WIAD 2017
LOCAL CONNECTIONS. GLOBAL IMPACT.
BARCELONA, SPAIN
GREAT UX, GREAT BUSINESS
UNDERSTANDING THE BUSINESS TO DELIVER GOOD UX

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GREAT UX = GREAT BUSINESS
UNDERSTANDING THE BUSINESS TO DELIVER GOOD UX

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TIME SPLIT

• INTRO 5min
• WHAT I MEAN WITH “UNDERSTAND THE BUSINESS” 10min
• USE THIS IDEAS 5min
• Q&A 5min
COMPANY GOALS AND DESIGN GOALS HAVE NOT ALWAYS BEEN ON THE SAME PAGE
BRANDS, COMPANIES, PRODUCTS… WE HAVE REALISED THAT WE NEED TO START WITH THE USER EXPERIENCE AND WORK BACKWARDS
User Experience roots are deeply connected to the purpose of the business.
User Experience has become a Key Business Differentiator
<table>
<thead>
<tr>
<th>IDEAS</th>
<th>PRE-ANALYSIS</th>
<th>PRIORITIZATION</th>
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<tbody>
<tr>
<td></td>
<td>WIP</td>
<td>DONE</td>
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<td>DISCARDED</td>
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- Post-it notes with ideas and status indications.
WHERE IS THE USER IN THE ORGANISATION CHART?
WHAT IS THE PRODUCT?
HOW DO WE MAKE THE PRODUCT?
HOW DO WE MAKE THE PRODUCT?

DEVELOPMENT

• TECH STACK
• METHOD
• PHASES OF THE DEVELOPMENT
• API
• QA
• OFTEN PUSH PROD
• ETC
HOW DO WE MAKE THE PRODUCT?

**DEVELOPMENT**

• TECH STACK
• METHOD
• PHASES OF THE DEVELOPMENT
• APIS
• CONEXIONS
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• ETC

**PRODUCT MANAGEMENT**

• STRUCTURE OF TEAMS
• UX TEAM
• PRODUCT OWNERS
• PRODUCT MANAGERS
• BUSINESS ANALYSTS
• WHO MAKES THE DECISIONS?
• HOW DO WE TRACK OUR TESTS?
• ETC
# HOW DO WE MAKE THE PRODUCT?

## DEVELOPMENT
- TECH STACK
- METHOD
- PHASES OF THE DEVELOPMENT
- APIs
- CONEXIONS
- QA
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## PRODUCT MANAGEMENT
- STRUCTURE OF TEAMS
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- ETC

## BUSINESS
- VISION
- STRATEGY
- MKT STRATEGY
- PRICING
- PARTNERS
- REVENUE
- EXPECTED GROWTH
- ETC
You can not design without intention
• WHY?
• WHY?
• RELATED WITH OTHER USER STORIES?
• WHY?
• RELATED WITH OTHER USER STORIES?
• CONTRIBUTION WITH THE PRODUCT STRATEGY?
• WHY?
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• CONTRIBUTION WITH THE PRODUCT STRATEGY?
• IS STRATEGY ALIGNED WITH USER NEEDS?
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• HOW ARE WE GOING TO MEASURE THIS?
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• HOW LONG TO A MVP?
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• HOW ARE WE GOING TO MEASURE THIS?
• EFFORT?
• HOW LONG TO A MVP?
• ETC
During design critiques, we critique Business ideas and analyse how they fit-in with the User Needs.
Users, and their Experiences are shaping the products we create.
GREAT UX, GREAT BUSINESS
UNDERSTANDING THE BUSINESS TO DELIVER GOOD UX
1 - GET TO KNOW THE PRODUCT

• USE YOUR PRODUCTS
• TALK, ASK QUESTIONS
• ENSURE YOU GET THE RIGHT INFORMATION SOON ENOUGH
• WHAT IS KEEPING YOUR BOSS AWAKE AT NIGHT?
• CONDUCT STAKEHOLDER INTERVIEWS WITHIN THE COMPANY
• ETC
2 - INFLUENCE YOUR COMPANY

• CREATE AND EMBRACE A DESIGN PROCESS
• INCLUDE THE BUSINESS POINT OF VIEW IN YOUR HEURISTICS
• RUN DESIGN CRITIQUES
• EVANGELISE: GAIN VISIBILITY
• LOOP BUSINESS STAKEHOLDERS INTO THE DESIGN PROCESS
• PICK A SMALL PROJECT YOU KNOW WILL ADD VALUE
• MEASURE
• TEACH EVERYONE THAT “UX IS NOT A ROLE”
• ETC
3 - BE PREPARED TO ACCEPT THE CHALLENGE

• KEY POSITION IN THE ORGANISATION
• TO GET OUT OF THE COMFORT ZONE
• TO SAY “THIS IS NOT PART OF MY WORK, BUT I WILL DO IT”…
• DEVELOP SOFT SKILLS
• ABILITY TO PERSUADE
• NEGOTIATE
• TRADE-OFF
• ETC
Take your time
Stay long enough
“With great power there must also come great responsibility”

Winston Churchill
“With great power there must also come great responsibility”

Winston Churchill
(and Uncle Ben in Spider Man)
THANKS,

QUESTIONS?