

THE TEAM 

COURSE SUMMARY

Lean UX Workshop

1. Lean UX Myths
2. Lean Concepts
3. Implementing Lean UX

Lean UX Myths

There are 5 Lean UX Myths:

- **Myth #1: Lean UX = Minimal UX.** This is not true. Lean UX is not just a stripped down version of user experience. That misconception comes from the word “Lean”. Lean UX can be as thorough as any other UX process.
- **Myth #2: Lean UX = UX + Agile.** This is not true. Agile is a programming/development process, not a user experience process. Like any Lean UX process you can always talk about how to do Lean UX in an “Agile shop”. But Lean UX is not the same as doing UX in an Agile way.
- **Myth #3: Lean UX minimizes upfront research.** This is not true. What is true about upfront research in a Lean UX process is that you only do as much research as you need to in order to answer the particular hypothesis you are testing at the moment (more on hypotheses later).
- **Myth #4: Regular UX is a “waterfall” process.** This is not true. “Regular UX” is usually iterative and collaborative. So is Lean UX.
- **Myth #5: Lean UX is all new.** There are parts to Lean UX that are the

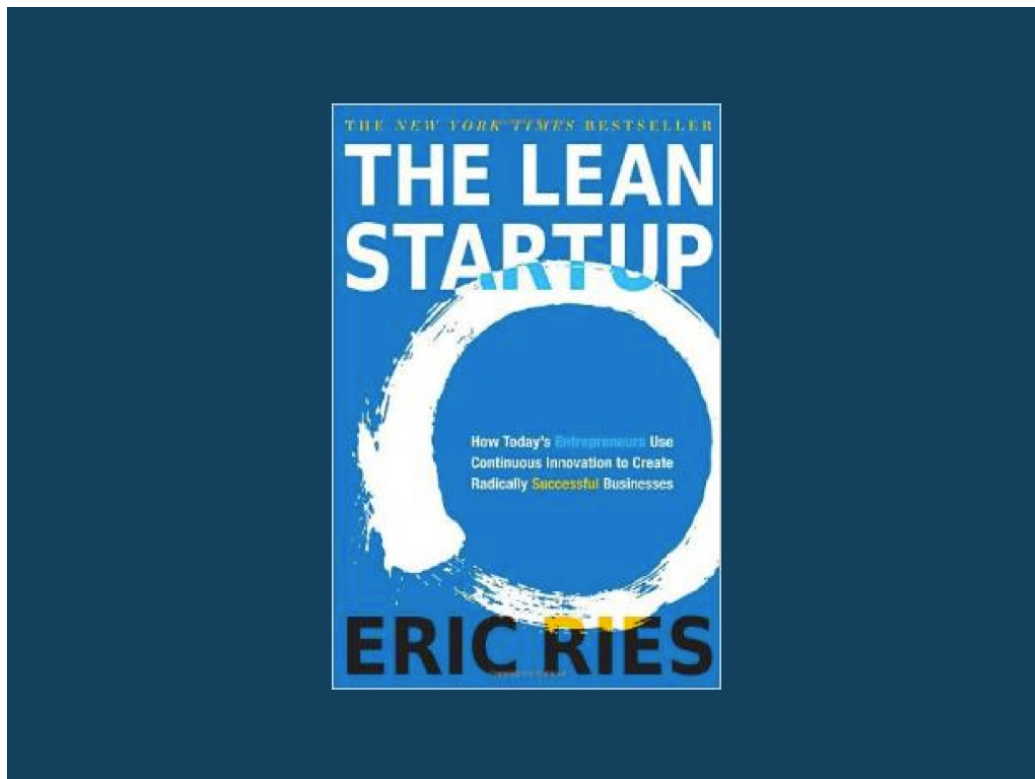
same things “regular” (not Lean UX) people have been doing. There ARE some new ideas, but not everything is new.

- **NOT a myth: Lean UX puts UX front and center.** This is true. Lean UX says that designing the user experience is the way new products and services get created. UX is not an afterthought. It’s critical to the process of developing anything.

Lean Concepts

Origins of Lean

- Eric Ries wrote a book called The Lean Startup. This book is not specifically about Lean UX. It’s about Eric Ries’s ideas about Lean Startup. He explains the Lean concepts in the book. He started using these principles with his work with start-ups, but then realized that they worked in any organization, not just start-ups.



Uncertainty

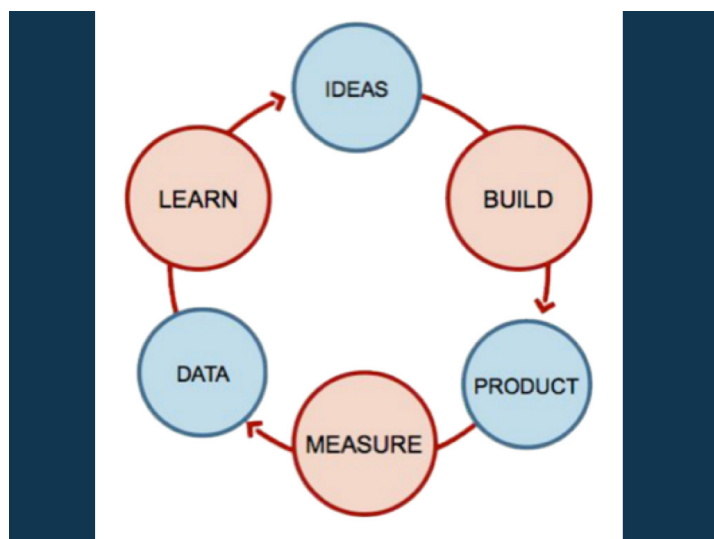
- If you are developing products or services In times of uncertainty you have to do things differently.
- You need to eliminate as much uncertainty as possible.
- Lean concepts and process work to eliminate some of the uncertainty.

Ask the right questions

- Instead of asking whether a product or service can be built, a better question to ask and answer is “Should this product be built?”
- Another question that is good to ask is “Can we build a sustainable business around this product or service?”
- The Lean process lets you answer these questions BEFORE you build the product (thereby minimizing uncertainty).

Hypothesis Testing And Experiments

- In following a Lean process you come up with hypotheses to test about your possible product or service and then conduct experiments to test the hypotheses.
- A Lean process includes this cycle:



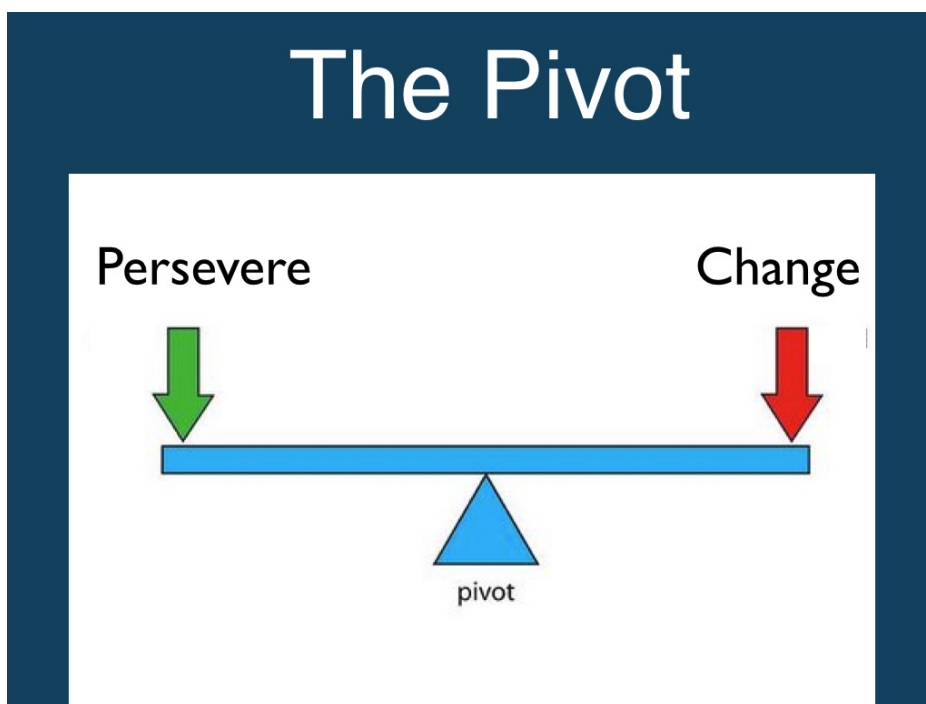
- You run an experiment where you get an idea, create a hypothesis, build something so you can test the idea, then test it, measure it, and decide what to do based on the test. Then you start all over with another hypothesis.

Minimal Viable Product

- A key idea in a Lean process is that you build the least “thing” you can that allows you to test your . This is called a minimal viable product or MVP.
- You keep iterating and creating MVPs until you are sure you have a sustainable product, then you go build it.

The Pivot

- After you run an experiment you need to decide what to do. Do you run another experiment? Start building the actual product? Or did you learn something during the experiment that makes you want to make some changes? This is the pivot point.



- Possible pivots include changes to any of the following:
 - a. product/service
 - b. target audience
 - c. channel
 - d. revenue model
 - e. pricing
 - f. costs
 - g. partners

Collaborate

- In a Lean process it's critical that you collaborate.
- You collaborate with other designers.
- You collaborate with stakeholders.
- You collaborate with customers/users.

GOOTB (Get Out Of The Building)

- In a Lean process it's important that you don't work in a vacuum.
- You should make sure to get out of your building and do research and experiments in context and with actual users.

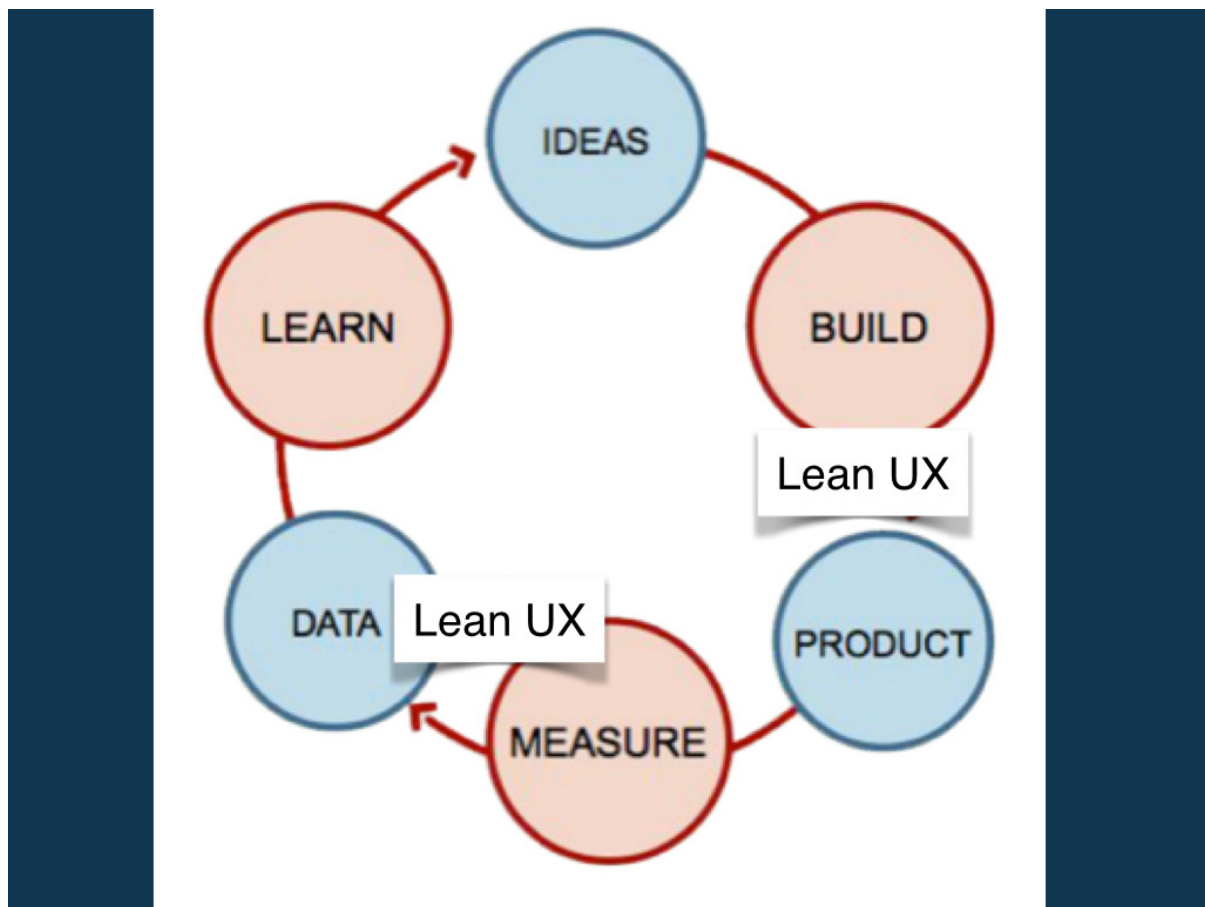
Implementing Lean UX

Lean UX as a “vehicle”

- Lean UX can be used as a vehicle for Lean in general.
- If you are using a Lean process then you use user experience to go

through the process.

- UX is used when you create an MVP.
- UX is used to test the MVP.



- If you are doing Lean UX in an organization that is following Lean processes then here is a likely list of what you will be doing:
 - a. quick prototypes for experiments
 - b. user test the prototype with the hypotheses in mind
 - c. answer whether the hypotheses are true or not

- d. quick “just in time” research for experiments/hypotheses for example, interviewing the target audience, validating a persona, creating a task flow
- e. collaborate with tech and stakeholders
- f. maybe give opinion about pivot
- g. maybe give suggestions about the next experiment

Lean UX in any environment

- Even if your organization is not following Lean processes, you can still follow Lean for the UX work you do.
- You would still do the usual user research, but you would only do what you need to run an experiment and test a hypothesis. Then go back and do more as needed.
- You would just do enough design/prototyping to create an MVP for the particular hypothesis.
- All design/prototyping would be in collaboration with technical staff, stakeholders, and so on.
- You would only do user testing for a particular hypothesis you are testing.
- In a Lean process you keep documentation to a minimum.

Notes: