



# **Lean UX: Without Skimping on the Meat**

Assembling better project requirements



Let's start with an exercise

much excitement



# CAESAR

- romaine
- parmesan
- black olives
- (optional) chicken
- caesar dressing
- croutons

\* extra credit for sardines

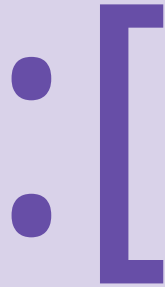
meh.



# GREEK

- iceberg
- feta
- kalamata olives
- tomato
- cucumber
- peppers
- red onion
- (any oil & vinegar will do)

somewhat defeated



# COBB

- iceberg
- boiled egg
- avocado (if we're lucky)
- cheddar
- tomato
- bacon bits
- ranch dressing



# negative brand attribution



**Ruh-roh**

Where'd we go wrong?

What to build rather than what to accomplish

# Intake Form

How many pages? \_\_\_\_\_

Stock photography? Yes / No

Flash? Yes / No

Internet Explorer? Yes / No

*Will you need a:*

- Sign-up form
- Discussion board
- Shopping cart
- "Members only" area

# Intake Form

How many bins? \_\_\_\_\_

Do you like meat? Yes / No

Do you like bacon? Yes / No

Want a meaty bacon? Yes / No

*Will you need a:*

- Bacon
- Meat
- Meat-Bacon
- Bacon-Meat



**Yes, pls.**

bacon	bacon	bacon	bacon	bacon
bacon	"MEAT"	bacon	bacon	bacon
bacon	bacon	bacon	"I really like cheese"	bacon
bacon	beets	bacon	bacon	<i>bacon-flavored dressing</i>

Sounds great, but doesn't solve user problems



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So how do we get to those requirements?



eightshapes

**Anthony D Paul**

Sr. UX Designer

**To start...**

If you make functional recommendations,  
you're a UX designer

my *perceived* needs

your *actual* needs

client

we

# **They're not wrong**

They know more about their business than you

# **We're objective**

Research gives value to our ideas

philosophy

“lean”



# Lean UX

Use any means to arrive at “good enough” answers as quickly as possible

...minimizing money and effort

...then show it to a user and try again.

# Lean UX

*Any means*

Comfortable & appropriate tools

*Good enough*

Define success & solve *that*

*Quickly*

Only needed documents

*Show it to a user*

Solve user problems

*Try again*

User test & iterate

# Lean UX

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*Quickly*

Only needed documents

*Show it to a user*

**Solve user problems**

*Try again*

User test & iterate

Lean UX is a philosophy within a methodology

*philosophy*

## **Lean UX**

define success  
solve user problems

*means*

## **Tools**

surveys  
interviews  
internet research  
brainstorming sessions  
user scenarios  
IA docs (sitemaps, wires)  
prototypes (paper, code)  
usability tests

*perspective*

## **?**

right questions  
gain context  
prioritize features

perspective(s)

situational  
analysis

# Ask research questions to...

*Support*

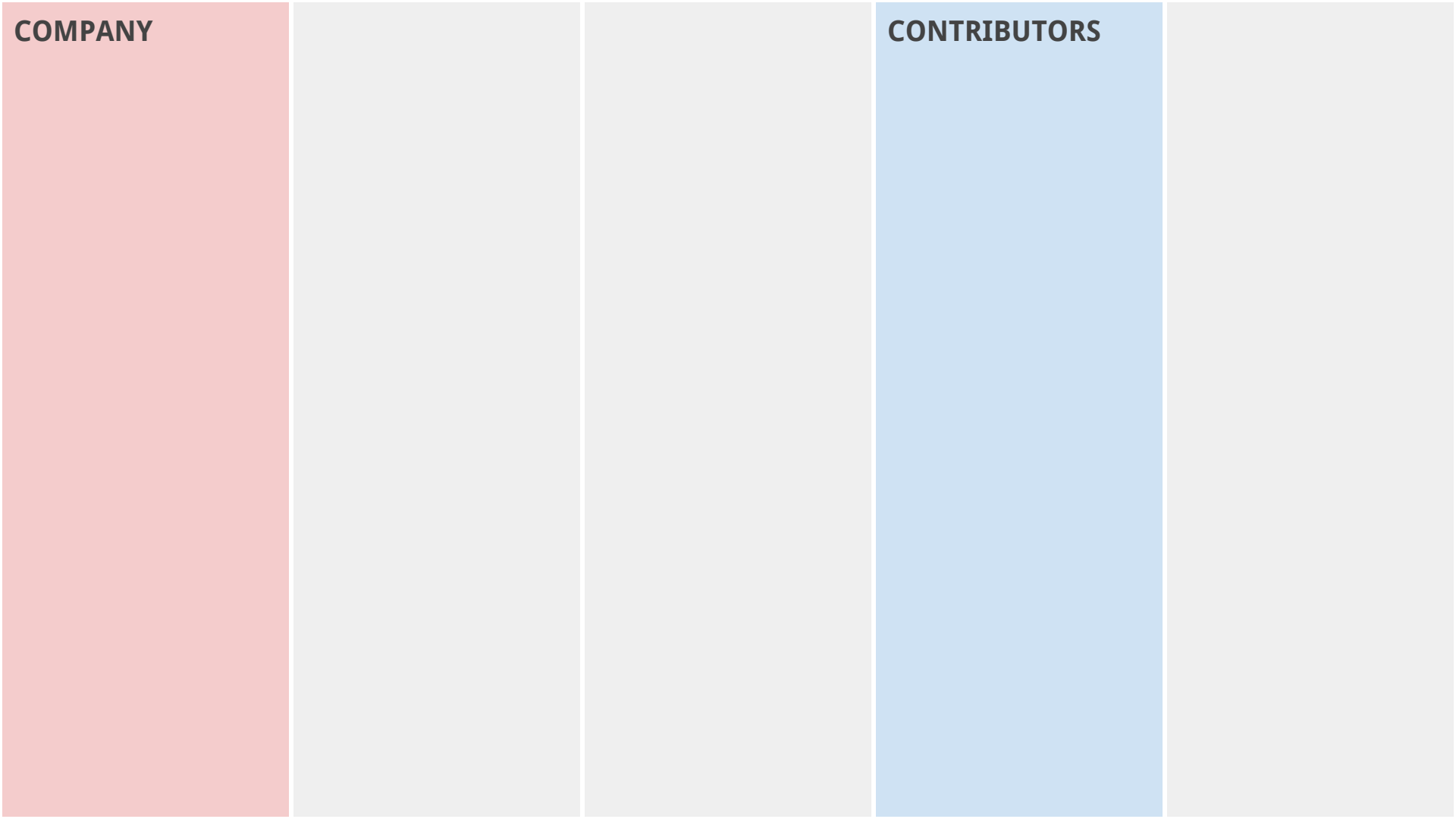
“Minimum viable product”

*Improve*

Not yet addressed / Opportunities

*Innovate*

Beyond improvement, change industry?



**COMPANY**

**CONTRIBUTORS**

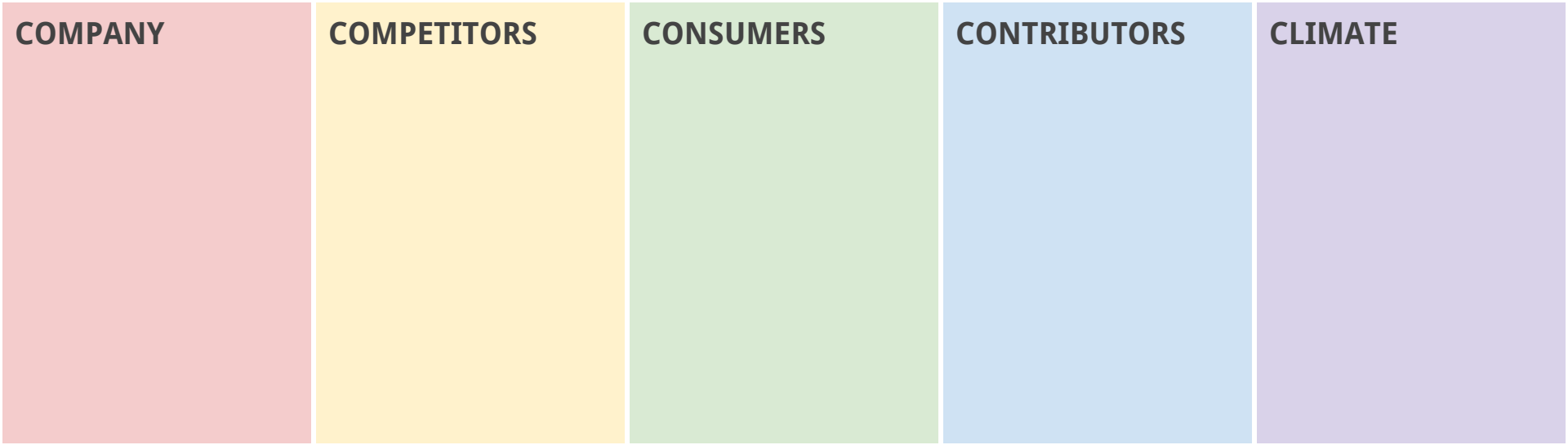


only hearing  
decision-makers

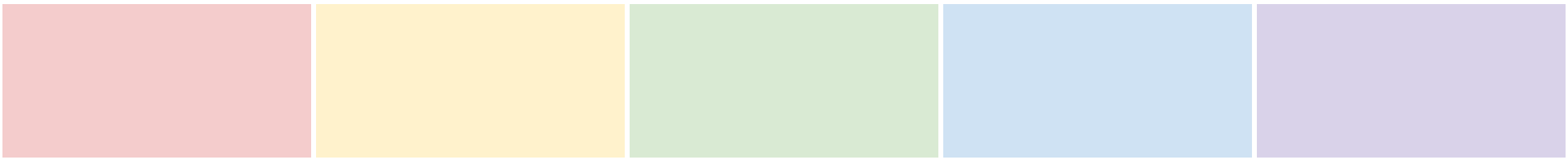
**COMPANY**

if they're lucky  
enough to be in  
the room

**CONTRIBUTORS**



## **Five C's** of a *Situational Analysis*



*Support*

What does my website need to do to maintain our existing success?

*Improve*

How can my website further our business, brand, and mission?

*Innovate*

Are there opportunities to support our business in ways not yet imagined?

decision-makers • brand • finance

## COMPETITORS

### *Support*

What is the baseline for survival in our market?

### *Improve*

How can my website differentiate us from our peers?

### *Innovate*

Are there opportunities to rethink how our market operates?

direct • aspirational • indirect (recruitment)

CONSUMERS

*Support*

What do our existing consumer groups need?

*Improve*

What consumer groups are we ignoring? (ex. media, bloggers)

*Innovate*

What can we give our consumers that doesn't directly benefit our company? (ex. knowledge sharing)

people • search engines • devices • APIs

*Support*

Who feeds the website (admins and consumers) and what are their tasks?

*Improve*

Which tasks are most repetitive or cumbersome and can be optimized?

*Innovate*

How can we change the focus of a contributor's work from assembly worker to expert strategist?

internal • consumers • APIs

*Support*

To be successful, what is critical for reception?

*Improve*

If we fail, what will cause it and how can we prevent it?

*Innovate*

What could we do to change this industry entirely?

today's market • trend forecast

means

task analysis



# Tasks vs stories

Why did Peter Buy The Snickers?



Satisfy your hunger



Peter

Is 35 years old  
Has a degree in marketing  
Likes peanuts, chocolate, nougat and caramel  
Loves Snickers & eats one every day  
Has an active lifestyle  
Has 2 dogs  
Hangs out at Jack in the box, but eats at Taco Bell.  
Stubbed his tow yesterday

# Focus on roles (to get to tasks)

Content writer

Content editor

Subscriber

Job-seeker

Tweeter

I edit and sometimes write. My kid knows the tweets.

Associate Co-Something or Other

# ex. Content Writer

## Tasks they want to perform

Write popular posts

Accumulate quality points

## Tasks we want them to perform

Promote advertiser products

Promote recruitment via personal channels

## ex. Content Writer

### *Motivations*

Company has financial incentives for number of ad clicks per month

### *Anxieties*

Product placement brands aren't cool

### *Influenced by*

Content Editor, brand, incentives

### *Influences*

Job-seekers, peers, subscribers

# ex. Content Writer

## What we learned:

CW influenced by CE.

We want CW to promote advertiser products.

## Recommendation:

Create dashboard for CE to see number of placements by CW.

Include in-editor tool to recommend spots for product placement based on keyword context.



Full circle

*perspective*

## **Five C's**

ask the right questions  
and define success

*means*

## **Tools**

employ any appropriate  
tools to answer

*philosophy*

## **Lean UX**

solve real problems via  
better requirements

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romaine	iceberg	parmesan	feta	cheddar
black olives	kalamata olives	chicken	bacon	boiled egg
tomato	red onion	peppers	cucumber	avocado
croutons	La Choy	sesame seeds	dried cranberries	<i>dressings</i>



# Worksheet



Search...

ABOUT US COLLEGE & CAREER READY MEMBERSHIP EVENTS PARTNERS ADVISORS CHAPTER RESOURCES

DECA prepares emerging leaders and entrepreneurs in marketing, finance, hospitality and management in high schools and colleges around the globe.



### JOIN

- » Learn about college membership
- » Learn about high school membership
- » View upcoming events

### ORGANIZE

- » Get resources at DECA Direct Online
- » Learn about competitive events
- » Meet your officer teams

### PROMOTE

- » Share DECA's public service announcement
- » View DECA publications
- » Shop DECA Images

As a member, you can help others to be successful in the business world as well as in their personal and corporate lives.

GONNA BE THE BEST APP OF YOUR LIFE



### DECA COMPETE APP N AVAILABLE

THE OFFICIAL DECA PREP APP

Looking to enhance your competitiveness? The DECA Compete app is your home to official practice questions and answers for each of DECA's five exams used in competitive events.

### BLOGS

**DECA Alumni: Where Are They Now?**  
DECA alumni are an important and integral part of this organization. They provide excellent resources for chapters, volunteer their time as judges and serve as shining examples of what members can accomplish thanks to their DECA experiences.

12.11.2013 | [Read More +](#)

#### Enhance Your Chapter With Great Ideas

Is your chapter in need of inspiration for a new community service project? Do you want to start a new membership recruitment campaign at your school, but aren't sure where to begin?

12.11.2013 | [Read More +](#)

#### Get More on DECA Direct Online

Did you know the ultimate DECA resource center is just a click away? DECA Direct Online is the one-stop destination for all your DECA needs.

12.11.2013 | [Read More +](#)

[BROWSE BLOG POSTS +](#)

### NEWS

#### Wardinski to Become DECA's Fourth Executive Director

Paul A. Wardinski has been selected as the incoming executive director of DECA Inc. He will join the staff June 1, 2014, as the deputy executive director and assume the executive director position when Edward Davis retires this fall.

01.30.2014 | [Read More +](#)

#### DECA Idea Challenge 2013 United States Finalist Announced

DECA Inc. is proud to announce the DECA Idea Challenge 2013 United States finalist.

12.12.2013 | [Read More +](#)

#### Relive the memories of Collegiate DECA's IODC

Reminisce on the experience that challenged 1,000 Collegiate DECA students, advisors, alumni and businesspeople to aspire higher.

05.28.2013 | [Read More +](#)

[BROWSE NEWS ARTICLES +](#)

### UPCOMING EVENTS

**Collegiate DECA Leadership Academy**  
Collegiate DECA members looking to enhance their leadership skills are invited to attend the Collegiate Leadership Academy (CLA). Sponsored by Collegiate DECA, the CLA is held each fall in New York City.

11.13.2014 | [Read More +](#)

#### DECA Idea Challenge 2014

The DECA Idea Challenge 2014 is a fast-paced competition that challenges elementary, secondary and college student teams around the globe to find an innovative new use for a common, everyday item in just eight days. Student teams of 3-4 members are asked to pitch their invention in a creative 3-minute YouTube video presentation. The item to be used in the challenge will remain a mystery until announced by DECA Inc. on November 13, 2014. Teams have until November 20, 2014 to submit their entry. DECA membership is not a requirement to participate.

11.13.2014 | [Read More +](#)

#### DECA Western Region Leadership Conference

11.13.2014 | [Read More +](#)

[BROWSE EVENTS +](#)



# Thank you

## **Communicating Design: Developing Web Site Documentation for Design and Planning**

<http://is.gd/Fz4PD1> (Amazon books), Dan Brown

## **Situational Analysis: 5C Analysis**

<http://is.gd/IXdYS4> Wikipedia

## **Designing Features Using Job Stories**

<http://is.gd/6RQRwO> Smashing Magazine, Alan Klement

## **Lean UX: Getting Out of the Deliverables Business**

<http://is.gd/FN6b1v> Smashing Magazine, Jeff Gothelf

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