

# Fundamentals Of Lean User Experience

LUXr @ 500 Startups Edition

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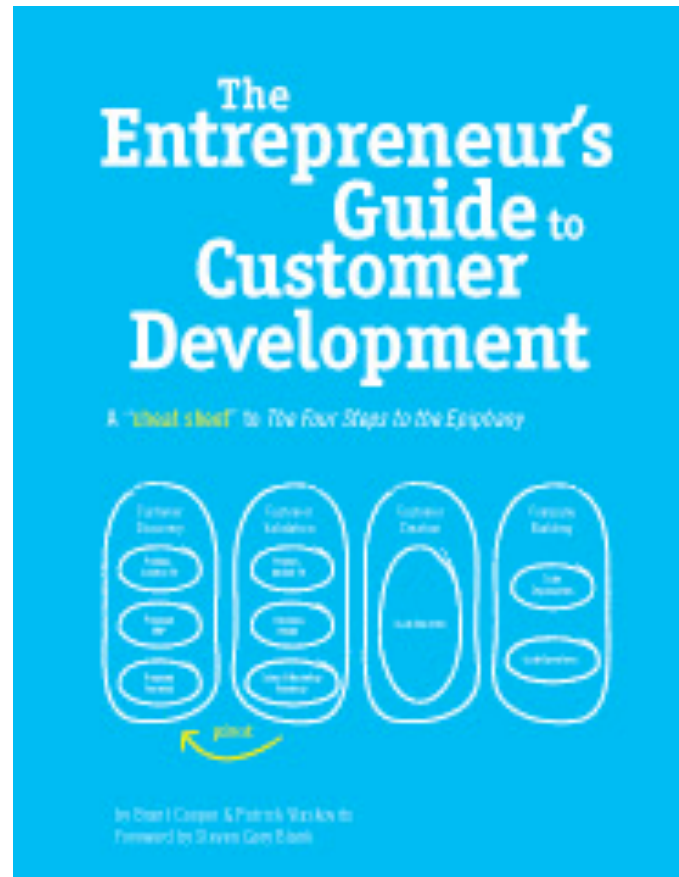
Founder/CEO

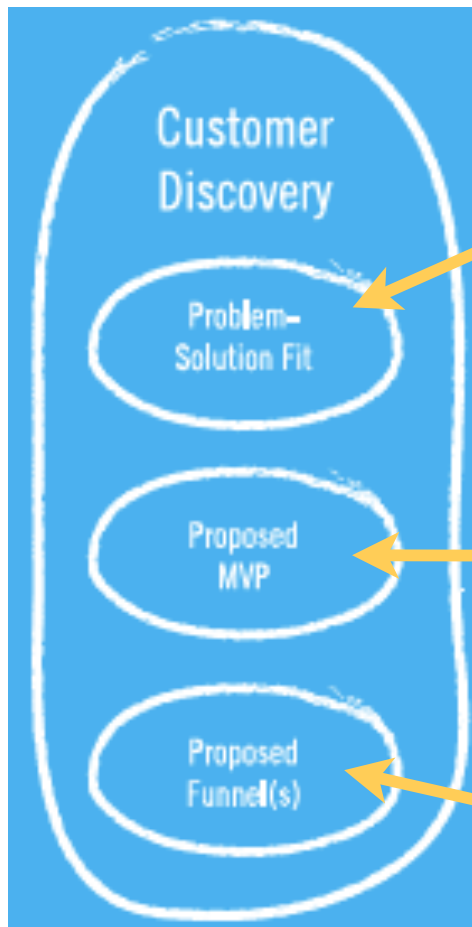
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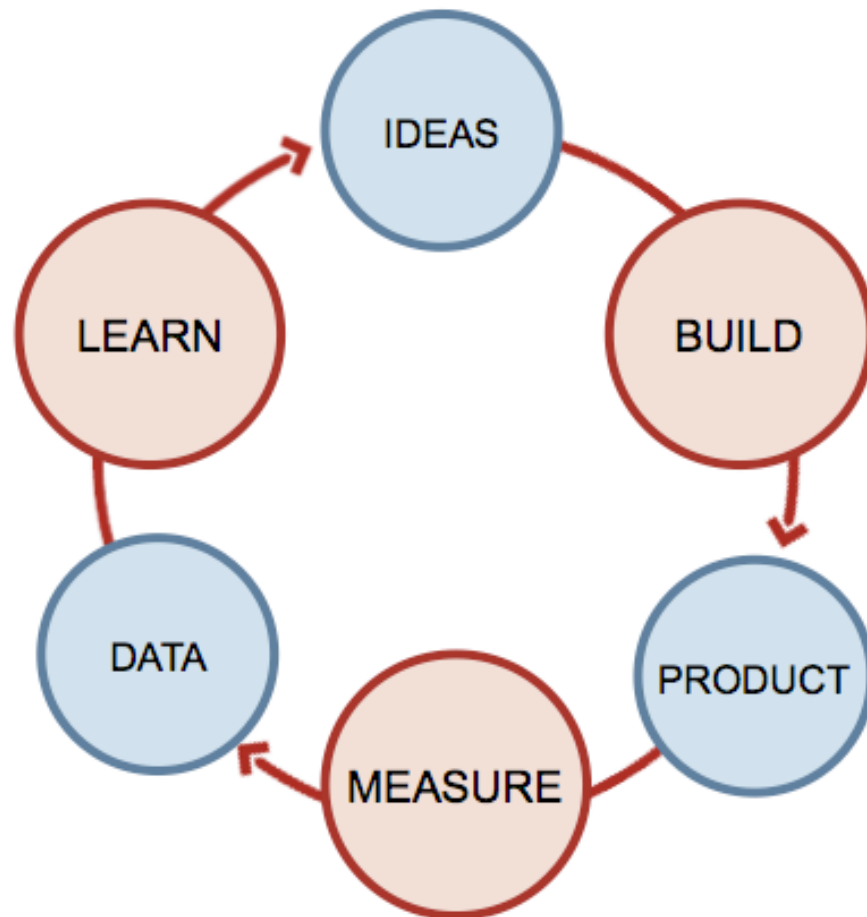
People, their goals & needs

Sketches and prototypes

“New user” experiences

**CUSTOMER DEVELOPMENT = UX!!!**

Lean Startups:  
Validated Learning  
Reduce cycle time, rather than building fast



# Agile Sprints

*Velocity*  
*Points*  
*Iterations*  
*Continuous Deployment*

Only part of the story!



# Lean Cycles

*Generative Research*  
*Ideation*  
*Mental models*  
*Behavior Models*  
*Test Results*  
*Competitive Analysis*

**THINK**

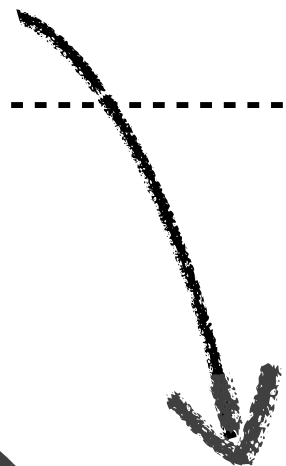
*A/B Testing*  
*Site Analytics*  
*Usability Testing*  
*Funnel*  
*Sign-ups*

**CHECK**

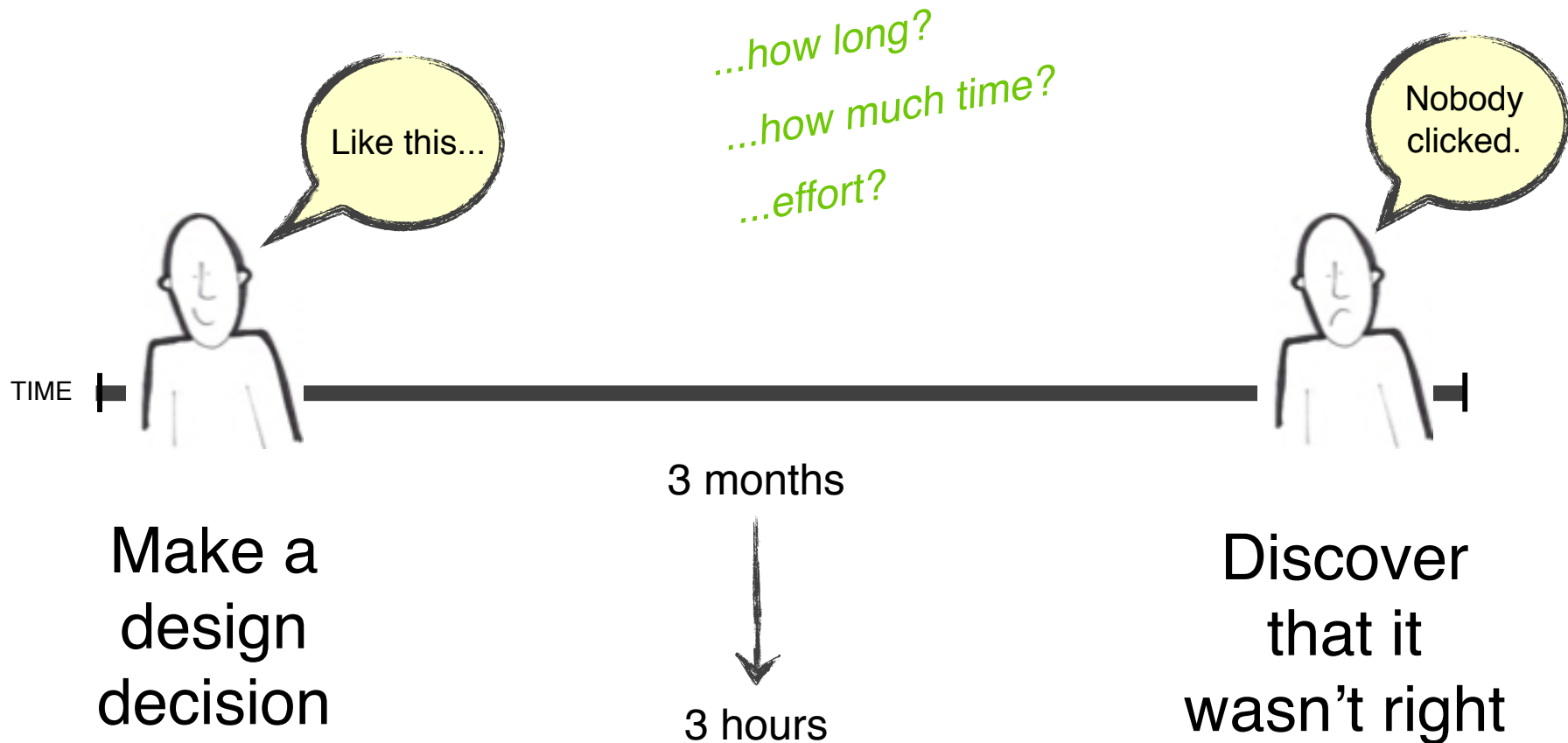
**MAKE**

*Prototypes*  
*Wireframes*  
*Value Prop*  
*Landing Page*  
*Hypotheses*  
*Comps*  
*Deployed Code*

Reduce cycle time, not build time



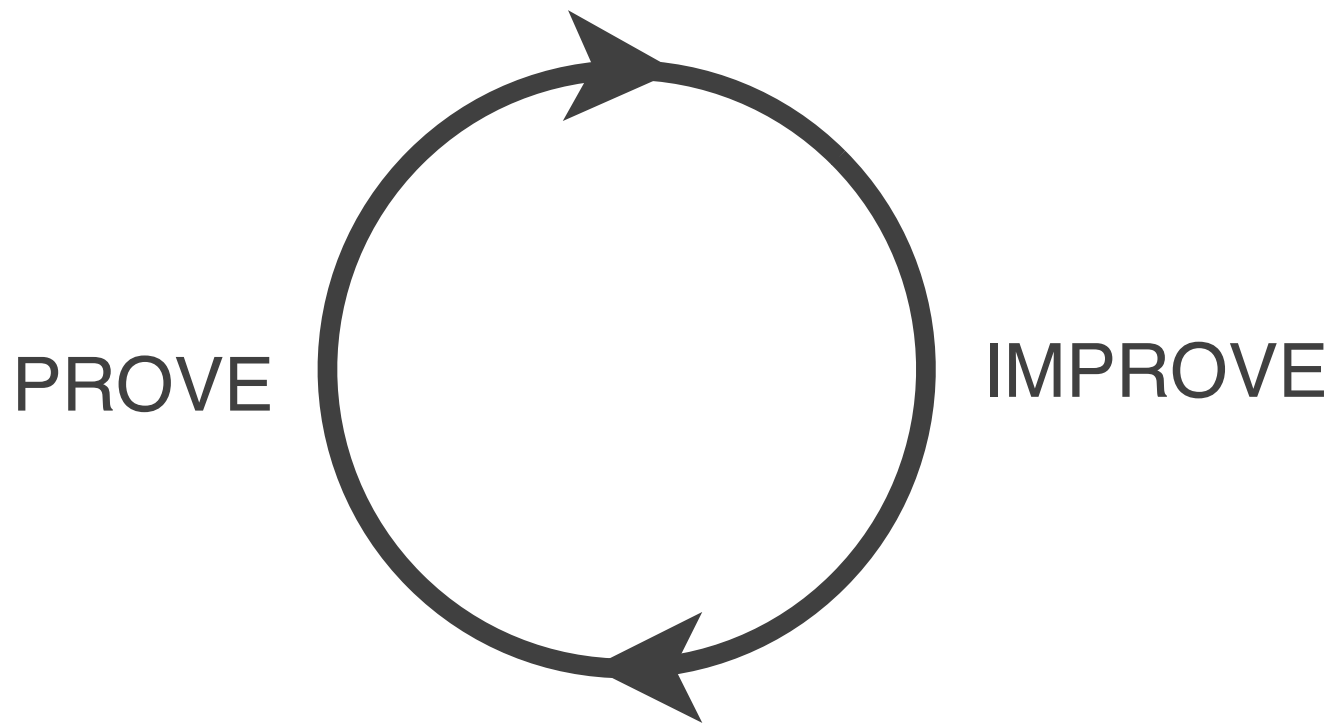
# The LEAN part: A word about INVENTORY buildup and WASTE



Lean means...

- Keep your inventory low.
- Talk to your customers.
- Make something they want.
- Prove your ideas and your interfaces.

How do you do good user experience work in a lean environment?





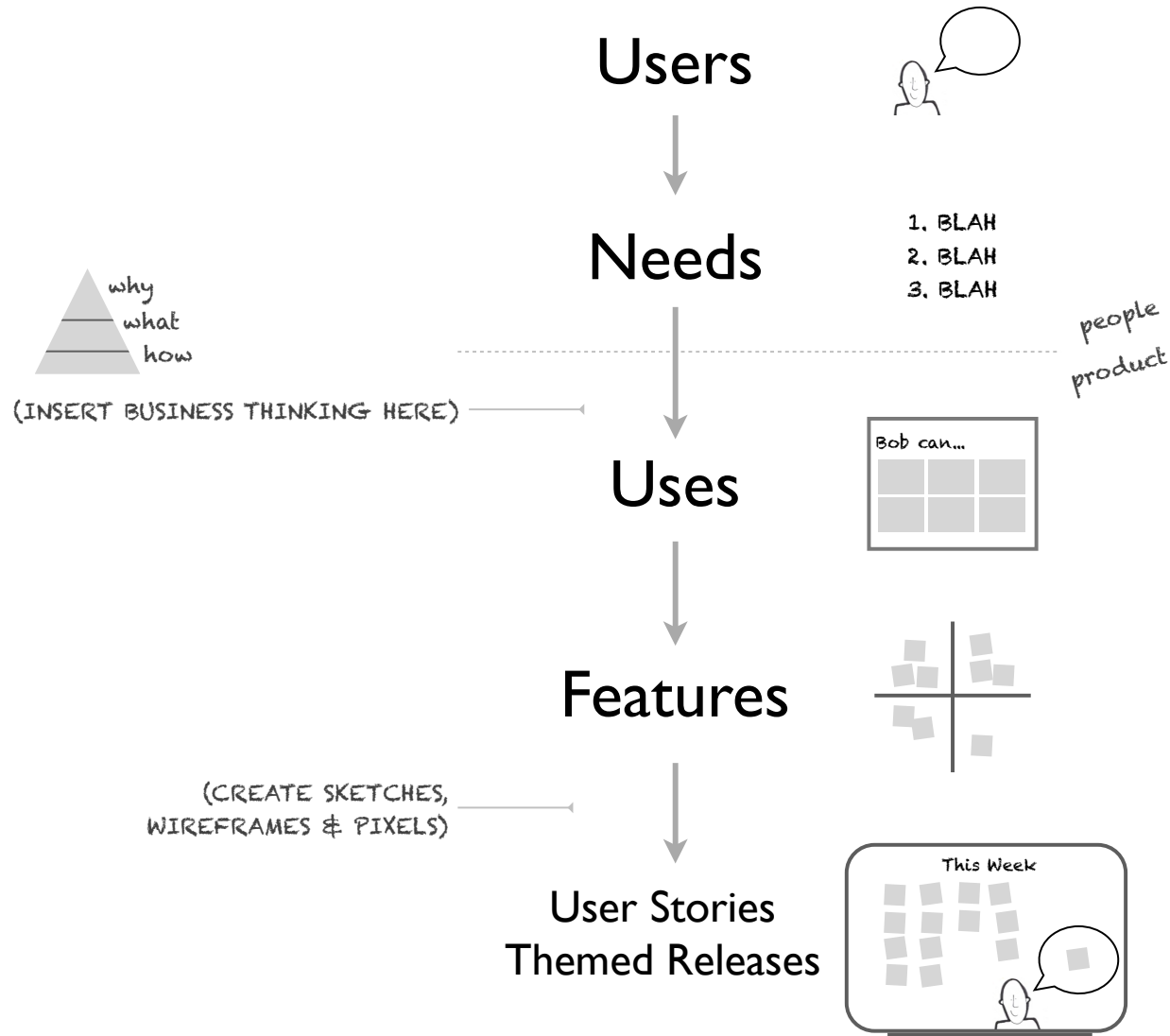
# Lean User Experience Fundamentals

Lean User Experience is a cross-  
functional, principle-driven process  
characterized by rituals that predispose  
teams to predictable, high-quality, high-  
velocity user experience outcomes.

# What are the principles?

1. Design + product management + development = 1 product team
2. Externalize
3. Research with users is the best source of information
4. Focus on solving the right problem
5. Generate many options and decide quickly which to pursue
6. Recognize hypotheses & validate them
7. Rapid cycles: think/make/check

# Lean UX process



# Lean UX methods are

Lightweight

Low-Fi

Lo-Tech

External

Face to Face

Collaborative

Generative and Decisive

Fast

Repeatable

Routinized

Goal Driven

Outcome Focused

The UX field has loads of methods that will work lean.  
(plus a few of my own making)



# We also have methods to “get out of the building.”



\*\* WHO? People who match your design target

\* ABOUT WHAT? What they do, what their life is like, what they use, what their problems are, how they meet their needs now?

# Rituals for lean product teams



\* Most important thing for the problem owner is to define and own the problem.



Thank You!

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#LeanUX