Transforming ideas into amazing products

I 146: Foundations of New Media

UC Berkeley School of Information

+

Luxr

WED, JUN 20, 2012

adaptive path

POP VOX

taskrabbit

Mingly

MileSense

pickie beta

Food Foodspotting

We teach startup entrepreneurs how to build products that people need, want, and love to buy.

TWEET!

Kate Rutter

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@katerutter

@luxrco

This is about product design.

- New ways of building interactive media products (& projects)
- Lean Startup & Customer Development
- Product UX Practices
- Hands-on } make a product MVP

15 min talk

Welcome
Intro
Key concepts
What we'll do and why

3 Big Ideas in startups today

Customer Development

Get out of the building!

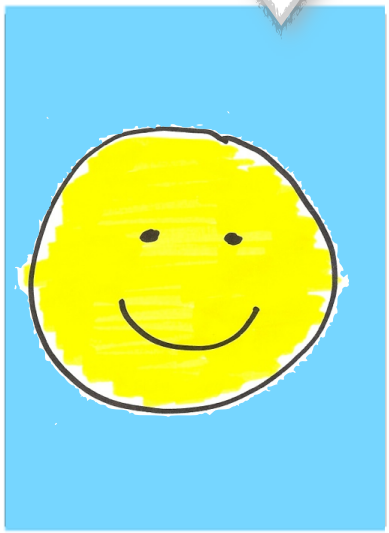
Lean Startup

Build. Measure. Learn!

Eric Ries

User Experience

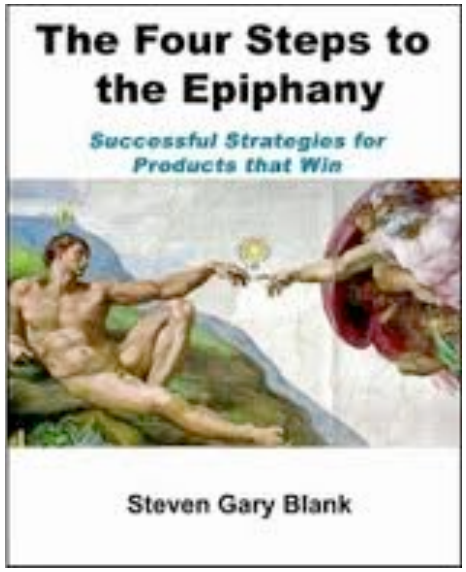
Walk in the users' shoes!



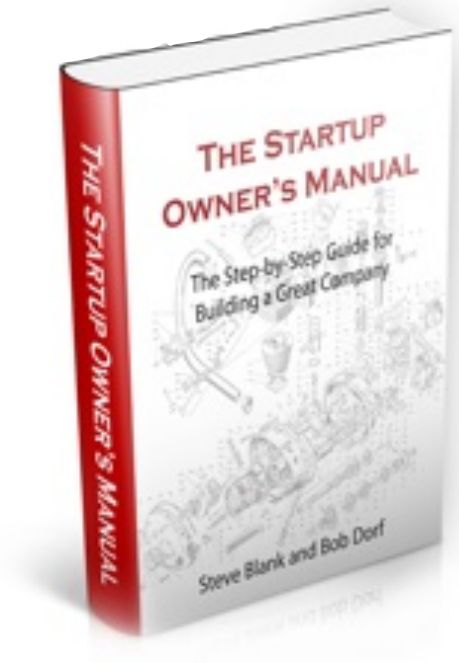
Get out of the building!

Customer development is...

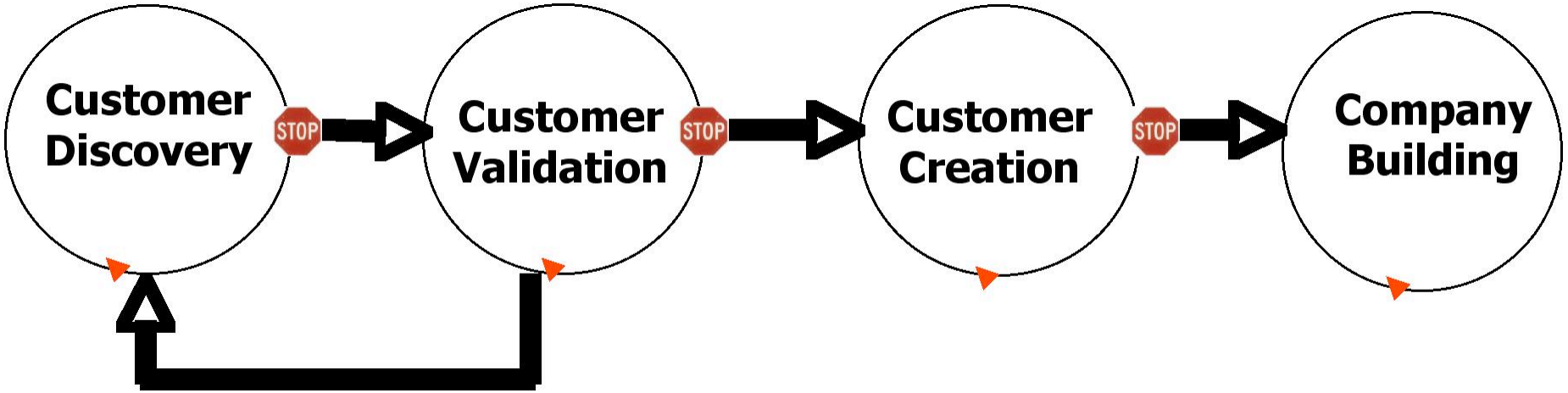
A four-step framework for **discovering and validating** the right market for your idea, **building** the right product features that solve customers' needs, **testing** the correct model and tactics for acquiring and converting customers, and **deploying** the right organization and resources to scale the business.



Steve Blank introduced "Customer Development" in...um...2006.



The big idea...



What's this mean for turning ideas into products?

It means you don't build a lot of stuff without anyone seeing it in progress.

You get feedback from users.
Lots of it. At every step.
You use this feedback to inspire **better** ideas.

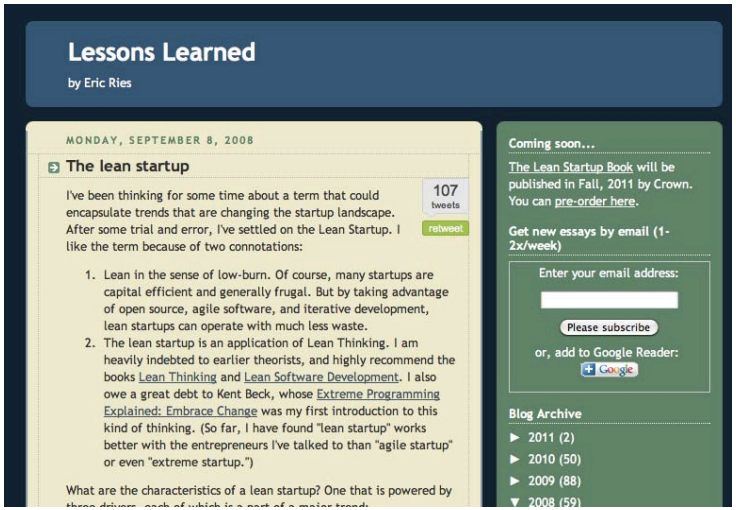
So that you don't waste your time on stuff that doesn't matter.

Build.
Measure.
Learn!

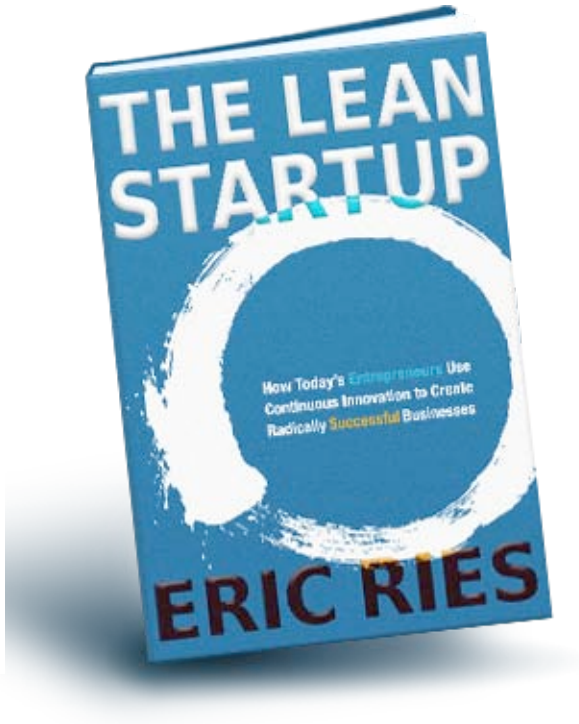
Lean Startup is...

An approach for **building companies** that are creating **new products and services** in situations of **extreme uncertainty**.

The approach advocates creation of **rapid prototypes** that test market assumptions, and uses **customer feedback** in an effort to evolve the design faster and **reduce waste**.



Eric Ries wrote a blog post on Sept 8, 2008 titled "The Lean Startup."



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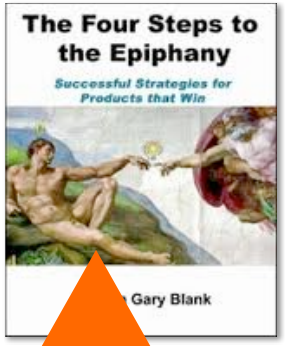
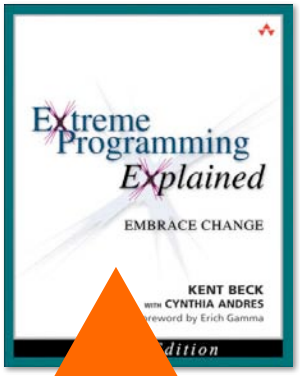


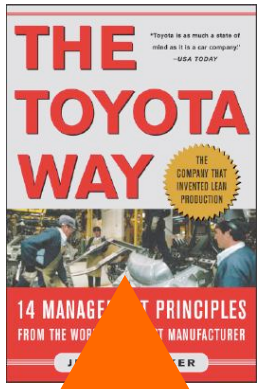
make products customers want

+



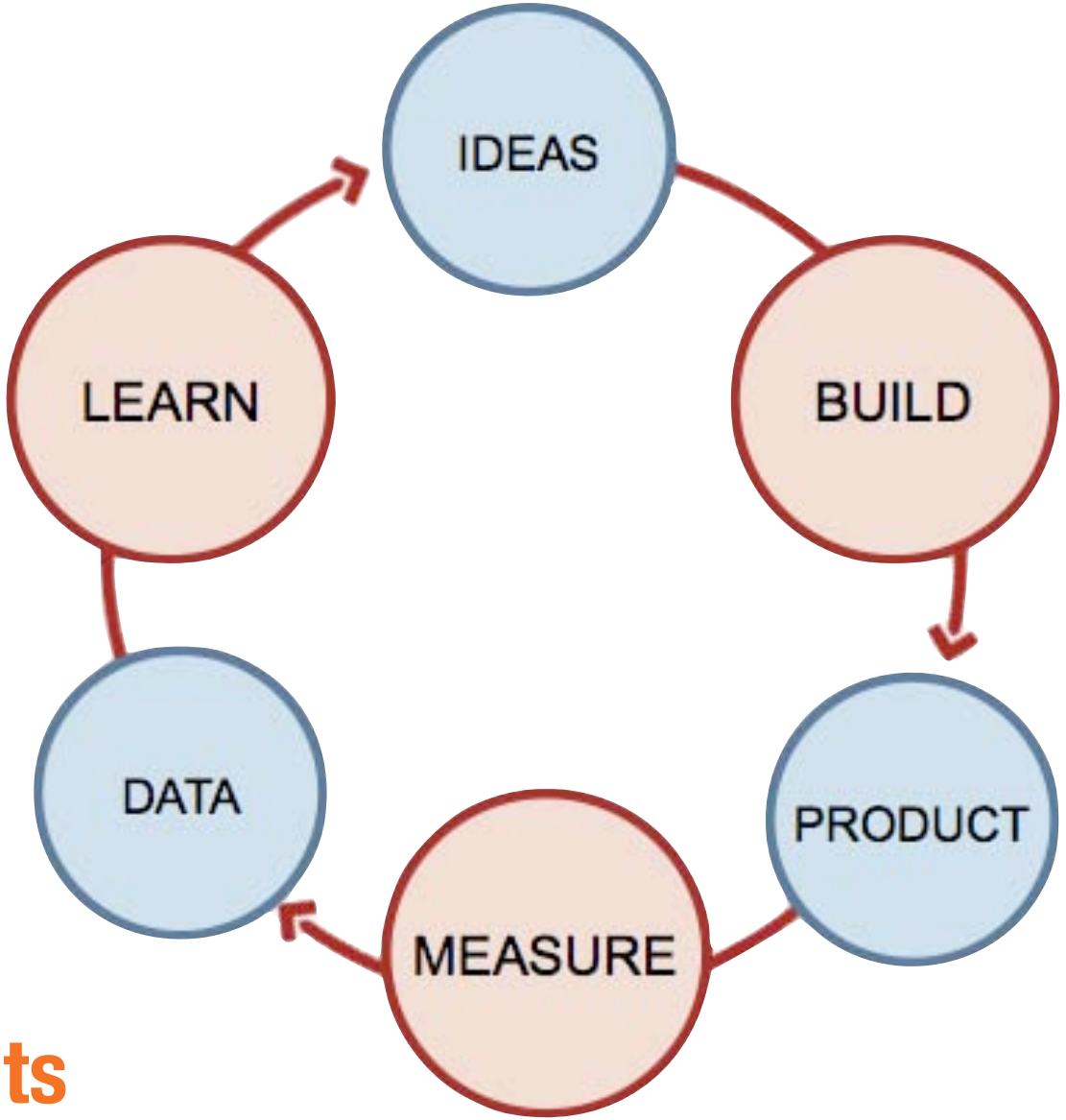
release incrementally

+



reduce waste

Lean Startup advocates...



- Experiments
- Validated learning

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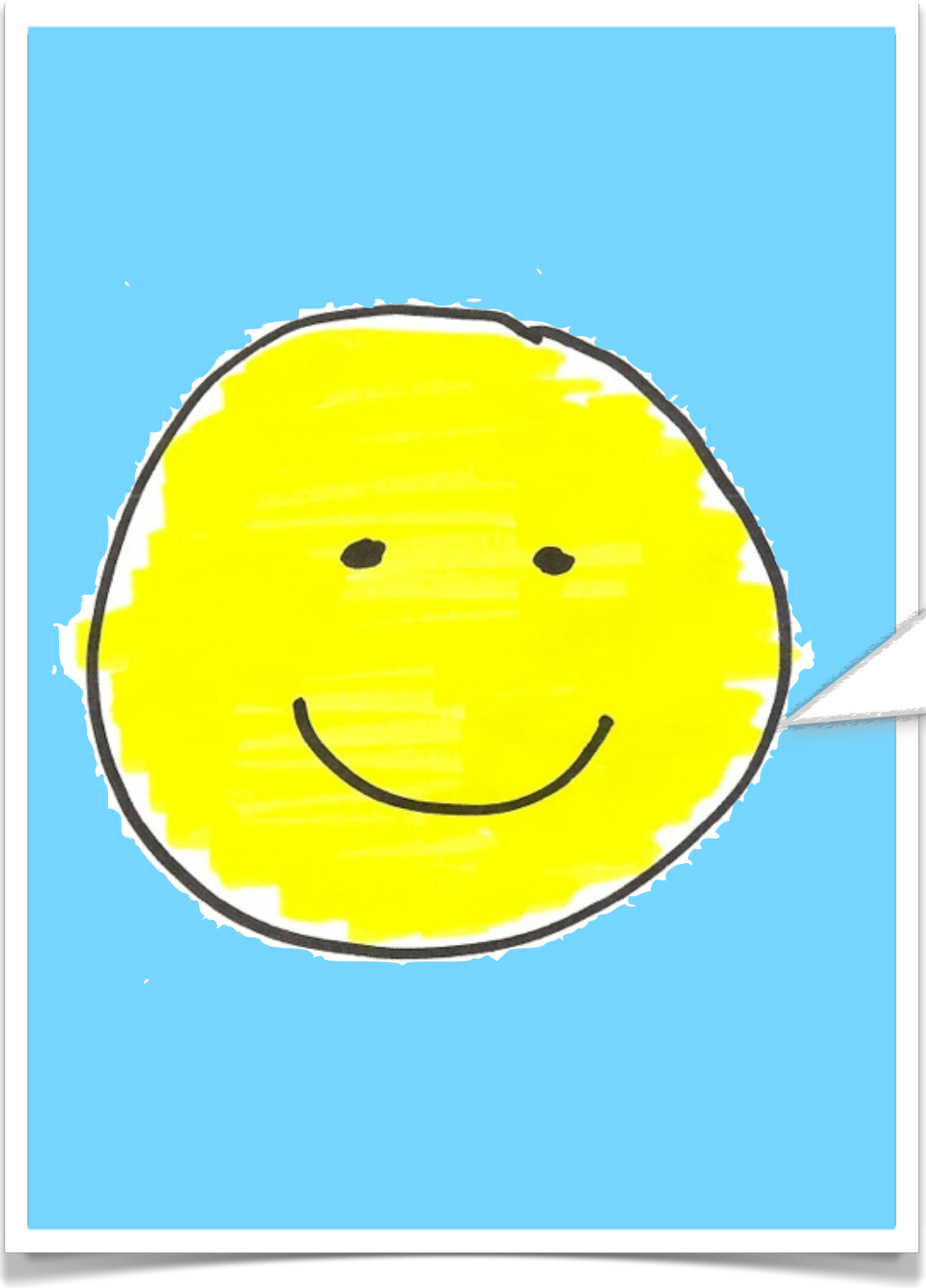
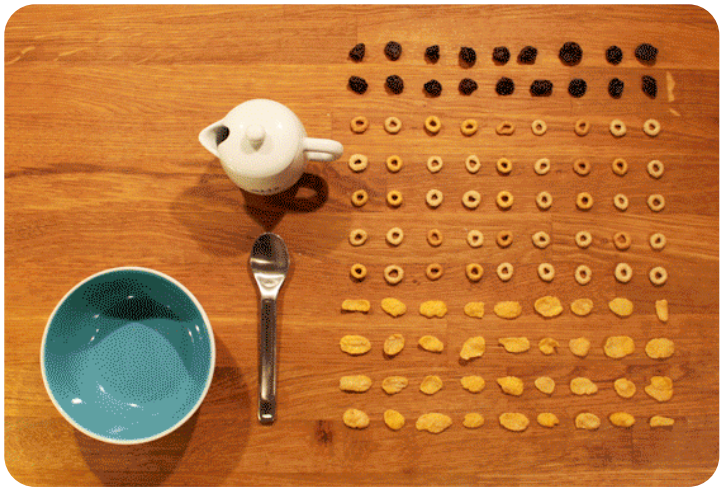


Walk in the users' shoes!

User Experience is...

A person's **perceptions** and **responses** that result from the **use or anticipated use** of a **product**, **service** or **system**.

product

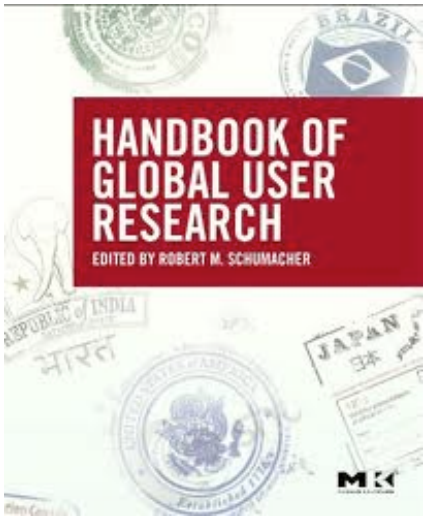


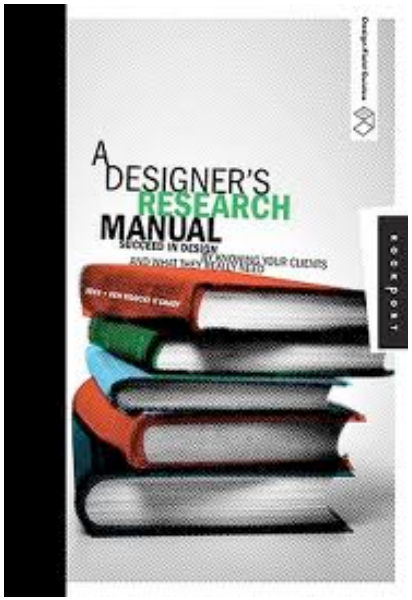
UI

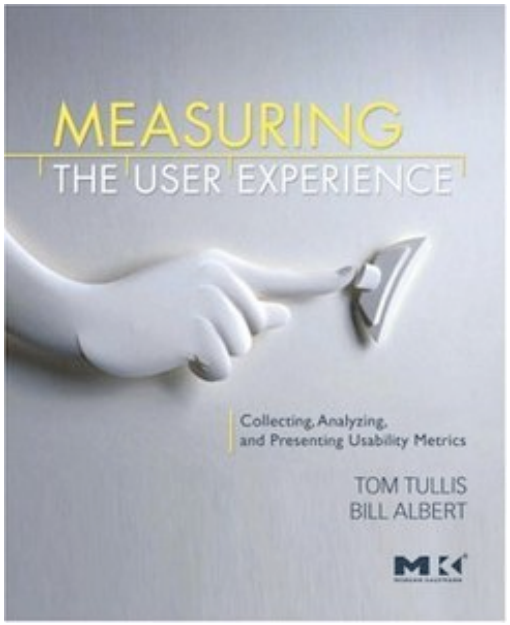
UX

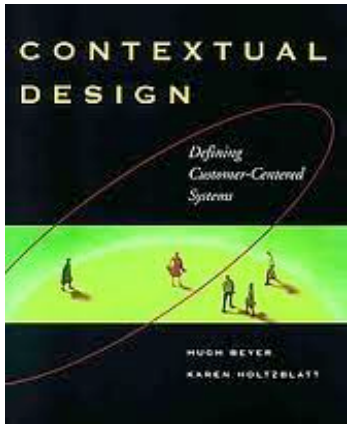
via Ed Lea: http://design.org/blog/difference-between-ux-and-ui-subtleties-explained-cereal

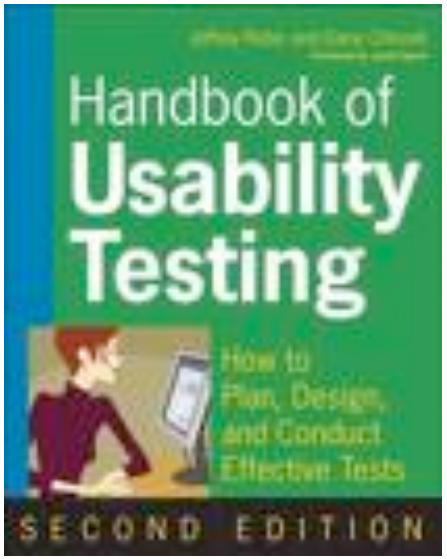
UX folks write lots of books about learning from users.

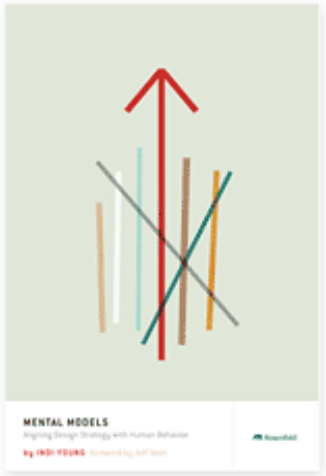


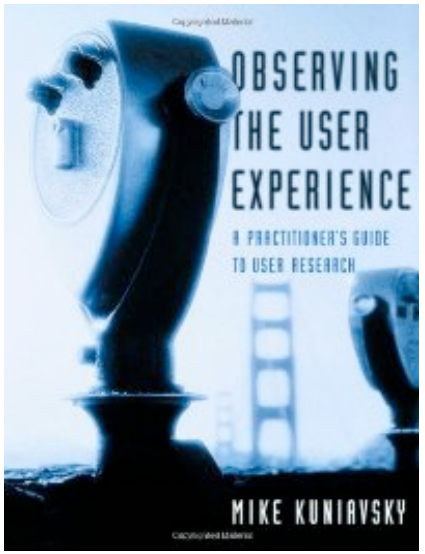










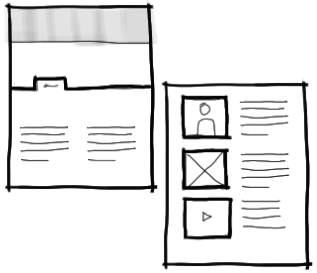


"User research" book ✕ Search

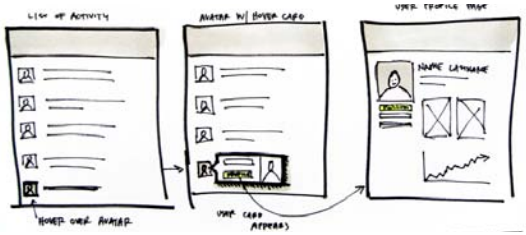
About 560,000 results (0.29 seconds) Advanced search

Every media product has a User Experience

People, their goals, needs & uses



Sketches & prototypes explore the possibilities



Interactions & flows bring the uses to life in your product

Design > UI

BUILD

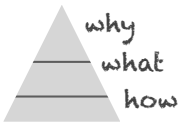
MEASURE

LEARN

Users

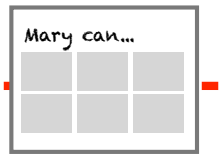
Needs

1. I need...
2. I want...
3. My goal is...



Your vision & ideas go here

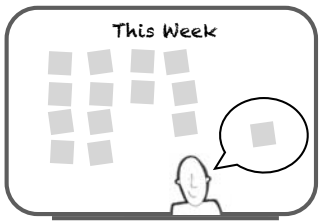
Uses



Features

Sketches, wireframes, pixels

Interfaces & flows
Prototypes
User stories



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Why is this important?

So that your work matters and makes a difference.

ie: to more people, not just you.

What does this look like in practice?

10 min activity

Grab the ideas

1

Grab the ideas

Users + Problems + Solutions

Make a 3-part map

{Activity}

Sketch out the three parts

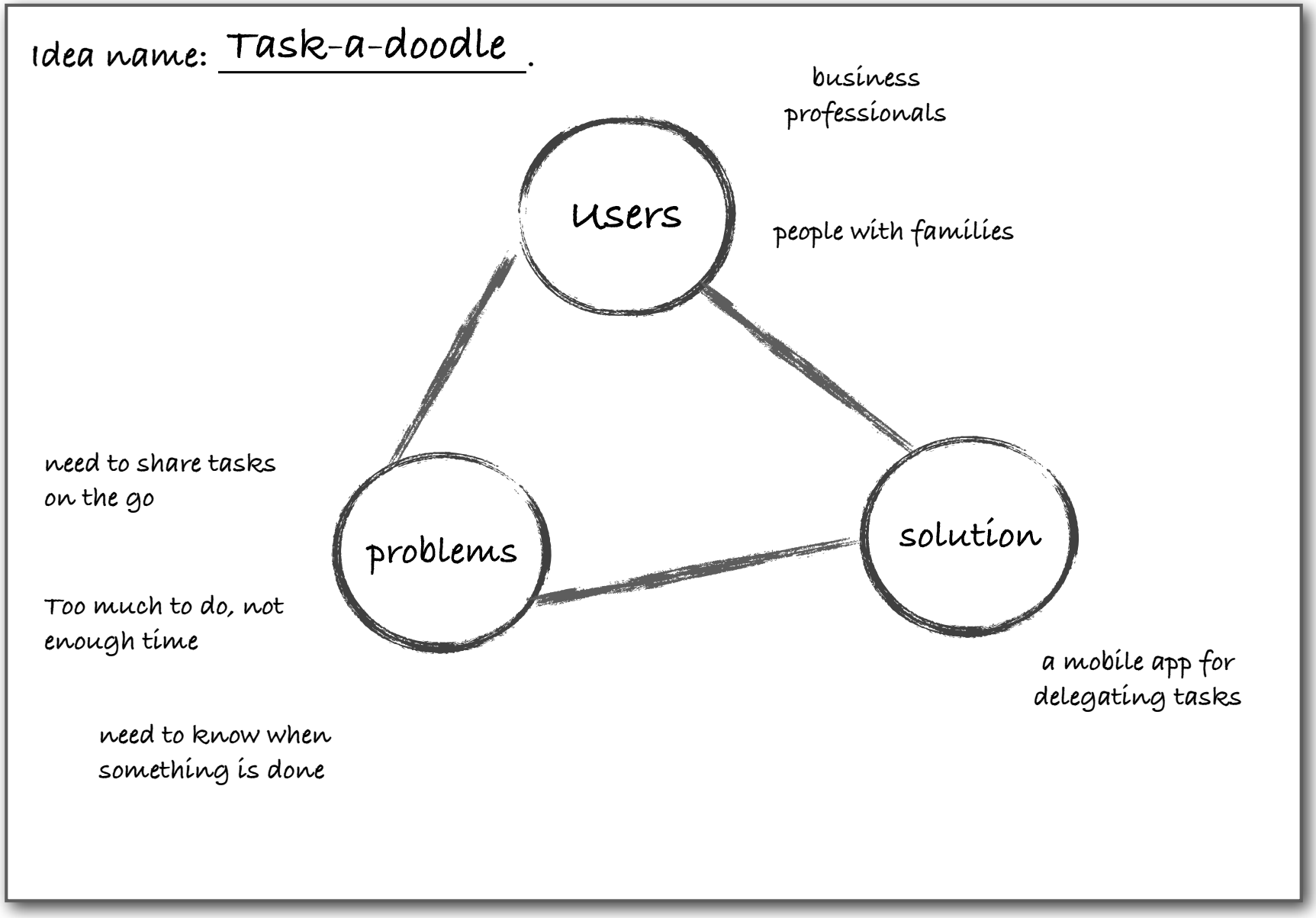
Who are the users?

What problems do they have?

What would be a proposed solution?

Users + Problem + Solution map

"the DNA of your idea"



30 min activity

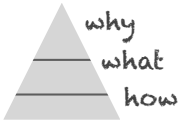
Get to know your users

UX Path

Users

1. I need...
2. I want...
3. My goal is...

Needs



Your vision & ideas go here

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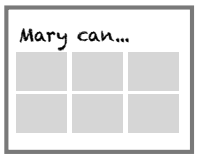
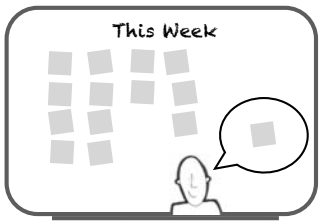


Features

Sketches, wireframes, pixels

Interfaces & flows
Prototypes
User stories



2

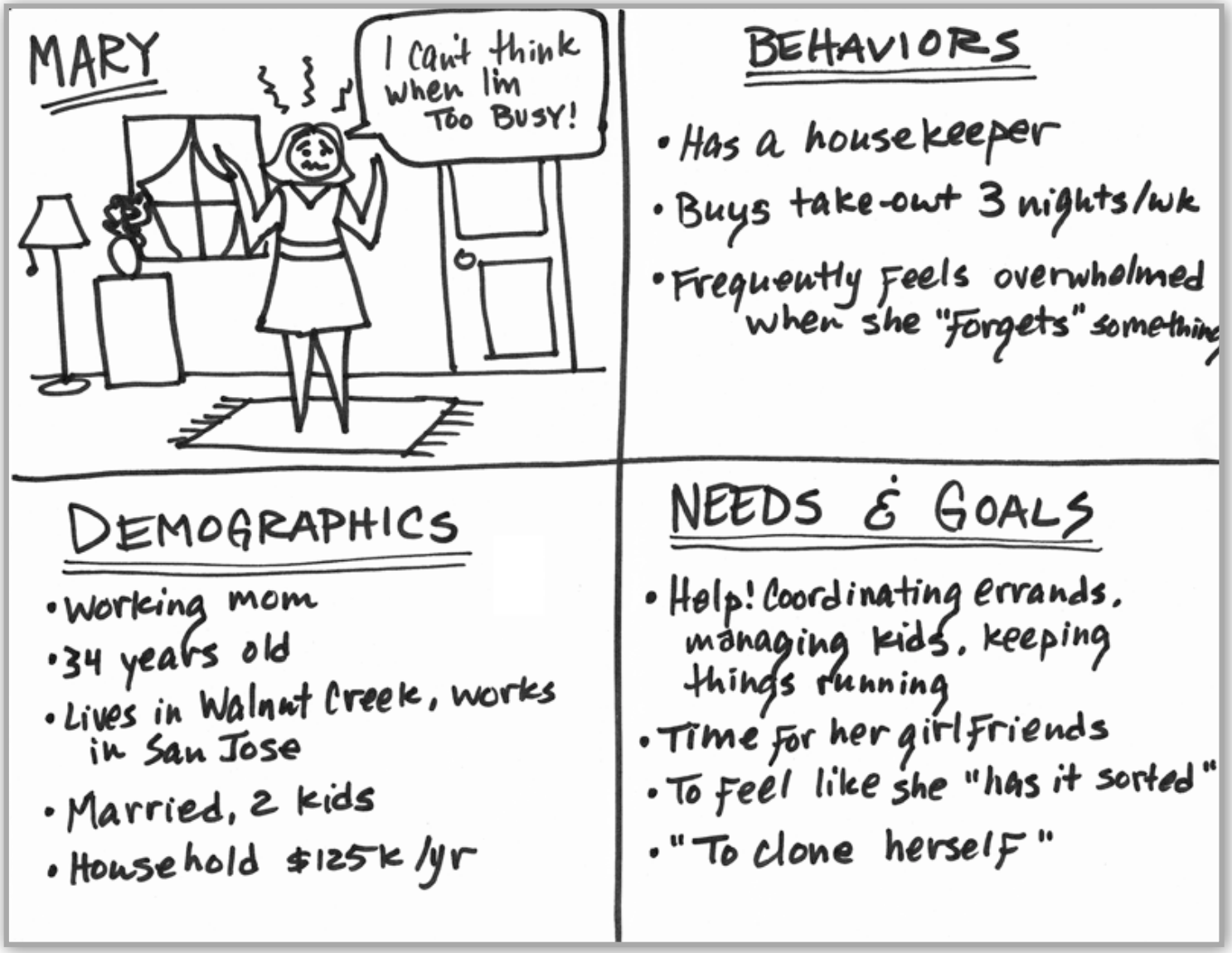
Think About Your Users

(Personas and Customer Development)

{Warm-Up Activity}

Rapid Sketching
Clothespin Man!

Who: Make a Persona



{Activity}

Make a persona

Portrait

{Activity}

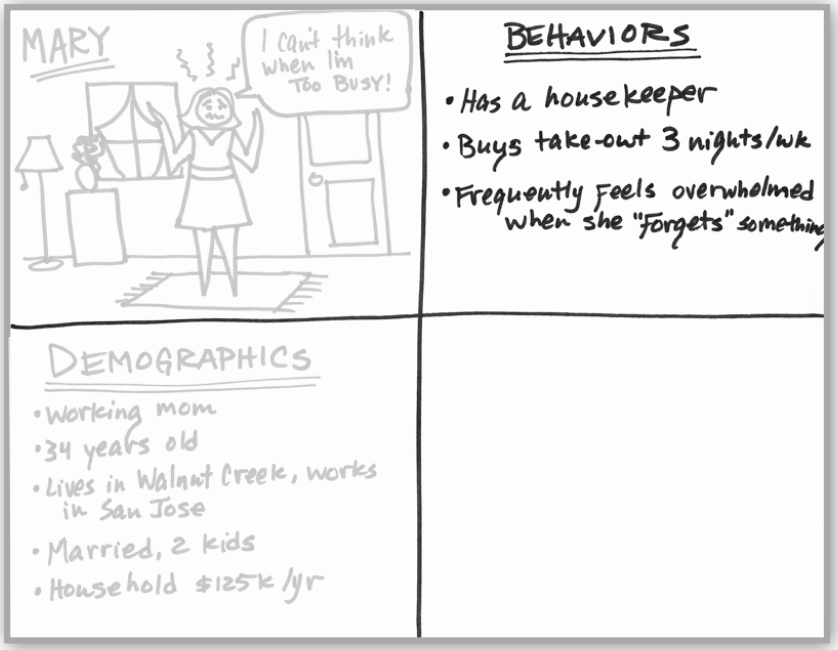
Make a persona

Demographics

{Activity}

Make a persona

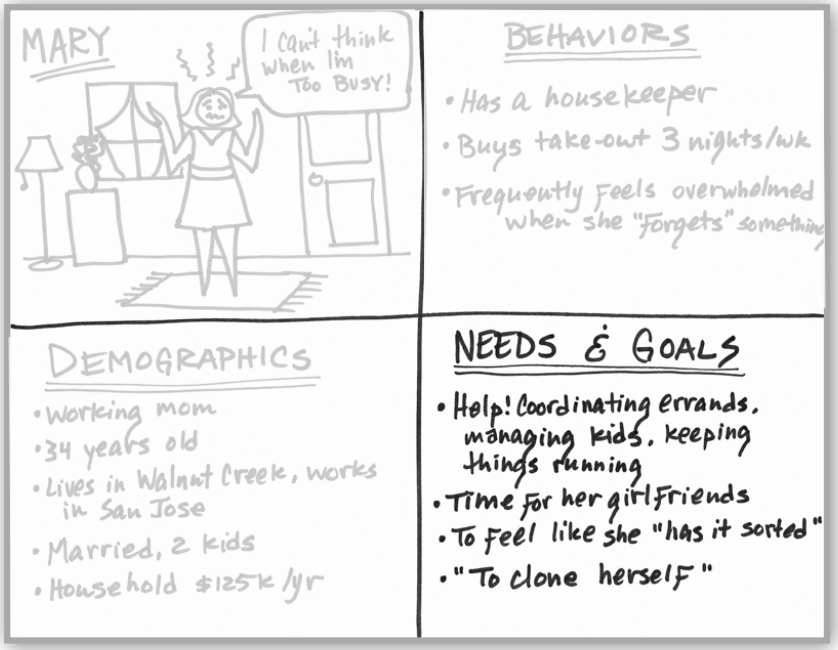
Behaviors



{Activity}

Make a persona

Needs & Goals



{check}

3 checks

* Does this sound like a person who could exist?
  If **no**, make adjustments.

* Is this an actual person you know?
  If **yes**, make adjustments.

* Is the persona respectful?
  If **no**, make adjustments or re-do. Contempt is not helpful.

Homework:
Talk to your users

"Have you ever had _____ experience?"

"Can you tell me the story about that?"

"And then what happened?"

"Why [or how] did you do that?"

"What did you love [or hate] about that?"

"If you could wave a magic wand, what would it be like?"

During the conversation

DO

- Take notes
- Smile
- Ask open-ended questions
- Get their story
- Shut up and listen

DON'T

- Talk about your idea
- Ask about future behavior
- Sell
- Ask leading questions
- Talk much

After each conversation

DUMP (5min)

1 idea per sticky
"What I heard"
"What I saw"
"What stood out"

SORT (10min)

Collect similar items
Label groups
Stack duplicates
Note trends and exceptions

20 min activity

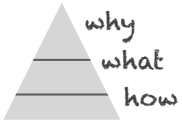
Act on user needs

UX Path

Users

Needs

1. I need...
2. I want...
3. My goal is...



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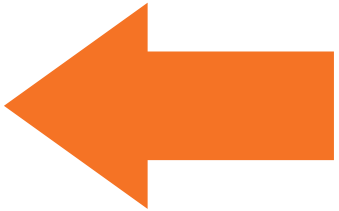

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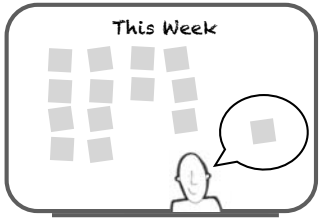


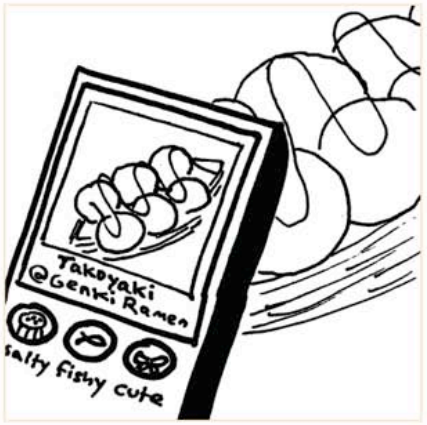
3

Act on Customer Needs

(Developing product uses & ideas)

Sketching
6-Up Uses
Features

Real-world example



Become a foodspotter

No matter where you discover a new food, you can easily capture it using Foodspotting's mobile or web interface. Capture on the spot and add details later.

Compete with other foodspotters

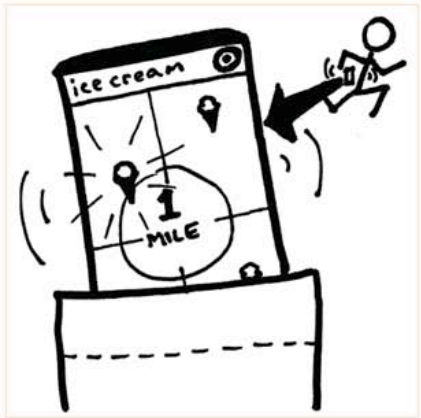
Like Trainspotting and Planespotting, Foodspotting is a new, social pastime with game-like goals. It rewards both mastery of particular foods and diversity.

Create and join scavenger hunts

Whether it's SF's viral "100 Things" list or a user-created list, you can showcase progress, compete with others and organize meetups around scavenger hunts.

Satisfy your cravings

Whether you're a discriminating foodie or want to make the most of limited time or money, Foodspotting can help you find the best of any food in any city.



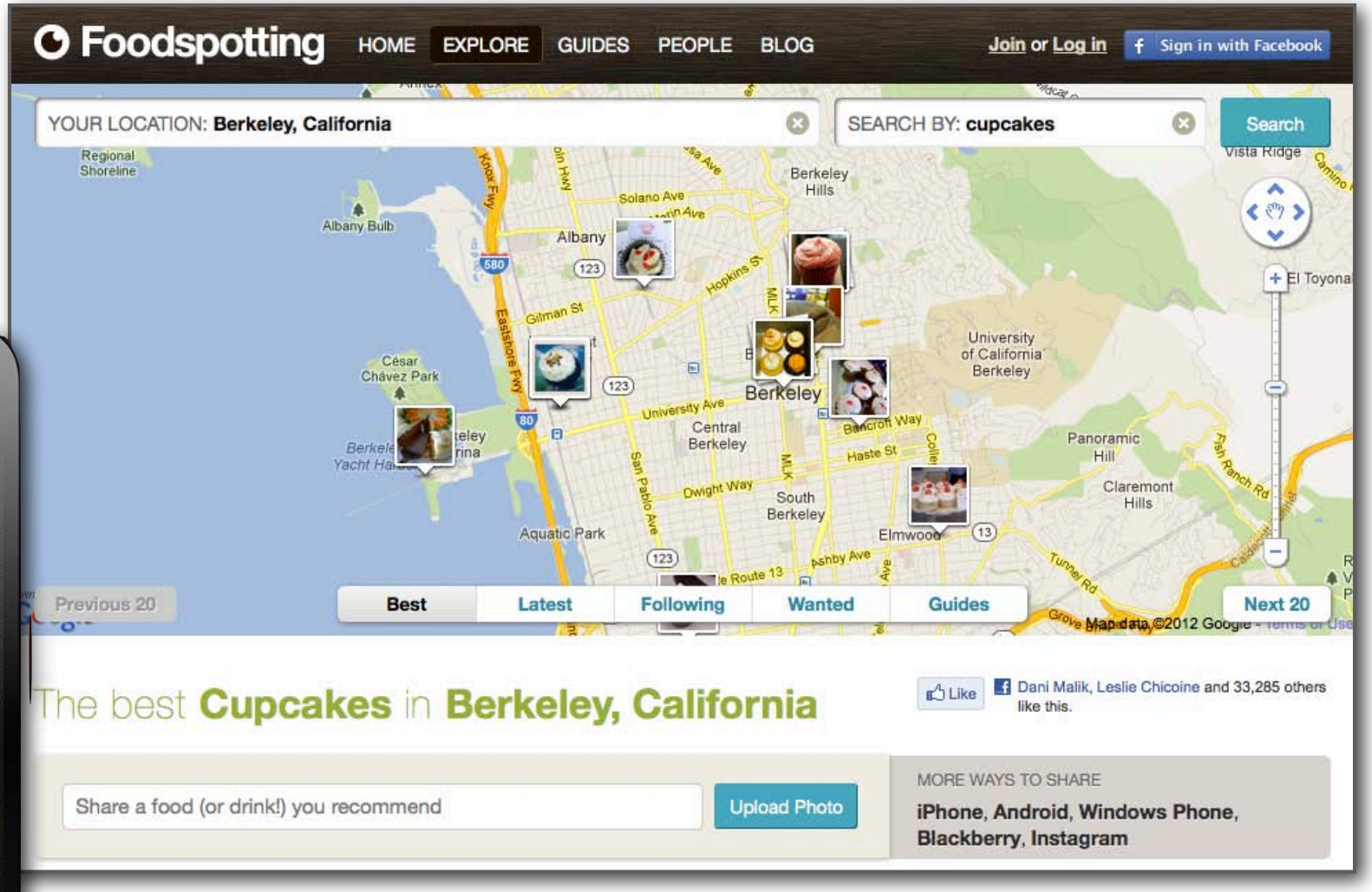
Detect when foods are nearby

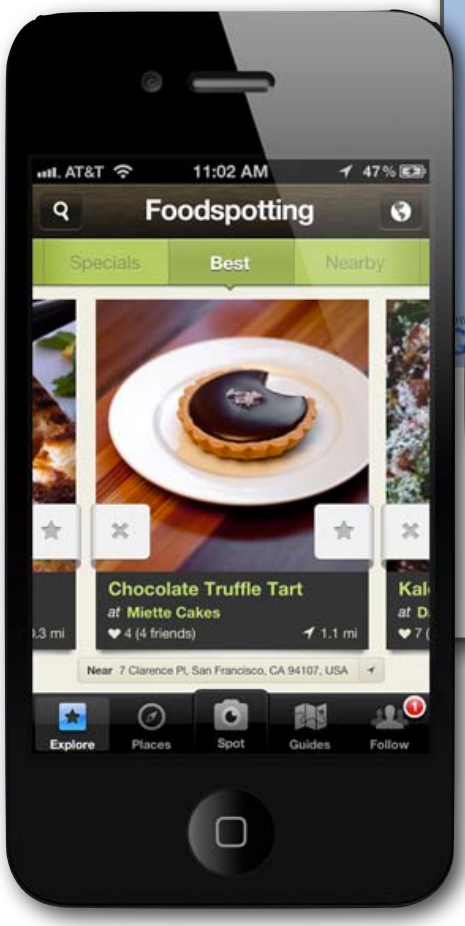
Keeping your eyes out for a particular food? Use Foodspotting's radar to select target foods and detect when they're nearby using your mobile device's GPS.

Find out what any food is or looks like

Would you rather have tteokguk or tteokbokki? Foodspotting is a picture menu for any restaurant and a field guide for any street food stall.

Real-world example

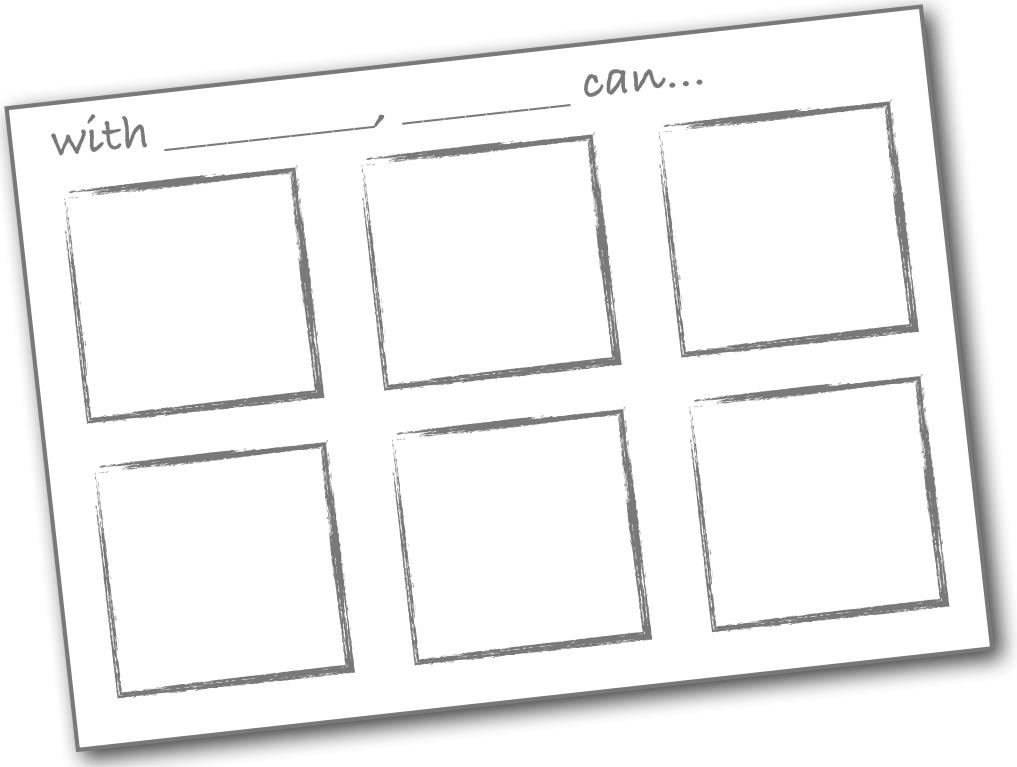




What: Envision 6 uses

{Now you!}

Sketch 6-up Uses



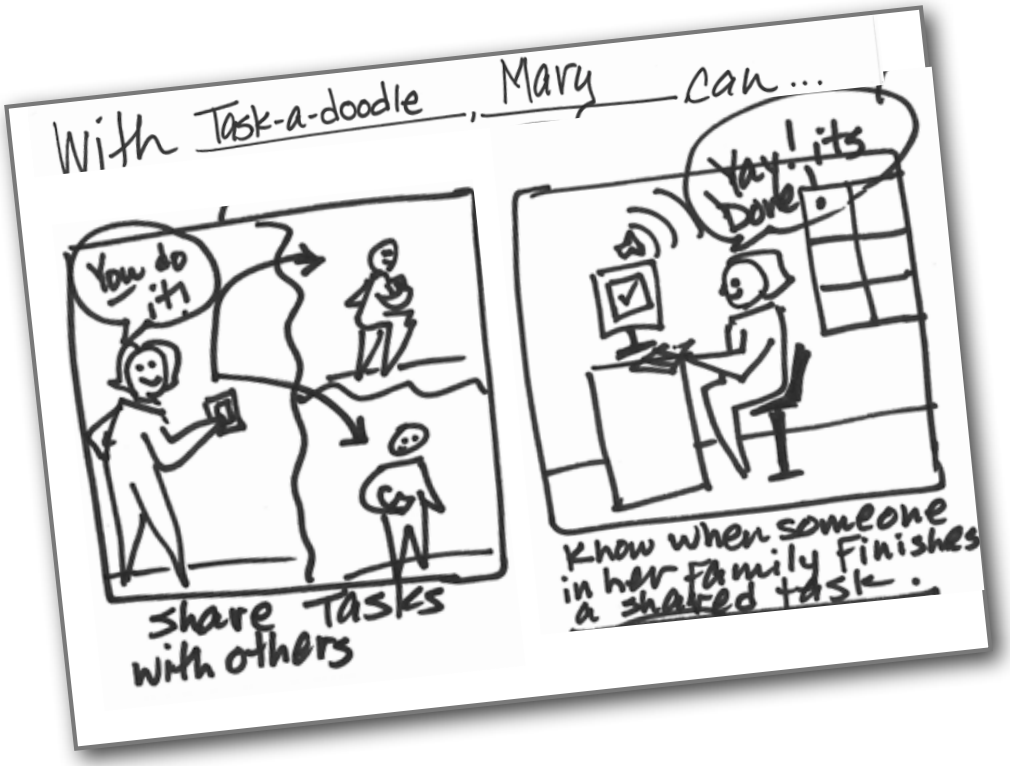
{Activity}

Select top picks

pick top 2 uses

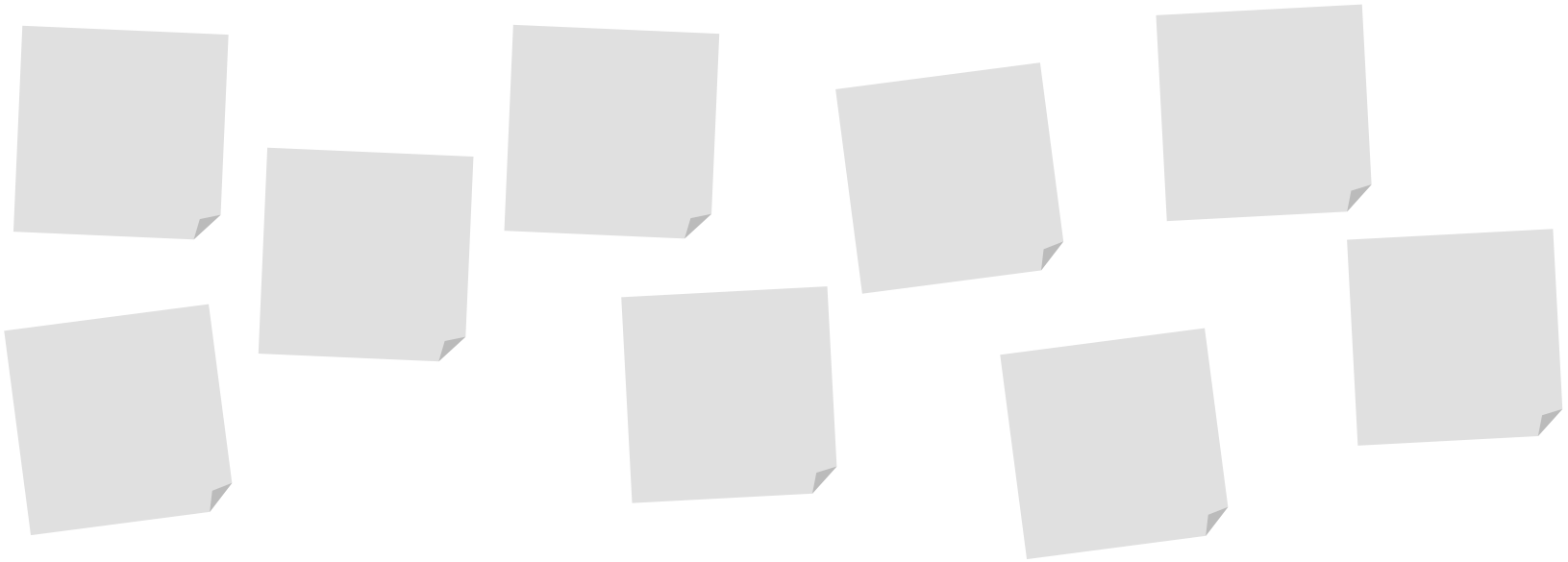
{Activity}

Redraw the top 2



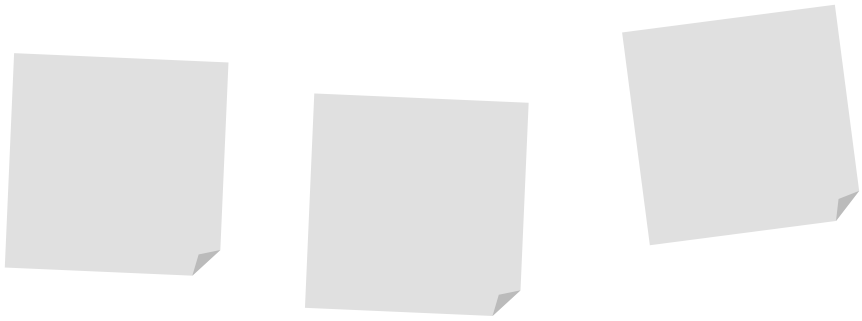
{Activity}

Brainstorm features



{Activity}

Select top 3 features



At-home activity

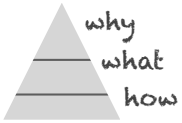
Making features into interfaces
Keeping the user in the picture

UX Path

Users

Needs

1. I need...
2. I want...
3. My goal is...



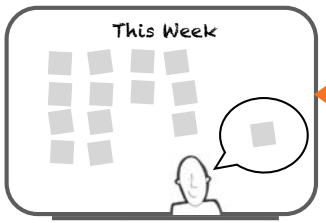
Your vision & ideas go here

Uses

Features

Sketches, wireframes, pixels

Interfaces & flows
Prototypes
User stories



4

Make it real

(Developing interface & flow concepts)

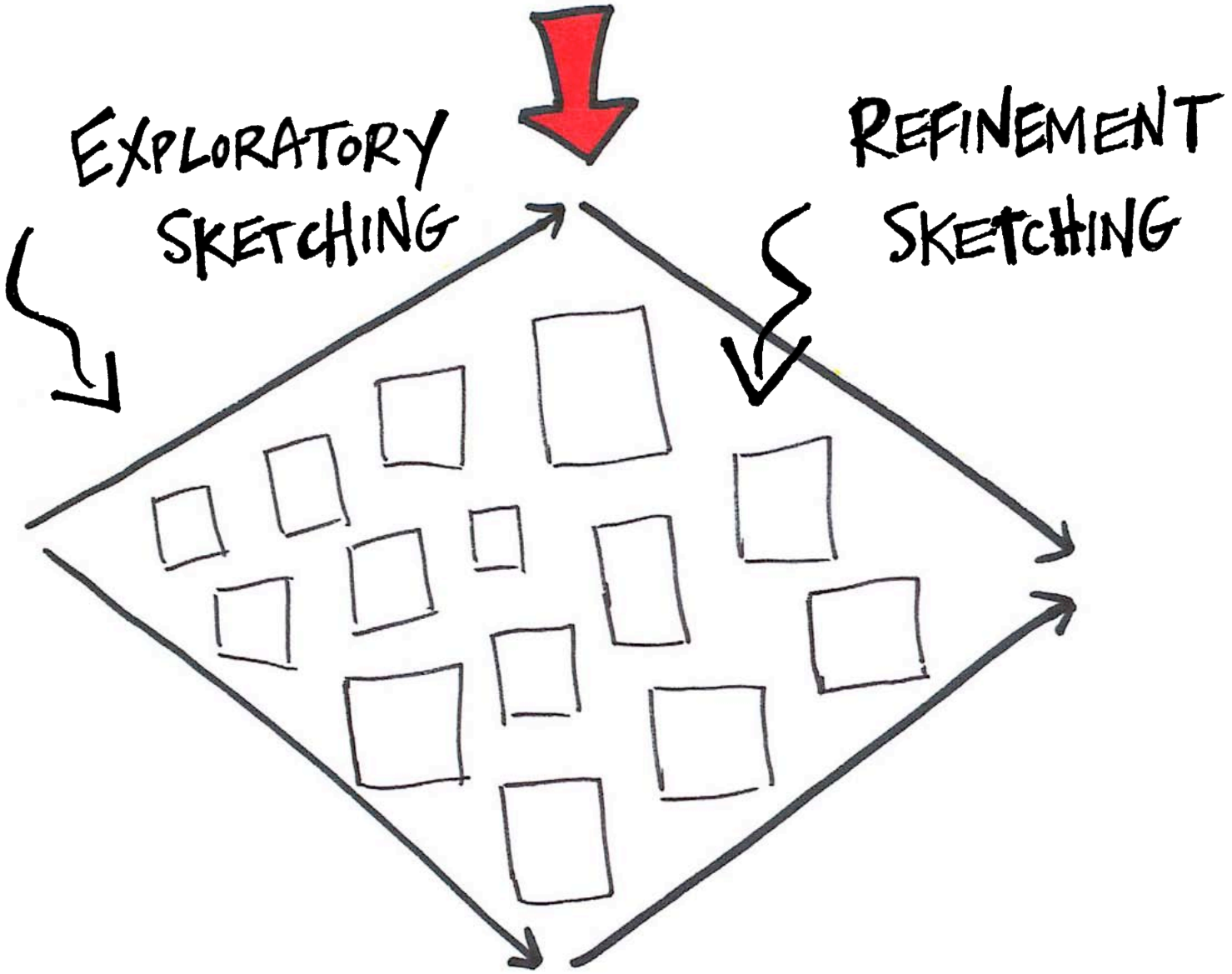
Sketching
Flows
Context

It’s not about “bad” or “good” it’s about...

Can you see it?

Can you understand it?

2 kinds of sketching



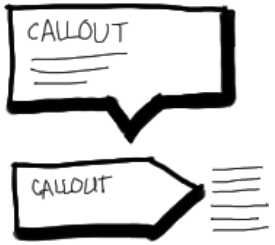
Helpful sketching patterns

Header

Tab

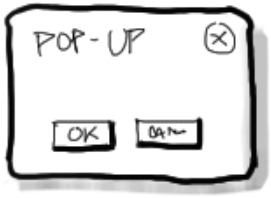
Filler text

Callouts
Can show alerts, help, guidance or sketch annotations

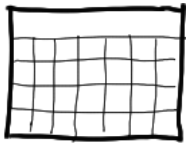


Drop Shadows
Communicate depth and bring attention to callouts or popup boxes

Pop-up Module



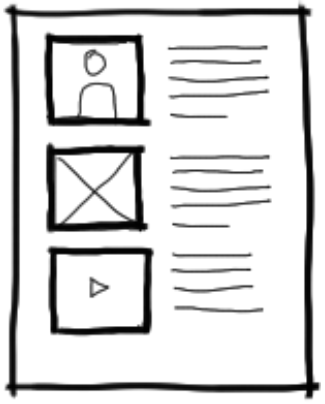
Calendar



User Picture

Photo

Video

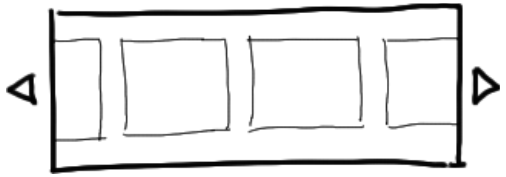


Arrows
Larger ones can communicate weight, or act as labels

Page curl

Mouse Cursor
Quietly indicates a rollover state

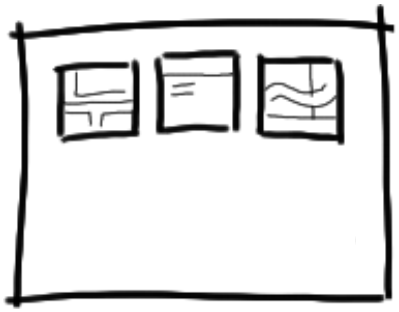
Side-scrolling Module



Sketching interactions

Interaction sketch } example

Brainstorming interactions

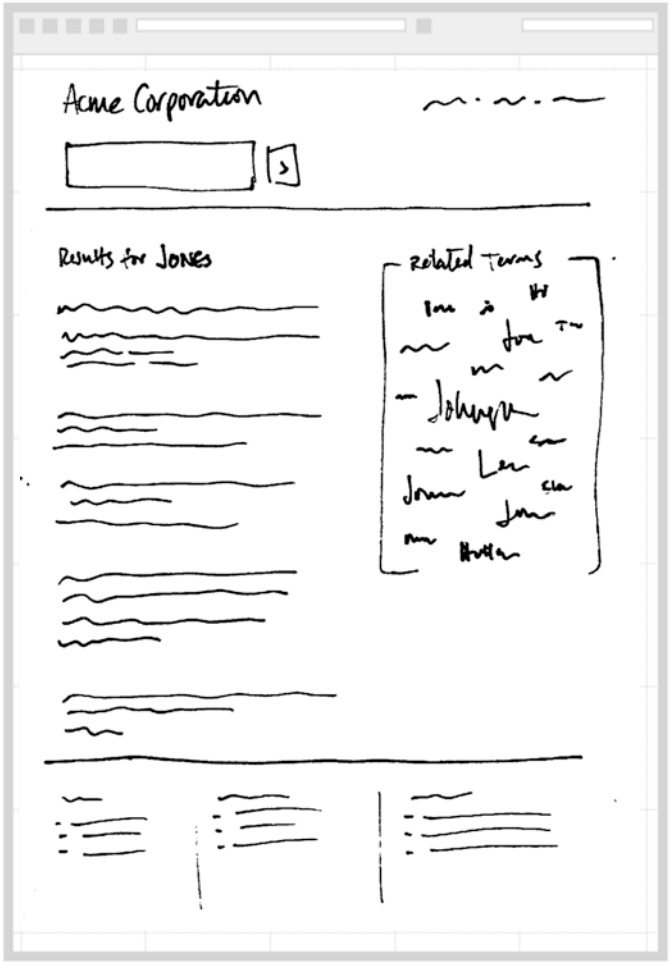


INSTRUCTIONS

1. **Draw a template of 3 rectangles**

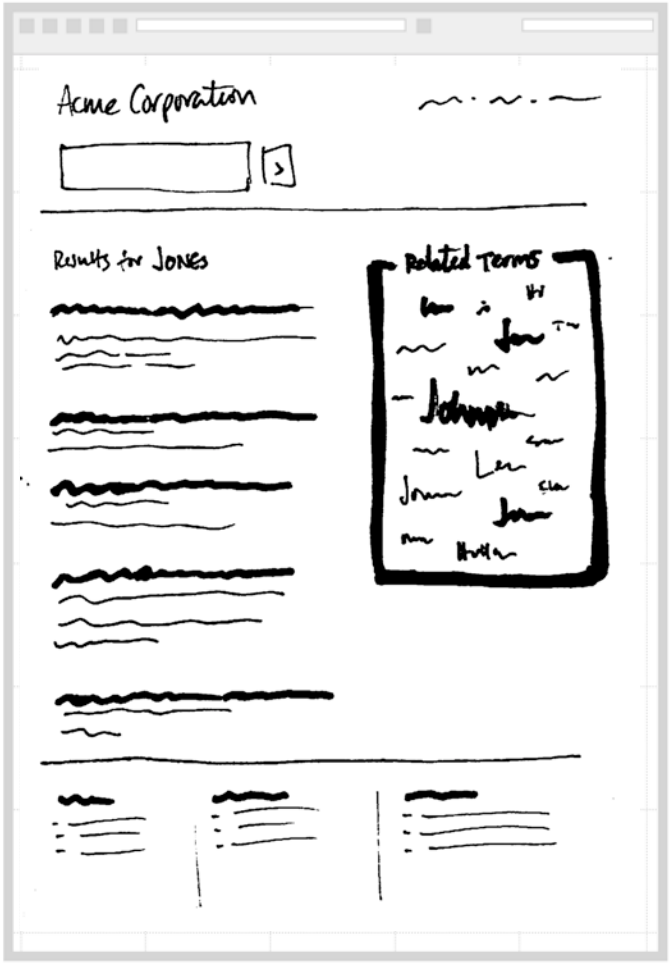
2. **Fill them with 3 different ideas for ONE of your top 3 features.**

1. capture the rough idea



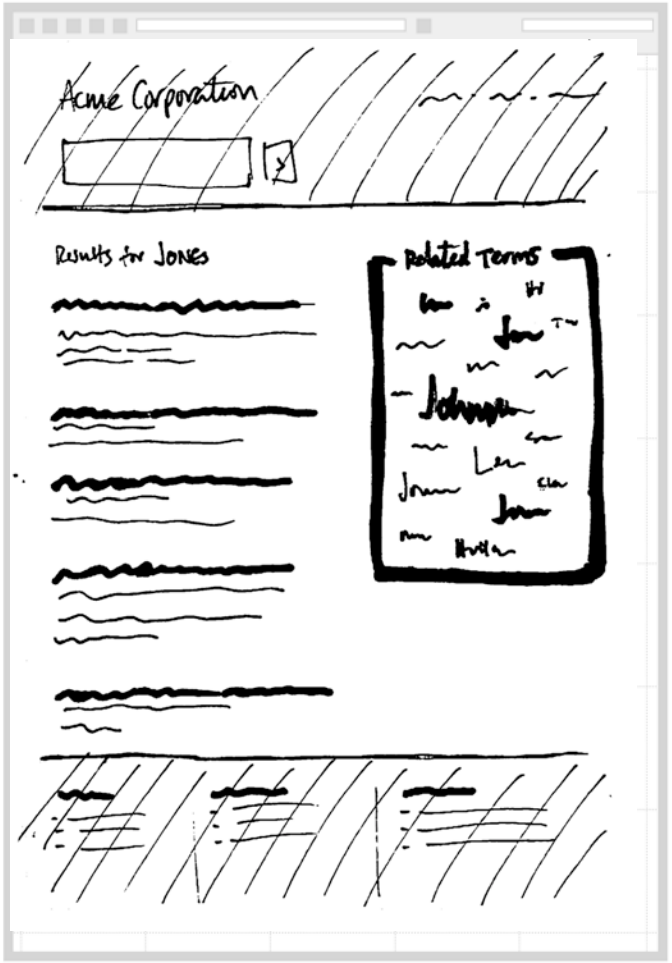
2. Add line weight for contrast

LINE WEIGHT



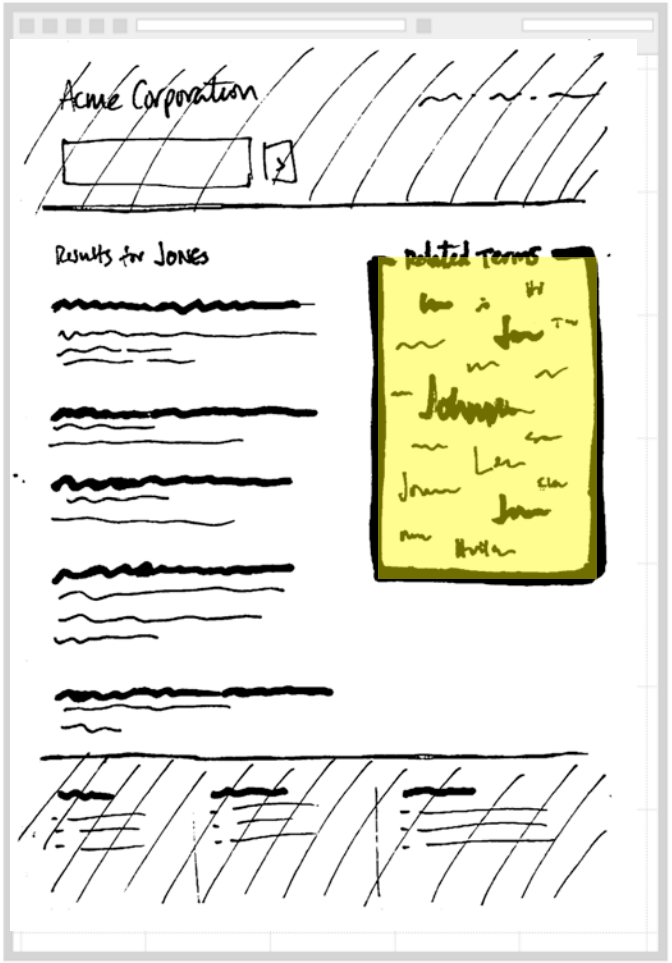
3. Add shading to push back

SHADING



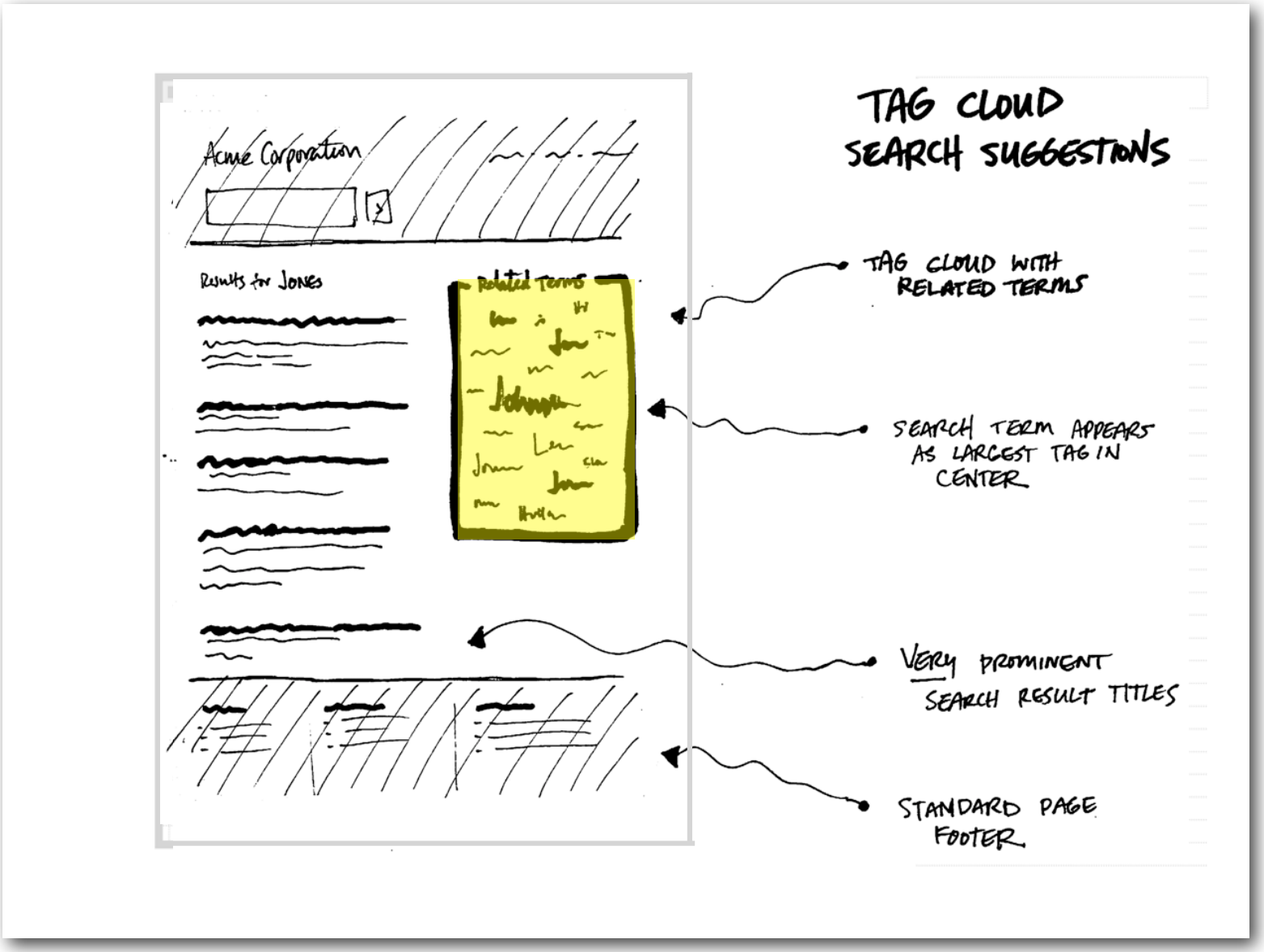
4. Add highlights to draw attention

highlights



5. Add labels to show more info

LABELS



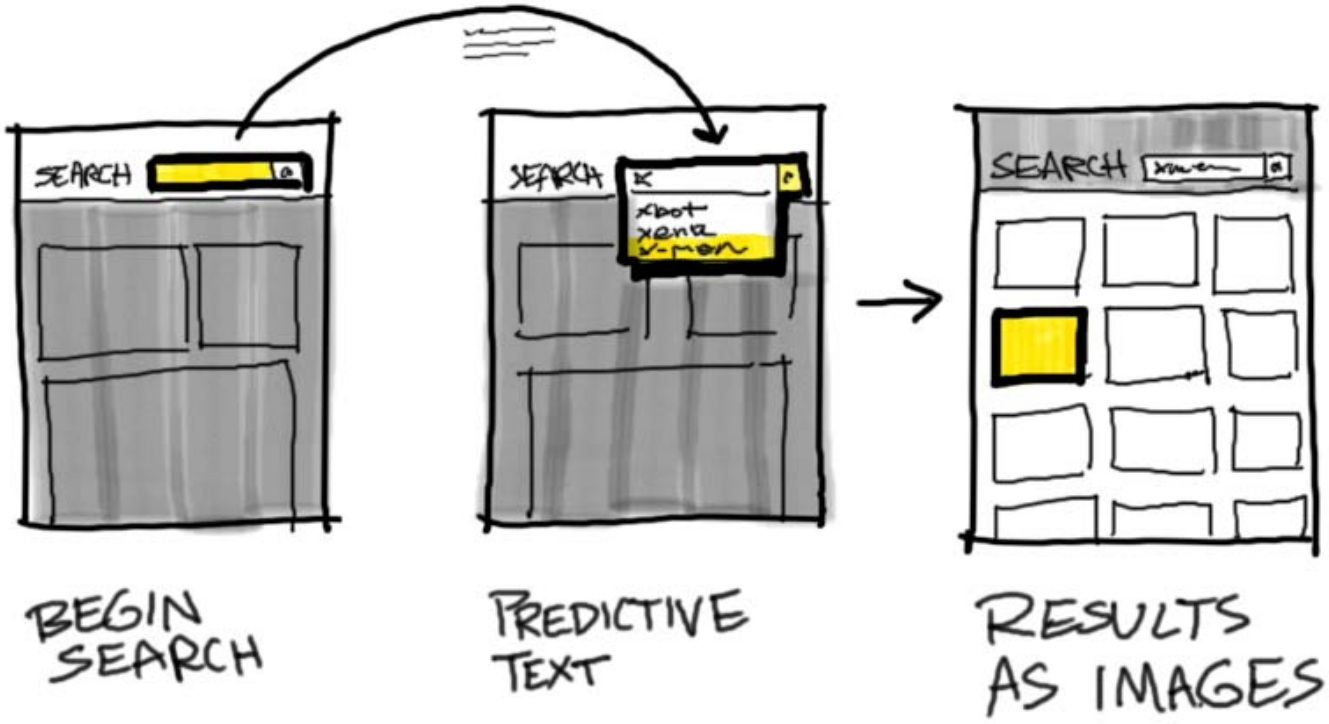
Refining interactions

INSTRUCTIONS

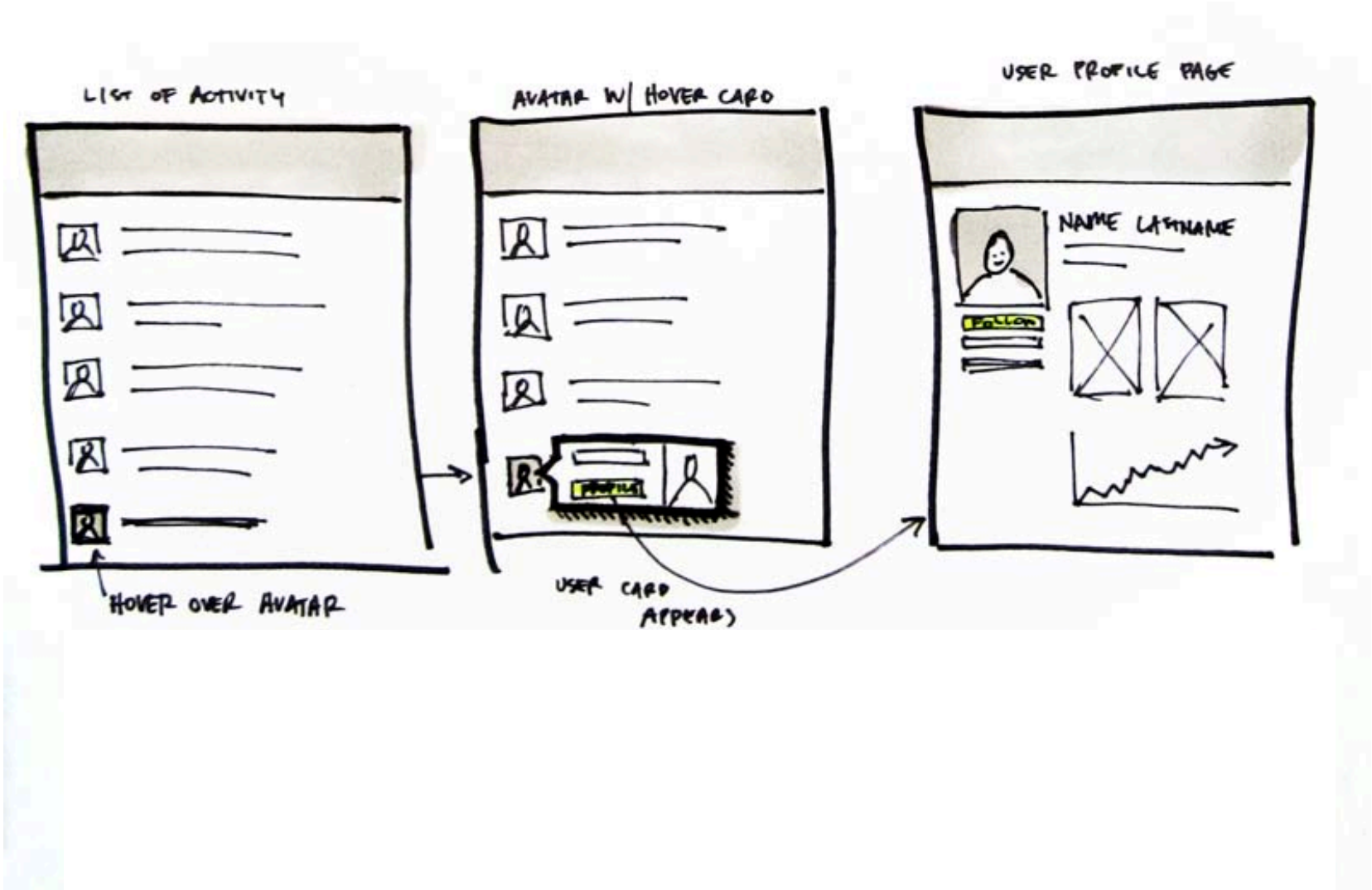
1. **Pick one of your ideas and redraw.**
2. **Add heavier outlines to important areas**
3. **Add gray shading to less important things**
4. **Add yellow highlights to important elements**
5. **Add labels to briefly describe what's going on**
6. **Share with your partner**

Exploring flows

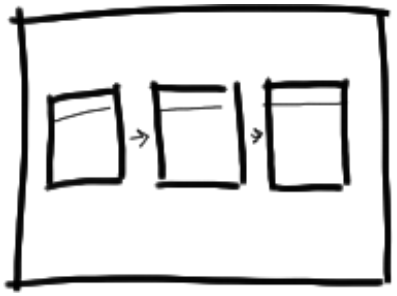
Flow sketch } example



Flow sketch } example



Making a flow



INSTRUCTIONS

1. **Draw a template of 3 rectangles**

2. **Choose one idea from before**

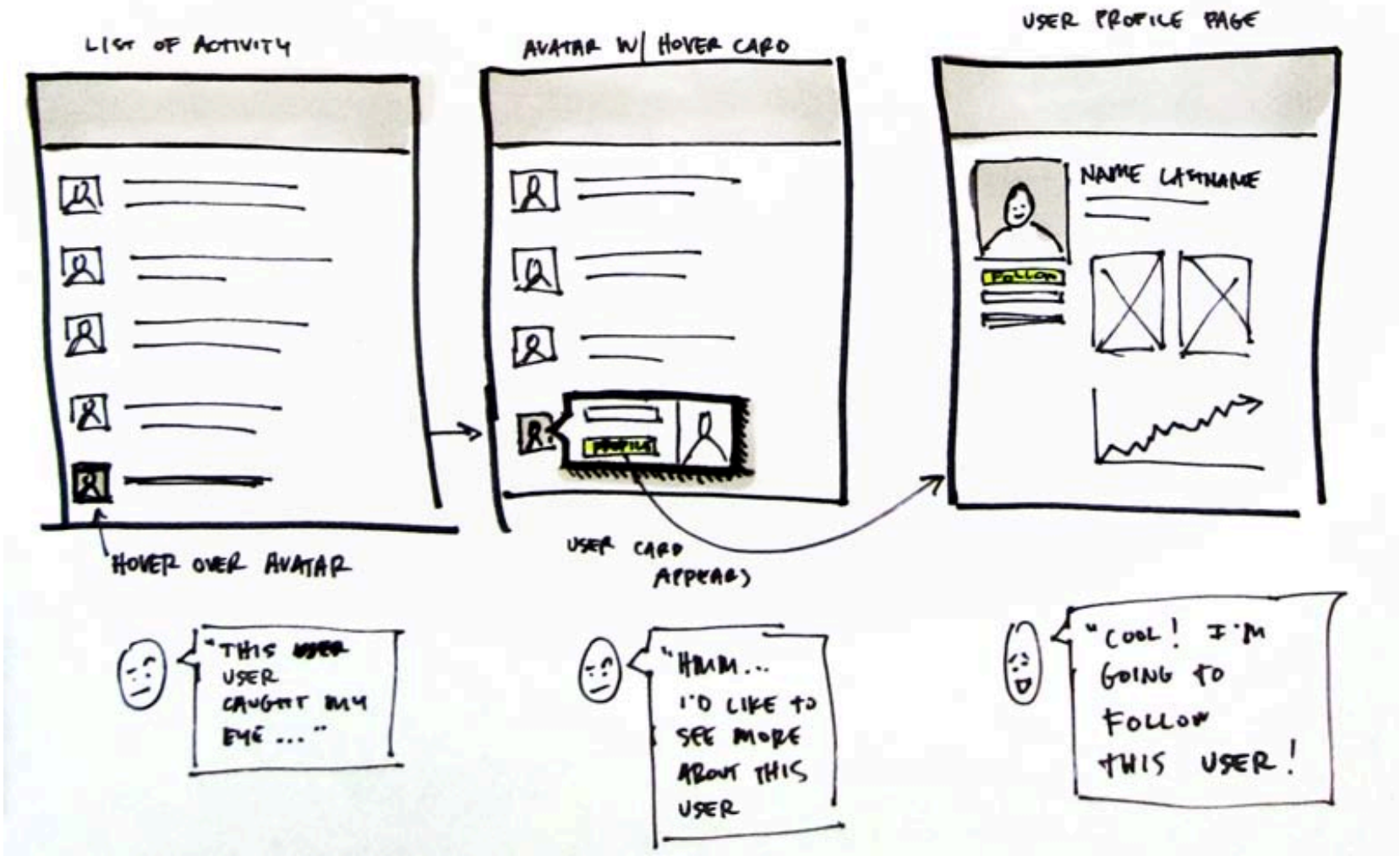
3. **Decide if your idea fits first, middle or last**

4. **Draw the flow:**
   How do you get from one screen to the next?

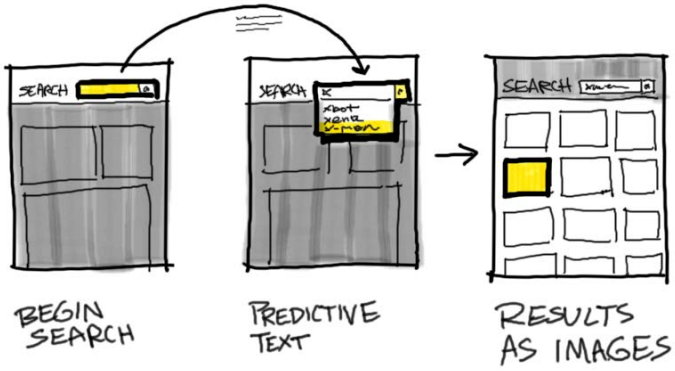
6. **Add labels, line weight and shading**

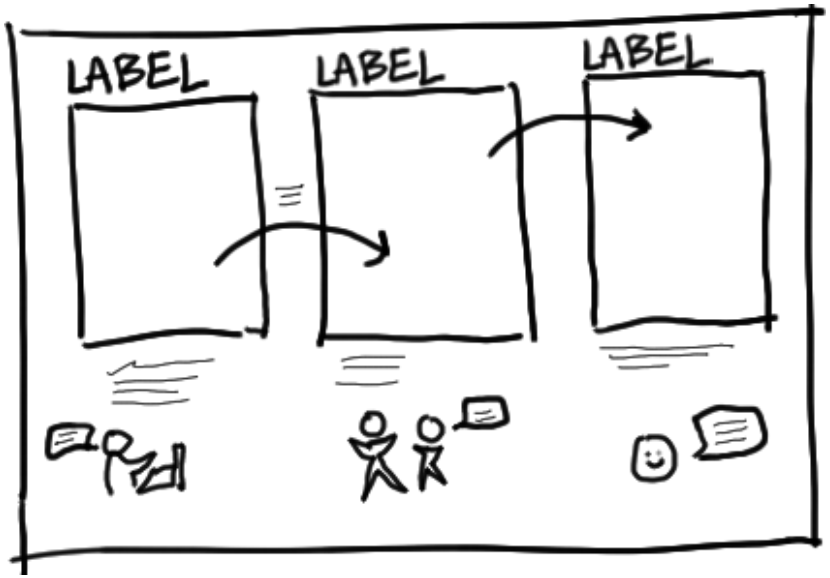
Adding context

Adding context } example



Adding context





INSTRUCTIONS

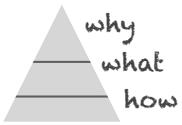
1. **Take your flow sketch, and consider what the user might be thinking or saying as they go through each step**

2. **Add some people and text below each sketch:**
   What are they feeling?
   What are they doing?
   Where are they?

5 min activity

Pull it all together

UX Path



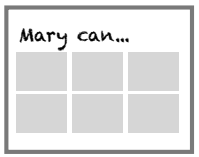
Your vision & ideas go here

Users

1. I need...
2. I want...
3. My goal is...

Needs

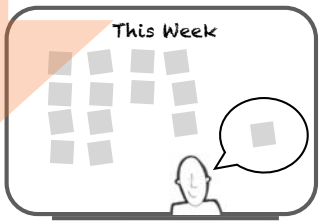
Uses

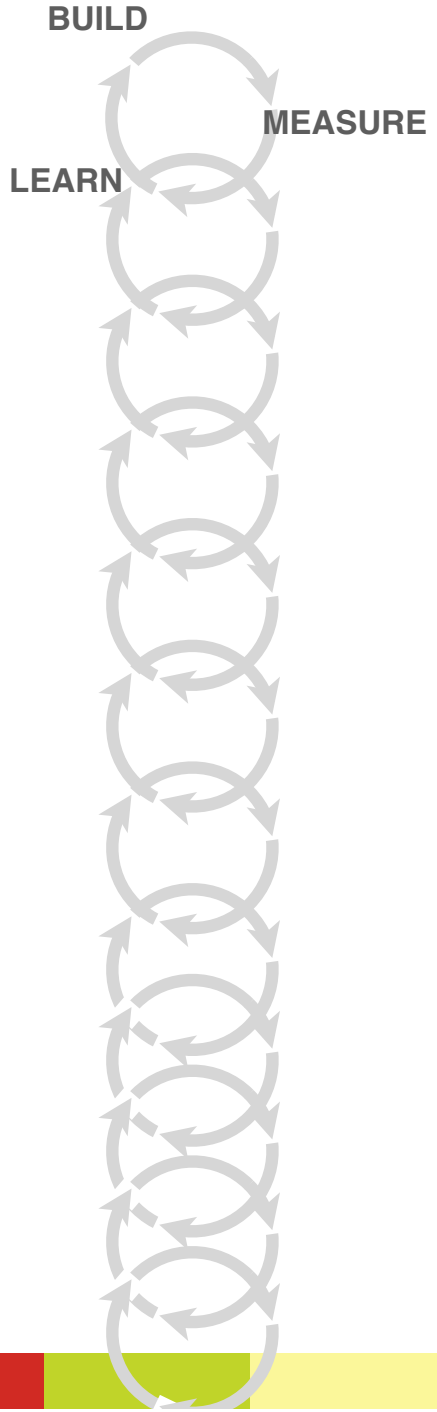


Features

Sketches, wireframes, pixels

Interfaces & flows
Prototypes
User stories





5

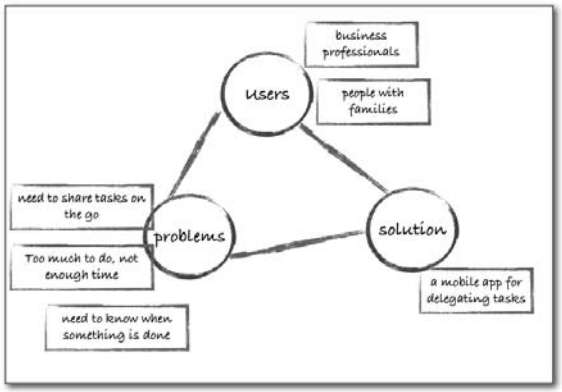
Make the story

(Developing interface & flow concepts)

Put it all into a narrative

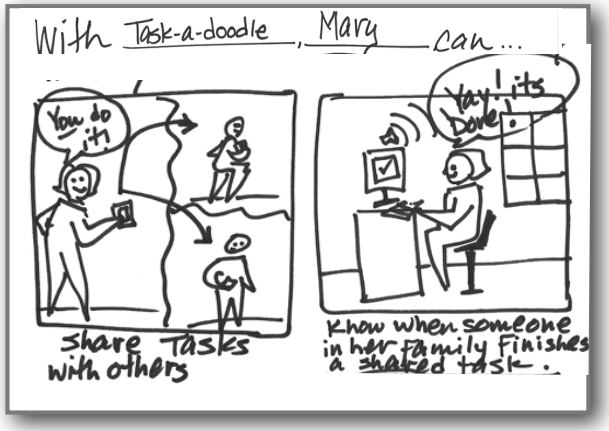
What you have now (or soon)

Users + problems + solution ("your DNA")



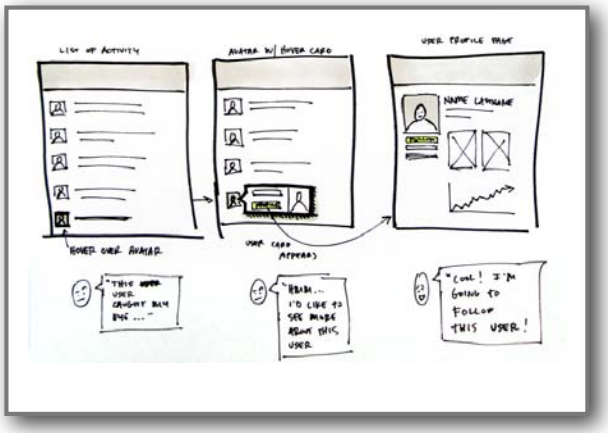
Persona
Who you serve

Uses
The product's role in a person's life



3 features to support the uses

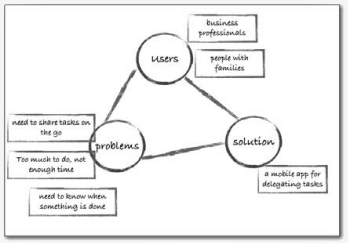
Interactions & Flows
Interfaces that deliver the value



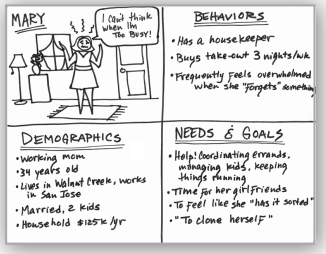
MVP* Narrative

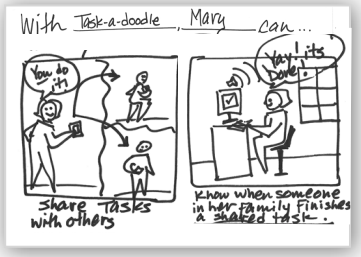
This is [project name] .

The idea...



Meet...





using these features:

with these interactions:

* Minimum Viable Product

10 min show & tell

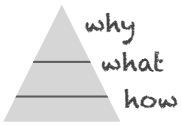
Share your story

1 minute each!
Simply read the story.

Wrap-up

What you accomplished
What's next
Why you are awesome

UX Path



Your vision & ideas go here

Users

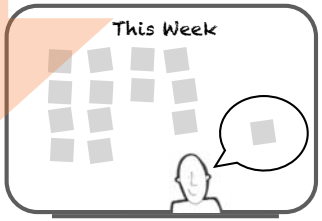
1. I need...
2. I want...
3. My goal is...

Needs

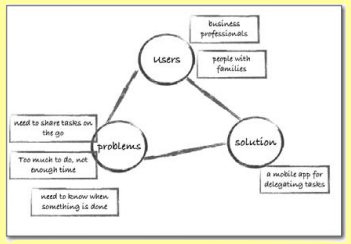
Uses

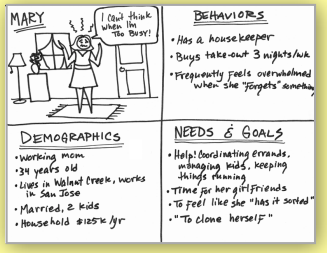
Features

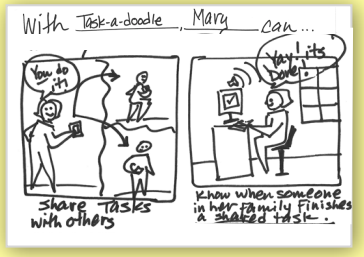
Sketches, wireframes, pixels



Interfaces & flows
Prototypes
User stories







Homework:

Get out of the building!

Talk to your users.
Listen to them.
Adjust your ideas.
Win.


Go be awesome.

About LUXr

LUXr's mission is to educate early-stage entrepreneurs on effective practices to deliver products that customers want, need and love to buy.

Residency

10 weeks to awesome for early-stage teams.

Core Curriculum

Learning products for accelerators & startup teams.

Workshops

Core concepts and hands-on activities for everyone.

Advising

Coaching & guidance for teams going at lightspeed.

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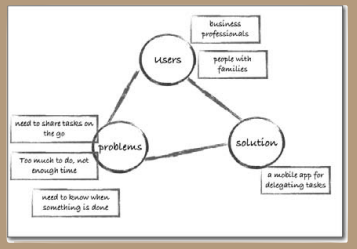
Janice Fraser, Founder & CEO [janice@luxr.co • @clevergirl]
Jason Fraser, Co-Founder & Operations Lead [jason@luxr.co]
Kate Rutter, Co-Founder & Designer [kate@luxr.co • @katerutter]

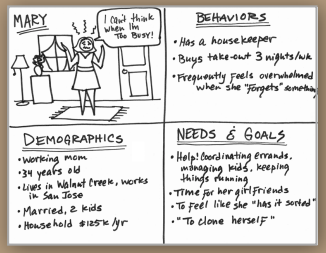
MVP* Narrative

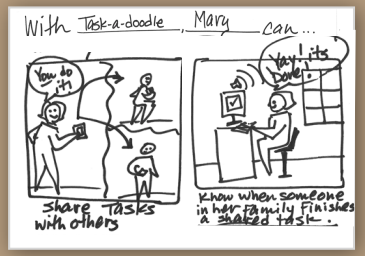
This is [project name] .

The idea...



Meet...





using these features:

with these interactions:

* Minimum Viable Product