

LEAN UX Meetup ~ Vegas!

Mobile + Lean UX?

Next ideas...



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Lean UX Meetup
@Roster Media
June 20 2013
Sketchnotes
@katerutter

@Simon What is Lean?

Toyota = Agile, nimble, Lean manufacture...

Software = **WAS** Waterfall
RFP - Specs!
MRD - Requirements
PRD - Builds

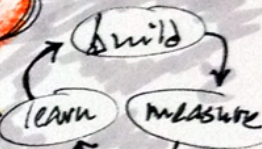
Fast cycles!
Small tests!
Constant Learning

LEAN →

Now

Learn. Startup. Build the smallest possible thing **MVP**

CONSTANT LEARNING



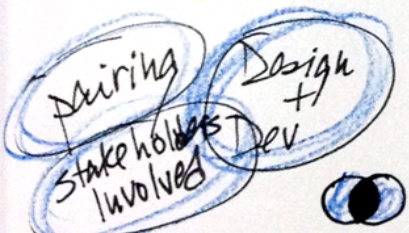
How Does it Work?

✓ Reframing your Expertise ... as Finding Answers...

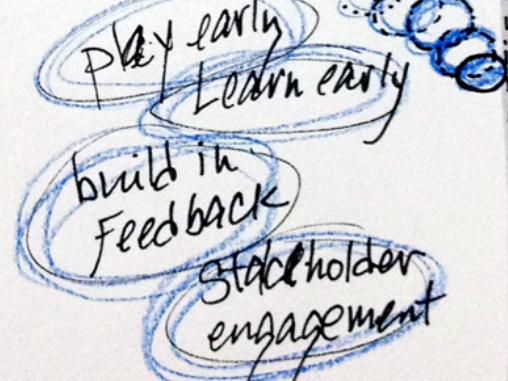
✓ But what about Professional Services...

! Iteration! Do over? or Next unit? ~ refactor...

1 Cross-Functional Teams



2 Early, Incomplete Concepts



3 Iteration & Validated Learning



Benefits

★ Stakeholder involvement

★ Involves Dialog

★ Decreases Risk

★ Better Outcomes