

UX Framework

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What is it?

A collection of UX learnings that discover and frame opportunities to shape the product

Discover what value we can deliver to users that responds to business goals

Not a deliverable or finished design

Learn enough to frame a product to move into production (detailed design & development with user testing)

Less is more, depending on size of product and level of uncertainty aim for 1 - 4 weeks

Often displayed in the workspace

Consider a living, collaborative information capture that the whole team can contribute to (e.g. Google Docs) to share and remember goals and insights

When?

Best used for new products, or when re-designing an established product

Who?

Product Team facilitated by UX or other team members with relevant experience

Goals

Gain a better understanding of the opportunity through user centred design

- Who this product is for?
- What problem are we solving for them?
- Are we building the right thing?
- Test early assumptions at low cost of change
- Build enough confidence to move into production
- Share insights and create empathy with users through collaboration and conversation
- Getting the team 'out of the building'

Use this information to prioritise core functionality and measure design success

- Are we delivering value to our core customers?

What is it not?

Big design up front. No detailed design is done in this early exploration of the problem space

Instead, consider it more of a design brief

Making your own UX Framework

Mapping the Landscape

1 Business Goals

Why are we doing this?

What goals does the business (internal / external) have?

What does success look like?

[Stakeholder workshop]

[Prioritisation exercise]

[Perhaps Business Model Canvas to guide conversation]

[What are our core assumptions]

[Collect questions for user research]

2 Competitive Analysis

What commercial context are we placed in?

What best practices are the benchmark?

How can we differentiate?

Where are we based in the landscape?

Where do we want to be?

[Desk research]

[Best practices]

[Mapping exercise, *now vs goal*]

3 Trends

What technology/experience trends are impacting user expectations, product opportunities?

[Desk research]

Discovery

4 Contextual Research

Who is this for?

What's their context?

What problem are we solving for them?

[Contextual interviews with users from (assumed) target audience]

5 Personas

Translate what we've learned about the target audience into behavioural archetypes

Who's the most important user?

Where do we find them?

Who else's needs do we need to keep in mind?

Who is this explicitly not for?

[Create or refine Personas]

[Find people that fit these profiles for iterative testing throughout delivery]

6 Insights

Find patterns in research

Not based on individual pieces of information

What have we learned from speaking to customers?

What opportunities can we pursue in response to these insights?

[Research synthesis]

[Distil insights from emerging patterns]

[Translate into opportunities]

7 Proposition

Articulate the product proposition from everything we've learned

What we are trying to achieve?

How do we know if we are achieving our goals?

[Prioritise opportunities]

[Perhaps use *Business Model Canvas*, or similar to guide and focus]

[Elevator Pitch]

[Define Success Metrics]

Framing

8 Design Principles

Articulate design tenets that guide the overall design process

What qualities should the user experience exhibit?

Do our solutions exhibit these principles?

[Prioritise principles]

[Use for ideation + review of ideas]

9 Ideation Workshop

Bring team together to generate ideas that address goals

[Ideation workshop, e.g. 6-up sketching]

[prioritise ideas against goals]

[gather user feedback]

10 Scenarios

How do we fit into users lives?

[Storyboard usage from a customer's perspective]

[Gather user feedback]

11 User Journeys

How do we help users achieve their goals?

What's the task flow for each goal?

[Sketching session]

[Gather user feedback]

12 Service Map

How do all the customer touch points across different channels fit together across the customer's lifecycle?

What works best for their context of use?

How can we make it a seamless and successful experience?

[Service Mapping exercise]

13 Initial Information Architecture

How does this system hang together to make it easy for customers to find their way?

This can only be a best guess at this point and will be fine-tuned throughout detailed design

What Navigation structure makes sense?

[Card Sorting exercise]

[Gather user feedback]

14 Interaction Model

For some products, the way the user interacts with content can be a differentiator. Think *Flipboard* for example. If your product falls in this category, it's a good starting point to explore concepts of HOW customers will interact with the content. Otherwise rely on the most appropriate interaction patterns emerging as the designers work through detailed design.

[Concept generation session]

[Gather user feedback]

Next steps: Moving into delivery

As the rough outline of the product emerges and we have validated the proposition with customers the team, we now have a more concrete understanding of the value we want to deliver to customers, what to design for and how to guide decision making. Continuous feedback from customers throughout the design delivery process is critical to ensure we build products that users find useful and delightful. Aim for feedback in every sprint.

A next step is an Inception workshop with the delivery team (perhaps more people than involved so far) to share what we've learned so far about users and opportunities, to translate this learning into user stories and go through a story mapping exercise.

Developers and Designers pair to deliver value to users by working through design questions together. 'What's the best way to get users to achieve their goal with minimal waste for us?' 'What's the best way to test our idea quickly to tighten the feedback loop (i.e. validate our assumption)?'