



Early learnings about

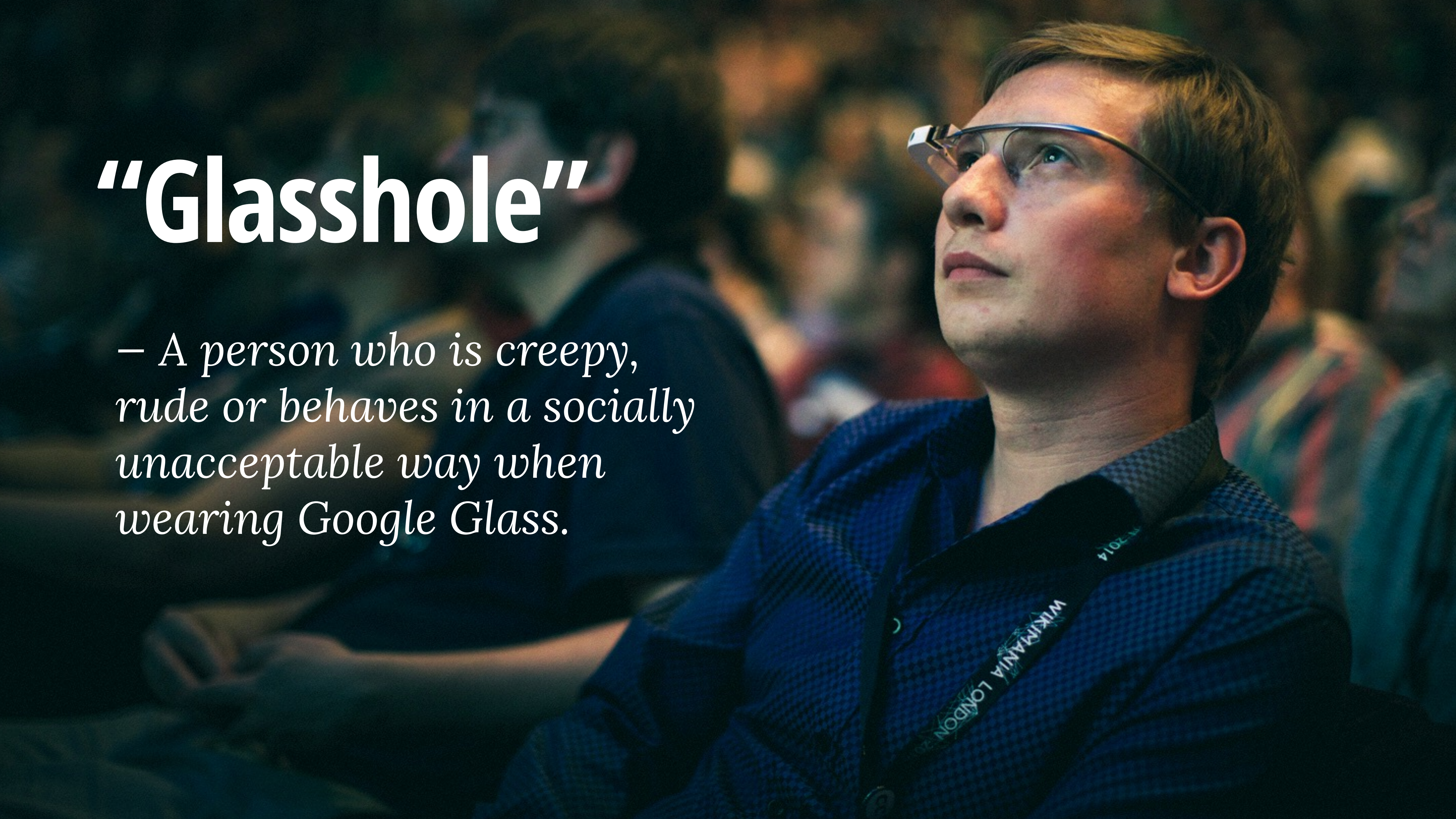
Lean UX

in a startup

Kimmo Kuisma - Head of Design at Hubchat

“Glasshole”

– A person who is creepy, rude or behaves in a socially unacceptable way when wearing Google Glass.



DeLorean DMC-12



A person stands on the crest of a large sand dune in a desert, looking out over a vast landscape of rolling dunes under a clear sky at sunset. The warm, golden light of the setting sun illuminates the scene, creating long shadows and highlighting the textures of the sand.

Assumption

*“The act of taking for granted, or
supposing a thing without proof”*

A person stands on the edge of a dark, craggy rock formation on the left side of the frame. The background is a vast, hazy mountain valley under a sunset sky with soft orange and blue tones. The text is overlaid on the right side of the image.

Unvalidated assumptions are leaps of faith in design


– They cost a lot of time & money, and result in products that aren't used at all



Every design decision is
a business decision!

– *Do you want to do them blindly?*

@hubchat



What steps have you tried taking **before** to make design & development work smoother together in your organisation? How did it go?

&

Did you get any **new ideas** for a better way of doing design? What would you like to try in the future? What's worrying, what has potential?

OUTPUT vs OUTCOME

**A physical or virtual thing
that we build (a feature!)**

Notification system

**An change in the world that
can be somehow observed.**

*“The amount of replies posted
to discussions in our
communities increases”*

Team Setup

- 1 *designer* + 4 *developers* in each team
- 1 team, 1 **MVE** (*minimum viable experiment*)
- roughly 3 weeks per iteration
- teams work individually

1 EPIC

Customer requests
Early research
Gut feelings

CO-CREATION
WORKSHOP

SHORT
KICKOFF

Ideas

LEARN

BUILD

Experiment
3 weeks

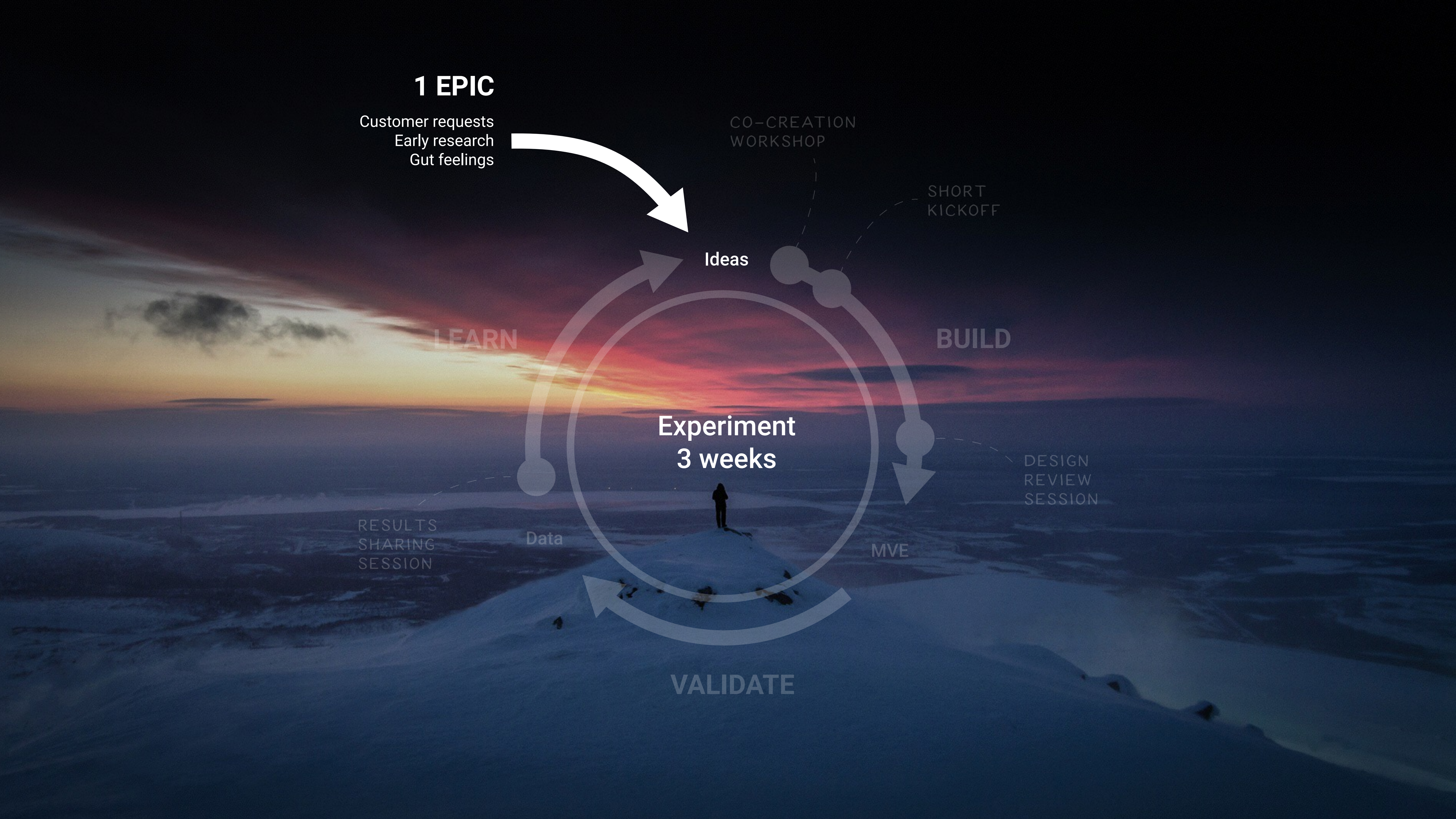
DESIGN
REVIEW
SESSION

MVE

VALIDATE

Data

RESULTS
SHARING
SESSION



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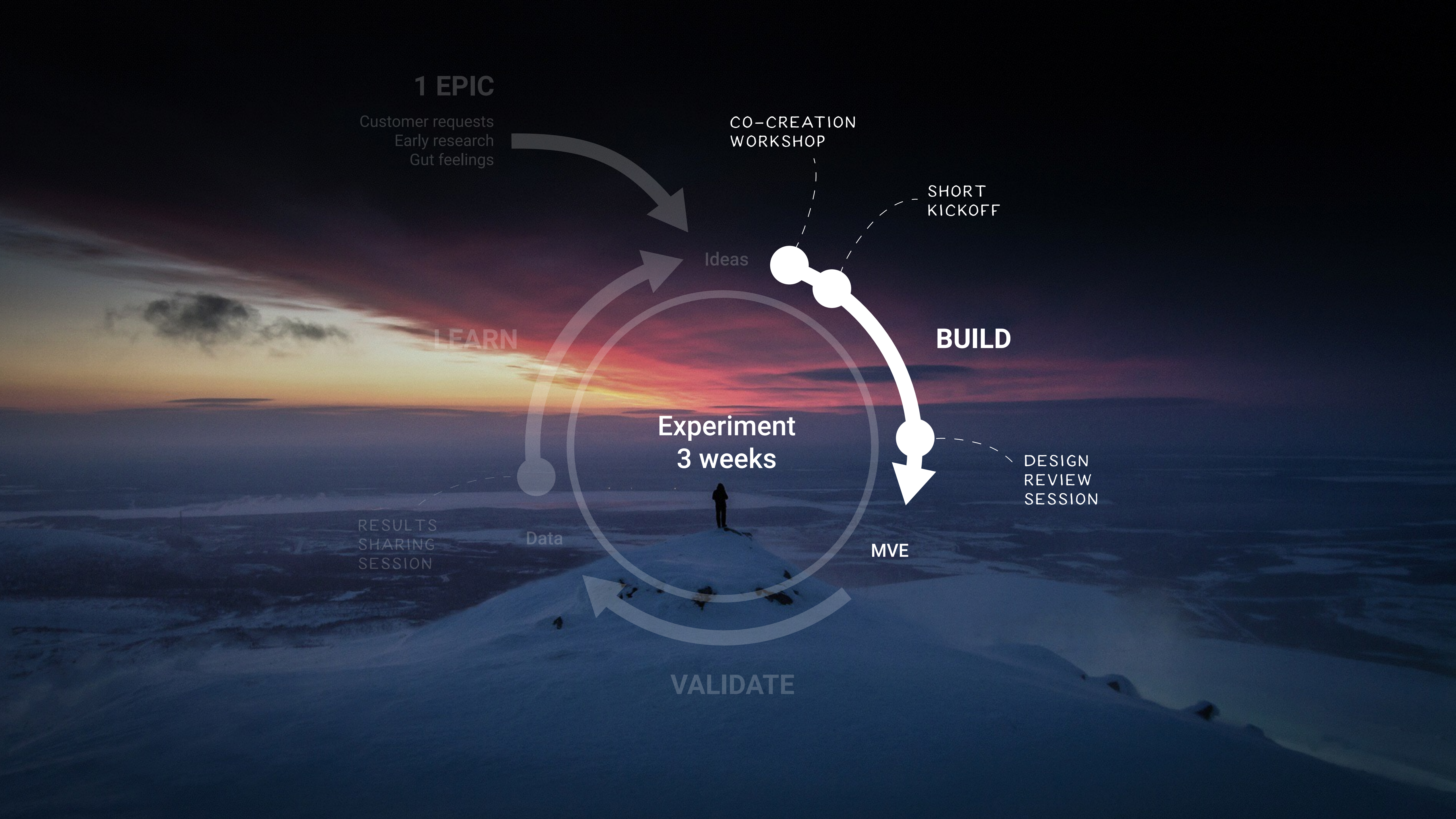
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Co-creation Workshop

1. *short presentation*
2. *brainstorm desirable outcomes*
3. *design studio – session*
4. *write hypothesis*
5. *validation plan*



Design Studio

- *outcomes as targets*
- *draw features*
- *explain to others, criticise*
- *pick the best ideas*

Learnings



A hand-drawn background image showing a laptop, a tablet with a pen, and a desk lamp. The laptop is on the left, the tablet is in the center, and the desk lamp is on the right. A hand is holding a pen over the tablet. The text 'Deliverables' is overlaid on the laptop screen.

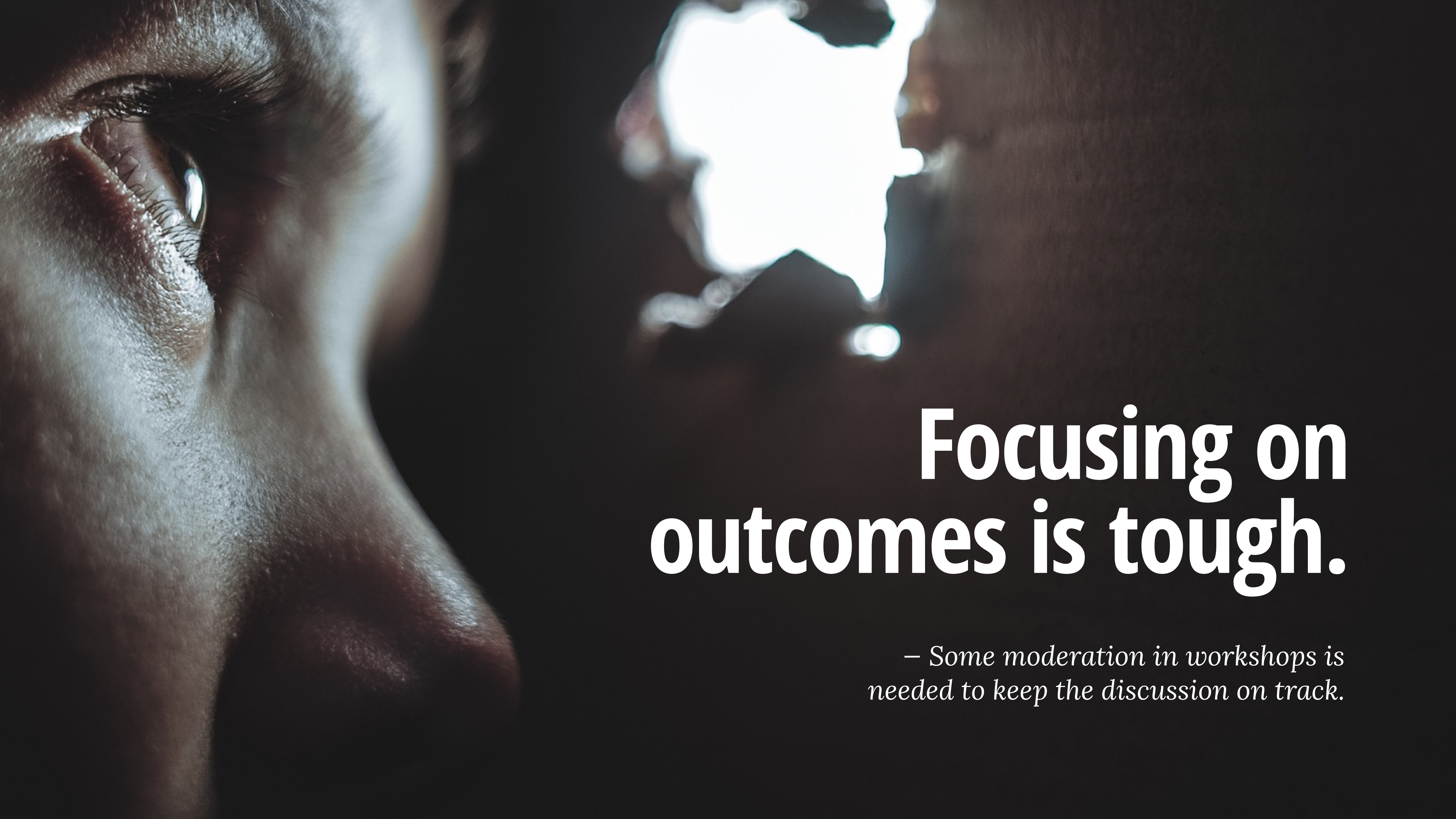
Deliverables

– *Outputs & documents produced by a designer, highlighting and explaining different aspects of a design*

Making deliverables is a tough habit for designers to shake off.

– Create the minimum level of deliverables needed for communicating the idea, nothing more.





**Focusing on
outcomes is tough.**

*— Some moderation in workshops is
needed to keep the discussion on track.*

A close-up photograph of a person's hand reaching upwards, palm facing forward. The hand is positioned in the center-left of the frame. On the wrist, a round, silver-toned wristwatch with a white face and black markings is visible. The background consists of a bright, cloudy sky, with the clouds appearing soft and white against a pale blue backdrop. The overall mood is one of reaching or striving.

Workshops always run out of time.

– Split your workshops into several sessions.



Team members feel blocked about design.

– *Design is the responsibility of
everyone in the team.*

An experiment is an excuse for low quality releases.

- *Task flow*
- *Layout*
- *Transitions*
- *Good copy*
- *All viewports covered*

The background of the slide is a photograph of a vast, calm sea under a hazy, overcast sky. Three large cargo ships are visible on the horizon, spaced out from left to right. The water is a deep blue, and the sky is a pale, muted greenish-blue. The overall mood is serene but slightly somber, reflecting the 'painful' nature of the topic.

Prioritisation often feels painful.

- *Do first whatever results in the most positive impact for your product.*

Metrics alone give a very limited view.


– *Validate qualitatively too!*



A close-up, low-angle shot of a person's hands. The right hand holds a magnifying glass over a document, while the left hand holds a pen. The document contains chemical formulas and text in Portuguese. The lighting is warm and focused on the hands and the document.

Early research pays off.

– Validate qualitatively too!



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Lean UX Benefits

1. Progress that we can measure
2. Tracking how design affects metrics
3. Shorter iterations
4. More frequent releases
5. Saved resources
6. Everyone working for same impact

Better focus & higher satisfaction at work!



A full-page background image showing a sunset over a beach. The sky is filled with vibrant orange, red, and yellow clouds. The sun is low on the horizon, casting a warm glow over the scene. In the foreground, waves are crashing onto a sandy beach, creating white foam. To the left, a concrete pier structure with two vertical pillars and a horizontal beam stands in the water. The overall mood is serene and beautiful.

Thank you!

twitter.com/kimmokuisma
kimmo@hubchat.com