

Lean UX & Design Sprints

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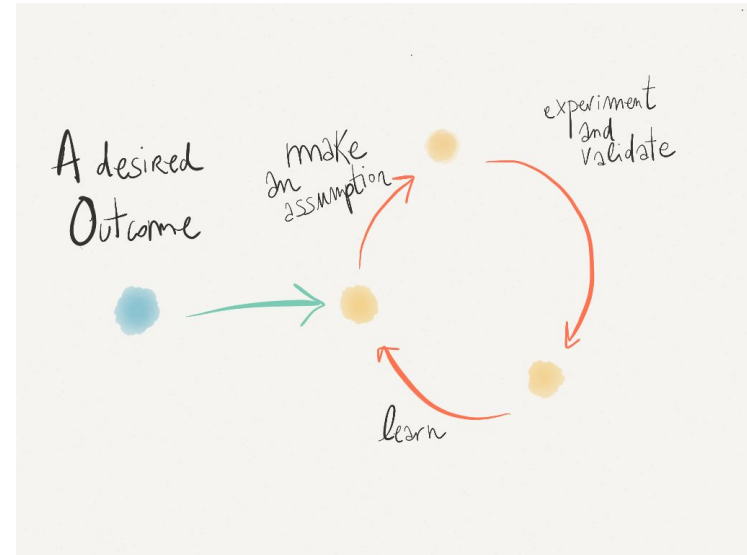


How to build market leading product, 5 days at a time.

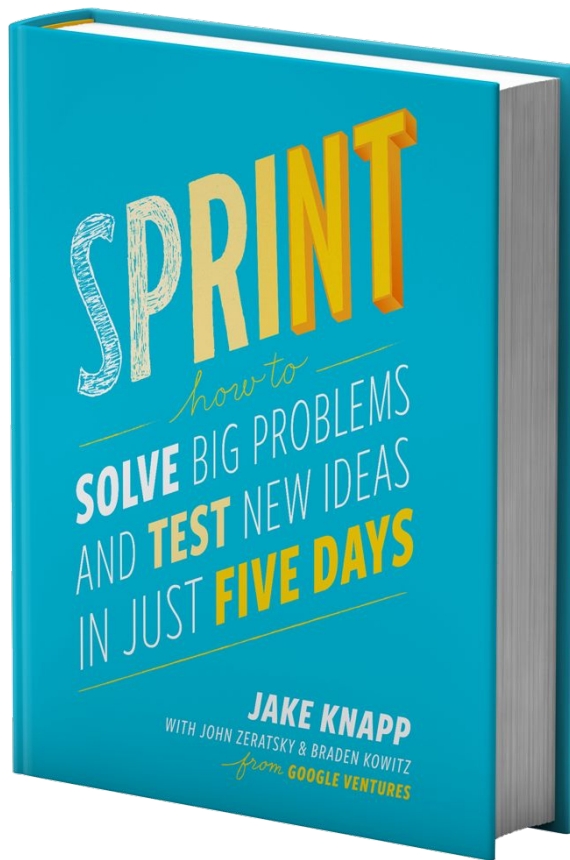
Lean UX



- Less focused on deliverables and more focused on outcomes
- Goal is to get feedback as early as possible and iterate with quick decisions
- Follows the cycles of Agile development
- Focused on working from “Problem Statements” over detailed list of requirements. Team formulates problem statements that leads to product assumptions and hypothesis



GV Design Sprint Methodology

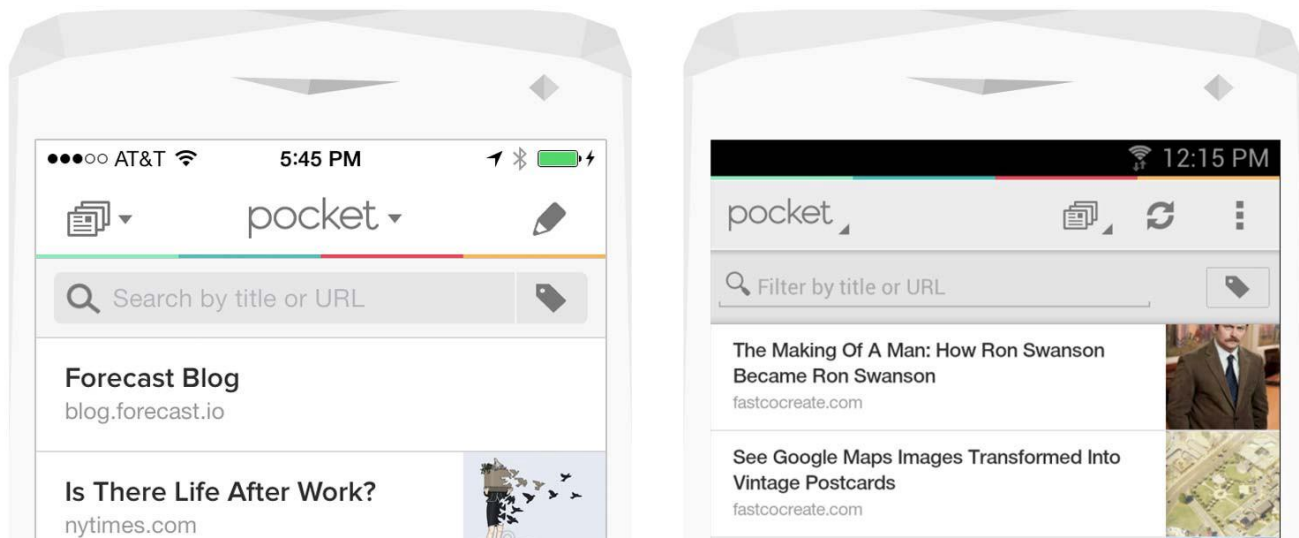


Case study: Pocket sprints

Design a better experience for Pocket.



The results: **58%** more new users saved their first item to Pocket, leading to higher activation rates and more active users ([link](#)).



The challenge

1. Help new users of Pocket become active users.
2. Lots of people were downloading and signing up for Pocket, but it needs a way to turn those people to active long-term users.

What they did

- Three design sprints in three weeks.
- Prototyped and tested new getting-started flows in iOS and Android apps.

From DAY 1 - DAY 5

DAY 1

Understanding goals & challenges

DAY 2

Sketching possible solutions

DAY 3

Deciding which solutions to prototype

DAY 4

Prototyping

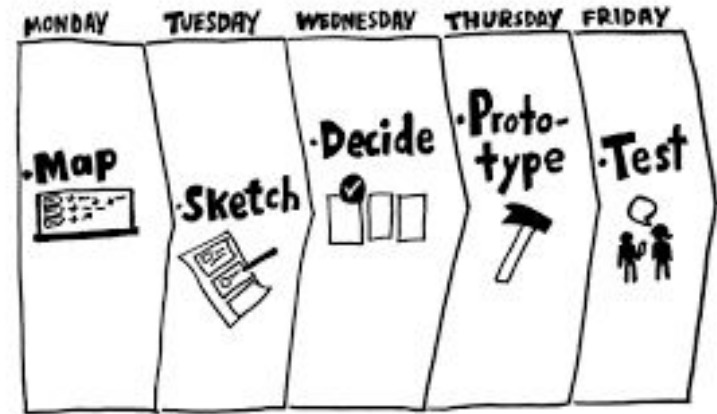
DAY 5

Testing prototypes with real people

Problem Solving with Design Sprints



- Methodology for solving problems in 5 day intervals
- Prioritizing problems based off of customer adoption and engagement issues
- Solving problems, outcome focused over deliverable focus - meeting needs of multiple personas
- Utilizing tools like [usertesting.com](https://www.usertesting.com) to validate our users through direct inquiry





Design Sprint

Preparing for your Design Sprint



1. Gather preliminary data from “users”
2. Block out schedules for key stakeholders and contributors
3. Set agenda and timeframe for activities on each day
4. Start planning how to validate and test early



Day 1 - Map



1. Understand the problem
2. Set sprint goal and questions
3. Make a map (customer - goals)
4. Experts interviews
5. Vote notes and pick a target

On-boarding

- How might we provide on-boarding experience to help them understand WF and translate their work.
- How might we create a contextual driven on-boarding process.

Workflow Mapping

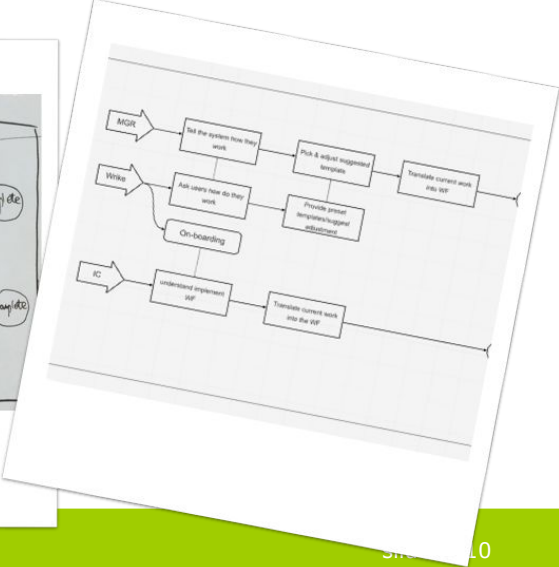
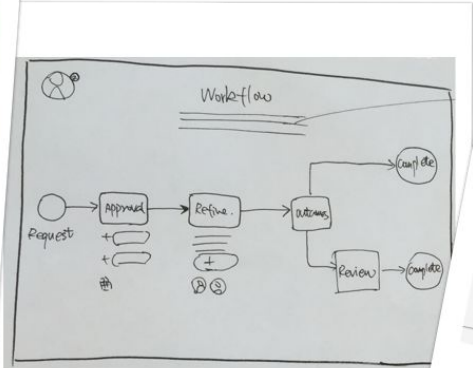
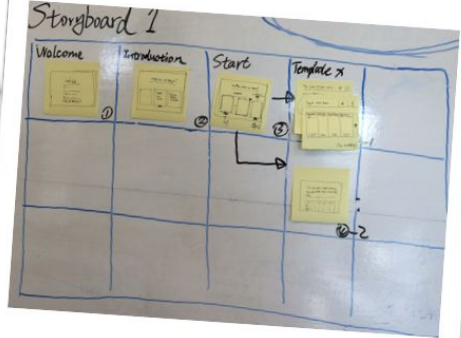
- How might we measure work by deliverables instead of to-do list.
- How might we follow the pattern of - who/request/outcome/respond WF.
- How might we create workflow based on 2 types of work: process work vs project work.
- How might we help users map multiple workflows & relationships.
- How might we create a simple solution that maps process accurately.

Organization Framework

- How might we help users to build appropriate hierarchy to organize their work.
- How might we help them support involving of work.

Template & Preset

- How might we find a balance between preset & customized template.
- How might we give relevant preset and template which can solve the problem instead of providing blank sheet.



Day 2 - Sketch



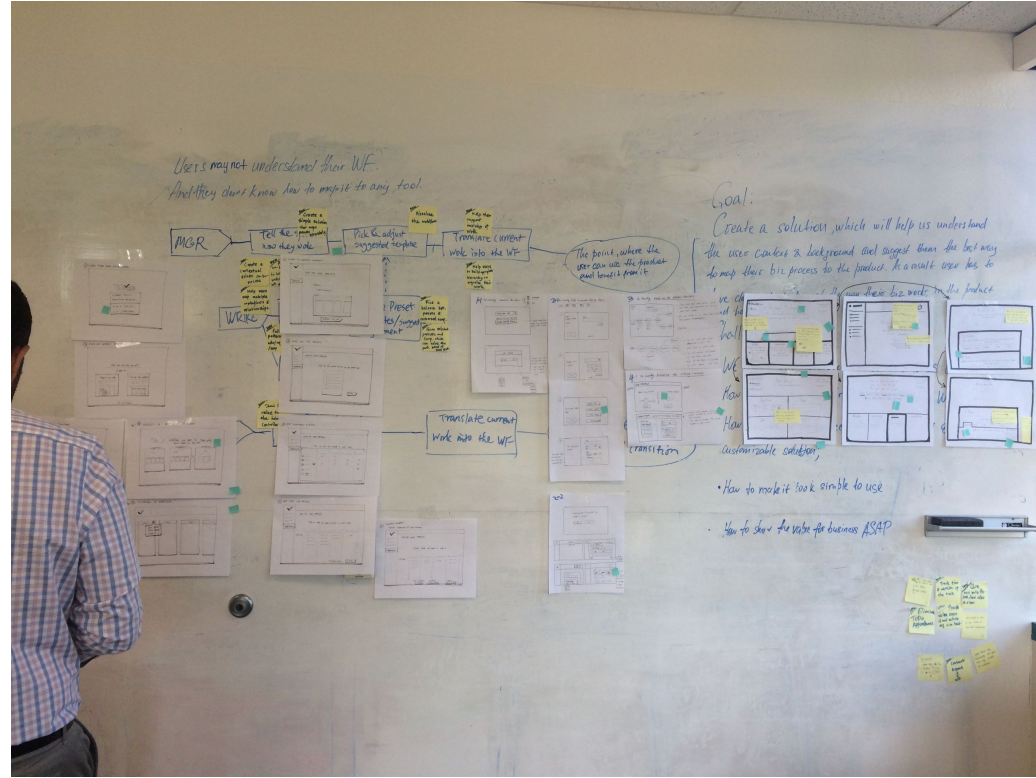
1. Lightning Demo - Capture ideas from great solutions
2. Divide up sketch assignments
3. Brainstorm Ideas
4. Crazy 8's (quick sketch)
5. Sketch solutions



Day 3 - Decide



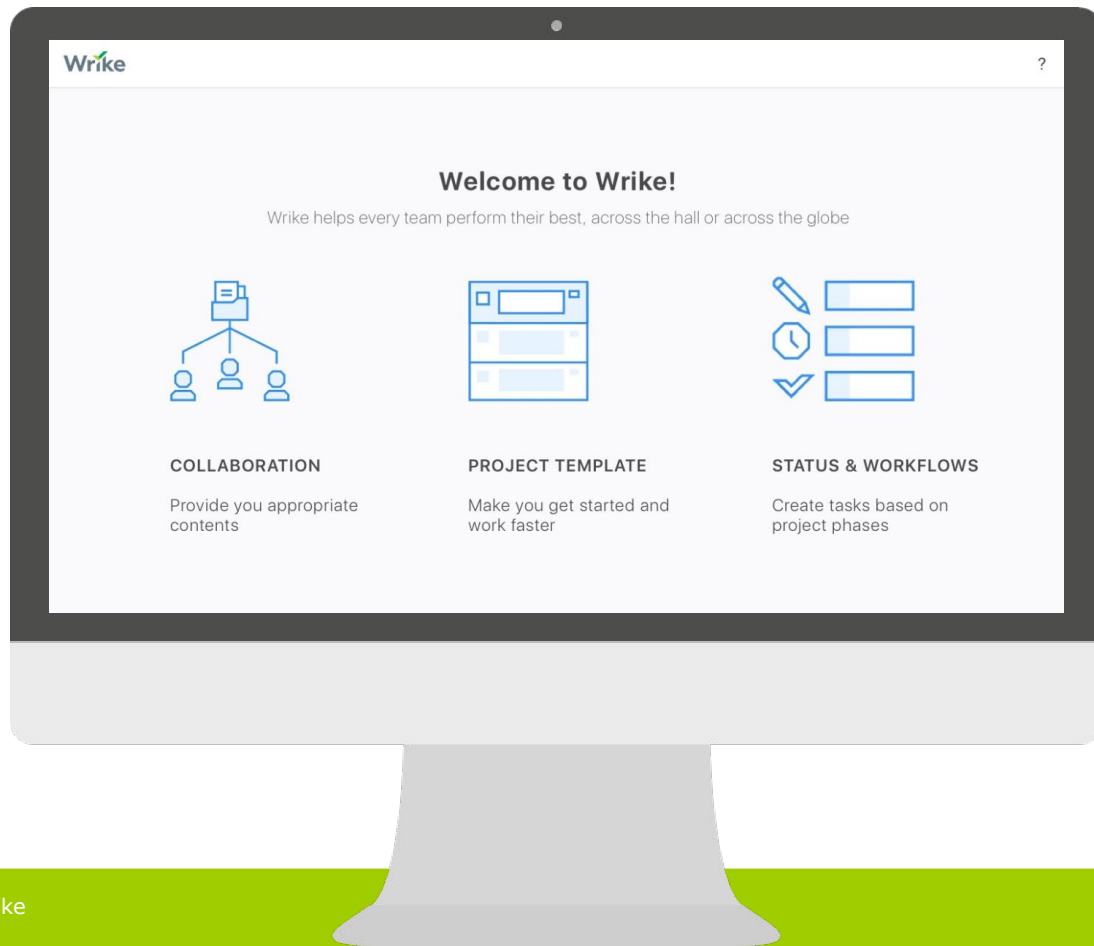
1. Vote solutions
2. Merge winner
3. Create storyboard
4. Fill storyboard with sketches



Day 4 - Prototype



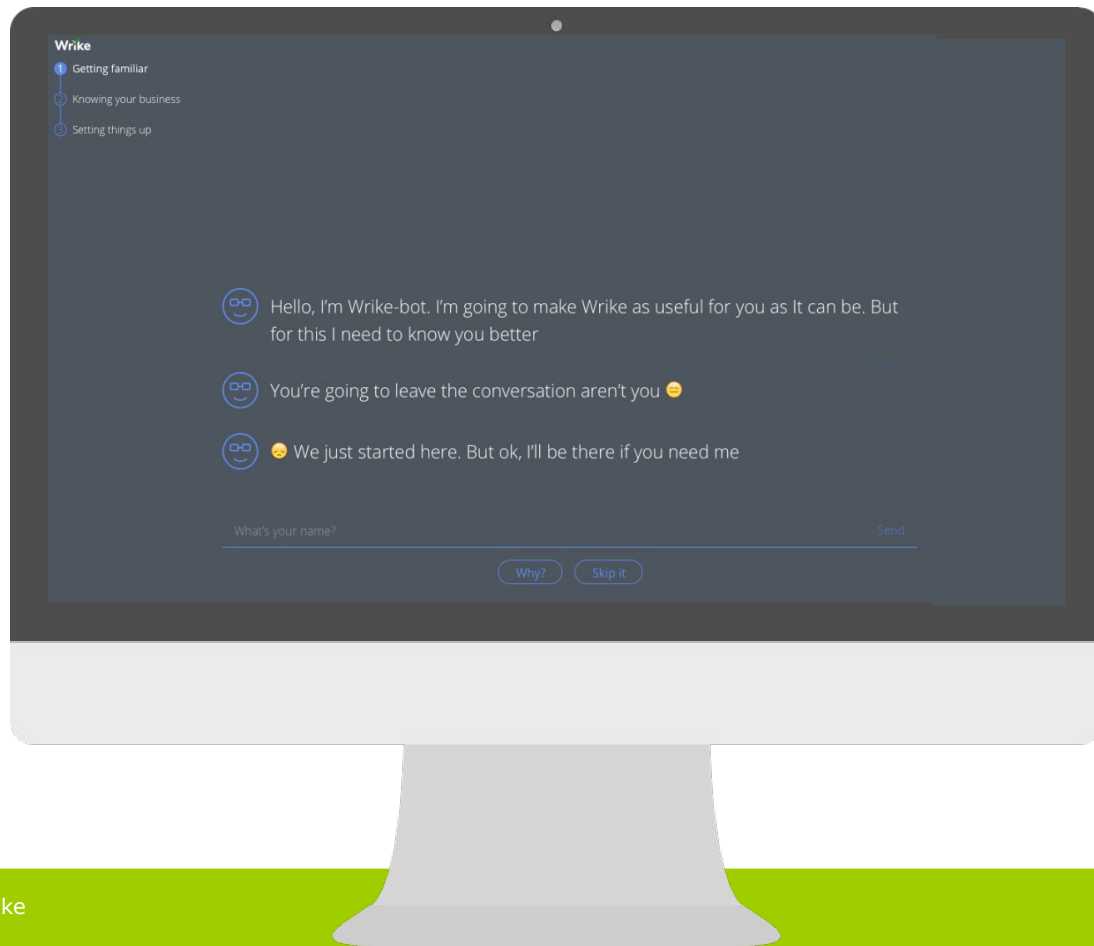
1. Digital Prototype
2. User Testing Plan



Day 4 - Prototype



1. Digital Prototype
2. User Testing Plan



Day 5 - Test



1. Testing on usertesting.com platform
2. Recruited 6 users to perform tasks for onboarding
3. Conduct 1-1 facilitated testing for bot concept
4. Gathered standard metrics for SUS and NPS

The screenshot shows a video recording of a user testing a 'welcome to write' page. The page content includes:

- COLLABORATION**: Provide you appropriate contents
- PROJECT TEMPLATE**: Make you get started and work faster
- STATUS & WORKFLOWS**: Create tasks based on project phases

The 'Notes & Clips' sidebar contains the following notes:

- 0:43: Type a note...
- 2:26: first action he wanted to do in template is to add tasks
- 4:37: He did not get the relation between each template phrases at the first glance. (maybe we need some tutorial of how to move from the tasks into different phases. Also think about if we allow users to add new task into each phases)
- 9:07: Relevant template helps him to understand the tool better.
- 13:45 - 14:19: Team and role questions help him better understand which template he will get the most use at.

SUS Questions



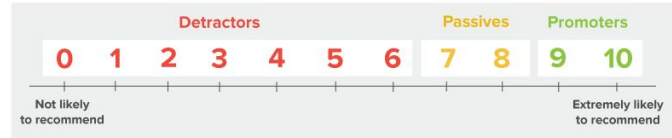
System Usability Scale

- I think that I would like to use this system frequently.
- I found the system unnecessarily complex.
- I thought the system was easy to use.
- I think that I would need the support of a technical person to be able to use this system.
- I found the various functions in this system were well integrated.
- I thought there was too much inconsistency in this system.
- I would imagine that most people would learn to use this system very quickly.
- I found the system very cumbersome to use.
- I felt very confident using the system.
- I needed to learn a lot of things before I could get going with this system.

NPS



Net Promoter Score[®], measures customer experience and predicts business growth.



$$\text{NPS} = \% \text{ 😊 } - \% \text{ 😞 }$$

Calculation

Promoters (score 9-10) are loyal enthusiasts who will keep buying and refer others, fueling growth.

Passives (score 7-8) are satisfied but unenthusiastic customers who are vulnerable to competitive offerings.

Detractors (score 0-6) are unhappy customers who can damage your brand and impede growth through negative word-of-mouth.

Final Test Results



NPS 33

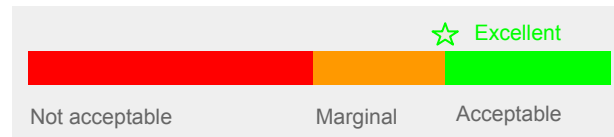
(-100 to 100)



■ Detractors 17% ■ Passives 33% ■ Promoters 50%

SUS 87.25

(0 to 100)



Not acceptable Marginal Acceptable

☆ Excellent



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Questions?

Thank you :-)

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