. It's too cumbersome	It feels like a **friendly** process. Quick and straight forward.
Will I be able to **change** it or input a new one, later?	I should expect to have some **time constrains** for security reasons. Probably 5 minutes.	Since I am creating a Password, in which **username** will it be attached to?	Shouldn't I be able to add someone **else's number** too, in case I am in emergency?	After all this **effort**, I would prefer to get the app

Discovery III

Users felt achievement when cleansing data, which matched company goals

BUSINESS

Stakeholder Interviews

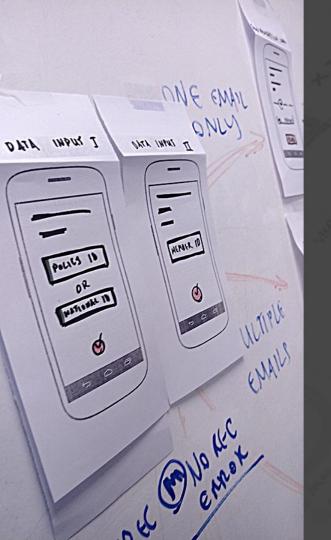Requirements Gathering

Competitor Analysis

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Content Auditing

User Analytics

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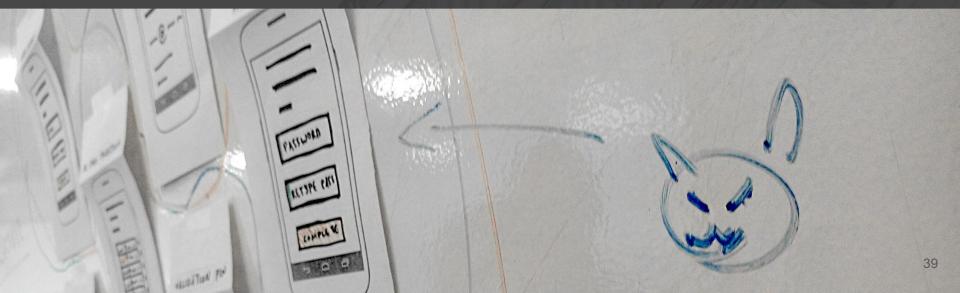
Hifi Mockups
Content Inventory
Interactive Prototype
On-device Usability Testing

Continuous Backlog Refinement (MVP)
API Validation
Security Processes

But, people may still have opinions about the "right UX"

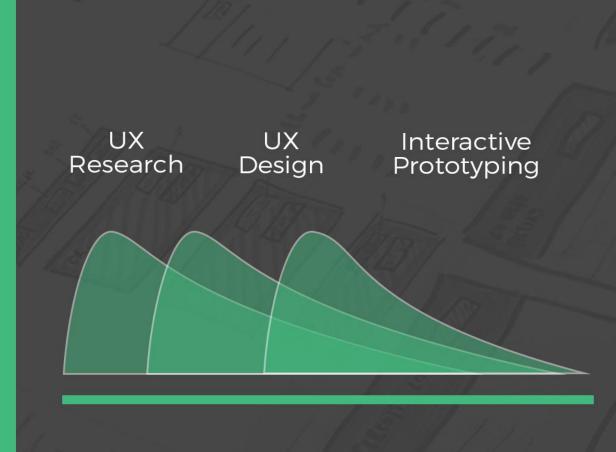Use all your arsenal of **documented evidence** to overcome opinions

Deliverables

Refined Backlog
Mockup Screens
Styleguides
UID for devs

Vewy vewy waterfall-y

WHAT CAN WE LEARN?

Process

UX
Research

UX
Design

Interactive
Prototyping

Backlog preparation is key

Early dev engagement de-risks the project and discovers constraints and affordances

Nevermind
the waterfall environment, do intra-day iterations & continuous prototyping

Research

Validate assumptions at every step

SYSTEM

Expect system data and functions to not always enable the proper UX.

Use affinity map analysis also as evidence

A User Journey's trigger will always give invaluable context

BUSINESS

The value proposition shapes user goals

(you may end up testing product - market fit)

Stakeholder Persuasion

UX Research is vital

User Testing at stakeholder **meeting** may be dangerous, but is effective

User Testing is **low cost**
and it can be proven to be so, easily

Utilise **User Testing** session recordings and affinity map as **summarisation**

EVIDENCE **CRASHES** OPINIONS

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thank you