

A WORKSHOP FOR UX DESIGN

LAUNCH YOUR NEWS PRODUCT (STARTING) HERE

SCOTT STROUD @SSTROUD

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WORKSHOP GUIDELINES

- We are all designers.
- Don't worry about your drawing skills.
- Have fun :)

Agile?

AGILE PRINCIPLES

- Individuals > process and tools
- Working software > documentation
- Collaboration > contract negotiation
- Respond to change > following a plan

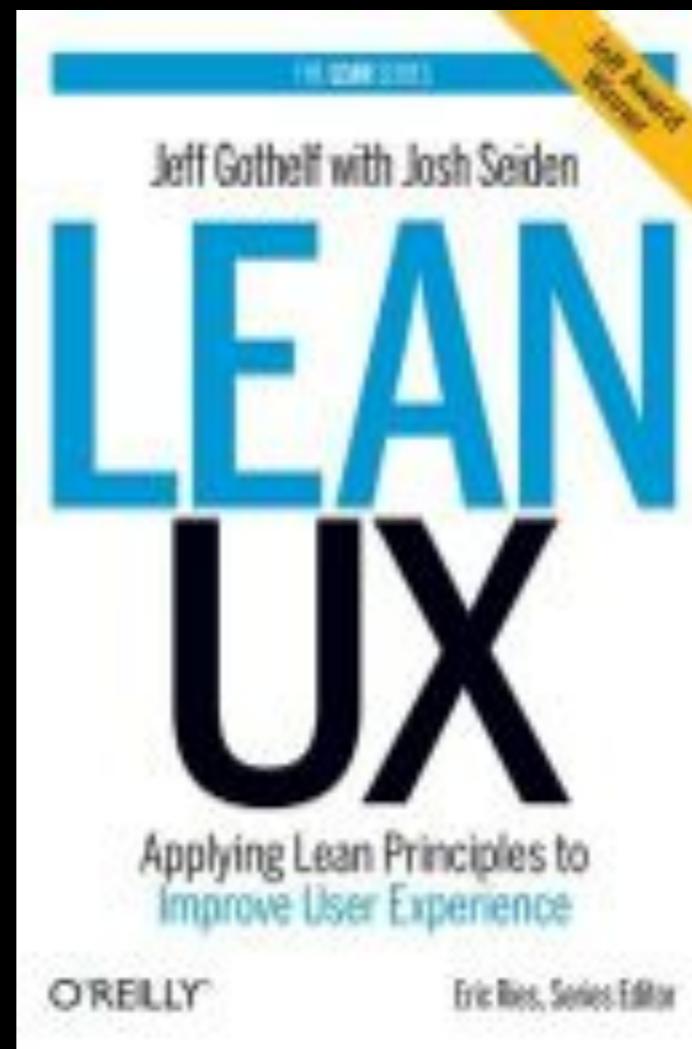
Lean?

LEAN PRINCIPLES

- Cross-functional teams
- Remove waste
- Continuous discovery
- Ok to fail
- Get out of the deliverables business
- Outcomes, not output
- Small, dedicated, co-located team

Lean UX?

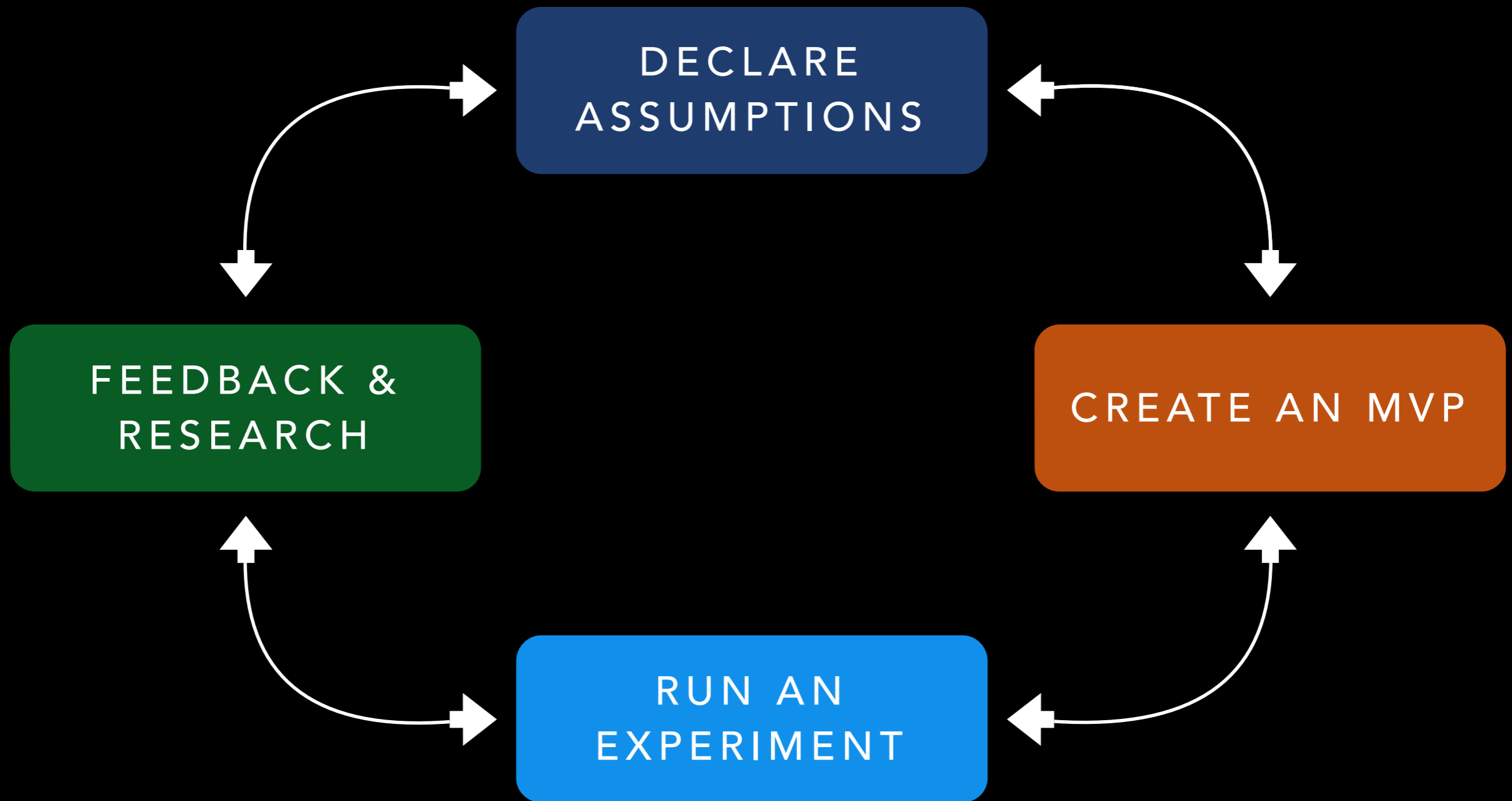
GOOD BOOKS



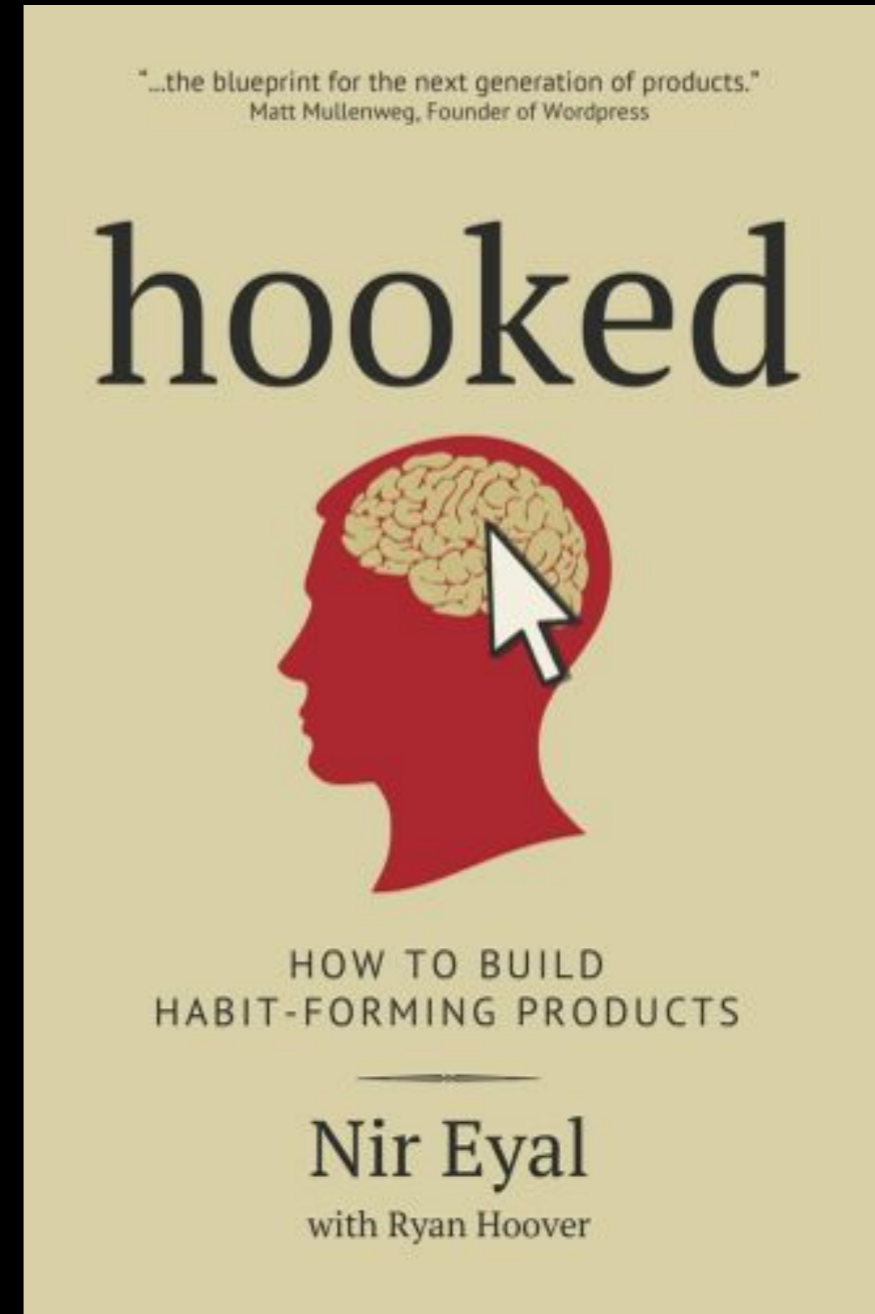
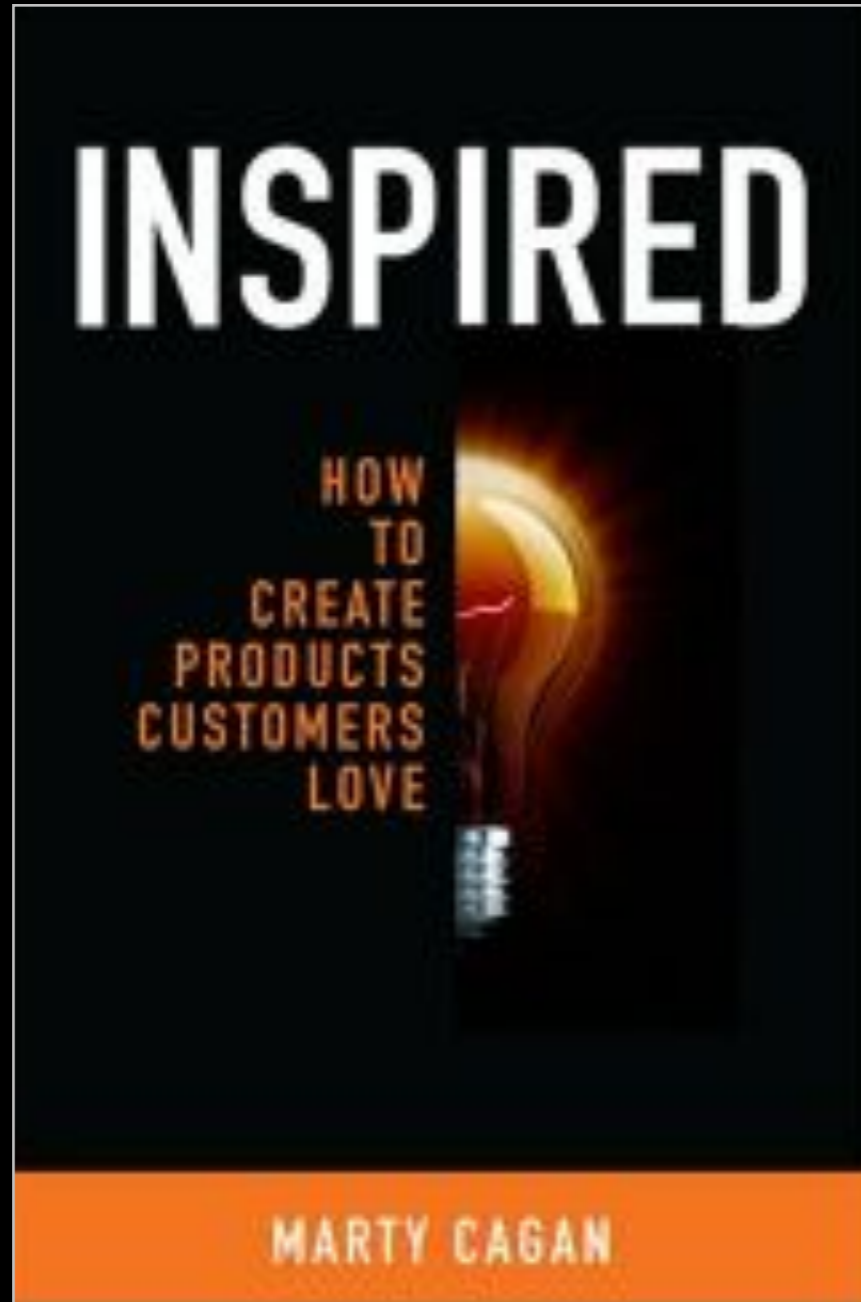
LEAN UX

- Understand the Problem
- Declare Assumptions
- Create an MVP (Minimum Viable Product)
 - ***Collaborative Design***
- Run an Experiment
- Feedback & Research

LEAN UX



GOOD BOOKS



COLLABORATIVE DESIGN @ NPR

- Understand **Key Performance Indicators** (KPIs)
- Write a **Problem Statement**
- Gather **Evidence**
- Declare **Assumptions**
- Identify **Hypotheses**
- **Sketch!**

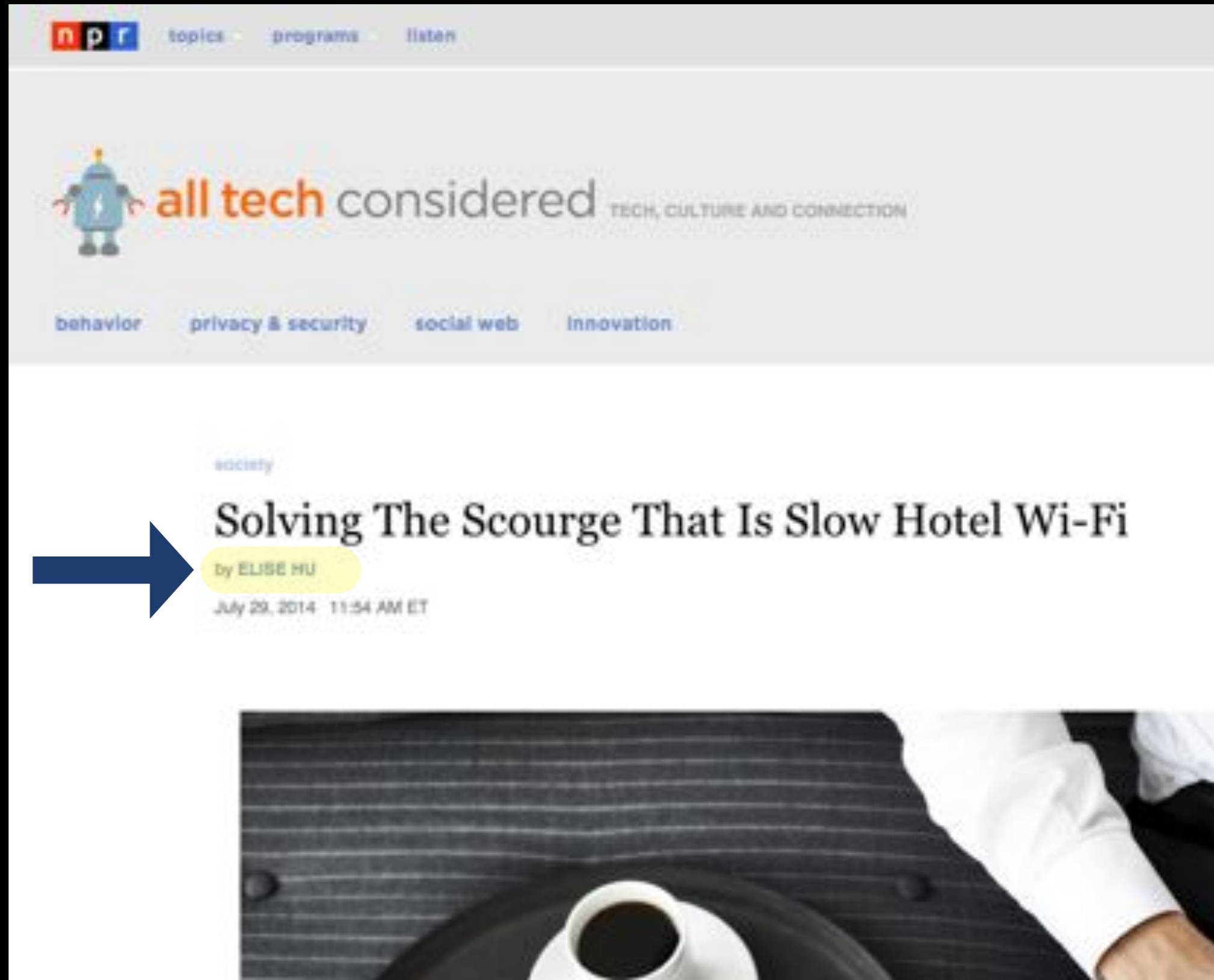
KEY PERFORMANCE INDICATORS

- Visitors
- Return Visitors
- Pageviews
- Time on Site
- Pages per Visit
- Media Plays
- "Mindshare"
- Social Sharing

GROUP EXERCISE


Social Bylines on Story Pages

ANTI-SOCIAL BYLINES?



The image shows a screenshot of an NPR website article. At the top left is the NPR logo. To its right are navigation links for 'topics', 'programs', and 'listen'. Below this is the 'all tech considered' logo, which includes a blue robot icon and the text 'all tech considered' in orange and grey, followed by the tagline 'TECH, CULTURE AND CONNECTION'. Underneath are four category links: 'behavior', 'privacy & security', 'social web', and 'innovation'. The article title is 'Solving The Scourge That Is Slow Hotel Wi-Fi', with the author 'by ELISE HU' highlighted in a yellow box and a blue arrow pointing to it from the left. Below the author is the date 'July 29, 2014 11:34 AM ET'. At the bottom of the page, a partial image shows a white coffee cup on a black tray, with a person's arm in a white shirt visible on the right side.

npr topics programs listen

 all tech considered TECH, CULTURE AND CONNECTION

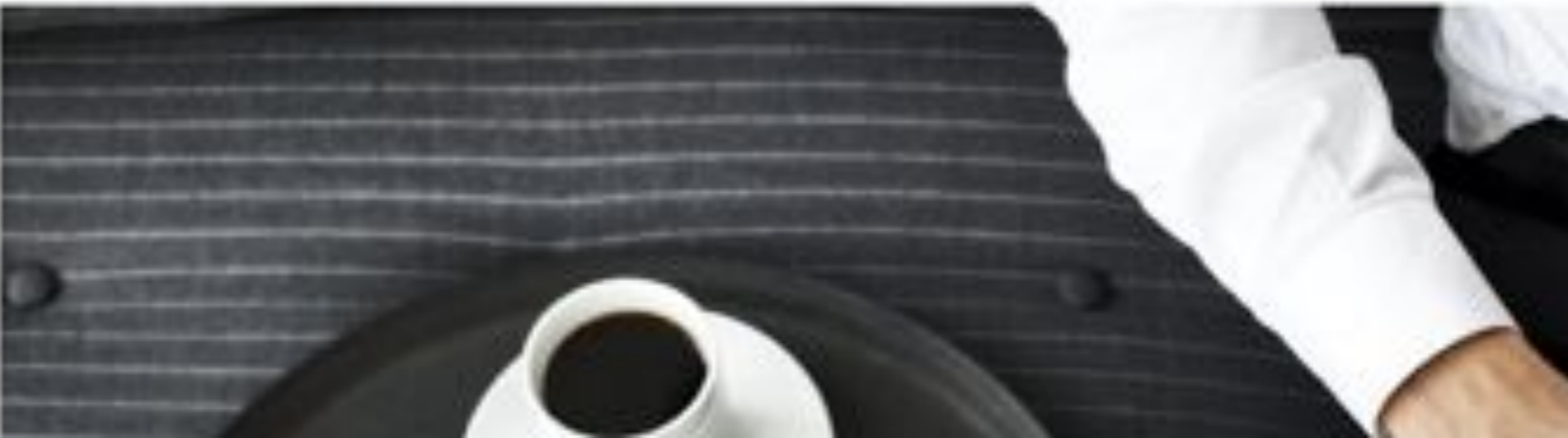
behavior privacy & security social web innovation

society

Solving The Scourge That Is Slow Hotel Wi-Fi

by ELISE HU

July 29, 2014 11:34 AM ET



GATHER EVIDENCE

- Competitive Analysis
- Past Attempts to Solve the Problem
- Interviews
- Who are the users?
- Technical
 - What's Possible
 - APIs
 - Widgets

VOX

Vox

THURSDAY, SEPTEMBER 25, 2014



A linguist's history of the foods you love

Updated by Ezra Klein on September 22, 2014, 12:10 p.m. ET [@ezra Klein](#)

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QUARTZ



OBSESSIONS

QUARTZ



© Women need to be fully in the picture. REUTERS/Christian Hartmann

SHARE



WRITTEN BY

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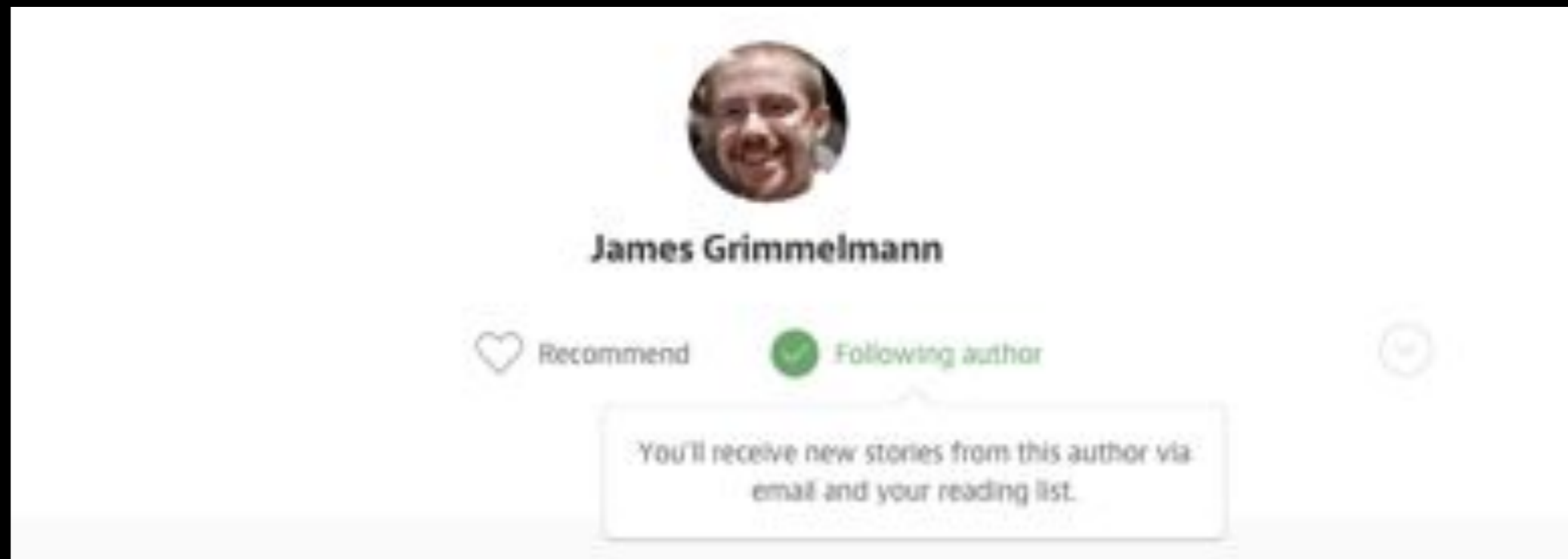
In the wake of releasing [not-so-great diversity data](#) a few months ago (one in a parade of tech companies showing [similarly abysmal numbers](#)), Google has focused publicly on its efforts to combat [the unconscious bias](#) that can lead to a homogeneity of ideas and people in the workplace, and inhibit innovation.

[Unconscious bias is the idea that everyone makes judgments they're not



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Taking Stock of Derek Jeter's Legacy



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The TRIANGLE

The Rise and Fall of the 2012 NFL Draft



NFL

SEPTEMBER 25, 2014

by BILL BARNWELL



PRINT

What happened at the 2012 NFL draft is rapidly going down in history, the 2012 draft because so much of the success well might have come through at the NFL success. The top

MIDTERM CALCULUS | SEPTEMBER 25, 12:30 AM

Kay Hagan's Surprising Strength



By NATE COHEN

@Nate_Cohen

If there is any state where the Democrats are defying expectations — and where Republicans should be kicking themselves — it's North Carolina.

This spring, North Carolina looked like the obvious sixth pickup state for the Republicans, just enough to take the Senate. The state is competitive only in presidential elections when turnout rises, especially among young and nonwhite voters. The Democratic incumbent, Kay Hagan, needed to compensate with big inroads among conservative white voters. But the polls showed her poorly positioned to do so. Her approval ratings were low; she was stuck in the low 40s among registered voters against Republican candidates



Senator Kay Hagan of North Carolina at a rally in Greensboro. She has been holding onto a polling lead against her Republican challenger, Thom Tillis. Travis Greer for The New York Times

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Police And Protesters Clash In Ferguson After Chief's Apology

A fight broke out between officers and protesters just hours after Ferguson Police Chief Thomas Jackson issued a video apology for the way the Michael Brown case was handled.

posted on Sept. 25, 2014, at 11:46 a.m.



Jim Dalrymple II
BuzzFeed Staff



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BUZZFEED IN-DEPTH



This Indian Does Not Owe You

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SEPTEMBER 26, 2014

A crooked judge - what we don't see scares me



DAVE DAVIES OFF MIC A BLOG BY DAVE DAVIES

ABOUT

FOLLOW

CONTACT

DEFINE THE PROBLEM



BUILDING A TEAM



SCRUM MASTER/PM



DEVELOPER(S)



PRODUCT OWNER



EDITORIAL/SME



UX/DESIGNER(S)

BREAK INTO GROUPS

Roles:

- SCRUM Master/Project Manager
- Interaction Designer/UX/Visual Designer
- Editorial/SME
- Developer/Engineer
- Product Manager

WRITE A PROBLEM STATEMENT

Use a template

“[Our product] was designed to
achieve ...”

-----[ORIGINAL GOALS]-----

“We’ve observed that the product
isn’t meeting these goals:”

-----[UNMET GOALS]-----

“... which is causing this effect: ...”

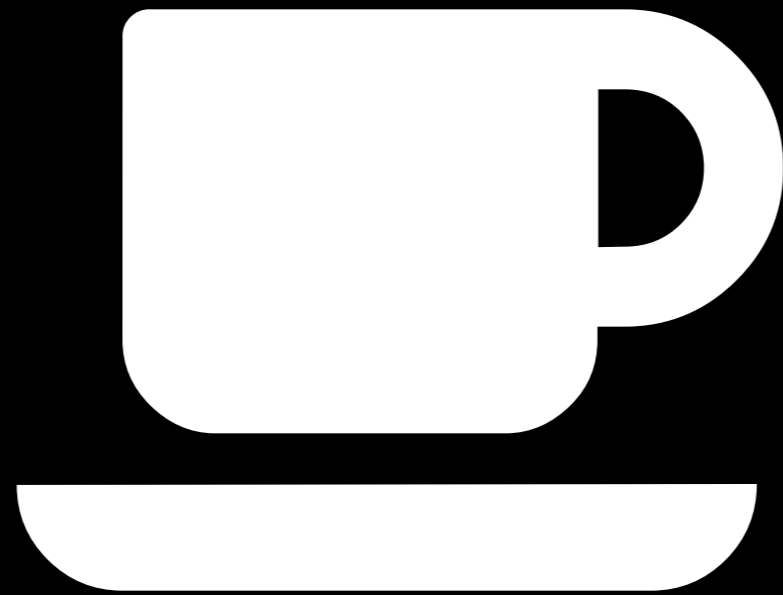
-----[NEGATIVE EFFECT]-----

“How might we improve
[our product] so that users are more
successful based on these criteria?”

-----[MEASURABLE CRITERIA]-----

GROUP EXERCISE

BREAK



10 MINUTES

GROUP EXERCISE

Present Your Problem Statements

(10 Minutes)

“[Our product] was designed to
achieve ...”

- CREDIT THE JOURNALIST, BLOGGER AND/OR WEB PRODUCER
- LINK TO BIO PAGES
- LINK TO AGGREGATION OF PAST STORIES

“We’ve observed that the product isn’t meeting these goals:”

- NOT INDICATING WILLINGNESS OF JOURNALIST TO INTERACT WITH THE AUDIENCE
- NOT SHOWING THE RELEVANT SOCIAL MEDIA PRESENCE OF THE WRITER
- NOT TRIGGERING USERS TO FOLLOW/SUBSCRIBE

“... which is causing this effect: ...”

- FEWER SOCIAL MEDIA FOLLOWERS
- NOT REACHING USERS WHERE THEY ARE
- NOT ESTABLISHING TRUSTED VOICE EFFECTIVELY
- REDUCING POTENTIAL SOCIAL LIFT (RETWEETS, LIKES, ETC)
- IMPORTANT CONVERSATIONS NOT HAPPENING

“How might we improve [our product] so that users are more successful based on these criteria?”

- MORE COMMUNICATION TO/FROM JOURNALISTS/AUDIENCE
- GREATER AWARENESS OF JOURNALISTS' VOICES
- REACHING NEW AUDIENCE VIA SOCIAL LIFT

WRITING ASSUMPTIONS

Every team member articulates ideas on:

- how to solve the problem
- technical and business risks
- who the users are
- what users value
- how the product should feel & behave

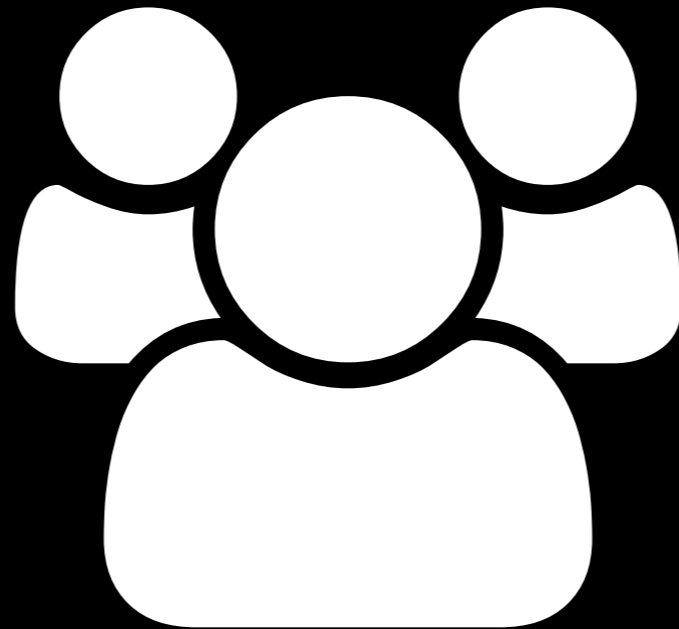
ASSUMPTIONS

Assumptions are a best guess.

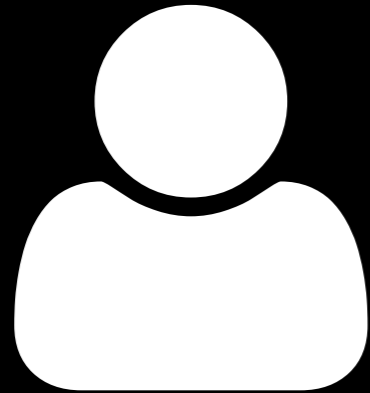
All guesses are worth considering.

Kill the arguments.

ASSUMPTIONS ABOUT USERS



PERSONAS



Name

Demographic Info

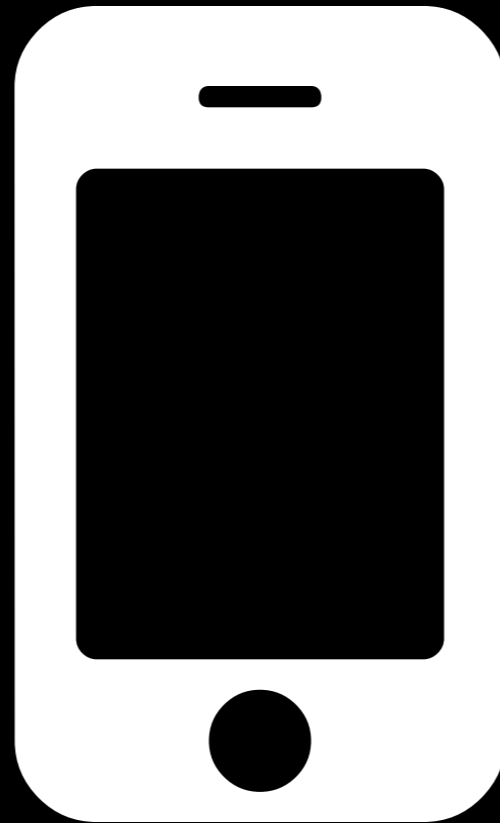
Pain Points & Needs

Desired Outcomes

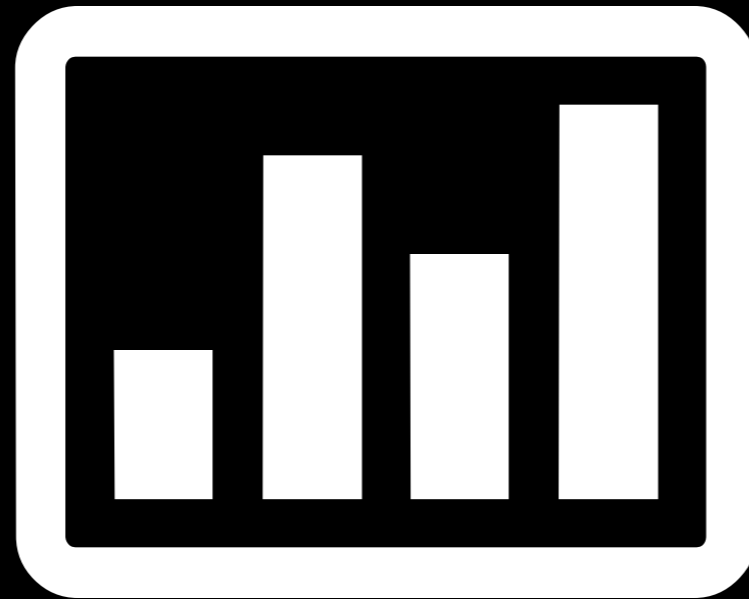
PROTO-PERSONAS

- Best-guess Personas
- Focus on pain points
- Focus on the solutions these users need

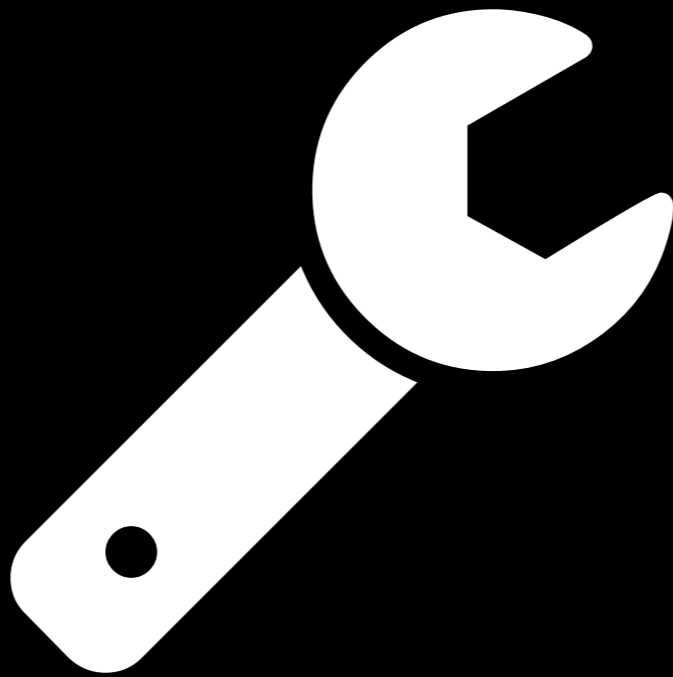
ASSUMPTIONS ABOUT TECHNOLOGY



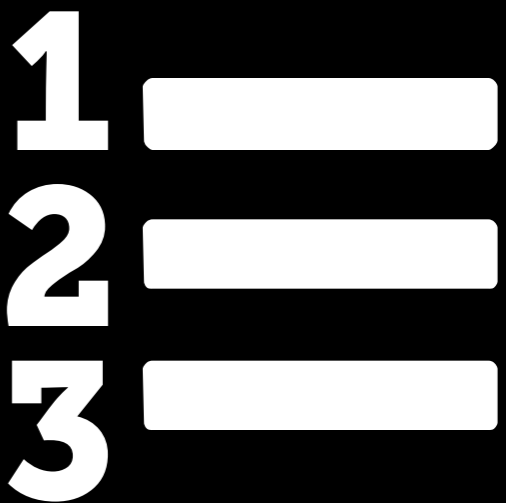
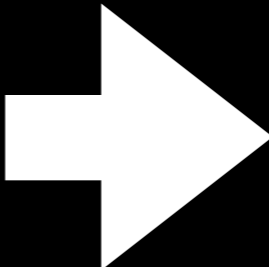
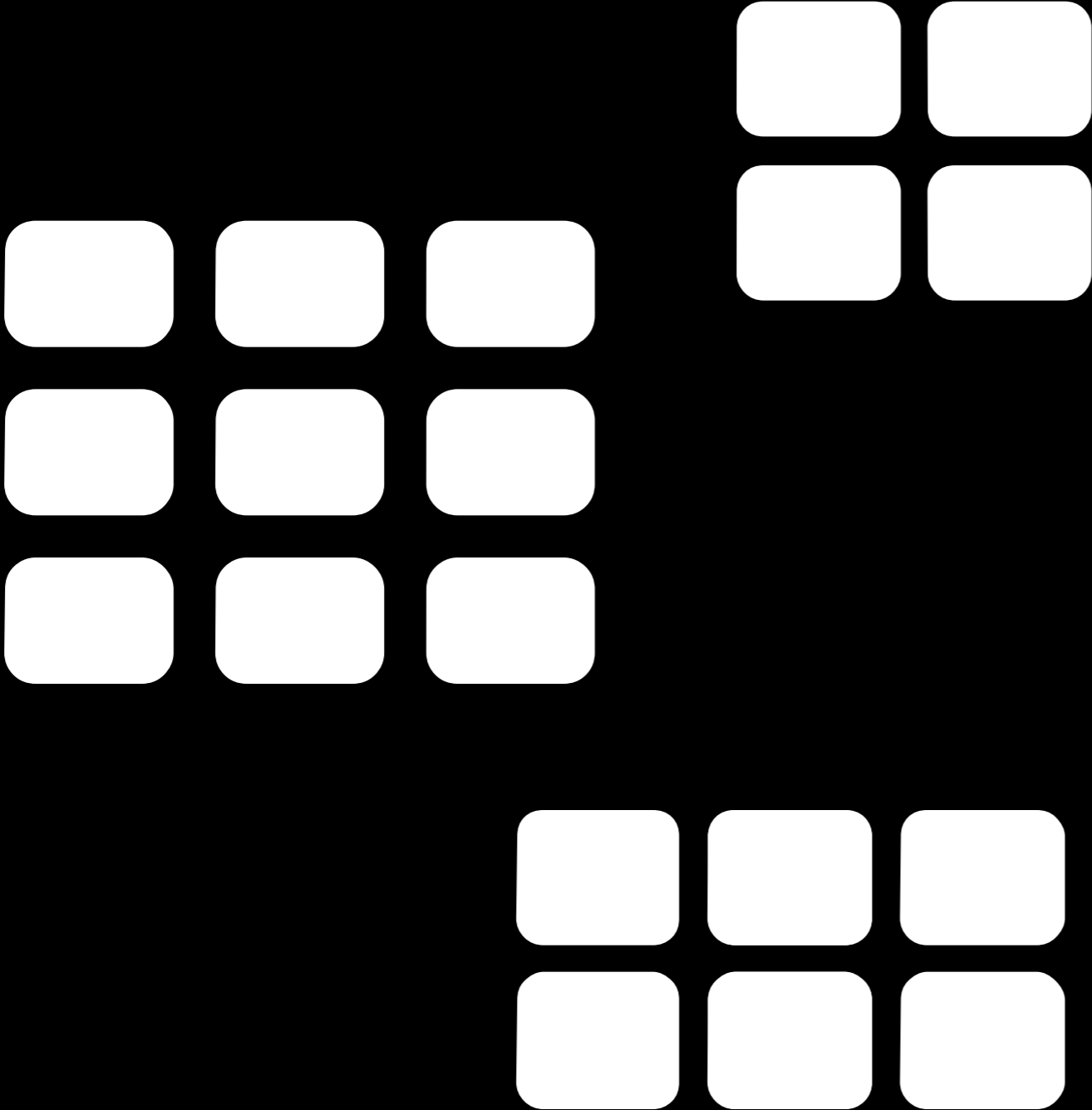
ASSUMPTIONS ABOUT MEASUREMENT



ASSUMPTIONS ABOUT CONSTRAINTS



GROUP & PRIORITIZE



GROUP EXERCISE

Write Assumptions

(10 minutes)

FEATURE HYPOTHESIS

- For each assumption:
 - how much risk or how important?
 - how unknown?
- High risk/importance & highly unknown assumptions turn into hypotheses

“We believe building these features
and/or creating this experience ...”

-----[FEATURES, EXPERIENCE]-----

“for these people ...”

-----[PROTO-PERSONAS]-----

“... will achieve this outcome ...”

-----[OUTCOME]-----

“We will know this is true when we
see ...”

___[MARKET FEEDBACK, QUANT. RESULTS, QUAL. INSIGHT]___

GROUP EXERCISE

Write Feature Hypothesis

(10 minutes)

“We believe building these features and/or creating this experience ...”

- EXPOSE SOCIAL HANDLES FOR RELEVANT SOCIAL MEDIA PLATFORMS
- INDICATE WILLINGNESS OF JOURNALIST TO ENGAGE
- SHOW AVATARS
- STRONG CALLS TO ACTION
- BALANCE BETWEEN SOCIAL MEDIA IDENTITY OF INDIVIDUALS, SERIES, BLOGS AND OVERALL MEDIA COMPANY

“for these people ...”

- “SOCIAL INFLUENCERS”
- “VOYEURS” - PASSIVE SOCIAL NETWORK USERS
- “ACCIDENTAL TOURISTS”

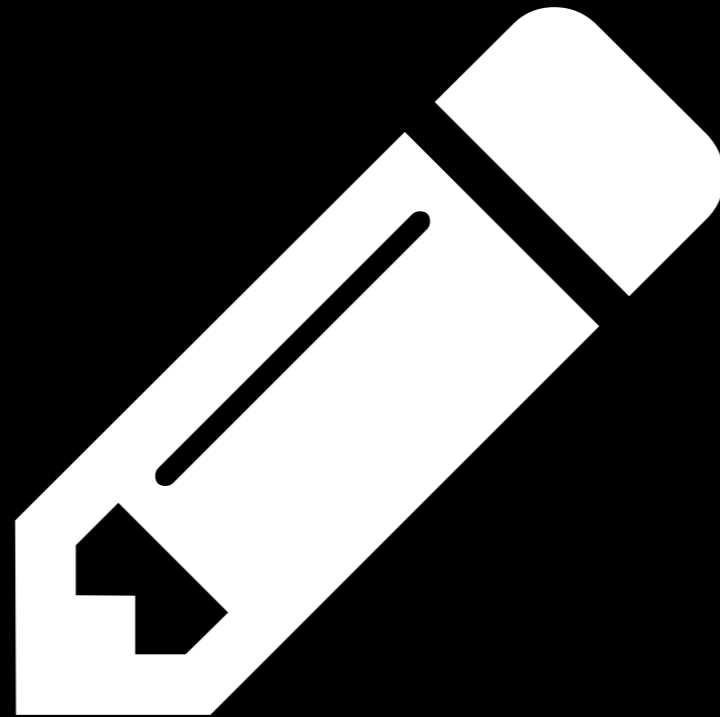
“... will achieve this outcome ...”

- DEEPER RELATIONSHIPS BETWEEN JOURNALISTS AND USERS EMERGE
- USERS TRUST INDIVIDUAL VOICES AND THE OVERALL VOICE OF YOUR ORGANIZATION
- REACH NEW AUDIENCE

“We will know this is true when we
see ...”

- INCREASED “FOLLOWS” ON SOCIAL NETWORKS
- INCREASED SOCIAL ACTIONS (RETWEETS, SHARES)
- COMMUNICATION TO/FROM JOURNALISTS/AUDIENCE
 - MORE MENTIONS & CONVERSATIONS
- INCREASED TRAFFIC ON STORY PAGES

SKETCHING



SKETCHING

- Usually a 1-2 hour session
- Review Problem Statement
- Review important assumptions
- Individual sketching (~15 min)
- Present sketches & ask ?'s (~15 min)
- Iterate (STEAL IDEAS)
- Team sketches

GROUP EXERCISE

Sketch!

(15 minutes)

PRESENT SKETCHES

WHAT COMES NEXT ...

- Prototyping
- User Testing
- Revisit Hypotheses? Assumptions?
- Sprint Planning

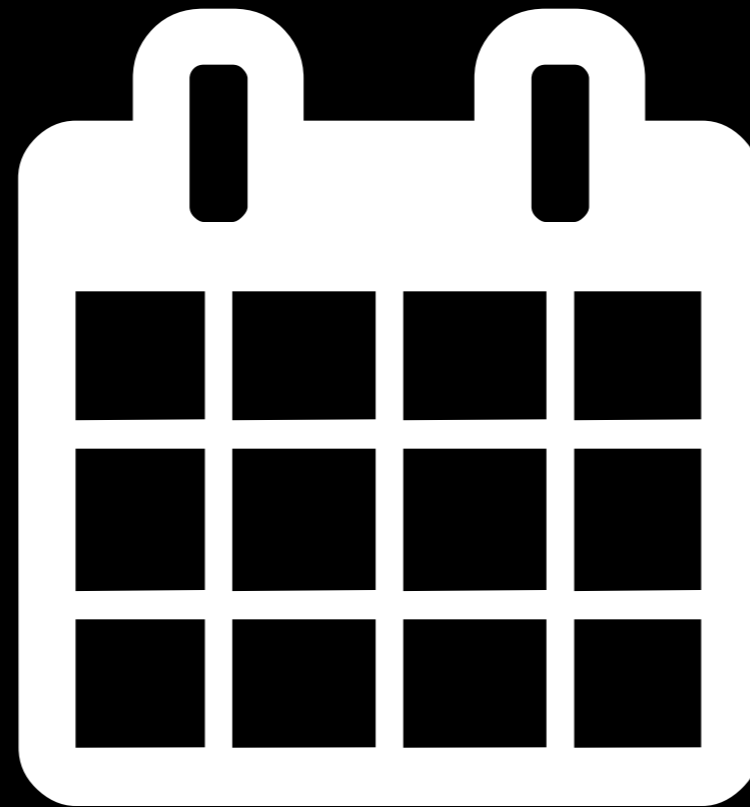
PROTOTYPING

- Keynote, Keynotopia
- Axure
- Invision App
- HTML/CSS
- Sketch Prototypes

USER TESTING

- Recruit and plan
- Realistic scenarios to match prototypes
- Test script
- Remote observation (invite the whole team)
- Test
- Review findings with team
- Plan next steps

USER TESTING THURSDAY.
OR WEDNESDAY.



MEASUREMENT & ANALYTICS

- Did the experiments succeed or fail?
- Hypotheses - true or false?
- Did the user VALUE the product?
- Ongoing measurement via dashboards and reports

MEASUREMENT & ANALYTICS

The measurement of the product is also
the product.

Thank you.

@SSTROUD

@PETEMANNING