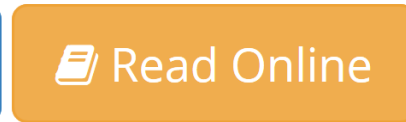


Lean UX: Applying Lean Principles to Improve User Experience

By Jeff Gothelf



Lean UX: Applying Lean Principles to Improve User Experience By Jeff Gothelf

The Lean UX approach to interaction design is tailor-made for today's web-driven reality. In this insightful book, leading advocate Jeff Gothelf teaches you valuable Lean UX principles, tactics, and techniques from the ground up—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. You'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 change—for the better.

- Frame a vision of the problem you're solving and focus your team on the right outcomes
- Bring the designers' toolkit to the rest of your product team
- Share your insights with your team much earlier in the process
- Create Minimum Viable Products to determine which ideas are valid
- Incorporate the voice of the customer throughout the project cycle
- Make your team more productive: combine Lean UX with Agile's Scrum framework
- Understand the organizational shifts necessary to integrate Lean UX

Lean UX received the 2013 Jolt Award from *Dr. Dobbs'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.

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Editorial Review

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Jeff Gothelf on How to Do Lean UX in 5 Easy Steps

1. **Solve problems together:** Ensure that every member of your team is present during brainstorming for new projects. Give your teams problems to solve, not solutions to implement. The outcome will be a far more efficient and productive team creating higher quality products and experiences.
2. **Sketch:** Introduce the team to sketching in order to help them visualize their ideas and come to a consensus.
3. **Prototype:** Get to a product experience as quickly as possible. Use prototypes of varying fidelities to get a sense of what your product's experience will be and validate that with customers to ensure you're headed down the right path.
4. **Pair your developers and designers:** Have developers and designers pair up to create the user interfaces. Each will learn from the other and build the trust necessary for greater team collaboration and productivity.
5. **Create a style guide:** Codify your design elements in pattern libraries and code repositories so creating new pages and workflows in your product is as easy as picking the pieces from the style guide. It also allows the team to quickly piece together experiences for prototypes and empowers your developers to build interfaces without constant review with the UX designer.

About the Author

Jeff Gothelf is a designer & Agile practitioner. He is a leading voice on the topics of Agile UX & Lean UX and a highly sought-after international speaker. He is currently a Managing Director in Neo's New York City office. Previously, Jeff has led teams at TheLadders, Publicis Modem, WebTrends, Fidelity, & AOL.

Users Review

From reader reviews:

Cheryl Grosvenor:

This book untitled Lean UX: Applying Lean Principles to Improve User Experience to be one of several books that best seller in this year, honestly, that is because when you read this book you can get a lot of benefit onto it. You will easily to buy that book in the book shop or you can order it by means of online. The publisher of the book sells the e-book too. It makes you more easily to read this book, as you can read this book in your Mobile phone. So there is no reason to your account to past this book from your list.

Tammy Mangold:

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Charlene Johnson:

This Lean UX: Applying Lean Principles to Improve User Experience is great guide for you because the content that is full of information for you who always deal with world and also have to make decision every minute. This particular book reveal it info accurately using great arrange word or we can point out no rambling sentences included. So if you are read the item hurriedly you can have whole info in it. Doesn't mean it only offers you straight forward sentences but hard core information with wonderful delivering sentences. Having Lean UX: Applying Lean Principles to Improve User Experience in your hand like getting the world in your arm, information in it is not ridiculous one. We can say that no book that offer you world within ten or fifteen tiny right but this e-book already do that. So , this is good reading book. Heya Mr. and Mrs. active do you still doubt in which?

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