

MAYO CLINIC

Continuous quality improvement in education

LEAN UX, Talking to Customers, and Usability Testing

THE NEW YORK TIMES BESTSELLER

THE LEAN STARTUP

TALKING TO HUMANS

Success starts with understanding your customers

How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses

ERIC RIES

ASH MAURYA

RUNNING LEAN

Iterate from Plan A to a Plan That Works

ERIC REIS, SERIES EDITOR

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Needs Analysis (Customer Discovery)
Where is the pain!?

Constable, "Talking to Humans" 2014
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Needs Analysis (Customer Discovery)
Where is the pain!?

- Be prepared
- Be purposeful in selecting targets
- Do 1 at a time
- Hear what you don't want to hear
- Get stories, past behavior
- Ask for advice
- Listen
- Drill down
- Ask for names (who next?)
- Look for patterns

Constable, "Talking to Humans" 2014
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Iterate to converge

Reis, "The Lean Startup" 2011
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Build Minimal Viable Product

- Reasonably authentic function
 - Users can react
- Low up-front investment

Reis, "The Lean Startup" 2011
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Measure Metrics that Matter

- Utility
- Effectiveness
- Application
- Technical challenges
- Stakeholder response



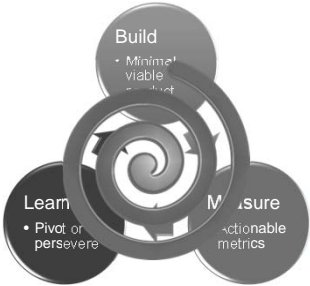
Reis, "The Lean Startup" 2011
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Learn Pivot or persevere



Reis, "The Lean Startup" 2011
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Iterate to converge ... FAST



Reis, "The Lean Startup" 2011
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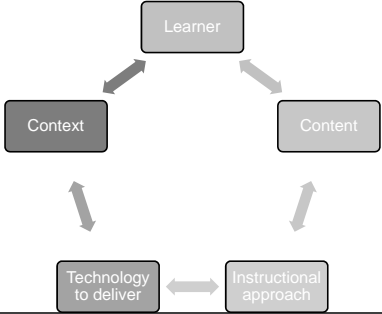
Usability testing

- Learnability – first time
- Efficiency – once learned
- Memorability – when return after delay
- Errors – quantity, severity, recovery
- Satisfaction
- +
- Utility – function; meet needs

<http://www.nngroup.com/articles/usability-101-introduction-to-usability/>

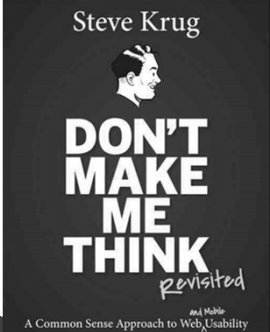
Nielsen, 2012
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Beyond functional usability



Zaharias & Poylymenakou, 2009
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Usability testing for the novice



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