# LEAN UX

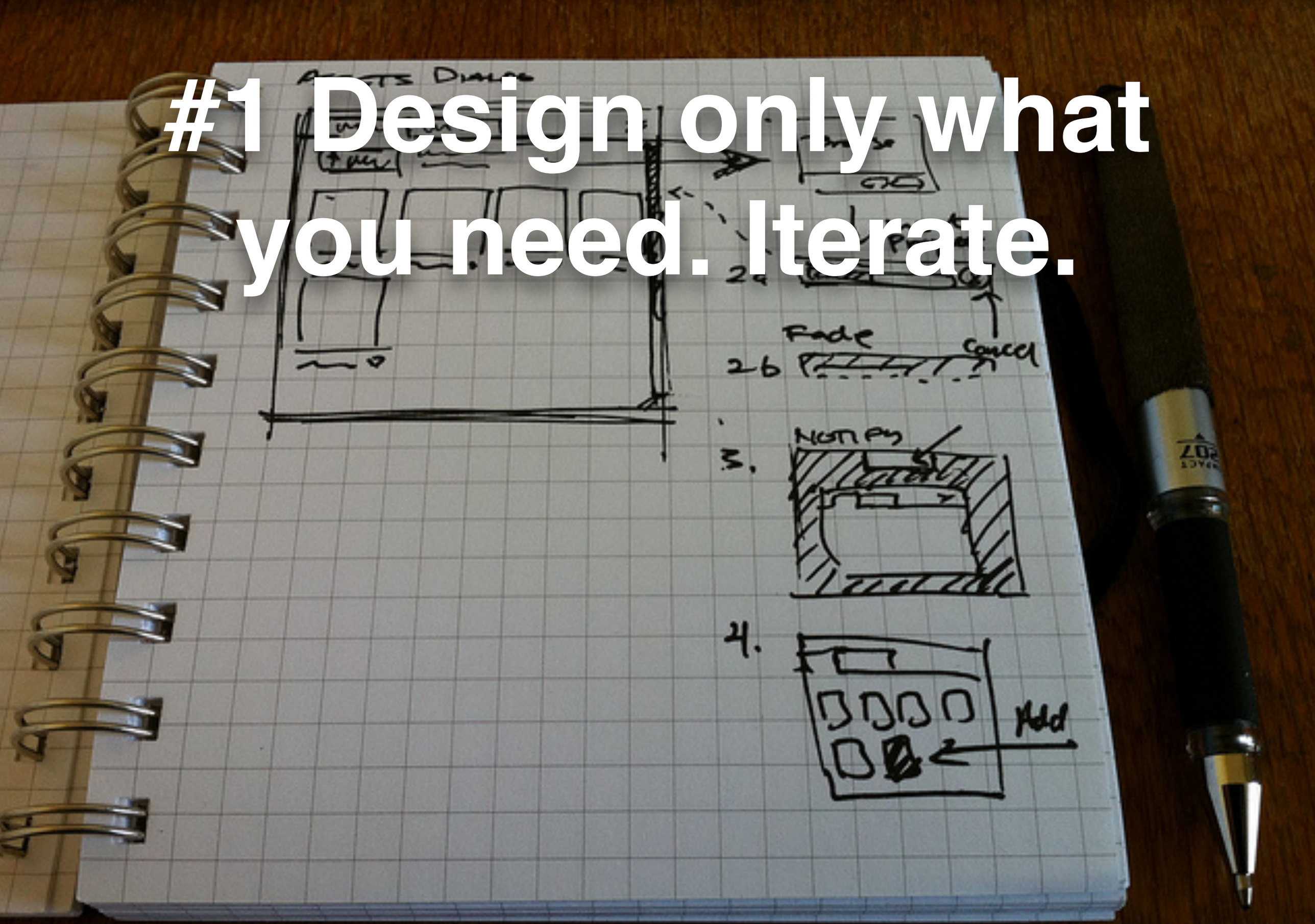
@thepaulrayner

virtualgenius
leading by design

# LEAN UX

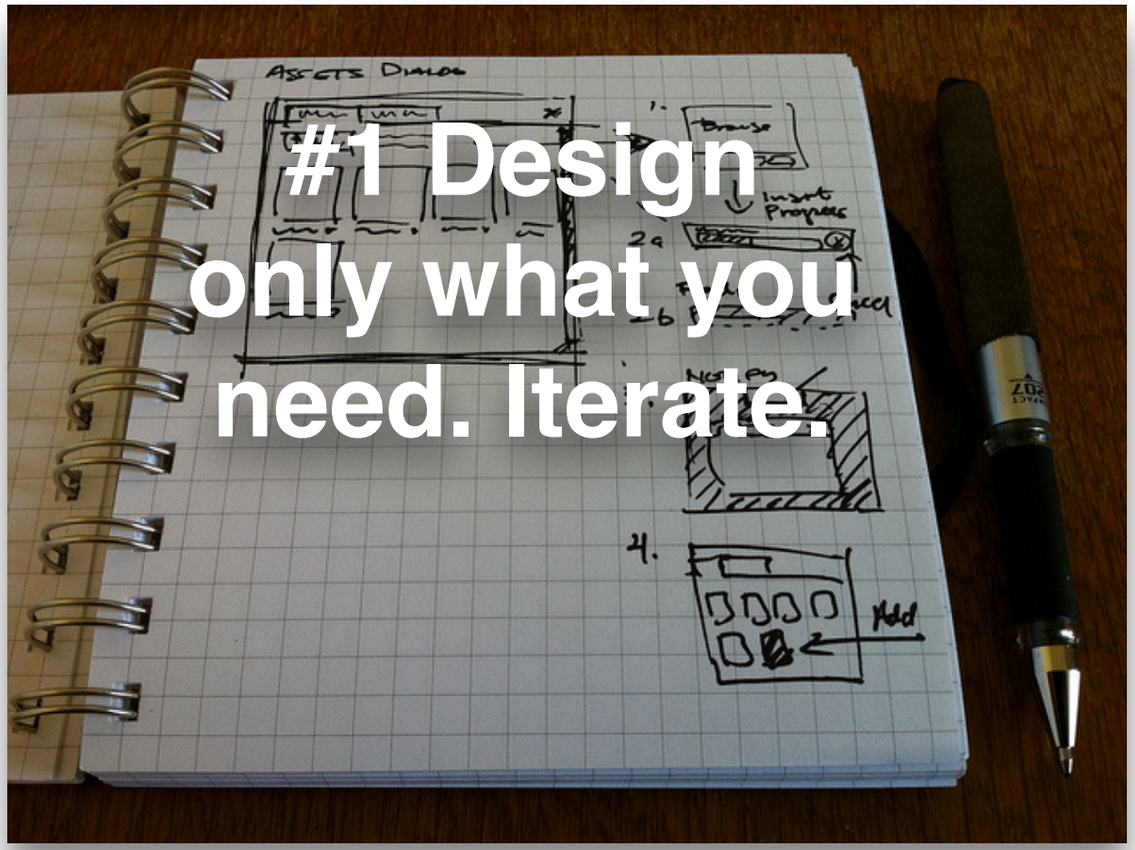
# 3 Things

# #1 Design only what you need. Iterate.



# #2 Deliver quickly

# #3 Fast & frequent customer feedback


#1 Design
only what you
need. Iterate.

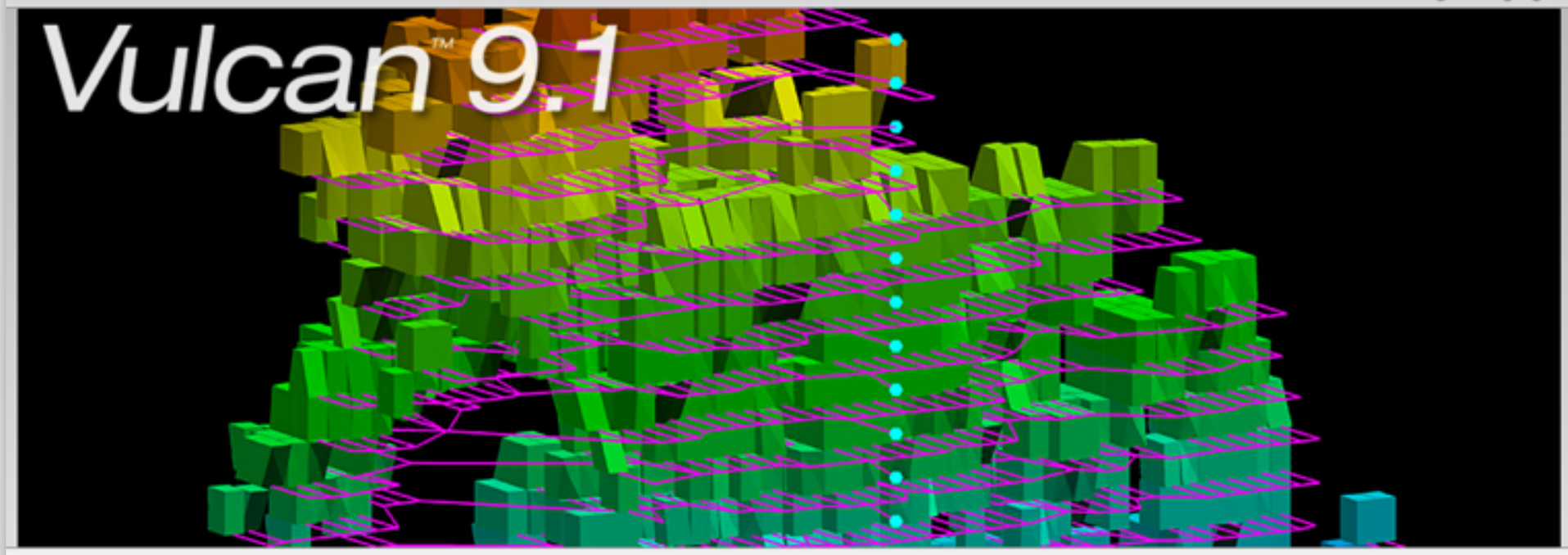
#2 Deliver
quickly

#3 Fast & frequent
customer
feedback

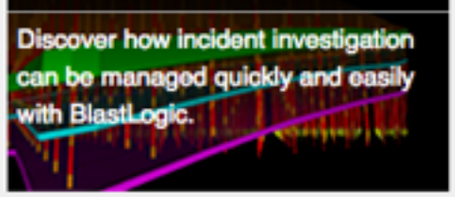
# My First Programming Gig

# 1990

Born in 1990, the same year *Kindergarten Cop* was released.

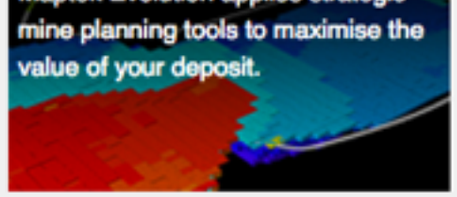



## Incident Management with BlastLogic

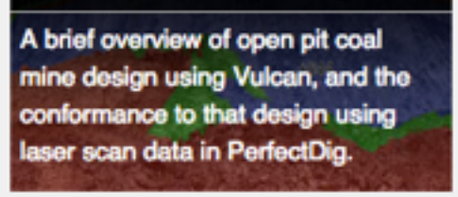



## New continuous survey

## Maptek Evolution



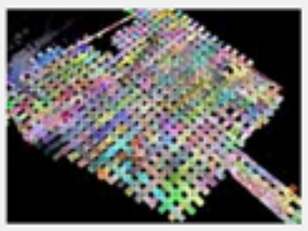

## Webinar: Mine Design & Conformance Reporting




### Insight starts here

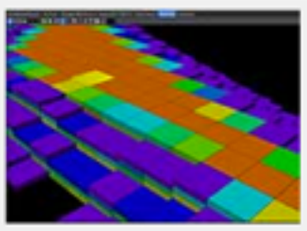
Discover new ways to solve old problems, learn about cutting edge applications and read articles which tackle the wider impacts of mining technology.

### Underground survey solution



I-Site laser scanning easily handled a large underground survey project, delivering accurate data to guide mining operations.

### Calculate haulage while scheduling

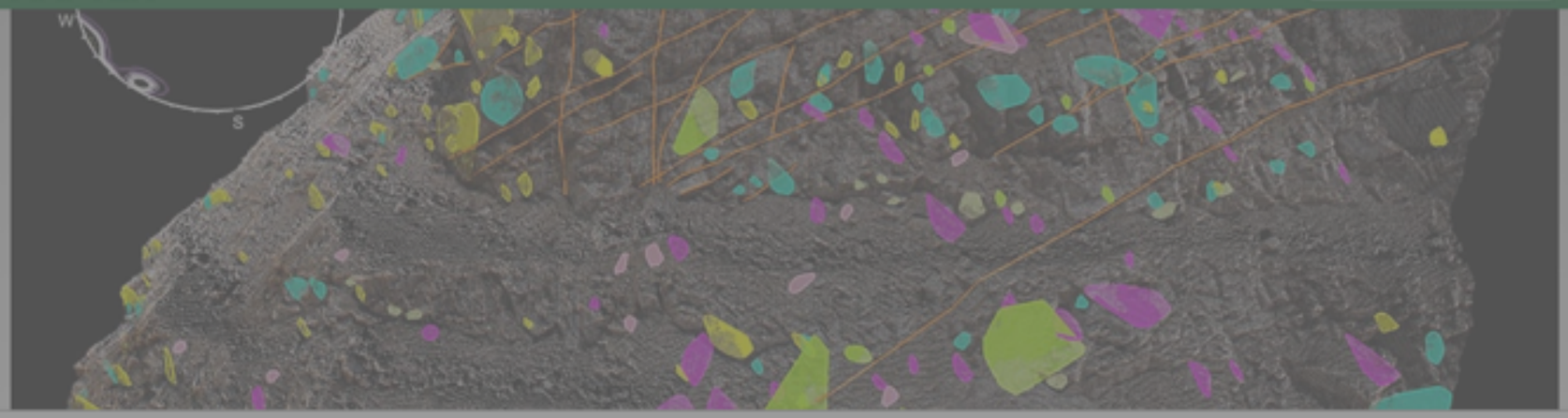


Evolution calculates haulage data on the fly when running schedules, helping mine planners to rationalise costs early in a mining project.

Maptek™ is a leading provider of innovative software, hardware and services for the mining industry. Founded over 30 years ago, Maptek develops products which are used at more than 1700 sites in 65 countries. Products cover the whole mining cycle from exploration to reclamation. More about Maptek >>

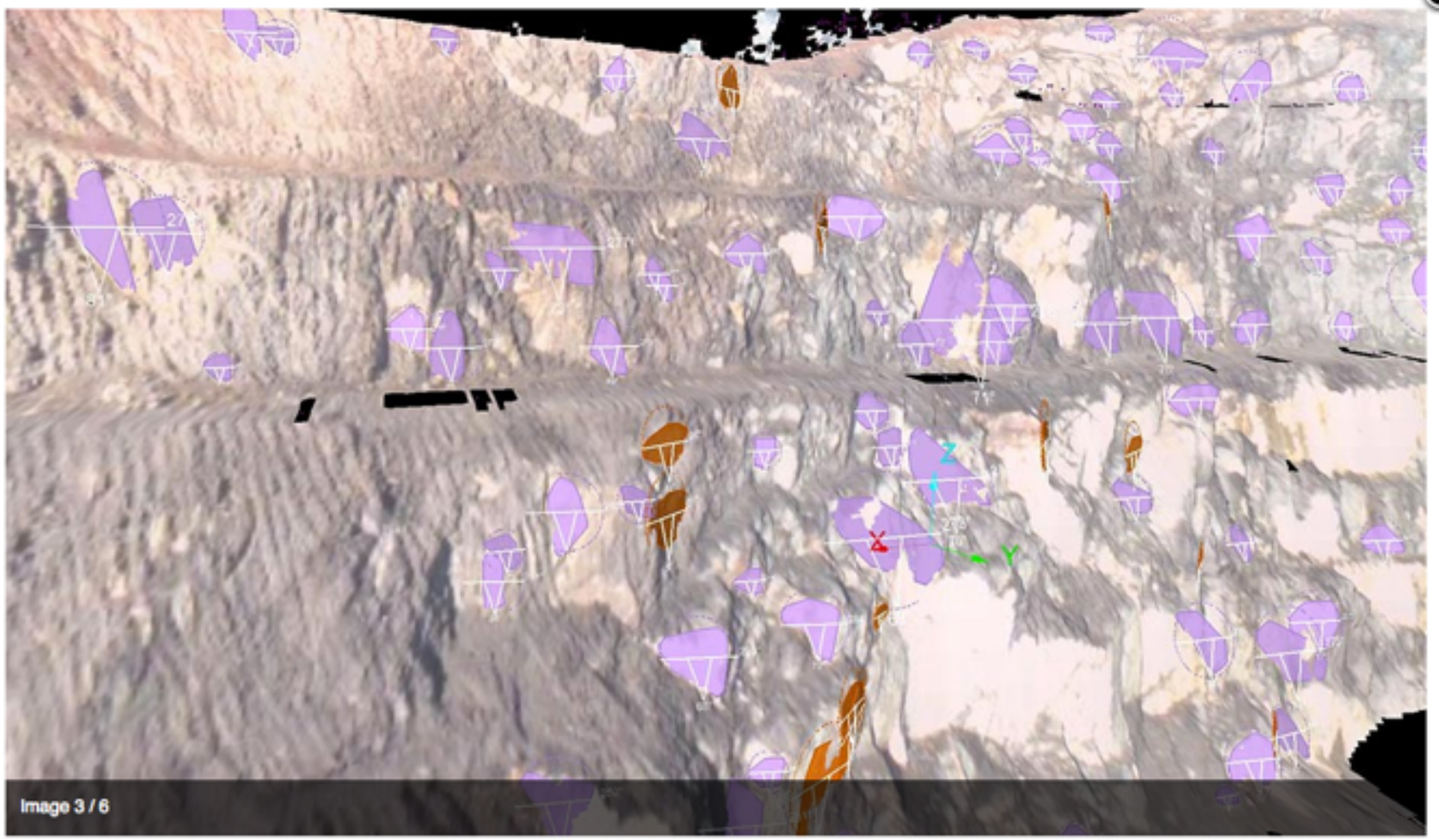
### What's New

- Data driven solutions secure the best results
- Capturing a blue whale with an I-Site 8820 laser scanner
- Citation in Applied Geostatistics helps you realize the answer may be "It depends..."
- Leading Maptek at the forefront of mining technology – Part 3
- Leading Maptek at the forefront of mining technology – Part 2

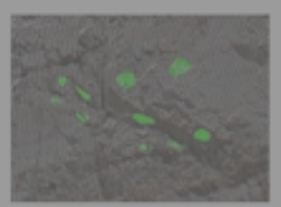


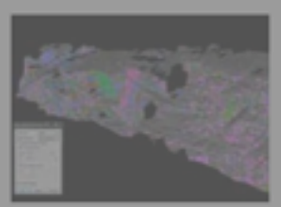
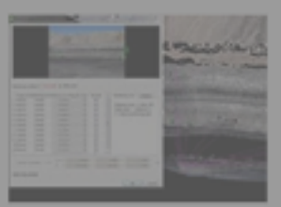
# I-Site Studio - Geotechnical Module

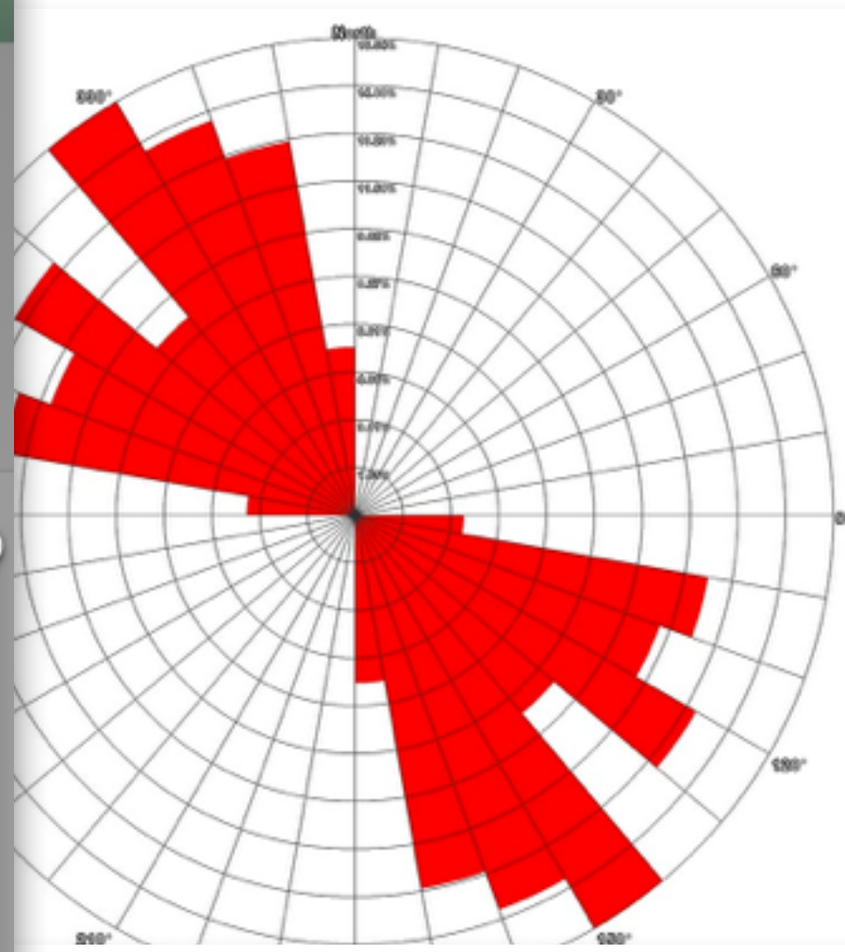
Contact Maptek I-Site

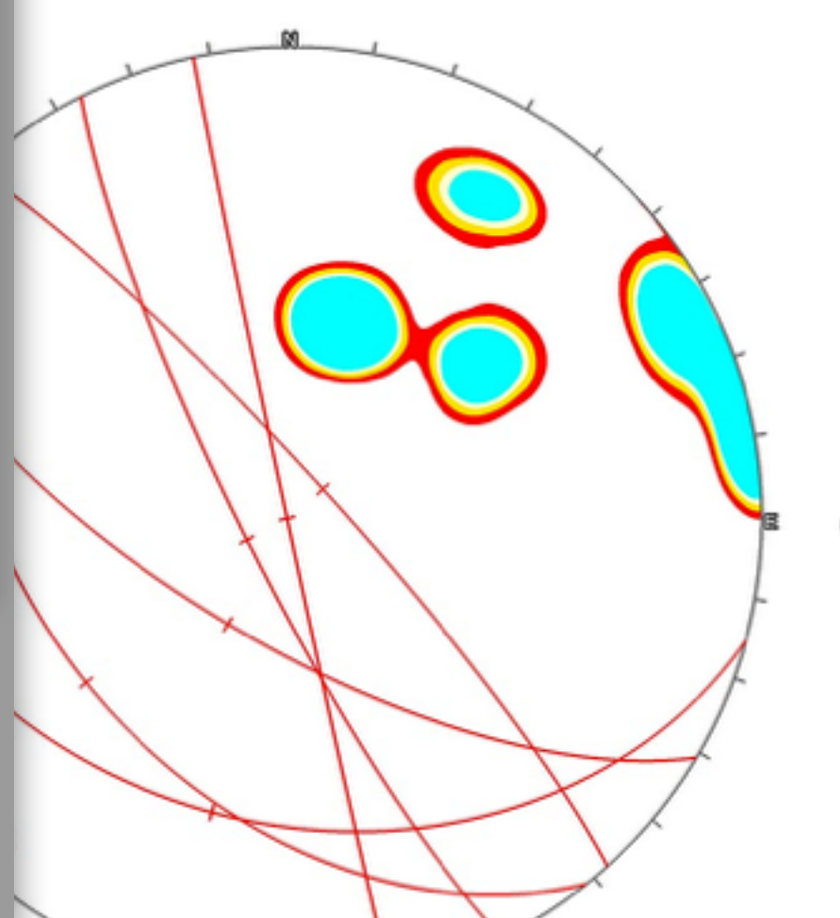


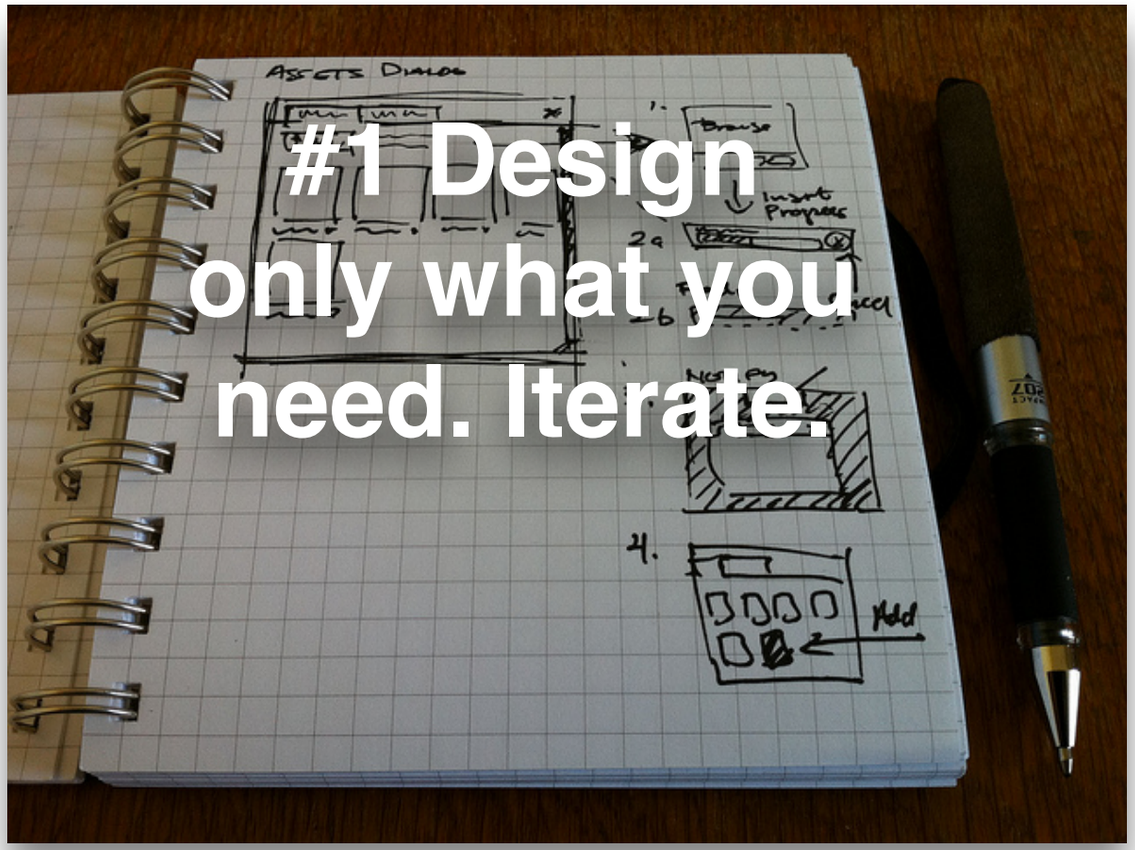

Download the flyer >>





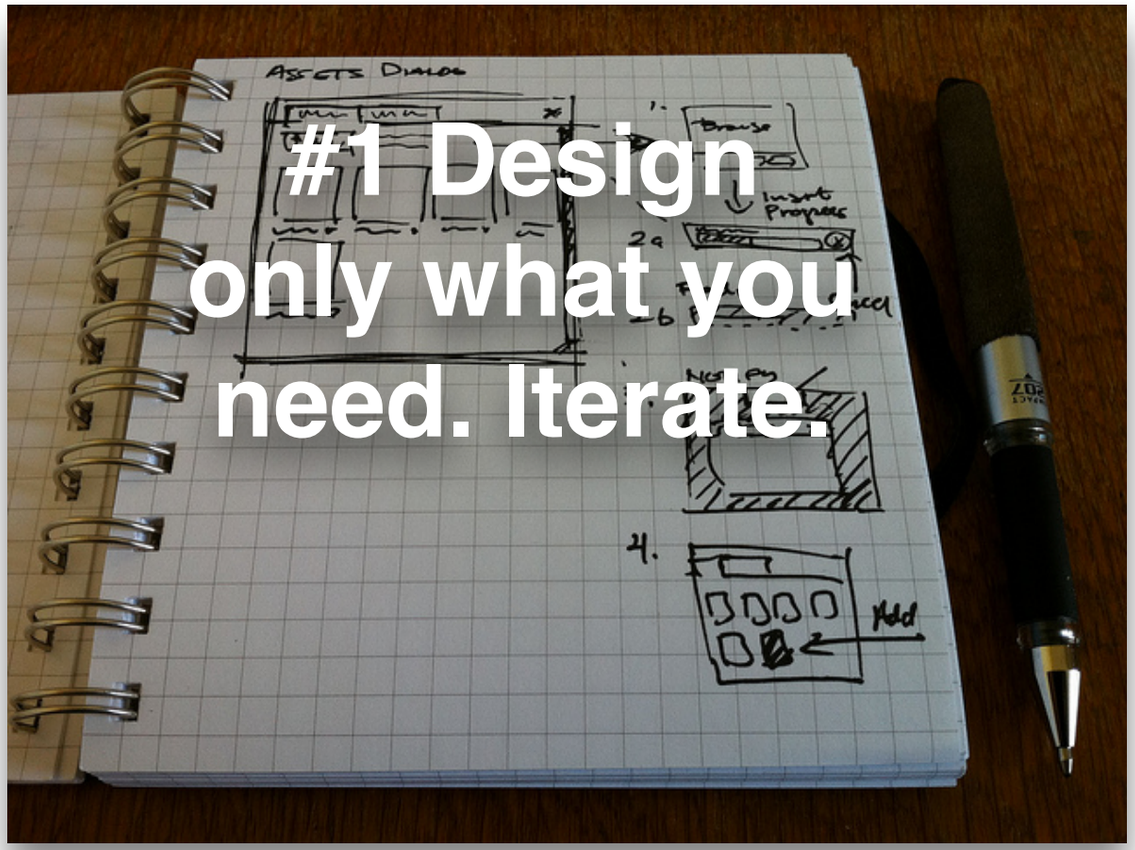



#1 Design
only what you
need. Iterate.

#2 Deliver
quickly

#3 Fast & frequent
customer
feedback

https://www.youtube.com/watch?v=szr0ezLyQHY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feedback

# Maximize flow of value to the customer

THE **LEAN** SERIES

Jeff Gothelf with Josh Seiden

# LEAN UX

## Applying Lean Principles to Improve User Experience

O'REILLY®

Eric Ries, Series Editor

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# Lean UX Workshop

## Aligning Business, Design, and Technology

By Jeff Gothelf

Publisher: O'Reilly Media
Final Release Date: April 2014
Run time: 3 hours 44 minutes

0.0

Write a Review

**Lean Startup and Lean UX: Aligning business, design, and technology**

Dive deep into Lean Startup and Lean UX methods with this comprehensive workshop video—and learn how to remove risk from the software development process. Recorded live in Boston in February 2014, this **Lean UX Workshop** provides a potent, fast-paced mix of...

Full description

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Table of Contents | Product Details

| | |
|---|---|
| Introduction (Free) | 33m 25s |
| Nordstrom Case Study (Free) | 21m 11s |
| Assumptions and Hypotheses (Free) | 14m 01s |
| Personas | 36m 36s |
| Outcomes and Features | 12m 03s |
| Writing Hypotheses | 08m 23s |
| Design Studio | 25m 24s |
| Experiments and MVP's | 12m 14s |
| Research | 18m 21s |
| Combining Lean and Agile | 27m 19s |
| Tools and Techniques | 15m 11s |

# Agile

# +

# Design thinking

# +

# Lean startup

# =

# Lean UX

# “Design isn’t just to satisfy requirements, but also to uncover requirements”

- Fred Brooks

# ASSUMPTION

# The design & requirements are 100% correct

**- Waterfall**

# GOAL

# Minimize change

**- Waterfall**

# ASSUMPTION

# The Product Owner understands the customer’s needs

**- Scrum**

# GOAL

# Deliver customer features

- Scrum

# ASSUMPTION

# We could be 100% wrong about customer needs

**- Lean UX**

# GOAL

# Deliver customer <u>outcomes</u> based on frequent feedback & learning

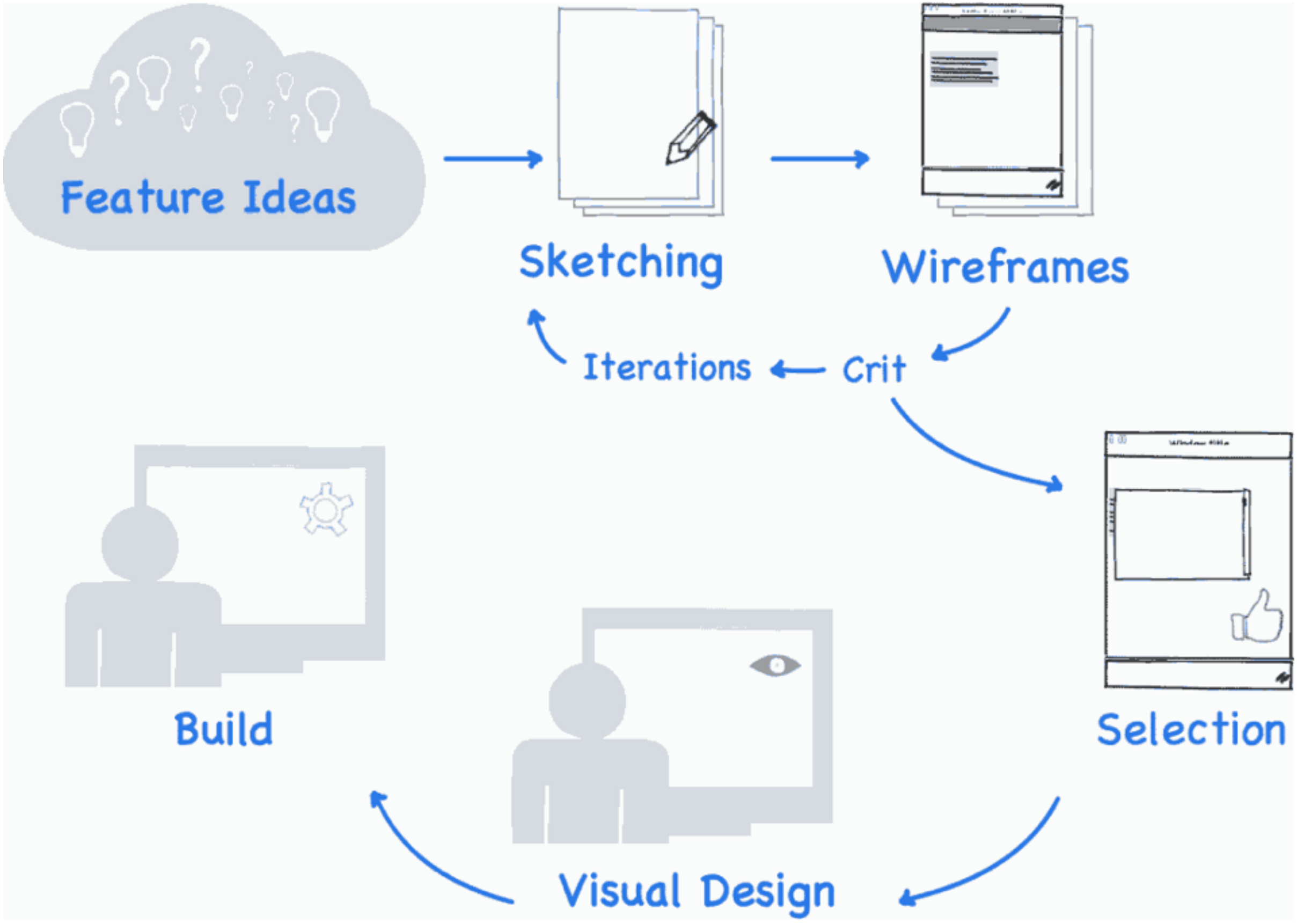
**- Lean UX**

# 2002

MICHIGAN VIRTUAL SCHOOL®

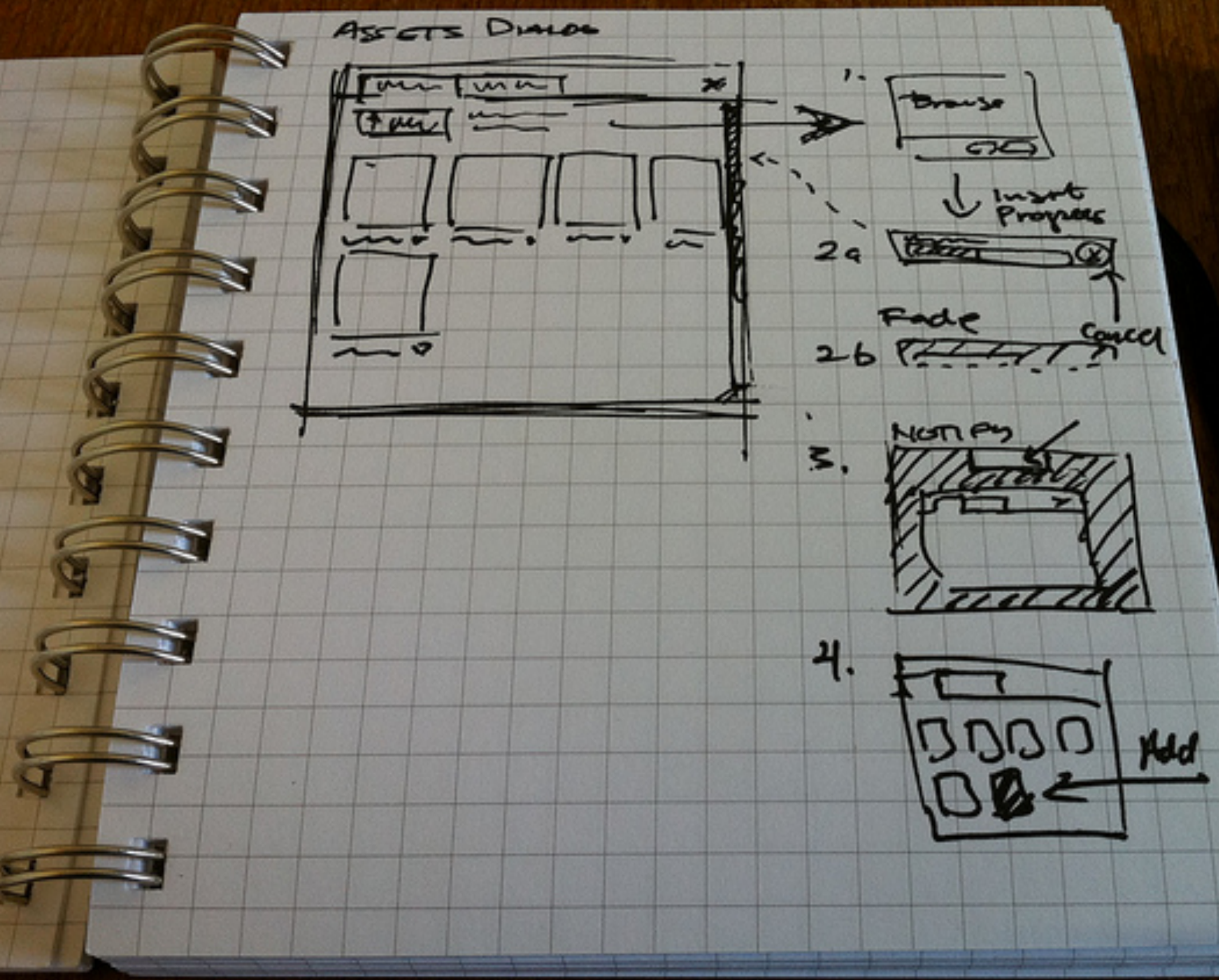
*— a division of MVU —*

# Sketching, Mockups & Prototypes




http://blogs.balsamiq.com/ux/2011/04/28/sketching-in-mockups/

BACH

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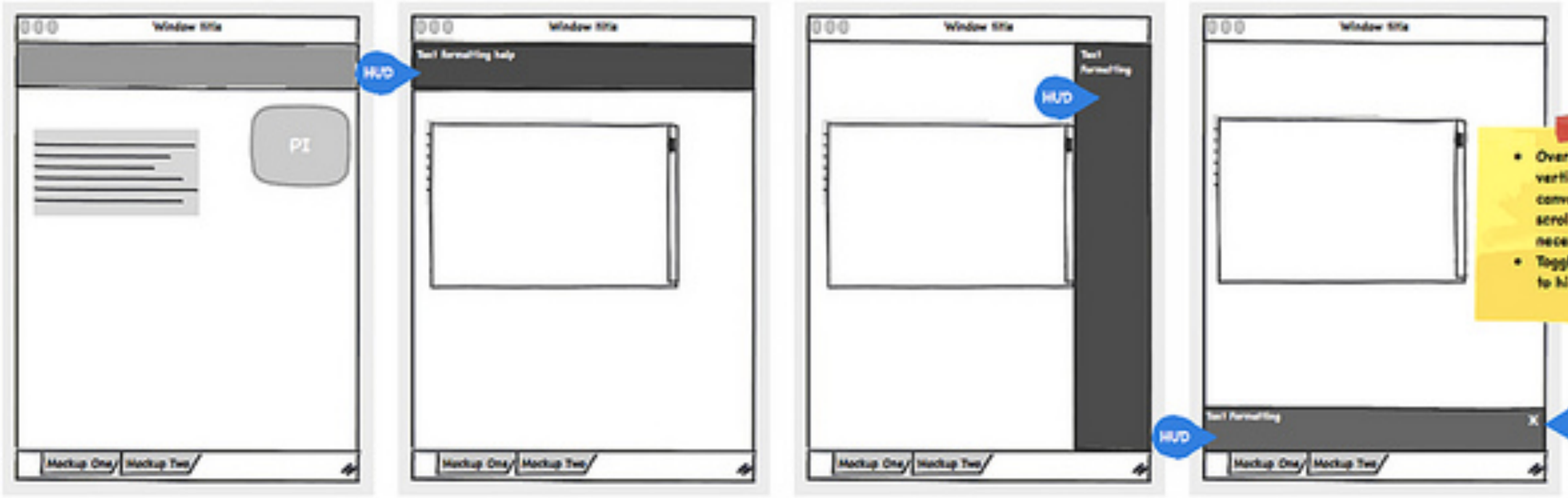
Text element selected; Click to edit

HUD shown in place of Library; PI hides

HUD in right library

No library; HUD overlaid below




HUD toggled off; Toggle button in bottom

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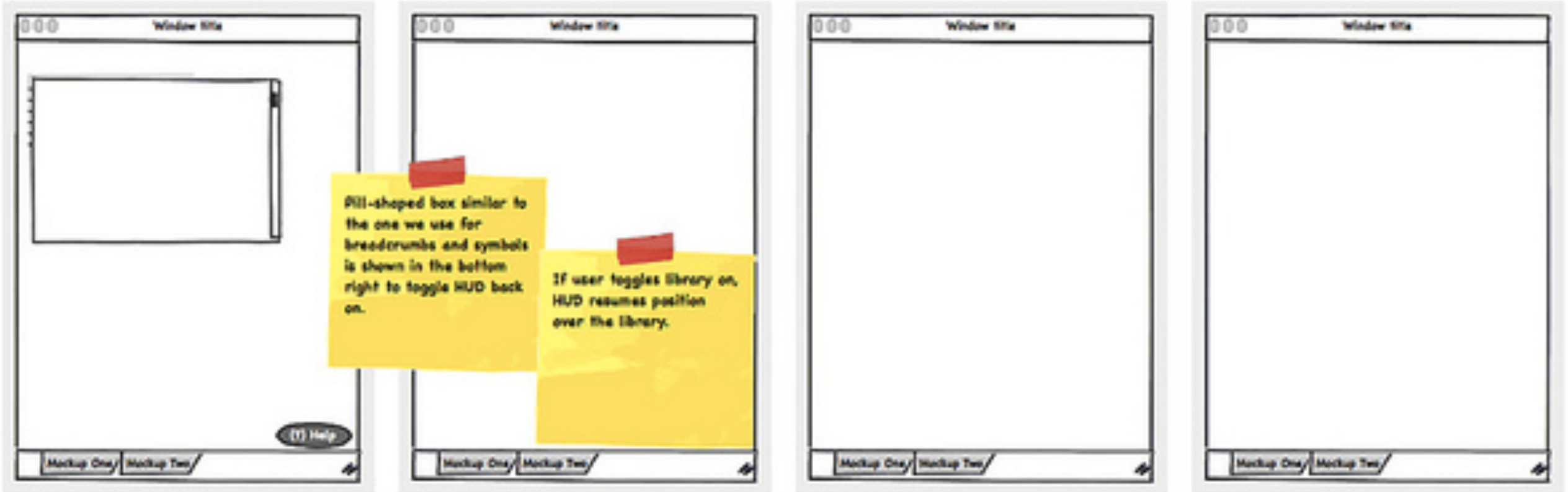


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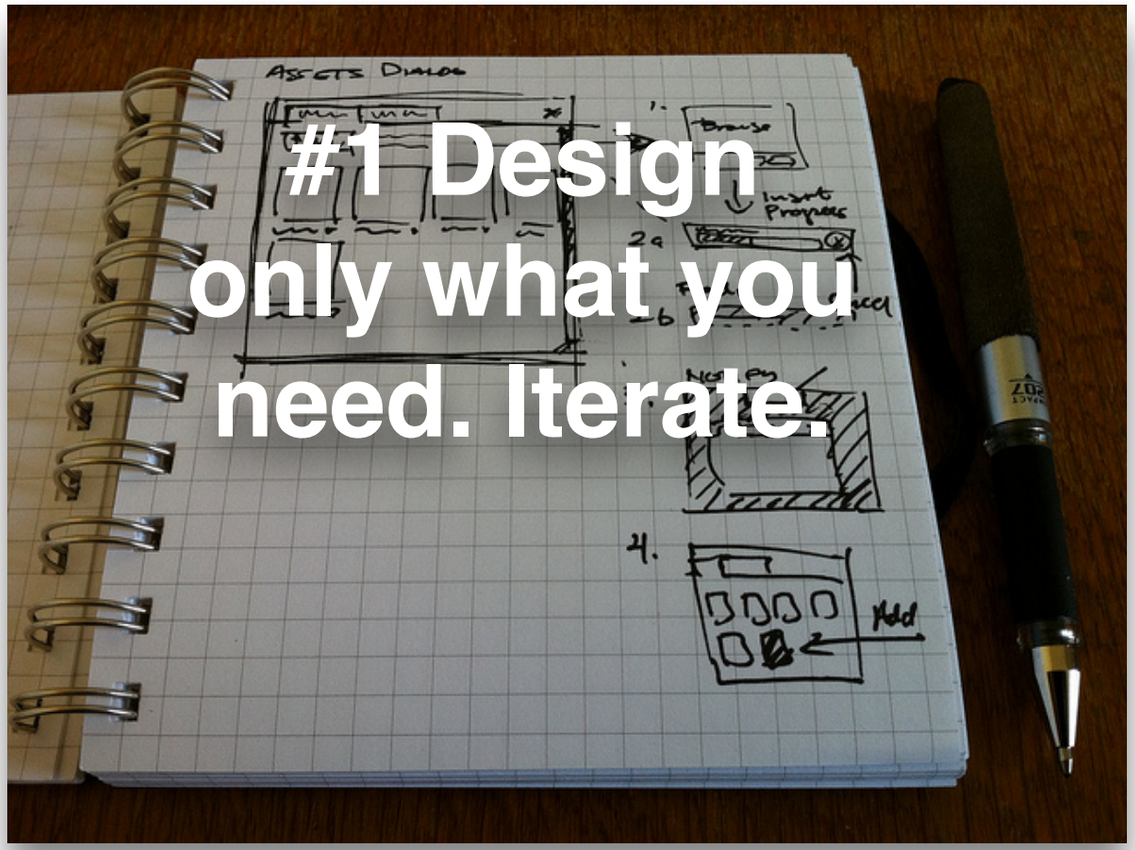

#1 Design
only what you
need. Iterate.

#2 Deliver
quickly

#3 Fast & frequent
customer
feedback

# 2010

# More than One Million People a Day Visit Healthgrades to Find a Provider

## Update your profile now to attract more patients and referrals

### Increase Your Online Reach
Complete your profile to make your practice more relevant and discoverable online for consumers and referring physicians.

### Engage Patients
More than half of our visitors make an appointment within a week. They're twice as likely to do so when your profile is complete.

### Drive Physician Referrals
Over 100,000 providers visit Healthgrades monthly to make more informed referrals.

### It's Simple, Secure & Free
Personalize Your Profile Now.

Ensure that your profile is accurate, comprehensive, and differentiated from others in your specialty, and connect with patients who can benefit most from your care.

Already have an account? Sign In

### Register to update your profile

**Provider's Name:**

**City, State or ZIP:** Denver, CO

- I am the provider
- I am authorized to manage the provider's profile

**Your Email:**

**Re-type Your Email:**

**Create Password:**

I agree to the Healthgrades User Agreement

Register Now › | It's Free

All profile changes require identity verification.

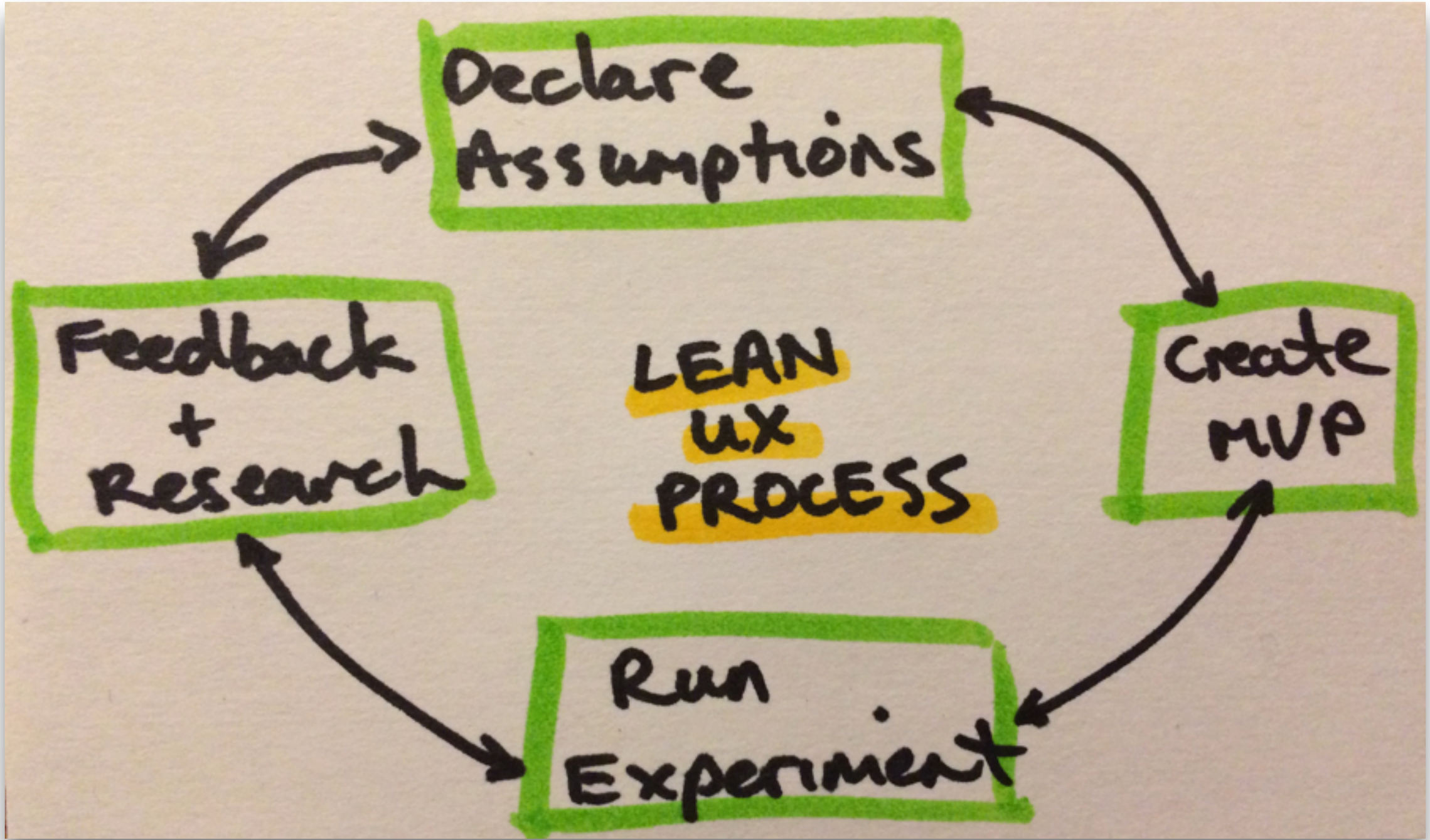
**“Agile is about experimenting. About having a hypothesis and then verifying it.”**

**- Mike Cohn**

**“Requirements don’t exist.**

**What you have are unvalidated assumptions.”**

**- Paul Rayner**


Declare
Assumptions
Feedback
+
Research
LEAN
UX
PROCESS
Create
MVP
Run
Experiment

# Personas

# PERSONA

1. sketch + name
2. Behavioral demographic info
3. Pain points + needs
4. Potential solutions

SUSAN
32

NYC

"WORKING MOM"

- MARRIED
- 2 KIDS, AGE 5 & 9
- WORKS LONG DAYS AS A LAWYER
- HUSBAND WORKS @ HOME
- VALUES TIME W/ FAMILY

## NEEDS

- DOESN'T KNOW WHAT HER KIDS DO @ SCHOOL
- TOO BUSY TO HELP W/ HW
- NO COMMUNICATION W/ TEACHER

## SERVE BY

- ENABLE GOOD CONVERSATION W/ KIDS
- MAKE IT EASY TO REACH THE TEACHER

# 2015

# Remote Coaching
# Lean UX

French-Property.com

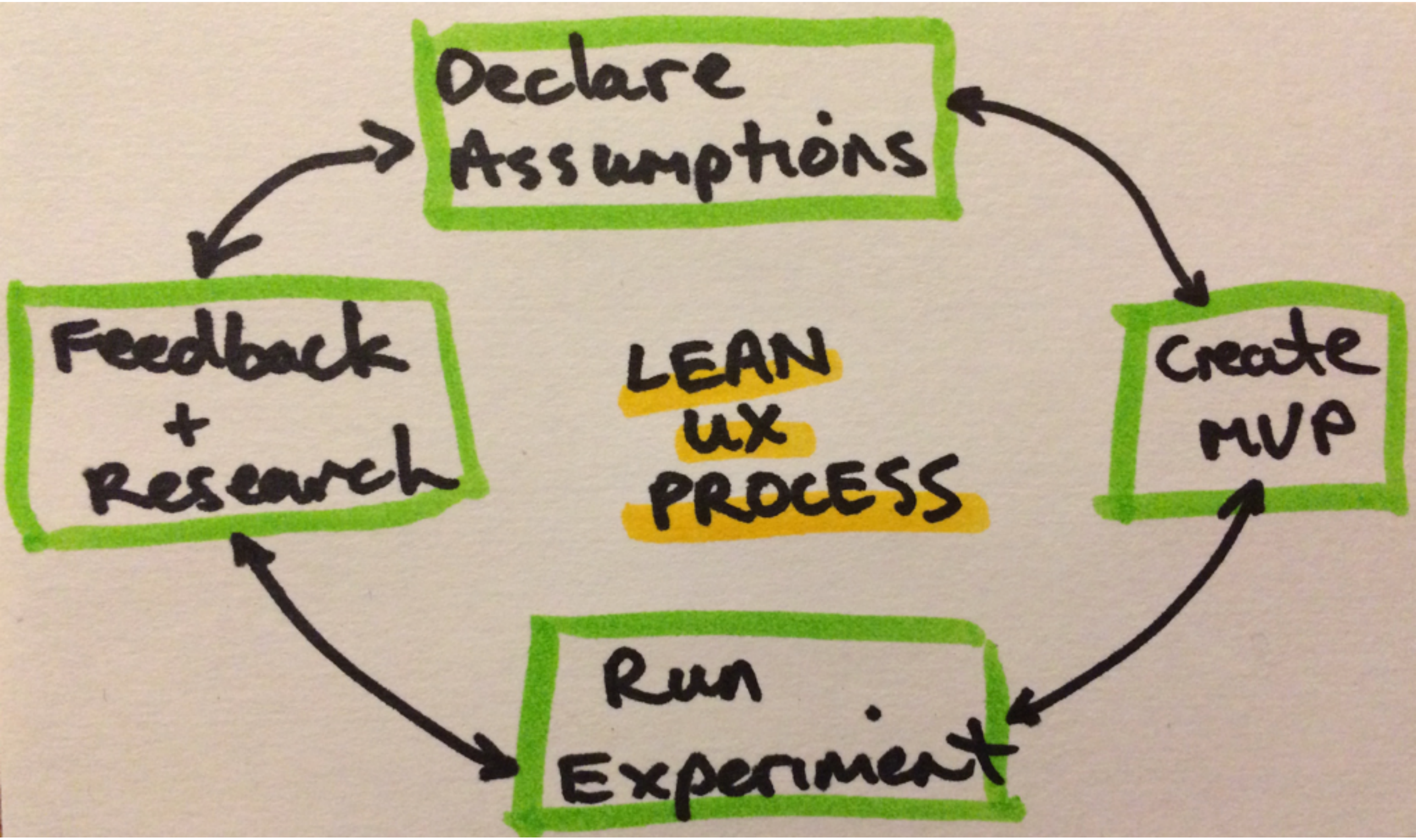
*Real Estate, Real Living, Real France*

HEY
HO!

**“It is potentially a profitable side-business, possibly even more so than any of our core businesses, if we get it right.”**

French-Property.com

*Real Estate, Real Living, Real France*


Declare
Assumptions
Feedback
+
Research
LEAN
UX
PROCESS
Create
MVP
Run
Experiment

# Hypothesis Statement

We believe creating a landing page for mortgages should lead to 50+ new applications/month for Jean-Pierre

Not Real

# MVP - Minimum Viable Product

# French Property Mortgages

French-Property.com is working with a selection of UK & French lenders & brokers, providing independent advice to help you find the best way to finance your house purchase in France.

We can help you:

- ✓ Explore mortgage & finance options
- ✓ Decide which option is most suitable
- ✓ Find the best deal on the market
- ✓ Apply for the finance on your behalf
- ✓ Assist with any translation that you may need

*Receive a free personal assessment*

Please submit this form in order for us to manually review the financing options available to you.

This will only take a few minutes. If you are unsure of any answers, please skip them as you can always let us know later.

**Are you currently looking to raise finance in France, UK or elsewhere?**

- [ ] France
- [ ] UK
- [ ] Elsewhere

Next Step

Back to French-Property.com »

# Use an MVP to maximize learning

# The MVP Big Five

# 1. Clear and concise

# The MVP Big Five

# 2. Prioritize ruthlessly

# The MVP Big Five

# 3. Stay agile

# The MVP Big Five

# 4. Measure behavior

# The MVP Big Five

# 5. Use a call-to-action

# The MVP Big Five

1. Clear and concise
2. Prioritize ruthlessly
3. Stay agile
4. Measure behavior
5. Use a call-to-action

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*Receive a free personal assessment*

**Please send us your details with this form below. We will contact you shortly to gather more information to help us find the best financing options available to you.**

**Your contact details:**

**Name**

Name

**Email**

Email

**Telephone**

Telephone

Request Free Assessment

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**Your contact details:**

**Name**

Name

**Email**

Email

**Telephone**

Telephone

Request Free Assessment

Back to French-Property.com »

**“…the main thing is that before you can register to use the system,**

**it has a number of questions that will *help stop people from signing up if they have no hope of obtaining a mortgage through us*”**

French-Property.com

*Real Estate, Real Living, Real France*

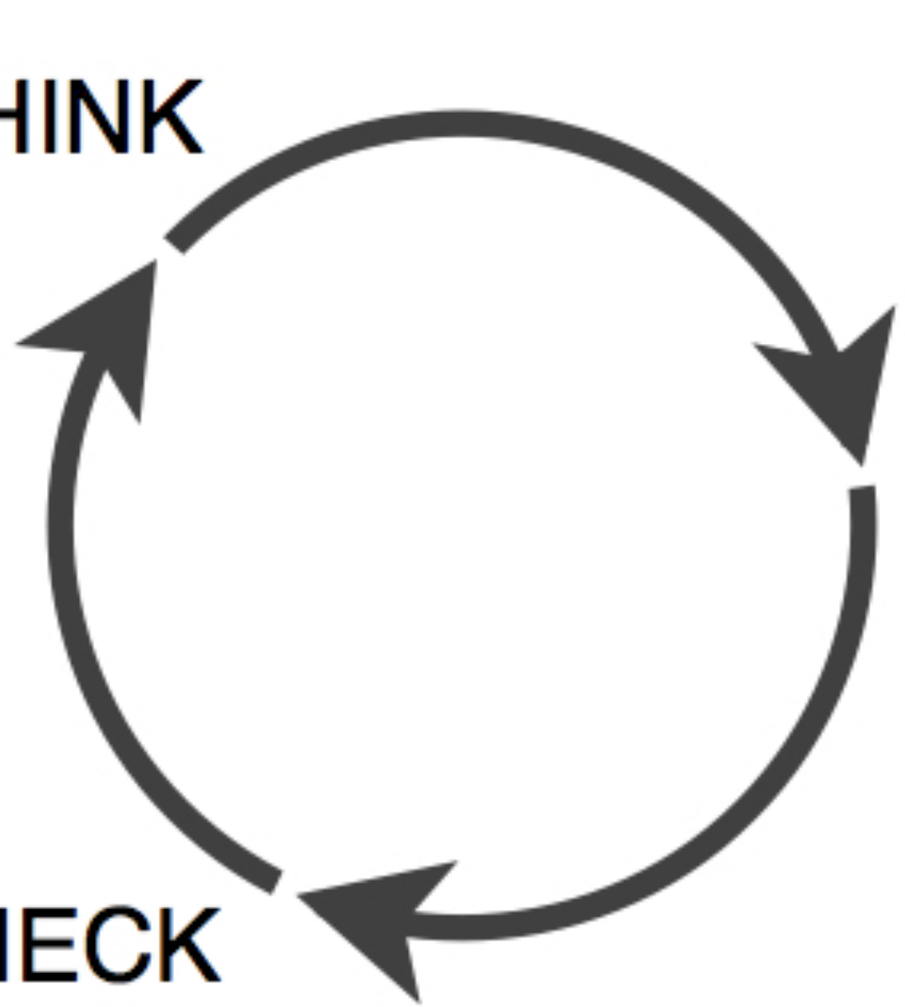
# Agile Sprints

*Velocity*
*Points*
*Iterations*
*Continuous Deployment*

Only part of the story!

# Lean Cycles

*Generative Research*
*Ideation*
*Mental models*
*Behavior Models*
*Test Results*
*Competitive Analysis*




Reduce cycle time, not build time

*Prototypes*
*Wireframes*
*Value Prop*
*Landing Page*
*Hypotheses*
*Comps*
*Deployed Code*

*A/B Testing*
*Site Analytics*
*Usability Testing*
*Funnel*
*Sign-ups*

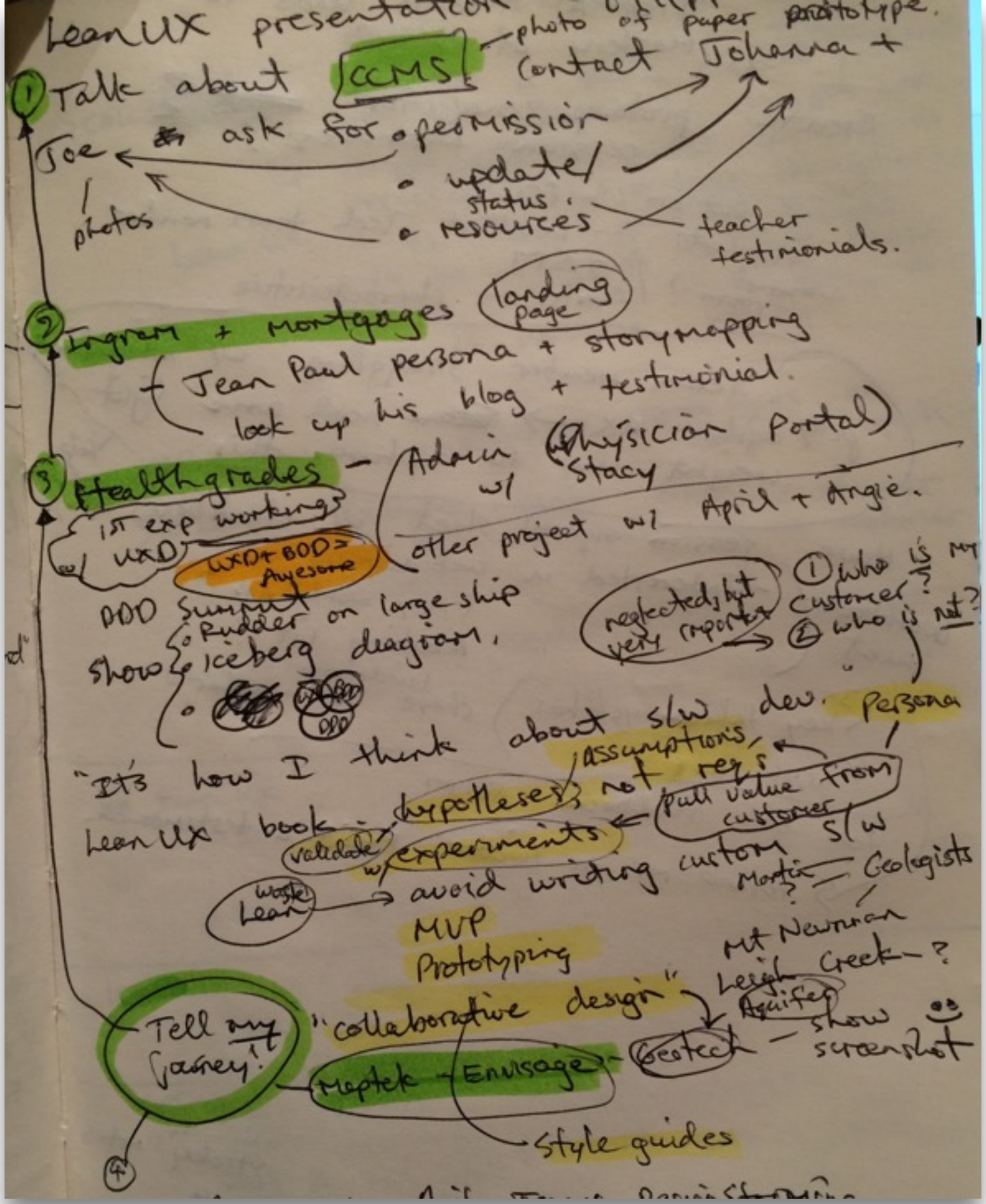


JANICE@LUXR.CO TIM@COOPER.COM

# “A design isn’t finished until somebody is using it”

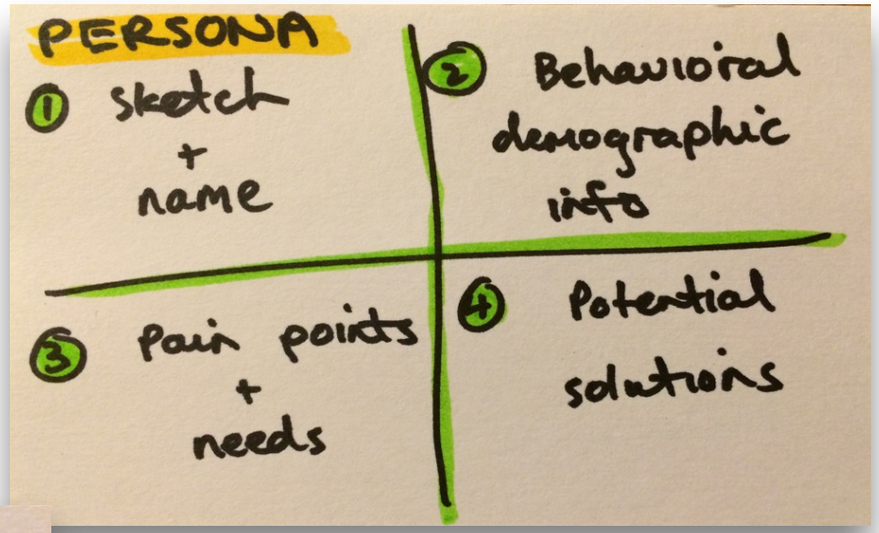
**- Brenda Laurel**

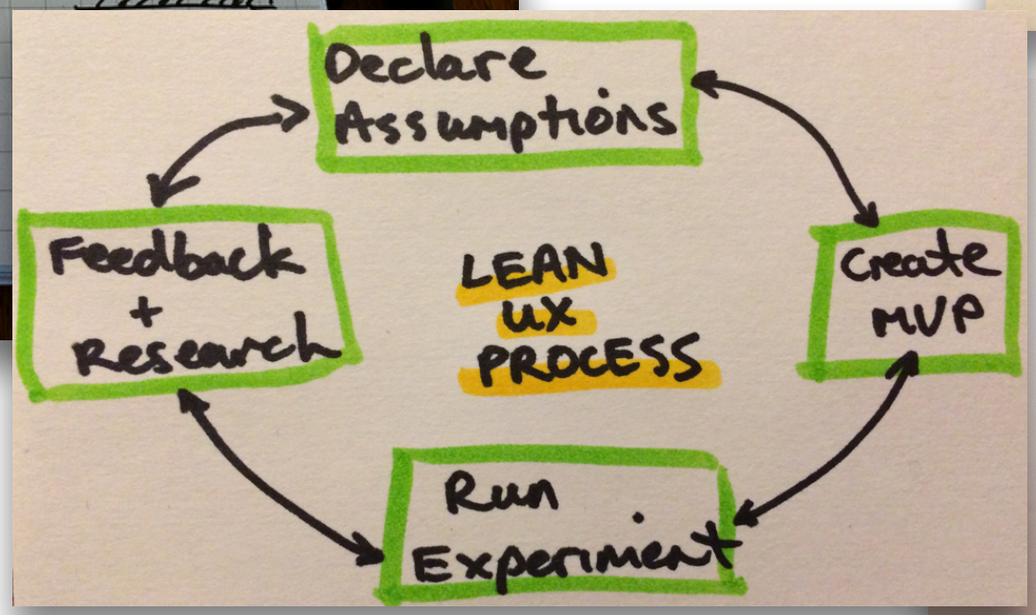
# The Lesson of the Ceramics Class


LeanUX presentation
photo of paper prototype.
1 Talk about CCMS
contact Johanna +
Joe
ask for
permission
update/ status
resources
photos
teacher testimonials.
2 Ingram + mortgages
landing page
Jean Paul persona + storymapping
look up his blog + testimonial.
3 Healthgrades
Admin (Physician Portal) w/ Stacy
1st exp working w/ UXD
UXD + BDD = Awesome
other project w/ April + Angie.
BDD Summit
show
Rudder on large ship
iceberg diagram.
neglected, but very important
1 who is my customer?
2 who is not?
"It's how I think about s/w dev.
Persona
Lean UX book
hypotheses
assumptions, not req's
pull value from customer
validate
experiments
waste
Lean
avoid writing custom s/w
Martin
Geologists
MVP
Prototyping
Mt Newman
Leigh Creek - ?
Aquifer
"collaborative design"
Tell my journey!
Maptek - Envisage - Geotech
show screenshot
style guides
4

Lean UX
LEAN STARTUP
ASSUMPTIONS
Waterfall / Scrum / Lean
Req's
Stories
#1 Design only what you need
Nordstrom Innovation Lab
- Show video
- look for #1-3
"Design isn't just to satisfy requirements, but also to uncover requirements"
- Fred Books
"Good design is a lot like clear thinking made visible"
- Edward Tufte
TOOLS
RESOURCES
- my blog
- book
- O'Reilly videos
- my class ?
#2 Deliver quickly
Audience feedback on ex's of #1-3
"Requirements don't exist. There are only unvalidated assumptions"
- Paul Rayner
Outcome(s)
Persona
Feature
Personas
Persona
Behavioral demographic info
"The only important thing about design is how it relates to people"
- Matt Beale
Mockups
Prototypes
UXD
BDD
DDD
1-day class
Ingram
- Landing page
Maximize learning p.57
- Clear + concise
- Prioritize ruthlessly
- stay agile
- measure behavior
- use a call-to-action
#3 Create enough customer contact to get meaningful feedback fast
Key Pts
Declare Assumptions
Feedback + research
LEAN UX PROCESS
Create MVP
Run experiment
IDEATE / ITE
Ceramic's Class
- Why you need to fail
- Iterate
Lean UX, p12
CUSTOMER CONTACT
XP / Scrum / Le
Jeff C°
- Teachers as PO's
- Mockups, flow
"A design isn't finished until somebody is using it"
- Brenda Laurel
"Design is inevitable. The alternative to good design is bad design, not no design at all"
- Douglas Martin
MVP
MVP Focus
Learn
Deliver value ASAP
CONTINUOUS + COLLABORATIVE DESIGN
- collaborative discovery
CTS Discovery
- regular cadence of customer involvement
"Design is not just what it looks like + feels like. Design is how it works"
- Steve Jobs
Maptek/Vulcan
- Geol / Geology @ minesite
Health grades
- Stacy + Angie
urgent care
mivhs.u
Experiment
A/B Testing
Multiple pages
Impact Mapping
Feedback + research
New landing page
New Q's
Back-end processing
rinse/repeat

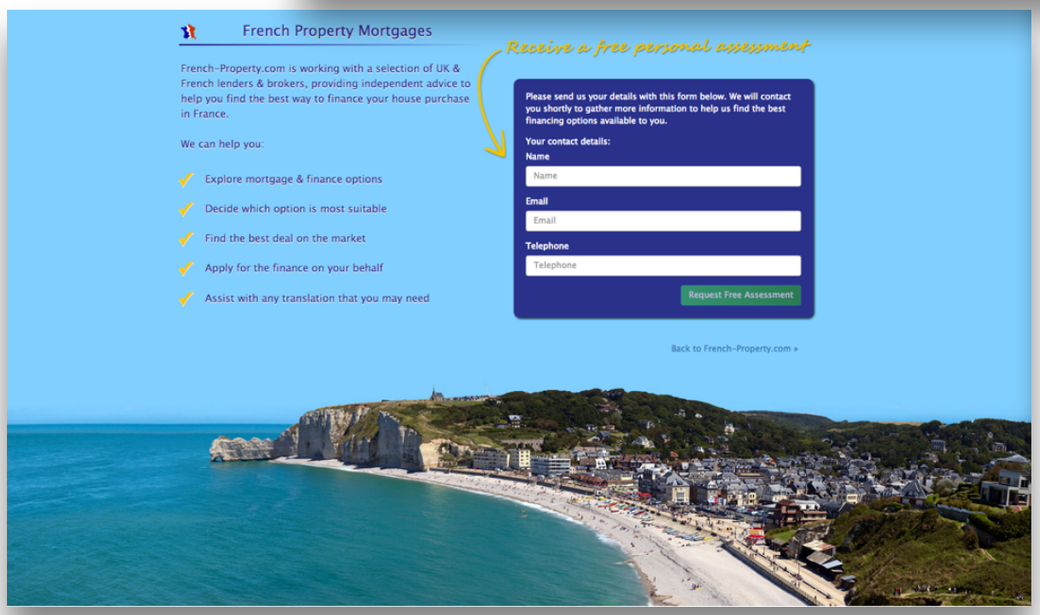
#1 Design only what you need. Iterate.


PERSONA
1 sketch + name
2 Behavioral demographic info
3 Pain points + needs
4 Potential solutions


Declare Assumptions
Feedback + Research
LEAN UX PROCESS
Create MVP
Run Experiment

#2 Deliver quickly

#3 Fast & frequent customer feedback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**@thepaulrayner**

**thepaulrayner.com**

**paul@virtual-genius.com**

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