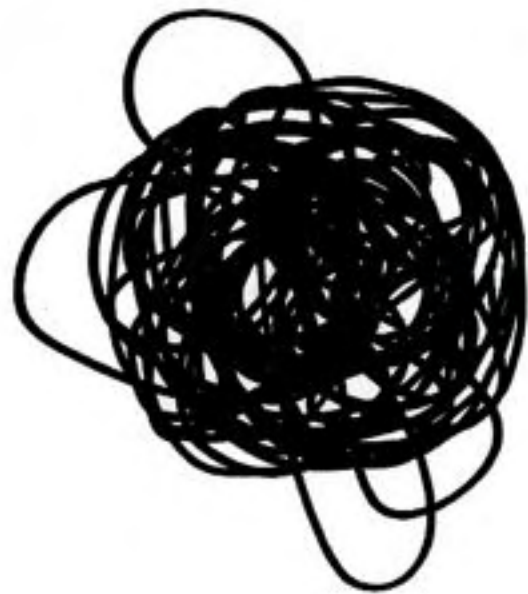




Good Design Faster



The problem

Clients want great experiences, and they want them faster.



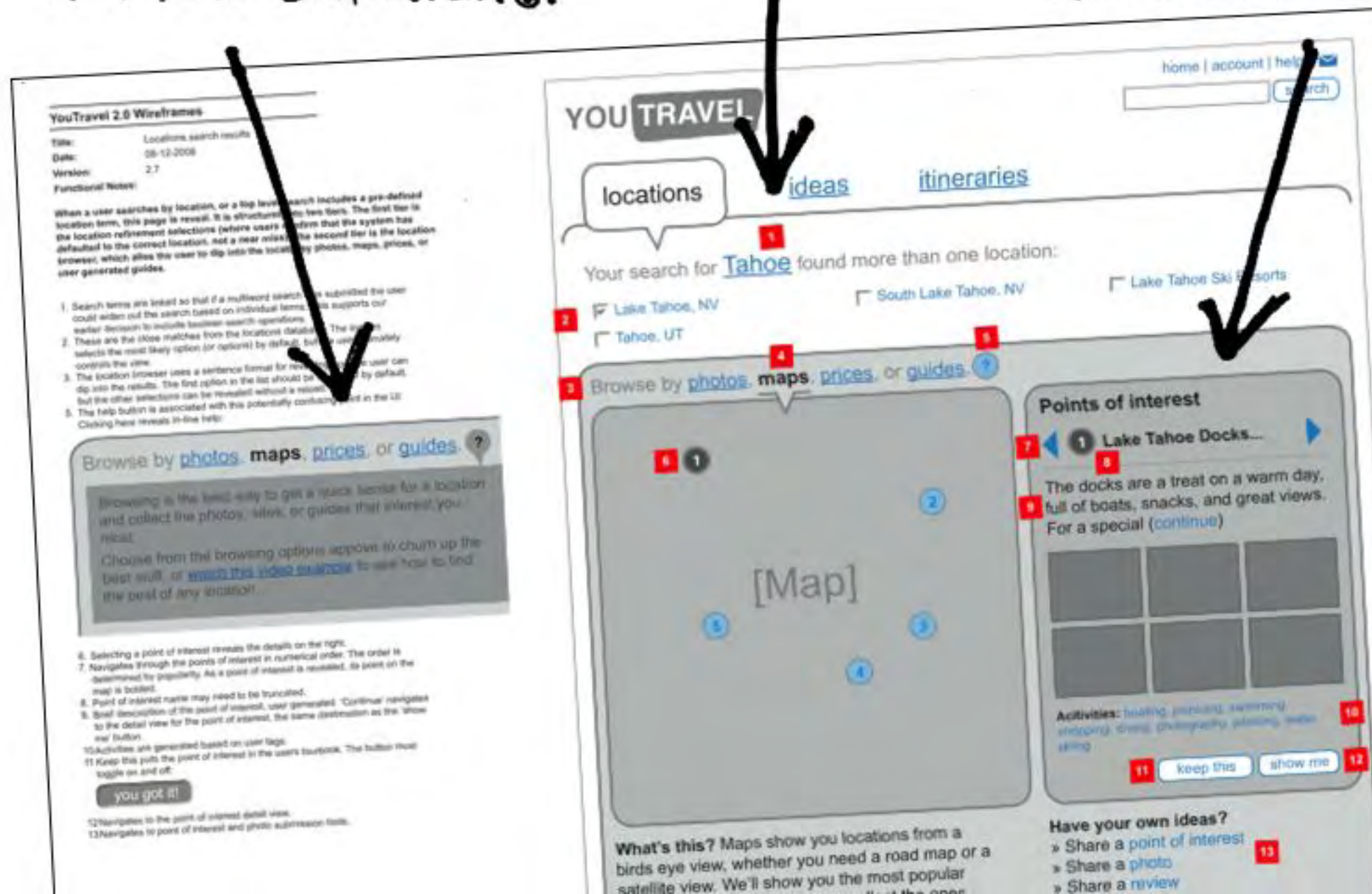
typical

Wireframes (our tools of choice) don't work for this

❌ FOCUSES ON SINGLE APPROACH.
NOT MULTIPLE OPTIONS.

❌ GOOD FOR DOCUMENTING.
NOT FOR EXPLORING.

❌ WRONG SCOPE: PAGE,
NOT OVERALL EXPERIENCE.

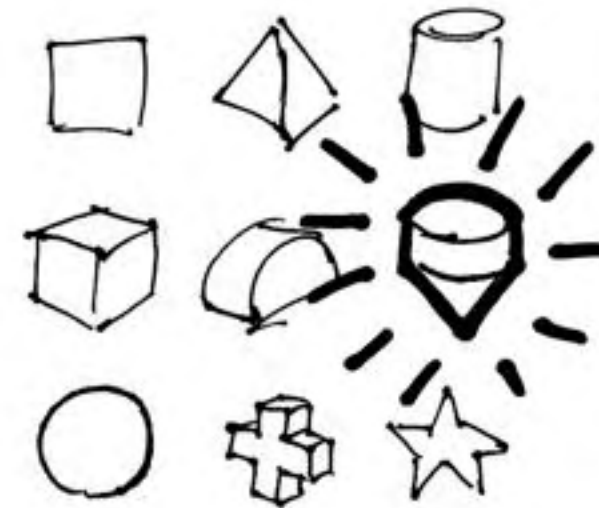


What does work? Something that...

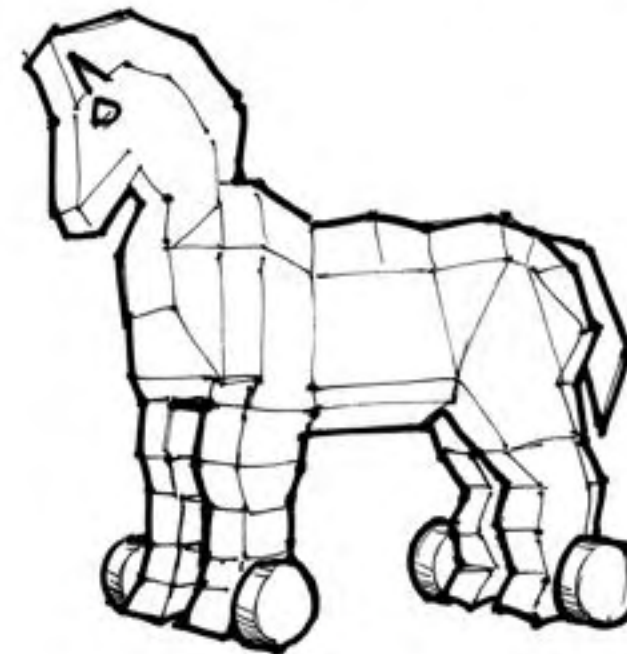
✓ AVOIDS UNNECESSARY DETAIL



✓ REVEALS THE BEST OF MULTIPLE SOLUTIONS



✓ GETS EVERYONE'S INPUT AND BUY-IN





Enter: sprints

Here's what we're going to do today

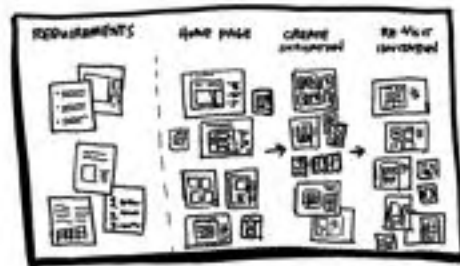
1.

SKETCH,
SKETCH,
SKETCH



2.

PUT
TOGETHER
SKETCHBOARDS



3.

SHARE &
INCORPORATE
FEEDBACK

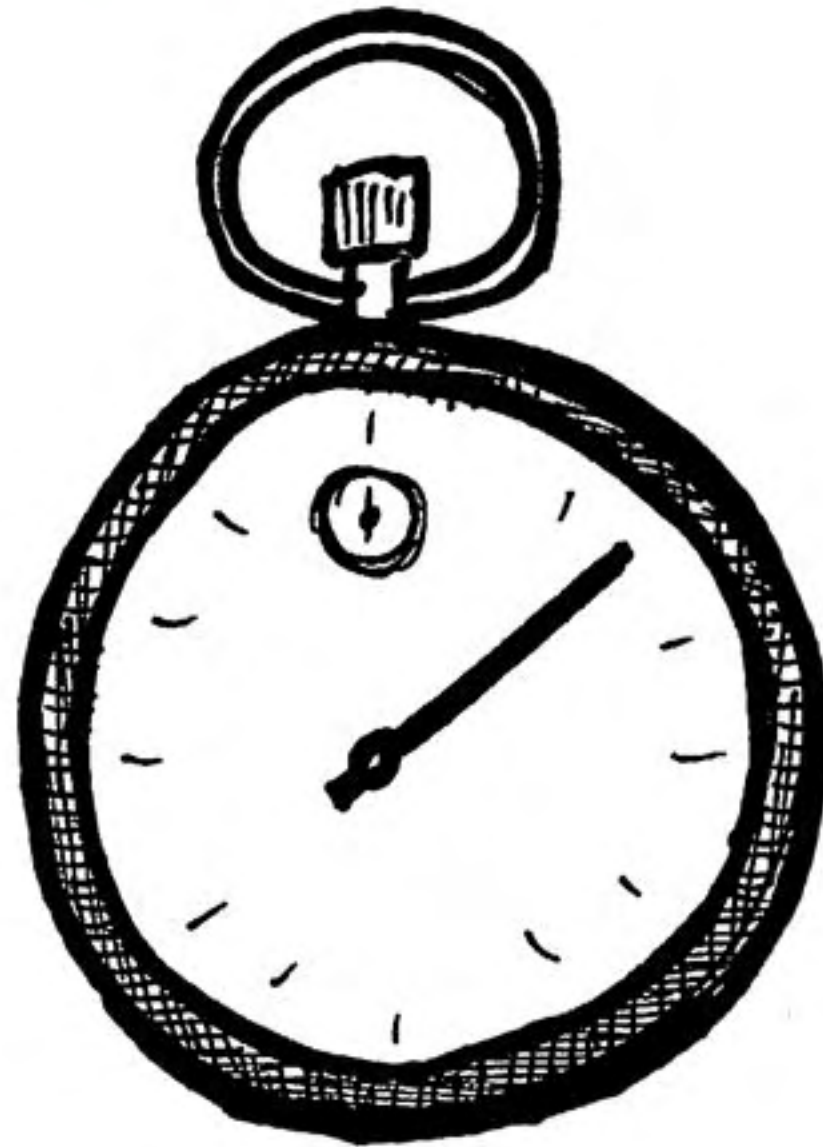


4.

BRING IT ALL
TOGETHER &
SPRINT!



Speaking of constraints...





Sketching

ACTIVITY 1

DRAWING vs. SKETCHING



ACTIVITY 1

FACEBOOK FOR THE INTRANET

Activity 1

Facebook | Home

http://www.new.facebook.com/home.php

Welcome to the new Facebook

Send feedback | Back to the old Facebook

facebook Brandon Schauer Friends Applications Inbox (9) Home Settings Logout Search

Welcome, Brandon


Update Status Share Link Add Photos Add Video Write Note

News Feed

Top Stories Status Updates Photos Posted Items

Mario Ruiz commented on Alex Smith's photo.

Sort of...there was a lot of champagne involved, I think.



Ross Popoff-Walker joined the group FUSE/ideas. Comment

Mary Thengvall Rotman became a fan of Ryan Hall.


850 fans - Become a Fan
Athlete - See more Pages

Add Comment

David Andre Just got home from the fair, rest for a bit, then head out to Joshua House. Comment

Jenn Anderson added a new photo.

whims



Requests

1 friend request

Updates

1 new update

Status

What are you doing right now?

Bookmarks

Photos Events Interactive Friends Graph Groups Marketplace Causes SCRABBLE Beta SUSHI

Sponsor

Today's New Gift

Give a Best Friends virtual gift to a someone you can always count on. There are 500,000 of these available.

Birthdays

Julie Hamwood and Ryan Freitas

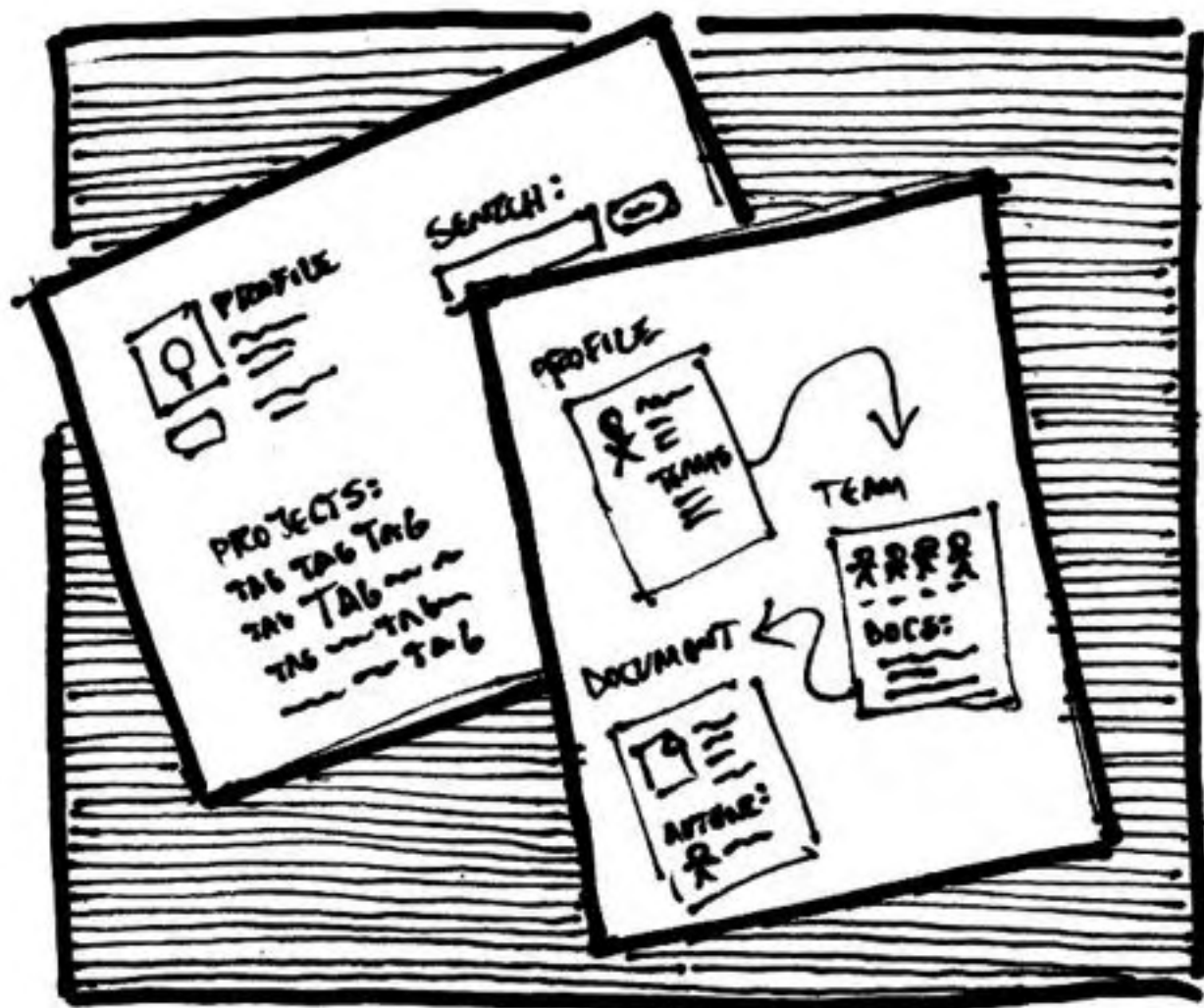
Online Friends (3)

Done

ACTIVITY 1

We need your help designing...

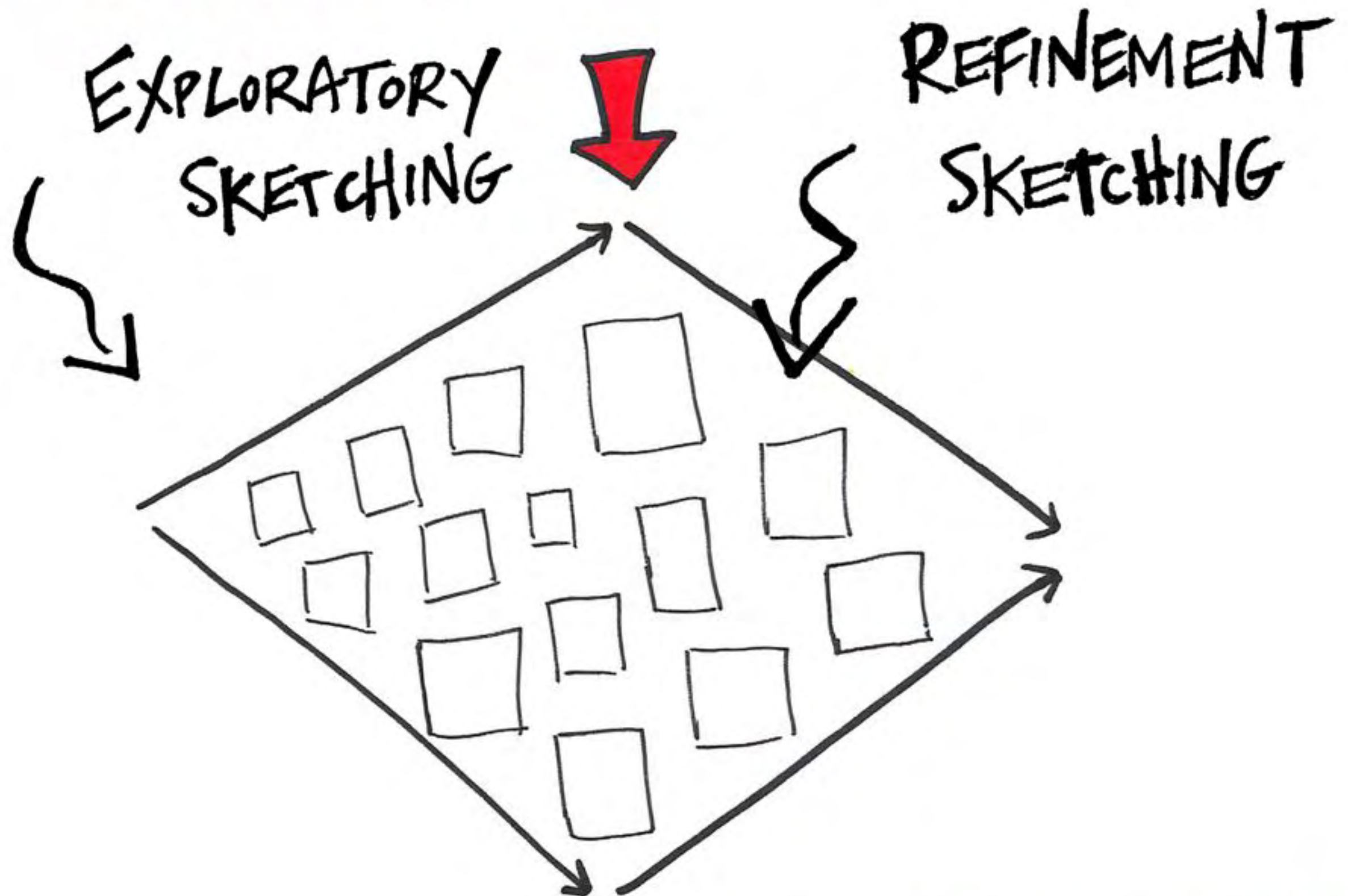
FACEBOOK FOR THE INTRANET

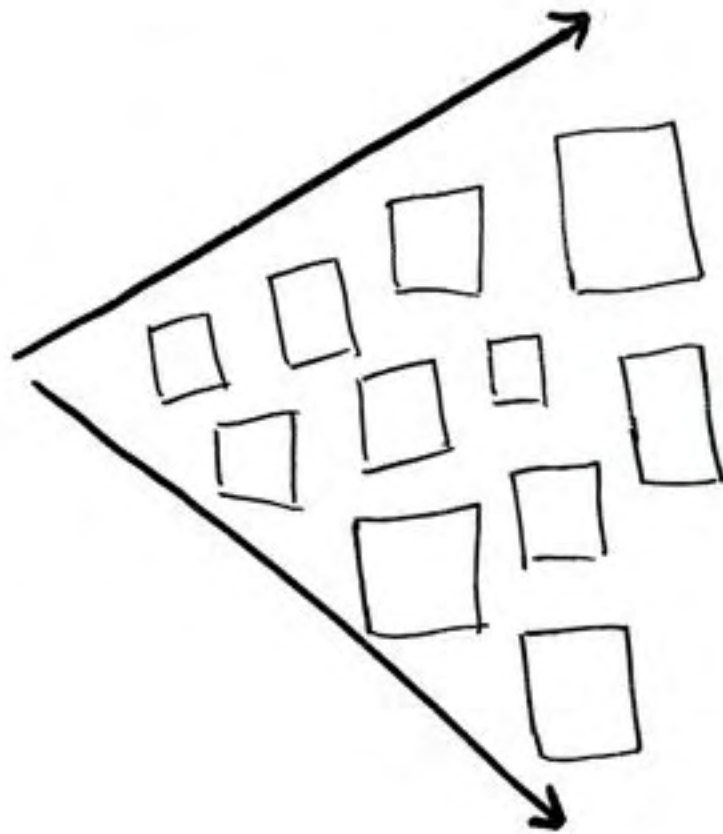


instructions:

1. Let's take 2 minutes to read the scenario.
2. Use a blank sheet of paper and pens in front of you.
3. Sketch whatever part of [this service] first comes to mind. (For example, home page? submission page?)
4. Do it in 2 minutes.

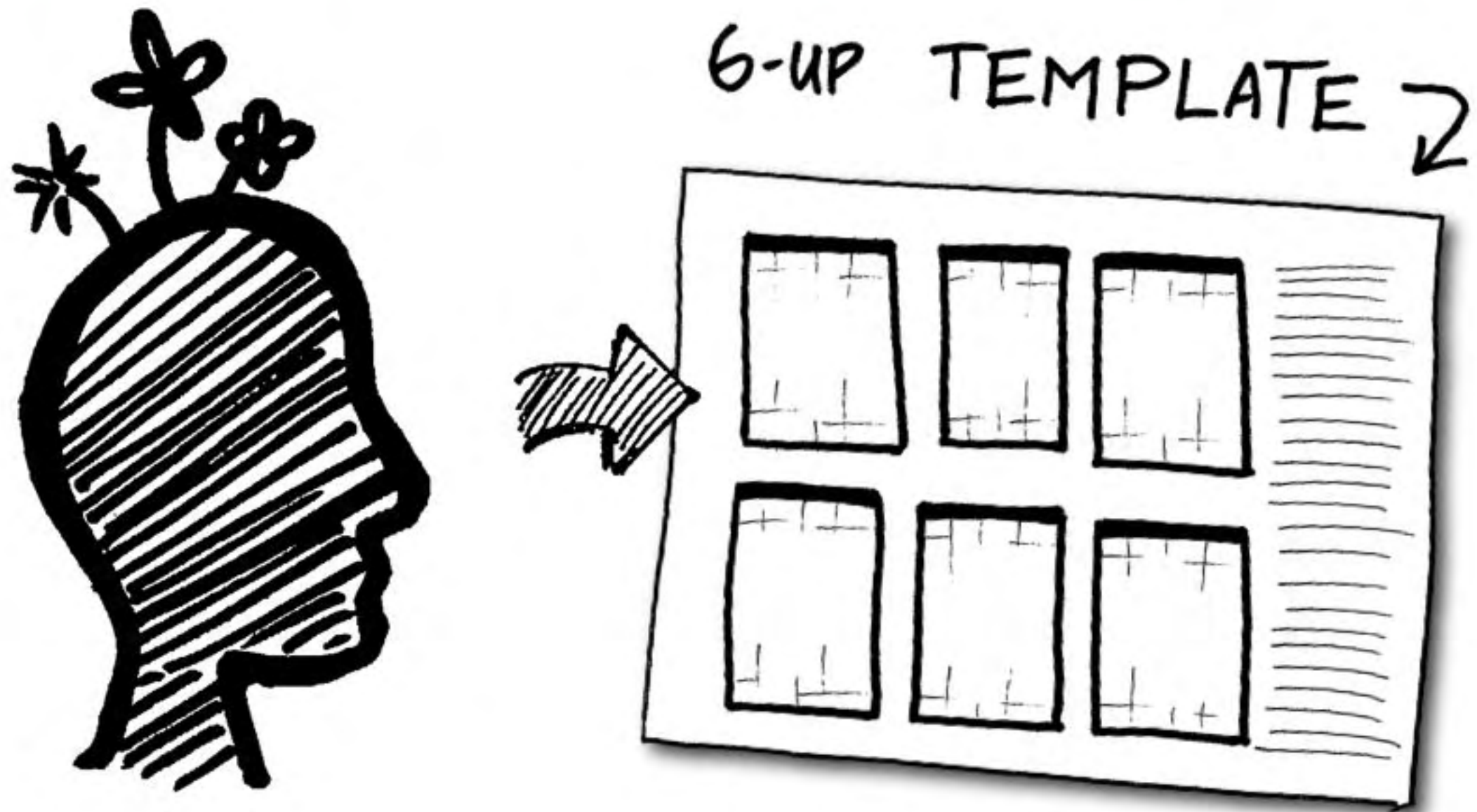
2 kinds of sketching



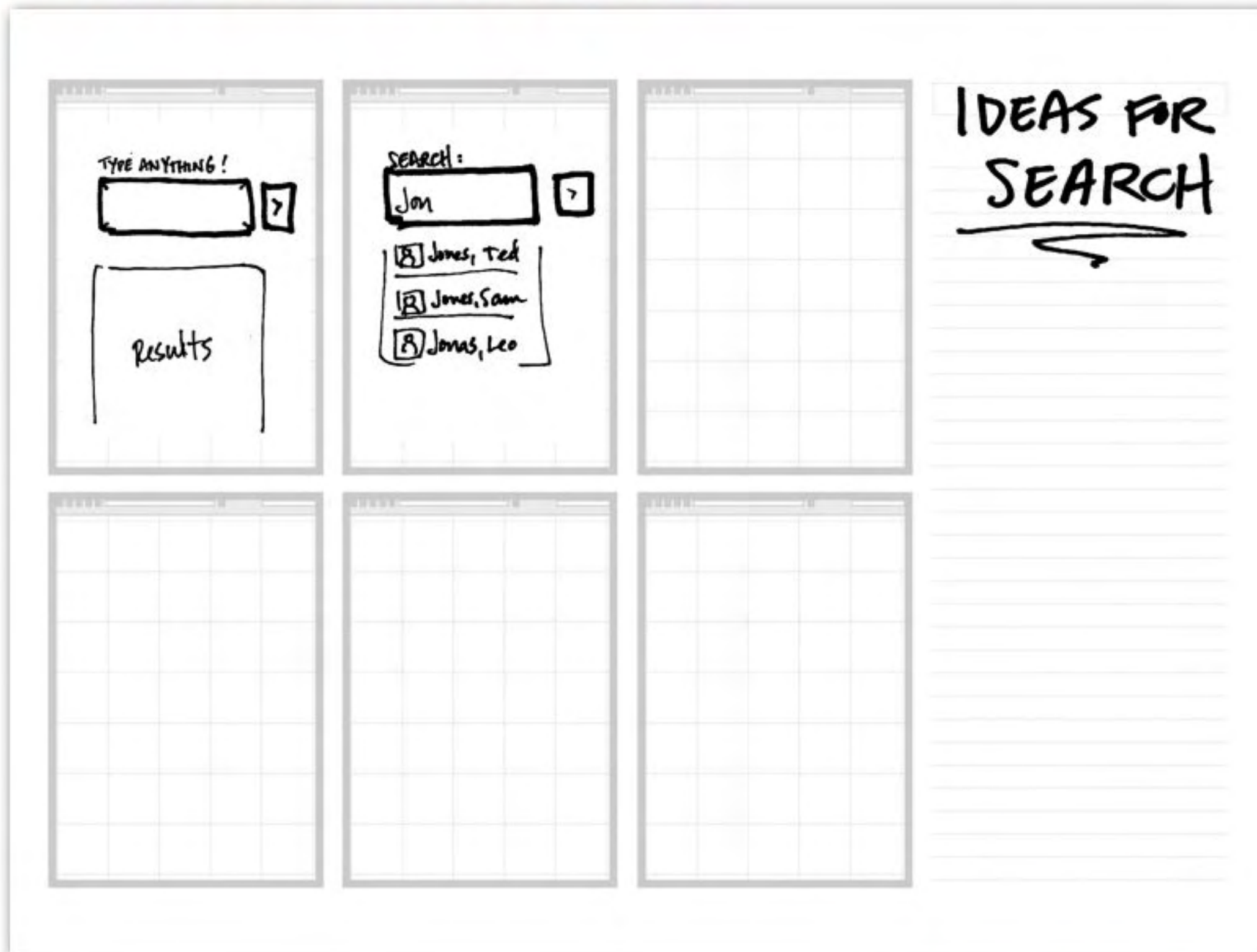


#1 Exploratory sketching

Exploratory sketching = lots of ideas, rough & varied



Lots of ideas, rough & varied

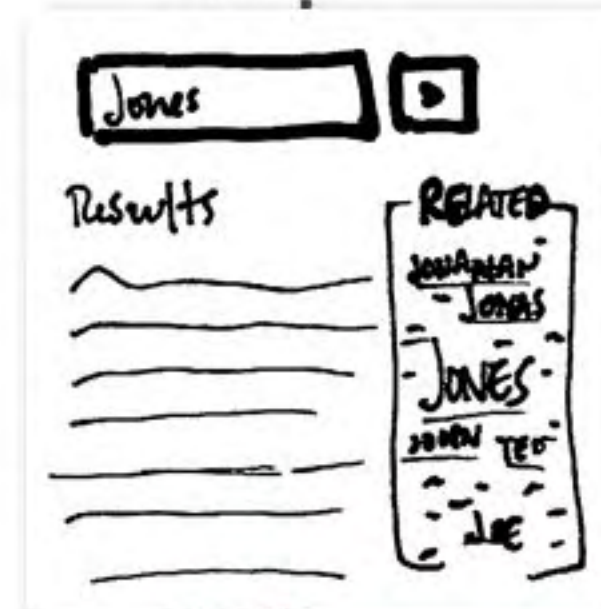


Techniques for exploratory sketching

WORD PLAY

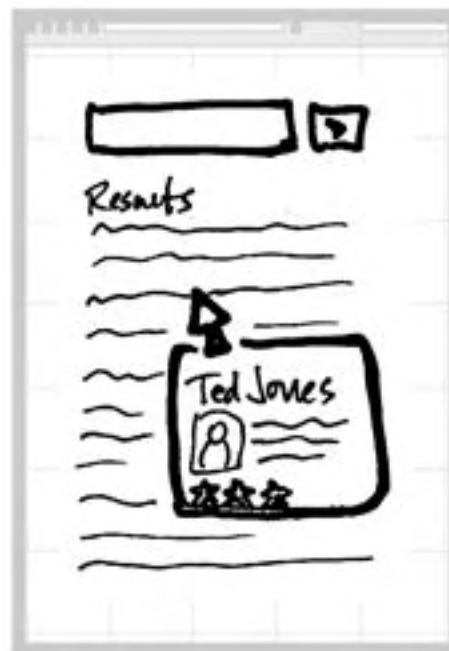
accordion
autocomplete
bookshelf
breadcrumbs
carousel
cart
collapsible
comments
comparison
configurator
desktop
detail view
drag & drop
faq
files & folders
filmstrip
filter
footer
grid
guide
icons
iframe
learning
lens
links
list
modules
notebook
overlay
paging
personalization
preview

quicklook
ratings
reviews

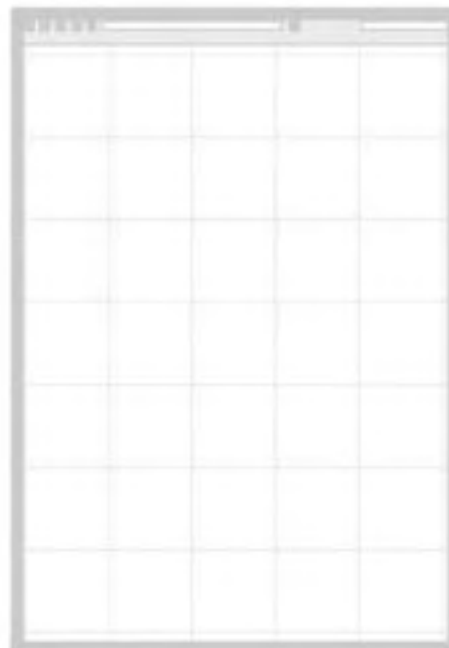


steps
tab
tags & tagclouds
teaser
trees
workareas
...

Lots of ideas, rough & varied



IDEAS FOR
SEARCH

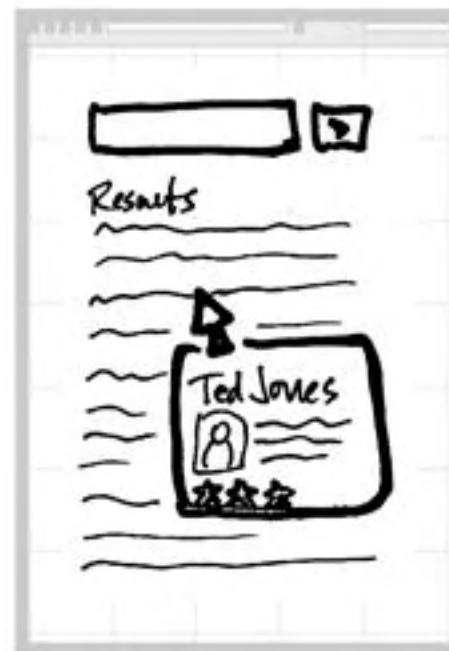


Techniques for exploratory sketching

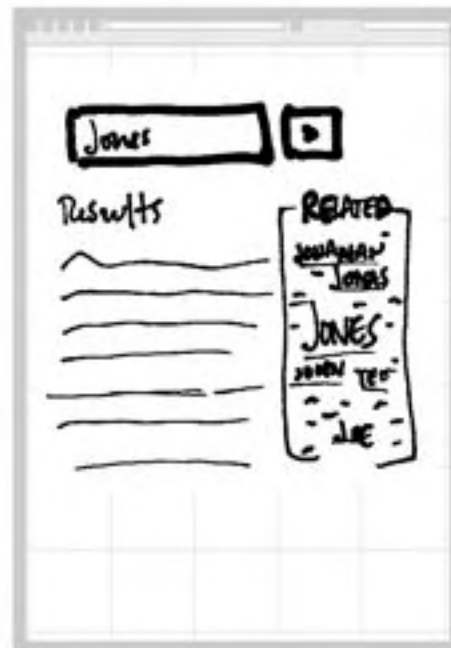
INSPIRATION
LIBRARIES



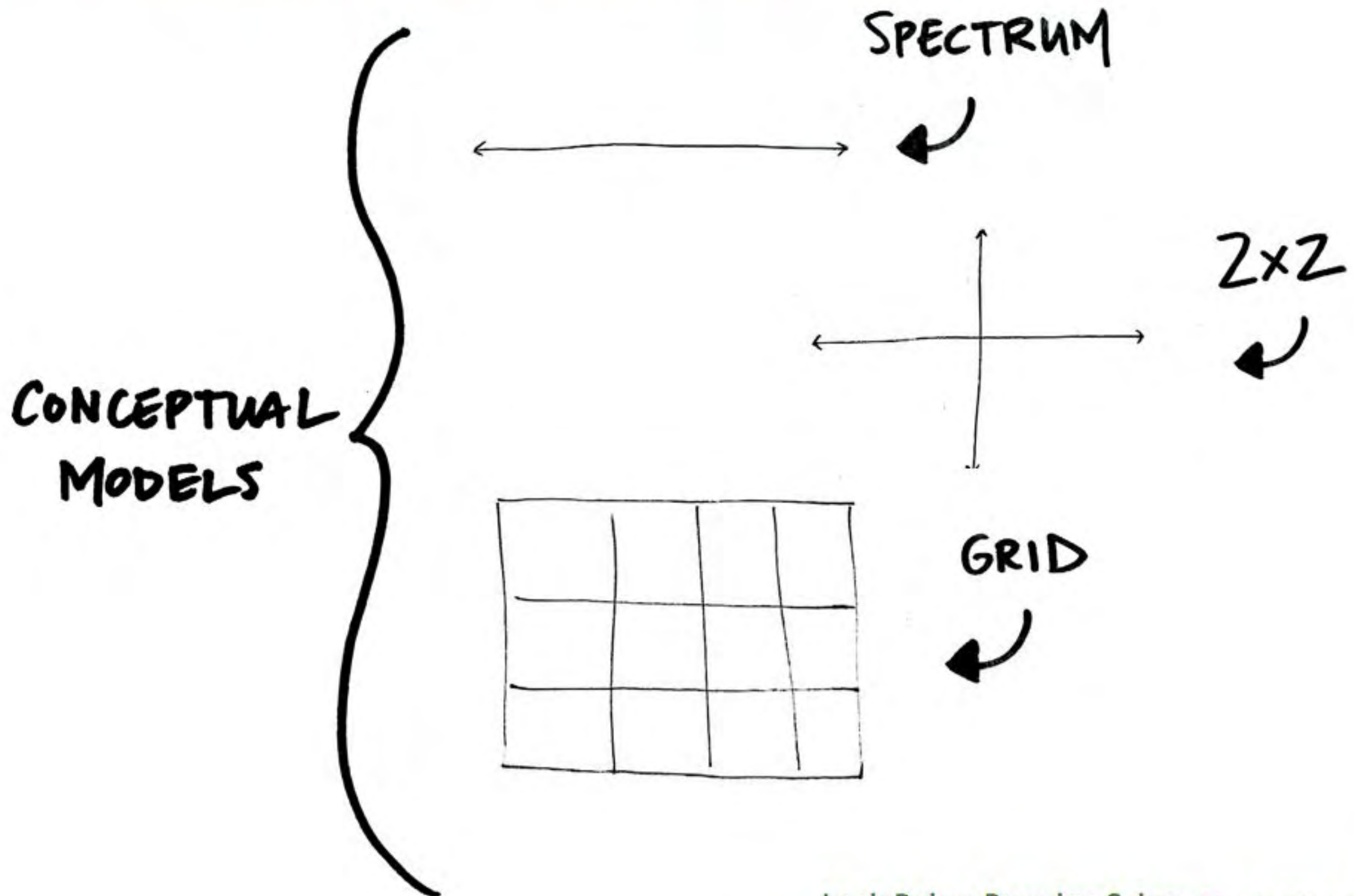
Lots of ideas, rough & varied



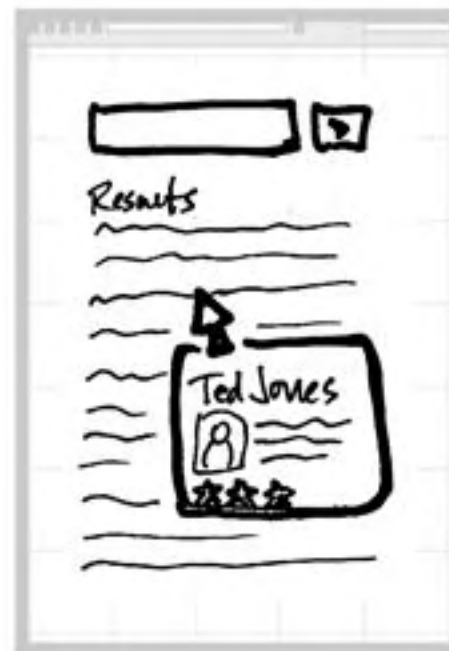
IDEAS FOR
SEARCH



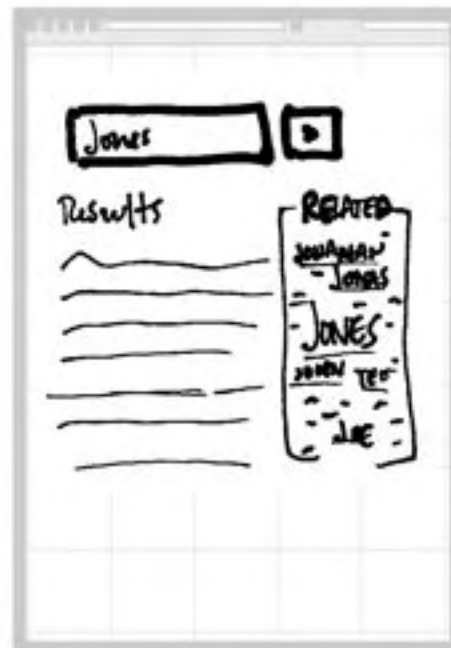
Techniques for exploratory sketching



Lots of ideas, rough & varied

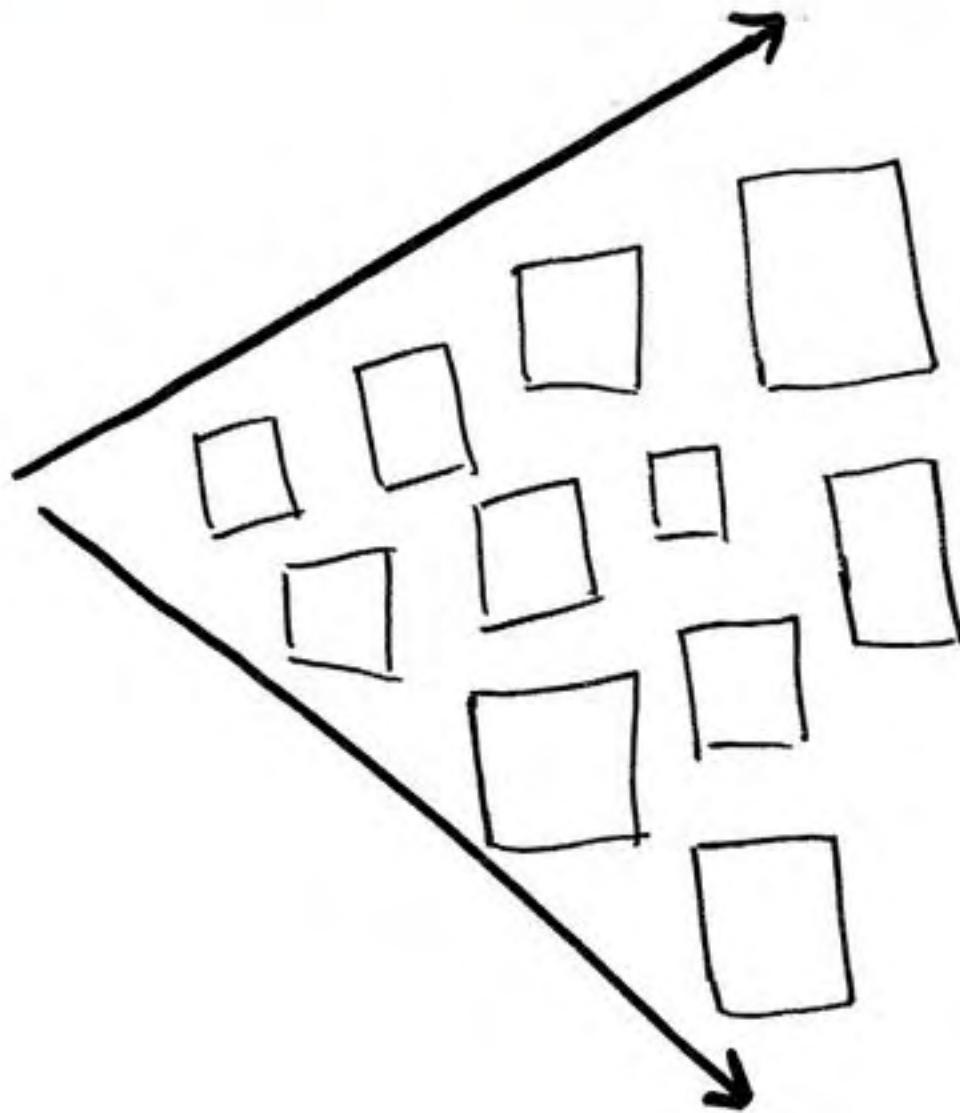


IDEAS FOR
SEARCH



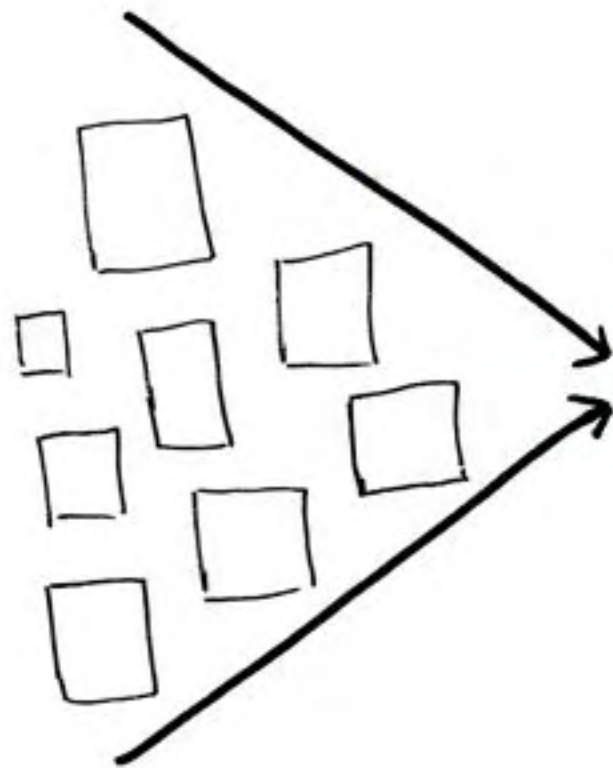
ACTIVITY Z

Let's do some exploratory sketching!



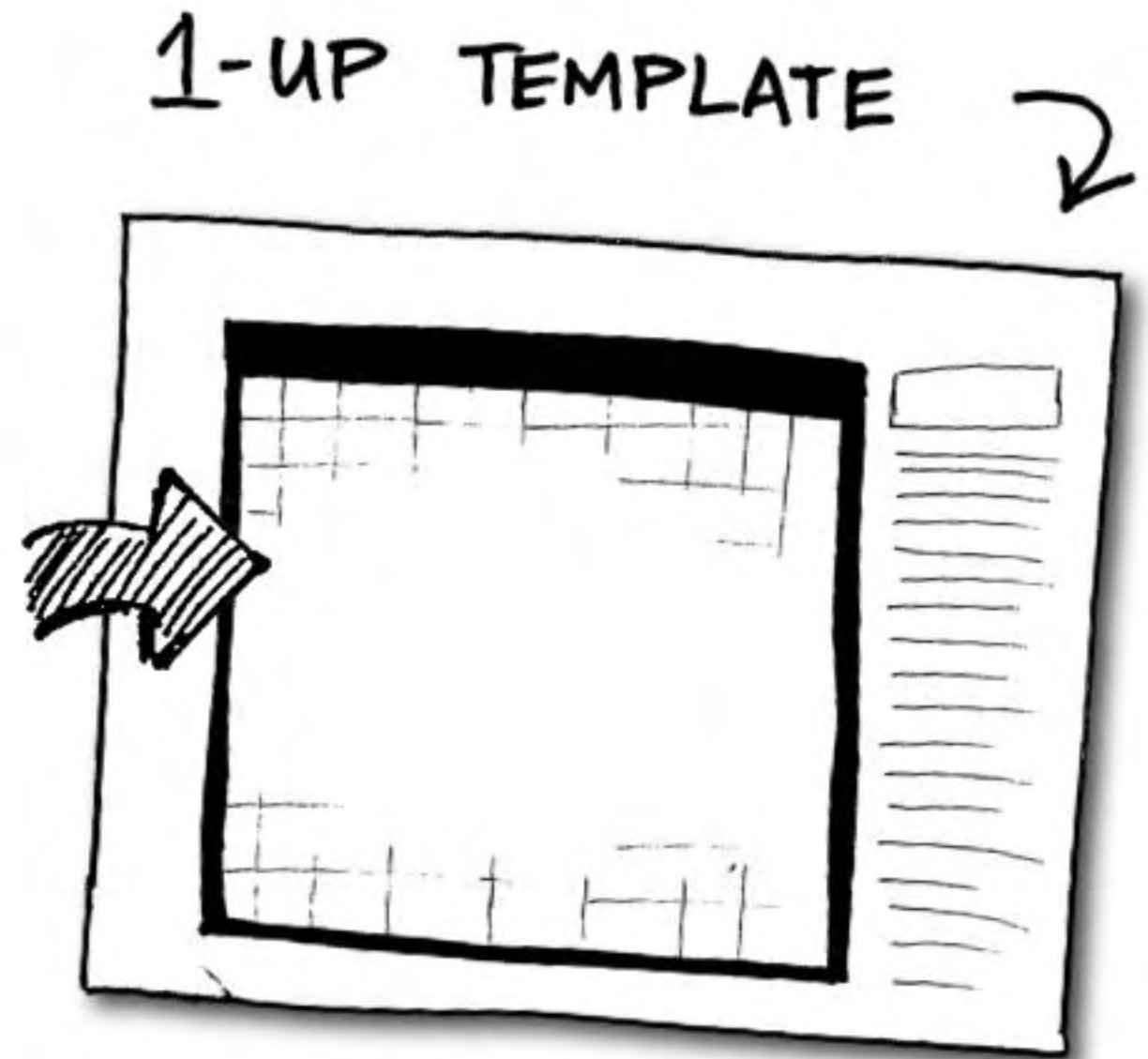
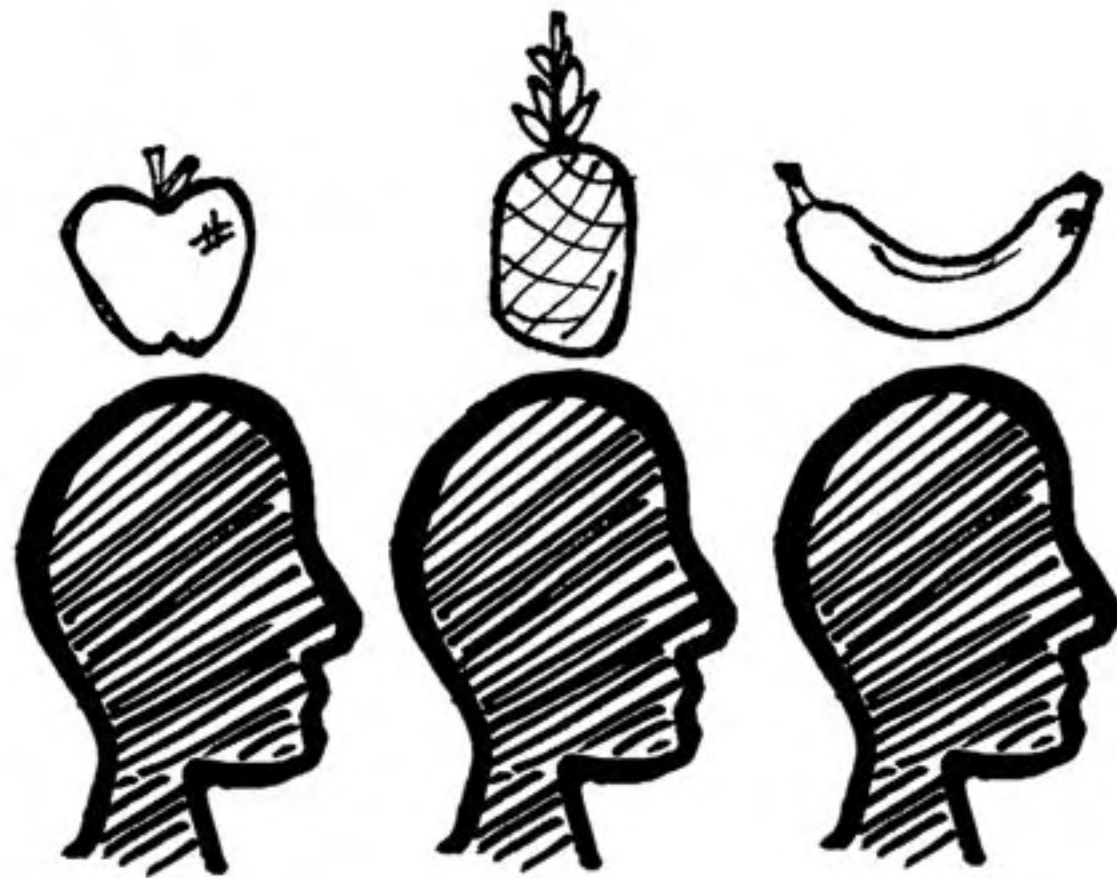
instructions:

1. Take another look at your first sketch
2. Using a 6-up template, sketch 6 new ideas for the same problem. Use the brainstorming tools if you need 'em
3. Do it in 5 minutes

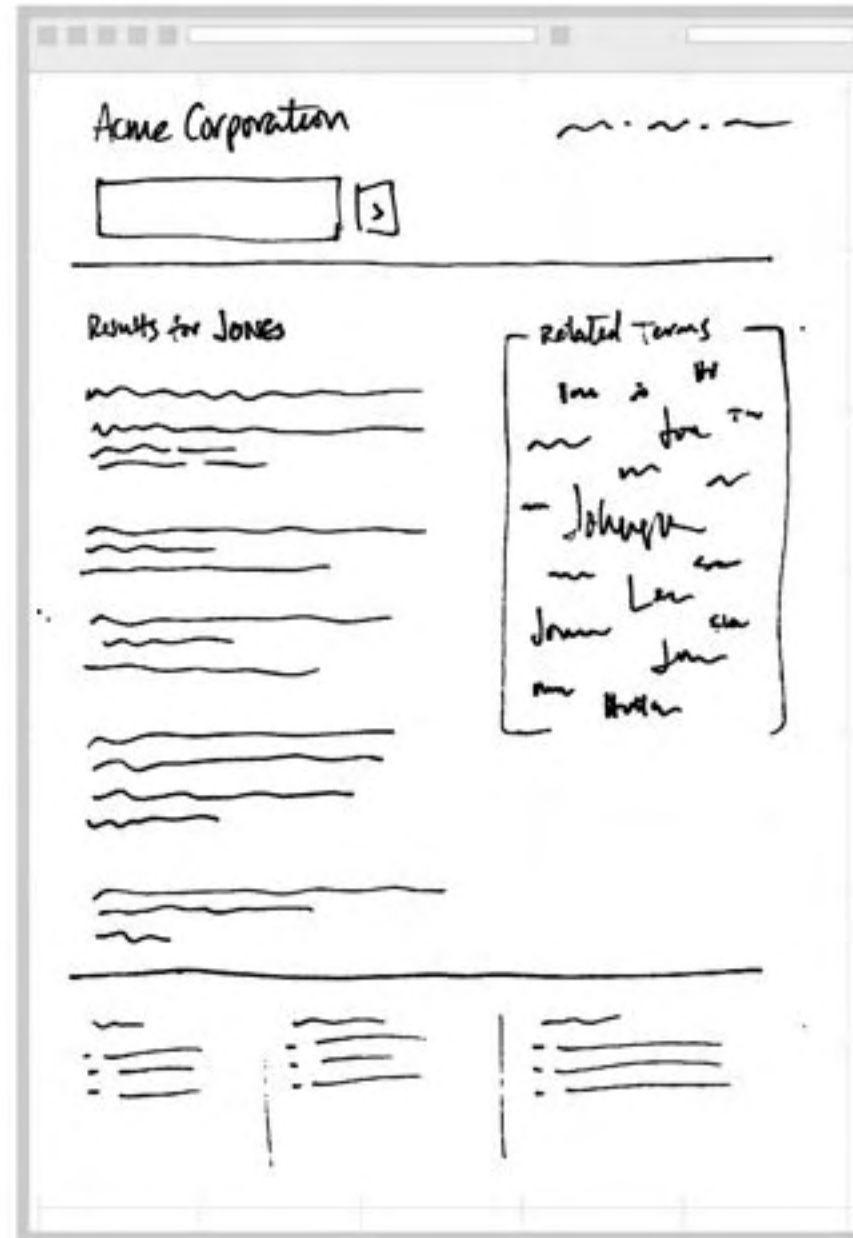
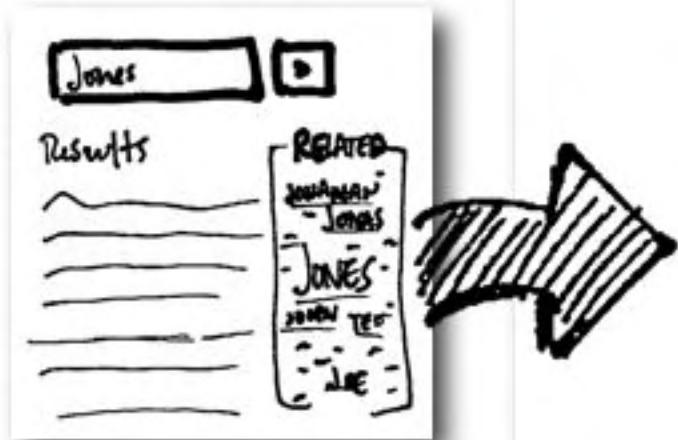


#2 Refinement sketching

Refinement sketching = fewer, better ideas

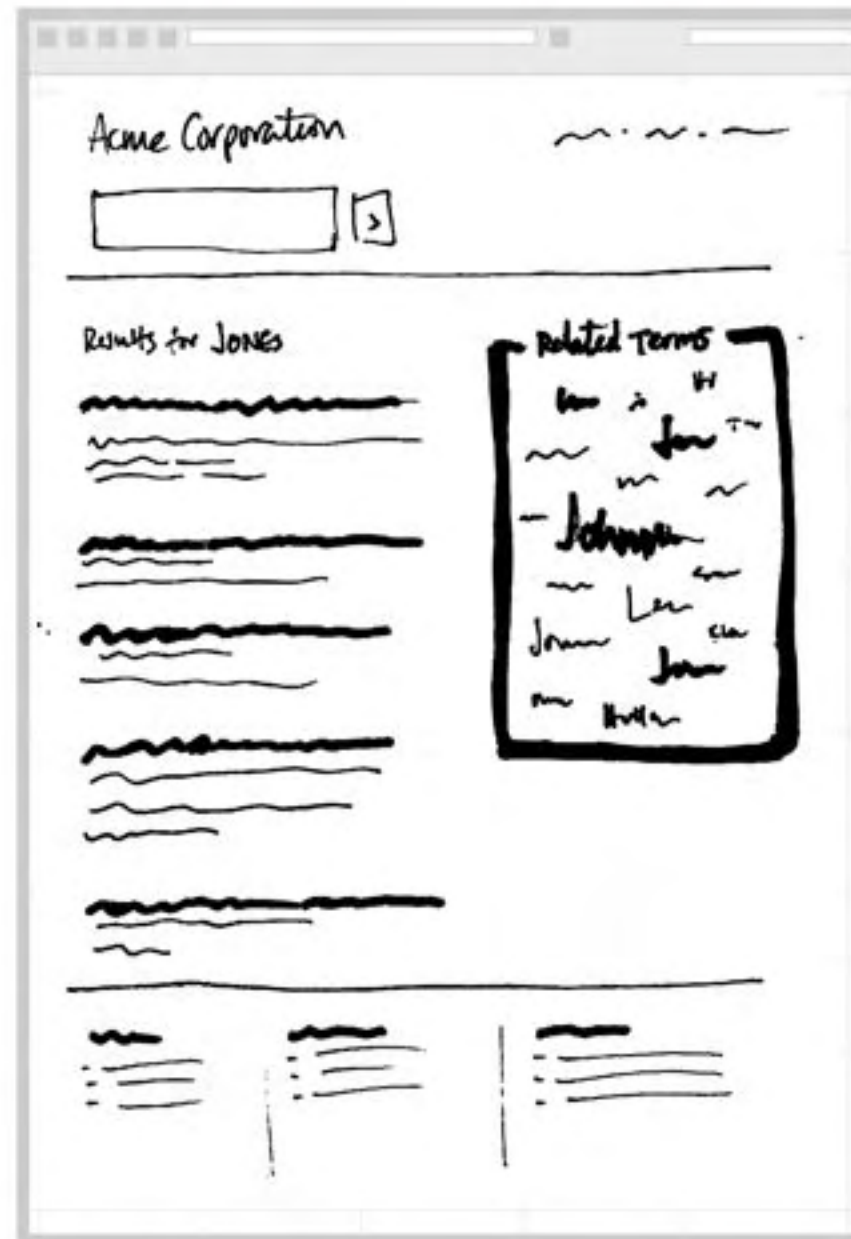


Fewer, better ideas



Techniques for refinement sketching

LINE
WEIGHT



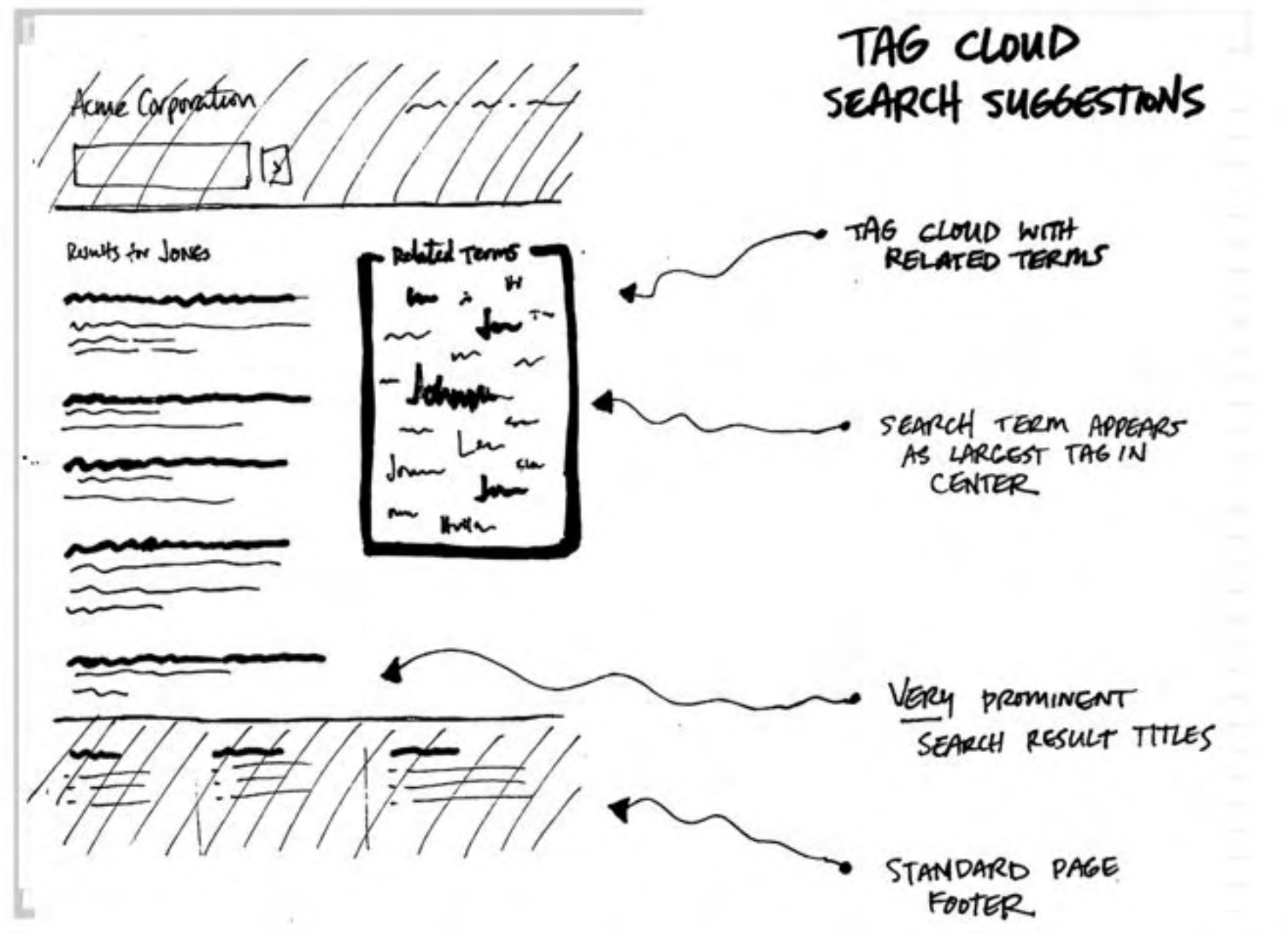
A series of horizontal lines representing a list or a form.

SHADING



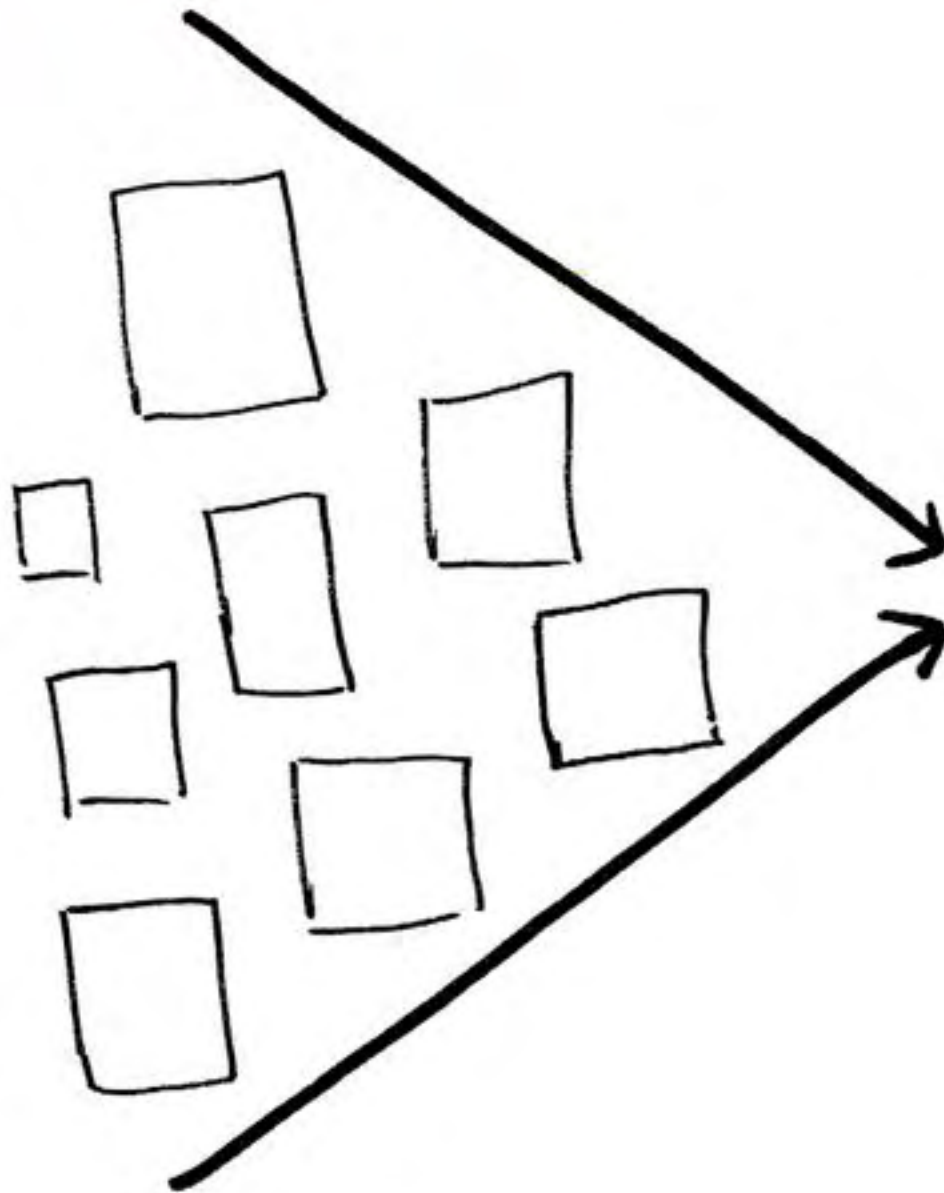
Techniques for refinement sketching

LABELS



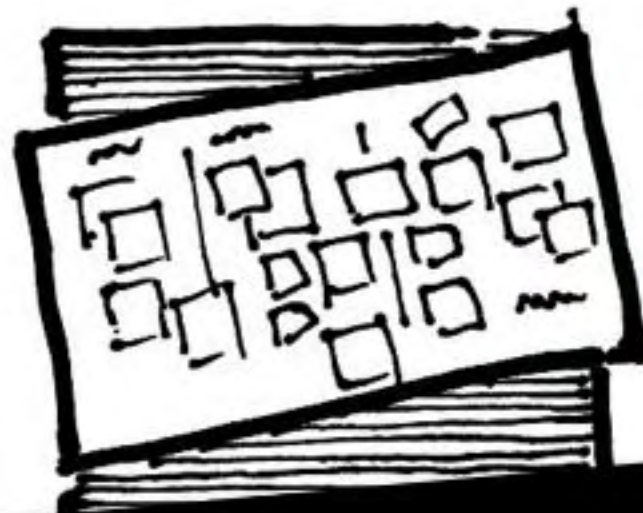
ACTIVITY 3

Refine your ideas.



instructions:

1. Pick the most promising ideas from your 6 sketches.
2. Using a 1-up template, sketch a higher-fidelity version that brings it all together.
3. Go back over your sketch with a sharpie and make it even more clear what it's about.
4. Do it in 5 minutes



Sketchboards

"A new buzzword for a blatantly obvious technique" —danny.hope

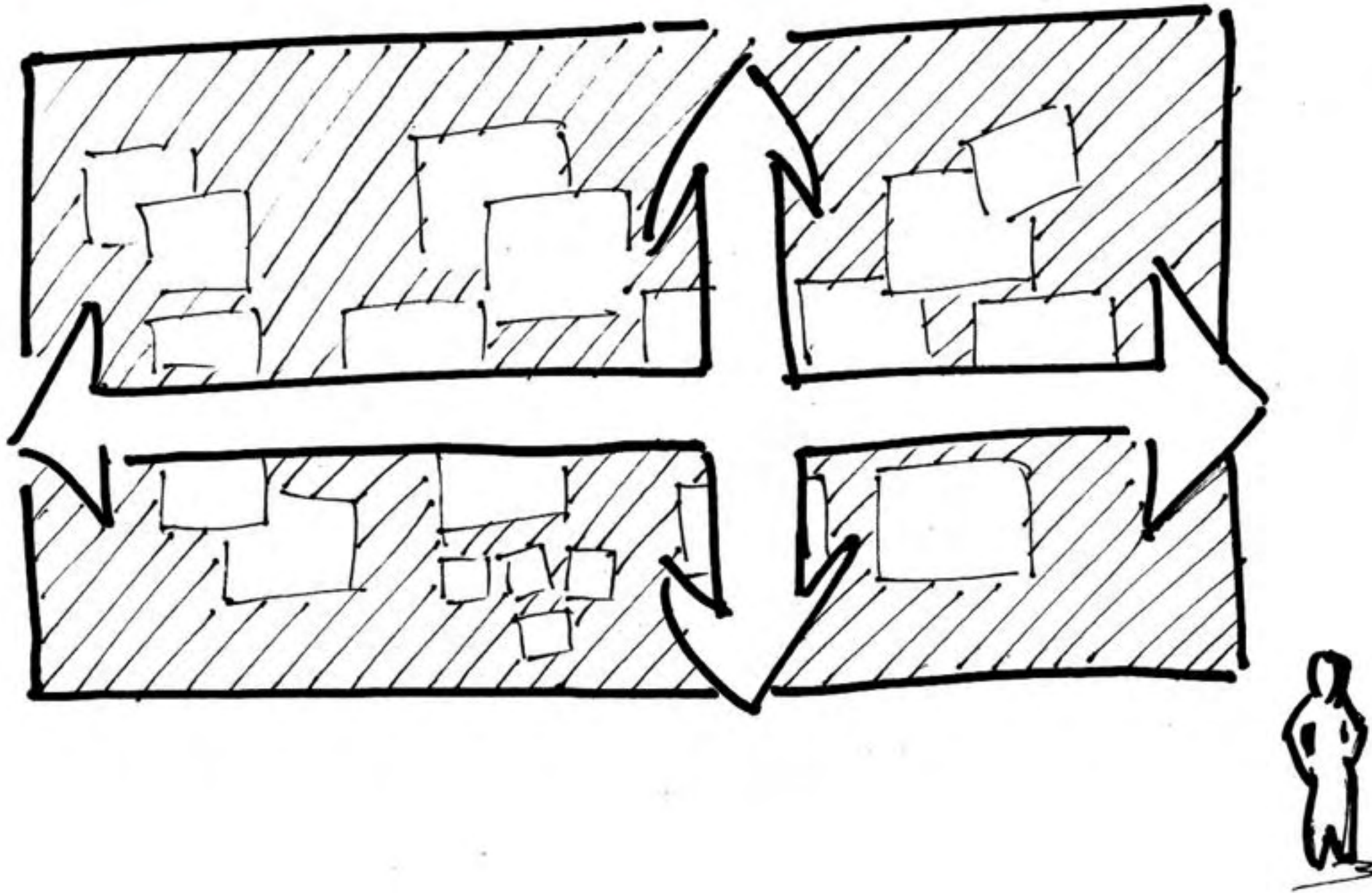
Step 1: Get a large sheet of paper



tinyurl.com/sketchboardvideo

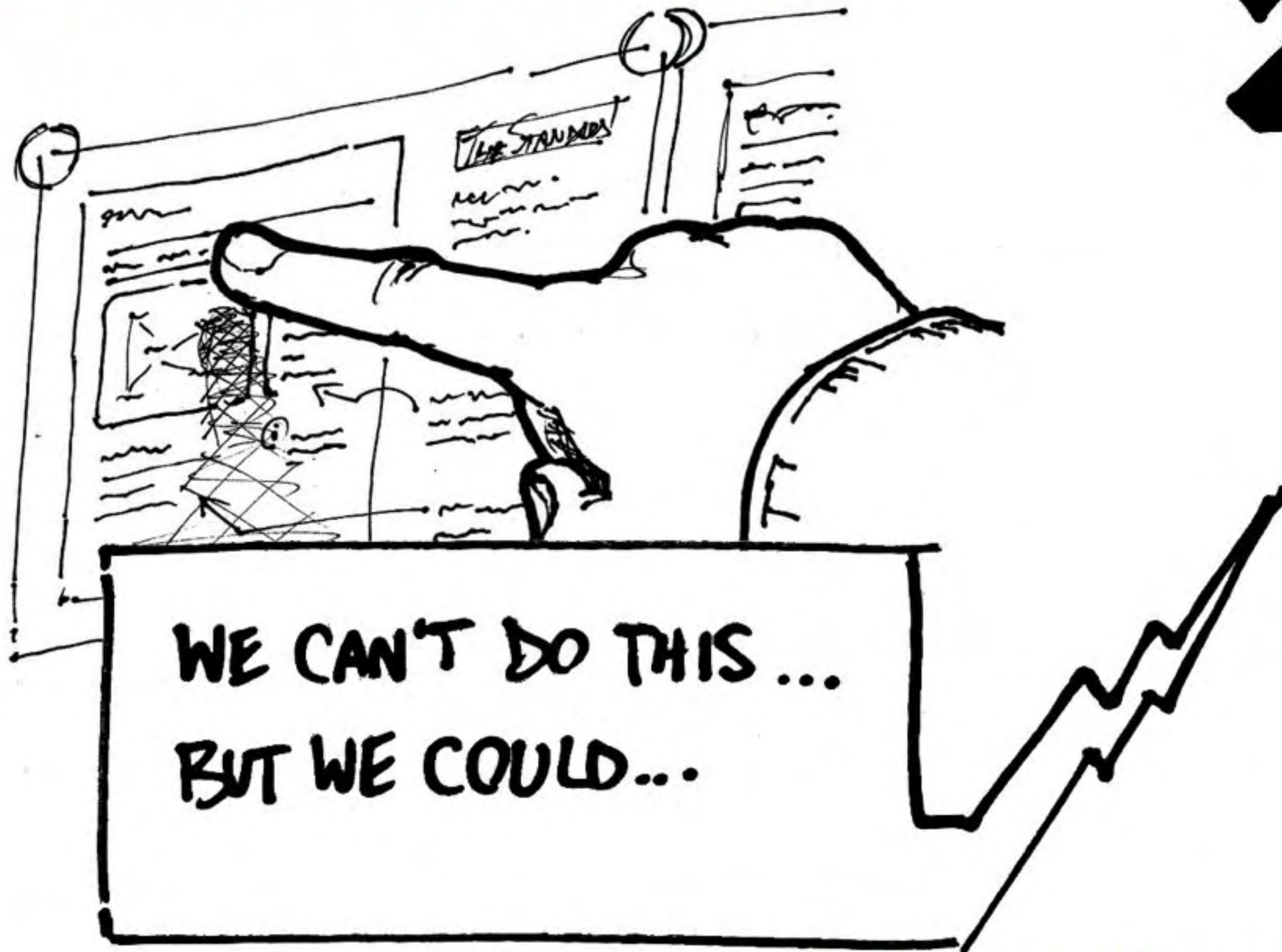
Step 1: Get a large sheet of paper

1.

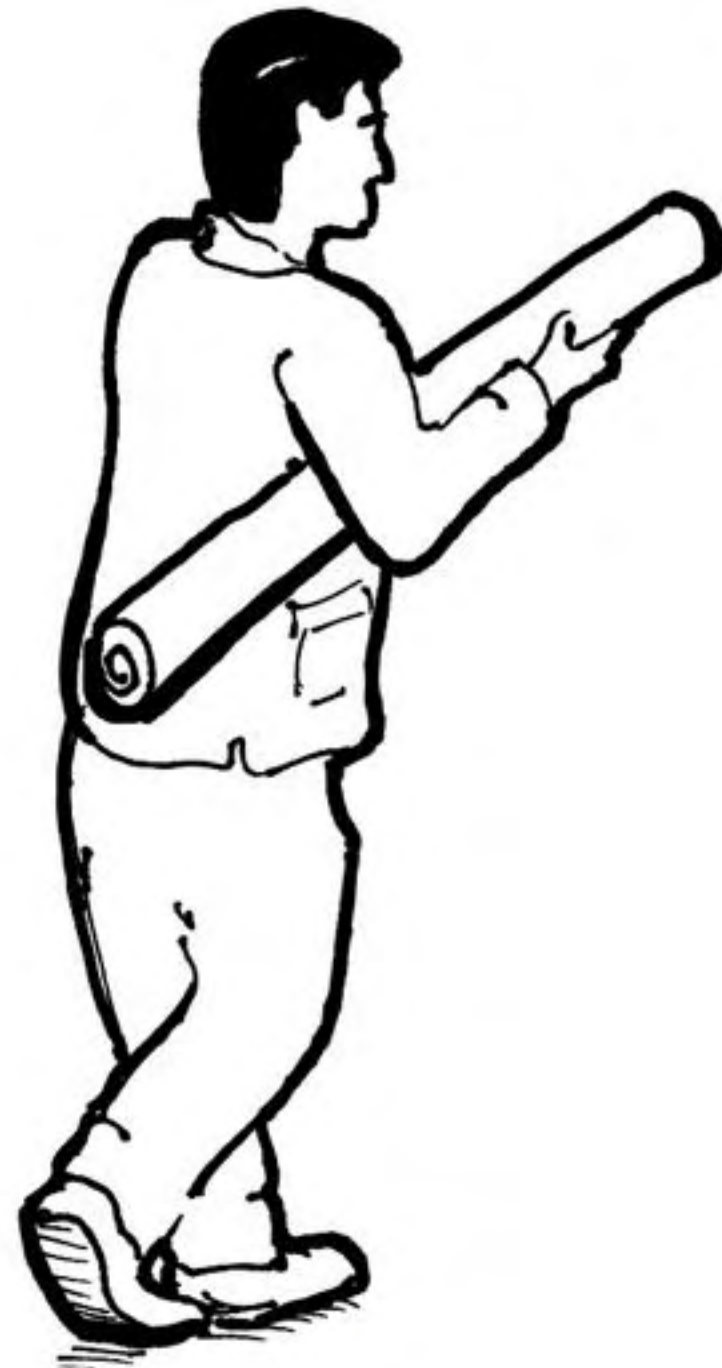
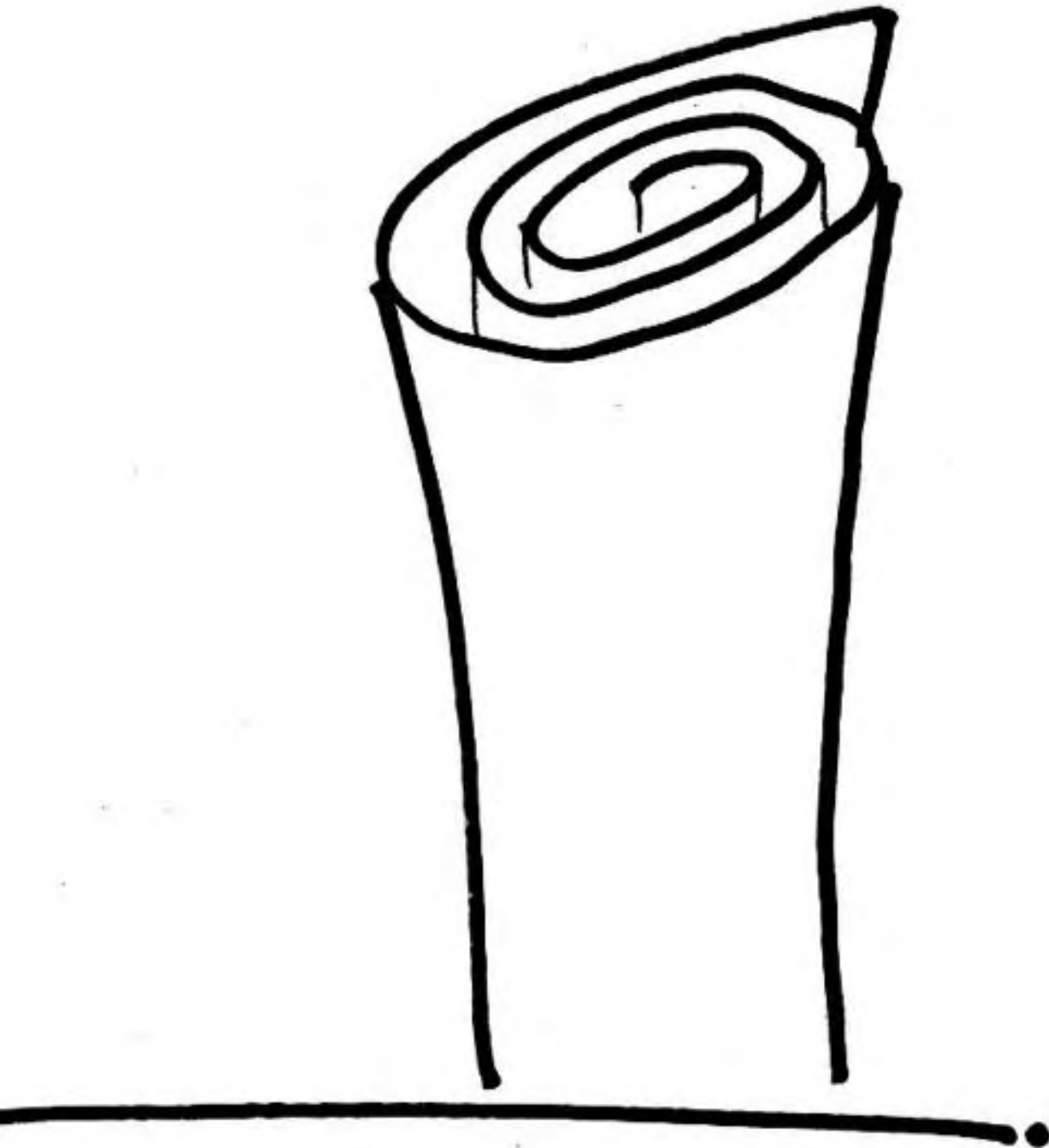


Step 1: Get a large sheet of paper

2.



Step 1: Get a large sheet of paper



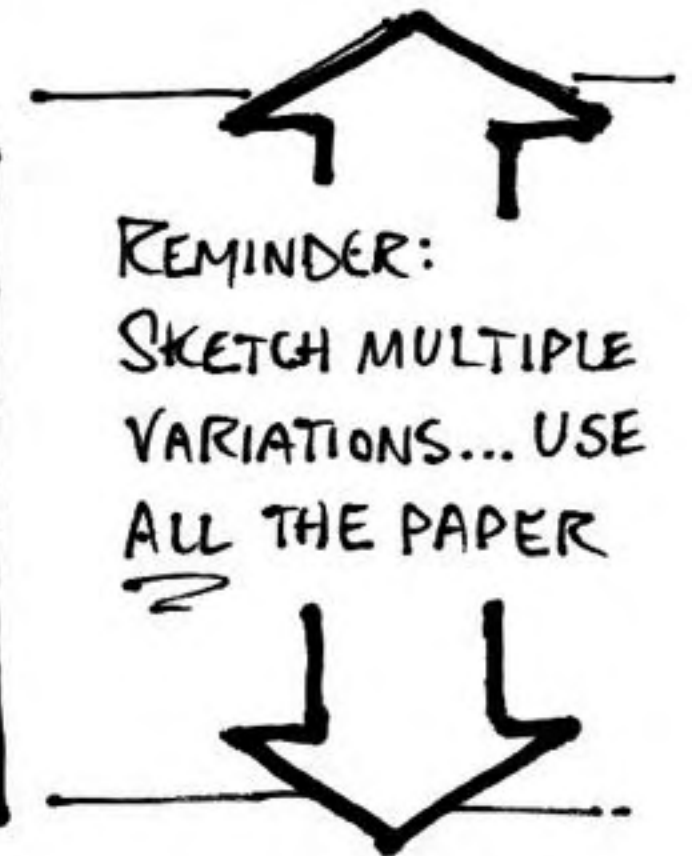
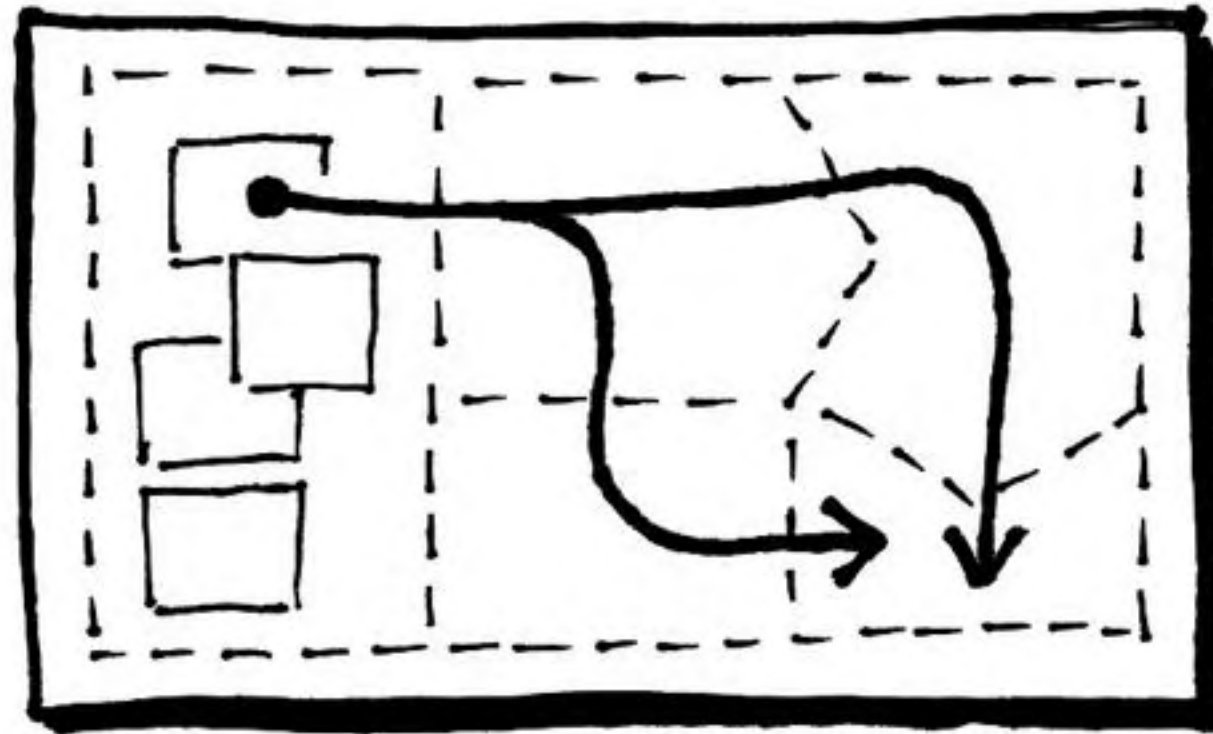
3.

Step 2: Give it some structure



tinyurl.com/sketchboardvideo

Step 2: Give it some structure



REMINDER:
SKETCH MULTIPLE
VARIATIONS... USE
ALL THE PAPER

Step 3: Add inputs



tinyurl.com/sketchboardvideo

Step 3: Add inputs



REQUIREMENTS



PERSONAS



DESIGN
CRITERIA



ANY
INSPIRATION

SARAH NELSON'S ESSAY:

"MAKING RESEARCH ACTIONABLE:
AN INTRODUCTION TO DESIGN CRITERIA"

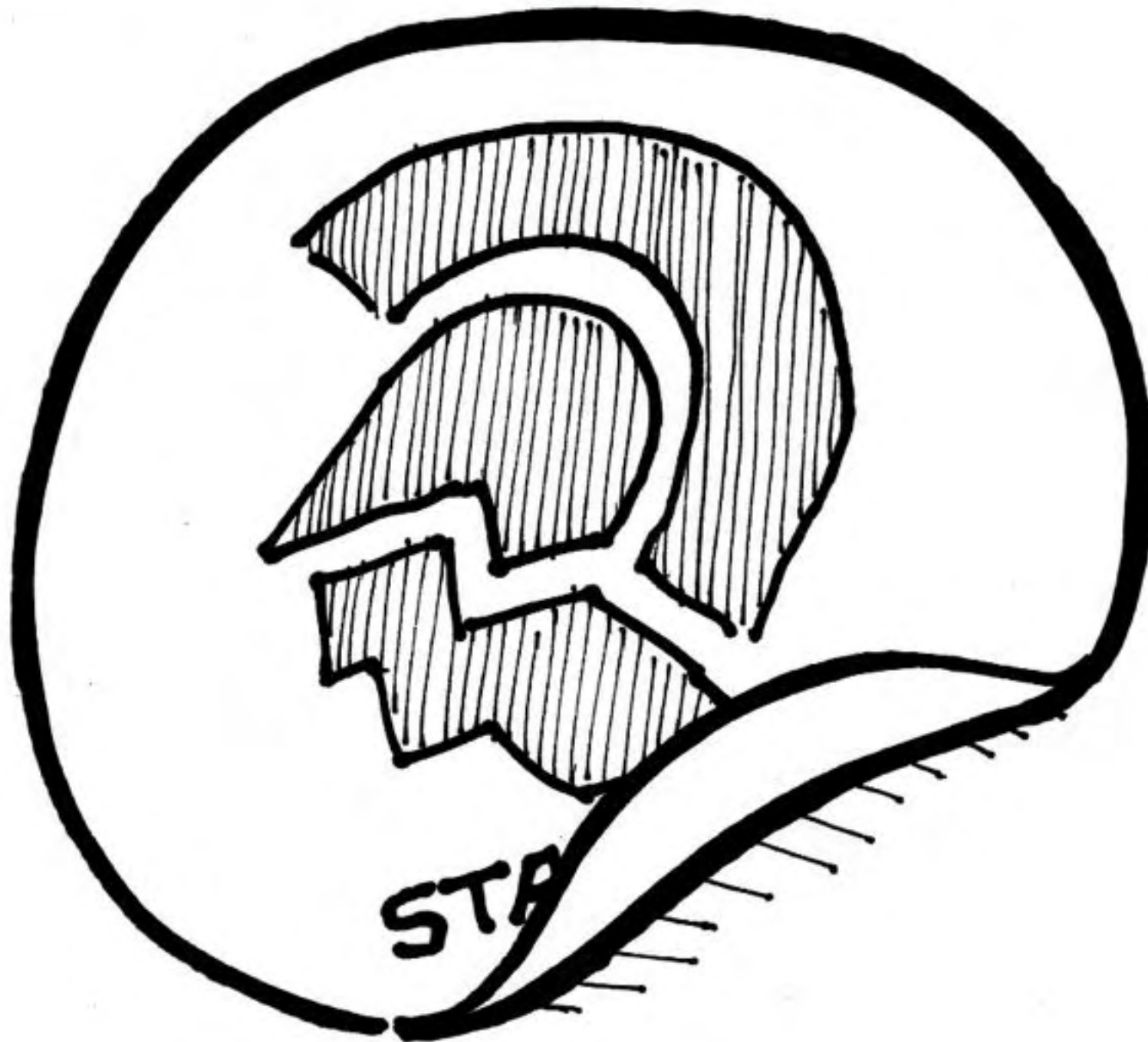
ICANHAZ.COM/DESIGNCRITERIA

Step 4: Fill it with sketches!



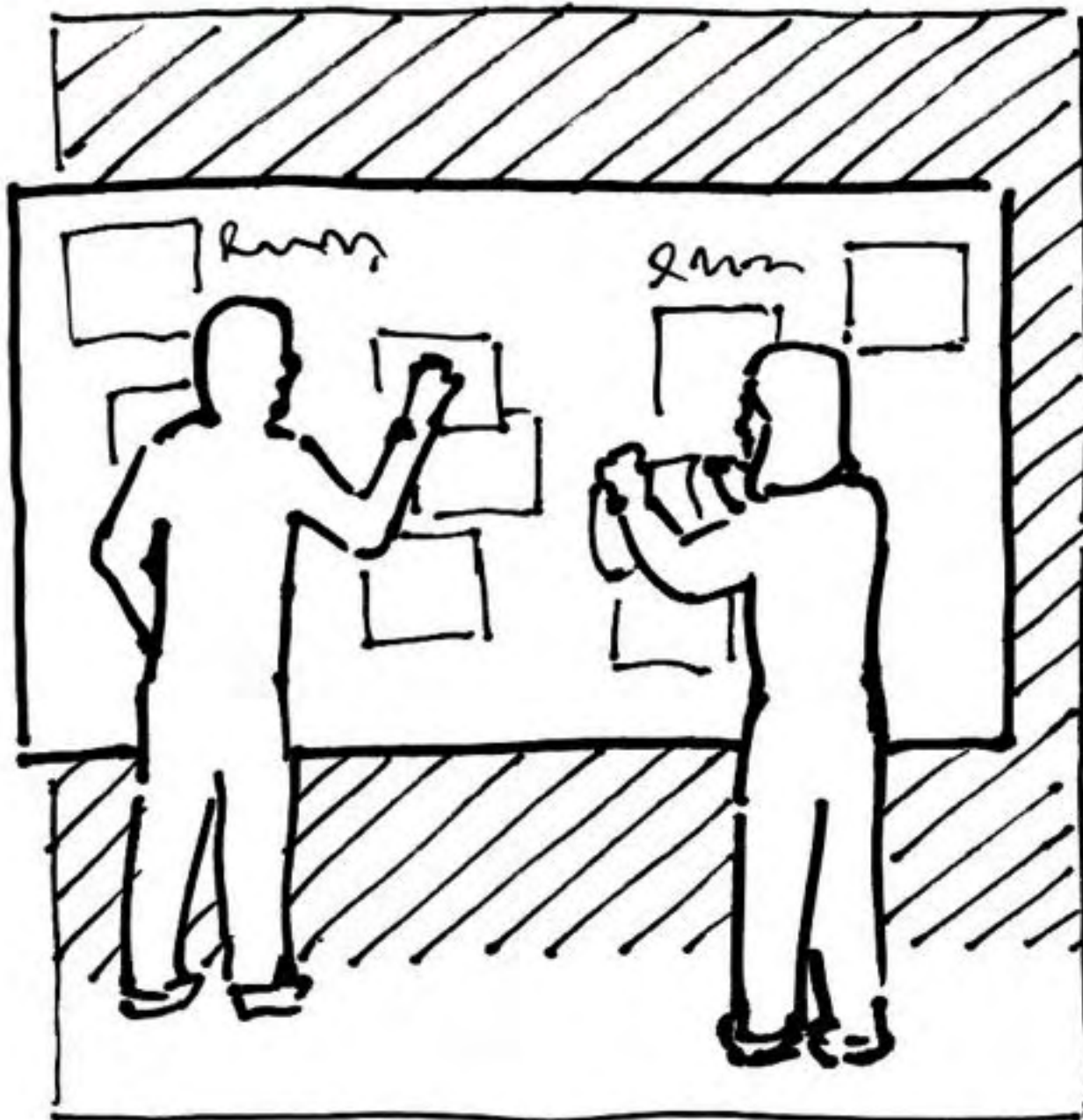
tinyurl.com/sketchboardvideo

The incredible drafting dot



ACTIVITY 4

Let's put it all together...



instructions:

1. In 10 minutes: Do a rapid review of everyone's sketches
2. In 5 minutes: Add inputs.
3. In 10 minutes: Structure your sketches, and with remaining time, fill in any gaps.

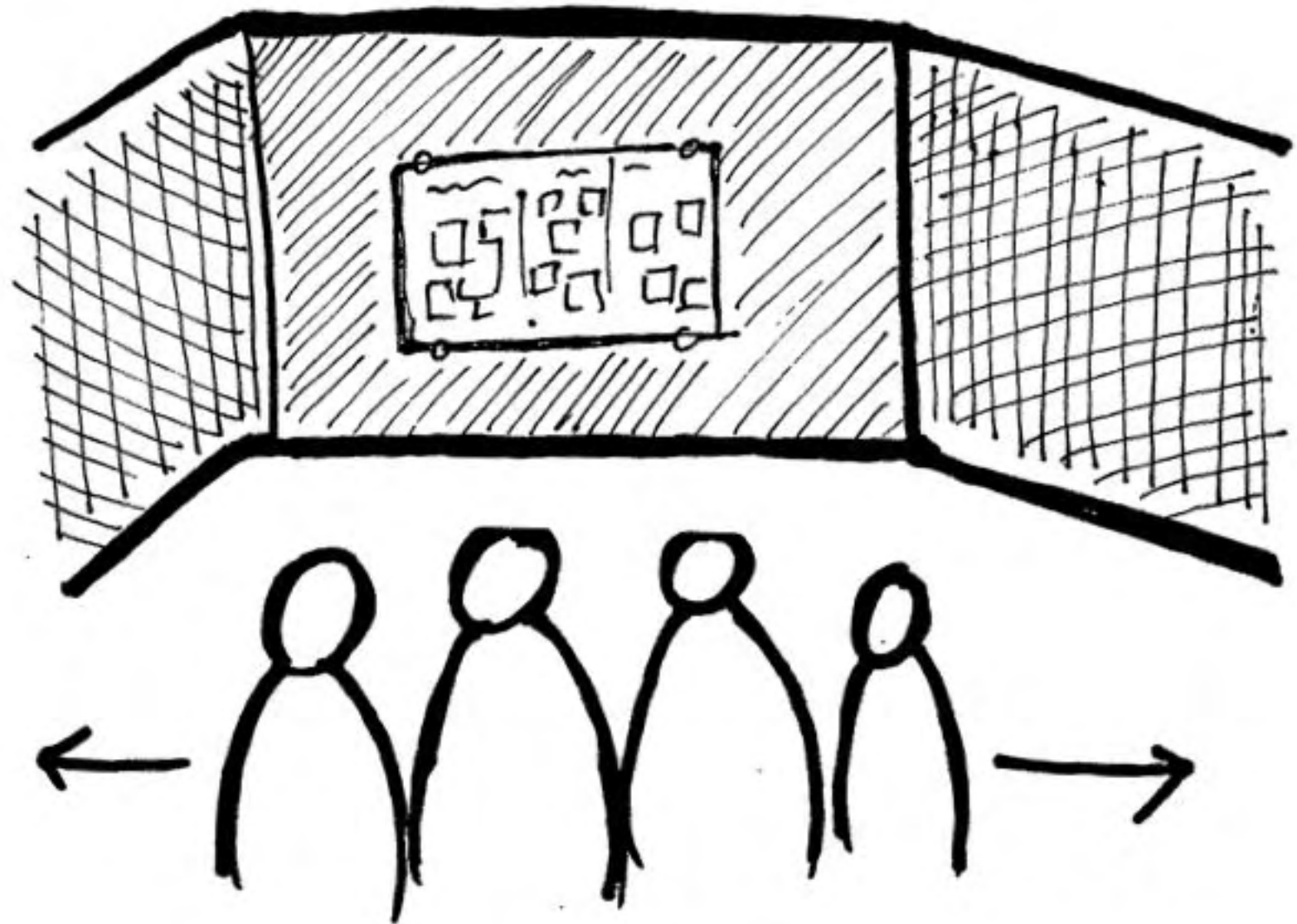


Sharing sketchboards

How?



Planning the review session

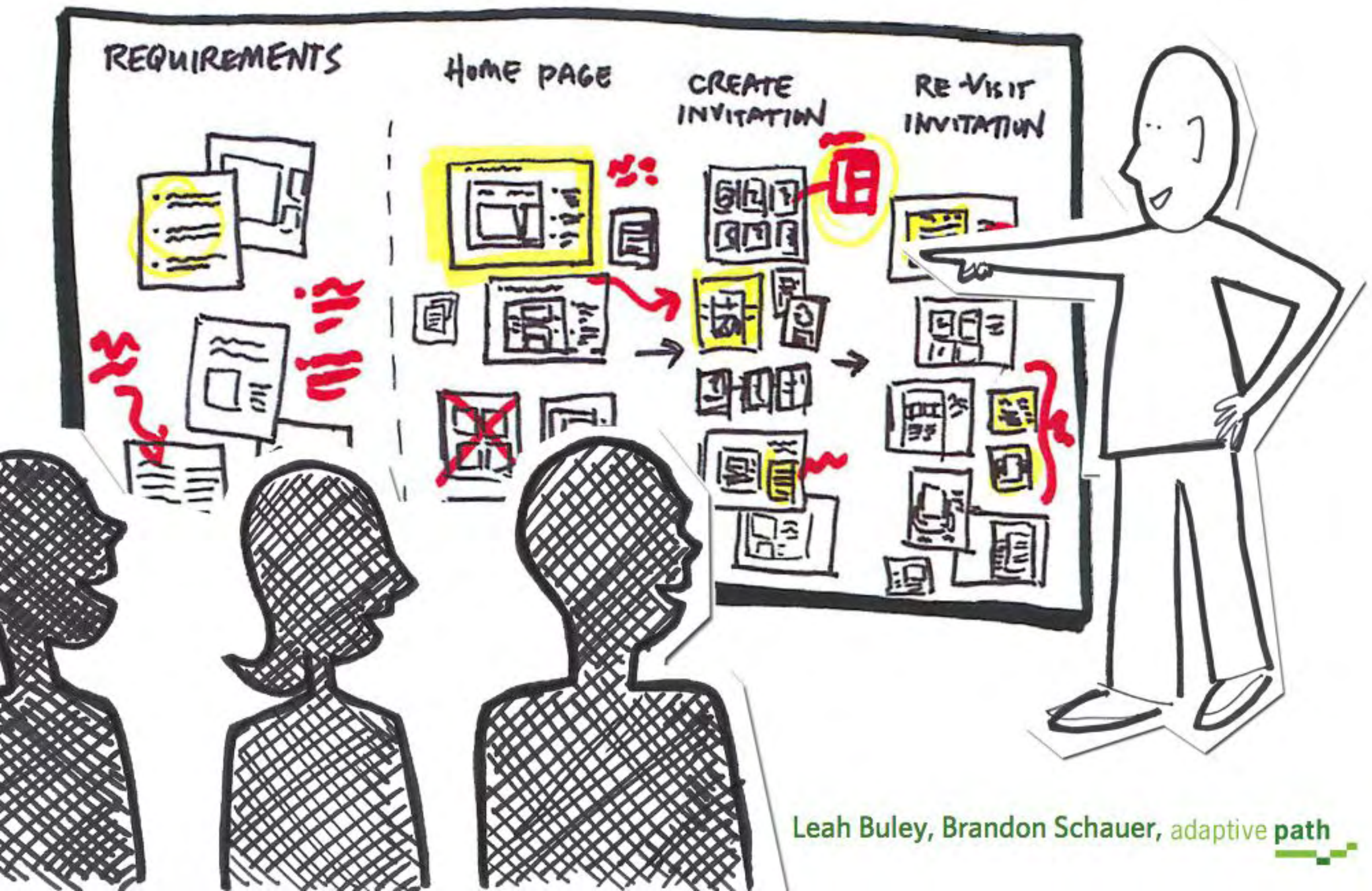


BUSINESS BUYERS
PRODUCT MANAGERS
DEVELOPERS
OTHER DESIGNERS
ANYONE ELSE INVOLVED

Workshop supplies

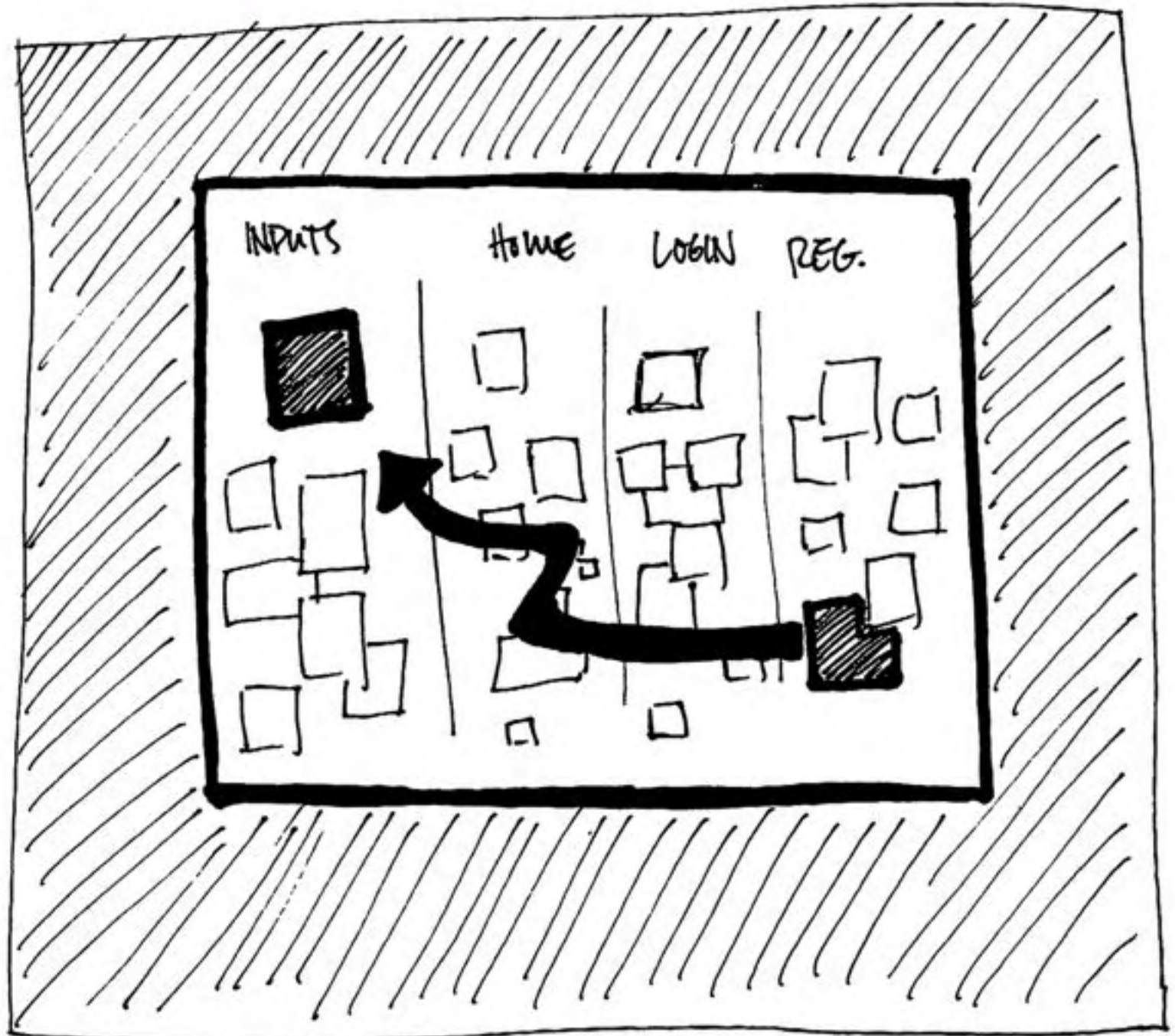
- ✓ BLANK PAPER 
- ✓ 1-ups & 6-ups 
- ✓ TAPE OR DRAFTING DOTS 
- ✓ SHARPIES 
- ✓ STICKIE NOTES 
- ✓ HIGHLIGHTERS 

Your goal



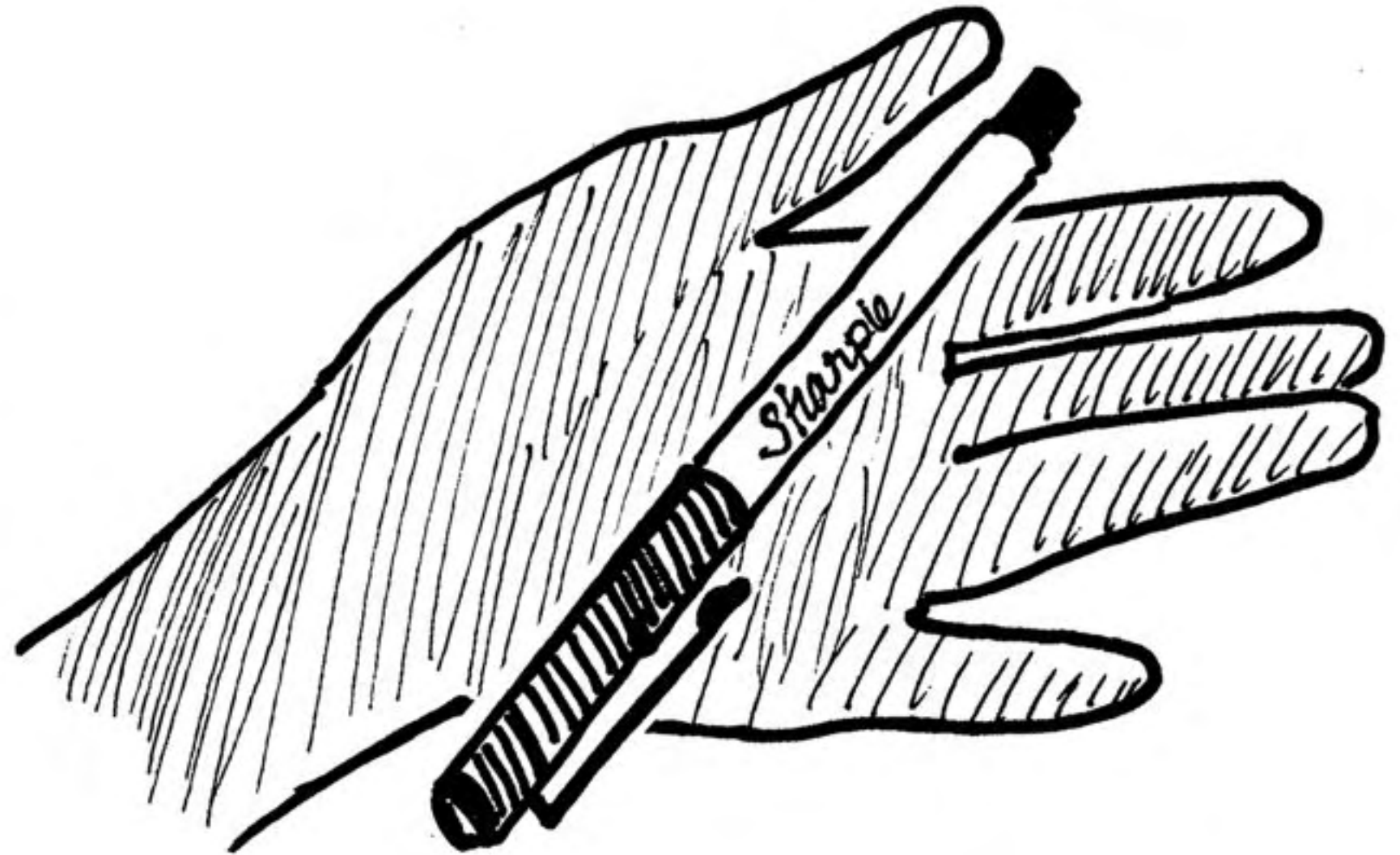
Tips for getting good feedback

REFER BACK
TO INPUTS



Tips for getting good feedback

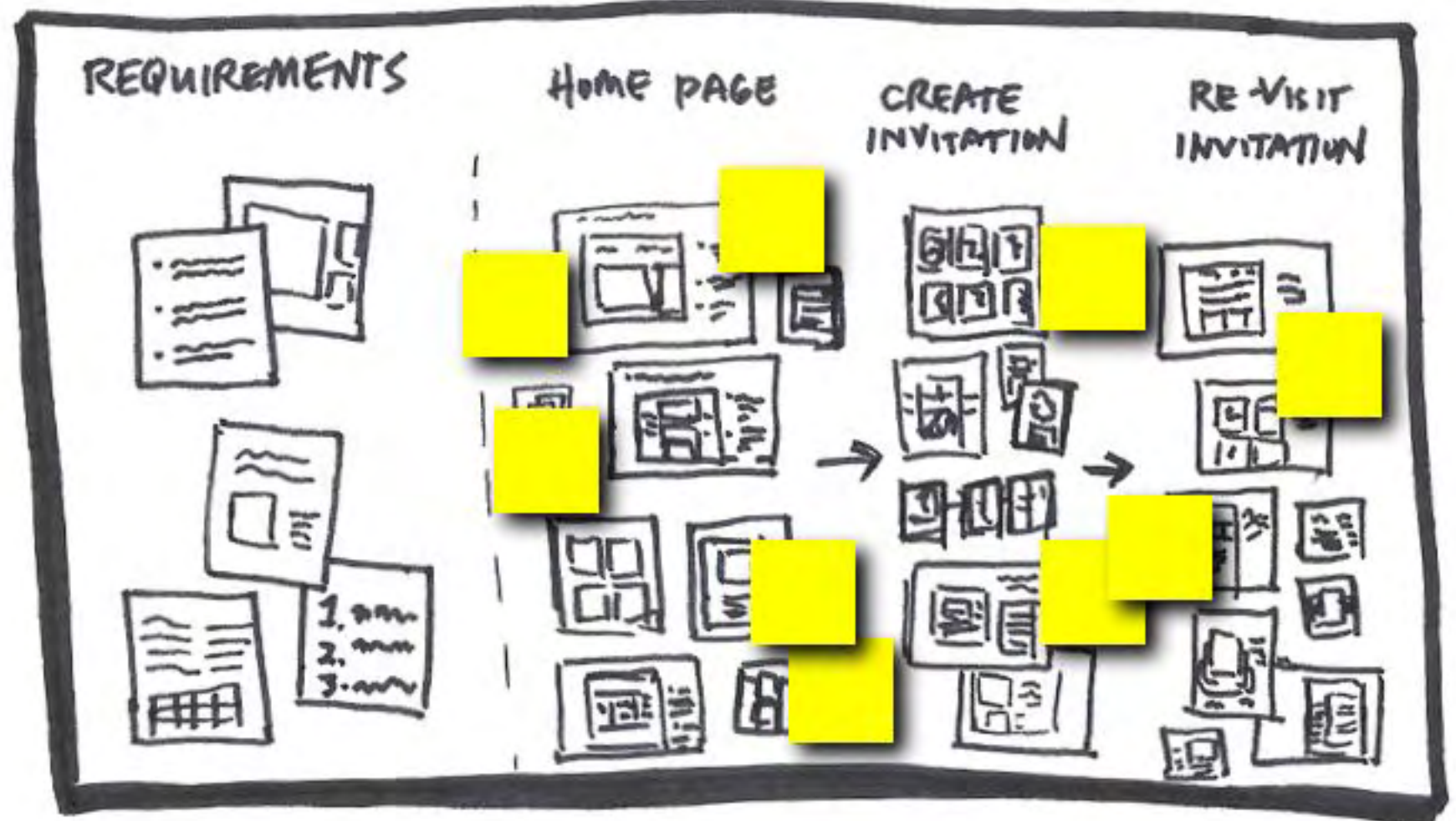
PASS THE
PEN



Tips for getting good feedback



BLACK HAT
SESSIONS



The next step



YouTravel 2.0 Wireframes

Title: Locations search results
Date: 08-12-2006
Version: 2.7
Functional Notes:

When a user searches by location, or a top level search includes a pre-defined location term, this page is revealed. It is structured into two tiers. The first tier is the location refinement selections (where users confirm that the system has defaulted to the correct location, not a near miss). The second tier is the location browser, which allows the user to dig into the location by photos, maps, prices, or user generated guides.

1. Search terms are linked to that if a multiword search was submitted the user could widen out the search based on individual terms. This supports out weather decisions to include location search operations.
2. These are the close matches from the locations database. The system selects the most likely option (or options) by default, but the user ultimately controls the view.

The location browser uses a sentence format for revealing how the user can browse into the results. The first option in the list should be displayed by default, but other selections can be revealed without a reload. A button is associated with this potentially confusing point in the UI. The button reveals in-line help.

Browse by [photos](#), [maps](#), [prices](#), or [guides](#) ?

Browsing is the best way to get a quick sense for a location and collect the photos, sites, or guides that interest you most.

Choose from the browsing options above to churn up the best stuff, or [watch this video example](#) to see how to find the best of any location.

6. Selecting a point of interest reveals the details on the right.
7. Navigates through the points of interest in numerical order. The order is determined by popularity. As a point of interest is revealed, its point on the map is bolded.
8. Point of interest name may need to be truncated.
9. Brief description of the point of interest, user generated. 'Continue' navigates to the detail view for the point of interest, the same destination as the 'show me' button.
10. Activities are generated based on user tags.
11. Keep this puts the point of interest in the user's tourbook. The button must toggle on and off.

you got it!

12. Navigates to the point of interest detail view.
13. Navigates to point of interest and photo submission tools.

adaptive path

YOU TRAVEL

locations

[ideas](#)

[itineraries](#)

Your search for [Tahoe](#) found more than one location

☒ Lake Tahoe, NV

☐ South Lake Tahoe, NV

☐ Tahoe, UT

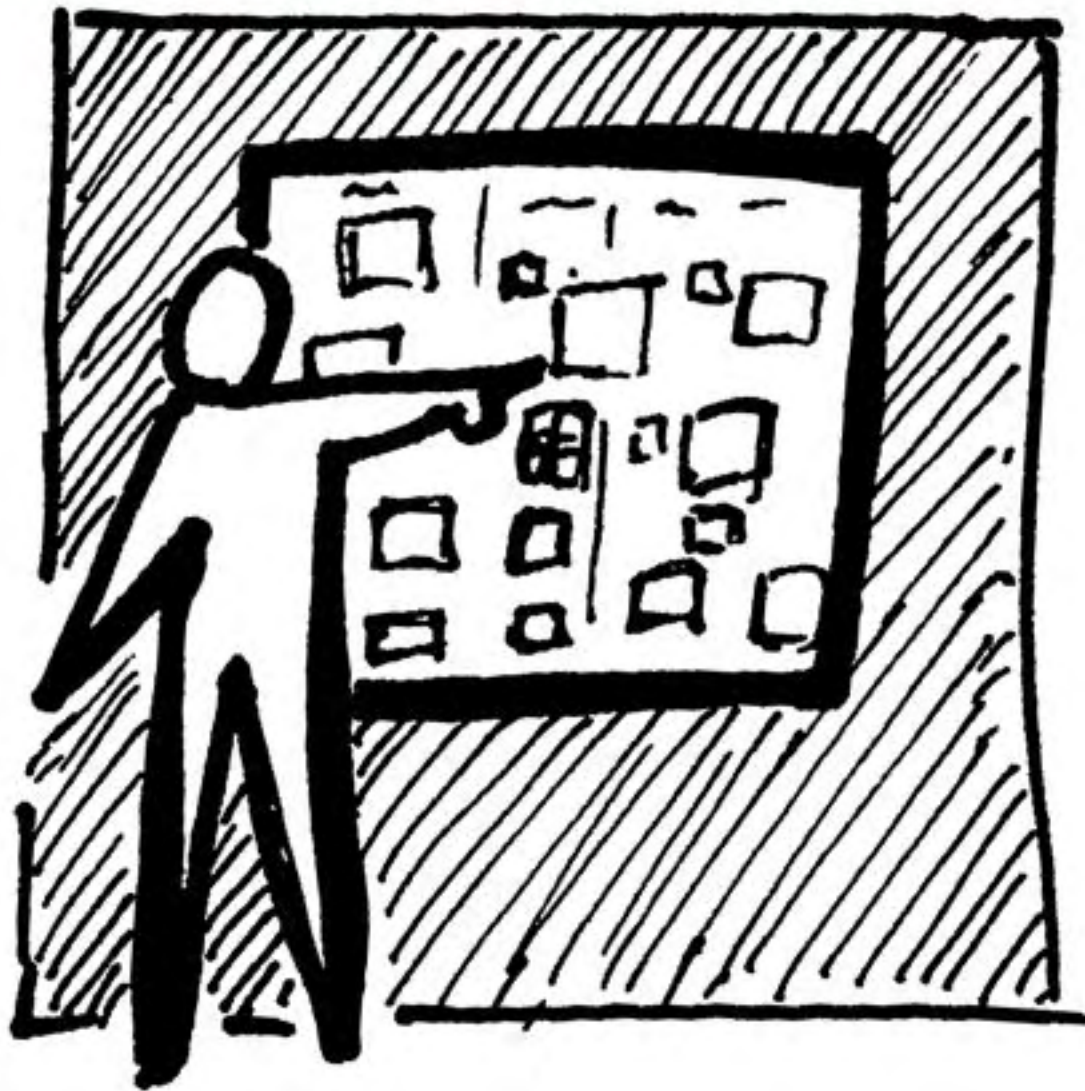
Browse by [photos](#), [maps](#), [prices](#), or [guides](#) ?

[Map]

What's this? Maps show you locations from a birds eye view, whether you need a road map or a satellite view. We'll show you the most popular points of interest, and you can collect the ones you like.

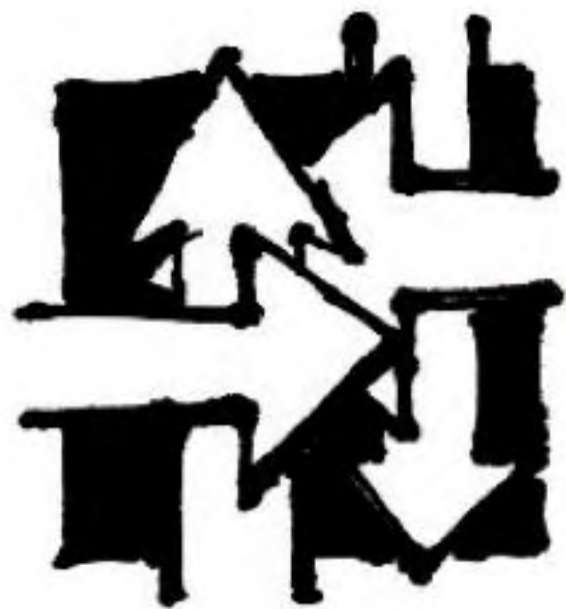
Activity 5

Share your sketchboard



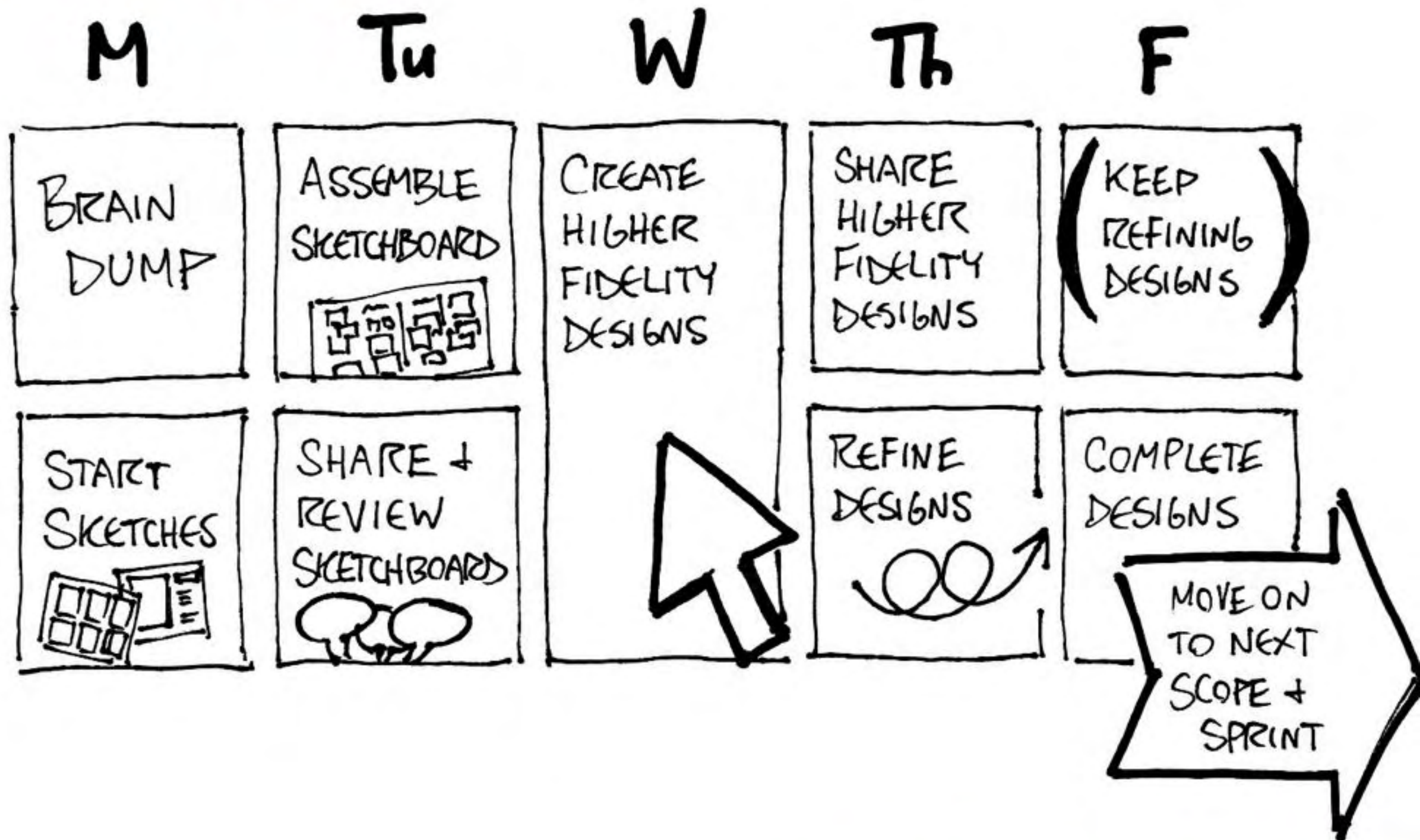
instructions:

1. Look under your chairs. Do you have a stickie with a star? If yes, you are a star person!
2. Star people, move one sketchboard over. You are the stakeholders.
3. Sketchboard team, share what you've done with your stakeholders.
4. Stakeholders, give feedback.
5. Where necessary, refer to inputs, pass the pen, and use the black hat.
6. Working together, mark up the sketchboards based on the discussion.
7. Do it in 15 minutes.

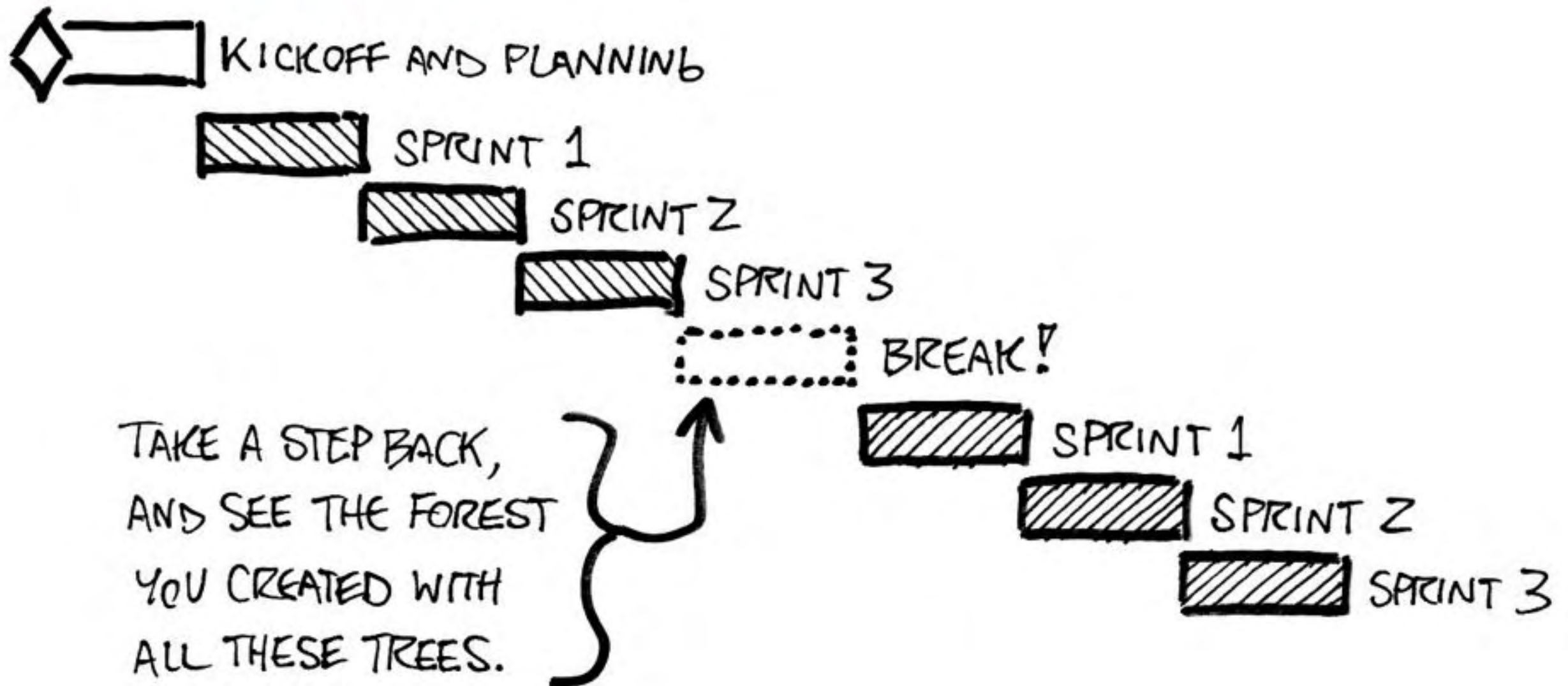


Bringing it all together

The 5-day sprint



Iterative sprinting

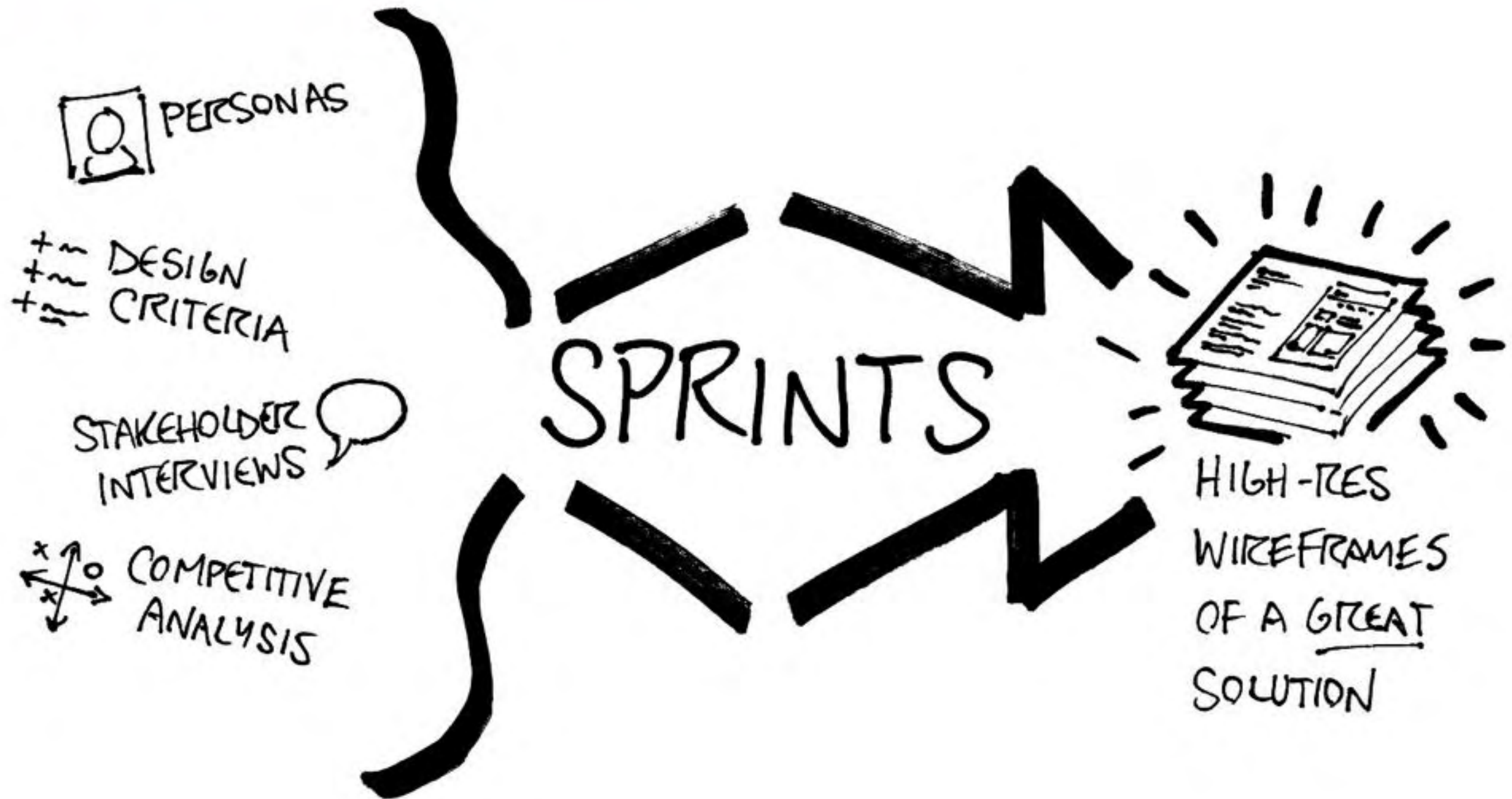


SOMETIMES
YOU SPRINT

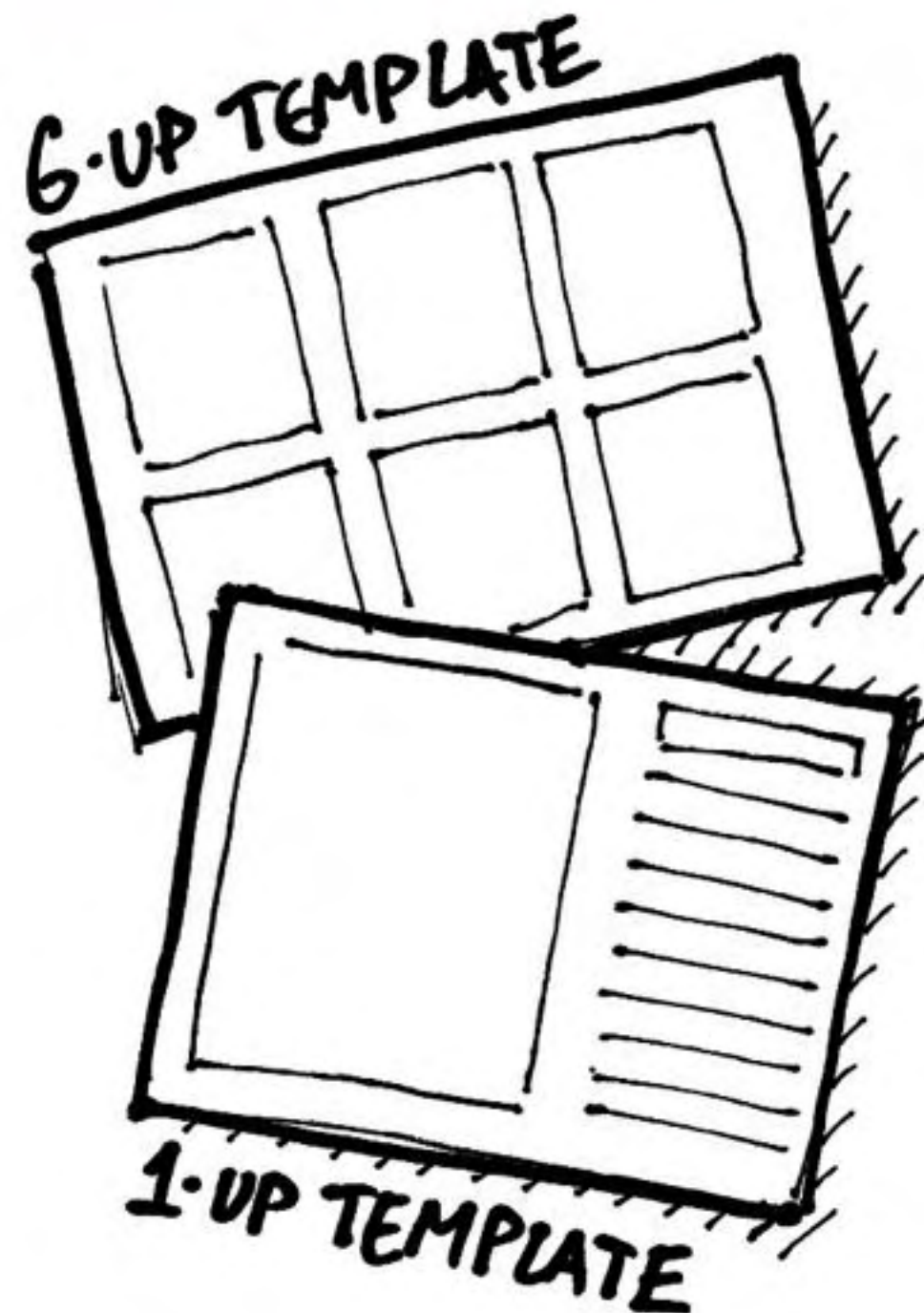


SOMETIMES
YOU JOG

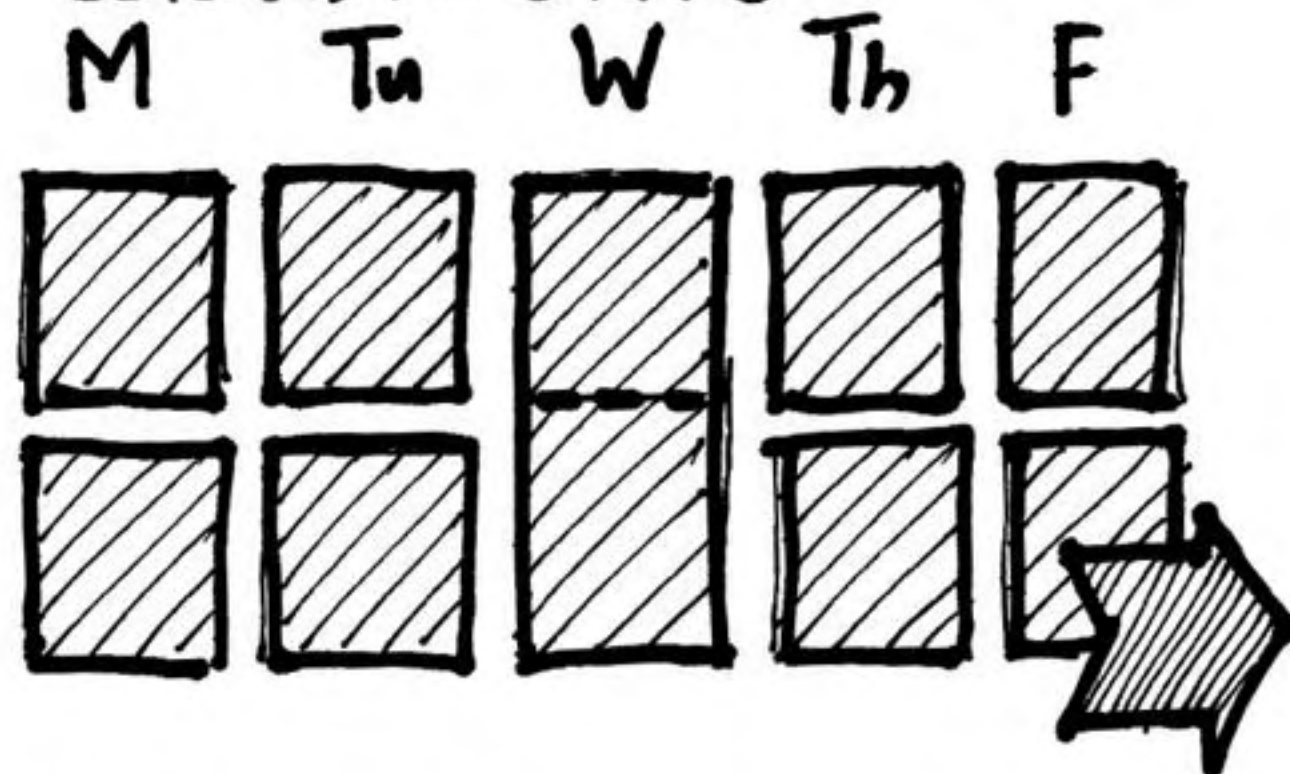
Before and after a sprint...



Your "Sprint Kit"



SCHEDULE FOR SPRINTS



- SUPPLIES: _____

- ☐ BIG SHEET OF PAPER
- ☐ DRAFTING DOTS
- ☐ TEMPLATES
- ☐ PENS

What it's really all about

FOCUS ON HAVING THE RIGHT
IDEAS AT THE RIGHT TIME.

HAVE A LOT OF THEM.

MAKE DESIGN AN ACTIVITY
FOR EVERYONE TO BE
INVOLVED IN.

MAKE IT TANGIBLE.



Now get sprinting!

Resources to get you started

Leah Buley

leah@adaptivepath.com

Brandon Schauer

brandon@adaptivepath.com

Sketchboards: Discover Better + Faster UX Solutions

Brandon Schauer

<http://www.adaptivepath.com/ideas/essays/archives/000863.php>

Making Research Actionable: An Introduction to Design Criteria

Sarah Nelson

<http://www.adaptivepath.com/ideas/essays/archives/000954.php>

Method Spotlight: The Purpose-Driven Competitive Analysis

Alexa Andrzejewski

<http://www.adaptivepath.com/ideas/essays/archives/000953.php>