



Delivering Delightful Experiences Using **Lean UX**

To formulate user-centric products with the right blend of design and agility using Lean UX.

BACKGROUND

Oftentimes we emphasize more on the deliverable than the user experience. In cases like this, our concentration dwindles from bringing out the best because the delivery of the product takes the higher priority. Good news: this mindset is undergoing a massive transition with the increasing demand of experiences that delight customers. In hindsight, the demand for lean products with great user experiences delivered quickly are the need of the hour.

CHALLENGES

- In the past, the users and their feedback weren't involved in the process of building products due to meager market feedback. This led to chaos.
- In the pursuit of delivering products on time, the concept of providing a good design was easily evaded.
- The communication within the team was haywire, and the communication between the team and the user was also erratic. This made the user requirement unclear, due to which the users never received what exactly they needed.

The existing approach of development didn't guarantee three major things that are required for any product: 1. Engaging design, 2. agility, 3. a roadmap for the MVP.

SOLUTIONS

We had to create a Startup Investor Management Platform for one of our clients. Despite our long association with this client, it was crucial for us to determine the features at the beginning itself. We had to understand the vision of the platform and which concerns it was trying to resolve.

Since the client wanted an MVP under a minimal amount of time, we decided to go for 'Lean UX', a methodology helps us accelerate the product development and build experiences worth cherishing. Lean UX has three core foundations - Design Thinking, Agile development, and Lean Startup.

WHAT WE DID

- As Lean UX involves understanding the user requirements closely, our team of designers and developers sat down with the client for a discovery report. The discovery report is a lot like Design Thinking where we empathize, define the vision, ask questions, seek answers etc.
- After analyzing the goals, we gathered our team under one roof and invited ideas. All the thoughts and opinions were written on sticky notes and posted on a whiteboard for considering which ideas work for us and which don't. This exercise fetched us the broader scope of the platform.
- The assumptions from the previous phase are carefully assessed for writing testable hypothesis statements. We break these statements into smaller chunks for testing and validating in a seamless manner.
- We generated outcomes of the product by comprehending what exactly the users need. This ensured we didn't sway from the end goal.
- In the next phase of development, we created user personas to understand our user behaviour. Based on the hypothesis statements, we sketched proto-personas and persona formats that gave us a view of how users will use the platform in a real-time scenario. These factors helped us in defining the features for the MVP.
- With this, we hit the most exciting phase of development where we brainstormed regularly for designing sketches using design studio. Our designer facilitated these sessions by guiding the developers to think interactively.

- Visualizing a product even before it's built is one of the perks of this methodology. So, when we finally arrived at building the MVP, we crafted a prototype for the entire experience. This was done using mediums like papers, wireframes, mock-ups, clickable wireframes etc.
- We validated the prototype and built the MVP. The quick launch of the MVP into the market gave an access to early market feedback, which was carried out through several surveys and rigorous market research.
- The feedback and the latest requirements were constantly integrated into the upcoming releases.

BENEFITS

Agility: The client wanted the platform built at a startup speed. Initially, building a platform was considered to be a large-scale process where everything had to be built from scratch. But with this methodology, we were able to deliver a platform with vital features. This gave the whole business a much-coveted agility.

User-centric experience: The core of Lean UX is a tailor-made user-centric experience. While the discovery phase gave us ample insights into the user requirements, the subsequent phases propelled us in the right direction of crafting those experiences.

TAKEAWAY

- Each time the designers and the developers came together for building the platform, we witnessed creative freedom, sustainability, efficiency, and a plethora of ideas that pushed us out of our comfort zones.
- The early access to market feedback is essential for any product because it helps the businesses gain a control over the product and generate right results.

CONCLUSION

The goodness of this entire process was just more than delivering the product with a great user experience on time. For us, it was more about the 'Build-Measure-Learn' feedback loop which focussed more on users than the deliverable.