Lean UX

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TODAY’S MENU

UX
UX vs UI
Lean UX
CX
The Difference Between UI and UX

You’ve heard of UI (User Interface) and UX (User Experience). When you build a website with DoM, we will talk to you about both. But what’s the difference?

UI is how the website page is physically laid out. A UI designer will talk to you about where things should go, what colors to use. UI is responsible for the creative and visual pieces of the site.

UX focuses on the interactive side of the website, how it behaves, such as a box sliding out, and how people might interact with it, such as where they will click first. UX handles the architecture of the content and the site map.

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The old way
A better way

define  design  develop  release

risk

time
Task-a-doodle

people

business professionals

Working parents with kids

problem

addresses

solution

need to share tasks on the go
Too much to do, not enough time
need to know when something's done

a mobile app for delegating tasks
UX Stack

Users → Needs → Uses → Features → Product

1. I need...
2. I want...
3. My goal is...

Your vision & ideas go here

Sketches, prototypes, wireframes, pixels

Interfaces & flows
Prototypes
User stories
Who: Make a Persona

MARY

I can't think when I'm too busy!

BEHAVIORS
- Has a housekeeper
- Buys take-out 3 nights/week
- Frequently feels overwhelmed when she "forgets" something

DEMographics
- Working mom
- 34 years old
- Lives in Walnut Creek, works in San Jose
- Married, 2 kids
- Household $125k/yr

NEEDS & GOALS
- Help! Coordinating errands, managing kids, keeping things running
- Time for her girlfriends
- To feel like she "has it sorted"
- "To clone herself"
What: Envision 6 uses

With Task-a-doodle, Mary can...

- Get reminders when she's near a place on her task list.
- Know when someone in her family finishes a shared task.
- See all her to-dos at a glance.
- Find time to see her girlfriends.
- Set realistic task lists.
- Share tasks with others.
With
Task-a-doodle.
Mary
can...
Know when
someone in her
Family finishes
a shared task.
To deliver on that, we will build these features:

5-item to-do list

feature

feature
How do you know it’s working?

Measure what matters by tracking actionable metrics.
Measuring what?
Metrics checklist

**a good metric...**
...measures the usage of your product by a person. The usage should be specific to features that deliver value to your user.

**a great metric...**
...makes you look at all the other metrics and say “none of those other numbers matter if we don’t get this right first.”

<table>
<thead>
<tr>
<th>unhelpful</th>
<th>vanity</th>
<th>good</th>
<th>better</th>
<th>awesome</th>
</tr>
</thead>
<tbody>
<tr>
<td>sign-ups</td>
<td>total number of registered users</td>
<td>% of new users per week</td>
<td>% of users who sign in 3+ times a day, per week</td>
<td>% of users who share a task 3+ times a day, per week</td>
</tr>
</tbody>
</table>
Metrics checklist

1. Does the metric begin with a number?
   - “number of…” [ # ]
   - “average number of…” [avg ]
   - “percent of…” [ % ]

2. Is there a time basis?
   - “per week” [ ___/wk ]
   - “per month” [ ___/mo ]

3. Is there an object basis?
   - “per user” [ ___/user]
   - “per user per week” (fancy!)
   - Examples: per user, per session, or by interaction or item (messages per file, emails per thread)

* not required, but super-helpful
Make a dashboard

To assess progress, we will measure these metrics:

- % of users who share a task 3+ times a day, per week
- Avg # of tasks completed per person per month
- % of delegated tasks completed per group per month
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My Device Management
Reimagining the device ordering to become the trusted business partner from new device request to replacement

The Voice of the Users and Friction Points Addressed

1. New request
2. Device handover
3. Usage
4. Device Replacement
5. Termination

Dimas needs laptop to support his daily parts operation activity such as:
1. Review and monitor on site A
2. Review and monitor site B
3. Review and monitor site C
4. Project parts supply chain

Request laptop for support daily operational, he is key user sales & marketing di project. Conduct user training for all area.
Candidate SCC parts advisor, look after all counter operation di southern Sumatera region.

Request laptop for support daily operational, he is key user sales & marketing di project. Conduct user training for all area.
Candidate SCC parts advisor, look after all counter operation di southern Sumatera region.

Saat ini diinformasikan terkait progress dari ticket i888 dari data device eq: 603460svg, di mana hasil pengecekan pada unit yang berkendala mengalami kerusakan pada unitnya dengan hasil analisis:
- It device hardware - LCD flickering / R broken IDR171740 / expired warranty hp website/contract start 2014-7-13 / need backup laptop
- SPR: hasil dari sisi approval penggantian partnya hasilnya adalah "reject", karena pertimbangan dari usia device yang sudah melebihi 3 tahun di kontrak.

Computer usianya lebih dari 10th dan processornya masih core 2 duo, proses lambat, tidak layak utk proses SAP.
My Device Management

**Concept**

*Reimagining the device ordering to become the trusted business partner from new device request to replacement*

**Epics**

**New onboarding**

- White glove experience, out of the box ready to do work device

**Smart replacement**

- Predictive and eliminating the stress of working with old devices and having to setup my device from scratch
My Device Management
A-HA Moments!

**New onboarding**
Requestor submitted new device request complete with the new joiner details and the business apps needs through my device management.

New joiners want to kick start their careers enabled by their device.

New joiners receive their device on their first week.

**Smart replacement**
Customer is notified that their device will be replaced with new one.

Customer is using near zero book value device. Starting to get frustrated with its ability.

Customer is given a new device with all the apps used before installed.

Wow, I got an awesome new device. I can work 2x faster.

Great I can be productive right away.
CX: The Journey
- Holistic Mindset
- Branding
- Customer Interaction
- Conceiving Solutions
- Strategic Alignment

UX: The Interaction
- User Research
- Information Architecture
- Digital Interaction
- Low Fidelity
- Prototyping
- Accessibility
- Usability
- Wireframing

UI: The Interface
- Visual Design
- Interface Layout
- Branding
- High Fidelity
Thank you