GREAT UX, GREAT BUSINESS

UNDERSTANDING THE BUSINESS TO DELIVER GOOD UX

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THE_TURO

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TIME SPLIT

- INTRO *5min*

- WHAT I MEAN WITH "UNDERSTAND THE BUSINESS" *10min*

- USE THIS IDEAS *5min*

- Q&A *5min*

COMPANY GOALS AND DESIGN GOALS
HAVE NOT ALWAYS BEEN
ON THE SAME PAGE

iPod и iPod mini
самые популярные mp3-плееры в мире

Quark

conEdison

LG

University Science Park
Pebble Mill

BRANDS, COMPANIES, PRODUCTS…
WE HAVE REALISED THAT
WE NEED TO
**START WITH THE USER EXPERIENCE
AND WORK BACKWARDS**

User Experience roots
are deeply connected
to the <u>purpose</u> of the business

User Experience
has become a
Key Business Differentiator

IDEAS

PRE-ANÁLISIS

WIP   DONE

PRIORITIZATION

DISCARDED | | | | | |

WHERE IS THE USER
IN THE ORGANISATION CHART?

WHAT IS THE PRODUCT?

HOW DO WE MAKE THE PRODUCT?

HOW DO WE MAKE THE PRODUCT?

DEVELOPMENT

- TECH STACK
- METHOD
- PHASES OF THE DEVELOPMENT
- API
- QA
- OFTEN PUSH PROD
- ETC

HOW DO WE MAKE THE PRODUCT?

DEVELOPMENT

- TECH STACK
- METHOD
- PHASES OF THE DEVELOPMENT
- APIS
- CONEXIONS
- QA
- OFTEN PUSH PROD
- ETC

PRODUCT MANAGEMENT

- STRUCTURE OF TEAMS
- UX TEAM
- PRODUCT OWNERS
- PRODUCT MANAGERS
- BUSINESS ANALYSTS
- WHO MAKES THE DECISIONS?
- HOW DO WE TRACK OUR TESTS?
- ETC

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BUSINESS

- VISION
- STRATEGY
- MKT STRATEGY
- PRICING
- PARTNERS
- REVENUE
- EXPECTED GROWTH
- ETC

- WHY?

- WHY?
- RELATED WITH OTHER USER STORIES?

- WHY?

- RELATED WITH OTHER USER STORIES?

- CONTRIBUTION WITH THE PRODUCT STRATEGY?

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- IS STRATEGY ALIGNED WITH USER NEEDS?

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- EFFORT?

- HOW LONG TO A MVP?

- WHY?

- RELATED WITH OTHER USER STORIES?

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- IS STRATEGY ALIGNED WITH USER NEEDS?

- HOW ARE WE GOING TO MEASURE THIS?

- EFFORT?

- HOW LONG TO A MVP?

- ETC

During design critiques,
we critique
Business ideas and analyse how they
fit-in with the User Needs

Users, and their Experiences are shaping the products we create

GREAT UX, GREAT BUSINESS
UNDERSTANDING THE BUSINESS TO DELIVER GOOD UX

1 - GET TO KNOW THE PRODUCT

- USE YOUR PRODUCTS

- TALK, ASK QUESTIONS

- ENSURE YOU GET THE RIGHT INFORMATION SOON ENOUGH

- WHAT IS KEEPING YOUR BOSS AWAKE AT NIGHT?

- CONDUCT STAKEHOLDER INTERVIEWS WITHIN THE COMPANY

- ETC

2 - INFLUENCE YOUR COMPANY

- CREATE AND EMBRACE A DESIGN PROCESS

- INCLUDE THE BUSINESS POINT OF VIEW IN YOUR HEURISTICS

- RUN DESIGN CRITIQUES

- EVANGELISE: GAIN VISIBILITY

- LOOP BUSINESS STAKEHOLDERS INTO THE DESIGN PROCESS

- PICK A SMALL PROJECT YOU KNOW WILL ADD VALUE

- MEASURE

- TEACH EVERYONE THAT "UX IS NOT A ROLE"

- ETC

3 - BE PREPARED TO ACCEPT THE CHALLENGE

- KEY POSITION IN THE ORGANISATION

- TO GET OUT OF THE COMFORT ZONE

- TO SAY "THIS IS NOT PART OF MY WORK, BUT I WILL DO IT"…

- DEVELOP SOFT SKILLS

- ABILITY TO PERSUADE

- NEGOTIATE

- TRADE-OF

- ETC

Take your time
Stay long enough

"With great power
there must also come
great responsibility"

Winston Churchill

"With great power there must also come great responsibility"

Winston Churchill

(and Uncle Ben in Spider Man)