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.
<table>
<thead>
<tr>
<th>bacon</th>
<th>bacon</th>
<th>bacon</th>
<th>bacon</th>
<th>bacon</th>
<th>bacon</th>
</tr>
</thead>
<tbody>
<tr>
<td>bacon</td>
<td>“MEAT”</td>
<td>bacon</td>
<td>bacon</td>
<td>bacon</td>
<td>bacon</td>
</tr>
<tr>
<td>bacon</td>
<td>bacon</td>
<td>bacon</td>
<td>bacon</td>
<td>“I really like cheese”</td>
<td>bacon</td>
</tr>
<tr>
<td>bacon</td>
<td>beets</td>
<td>bacon</td>
<td>bacon</td>
<td>bacon</td>
<td>bacon-flavored dressing</td>
</tr>
</tbody>
</table>
Sounds great, but doesn’t solve user problems
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So how do we get to those requirements?
Anthony D Paul
Sr. UX Designer
To start…
If you make functional recommendations, you’re a UX designer
my perceived needs

your actual needs
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.
<table>
<thead>
<tr>
<th>Lean UX</th>
</tr>
</thead>
<tbody>
<tr>
<td><em>Any means</em></td>
</tr>
<tr>
<td><em>Good enough</em></td>
</tr>
<tr>
<td><em>Quickly</em></td>
</tr>
<tr>
<td><em>Show it to a user</em></td>
</tr>
<tr>
<td><em>Try again</em></td>
</tr>
<tr>
<td>Lean UX</td>
</tr>
<tr>
<td>-------------------------</td>
</tr>
<tr>
<td>Any means</td>
</tr>
<tr>
<td>Comfortable &amp; appropriate tools</td>
</tr>
<tr>
<td>Good enough</td>
</tr>
<tr>
<td>Define success &amp; solve <em>that</em></td>
</tr>
<tr>
<td>Quickly</td>
</tr>
<tr>
<td>Only needed documents</td>
</tr>
<tr>
<td>Show it to a user</td>
</tr>
<tr>
<td>Solve user problems</td>
</tr>
<tr>
<td>Try again</td>
</tr>
<tr>
<td>User test &amp; iterate</td>
</tr>
</tbody>
</table>
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?
only hearing decision-makers

COMPANY

if they’re lucky enough to be in the room

CONTRIBUTORS
<table>
<thead>
<tr>
<th>COMPANY</th>
<th>COMPETITORS</th>
<th>CONSUMERS</th>
<th>CONTRIBUTORS</th>
<th>CLIMATE</th>
</tr>
</thead>
</table>

**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)*
<table>
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<td><strong>Support</strong></td>
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<tr>
<td><strong>Improve</strong></td>
</tr>
<tr>
<td><strong>Innovate</strong></td>
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</tbody>
</table>

people • search engines • devices • APIs
<table>
<thead>
<tr>
<th>Support</th>
<th>Who feeds the website (admins and consumers) and what are their tasks?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Improve</td>
<td>Which tasks are most repetitive or cumbersome and can be optimized?</td>
</tr>
<tr>
<td>Innovate</td>
<td>How can we change the focus of a contributor’s work from assembly worker to expert strategist?</td>
</tr>
</tbody>
</table>

**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? |
means

task analysis
Tasks vs stories

Why did Peter Buy The Snickers?

Satisfy your hunger

credit: @alanklement http://is.gd/6RQRwO
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.
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**

<table>
<thead>
<tr>
<th><strong>Motivations</strong></th>
<th>Company has financial incentives for number of ad clicks per month</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Anxieties</strong></td>
<td>Product placement brands aren’t cool</td>
</tr>
<tr>
<td><strong>Influenced by</strong></td>
<td>Content Editor, brand, incentives</td>
</tr>
<tr>
<td><strong>Influences</strong></td>
<td>Job-seekers, peers, subscribers</td>
</tr>
</tbody>
</table>
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
<table>
<thead>
<tr>
<th>perspective</th>
<th>means</th>
<th>philosophy</th>
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<tr>
<td><strong>Five C’s</strong></td>
<td><strong>Tools</strong></td>
<td><strong>Lean UX</strong></td>
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<tr>
<td>ask the right questions and define success</td>
<td>employ any appropriate tools to answer</td>
<td>solve real problems via better requirements</td>
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<td>cucumber</td>
<td>avocado</td>
<td></td>
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<tr>
<td>croutons</td>
<td>La Choy</td>
<td>sesame seeds</td>
<td>dried cranberries</td>
<td>dressings</td>
<td></td>
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</table>
Worksheet
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 of DECA Direct Online
- Learn about competitive events
- Meet your officer teams

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

DECA COMPETE APP N AVAILABLE
THE OFFICIAL DECA PREP APP
Looking to enhance your competitiveness? Th. Compete app is your home to official practice each of DECA's five exams used in competit.
READ MORE

BLOGS
DECA Alumni: Where Are They Now? DECA Alumni are an important and storied part of our organization. Their presence provides a wealth of real-life experiences that you can incorporate into your DECA experience.
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ENHANCE YOUR CHAPTER WITH GREAT IDEAS
In our chapter of inspiration for unique community service projects. Do you want to start a new leadership or community service project at your school, but aren’t sure where to begin?
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NEWS
Wardinski to Become DECA's Fourth Executive Director Paul A. Wardinski has been selected as the new executive director of DECA Inc. He will join the staff June 1, 2014, as the deputy executive director and assume the position when Edward Deeds retires.
1/30/2014 | Read More

DECA DECA National Leadership Academy College DECA officers are selected nationally to participate in the national leadership academy. The academy is leadership and personal growth-oriented and will be held in Orlando, Florida. Students are expected to begin preparation in their 9th-grade year.
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Relive the memories of Collegiate DECA's IODC. Participate in the experience that challenged 1,500 Collegiate DECA students, schools, chapter and leadership teams to learn together.
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UPCOMING EVENTS
CJCC. The DECA DECA National Leadership Academy is a fast-paced leadership and personal growth-oriented event for collegiate, secondary, and college students from around the world. Students are expected to begin preparation in their 9th-grade year. The event will be held in Orlando, Florida. Students are expected to arrive on Wednesday, April 9, 2014 and conclude on Saturday, April 12, 2014.
12/13/2013 | Read More

DECA Western Regional Leadership Conference
10/10/2013 | Read More

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Thank you

Communicating Design: Developing Web Site Documentation for Design and Planning
http://is.gd/Fz4PD1 (Amazon books), Dan Brown

Situational Analysis: 5C Analysis

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