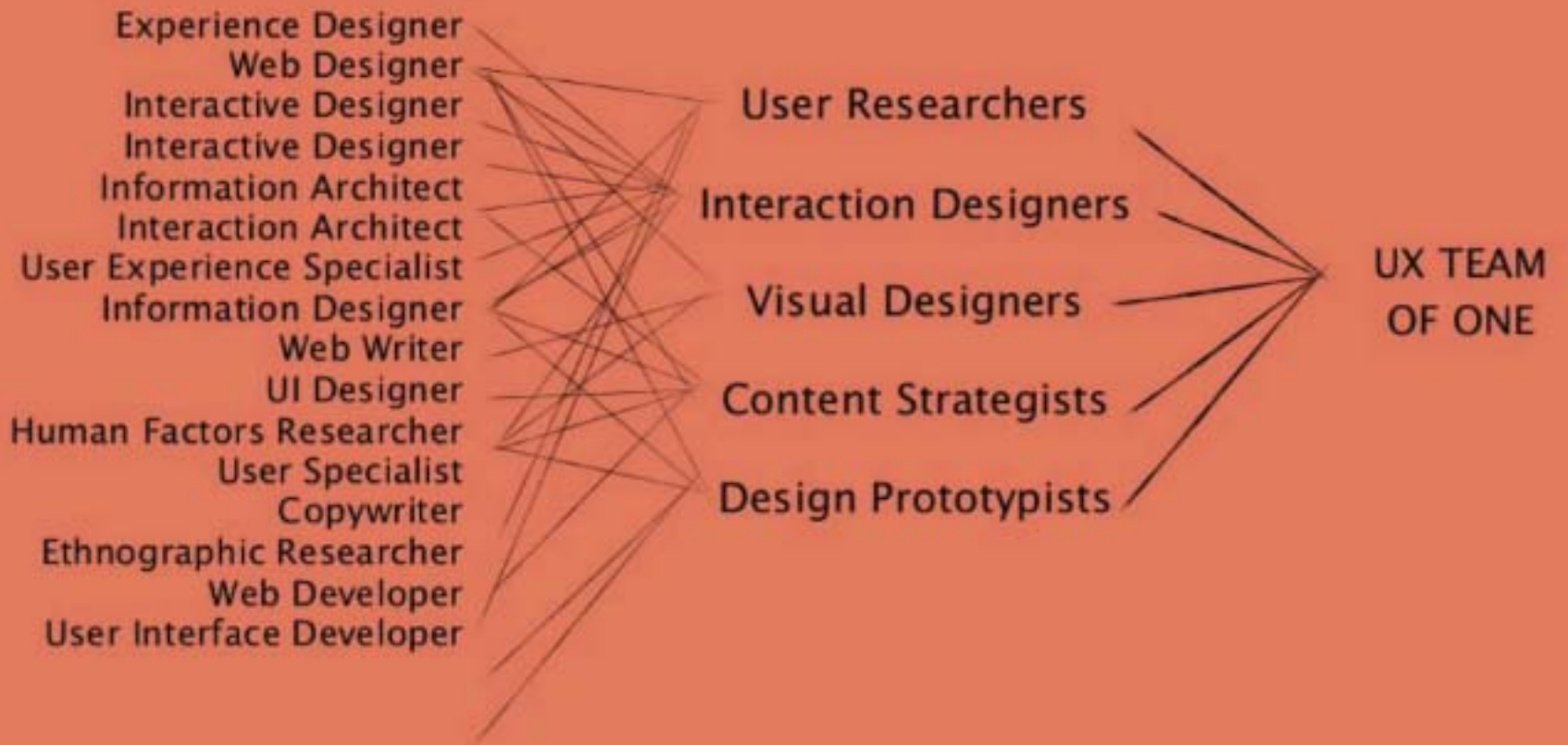


The User Experience Team of One A Research and Design Survival Guide







The Biggest Challenges For UX Teams of One

For teams of one, ideally methods are...

- ✓ inclusive & participatory
- ✓ focused on prioritizing
- ✓ lowest fidelity possible
- ✓ self documenting

PLANNING & DISCOVERY

1. UX QUESTIONNAIRE
2. UX PROJECT PLAN
3. LISTENING TOUR
4. OPPORTUNITY WORKSHOP
5. PROJECT BRIEF
6. STRATEGY WORKSHOP

RESEARCH

7. LEARNING PLAN
8. GUERILLA USER RESEARCH
9. PROTO PERSONAS
10. HEURISTIC MARKUP
11. COMPARATIVE ASSESSMENT
12. CONTENT PATTERNS

TESTING & VALIDATION

19. PAPER & INTERACTIVE PROTOTYPES
20. BLACK HAT SESSION
21. QUICK-AND-DIRTY USABILITY TEST
22. FIVE-SECOND TEST
23. UX HEALTH CHECK

DESIGN

13. DESIGN BRIEF
14. DESIGN PRINCIPLES
15. SKETCHING
16. SKETCHBOARDS
17. TASK FLOW
18. WIREFRAMES

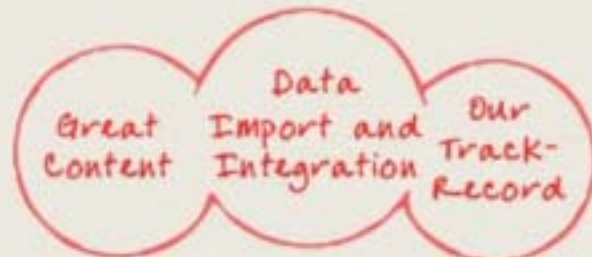
UX Questionnaire

Team. Who needs to be involved?

APPROVERS



Strategy. Why will people choose us over the alternative?



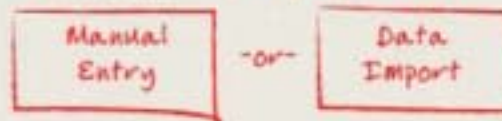
(need to confirm through competitive analysis)

Business Goals. Are we targeting measurable outcomes?

No idea! Talk to Joe.

Tasks & Scenarios. What are the key work flows?

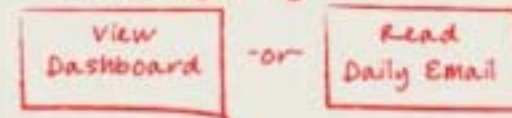
Track How I Spend Time



Get Ideas



Review My progress



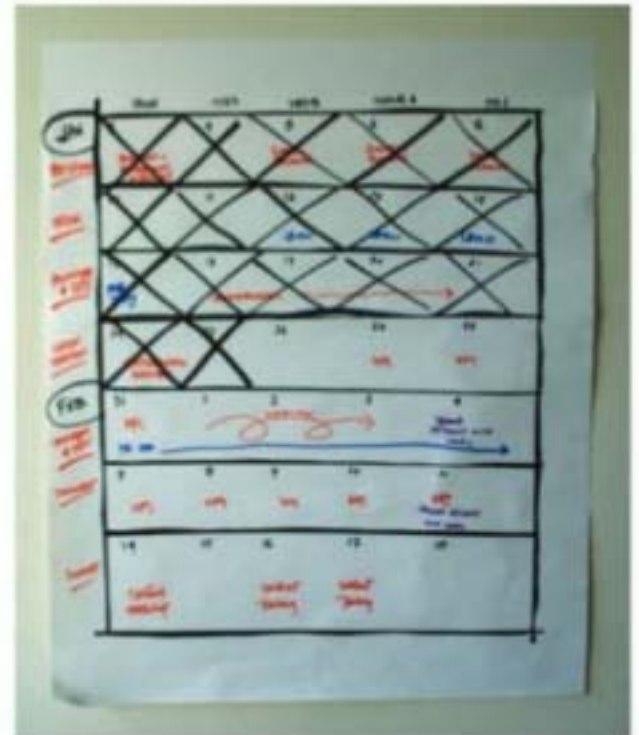
Users Goals. What do we know about our target users?



until we know more about the users, we won't know if these are the right tasks. need to do user research!

UX Project Plan

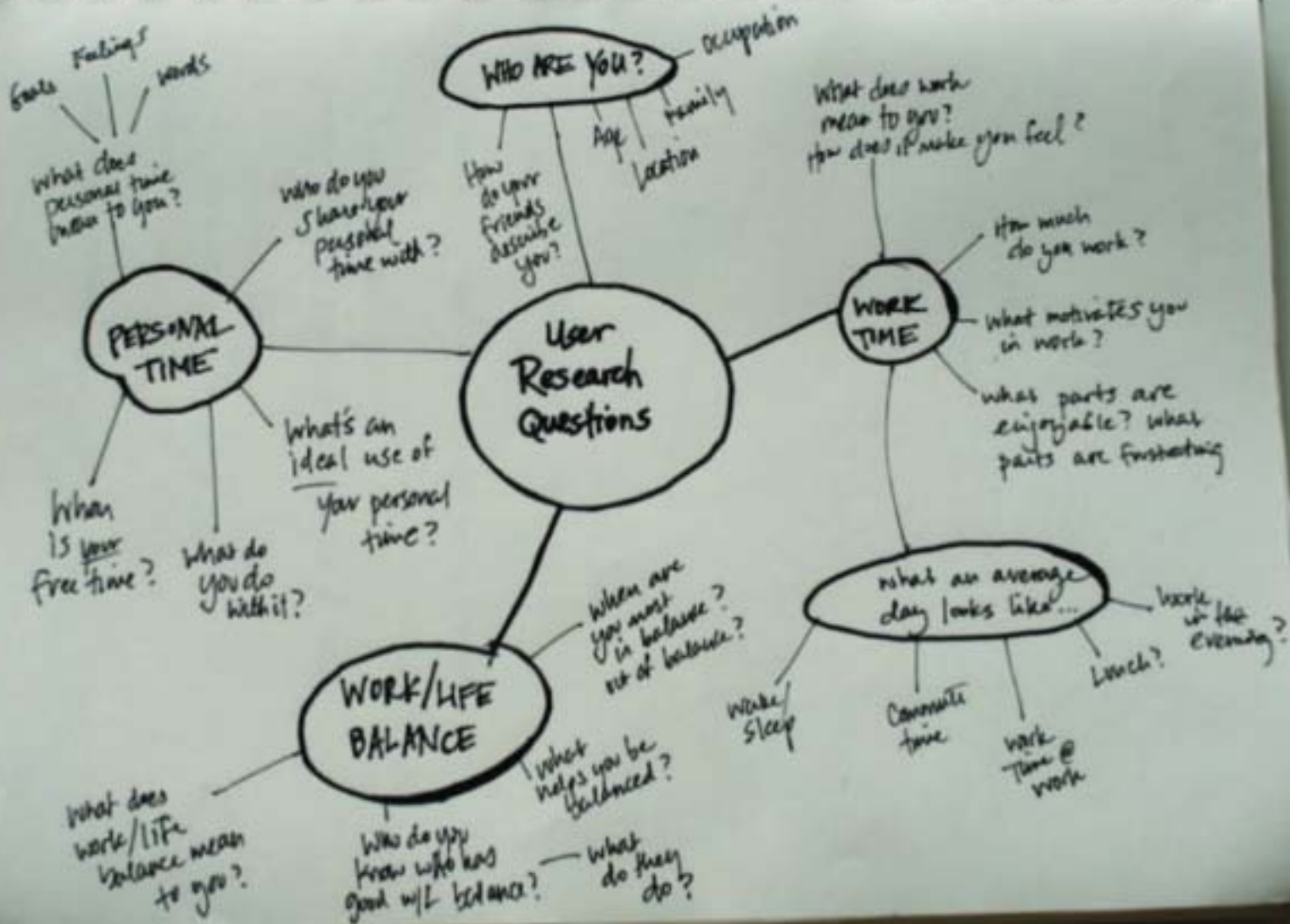
DURATION	ACTIVITY	OUTPUT	WHO'S INVOLVED
2 weeks	User Research Research in two parts: (1) interview existing customers about what's good and bad about the product, and (2) interview target customers about how they balance work/life today, pain points, tools they use today, etc.	Proto-Personas	<ul style="list-style-type: none"> Me Erin, Product Mgr (attend interviews and help take notes) Customer Support Team (help recruit existing customers to interview)
2 days	Product Assessment Review existing product to identify what can be used in the new product, what needs to be improved, and what's not relevant	Heuristic Markup	<ul style="list-style-type: none"> Me
1 week	Strategy Workshop Share what we've learned so far and create alignment on our vision for the project	"Vision Board" that includes Triads, Artifact from the Future, and Bang/Buck Graph To Live on the Wall and Inspire the Team	<ul style="list-style-type: none"> Me Erin, Product Mgr Dev Team Customer Support Team Kevin & Chris, Content Jen, Marketing Jaime, Sales Joe, Founder
3 days	Recommendations Synthesize research, product assessment, and strategy workshop and make design recommendations	Design Brief	<ul style="list-style-type: none"> Me (co-author) Erin (co-author) Jen, Jamie, Joe (approvers)
2 weeks	Initial Concepts Do sketches and run a sketchboard session. Develop higher fidelity sketches for approval.	Medium-Fidelity Concept Sketches for Core Workflows	<ul style="list-style-type: none"> Me Erin, Product Mgr Dev Team Customer Support Team Kevin & Chris, Content Jen, Marketing Jaime, Sales Joe, Founder
6-8 weeks	Iterative Detailed Design Co-locate with engineering team and product detailed wireframes for core workflows. Bring in contract visual designer for look and feel.	Detailed Wireframes and Design Comps	<ul style="list-style-type: none"> Me Contract Visual Designer (to be hired)
6-8 weeks (concurrent w/ detailed design)	User Testing Conduct task-based usability tests on core workflows	Recommendations for Improvements to Designs	<ul style="list-style-type: none"> Me (conduct) Erin, Product Mgr (observe) Development Team (observe)



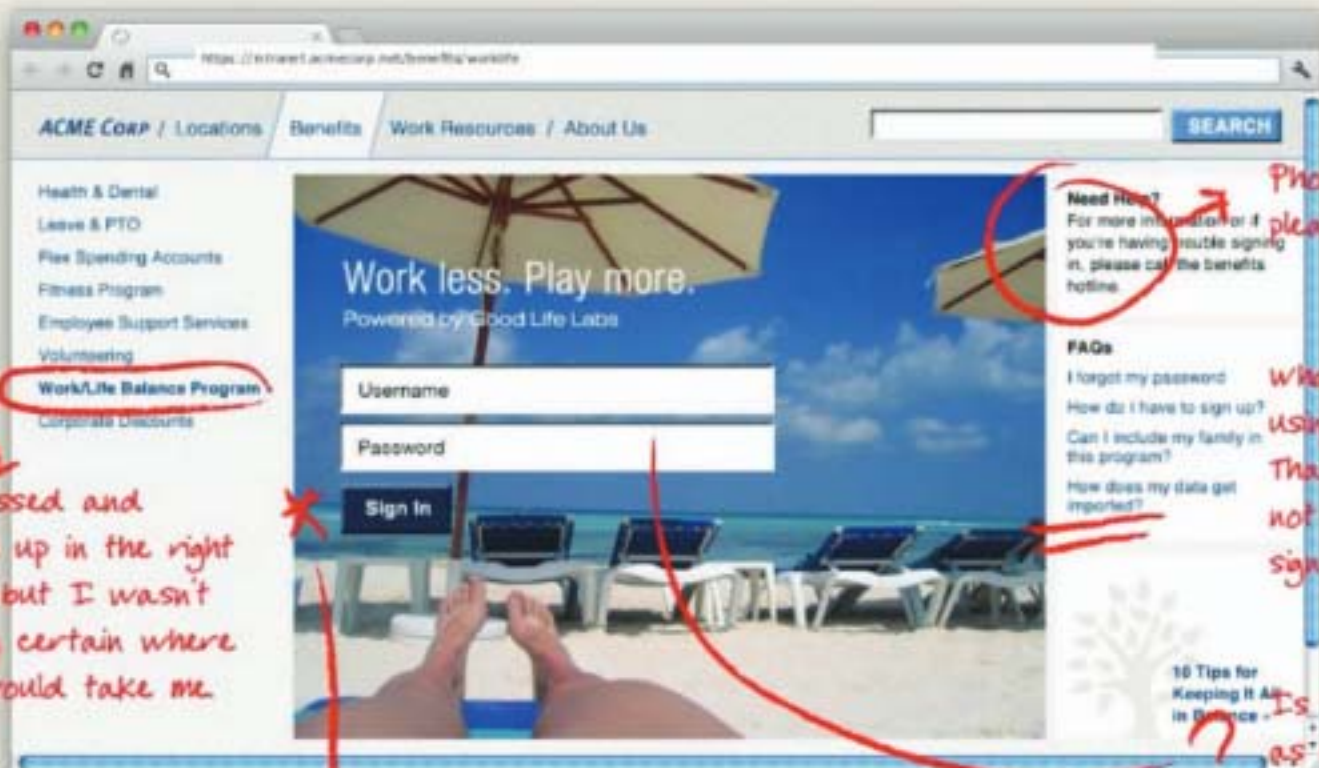
ASSUMPTIONS ABOUT OUR USERS

TYPES OF USERS →	VIEWERS	ADMINS	BUYERS
GOALS/ STATE OF MIND	<ul style="list-style-type: none"> Search + find correct answers Want to be certain Want to share what they find with others Want to be good at their jobs/work. 	<ul style="list-style-type: none"> Dealing with piles/lots of data Provide good svc. Solve problems. Respect processes "Add Value" 	<ul style="list-style-type: none"> Save & ENSURE feature parity Please their internal customers create automated processes
PAIN POINTS	<ul style="list-style-type: none"> Not sure if they've found the only/all the info Can't save + duplicate portfolios can't customize with their name/logo. not enough time 	<ul style="list-style-type: none"> Hardly to compute, close to trouble in a limited fashion. listen for keywords creation of repeatable scripts for common issues 	<ul style="list-style-type: none"> not aware of all the service options don't necessarily disseminate info... not everyone knows what they can do rigid systems
OTHER PRODUCTS THEY USE	Excel Word	Sharepoint MS Access Email Archives	Analyst Reports Procurement System

Research Questions Mind Map



Step 2: Attempt to Sign up



I guessed and ended up in the right place, but I wasn't totally certain where this would take me.

Phone number please!

What? You're using my data? That's makes me not hesitant to sign up or sign in.

Is this the same as my corporate login? Can't tell.

Couldn't find this button at first. Blends in with the picture.

Journey Line



SITUATION PICKER ↴



NETWORK VISUALIZATION ↴ "MY" PAGE ↴



Ideas for onboarding

Activity



FEED FILTER ↴

Employee Profile

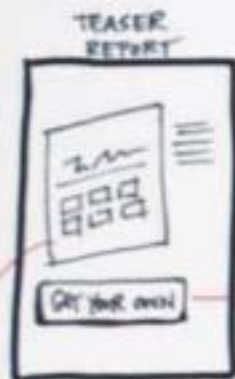


EMPLOYEE PROFILE ↴

Special topics: ONBOARDING



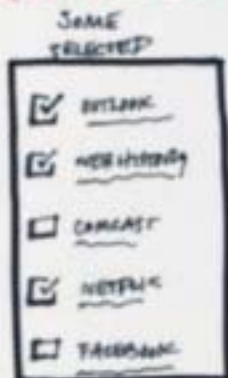
Task Flow



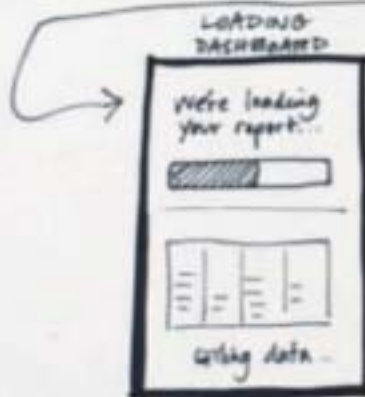
Can click on report to see detailed version. See if people use that...



Make these interactive so we can see what people select, or if they are without...



What happens if they don't pick any?

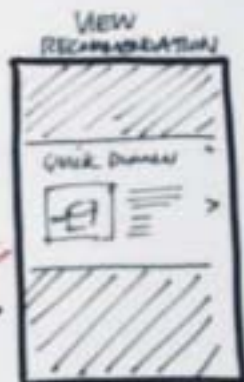


Can we animate this part to show data feeding in?



Spent some time here. Also whether the calendar grid makes sense, and what they're drawn to

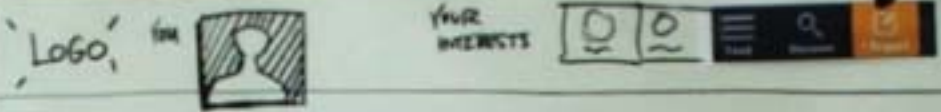
Make first screen account & include in task



ADJUST INTERESTS

DASHBOARD

⊕ opens as a dropdown

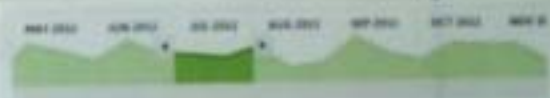


PAGE TITLE

(LITTLE ILLUSTRATIONS MAKE IT FEEL PERSONAL)

UNSTUCK

Live better every day



⊕ Not sure which style is best - if any

TIMELINE VISUAL + NAVIGATION



⊕?

CONTENT RECOMMENDATIONS



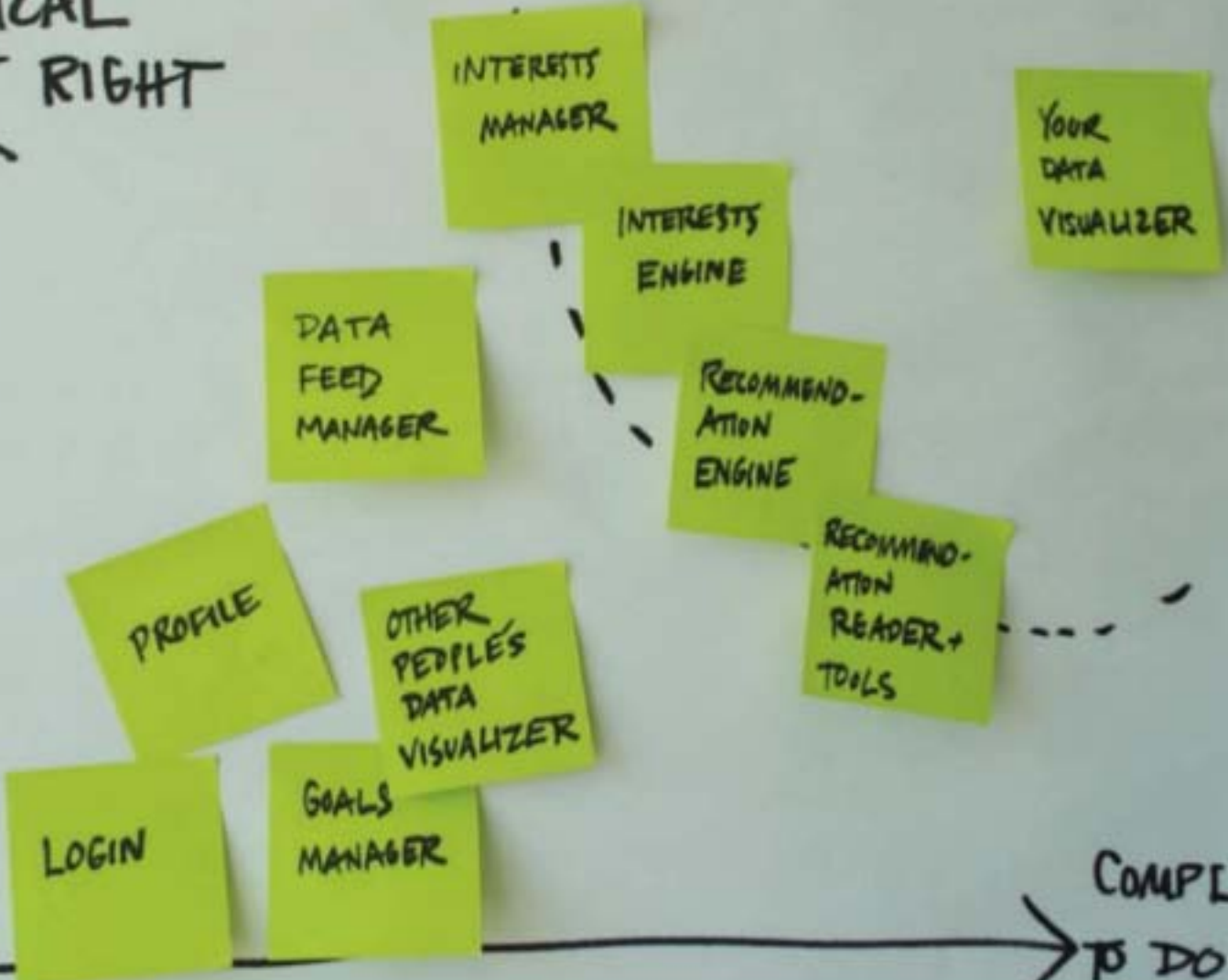
⊕ Clicking to view content opens a book-like overlay for showcasing content

SETTINGS



PROTOTYPE THESE

CRITICAL
TO GET RIGHT



COMPLEX
TO DO WELL