Build Measure Learn Is Not Enough

#Agile2016
@MandaLaceyS

352
Minimize the total time through the loop
What is The Lean Startup, again?
Lean Startup

A method to develop businesses and products that addresses uncertainty and risk through cycles of rapid experimentation.
“When can I stop making wild guesses and start making educated guesses?”
How Much Turmoil Does the Science Project Cause Families?

Materials
- At least 1 kid
- At least 1 grudging parent
- Half-baked idea of very dubious merit
- Procrastination

Results
- 75% of kids cry
- 90% of parents yell
- An average of 15 hrs. of family time sacrificed

Findings
- Everyone hates the science fair

by Susan Messia
Observe

Question

Hypothesize

Experiment

Conclusion
BUILD ALL THE THINGS
GUESS WHAT???
NOBODY CARES
Lean Startup Concepts

Eliminate waste.
Innovation Accounting.
Validated Learning.
Build. Measure. Learn.
Minimum Viable Products.
Build.
Measure.
Learn.
Build - MVPs
Measure - Meaningful data
Learn - To pivot or persevere
Build
Minimum Viable Product (required to learn)
DA REAL MVP

NOT half baked

NOT a bad experience

NOT necessarily code
GOOD MVP
GOOD ITERATION
GOOD ITERATION
NOT MINIMUM
NOT VAILABLE
NOT VIABLE
Measure
Our marketing program is clearly successful, as shown by this graph of how awesome I think it is.
Vanity Metrics*

Anything that looks good but *doesn’t help you make a decision*

Examples:
- Facebook likes
- Pageviews
- Event attendees

Actionable Metrics

Tied to specific, repeatable tasks and help you decide whether you’re succeeding or not

Examples:
- Revenue/customer
- Retention rate
- Customer source
Metric Caveat
Learn
Pivot! Pivot! PIVOT!
Shut up! Shut up! Shut up! Shut up!
Story Time.
THIS IS A TRUE STORY.
pssssst--your mom lied.
MAKE SHOPPING MATTER

We find you awesome deals.

You save the world.

CHOOSE YOUR CAUSE
So what to do?
1. Start with a problem assumption
The cat doesn’t have a bed, causing him to look for other places to sleep.
NOT: The cat is too big for the box.
NOT: We should build a cat bed.
If you check coupon apps, deal sites, and sale ads before making a shopping list, heading to the store or buying something online - then be sure to apply to be part of these missions! Two short missions will earn you $40.

You will need to record a 30 second video as part of this application.

Para Calificar Tú Deberás:
- Enviar Videos
- Contestar Preguntas
- Estar disponible para comenzar una misión a partir del may 2 para completar 2 misiones.

Ver Oportunidad

Inicio Postulación
Rail Europe Experience Map

Guiding Principles

People choose rail travel because it is convenient, easy, and flexible.
Rail booking is only one part of people’s larger travel process.
People build their travel plans over time.
People value service that is respectful, effective and personable.

Customer Journey

STAGES
Research & Planning | Shopping | Booking | Post-Booking, Pre-Travel | Travel | Post Travel

RAIL EUROPE

DOING

Thinking

What is the easiest way to get around Europe?
Where do I want to go?
How much time should I spend in each place for site seeing and activities?

Feeling

I’m excited to go to Europe!
Will I be able to see everything I can?
What if I can’t afford this?
I don’t want to make the wrong choice.

Experience

Enjoyability

Relevance of Rail Europe
Helpfulness of Rail Europe

Opportunities

Global

Communicate a clear value proposition.
Help people get the help they need.
Support people in creating their own solutions.

Make your customers into better, more savvy travelers.
Engage in social media with explicit purposes.

Planning, Shopping, Booking

Enable people to plan over time.
Visualize the trip for planning and booking.
Arm customers with information for making decisions.

Information sources

Stakeholder interviews, Cognitive walkthroughs, Customer Experience Survey, Existing Rail Europe Documentation

Post-Booking, Travel, Post-Travel

Improve the paper ticket experience.
Accommodate planning and booking in Europe too.
Proactively help people deal with changes.
Communicate status clearly at all times.
2. Generate solutions
# 6 up, 1 ups

## 6 Ideas

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6 up, 1 ups

Best Idea

Idea

Notes

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Participatory Design
3. Hypothesize solution impact
If we build a cat bed, Sammy will spend 20% less time sleeping on my keyboard so I can work.
Usability Test
A/B Tests

50% visitors see variation A

Variation A

23% conversion

50% visitors see variation B

Variation B

11% conversion
Wizard of Oz
4. Start with Think
UX Cycles

**THINK**
- Generative Research
- Ideation
- Mental Models
- Behavior Models
- Test Results
- Competitive Analysis

**MAKE**
- Prototypes
- Wireframes
- Value Prop
- Landing Page
- Hypotheses
- Comps
- Deployed Code

**CHECK**
- A/B Testing
- Site Analytics
- Usability Testing
- Funnel
- Sign-Ups

*Reduce cycle time, not build time*
5. Reduce cycle time.
Not build time.
UX Cycles

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Reduce cycle time, not build time
6. Don’t forget the big picture.
THANK YOU

Stay in touch!
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