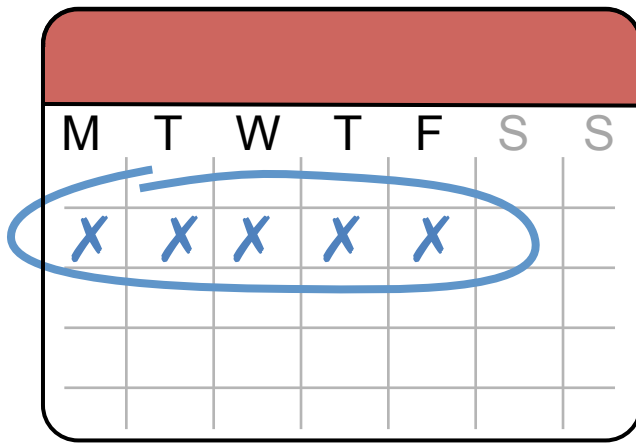
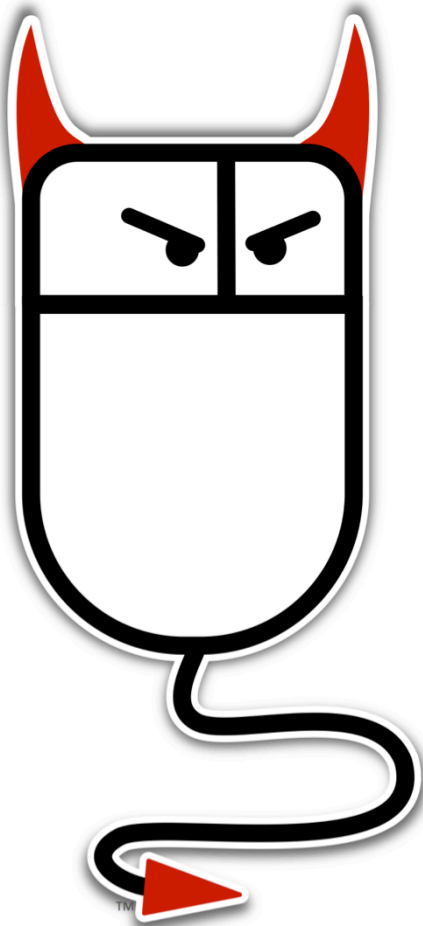




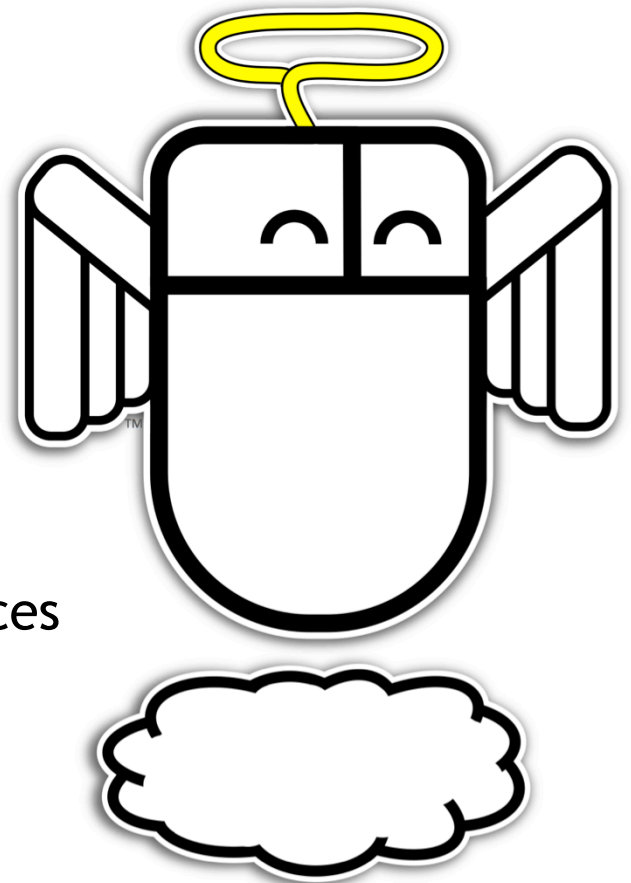
One week to a user-centered design

An agile UCD toolkit for sprint zero

chris@nodder.com
@uxgrump
questionablemethods.com



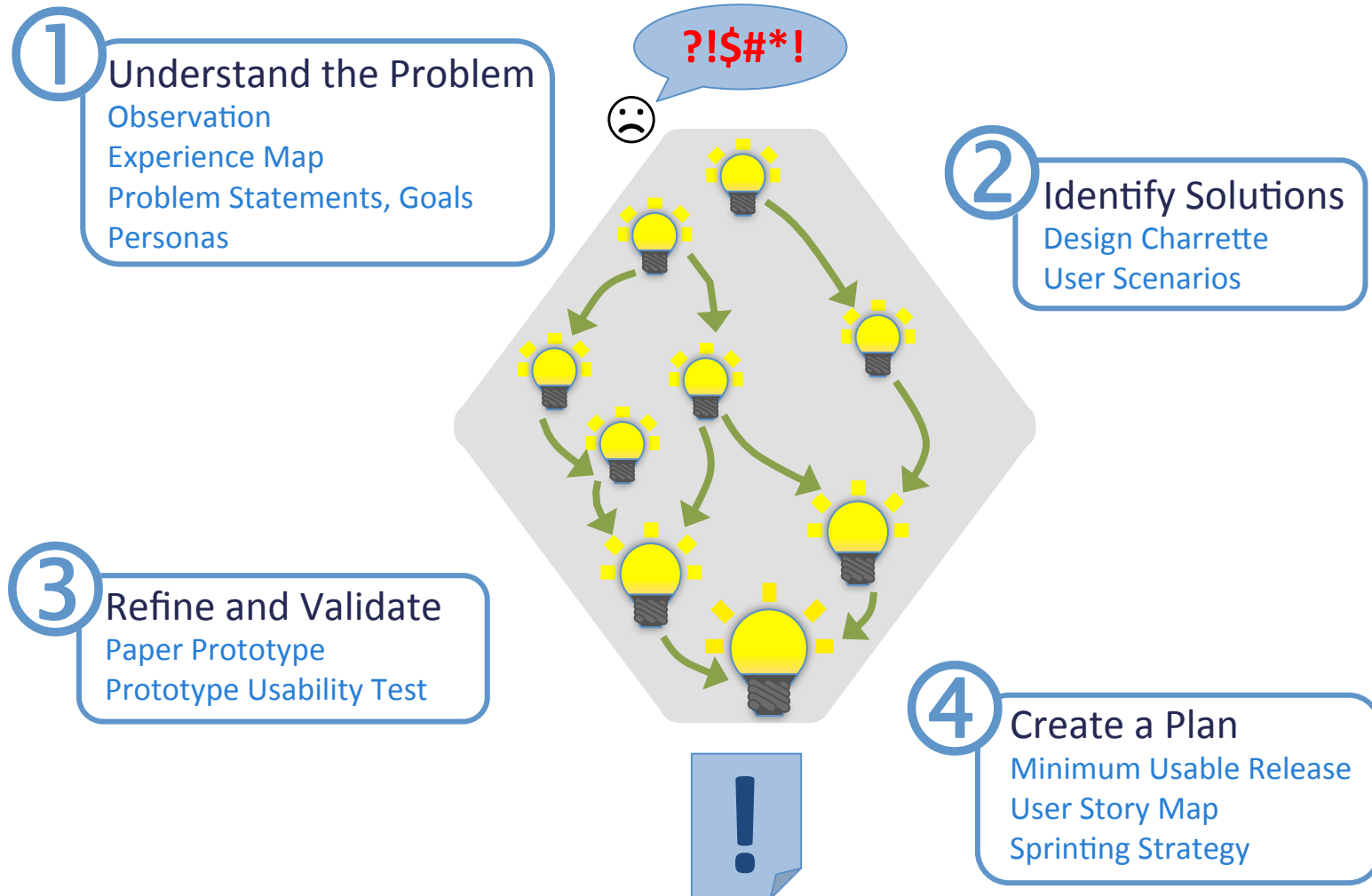
Taming evil interfaces
Creating heavenly experiences



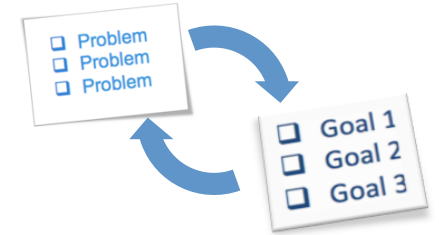
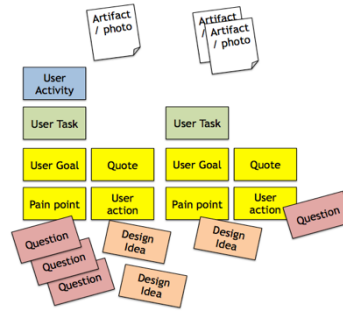
One week to set a vision and high level design that the whole team understands and uses to plan and build the product

All based on verifiable user data

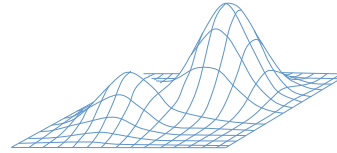
User Centered Design



Mon



Tue



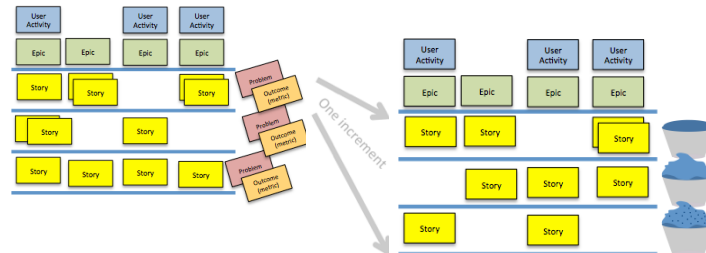
Wed

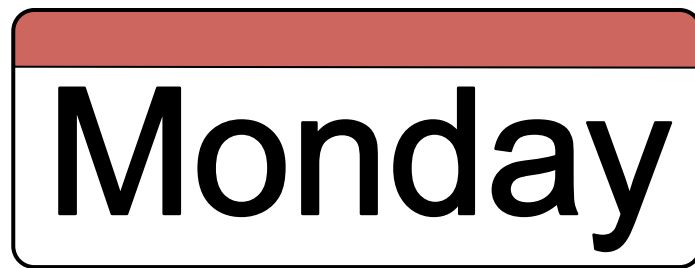


Thu



Fri





Monday

A rectangular label with rounded corners. The top portion is a solid red horizontal bar. The bottom portion is white and contains the word "Monday" in a bold, black, sans-serif font.

Observation



Low-fi data collection
helps you concentrate



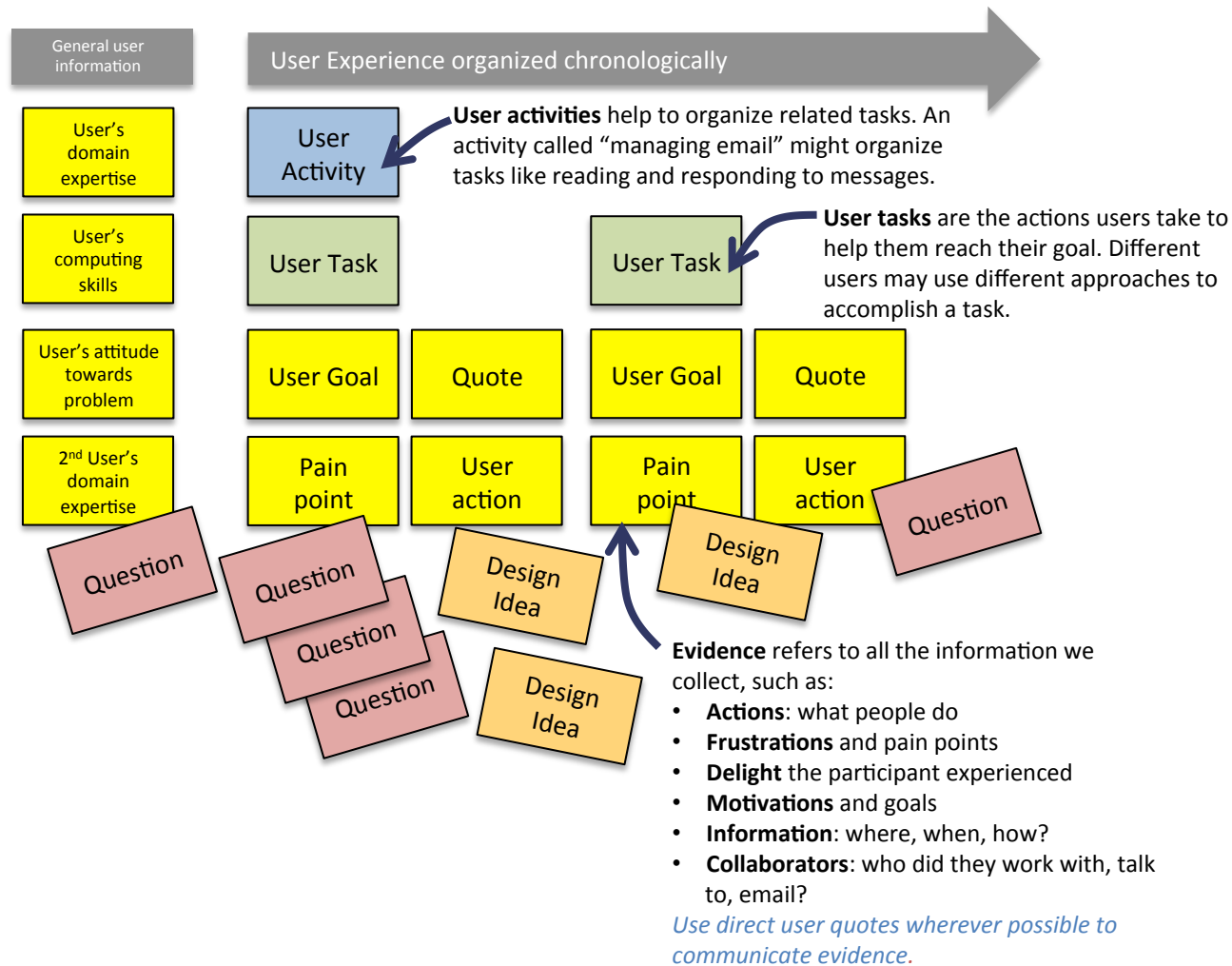
Every time you talk =
one less piece of data



Observation



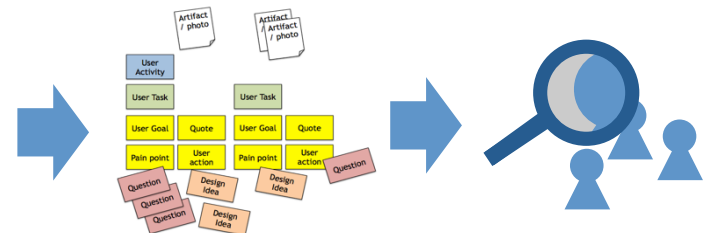
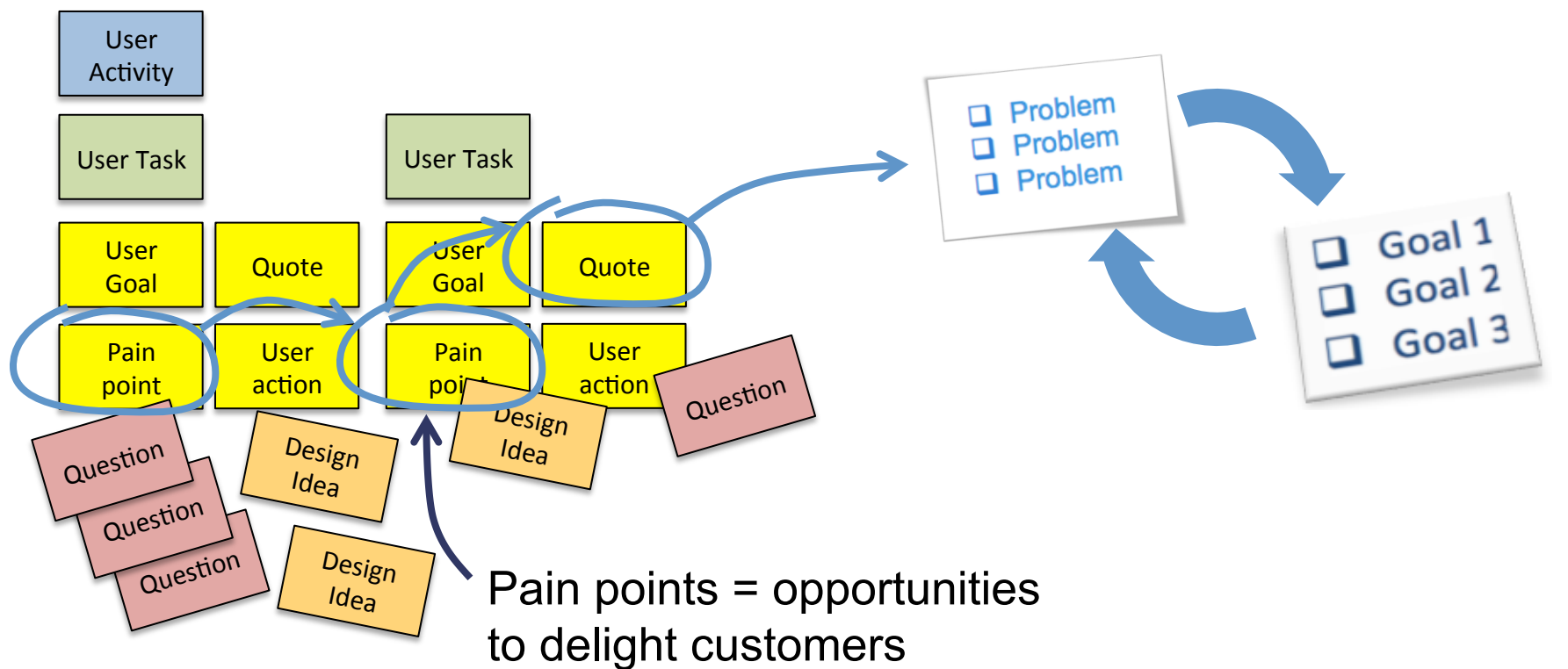
Experience Map

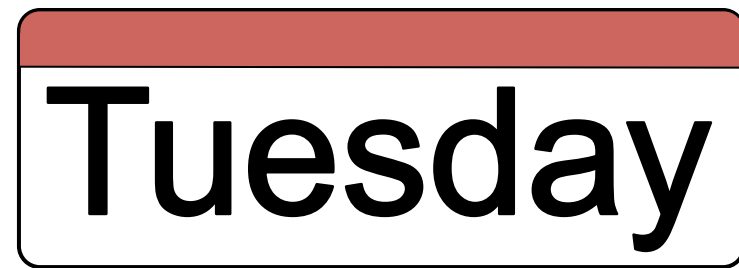


Experience Map



Problem Statements



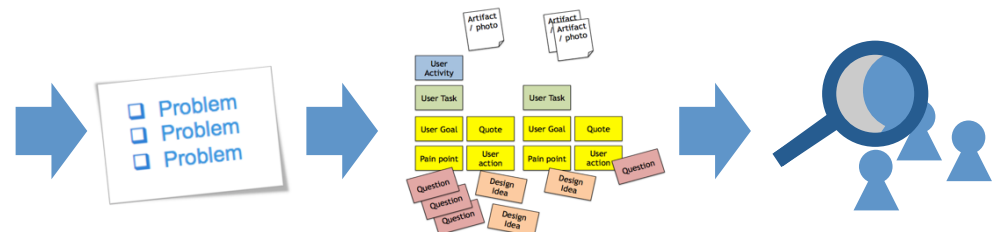
A rectangular box with rounded corners, divided into two horizontal sections. The top section is a solid reddish-brown color. The bottom section is white and contains the word "Tuesday" in a large, bold, black sans-serif font.

Tuesday

Personas

This information comes from your site visit data.

Persona Name		
	Attributes	Goals
	• ^^^ ^^^ ^	• ^^^ ^^^ ^
	• ^^^ ^^^ ^	• ^^^ ^^^ ^
	• ^ ^^^ ^	• ^^^ ^^^ ^
	• ^^^ ^^^ ^	• ^ ^ ^ ^^^
	Concerns	Quotes
	• ^^^ ^^^ ^	• “^^^ ^^^ ^”
	• ^ ^^^ ^^^ ^	• “^^^^ ^^^ ^”
	• ^ ^ ^^^ ^	
	• ^^^ ^^^ ^	
	• ^ ^ ^^^ ^	
	• ^^^ ^^^ ^	



Personas

IRA
38
MANAGER

CONTEXT

- HEARD ABOUT A CNN MOVIE
- OUTGROWING CURRENT VEHICLE
- NOT SURE GOT GREAT DEAL

ABOUT

- HAVE SMARTPHONE
- USE INTERNET DAILY
- FULL TIME JOB
- COLLEGE EDUCATION
- MARRIED
- KIDS
- PURCHASED CAR BEFORE
- ~~WAS BURNED~~

IMPLICATION

- HAS TRADE-IN
- DIDN'T USE EXTENDED WARRANTY PURCHASED LAST TIME
- WANT APP FOR RE-INFORCEMENT OF CARE
- COMFORTABLE
- USING 45000 LESS VU

CLIVE: JOURNALIST

CONTEXT

- Bought a Daily Driver Audi S5
- Wrote a cartoon on Edmunds

ABOUT CLIVE

Journalist
Considered Relentless
Enjoys refurbishing old Austin Healeys
Travels a lot
Pretentious + informed
Owned 6 cars over the years
Values opinions of mechanics

IMPLICATIONS

- Have a way to encourage Clive to share his expertise on Edmunds
- He's pretentious, so we need to create a way for him to have 'status'

STEVE

SAVVY INTERNET USER

CONTEXT

HE'S YOUNG
CAR IS SYMBOL OF STATUS
IS BUYING CAR FOR HIMSELF

ABOUT

- SPENDS A LOT OF TIME ON WEB
- WORKS IN TECH CO.
- CARES ABOUT BEING QUICK + EFFICIENT
- TIME IS OF THE ESSENCE
- DRINKS TOO MUCH COFFEE
- COMPARISON SHOPS LINKED IN, FACEBOOK

IMPLICATIONS

- NAVIGATE QUICKLY
- HIGH QUALITY RELIABLE
- CONTENTS DISPLAYED IN AN ORGANIZED WAY
- ABILITY TO SHARE RESEARCH

"Mel" Mommy Melanie the Mountain Biker

CONTEXT:

With birth of her daughter, "Sam", she needs new car; went driving a Jeep Wrangler. Comfortable vehicle but totally impatient & hates when doesn't work

ABOUT MELANIE

- Married, 32, New Baby
- Passionate mountain biker
- Lives outside Seattle, in foothills of Cascades
- Speedster in her car
- Active, adrenaline junkie
- Green, environmental activism
- Computer savvy, social network
- Works in bike store

IMPLICATIONS:

- Needs a car that still says "I'm Mel & being a mommy hasn't changed that."
- Only uses products that are super simple & easy to use
- No patience for extensive research
- Just want to go to one place
- Cares a lot about what her friends think about the car she drives.

Agent:

- Busy Chef
- No Spare Time
- Not Tech Savvy
- Self Centered
- Focused on Restaurant
- DESK
- Wants Perfection
- Wants nice lifestyle
- Control Freak
- Cheap on equipment / Expensive w/ Self

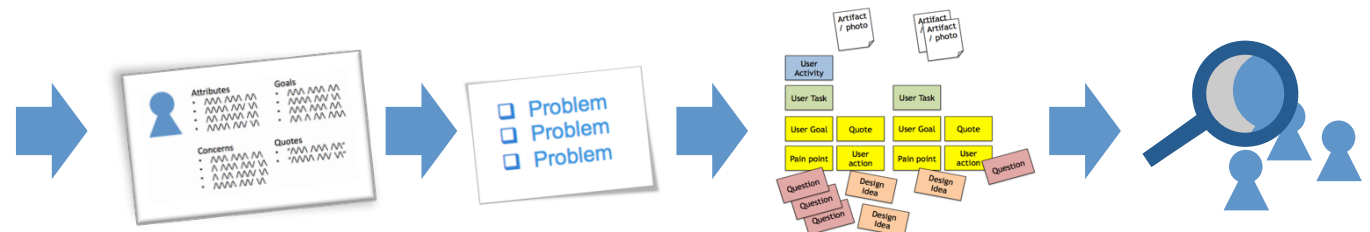
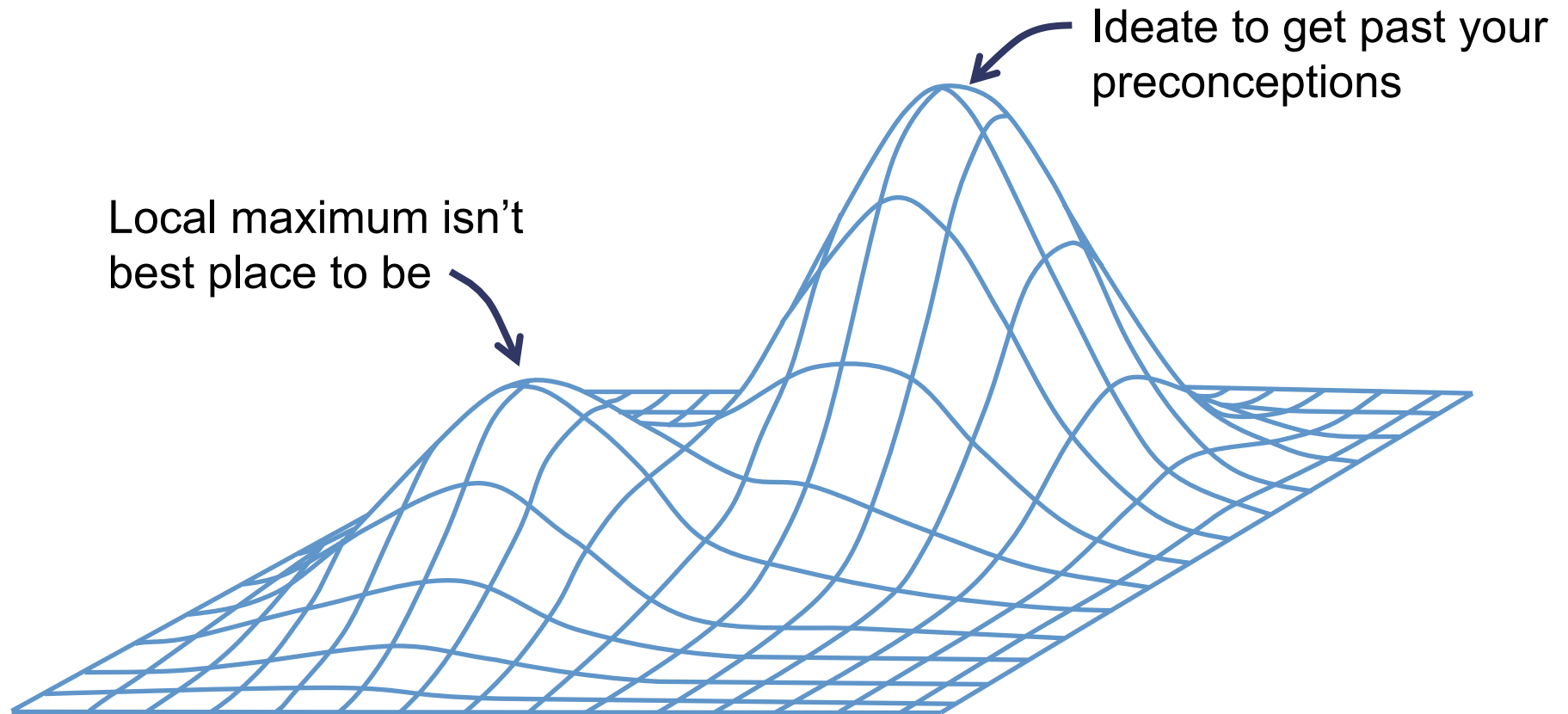
Context:

- *Delivery Van Broke Down
- Budget Conscious
- Not Much Free Time

Implications:

- No Smartphone
- No Patience
- Wants his own way
- Wants to delegate
- Wants Quick Turnaround
- Wants to give orders
- Define up-front
- Wants someone to execute
- Wants no Flexibility
- Would Pay to save time
- Price Sensitive

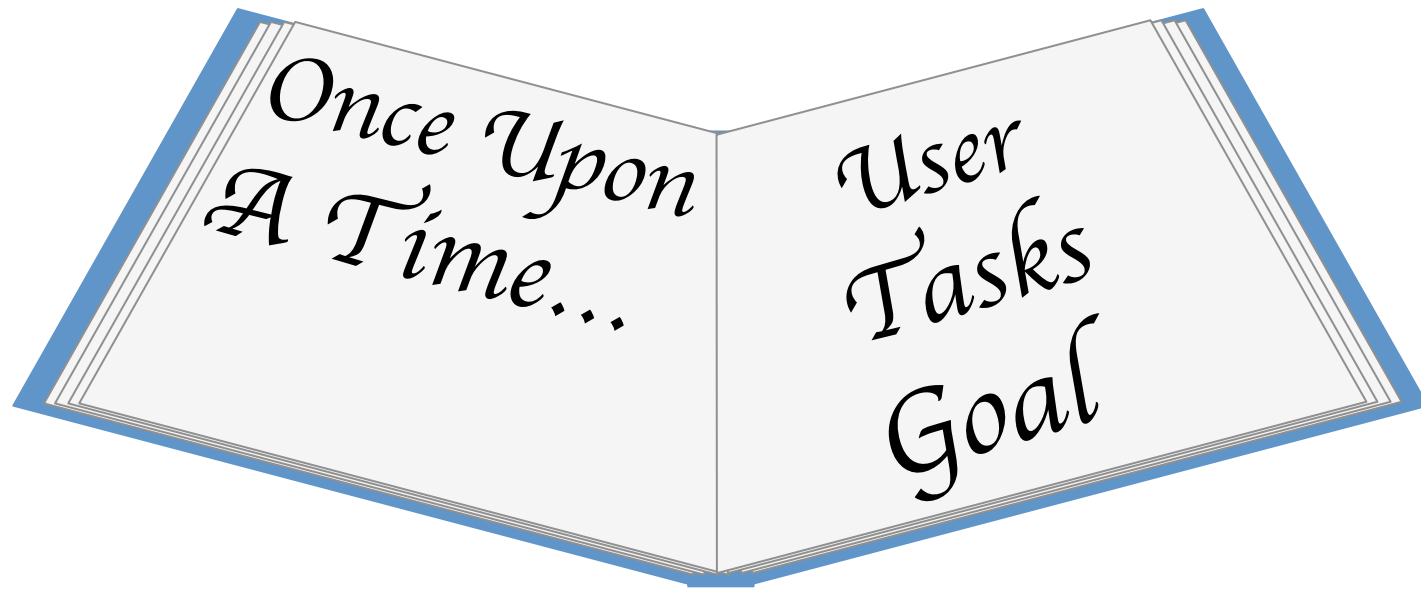
Design Charrette



Design Charrette



Scenarios



Scenarios

Bob. Pricing



OVERSIGHT, CONTENT

- Professional Mechanic
- Dealer/Owner - Facilitator
- Resourceful
- He's got a budget + needs
- Commercial/Personal
- Buy a car for son

ABOUT

- Computer Savvy
- Self-proclaimed car buying expert
- Older
- Baby Boomer, Father
- Wants to get the best deal
- Uses multiple media inputs for research
- Going to dealer sales
- Prefers phone calls
- Likes to read, listen, watch
- Values TMV as a barrier
- Visits 2-3x a week

IMPLICATIONS

- We want to know how to voice his expertise
- Want to expose our TMV 'brand' to new world 'on the door' pricing
- Connect with people purchasing/purchased
- Pre-eval Dealers
- Cost-cut area data.

- Bob needs to buy a car for his son, who is leaving for college!
- Bob is savvy, & knows how much he wants to spend.
- Bob gets minimum req's from his son.
- His son wants a black car, with MP3 input
- Bob browses multiple sites, magazines & consumer reports articles on his options
- Once resolute in his options, Bob + his son look at & test drive each car
- Bob is ready to research pricing info; goes to his home PC, & navigates to the comparator tool to make sure his #1 choice, the Honda Fit, doesn't leave anything on the table to the other choices. After his review, he feels confirmed in his choice.
- He clicks on the link, taking him to the configurator.
- Bob enters his zip & configures his car.

- Bob notices two things as he configures his Fit.
 - TMV Price Adjusts as he configures the Fit.
 - The "Experience Sharing Widget" is also modifying on the fly, showing cards with info from local buyers who have recently bought a similarly configured vehicle!!
- Bob now has both a TMV + RealWorld price for his Fit. He also notices the same individual who provided the price, also reviewed his dealership.
- Bob clicks on the 'more' link on the card, & is presented with a splash screen, asking Bob to review + share his experience after he is done with his purchase.
- Bob closes the splash + collects the dealer phone # + specification who was well reviewed.
- Bob calls, negotiates, & buys the Fit!
- After buying the Fit, Bob returns to Edmunds to input his experience
- He is presented with the opportunity to become a user/login, or to simply enter his anonymous pricing/dealer info.
- Bob chooses to simply enter his anonymous data, so his experience helps reinforce the confidence of other Fit shoppers in his neighborhood, city or town!

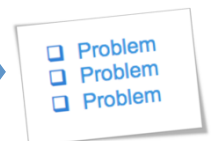
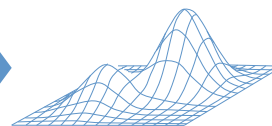
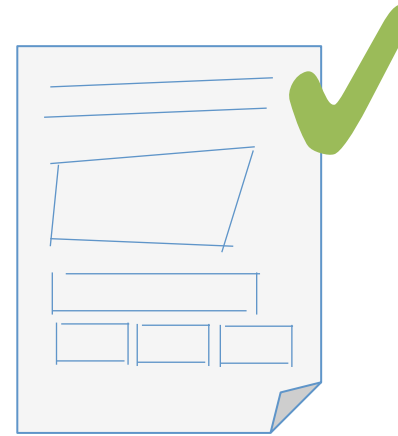


Wednesday

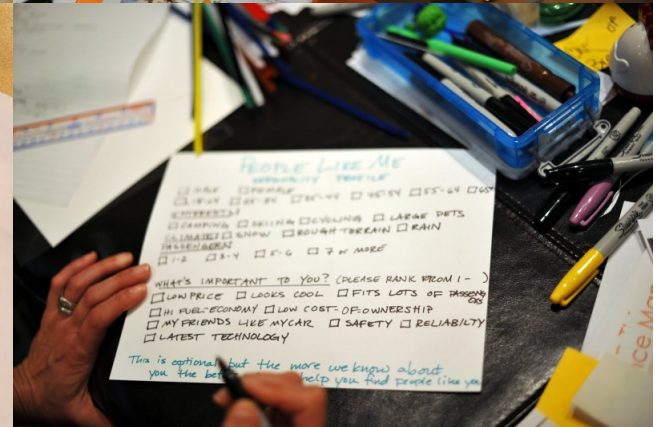
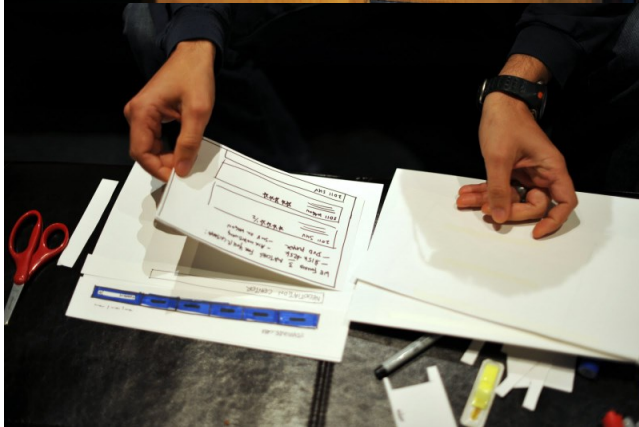
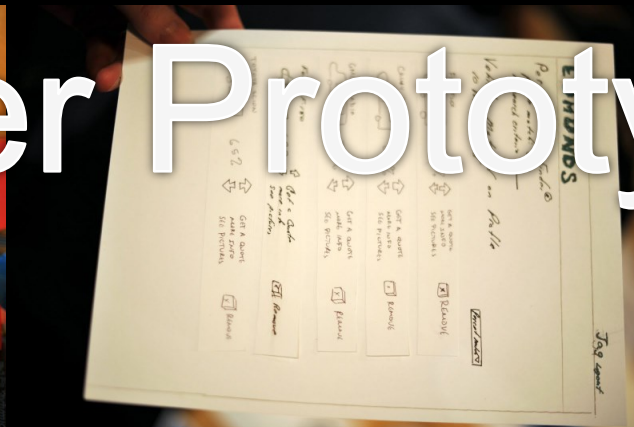
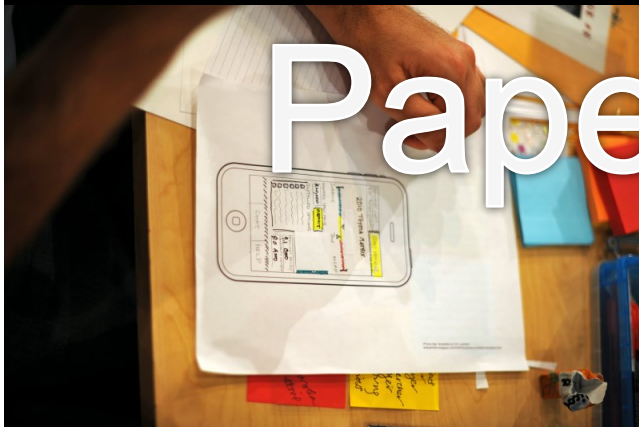
Paper Prototyping

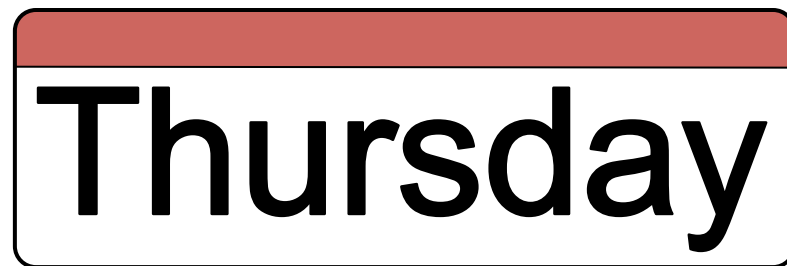
“The length of a healthy story is determined by the least number of steps absolutely essential to secure the hero’s objective.”

David Mamet “On Directing Film”



Paper Prototyping





Thursday

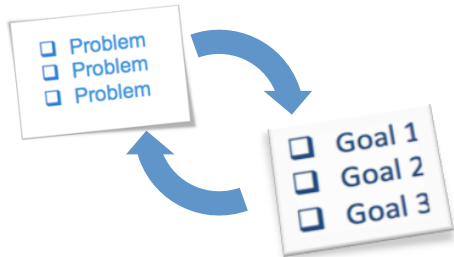
User Testing



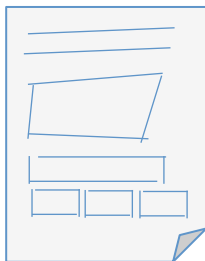
Recruiting Criteria



Tasks

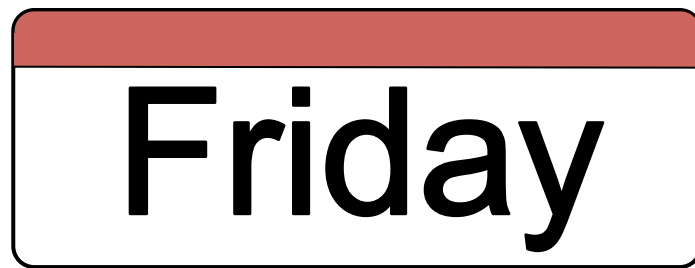


Success metrics



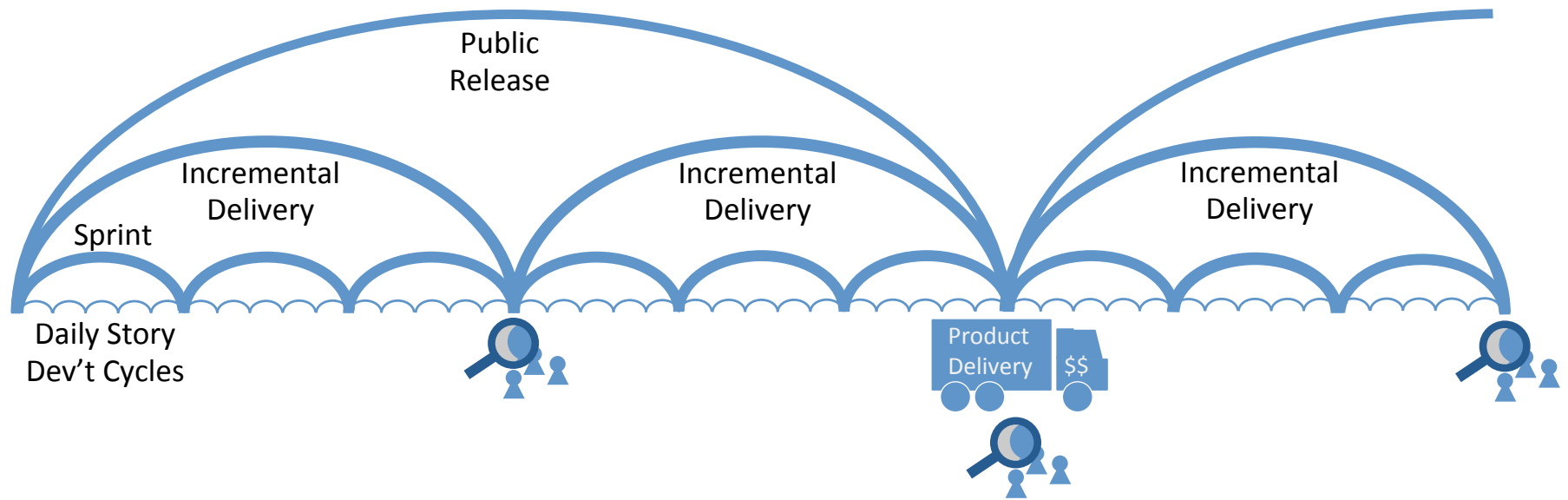
Interface

User Testing

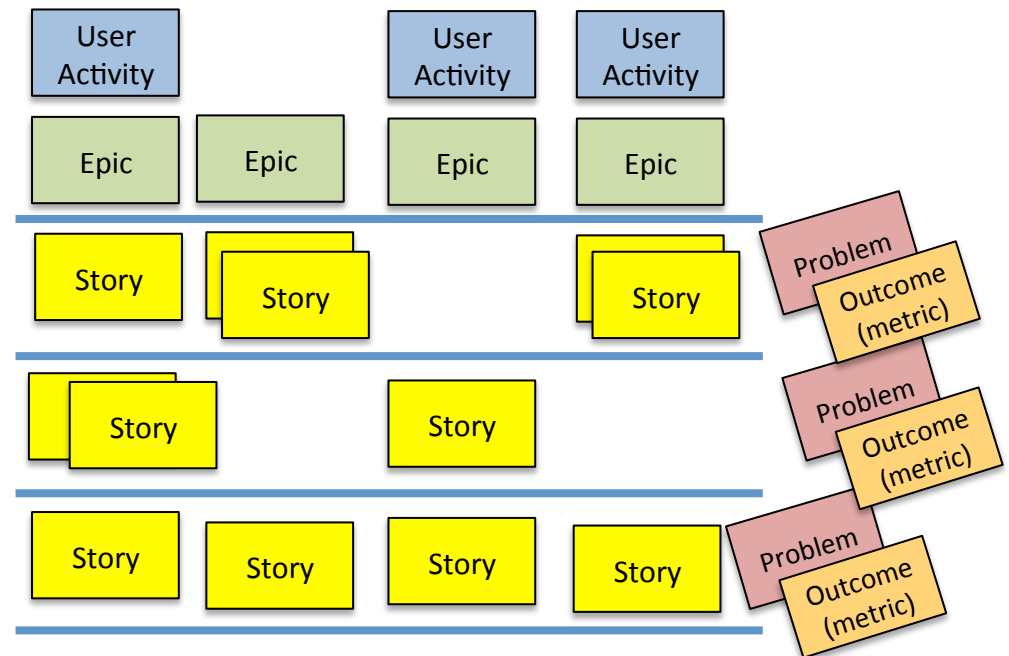
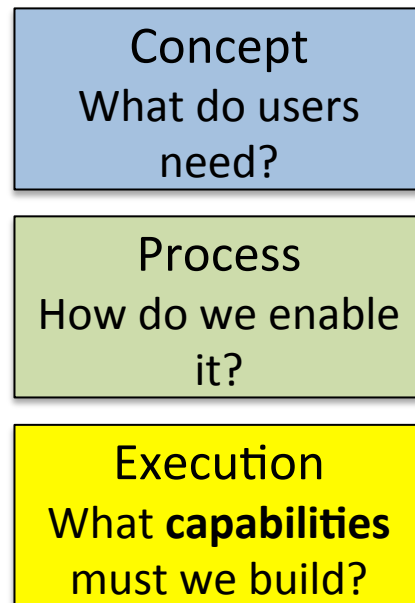
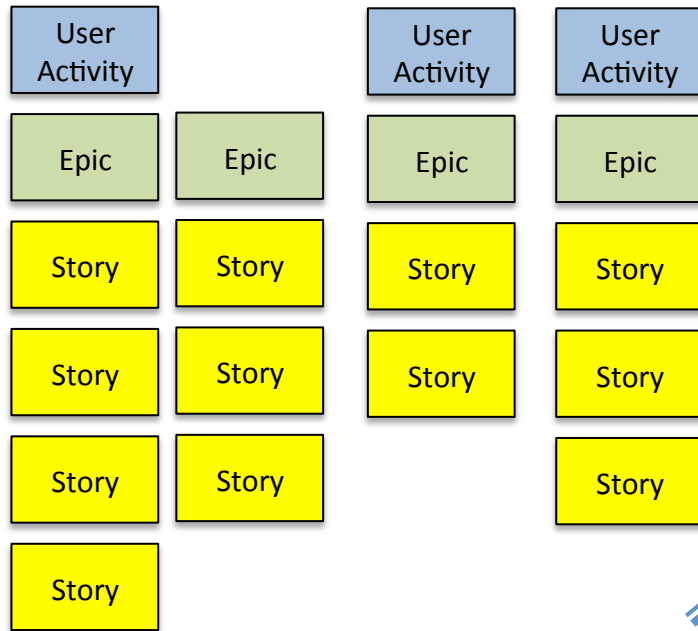


Friday

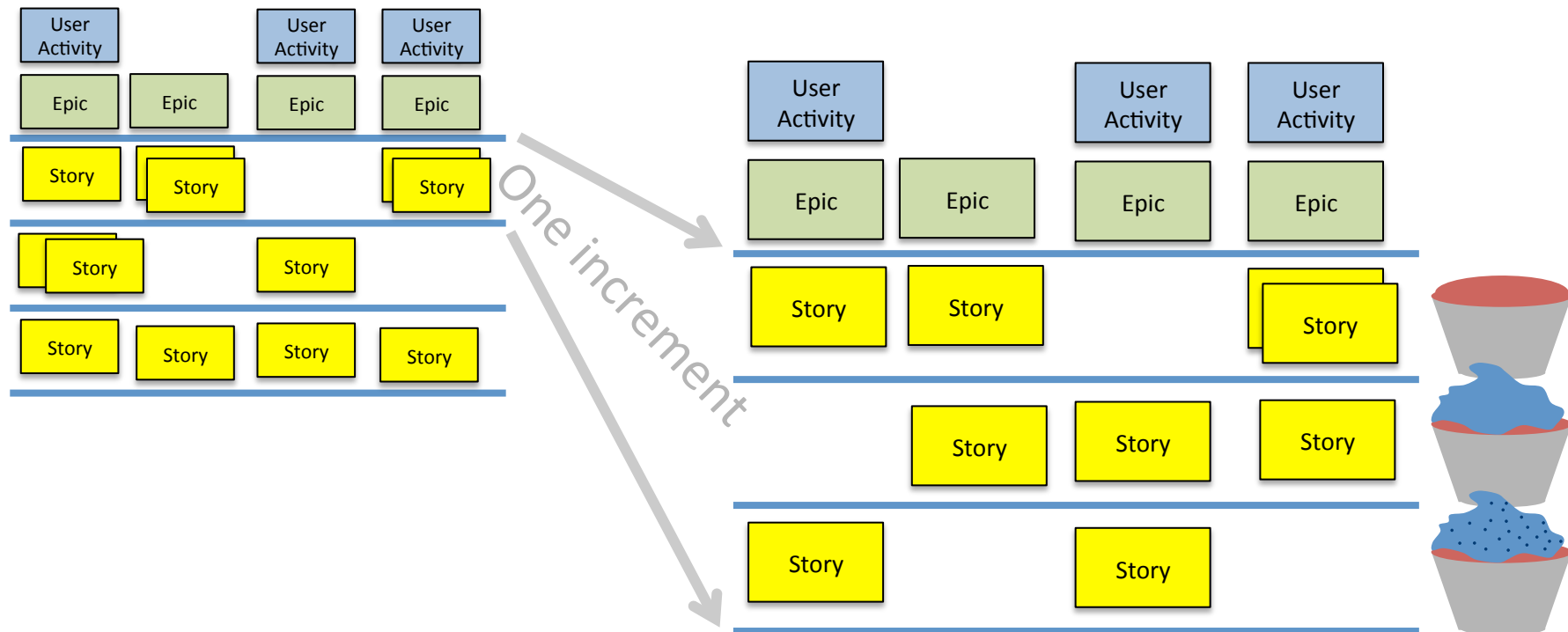
Minimum Usable Release



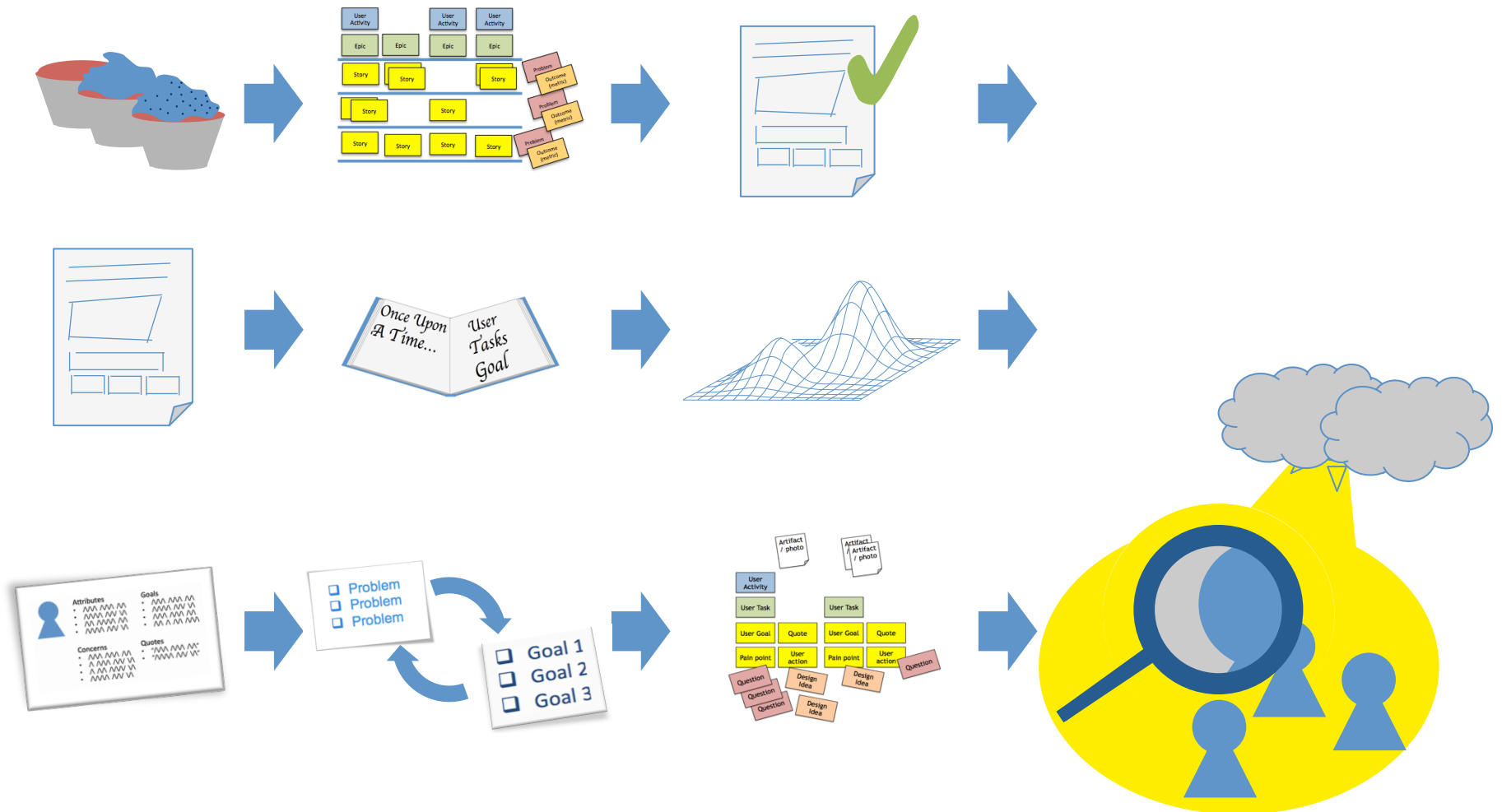
Story Map

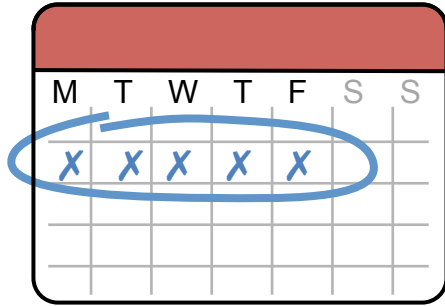


Sprint Strategy



Verifiable User Data





Try It!



- Early user feedback: *hit the pain points*
- Time & Cost savings: *build the right thing first time*
- Faster delivery: *less rework, clearer communications*
- Faster to market: *realize business benefit sooner*
- Better communication: *clear goals for team and management*
- Better measurement: *metrics for success are baked in*



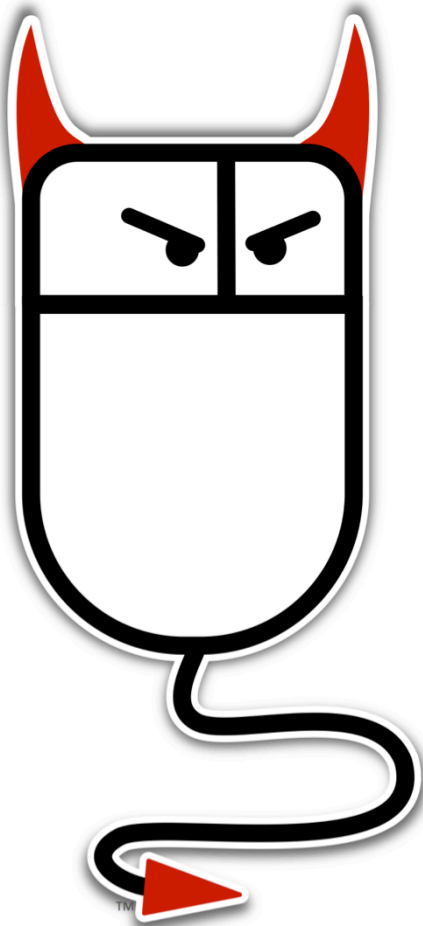
The seven sins are all around us, easy to spot. But the designs that apply the underlying behavioral forces that underpin the sins are harder to discern. That's why we need this book."

— Don Norman, Nielsen Norman group, author of *Design of Everyday Things*

**I
WANT
YOU
TO
BUY IT**

**Available June 24
from all good
book stores!**

chris@nodder.com
@uxgrump
questionablemethods.com



Taming evil interfaces
Creating heavenly experiences

