Lean UX vs. Agile UX

CareerFoundry
UX Immersion
Thinking Like a Uxer: Task 1.8v2
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Overview

The design objective for the Ahoy! responsive web app is to provide beautifully displayed and easy to understand wind, wave and weather reports, forecasts, and statistics for pleasure boaters.

For this exercise I am focusing on two features of the app to take through the Build-Measure-Learn loop, as well as incorporating the Scrum framework with two Sprint Goals and Stand-Ups for each feature.

Feature #1

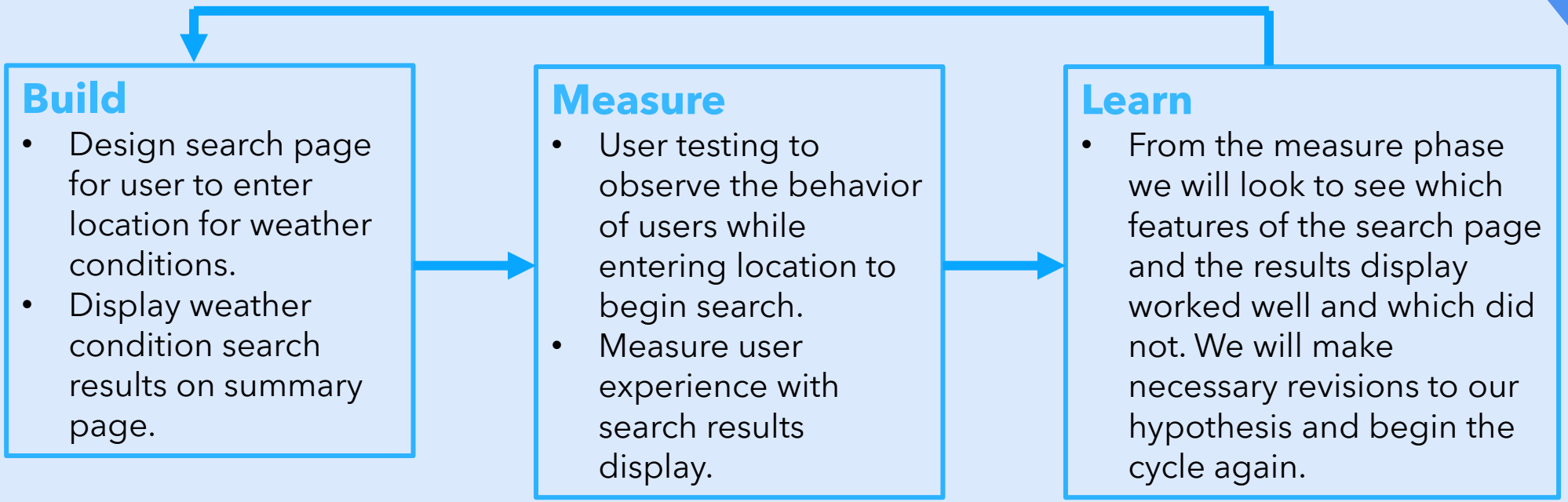
Feature #1 Details

Users will efficiently search current coastal weather conditions and forecasts by location.

Feature #1 Hypothesis

By creating a quick search function that will return current coastal weather conditions and daily forecasts in an easy-to-read display with neatly formatted text and readable fonts, we will be able to provide useful information for recreational boaters with a pleasant user experience to keep them using the Ahoy! app.

Feature #1 Build-Measure-Learn Loop



Feature #1 Scrum Framework

We will create user stories for the problem of boaters needing to get quick and easy-to-understand coastal weather conditions and forecasts in a display with neatly formatted text and readable fonts.

Because users will be entering a location to search weather conditions, it is important to bring the developers in on the Build phase to discuss how search results can be accomplished. As a focus of our feature is better text display, we will also want UI designers to be part of the process at the Build phase.

Sprint 1

Design high-fidelity wireframes and interactive prototype for user testing of login and search input screens. Focus on ease with which users can login and input a search by location.

Sprint 2

Design high-fidelity wireframes and interactive prototype for user testing of search results display screen to test readability and clarity of results and ease user can save search result location.

Stand-Up

During our 10 to 15-min stand-ups we will gather UX and UI designers, developers, and the product team manager to discuss current sprints and what we need from other team members to move forward with our sprint.

Feature #2

Feature #2 Details

Boaters can customize the settings to create a personalized rating system based on their personal tolerance for a range of weather conditions. For example, users can input an ideal range, outside of ideal but still tolerable, and unfavorable conditions for the size of waves, wind speeds, visibility, and temperature. These can be saved and matched against current weather conditions and forecasts. A Green light will indicate the ideal boating range, a Yellow light will indicate slightly outside of ideal conditions, and a Red light will indicate stay in port as significantly outside of ideal range.

Feature #2 Hypothesis

By creating a personalized rating system, boaters can easily enter their weather conditions parameters and then quickly access a daily boating rating based on current weather conditions and forecasts. This feature will encourage boaters to come back and use the Ahoy! app.

Feature # 2 Build-Measure-Learn Loop

Build

- Design an entry page so users can easily enter their preferred weather conditions ranges.
- Design the personalized rating system screen based on current weather conditions and daily forecast.

Measure

- With user testing we will observe how boaters enter their information and navigate through the input screens.
- Measure how users experience the results on the personal rating screen.

Learn

- From the measure phase we will look to see which features of the input page and the personal ratings display page worked well and which did not. We will make necessary revisions to our hypothesis and begin the cycle again.

Feature #2 Scrum Framework

We will create user stories for the problem of boaters needing to spend time analyzing numerous marine weather reports and forecasts to determine if conditions are personally preferable for boating. We seek to provide a quick and easy visual rating system based on personal preferences.

Because the feature requires inputs to be processed and return a specific set of results, we want to include the developers at the Build phase to discuss functionality. As the personal rating display is focused on visual images and colors, we also want to include the UI designers at the Build phase to discuss the importance of the color schemes and visuals.

Sprint 1

Design high-fidelity wireframes and interactive prototype for user testing of input screens for weather conditions parameters. Focus on ease of inputting data and saving parameters for a specific location.

Sprint 2

Design high-fidelity wireframes and interactive prototype for user testing of the rating system results display screen.

Stand-Up

During our 10 to 15-min stand-ups we will gather UX and UI designers, developers, and the product team manager to discuss current sprints and what we need from other team members to move forward. It will be particularly important for UX and UI designers with respect to screen layout and look, and for designers and developers on functionality of features.