CREATING PRODUCTS USERS ❤ WITH COLLABORATION

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HEY!
I’M RACHEL
New Feature

Create Mockups

Write "Fix" Documentation

"Test" Development

Write Documentation

DESIGN & DEVELOPMENT CYCLE

(Current)
DESIGN & DEVELOPMENT CYCLE
(Ideal)
psst. I'm going to tell you a secret. I long ago learned that there is no magic bullet. There is no one perfect process or methodology that ensures success. I'm sorry, but it's true. Great UX design is a mindset, not a template. It must be adaptable to context.

7:52 AM - Jun 4, 2018

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WHAT WORKS BEST FOR MY SITUATION?
Trying to fit UX into the Agile Process
LEAN UX PRINCIPLES

Cross-functional teams

Removing waste

Continuous discovery

Shared understanding

Permission to fail

Getting out of the deliverables business
REAL LIFE PITFALLS

We have no time to change.
We don’t have the resources.
Our clients don’t work that way.
Our UX team is separated from development.
ACTIVITY

Introductions
INTRODUCTIONS

Introduce yourself: name, industry, what you do.
Where do you struggle in your process?
COLLABORATION
“The biggest problem in the design community is our mindset.”

Matthew Lavoie
The Genius Designer Versus a Mindset of Experimentation
GENIUS DESIGNER

Assumes their work is correct. Separated from development and rest of the team. UI design is to be implemented to pixel perfection. Technical constraints or feedback is irrelevant. Confused users must be ignorant or stupid.
MINDSET OF EXPERIMENTATION

Accept that they will be wrong about something.
Figure out what is wrong as quickly as possible.
Iterate on process until they find what works for them.
TIPS FOR SUCCESS

Give yourself permission to fail.
Don’t be afraid to show your messy work or ideas.
Don’t let your excuses get in the way.
ACTIVITY

Define Your Product
DEFINE YOUR PRODUCT & TEAM

What problem does it solve?
Who will benefit from it?
Agree on team name.
PROTO-PERSONAS
PERSONAS

Your product or service will appeal to multiple demographics. Understanding demographics focuses your decisions. Removes team and self bias.
Sara Knight

ABOUT SARA
Sara Knight has been living with her roommate, Julio Palmes, for 2 years. Sara is a hardware gamer and has a lot of electronics, including multiple game consoles and computers. Sara prefers to stay home most nights and usually watches television or streams herself playing video games online. Julio is more social and prefers to go out to bars or hang out with friends. The girls split the bills, although the bills are still high. Sara’s room is mostly consumed by energy from her electronic devices.

HABITS
- Sara is tech-savvy and often leaves her electronics on, which leads to lower energy usage.
- She frequently uses her A/C because her room becomes hot when running all day.

ENERGY CONSUMPTION
- 963 KWH

SAORI DESTINIES

INTERACTION TRIGGERS
NEW OPPORTUNITIES TO FOSTER NEW RELATIONSHIPS AND TO CREATE NEW PROJECTS WITH OTHERS

PHOTO SHOOTS
TO GET PUBLICITY FOR THEIR WORK AND TO SHARE IT WITH OTHERS

TOUCHPOINTS
CONVENTIONS
DIRECT SHOWCASE OF OTHER COSPLAYERS’ WORK

ONLINE FORUMS
CONNECT WITH OTHER COSPLAYERS ON A GLOBAL SCALE

ENVIRONMENTAL FACTORS
NOISY
BOOTH CONVENTION SPACE CREATES PROBLEMS WITH VERBAL COMMUNICATION

CROWDED
DIFFICULT TO MOVE FREELY IN TIGHTLY PACKED SPACES

SKILLS + EXPERIENCE
MODELLING
MOCAP WORK FOR AMATEUR COSPLAY PHOTOGRAPHERS

GAMING
EXPERT WITH SAME INTERFACES AND LINES TO STREAM SPEEDRUNS

ADOBE SUITE
BASIC KNOWLEDGE OF PHOTOSHOP AND INDESIGN FROM HIGH SCHOOL GRAPHIC DESIGN CLASS

EXPERIENCE
FEEL ACCEPTED
FEEL PROUD
FEEL RESPECTED

LIFE
FIGHT BULLYING
MAKE A DIFFERENCE
INSPIRE ARTISTS

RATING
POOR ORGANIZATION
CROWDED ENVIRONMENT MAKES IT DIFFICULT TO KEEP TRACK OF WHO COSPLAYERS ARE ALREADY CONTACTED.

FINDING PARTNERS
DIFFICULT FINDING OTHERS AVAILABLE TO WORK ON PROJECTS COSPLAYERS ARE INTERESTED IN

CREATIVITY
COMMUNITY
SELF-EXPRESSION
BEING DIFFERENT
BEING FREE
PROTO-PERSONAS

Before, during, and after development.
Based on real data and assumptions.
Validate with real users and modify based on findings.
NAME & PICTURE
Puts a face to a name

BIO & TRAITS
Description of person

GOALS
What makes user happy

FRUSTRATIONS
Pain points
NAME & PICTURE
Puts a face to a name

BIO & TRAITS
Description of person

GOALS
What makes user happy

FRUSTRATIONS
Pain points
NAME & SKETCH

James
WAREHOUSE EMPLOYEE

BIO & TRAITS

• AGE 42
• NOT TECH SAVVY
• PAID HOURLY
• IPHONE SE
• POOR EYESIGHT
• BEEN WITH COMPANY 5 YRS

GOALS

• MUST LOG IN FROM ANY WAREHOUSE COMPUTER
• COMPLETE TASKS QUICKLY

FRUSTRATIONS

• NOT MUCH TIME TO USE COMPUTER DURING TASKS
• HITS WRONG BUTTON WHEN TOO CLOSE TO ANOTHER
HOW TO FACILITATE

Define roles and pick one to focus on.
Ask open-ended questions.
Challenge answers if they don’t make sense.
ACTIVITY

Create a Proto-Persona
CREATE A PROTO-PERSONA
SCENARIOS
SCENARIOS

Explains the persona’s goal.
Helps narrow focus and keep team from getting distracted.

[Persona] wants to [action] because [need].
SCENARIOS ARE NOT

A sales goal.
An internal marketing focus.
Focused on development.
SCENARIOS

Told from the user’s perspective.
Are narrow enough to tell a story about your user.
Have a clear user goal represented.
SOME EXAMPLES

Jane purchased a new iPad and wants to draw with the Apple Pencil she purchased with it. She is looking for a tutorial or guide for how to get started.

Adam wants to order dinner delivered to his hotel room because he doesn’t know the area.

Beverly feels she is paying too much for internet. She wants to compare plans so she can save money every month.
ACTIVITY
Create a Scenario for your Persona
CREATE A SCENARIO

What potential issue will your persona run into?
What is a main goal for your persona?
[Persona] wants to [action] because [need].
BREAK
BACK AT 11AM
USER JOURNEYS
USER JOURNEYS

Puts focus on user tasks, goals, and expectations.
Identifies user needs and pain points.
Puts yourself and your team in your user’s shoes.
FIVE MAIN COMPONENTS

Persona & Scenario
User Steps
Needs, Activities, & Expectations
User’s Emotional State
Opportunities for Improvement
PERSONA & SCENARIO

USER STEPS

NEEDS, ACTIVITIES, & EXPECTATIONS

USER’S EMOTIONAL STATE

OPPORTUNITIES FOR IMPROVEMENT
Persona: James, Warehouse Worker  Scenario: Check in inbound shipment because a railcar just arrived; no accurate weights available.

User Journey
- Inbound shipment arrives
- Verify shipment on railcar
- Record data on REM form
- Log in to system
- Select Inbound Shipments
- Enter data from REM form
- Save & close Inbound Shipment
- Log off system

Needs, Activities & Expectations
- Out to railcar
  - No access to computer in railyard
  - Must write legibly if handoff needed
- No access to computer in railyard
- No access to computer in railyard
- Remember username and password
- Must log in every time
- From navigation on dashboard
- Make sure data entered is same as what was written on the form
- Can't finish the inbound shipment without actual weights input
- Must return to Inbound Shipment once weights are collected

User's Emotional State
+ "I wish I didn't have to do this twice"
- "What did I do wrong here?"

Opportunities for Improvement
- Tablet version of REM form or system for less duplicate information
- Use active directory to make login quicker
- ‘Remember me’ option
- Make the dashboard configurable
- Concept of ‘favorites’ for pages
- Tablet version of REM form or system for less duplicate information
- Make this a multi-step process so that it doesn't feel like he is wrong if he doesn't have weights
- Remember this shipment when he returns
USER JOURNEYS

Knowledge comes from the process, not the deliverable.
Visualize how users *currently* use feature.
Visualize how users *could* use feature.
HOW TO FACILITATE

Ask open-ended questions.
Challenge self-reflection of user’s emotional state.
Be open-minded of potential solutions.
ACTIVITY

Create a User Journey Map
CREATE A USER JOURNEY MAP

Base on the scenario you created in the last activity. Think about user actions inside and outside of product. Choose your own format.
CREATE A USER JOURNEY MAP
DESIGN SESSIONS
DESIGN SESSIONS

Help everyone get on the same page.
Visualize a feature as a team.
Bring up potential issues of design immediately.
"I’m glad we all agree then."
“Oh...”
“Ah ha!”
“I’m glad we all agree then.”
WELCOME!
Create an Account

Illustrations are cute & friendly
Guide users through step by step process

Email Address

step 2 →
HOW TO FACILITATE

Define goals up front.
Let everyone actively participate.
Summarize and agree before leaving.
ACTIVITY
Run a Design Session
RUN A DESIGN SESSION

Base on the user journey map you just created. Try to think from perspective of multiple team roles. Choose your own format.
HOW IT ALL CONNECTS
FOCUS ON USERS

Use personas to empathize with users.
Put personas in scenarios to create journey maps.
Create journey maps to tell stories and evaluate experiences.
GET EVERYONE INVOLVED

Collaboration introduces multiple perspectives into process. Reduces back-and-forth and breaks down unnecessary silos. Entire team takes ownership of the user experience.
LETTING GO IS HARD

Be open-minded to multiple perspectives.
Don’t be afraid to show messy work.
Don’t get caught up in excuses.
TWEAK TO YOUR LIKING

These concepts are not all or nothing. Each team will work differently – embrace it! Keep iterating on your process.
THANK YOU!

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