ПрофсоUX

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The Ugly UX Duckling

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Transaction Services Group

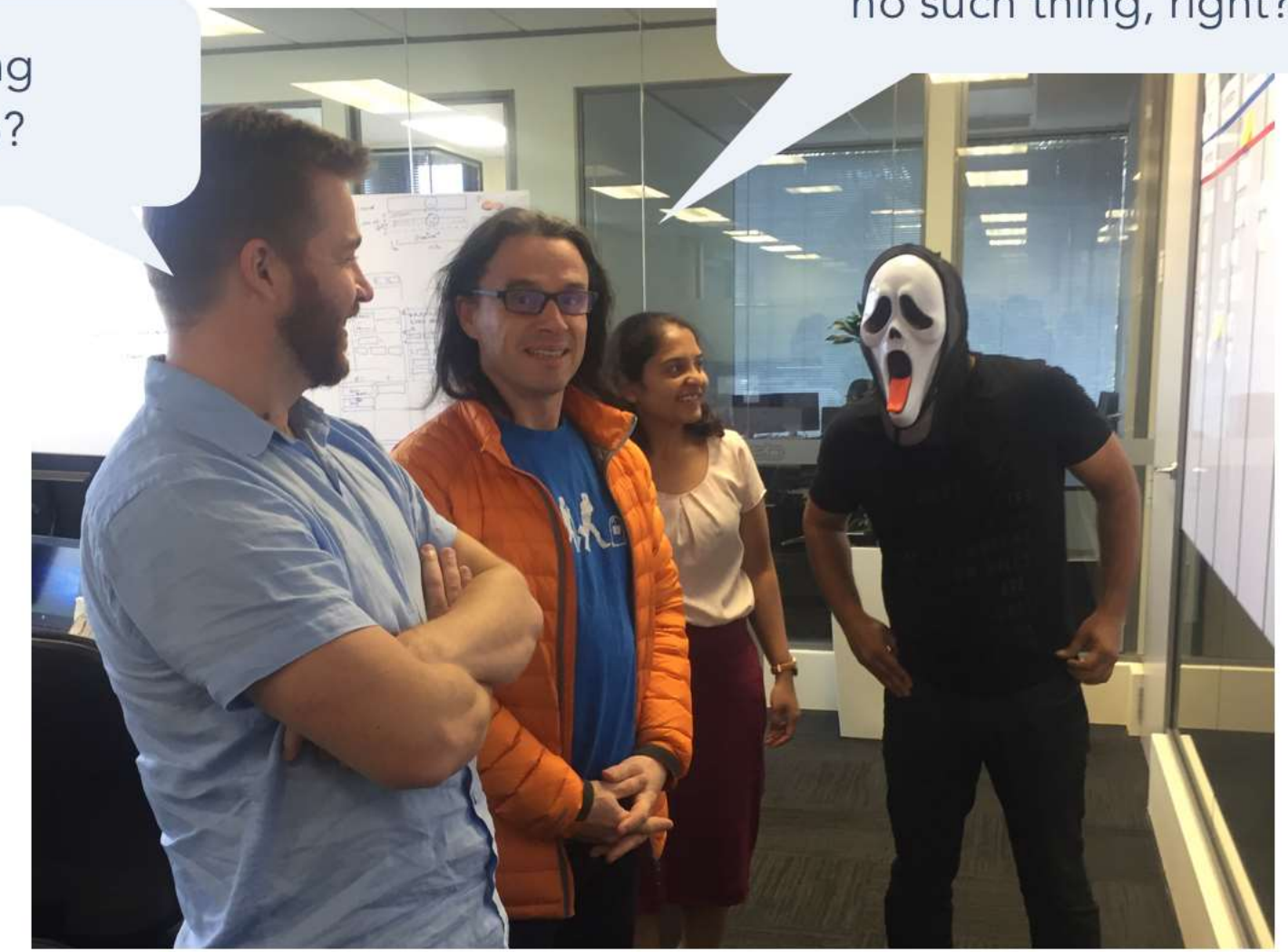
Who are you?

You are not the one that we were waiting for

We have UX now

Are you seeing this UXer too?

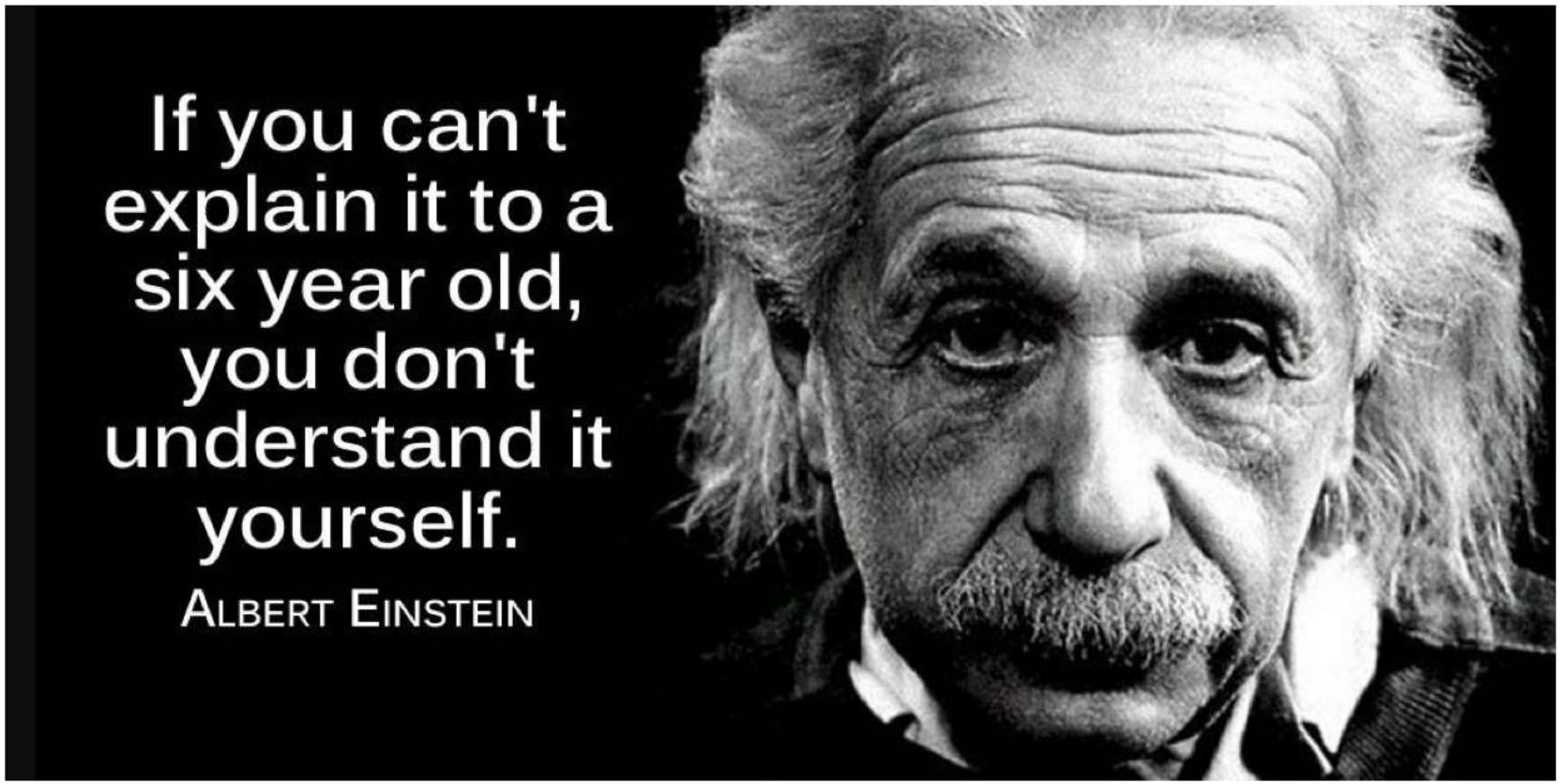
You OK? You know there's no such thing, right?



I'M NOT NOSEY

I'M JUST CURIOUS

Be on the same page



The Chocolate Bar Exercise

What is UX? The value of UX

Goal: get them to like me, and follow me blindly into the deep world of design

Amount of participants: 10 or more

Time: 1,5 hours

Discovery

https://uxplanet.org/teaching-the-value-of-ux-research-in-ten-minutes-with-chocolate-f0d3653e95e0

TO WORKSHOP

OR

NOT TO WORKSHOP

Define a goal

S	SPECIFIC	Your goal is direct, detailed, and meaningfull
M	MEASURABLE	Your goal is quantifiable to track progress or success
A	ATTAINABLE	Your goal is realistic and you have tools and/or resources to attain it
R	RELEVANT	Your goal aligns with your company mission
T	TIME-BASED	Your goal has a deadline

Output

What are you trying to achive

Outcome

How it will impact

UX Design process

Strategy	Discovery	Analysis	Design	Production
Stakeholder discussions	Competitor analysis	Use cases	Mood board	Prototyping
Product vision/goal	Analytics review	Persona creation	Site map	BETA
Brand strategy	Content audit	Story boards	Sketching	User acceptance testing
Measure of success	User interviews	Red route diagram	Wireframing	Launch
Product priority	Surveys	Experience map	Prototyping	
	User testing	Workflow diagram	User testing	

Who are they?

Facilitator

Desired

Expert(s)

The team

4 - 12

Tech

Design

Product

Sales

Account managers

Support

How long?

The time frame varies, depends on the workshop itself…
It can be from 30 min to as long as it takes

6 rules

- If the workshop is longer than 1.5 hours, take a break(s)
- Cater the workshop; coffee, snacks, CHOCOLATE!!!
- Get feedback after each workshop
- Share the workshop minutes
- Everyone needs to be present from start to finish
- Get the right people in the room

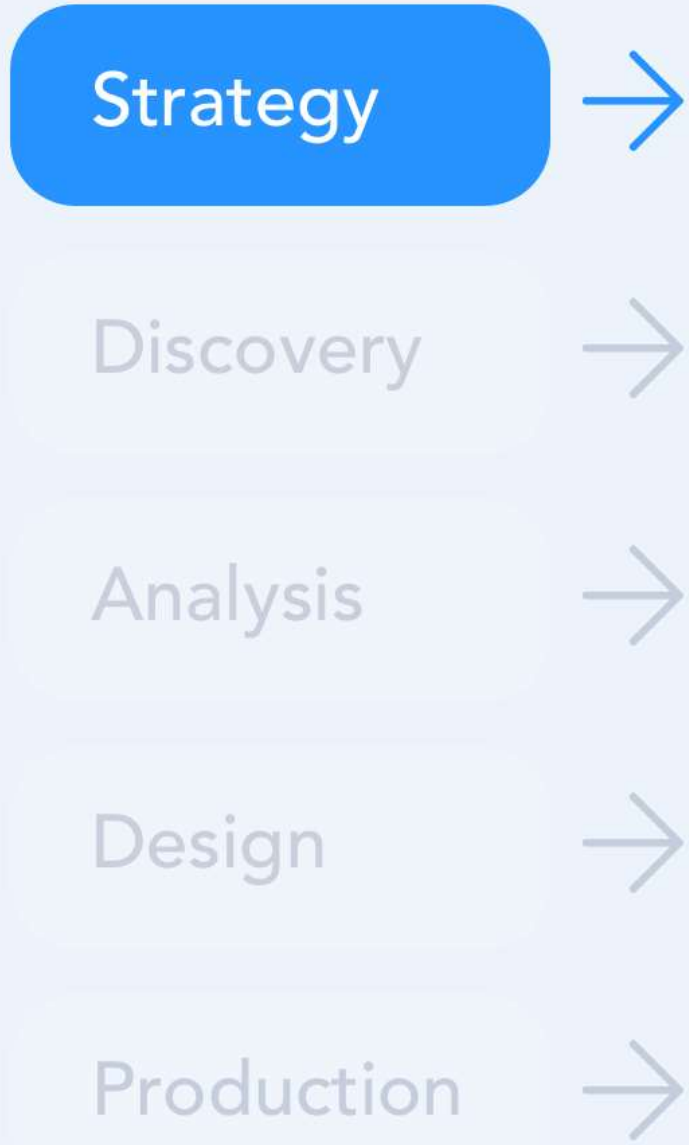
Kano model

Prioritization

Goal: understand the scope of the product/release by categorizing customer preferences

Amount of participants: 10 or more

Time: 1,5 hours



https://foldingburritos.com/kano-model/

TASKS?
RY
NZ BORN
SENIOR SEM ANALYST
SINGLE
1ST JOB AT YP
BACKGROUND FINANCE & ECONOMY
FACEBOOK NETFLIX
USE MURRAY ON LAPTOP
DOESN'T WORK FROM HOME
BEFORE WORKED 99% ON ADWORDS
NEW ROLE MANAGING CLIENT CAMPAIGNS
TRY TO MEET CLIENT ONE EVERY TWO MONTHS
HE MANAGES AROUND 30 CLIENTS
DOESN'T CALCULATE MUCH
HE USE MURRAY EVERDAY
CAMPAIGNS ASSUALLY RUNS BY THEMSELF UNTIL SOMETHING WRONG
ANALYSTS CAN SWAP ACCOUNTS
HE LIKES THE CALENDAR FEATURE
HE LIKES REMINDERS
HE LIKES THAT MURRAY AUTOMATIQUELY RUNS THE BUDGET
HE'D LIKE TO HAVE A LINK TO ADWORD ACCOUNT
HE WANTS TO BE ABLE TO PUT MORE PEOPLE IN COPY OF MESSAGES
HE LIKES THAT YOU CAN ASSIGN A BACK UP ANALYST TO A TASK
HE'D LIKE TO HAVE A LINK TO SAVE INTO CALENDAR (OUTLOOK, ICAL...)
HE DOESN'T LIKE THAT MURRAY CHANGE MANAGE MULTIPLE ACCOUNT AT ONCE
CONTACT FORM WORLD GO TO CUSTOMERS OR SUGAR
FUTURE CUSTOMERS SERVICE REPORTS
FUTURE CLIENT ACCESS TO ACCESS TO WORK WITH MURRAY
0.00%

Lightning demos

Competitor analysis

Goal: have everyone on the same page

Amount of participants: 6 to 8

Time: 1- 2 hours

https://medium.com/@unmade.design/how-we-created-our-personas-3337a880e98d

Welcome To TSGClub.com!

Personas creation

Persona

Goal: understand your main user, their needs and pain points

Amount of participants: 6 to 12

Time: 2 hours

https://www.youtube.com/watch?v=1iH9jkJHbs4

Reception area -> early morning Quiet before the studio opens
Think & Feel
NAMASTE
Rachel
owner, 28
Say
Pain
Gain

Ideation and critique

Solution

Goal: choose the right solution, in a cohesive manner

Amount of participants: 6 to 12

Time: 1,5 hours

Strategy →

Discovery →

Analysis →

Design →

Production →

https://blog.prototypr.io/how-to-run-a-crazy-eights-workshop-60d0a67b29a

GQ!

Role Playing

User Testing

Goal: help people empathise and realise how painful your design is

Amount of participants: 4 - 6

Time: 2 hours

Strategy →

Discovery →

Analysis →

Design →

Production →

https://uxmastery.com/design-games-role-plays/

Design thinking vs. Design sprint

Full experience

Goal: do not waste time, go through all the design process together

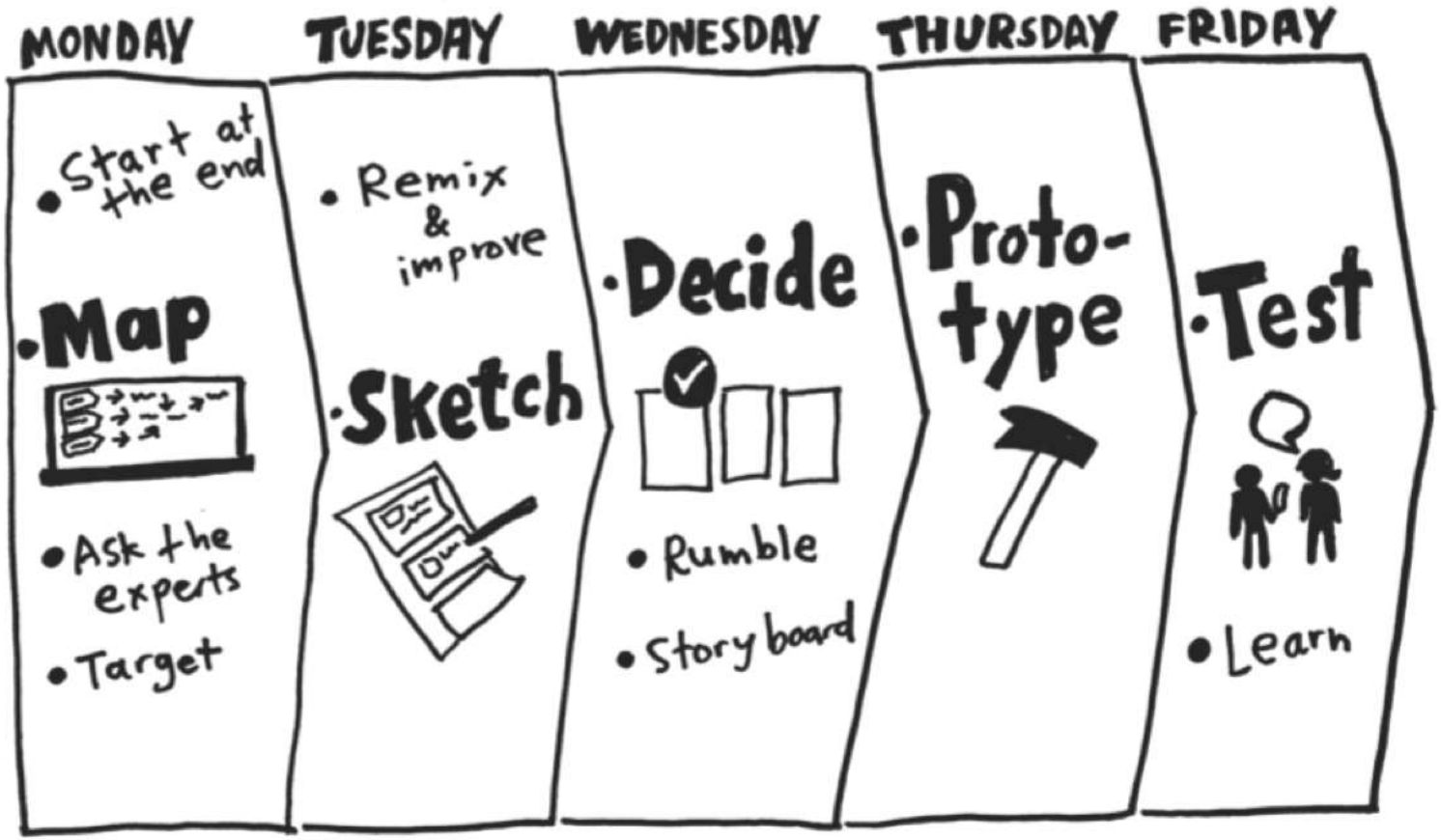
Amount of participants: 7 - 15

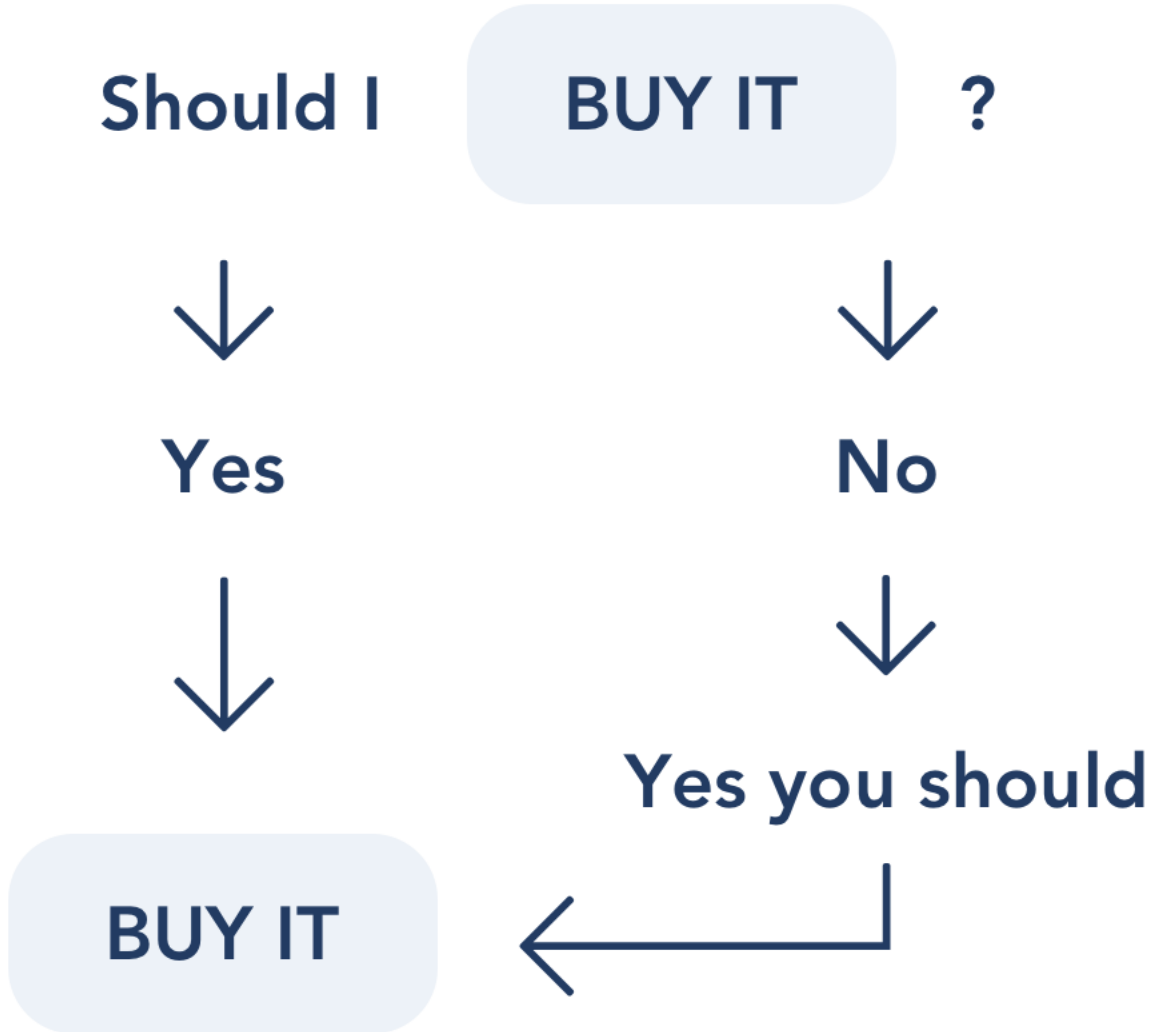
Time: 2h / 5 days

https://www.invisionapp.com/inside-design/design-sprint-2/

TRENDS
PM
Maap

Our first Design sprint




Should I
BUY IT
?
Yes
No
Yes you should
BUY IT

6 tips

- Don’t do a workshop to do a workshop
- Start with a small version
- Don’t call it ‘Workshop’
- Don’t need everyone
- Be transparent, collaborative, patient
- Spam everyone. Share yours and others success case studies

Sailboat Retrospective

UX retro

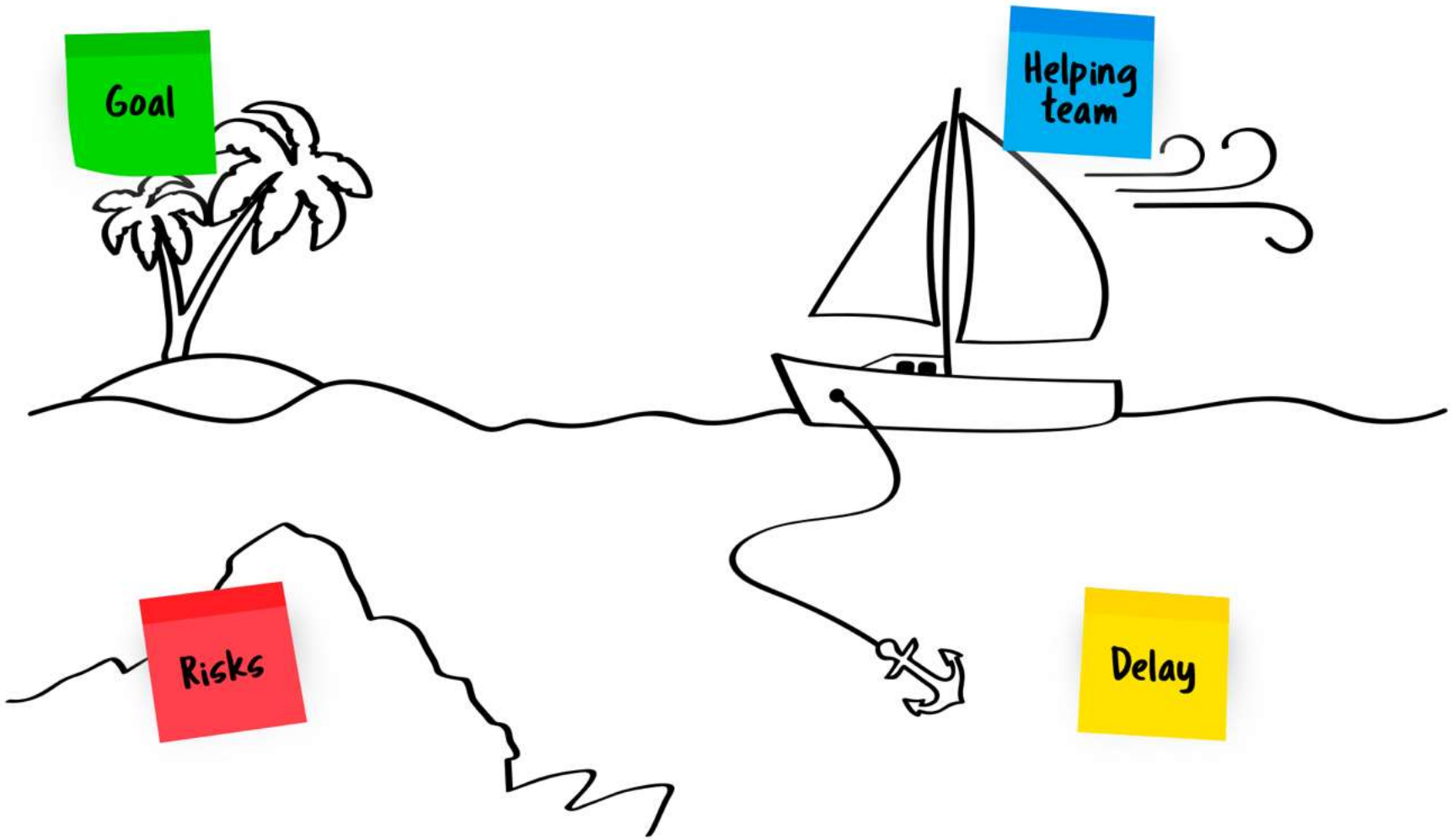
Goal: to be better

Amount of participants: the team

Time: 1 hour

Afterward

https://www.nngroup.com/articles/ux-retrospectives/


Goal
Helping team
Risks
Delay

GOALS
RISKS
TEAM
SLOWS
DOW.

IT'S OKAY TO FAIL

IT'S NOT OKAY TO QUIT

A4

3G's

Genuine

Be yourself. Understand who your constituents are and be clear about what you can and can not do.

Generous

Be inclusive. Involve all team roles in the UX process.

Generative

Be open. Collaborate, and encourage off-the-wall ideas.

The beautiful UX swan