HELLO
PRODUCT TEAM

- USERS
- DESIGN
- DEVELOPMENT
- SUBJECT MATTER EXPERTS
- PRODUCT MANAGEMENT
- WIDER TEAM

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#UXFRAMEWORK
WHAT DO YOU DO?
SHAPING THE PRODUCT
WHEN

TO FRAME NEW OPPORTUNITIES
OR
CREATE STEP CHANGES
WHEN

Scoping
- plan activities, explain process, schedule research

Discovery
- exploratory user research, insights, personas

Framing
- brainstorm, synthesize, shape system

Delivery
- continued user research
dev pair, brainstorm, synthesize, make system

What goals do we want to achieve?
What problem are we solving? Who for?
How will we solve the problem?
Is the solution working?
WHAT

UX FRAMEWORK

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WHAT IS IT?

A COLLECTION OF UX LEARNINGS THAT DISCOVER + FRAME PRODUCT OPPORTUNITIES
HOW LONG DOES IT TAKE?

2 - 4 WEEKS

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GOAL

WHO IS IT FOR?

WHAT PROBLEM ARE WE SOLVING?
GOAL

UNDERSTAND: ARE WE MAKING THE RIGHT THING?
GOAL

TEST ASSUMPTIONS AT LOW COST OF CHANGE
GOAL

BUILD ENOUGH CONFIDENCE TO MOVE INTO PRODUCTION
GOAL

COLLABORATE: CREATE SHARED UNDERSTANDING AND EMPATHY
1 MAPPING THE LANDSCAPE
BUSINESS GOALS
WHY ARE WE DOING THIS?
WHO IS IT FOR?
WHAT DOES SUCCESS LOOK LIKE?
WHAT INFORMATION DO WE ALREADY HAVE?
WHAT ARE OUR RISKIEST ASSUMPTIONS?
SHARED GOALS
COLLECT QUESTIONS

- Find out
- What is the need to content
- Talk to Fed about their production process
- Video for video content?
- Understand if content provider
  need/want help with content production
- Core: Find + Buy + Consume content
- Stats on opening, markets of mine/mine
- Check out culture
- Understand the value of voice + slides challenge
- UXFRAMEWORK
COMPETITIVE ANALYSIS
WHERE ARE WE POSITIONED IN THE COMPETITIVE LANDSCAPE?
WHERE DO WE WANT TO BE?
MAPPING
TRENDS
WHAT’S INFLUENCING THE WORLD WE WORK IN?
WHAT’S HOT?
DISCOVERY
PRODUCT DEVELOPMENT

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CONTEXTUAL RESEARCH
WHAT’S THE CONTEXT?
SPOT HACKS

WORK AROUNDS

DISCOVER & DOWNLOAD MP3s

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MIND THE GAP

SPOT GAPS
WHAT PROBLEM ARE WE SOLVING?

HOW DO THEY SOLVE THE PROBLEM RIGHT NOW?

WHY DO PEOPLE LOVE US?
OUR AUDIENCE
OUR AUDIENCE

WHO IS IT FOR?
PERSONAS
OUR AUDIENCE

WHO IS THE MOST IMPORTANT USER AND WHERE DO WE FIND THEM
INSIGHTS
RESEARCH ≠ DESIGN
INSIGHTS

RESEARCH INSIGHTS = OPPORTUNITY
RESEARCH SYNTHESIS

WHAT WE HEARD + WHAT WE SAW + WHAT PATTERNS EMERGED
FIND PATTERNS
PROPOSITION
PRIORITISE PRODUCT OPPORTUNITIES
PRIORITISE OPPORTUNITIES

USER VALUE

BUSINESS VALUE

FEASIBILITY

PRIORITY
LEAN CANVAS
FOR (TARGET CUSTOMER), WHO HAS (CUSTOMER NEED), (PRODUCT NAME) IS A (MARKET CATEGORY) THAT (ONE KEY BENEFIT).
UNLIKE (COMPETITION), THE PRODUCT (UNIQUE IDENTIFIER).
DEFINE MEASURES OF SUCCESS
FRAMING THE OPPORTUNITY
PRODUCT DEVELOPMENT

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DESIGN PRINCIPLES
Experience
Principles
Pro Active
Flexible
Seamless
Helpful & Forgiving
Distil Principles
IDEATION SESSION

USER NEED + BUSINESS VALUE + DESIGN PRINCIPLE + TREND
GENERATE IDEAS

Beliefs, Benefits, Behaviours
- Relief, Content, Excited, Valued
- Happy, Accomplished, Easy to use
- Easy, Honest, Powerful, Controlling
- Relentless

Expression
- Before
  - Instant
  - Behaviour
  - Happy, accomplished
  - Easy to use
  - Easy, Honest, Powerful, Controlling
  - Relentless

- During
  - Can't transfer money quick enough
  - Behaviour
  - Knowledgeable
  - Too many people
  - No one knows her
  - Just one person to deal

- After
  - Sooo happy
  - Scans item & money automatically transfers
  - Behaviour
  - Knowledgeable
  - Person liked

#UXFRAMEWORK
PRIORITISE

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SCENARIOS
HOW DO WE FIT INTO USERS’ LIVES
STORY BOARD

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USER JOURNEYS
HOW DO WE HELP USERS ACHIEVE THEIR GOALS?
USER JOURNEYS
TEST WITH USERS
SERVICE MAP
MAP ACROSS TOUCH-POINTS

WEBSITE
MOBILE
IN STORE
CUSTOMER SERVICE
INITIAL INFORMATION
ARCHITECTURE
INTERACTION MODEL
IS THERE A CORE CONCEPT TO THE BEHAVIOUR?
1 + 2 + 3 =

READY TO HEAD IN THE RIGHT DIRECTION
DEV INCEPTION WORKSHOP
SIZE MVP TO CRITICAL USER JOURNEYS
PRIMARY USERS IDENTIFIED FOR HYPOTHESIS TESTING
CONTINUALLY TEST WITH USERS THROUGHOUT DELIVERY
CHECK THAT YOU ARE DELIVERING ENOUGH VALUE TO USERS
QUESTIONS
THANK YOU

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