Lean UX Delivery

Enabling an agile, user centric, business focused rapid application delivery method at scale

\<Insert Date\>

Traditional Methods

Traditional methods deliver solutions through centralized planning, up front detailed design, and waterfall delivery, focused through an internal, inside-out perspective

Ideas came from inside the corporation

Flowing from the top of the corporate ladder, solutions are designed, engineered, and produced with little regard to user experience or customer preference

Incredibly long lead times are the order of the day

Highly commoditized offerings were provided to an undifferentiated user base; no customization

As market complexity increased, solutions differentiate through adding features, seemingly at random when looked at from a usage perspective
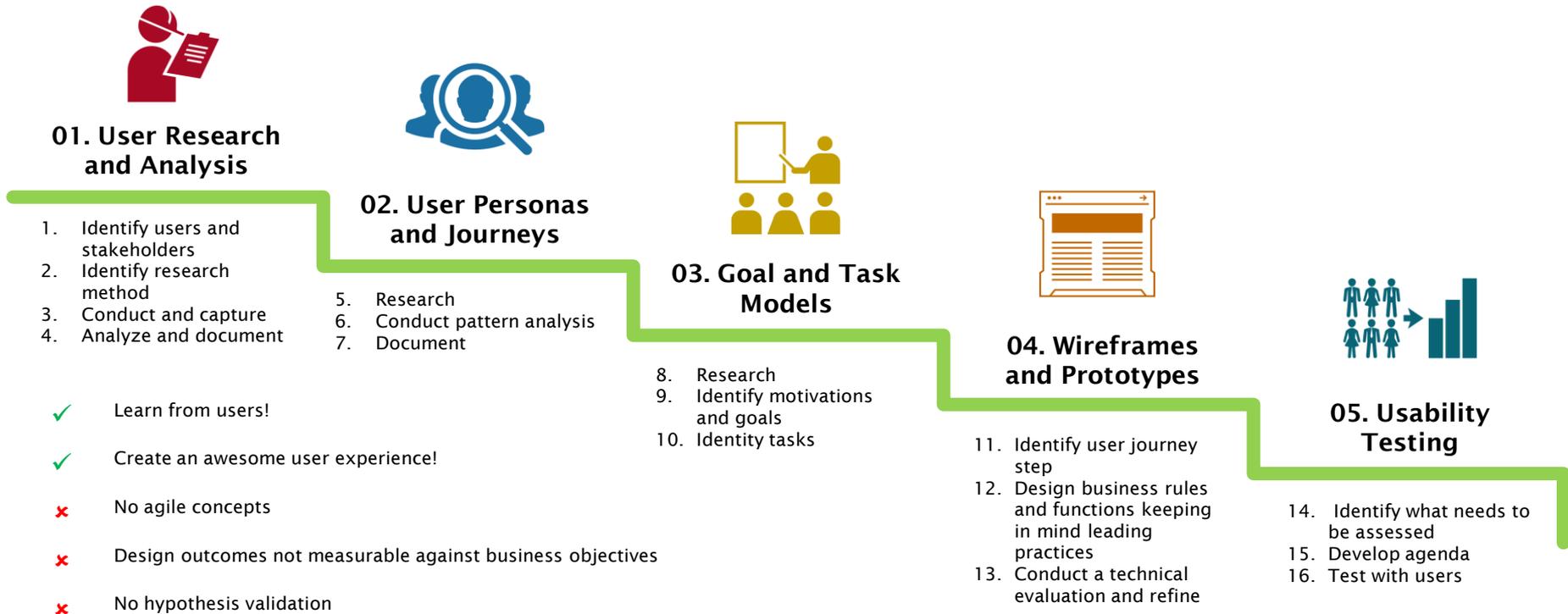
The result being solutions that are overkill, hard to use, and don't adequately solve real problems

Traditional methods are not well suited to meeting user needs in an environment of increasing problem and market complexity

The Traditional UX Design Process

SAMPLE

UX/UCD places the user at the center of an outside-in design process, with the objective of creating an "awesome employee experience"

01. User Research and Analysis

1. Identify users and stakeholders
2. Identify research method
3. Conduct and capture
4. Analyze and document

✓ Learn from users!

✓ Create an awesome user experience!

✗ No agile concepts

✗ Design outcomes not measurable against business objectives

✗ No hypothesis validation

02. User Personas and Journeys

5. Research
6. Conduct pattern analysis
7. Document

03. Goal and Task Models

8. Research
9. Identify motivations and goals
10. Identity tasks

04. Wireframes and Prototypes

11. Identify user journey step
12. Design business rules and functions keeping in mind leading practices
13. Conduct a technical evaluation and refine

05. Usability Testing

14. Identify what needs to be assessed
15. Develop agenda
16. Test with users

Traditional UCD is not deployed in a manner that maximizes the opportunity for feedback

This is a Sample Deck – Please Purchase the Full Edition to Learn the Lean UX Delivery Method