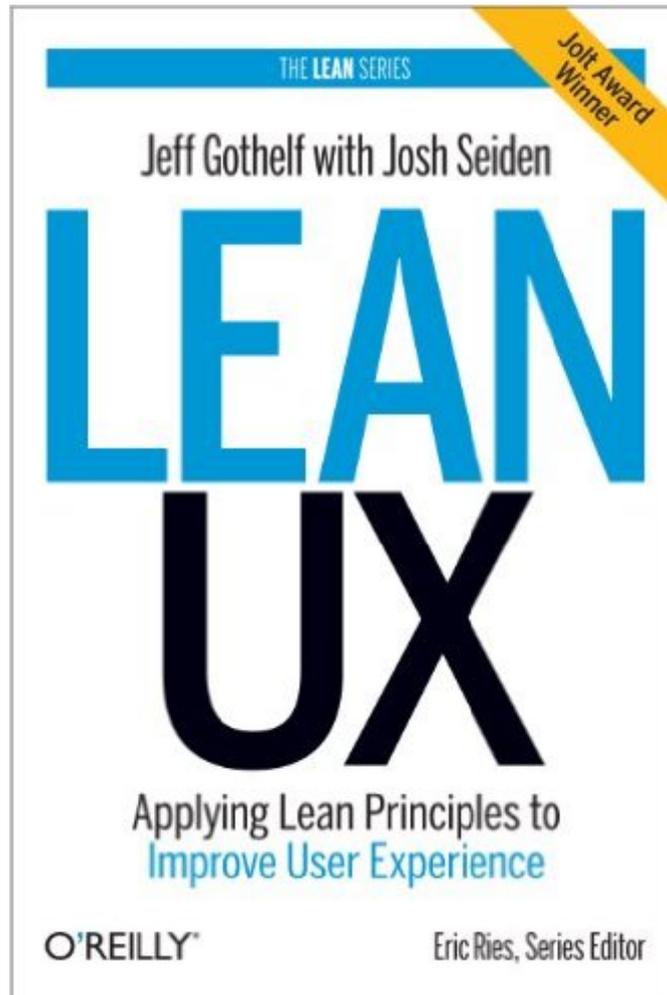# Lean UX: Applying Lean Principles To Improve User Experience

Synopsis

The Lean UX approach to interaction design is tailor-made for todayâ ™s web-driven reality. In this insightful book, leading advocate Jeff Gothelf teaches you valuable Lean UX principles, tactics, and techniques from the ground upâ "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. Youâ ™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 changeâ "for the better.Frame a vision of the problem youâ ™re solving and focus your team on the right outcomesBring the designersâ ™ toolkit to the rest of your product teamShare your insights with your team much earlier in the processCreate Minimum Viable Products to determine which ideas are validIncorporate the voice of the customer throughout the project cycleMake your team more productive: combine Lean UX with Agileâ ™s Scrum frameworkUnderstand the organizational shifts necessary to integrate Lean UXLean 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.

Book Information

Hardcover: 152 pages

Publisher: O'Reilly Media; 1 edition (March 11, 2013)

Language: English

ISBN-10: 1449311652

ISBN-13: 978-1449311650

Product Dimensions: 6 x 0.6 x 9 inches

Shipping Weight: 12.6 ounces (View shipping rates and policies)

Average Customer Review: 4.4 out of 5 starsÂ Â See all reviewsÂ (118 customer reviews)

Best Sellers Rank: #63,835 in Books (See Top 100 in Books)   #63 inÂ Books > Computers & Technology > Business Technology > Software > Enterprise Applications   #89 inÂ Books > Business & Money > Marketing & Sales > Customer Service   #377 inÂ Books > Computers & Technology > Software

Customer Reviews

I'm a technical writer who has often been involved with UX, and both writing and UX are often left

out of the scrum team when product development departments move to Agile, so I was glad to see how these authors addressed the UX component. They present ideas, answer questions, and address concerns that UX designers and other team members will probably have when trying to fit UX into sprints that already seem too short.Several other reviewers have commented that this is a relatively thin book, and therefore it's a quick read, but A does not necessarily follow B here. Make it a quick read if you like, but I think you'll only get out of it what you put into it. Even if it is a "quick read," it's not a "quick implement." Several of the ideas put forth are major changes from waterfall development and the way that designers have traditionally worked, and it will take some time and a few false starts before a team finds their comfort zone with this. You should find yourself referring back to the book frequently as you switch over.The authors say that Lean UX is a mindset, and they support that position with a chapter that describes Lean UX principles. Unfortunately, they list 3 foundations and 15 "key principles" that are "critical to the success of Lean UX." They seem to have forgotten one basic design principle, which is that people can't remember more than a few things from a list, perhaps 7 at the most. It's just not possible to focus on 15 principles at the same time and try to make sure that your processes reflect all of them. Some of these principles are high level (such as "Progress = Outcomes, not Output") and others are the result of, or an aspect of applying those, such as "Removing Waste.

Lean UX is a great overview of how to do User Experience work in an agile team. A great complement to The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses, this book has stories, templates, guidelines to help you both use User Experience Design in an agile team as well as use User Experience to help your agile team do a better job of building the right thing. Much of what you'll read will strike you as "common sense," which, sadly, does not translate to common practice in many organizations.The book is short, so it's quick to read and get an overview, but it is also structured in a way that makes it amenable to reference as you execute. This is a rare book that is information dense, yet which does not allow that information density to compromise readability. The viability of the book as a reference compensates for the one flaw I see in it's presentation of the principles of Lean UX: there are too many principles.The book starts with a list of 15 (related) principles of Lean UX, which is far more than most people can keep in their head, making it harder to both sell and internalize the ideas. I understand that there is a lot to do to implement Lean UX, but I can't help think there must be a way to distill the 15 principles into 5-7 key ones which incorporate the spirit of the whole set. This may sound like a petty detail, but I suspect that it would be hard for someone not as versed in the

concepts as the authors to sell the concept based on those 15. If you can't sell an idea, it is that much harder to break down opposition to it.

Lean UX: Applying Lean Principles to Improve User Experience LEAN: Lean Tools - 5S (Lean, Lean Manufacturing, Lean Six Sigma, Lean 5S, Lean StartUp, Lean Enterprise) (LEAN BIBLE Book 3) LEAN: Lean Bible - Six Sigma & 5S - 3 Manuscripts + 1 BONUS BOOK (Lean Thinking, Lean Production, Lean Manufacturing, Lean Startup, Kaizen) Lean: QuickStart Guide - The Simplified Beginner's Guide To Lean (Lean, Lean Manufacturing, Lean Six Sigma, Lean Enterprise) Lean Six Sigma: and Lean QuickStart Guides - Lean Six Sigma QuickStart Guide and Lean QuickStart Guide (Lean Six Sigma For Service, Lean Manufacturing) Making IT Lean: Applying Lean Practices to the Work of IT UX for Lean Startups: Faster, Smarter User Experience Research and Design Lean Six Sigma for Service : How to Use Lean Speed and Six Sigma Quality to Improve Services and Transactions Practical Lean Six Sigma for Healthcare (with Links to over 30 Excel Worksheets): Using the A3 and Lean Thinking to Improve Operational Performance in ... Clinics, and Physician Group Practices Focus: Best Ways to Improve Your Concentration and Improve Your Learning Improve Your Sight-Reading! Piano: Level 1 / Early Elementary (Faber Edition: Improve Your Sight-Reading) Improve Your Sight-Reading! Piano: Level 2 / Elementary (Faber Edition: Improve Your Sight-Reading) Fire Stick: The 2016 User Guide And Manual - Learn How To Install Android Apps On Your Fire TV Stick! (Streaming Devices, How To Use Fire Stick, Fire TV Stick User Guide) Fifty Quick Ideas to Improve Your User Stories Improve Your HDR Photography (Improve Your Photography Book 2) Handwriting Improvement!: A Step By Step Guide To Improve Your Handwriting And Penmanship Instantly (Improve Handwriting, Penmanship, Handwriting Analysis, Typography) Handwriting Improvement: The Complete Guide to Drastically Improve Your Handwriting and Penmanship! (Improve Handwriting, Penmanship, Handwriting Analysis) Kindle Fire HD User Manual: The Complete User Guide With Instructions, Tutorial to Unlock The True Potential of Your Device in 30 Minutes (JULY 2016) Echo: The Ultimate User Guide to Master Echo In No Time (Echo 2016,user manual,web services,by ,Free books,Free Movie,Alexa ... Prime, smart devices, internet) (Volume 4) Lean Six Sigma: The Ultimate Guide To Lean Six Sigma With Tools For Improving Quality And Speed! (Lean, Six Sigma, Quality Control)