Lean Ux Applying Lean Principles To Improve User Experience | 516ed37c5712d30d0a9d562263fcafcb


Product-Focused Software Process Improvement Learn how to use stories throughout the agile software development lifecycle. Through lessons and examples, Agile UX Storytelling demonstrates to product owners, customers, scrum masters, software developers, and designers how to craft stories to facilitate communication, identify problems and patterns, refine collaborative understanding, accelerate delivery, and communicate the business value of deliverables. Rebecca Baker applies the techniques of storytelling to all facets of the software development lifecycle—planning, requirements gathering, internal and external communication, design, and testing—and shows how to use stories to improve the delivery process. What You'll Learn Craft stories to facilitate communication within the project team and with stakeholders Leverage stories to identify problems and patterns, accelerate delivery, and communicate business value Apply storytelling techniques to all stages of the SDLC Marshal user stories to focus requirements gathering and ensure a consistent message Who This Book Is For All SDLC and UX roles: product owners, customers, scrum masters, software developers, and UX designers

The Lean Startup How well does your organization respond to changing market conditions, customer needs, and emerging technologies when building software-based products? This practical guide presents Lean and Agile principles and patterns to help you move fast at scale—and demonstrates why and how to apply these paradigms throughout your organization, rather than with just one department or team. Through case studies, you'll learn how successful enterprises have rethought everything from governance and financial management to architectural and organizational culture in the pursuit of radically improved performance. Discover how Lean focuses on people and teamwork at every level, in contrast to traditional management practices Approach problem-solving experimentally by exploring solutions, testing assumptions, and getting feedback from real users Lead and manage large-scale programs in a way that empowers employees, increases the speed and quality of delivery, and lowers costs Learn how to implement ideas from the DevOps and Lean Startup movements even in complex, regulated environments

The UX Book The Lean UX approach to interaction design is tailor-made for today's web-driven reality. In this insightful book, leading advocate Jeff Gothelf teaches you valuable Lean UX principles, tactics, and techniques from the ground up—how to rapidly experiment with design ideas, validate them with real users, and continually adjust your design based on what you learn. Inspired by Lean and Agile development theories, Lean UX lets you focus on the actual experience being designed, rather than deliverables. This book shows you how to collaborate closely with other members of the product team, and gather feedback early and often. You'll learn how to drive the design in short, iterative cycles to assess what works best for the business and the user. Lean UX shows you how to make this change—for the better. Frame a vision of the problem you're solving and focus your team on the right outcomes Bring the designers' toolkit to the rest of your product team Share your insights with your team much earlier in the process Create Minimum Viable Products to determine which ideas are valid Incorporate the voice of the customer throughout the project cycle Make your team more productive: combine Lean UX with Agile's Scrum framework Understand the organizational shifts necessary to integrate Lean UX Lean UX received the 2013 Jolt Award from Dr. Dobb's Journal as the best book of the year. The publication's panel of judges chose five notable books, published during a 12-month period ending June 30, that every serious programmer should read.

The Lean Machine User experience (UX) strategy requires a careful blend of business strategy and UX design, but until now, there hasn't been an easy-to-apply framework for executing it. This hands-on guide introduces lightweight strategy tools and techniques to help you and your team craft innovative multi-device products that people want to use. Whether you're an entrepreneur, UX/UI designer, product manager, or part of an intrapreneurial team, this book teaches simple-to-advanced strategies that you can use in your work right away. Along with business cases, historical context, and real-world examples throughout, you'll also gain different perspectives on the subject through interviews with top strategists. Define and validate your target users through provisional personas and customer discovery techniques Conduct competitive research and analysis to explore a crowded marketplace or an opportunity to create unique value Focus your team on the primary utility and business model of your product by running structured experiments using prototypes Devise UX funnels that increase customer engagement by mapping desired user actions to meaningful metrics Lean Enterprise Five years and more than 100,000 copies after it was first published. It's hard to imagine anyone working in Web design who hasn't read Steve Krug's "instant classic" on Web usability, but people are still discovering it every day. In this second edition, Steve adds three new chapters in the same style as the original: wry and entertaining, yet loaded with insights and practical advice for novice and veteran alike. Don't be surprised if it completely changes the way you think about Web design. Three New Chapters! Usability as common courtesy -- Why people really leave Web sites Web Accessibility, CSS, and you -- Making sites usable and accessible Help! My boss wants me to ______. -- Surviving executive design whims "I thought usability was the enemy of design until I read the first edition of this book. Don't Make Me Think! showed me how to put myself in the position of the person who uses my site. After reading it over a couple of hours and putting its ideas to work for the past five years, I can say it has done more to improve my abilities as a Web designer than any other book. In this second edition, Steve Krug adds essential ammunition for those whose bosses, clients, stakeholders, and marketing managers insist on doing the wrong thing. If you design, write, program, own, or manage Web sites, you must read this book." -- Jeffrey Zeldman, author of Designing with Web Standards Lean Analytics Everything you know about the future is wrong. Presumptive Design: Design Provocations for Innovation is for people "inventing the future: future products, services, companies, strategies and policies. It introduces a design-research method that shortens time to insights from months to days. Presumptive Design is a fundamentally agile approach to identifying your audiences' key needs. Offering rapidly crafted artifacts, your teams collaborate with your customers to identify preferred and profitable elements of your desired outcome. Presumptive Design focuses on your users' problem
space, informing your business strategy, your project’s early stage definition, and your innovation pipeline. Comprising discussions of design theory with case studies and how-to’s, the book offers business leadership, management and innovators the benefits of design thinking and user experience in the context of early stage product definition. Presumptive Design is an advanced technique and quick to use: within days of reading this book, your research and design teams can apply this approach to capture a risk-reduced view of your future. Provides actionable approaches to inform strategy and problem definition through design thinking. Offers a design-based research method to complement existing market, ethnographic and customer research methods. Demonstrates a powerful technique for identifying disruptive innovation early in the innovation pipeline by putting customers first. Presents each concept with case studies and exploration of risk factors involved including warnings for situations in which the technique can be misapplied.

Lean UX Development Agile development methodologies may have started life in IT, but their widespread and continuing adoption means there are many practitioners outside of IT—including designers—who need to understand that cooling and adapt their practices. This is the missing book about agile that shows how designers, product managers, and development teams can integrate experience design into lean and agile product development. It equips you with tools and techniques and a framework for designing great experiences using agile methods so you can deliver timely products that are technically feasible, profitable for the business, and desirable from an end-customer perspective. This book will help you successfully integrate your design process on an agile project and feel like part of the agile team. Do good design faster by doing just enough, just in time. Use design methods from disciplines such as design thinking, customer-centered design, product design, and service design. Create successful digital products by considering the needs of the end-customer, the business, and technology. Understand the next wave of thinking about continuous design and continuous delivery.

Lean UX User experience (UX) design has traditionally been a deliverables-based practice, with wireframes, site maps, flow diagrams, and mockups. But in today’s web-driven reality, orchestrating the entire design from the get-go no longer works. This hands-on book demonstrates Lean UX, a deeply collaborative and cross-functional process that lets you strip away heavy deliverables in favor of building shared understanding with the rest of the product team. Lean UX is the evolution of product design; refined through the real-world experiences of companies large and small, these practices and principles help you maintain daily, continuous engagement with your teammates, rather than work in isolation. This book shows you how to use Lean UX on your own projects. Get a tactical understanding of Lean UX—and how it changes the way your teams work together. Frame a vision of the problem you’re solving and focus your team on the right outcomes. Bring the designer’s tool kit to the rest of your product team. Break down the silos created by job titles and learn to trust your teammates. Improve the quality and productivity of your teams, and focus on validated experiences as opposed to deliverables/documents. Learn how Lean UX integrates with Agile UX.

Fundamentals of Software Architecture Lean Business Analysis Weaponizes the Agile Software Development Revolution. With the widespread adoption of Agile, software development has gone through some serious remodeling. The changes are a seismic shift from the days of mega-projects and monolithic methodologies. Agile teams build robust products incrementally and iteratively, requiring fast feedback from the business community to define ongoing work. As a result, the process of defining IT requirements is evolving rapidly. Backlogs replace requirements definition documents. User Stories, Epics and Features replace requirement statements. Scenarios and Examples replace test cases. The timing of business analysis activities is shifting like sand. But what is Lean Business Analysis? Business Analysis defines the future of Information Technology (IT) in an organization. Lean Business Analysis is the essential next step that enables the business community to take advantage of the speed of software delivery. This book offers a brief overview of how you can reduce waste in Business Analysis practices to optimally support the new lean and agile software development world. Learn how lean principles: Gain business agility by shifting from Project to Product thinking. Accelerate time-to-market with a Minimum Viable Product (MVP). Combat waste in your Business Analysis Life Cycle. Optimize software development with effective Product Backlogs. Improve the outcome of your Business Analysis techniques. Express business needs in Features, User Stories, and Scenarios. Deliver product quality with Acceptance (Business-Facing) Testing. Understand the problem space, informing your business strategy, your project’s early stage definition, and your innovation pipeline.
handy guide to your career and professional development shows you how to create your own content, use it to build your expertise and credentials and then scale it to build a continuous stream of income, interaction and community. As organizations seek to reduce costs, automate tasks and increase efficiency, how do you ensure you don’t end up outside of those plans? Forever Employable shows you how so that you’re always ready for the next step in your career. Reduce your stress, build your community, monetize your platform – that’s being Forever Employable.

Agile Experience Design Salary surveys worldwide regularly place software architect in the top 10 best jobs, yet no real guide exists to help developers become architects. Until now. This book provides the first comprehensive overview of software architecture’s many aspects. Aspiring and existing architects alike will examine architectural characteristics, architectural patterns, component determination, diagramming and presenting architecture, evolutionary architecture, and many other topics. Mark Richards and Neal Ford—hands-on practitioners who have taught software architecture classes professionally for years—focus on architecture principles that apply across all technology stacks. You’ll explore software architecture in a modern light, taking into account all the innovations of the past decade. This book examines: Architecture patterns: The technical basis for many architectural decisions Components: Identification, coupling, cohesion, partitioning, and granularity Soft skills: Effective team management, meetings, negotiation, presentations, and more Modernity: Engineering practices and operational approaches that have changed radically in the past few years Architecture as an engineering discipline: Repeatable results, metrics, and concrete valuations that add rigor to software architecture

Validating Product Ideas “The Lean Book of Lean provides a short introduction to a very topical subject, using everyday language and numerous examples to make the principles clear for any reader, at any level and from any sector”--

Forever Employable The End of Assembly Line Management We’re in the midst of a revolution. Quantum leaps in technology are enabling organizations to observe and measure people’s behavior in real time, communicate internally at extraordinary speed, and innovate continuously. These new, software-driven technologies are transforming the way companies interact with their customers, employees, and other stakeholders. This is no mere tech issue. The transformation requires a complete rethinking of the way we organize and manage work. And, as software becomes ever more integrated into every product and service, making this big shift is quickly becoming the key operational challenge for businesses of all kinds. We need a management model that doesn’t merely account for, but actually embraces, continuous change. Yet the truth is, most organizations continue to rely on outmoded, industrial-era operational models. They structure their teams, manage their people, and evolve their organizational cultures the way they always have. Now, organizations are emerging, and thriving, based on their capacity to sense and respond instantly to customer and employee behaviors. In Sense and Respond, Jeff Gothelf and Josh Seiden, leading tech experts and founders of the global Lean UX movement, vividly show how these companies operate, highlighting the new mindset and skills needed to lead and manage them—and to continuously innovate within them. In illuminating and instructive business examples, you’ll see organizations with distinctively new operating principles: shifting from managing outputs to what the authors call “outcome-focused management”; forming self-guided teams that can read and react to a fast-changing environment; creating a learning-all-the-time culture that can understand and respond to new customer behaviors and the data they generate; and finally, developing in everyone at the company the new universal skills of customer listening, assessment, and response. This engaging and practical book provides the crucial new operational and management model to help you and your organization win in a world of continuous change.

Lean Customer Development Offers six sample business models and thirty case studies to help build and monetize a business.

Don’t Make Me Think The missing manual on how to apply Lean Startup to build products that customers love The Lean Product Playbook is a practical guide to building products that customers love. Whether you work at a startup or a large, established company, we all know that building great products is hard. Most new products fail. This book helps improve your chances of building successful products through clear, step-by-step guidance and advice. The Lean Startup movement has contributed new and valuable ideas about product development and has generated lots of excitement. However, many companies have yet to successfully adopt Lean thinking. Despite their enthusiasm and familiarity with the high-level concepts, many teams run into challenges trying to adopt Lean because they feel like they lack specific guidance on what exactly they should be doing. If you are interested in Lean Startup principles and want to apply them to develop winning products, this book is for you. This book describes the Lean Product Process: a repeatable, easy-to-follow methodology for iterating your way to product-market fit. It walks you through how to: Determine your target customers Identify underserved customer needs Create a winning product strategy Decide on your Minimum Viable Product (MVP) Design your MVP prototype Test your MVP with customers Iterate rapidly to achieve product-market fit This book was written by entrepreneur and Lean product expert Dan Olsen whose experience spans product management, UX design, coding, analytics, and marketing across a variety of products. As a hands-on consultant, he refined and applied the advice in this book as he helped many companies improve their product process and build great products. His clients include Facebook, Box, Hightail, Epoparos, and Medallia. Entrepreneurs, executives, product managers, designers, developers, marketers, analysts and anyone who is passionate about building great products will find The Lean Product Playbook an indispensable, hands-on resource.

LEAN Business Analysis for Agile Teams The Lean UX approach to interaction design is tailor-made for today’s web-driven reality. In this insightful book, leading advocate Jeff Gothelf teaches you valuable Lean UX principles, tactics, and techniques from the ground up—how to rapidly experiment with design ideas, validate them with real users, and continually adjust your design based on what you learn. Inspired by Lean and Agile development theories, Lean UX lets you focus on the actual experience being designed, rather than deliverables. This book shows you how to collaborate closely with other members of the product team, and gather feedback early and often. You’ll learn how to drive the design in short, iterative cycles to assess what works best for the business and the user. Lean UX shows you how to make this change—for the better. Frame a vision of the problem you’re solving and focus your team on the right outcomes Bring the designers’ toolkit to the rest of your product team Share your insights with your team much earlier in the process Create Minimum Viable Products to determine which ideas are valid Incorporate the voice of the customer throughout the project cycle Make your team more productive: combine Lean UX with Agile’s Scrum framework Understand the organizational shifts necessary to integrate Lean UX Lean UX received the 2013 Jolt Award from Dr. Dobb’s Journal as the best book of the year. The publication’s panel of judges chose five notable books, published during a 12-month period ending June 30, that every serious programmer should read.

Business Analysis Methodology Book This book constitutes the refereed proceedings of the 18th International Conference on Product-Focused Software Process Improvement, PROFES 2017, held in Innsbruck,
Austria, in November/December 2017. The 17 revised full papers presented together with 10 short papers, 21 workshop papers, 3 posters and demonstrations papers, and 4 tutorials were carefully reviewed and selected from 72 submissions. The papers are organized in topical sections on: Agile software Development; Data science and analytics; Software engineering processes and frameworks; Industry relevant qualitative research; User and value centric approaches; Software startups; Serum; Software testing.

Sense and Respond The discipline of user experience (UX) design has matured into a confident practice and this edition reflects, and in some areas accelerates, that evolution. Technically this is the second edition of The UX Book, but so much of it is new, it is more like a sequel. One of the major positive trends in UX is the continued emphasis on design—a kind of design that highlights the designer’s creative skills and insights and embodies a synthesis of technology with usability, usefulness, aesthetics, and meaningfulness to the user. In this edition a new conceptual top-down design framework is introduced to help readers with this evolution. This entire edition is oriented toward an agile UX lifecycle process, explained in the funnel model of agile UX, as a better match to the now de facto standard agile approach to software engineering. To reflect these trends, even the subtitle of the book is changed to “Agile UX design for a quality user experience.” Designed as a how-to-do-it handbook and field guide for UX professionals and a textbook for aspiring students, the book is accompanied by in-class exercises and team projects. The approach is practical rather than formal or theoretical. The primary goal is still to imbue an understanding of what a good user experience is and how to achieve it. To better serve this, processes, methods, and techniques are introduced early to establish process-related concepts as context for discussion in later chapters. Winner of a 2020 Textbook Excellence Award (College) (Texty) from the Textbook and Academic Authors Association A comprehensive textbook for UX/UI/Interaction Design students readymade for the classroom, complete with instructors’ manual, dedicated web site, sample syllabus, examples, exercises, and lecture slides Features HCI theory, process, practice, and a host of real world stories and contributions from industry luminaries to prepare students for working in the field. The only HCI textbook to cover agile methodology, design approaches, and a full, modern suite of classroom material (stemming from tried and tested classroom use by the authors)

Lean Lexicon Think Like a UX Researcher will challenge your preconceptions about user experience (UX) research and encourage you to think beyond the obvious. You’ll discover how to plan and conduct UX research, analyze data, persuade teams to take action on the results and build a career in UX. The book will help you take a more strategic view of product design so you can focus on optimizing the user’s experience. UX Researchers, Designers, Project Managers, Scrum Masters, Business Analysts and Marketing Managers will find tools, inspiration and ideas to rejuvenate their thinking, inspire their team and improve their craft. Key Features A dive-in-anywhere book that offers practical advice and topical examples. Thought triggers, exercises and scenarios to test your knowledge of UX research. Workshop ideas to build a development team’s UX maturity. War stories from seasoned researchers to show you how UX research methods can be tailored to your own organization. Agile UX Storytelling How do you develop products that people will actually use and buy? This practical guide shows you how to validate product and company ideas through customer development research—before you waste months and millions on a product or service that no one wants or needs. With a combination of open-ended interviewing and fast and flexible research techniques, you’ll learn how your prospective customers behave, the problems they need to solve, and what frustrates and delights them. These insights may shake your assumptions, but they’ll help you reach the “ah-ha!” moments that inspire truly great products. Validate or invalidate your hypothesis by talking to the right people Learn how to conduct successful customer interviews play-by-play Detect a customer’s behaviors, pain points, and constraints Turn interview insights into Minimum Viable Products to validate what customers will use and buy Adapt customer development strategies for large companies, conservative industries, and existing products

UX for Lean Startups THE C-LEVEL GUIDE TO SUCCEEDING WITH LEAN “With 30 years of accumulated experience, Art Byrne is one of the rare few people who can speak with authority about the pitfalls of financial management systems, the importance of respect for people, the power of Lean in the marketplace, and the leverage from organizing people around value streams. When he writes ‘Go to the Gemba and Run Your Kaizen,’ we must take heed.” -- MASAHIKI IMAI, bestselling author of Gemba and Gemba Kaizen "In this wonderful and important book, Byrne shows us that Lean management, understood and practiced correctly, consistently delivers spectacular results.” -- BOB EMILIANI, author, Better Thinking, Better Results, and Professor, Connecticut State University "A compelling picture of how Lean techniques and attitudes enable CEOs and senior executives to create a culture for transforming a company and putting it on a highperformance path.” -- JERRY J. JASINOWSKI, former President of the National Association of Manufacturers "Art Byrne provides real-world examples of how he exhibited the wisdom and courage to do the right thing, improving work practices at all levels of the organization to deliver the right results for all stakeholders. Which comes first, the wisdom or the courage? Read The Lean Turnaround to find out.” -- JOHN SHOOK, Chairman and CEO, Lean Enterprise Institute "Lean is the closest thing to magic I have experienced in my 40 years in business. I recommend Lean and this book to everyone responsible for the performance of a business, particularly those in private equity like me, where leverage magnifies the importance of cash.” -- JOHN CHILDS, founder and CEO, of J. W. Childs Associates L.P. "A must-read for any leader interested in understanding the strategic advantages from focusing on activities that add value to the customer experience.” -- GARY S. KAPLAN, MD, Chairman and CEO of the Virginia Mason Health System Lean isn’t just for manufacturing anymore . . . Few business leaders in the world have applied Lean strategy as successfully as Art Byrne has—and none has the ability to explain to you how to do it with such succinctness and clarity. Famous for turning around the wide management company Wiremold, where he rethought every aspect of operations from the customer’s standpoint—and got everyone else in the company to do likewise—Byrne has successfully implemented Lean strategies in more than 30 companies in 14 different countries. In The Lean Turnaround, this legendary business leader shares everything he has learned during his remarkable career and shows how anyone can achieve similar results. His primary message is this: Lean strategy isn’t just for manufacturing. In fact, Byrne is using this very approach in his present position at a private equity firm. Whatever type of company you run, Lean can be used to improve virtually every aspect of operations, from training and leading employees to accounting and payroll issues. The Lean Turnaround explains all the ins and outs of applying Lean strategy to: Eliminate waste in every value-added operation Deliver consistent value to customers Stimulate growth and add jobs Increase wealth for all your stakeholders Build a company culture of continuous improvement (kaizen) Instead of attempting to get customers to conform to your way of doing things—which is, sadly, what most managers are taught to do—you need to configure your company to be responsive to the customers. This is at the core of Byrne’s method—and it always works.

Smashing UX Design Companies from startups to corporate giants face massive amounts of disruption today. Now more than ever, organizations need nimble and responsive leaders who know how to exploit the opportunities that change brings. In this insightful book, Jean Dahlin, a senior executive and expert in the Lean mindset and its methods, demonstrates why you need to embrace Modern Lean principles and thinking to redefine leadership in this age of digital disruption in order to continuously evolve your enterprise. Drawing on nearly three decades of corporate and consulting experience, Ms. Dahl lays
out a new holistic framework for developing Modern Lean leaders. Through personal experiences and compelling real-world case studies, she explains specific steps necessary for you and your company to proactively understand and respond to change. Understand the leadership challenges Lean leaders face in our 21st century global economy. Explore the six dimensions of the Modern Lean Framework.

Learn and apply the nine steps necessary to become a Lean leader Use Modern Lean methods to build a culture of continuous learning that can be sustained and maintained within your organization. Seize competitive advantage by embracing Modern Lean to build an enterprise that understands how to respond to disruption.

Designing for the Digital Age With 14 new definitions touching on management, healthcare, startups, manufacturing, and service, the 5th edition of the Lean Lexicon, is the most comprehensive edition yet of the handy and practical glossary for lean thinkers. The latest Lexicon, updated in 2014, contains 60+ graphics and 207 terms from A3 Report to Yokoten. The Lexicon covers such key lean terms as andon, jidoka, kaizen, lean consumption, lean logistics, pull, plan-for every-part, standardized work, takt time, value-stream mapping, and many more. The new terms are Basic Stability Coaching Gemba Walk Huddle Kamishibai Board Kata Leader Standard Work Lean Management Lean Management Accounting Lean Startup Problem Solving Service Level Agreement Training Within Industry (TWI) Value-stream improvement Unlike most other business glossaries in print or online, the Lexicon, introduced in January 2003, is focused exclusively on lean thinking and practice. Like the past four, the fifth edition of the Lean Lexicon incorporates terms and improvement ideas from our customers. We continue to welcome suggestions from the growing lean community in its traditional industries and beyond.

Lean UX Resource added for the Business Analyst program 101021.

Lean UX Every day, thousands of passionate developers come up with new startup ideas but lack the branding know-how to make them thrive. If you count yourself among them, Lean Branding is here to help. This practical toolkit helps you build your own robust, dynamic brands that generate conversion. You'll find over 100 DIY branding tactics and inspiring case studies, and step-by-step instructions for building and measuring 25 essential brand strategy ingredients, from logo design to demo-day pitches, using The Lean Startup methodology's Build-Measure-Learn loop. Learn exactly what a brand is—and what it isn’t. Build a minimal set of brand ingredients that are viable in the marketplace: brand story, brand symbols, and brand strategy. Measure your brand ingredients by using meaningful metrics to see if they meet your conversion goals. Pivot your brand ingredients in new directions based on what you’ve learned—by optimizing rather than trashing Focus specifically on brand story, symbols, or strategy by following the Build-Measure-Learn chapters that apply.

The Lean Turnaround: How Business Leaders Use Lean Principles to Create Value and Transform Their Company How to make customers feel good about doing what you want. Learn how companies make us feel good about doing what they want. Approaching persuasive design from the dark side, this book melds psychology, marketing, and design concepts to show why we're susceptible to certain persuasive techniques. Packed with examples from every nook and cranny of the web, it provides easy-to-digest and applicable patterns for putting these design techniques to work. Organized by the seven deadly sins, it includes: Pride—use social proof to position your product in line with your visitors’ values Sloth—build a path of least resistance that leads users where you want them to go Gluttony—escalate customers' commitment and use loss aversion to keep them there Anger—understand the power of metaphysical arguments and anonymity Envy—create a culture of status around your product and feed aspirational desires Lust—turn desire into commitment by using emotion to defeat rational behavior Greed—keep customers engaged by reinforcing the behaviors you desire Now you too can leverage human fallibility to create powerful persuasive interfaces that people will love to use—but will you use your new knowledge for good or evil? Learn more on the companion website, evilbydesign.info.

Lean Branding Want to know what your users are thinking? If you're a product manager or developer, this book will help you learn the techniques for finding the answers to your most burning questions about your customers. With step-by-step guidance, Validating Product Ideas shows you how to tackle the research to build the best possible product.

The Lean Book of Lean Software Development: An Agile Toolkit Adapting agile practices to your development organization Uncovering and eradicating waste throughout the software development lifecycle. Practical techniques for every development manager, project manager, and technical leader. Lean software development: applying agile principles to your organization. In Lean Software Development, Mary and Tom Poppendieck identify seven fundamental “lean” principles, adapt them for the world of software development, and show how they can serve as the foundation for agile development approaches that work. Along the way, they introduce 22 “thinking tools” that can help you customize the right agile practices for any environment. Better, cheaper, faster software development. You can have all three—if you adopt the same lean principles that have already revolutionized manufacturing, logistics and product development. Iterating towards excellence: software development as an exercise in discovery. Managing uncertainty: “decide as late as possible” by building change into the system. Compressing the value stream: rapid development, feedback, and improvement. Empowering teams and individuals without compromising coordination. Software with integrity: promoting coherence, usability, fitness, maintainability, and adaptability. How to “see the whole”—even when your developers are scattered across multiple locations and contractors. Simply put, Lean Software Development helps you refocus development on value, flow, and people—so you can achieve breakthrough quality, savings, speed, and business alignment.

Evil by Design From near-extinction in the early eighties, Harley-Davidson rose to worldwide recognition and is still today one of the great, iconic American motorcycle brands. In this insider guide, former Harley-Davidson executive Dantar Osterwalter offers an exclusive look at how Harley-Davidson was able to adapt in an ever-changing world to stay on top and stay in existence. In The Lean Machine, readers learn about Harley-Davidson’s secret weapon and go-to formula for outstanding success: Knowledge-Based Product Development. Rooted in Japanese productivity improvement techniques, this method helped Harley realize an unprecedented fourfold increase in throughput in half the time—powering annual growth of more than ten percent. Winner of the 2017 Shingo Prize for Literature, The Lean Machine—which is part business journalism, part analysis, and part step-by-step toolkit—takes readers through the day-to-day transformation at Harley and identifies universal change and improvement issues so that companies in any industry can incorporate this game-changing system—with predictably excellent results.

Lean Vs. Agile Vs. Design Thinking As companies evolve to adopt, integrate, and leverage software as the defining element of their success in the 21st century, a rash of processes and methodologies are
vying for their product teams' attention. In the worst of cases, each discipline on these teams -- product management, design, and software engineering -- learns a different model. This short, tactical book reconciles the perceived differences in Lean Startup, Design Thinking, and Agile software development by focusing not on rituals and practices but on the values that underpin all three methods. Written by Jeff Gothelf, the co-author of the award-winning Lean UX and Sense & Respond, the tactics in this book draw on Jeff's years of practice as a team leader and coach in companies ranging from small high-growth startups to large enterprises. Whether you're a product manager, software engineer, designer, or team leader, you'll find practical tools in this book immediately applicable to your team's daily methods.

UX Strategy Brazilian designer Fábio Sasso, who has wildly popular design blog Abduzeedo, has created the definitive guide to design. This book features interviews with designers and offers tutorials on various design styles, an extension of what he does with his site abduzeedo.com. Each chapter addresses a particular style, e.g., Vintage, Neo-surrealism, Retro 80s, Light Effects, Collage, Vector, and starts off with an explanation about the style and techniques that go into that style. Next, the Abduzeedo Design Guide shows images from different visual artists illustrating each style. Fábio interviews a master of each style, such as, in the case of Retro Art, James White. Then he wraps up the chapter with a tutorial showing the elements and techniques for creating that style in Photoshop. Meant for beginning to intermediate designers as well as more experienced designers looking for inspiration, the book focuses on styles that can be applied both to web or print.

Lean UX Whether you're designing consumer electronics, medical devices, enterprise Web apps, or new ways to check out at the supermarket, today's digitally-enabled products and services provide both great opportunities to deliver compelling user experiences and great risks of driving your customers crazy with complicated, confusing technology. Designing successful products and services in the digital age requires a multi-disciplinary team with expertise in interaction design, visual design, industrial design, and other disciplines. It also takes the ability to come up with the big ideas that make a desirable product or service, as well as the skill and perseverance to execute on the thousand small ideas that get your design into the hands of users. It requires expertise in project management, user research, and consensus-building. This comprehensive, full-color volume addresses all of these and more with detailed how-to information, real-life examples, and exercises. Topics include assembling a design team, planning and conducting user research, analyzing your data and turning it into personas, using scenarios to drive requirements definition and design, collaborating in design meetings, evaluating and iterating your design, and documenting finished design in a way that works for engineers and stakeholders alike.

UX Fundamentals for Non-UX Professionals p>Great user experiences (UX) are essential for products today, but designing one can be a lengthy and expensive process. With this practical, hands-on book, you'll learn how to do it faster and smarter using Lean UX techniques. UX expert Laura Klein shows you what it takes to gather valuable input from customers, build something they'll truly love, and reduce the time it takes to get your product to market. No prior experience in UX or design is necessary to get started. If you're an entrepreneur or an innovator, this book puts you right to work with proven tips and tools for researching, identifying, and designing an intuitive, easy-to-use product. Determine whether people will buy your product before you build it Listen to your customers throughout the product’s lifecycle Understand why you should design a test before you design a product Get nine tools that are critical to designing your product Discern the difference between necessary features and nice-to-haves Learn how a Minimum Viable Product affects your UX decisions Use A/B testing in conjunction with good UX practices Speed up your product development process without sacrificing quality

UX for Beginners Demystify UX and its rules, contradictions, and dilemmas. This book provides real-world examples of user experience concepts that empower teams to create compelling products and services, manage social media, interview UX candidates, and oversee product teams. From product decisions to performance reviews, your ability to participate in discussions about UX has become vital to your company's success as well as your own. However, UX concepts can seem complex. Many UX books are written by and for UX professionals. UX Fundamentals for Non-UX Professionals serves the needs of project managers, graphic designers, copyeditors, marketers, and others who wish to understand UX design and research. You will discover how UX has influenced history and continues to affect our daily lives. Entertaining real-world examples demonstrate what a massive, WWII-era tank teaches us about design, what a blue flower tells us about audiences, and what drunk marathoners show us about software. What You'll Learn: Know the fundamentals of UX through real-world examples Acquire the skills to participate intelligently in discussions about UX design and research Understand how UX impacts business, including product, pricing, placement, and promotion as well as security, speed, and privacy.

The Lean Product Playbook UX design has traditionally been deliverables-based. Wireframes, site maps, flow diagrams, content inventories, taxonomies, mockups helped define the practice in its infancy. Over time, however, this deliverables-heavy process has put UX designers in the deliverables business. Many are now measured and compensated for the depth and breadth of their deliverables instead of the quality and success of the experiences they design. Designers have become documentation subject matter experts, known for the quality of the documents they create instead of the end-state experiences being designed and developed. So what's to be done? This practical book provides a roadmap and set of practices and principles that will help you keep your focus on the experience back, rather than the deliverables. Get a tactical understanding of how to successfully integrate Lean and UX/Design Find new material on business modeling and outcomes to help teams work more strategically Delve into the new chapter on experiment design Take advantage of updated examples and case studies

Think Like a UX Researcher

Presumptive Design Outlines a revisionist approach to management while arguing against common perceptions about the inevitability of startup failures, explaining the importance of providing genuinely needed products and services as well as organizing a business that can adapt to continuous customer feedback.

Running Lean Offers a systematic approach to product-market fit, discussing customer involvement, optimal time to obtain funding, and when to change the plan.