

Lean Startup and UX

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● Buzzwords

- Buzzwords

- Lean Startup and UX

- Buzzwords
- Lean Startup and UX
- Making it Work

Buzzwords

- Usability

- Usability

- UX

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- UX

- Agile

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- Startup

- Usability
- UX
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- Lean Startup & Lean

- Lean Startup Principles: Entrepreneurship, Validated Learning, Innovation Accounting, Build-Measure-Learn

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- Related Concepts: Customer Development, Bootstrapping, Design Thinking...

Lean Startup and UX

Lean Startup

helps entrepreneurs become more successfully by eliminating waste (usually time), leading to a faster build-measure-learn cycle

UX in a Lean Environment

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- It will be inevitable to do good UX if you're actually learning.
- Lean encourages tackling largest UX issues
- UX design process should adapt to the Lean nature of the business and Agile software development.

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UX in a Non-Lean Environment

- It's okay if you're building a solution for a problem that's well-understood
- But if you're working with uncertainty (i.e. trying to innovate) and need to be Lean, making your UX process Lean is difficult when your organization isn't

Making it Work

Lean UX Foundations

- Design Thinking
- Agile Software Development
- Lean Startup

Lean UX Principles and Shifts

from Lean UX by Jeff Gothelf

Lean UX Principles and Shifts

- Cross-functional teams

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- Small batch size

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Lean UX Principles and Shifts

- Continuous discovery

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- Get out of the building

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- Shared understanding

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- Making over analysis

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Lean UX Principles and Shifts

- Learning over growth

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- Permission to fail

Lean UX Principles and Shifts

- Learning over growth
- Permission to fail
- Getting out of the deliverables business

Building Lean UX into the Rhythm of Scrum



Figure 7-2. Sprints tied together with a theme.

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Figure 7-3. Timing and scope of sketching, ideation, and brainstorming sessions.

brainstorming sessions.

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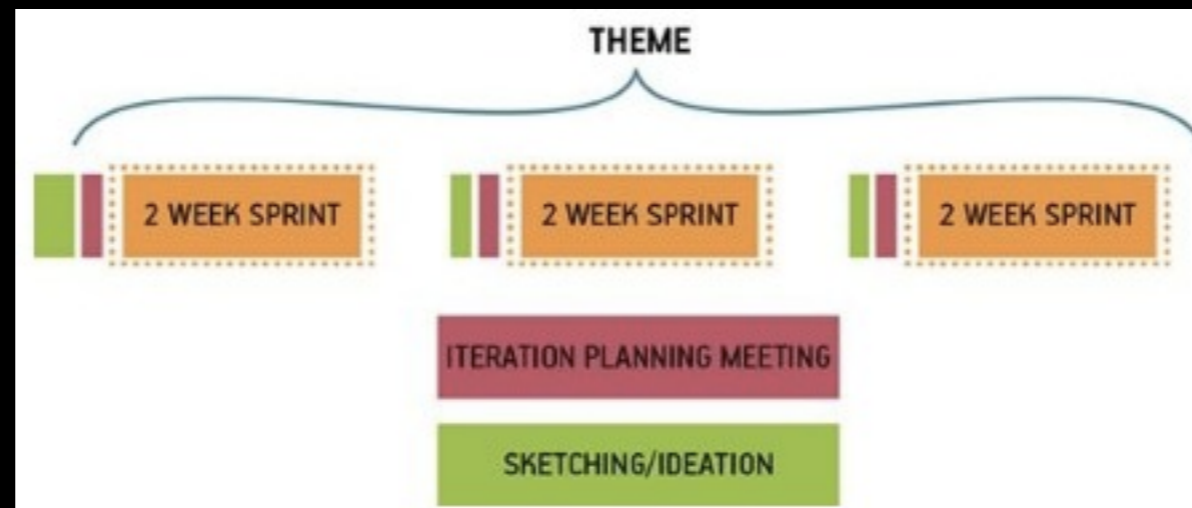


Figure 7-4. Hold iteration planning meetings immediately after brainstorming sessions.

brainstorming sessions.

Figure 7-4. Hold iteration planning meetings immediately after.

SKETCHING/IDEATION

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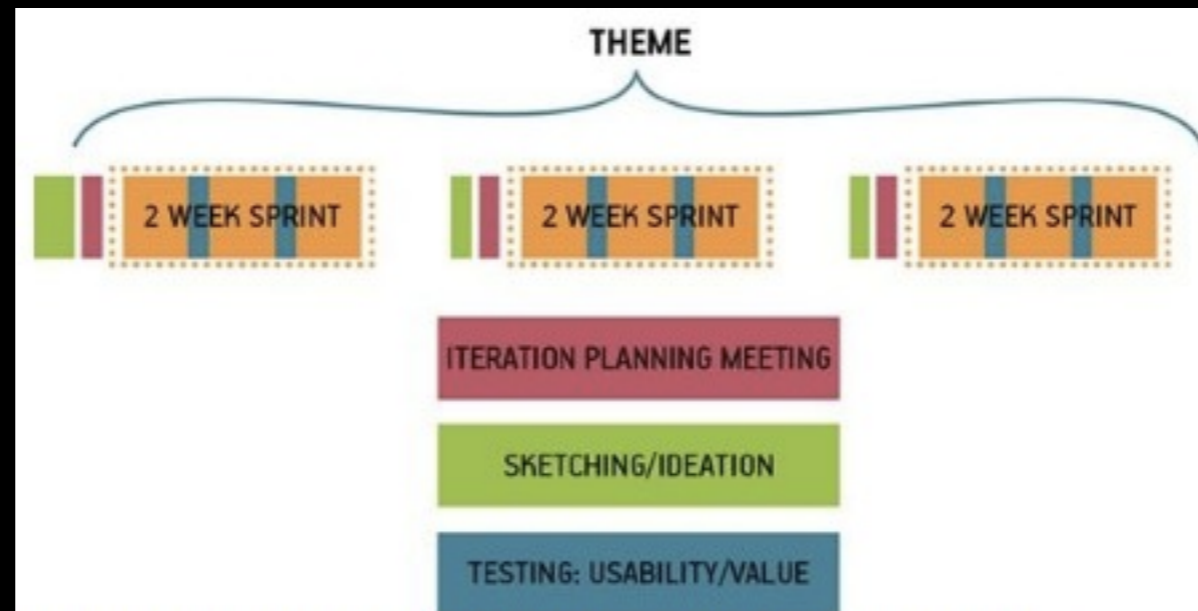


Figure 7-5. Conversations with users happen every week.

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Getting Out of the Building in PH

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Getting Out of the Building in PH

- Build-measure-learn it how to approach random people in PH
- Know when research participants are trying to shield you from your stuff's flaws. Family and friends are most likely to do this.
- Choose an environment where people are comfortable with being approached
- Consider outsourcing getting research participants

Questions? Comments?
How's my driving?

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Thank you.

Now, go and build leanly.

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