

{ UX Meetup Thessaloniki - Dec 2017 }

EVIDENCE DRIVEN

Rapid Prototyping: A Case Study

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Zanshin
Labs



software production
consultants



we help teams & organizations

define | **design** | **develop**

software their **users need**



**Ever been in a project
where everybody
had their own...**



**...PRRECIOUSSS OPINION,
ABOUT UX?**

I'm not listening.

A TRUE STORY



Project context

Life **insurance** domain

Today we will focus only
on a **small part** of the project

Mobile **self-registration** of existing offline users



SIMPLE, RIGHT?

Project context

- Dirty data in the backend
- APIs were in flux
- Outsourced dev team
- Extreme pressure
- New PO (to the team & to domain)
- Unclear security process
- Project already delayed
- No API documentation
- No clear biz goals
- Previous “UX” issues
- New IT department
- Five (5) days to deliver

APPROACH

BUSINESS

USERS

**EVIDENCE
(KPIs)**

SYSTEM

BUSINESS

- Needs & Goals
- KPIs & Funnels
- Stakeholder Map
- Biz Assumptions

EVIDENCE (KPIs)

USERS

- User Research
- Surveys
- User Personas
- User Journeys

SYSTEM

- Heuristic Evaluation
- Usability Testing
- Analytics & Segmentation

BUSINESS

- Needs & Goals
- KPIs & Funnels
- Stakeholder Map
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EVIDENCE (KPIs)

USERS

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SYSTEM

- Heuristic Evaluation
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**Ever started a project
without any user research?**

**“WE KNOW
WHAT OUR
USERS
WANT”**

- ANONYMUS STAKEHOLDER



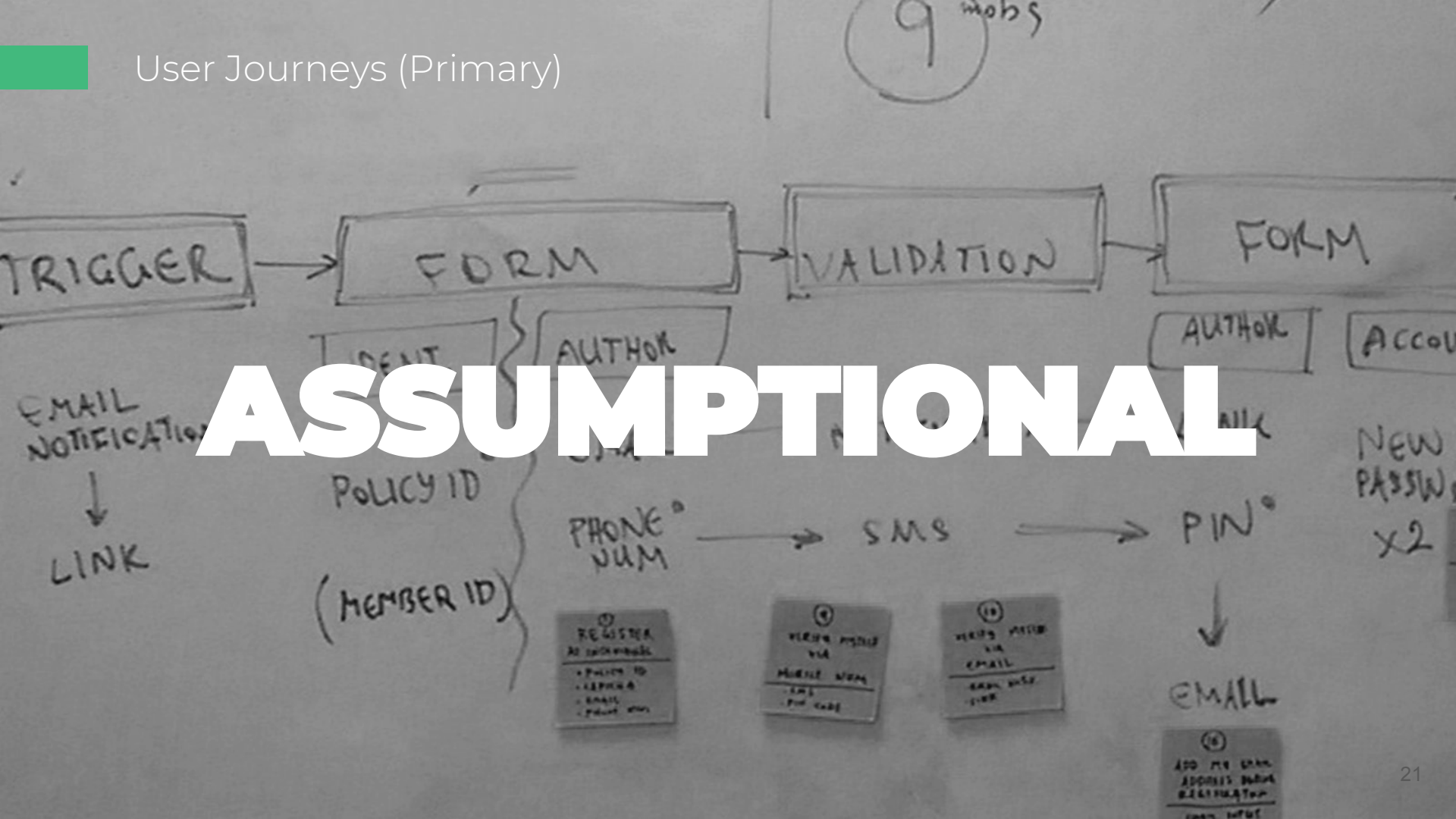


So how do you start?

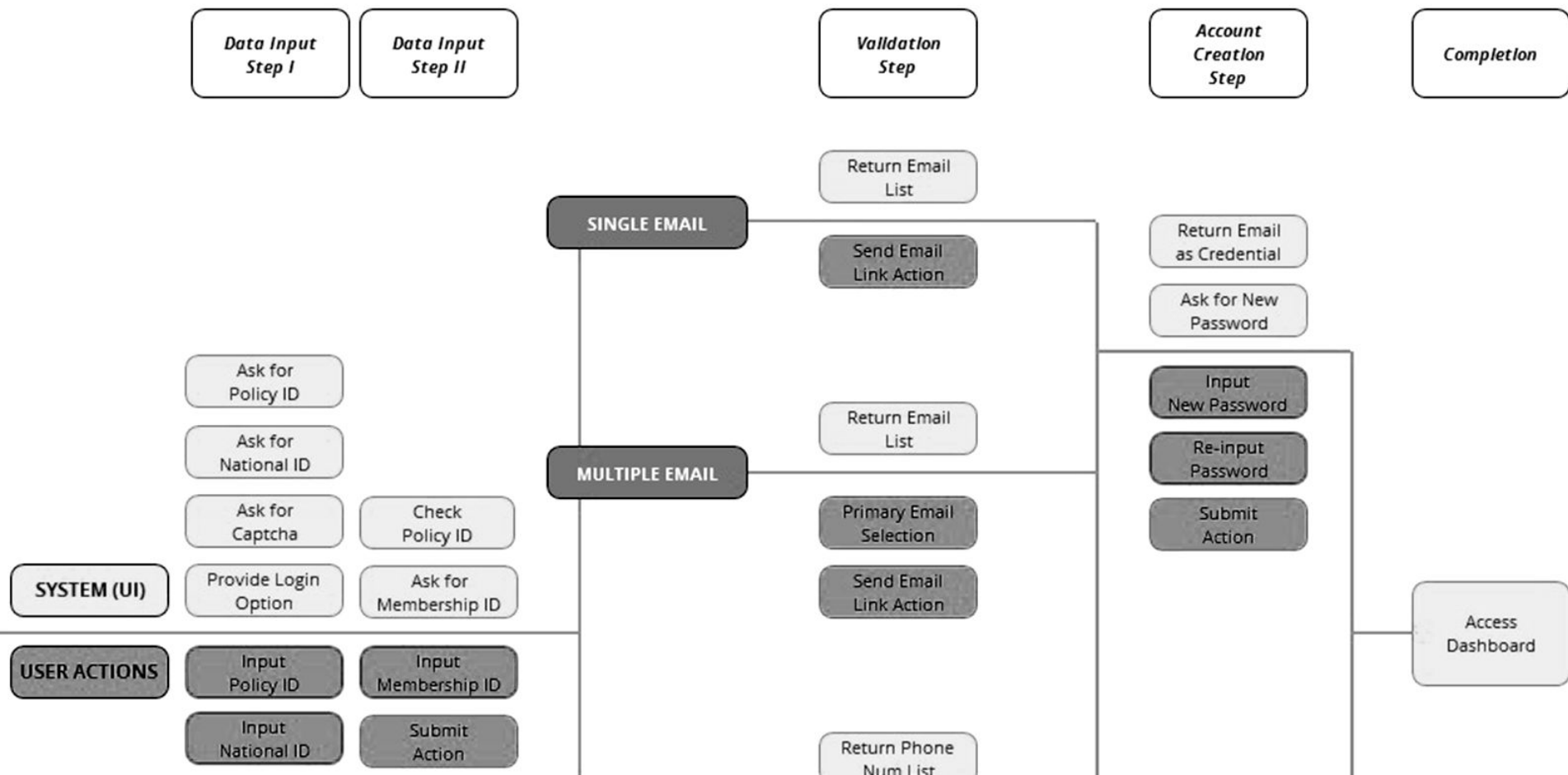
From the incomplete **backlog**
we sourced **user goals**

From the incomplete **user stories**
we reverse engineered **user journeys**

ASSUMPTIONAL



User Task Analysis



...in parallel to **API** mapping and
engaging with software architects

NOT SURE IF EVERYTHING IS WRONG

OR NOTHING IS RIGHT

Task **elimination** was hard
Many **“if-then-else”** points

PROCESS

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

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our first **assumptions**

After all, we are only human :)



**How could we validate
our assumptions?**



RAPID USER RESEARCH

Image Copyright - 20th Century Fox 2014



**PAPER
PROTOTYPES**



**REPRESENTATIVE
USERS**



**PAPER
PROTOTYPES**



**REPRESENTATIVE
USERS**

+ COFFEE



**But how many users
should we recruit?**

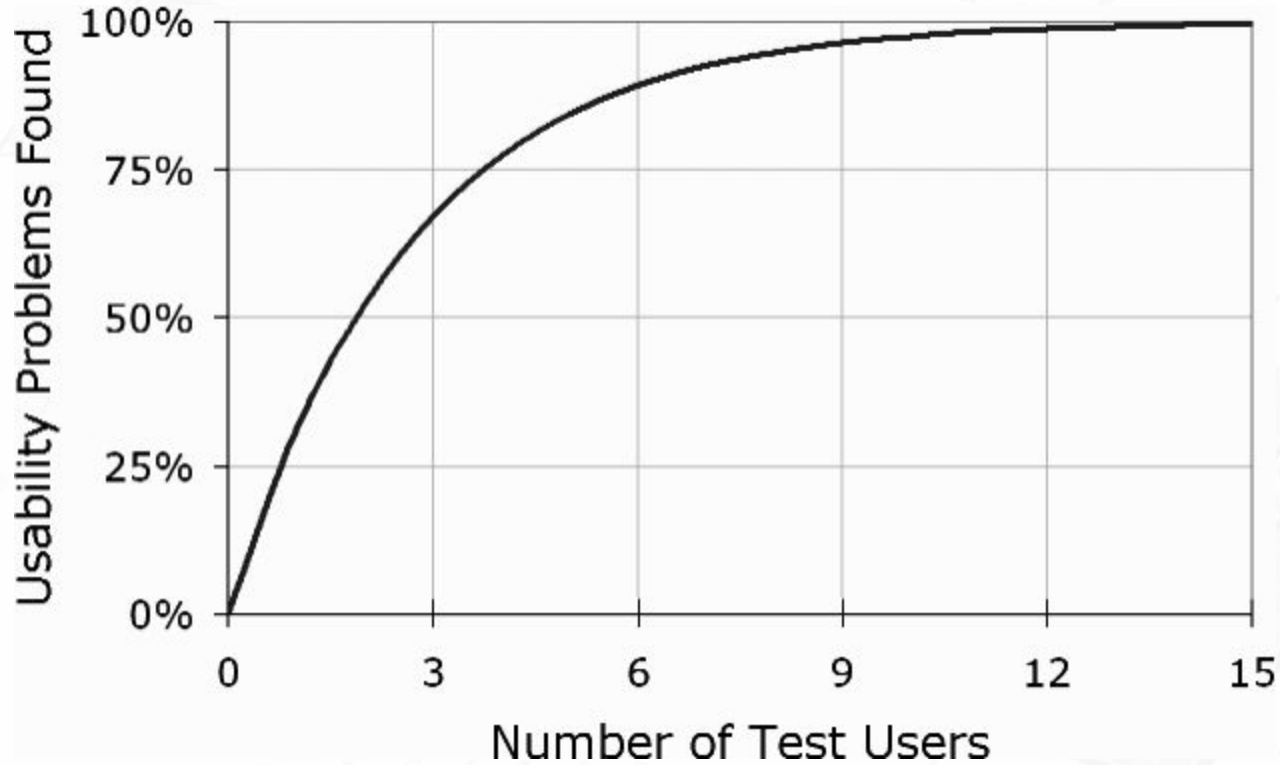
85%

of usability problems
can be discovered
with just 5 users



- Jacob Nielsen

How many users to test with?



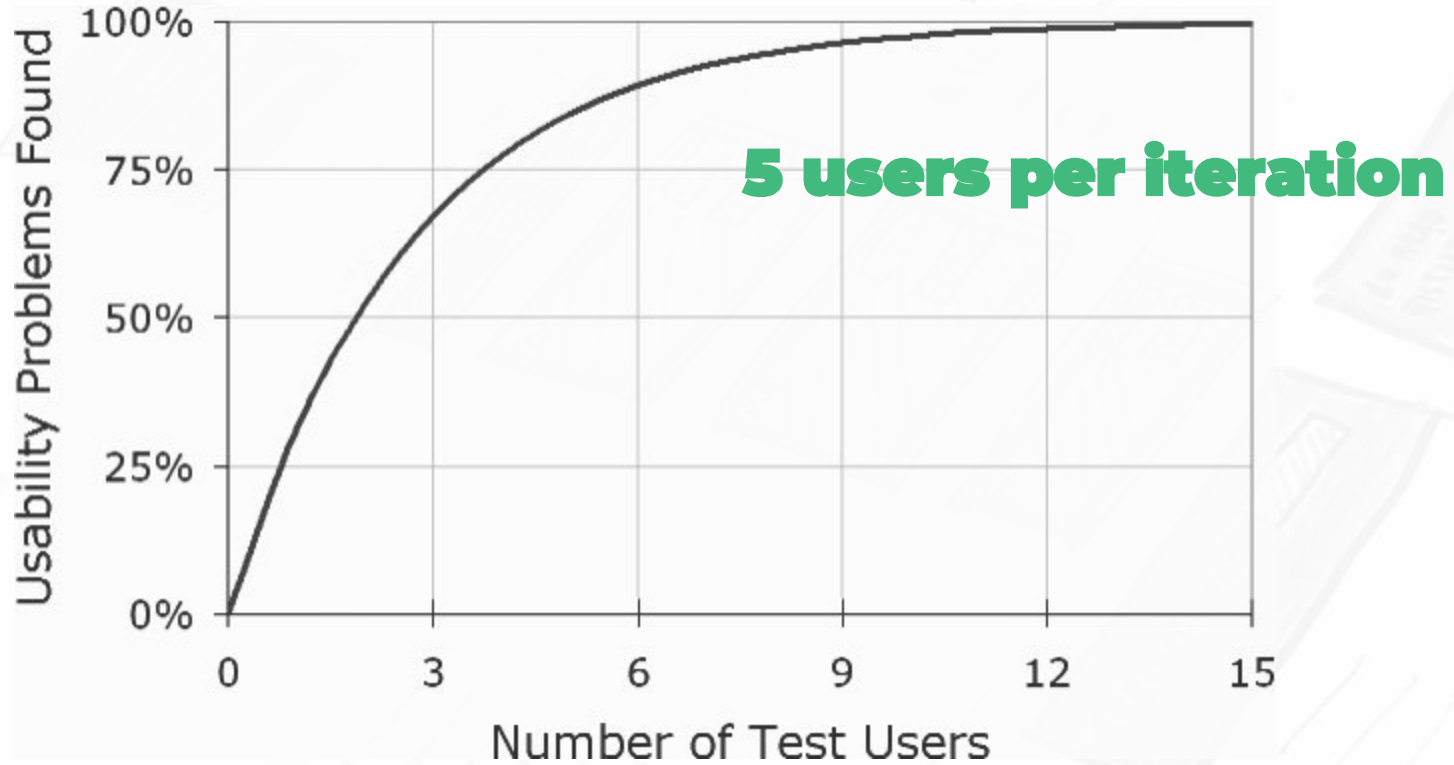


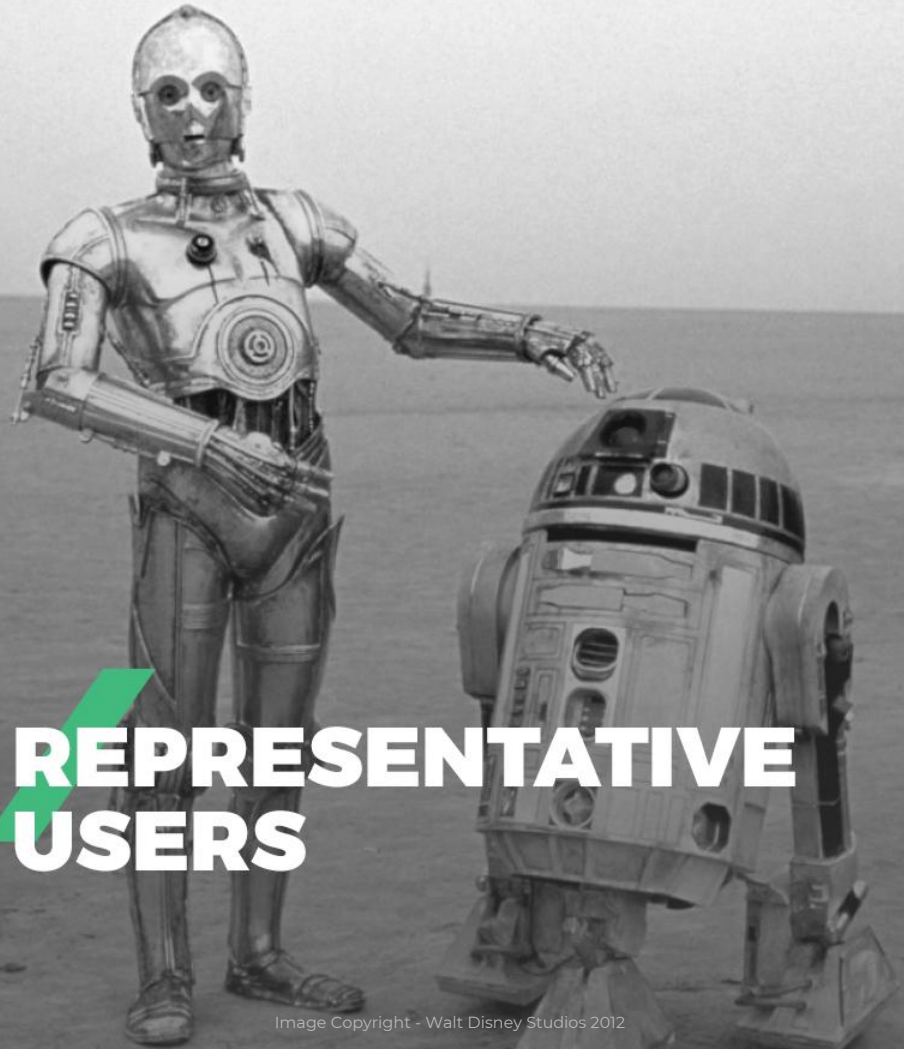
Iterate, iterate, iterate

“The best results come from testing no more than 5 users and running as **many small tests** as you can afford.”

- Jakob Nielsen

How many users to test with?





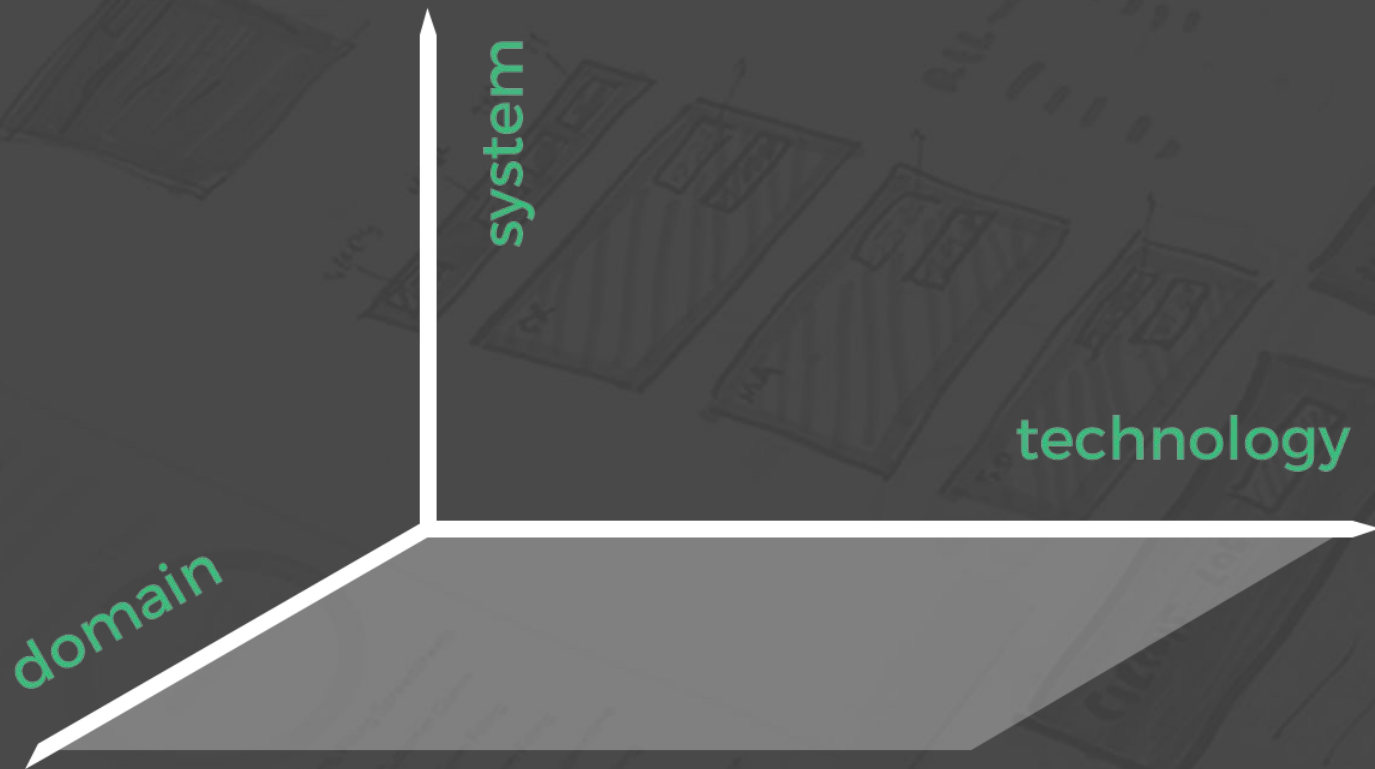
**REPRESENTATIVE
USERS**

Image Copyright - Walt Disney Studios 2012



**USER
REPRESENTATIVES**

User Expertise





**How can we get permission
to conduct user testing?**



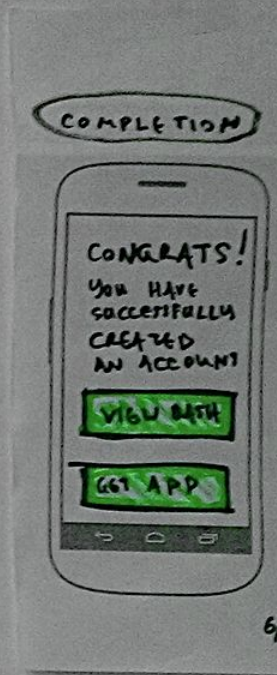
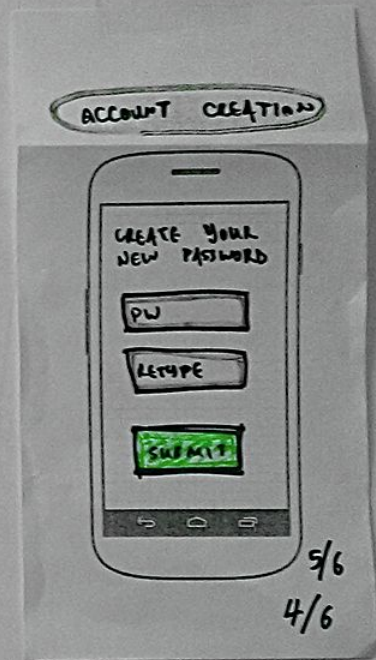
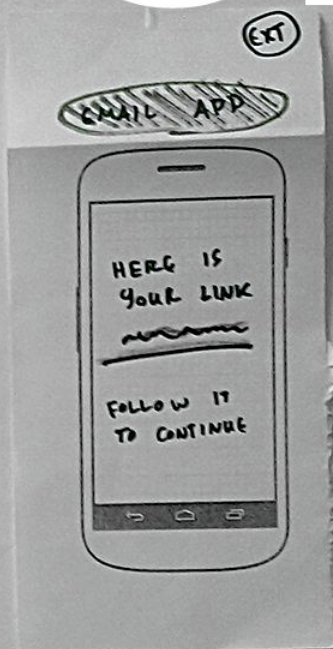
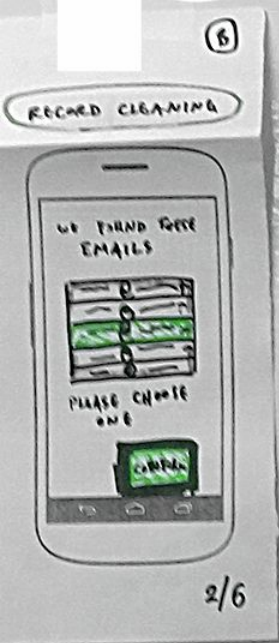
#DON'T

A black and white photograph of a weasel standing on a log, looking directly at the camera. The weasel has a dark back and a light-colored underbelly. The background is blurred, showing more of the log and some foliage.

**BETTER TO ASK FOR FORGIVENESS
THAN TO ASK FOR PERMISSION**

- Ancient weasel proverb

paper



prototypes

EXPLORATORY USABILITY TESTING



FOLLOW-UP USER INTERVIEWS

A black and white photograph of Sherlock Holmes and Dr. Watson in a snowy London street. Sherlock Holmes, on the right, wears a dark deerstalker hat and a heavy coat. Dr. Watson, on the left, wears a bowler hat and a suit with a tie. They are standing in front of a brick building with many windows. Snow is falling around them.

THE PLOT **THICKENS**

Image Copyright © Hartwood Films, BBC, PBS 2010

FINDINGS

Business **value proposition**
was not **evident**

Business **value proposition** was not **evident**

Perhaps because biz had never conducted
user interviews for this product?

The **trigger** into the **user journey** was undefined

And it made a huge difference



**How can you convince stakeholders
to re-examine requirements
and conduct user research?**



Stakeholder buy-in

Stakeholder meeting with live **usability testing**

Risky, but powerful



management
BLESSINGS
to proceed with
user research

Trigger
Notification

Data Input
Step

Primary Email
Selection

Validation
Step

Account Creat.
Step

Phone Addition
Step

What is the **benefit**?
What am I getting from
this?

Nobody knows their Policy
ID by heart. It's a 13-digit
number!

This feels like my first
success. The system gives
me something 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?

Everybody has apps. How
this one would make my
life easier?

I am remotely on my
mobile. I have to get to
home and retrieve my
Policy ID. So I would stop
right here.

I don't even have a
Policy ID. I can't select
one I choose.

How do I know I am
you are not going
there?

What are the **rules** of
word 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?

I don't care about access,
as much as I care for
"**managing**" my Policies

You really need to
conquer me before
order for me to get
through all that

I don't want to
let me choose my comm
channel. That's good.

How do I know I am
you are not going
there?

I don't want 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

The branding of the
message has to make it
legitimate and tell it

Why do you need my Email
and a **Captcha**? I came
from a link on my Email

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

I want to know what's

Which Policy ID from the

I should expect to have

Since I am creating a

Shouldn't I be able to add

AFFINITY MAPPING

Users felt **achievement**
when cleansing data,
which **matched** company goals

Totally unexpected!



#MIND_BLOWN

DELIVERABLES

Deliverables

Hifi Mockups / User-flow diagrams

User Interface Document

Interactive Prototype

On-device Usability Testing insights

Refined Backlog / Refined User Stories

API Validation

Updated Security Processes

UI Styleguide



**PEOPLE MAY STILL HAVE
OPINIONS ABOUT THE “RIGHT UX”**

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

WHAT CAN WE LEARN?

Process



From "The New New Product Development Game"
by Hirotaka Takeuchi & Ikujiro Nonaka,
HBR, Jan 1986

Process

UX Research

UX Design

Iterative Prototype



CONCURRENT UX PROCESS

Backlog preparation is **key**

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

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



**VALIDATE ASSUMPTIONS
AT EVERY STEP**

youtube.com
ignoramusky

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**

The value proposition shapes **user goals**

You may end up testing the Product-Market fit



UX RESEARCH IS VITAL


YEAH, SCIENCE!

Image Copyright Sony Pictures 2013

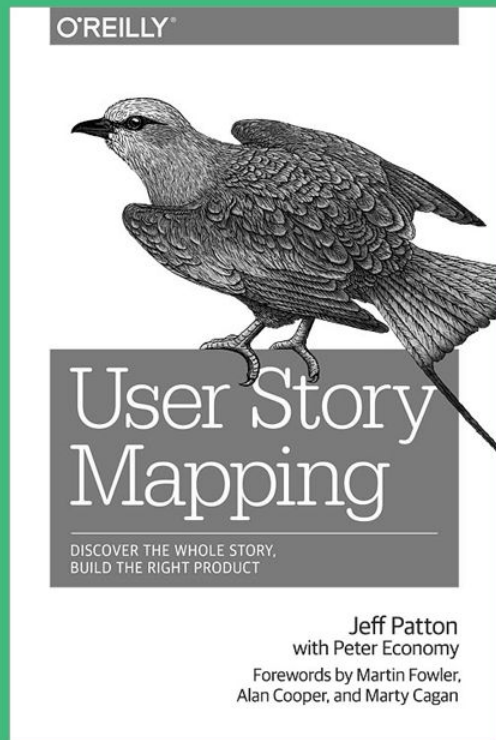
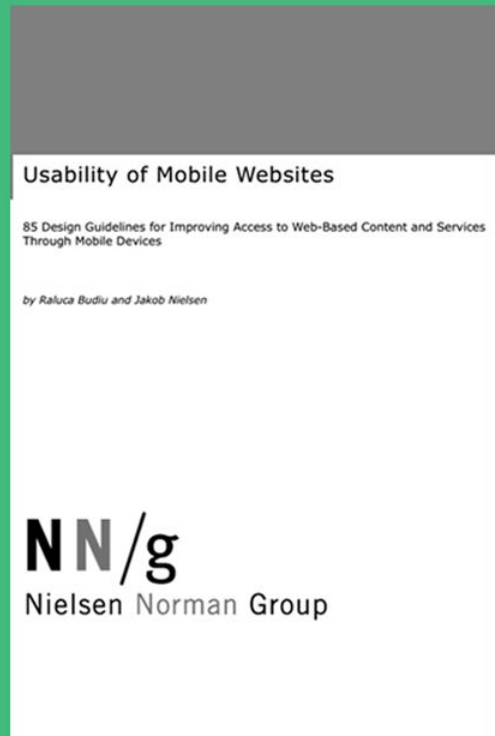
User testing at a stakeholder meeting
may be risky, but is **effective**

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

Utilise **user testing** session recordings
and affinity map as **digestible evidence**



EVIDENCE **CRASHES** OPINIONS



READING MATERIAL



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