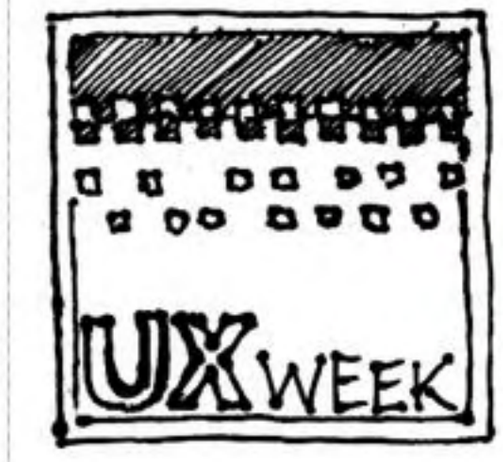
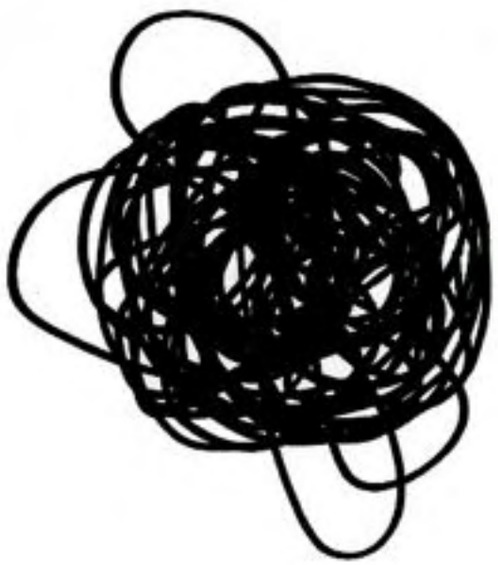


Good Design Faster

Leah Buley, Brandon Schauer, adaptive path



The problem

Leah Buley, Brandon Schauer, adaptive path

Clients want great experiences, and they want them faster.

Leah Buley, Brandon Schauer, adaptive path

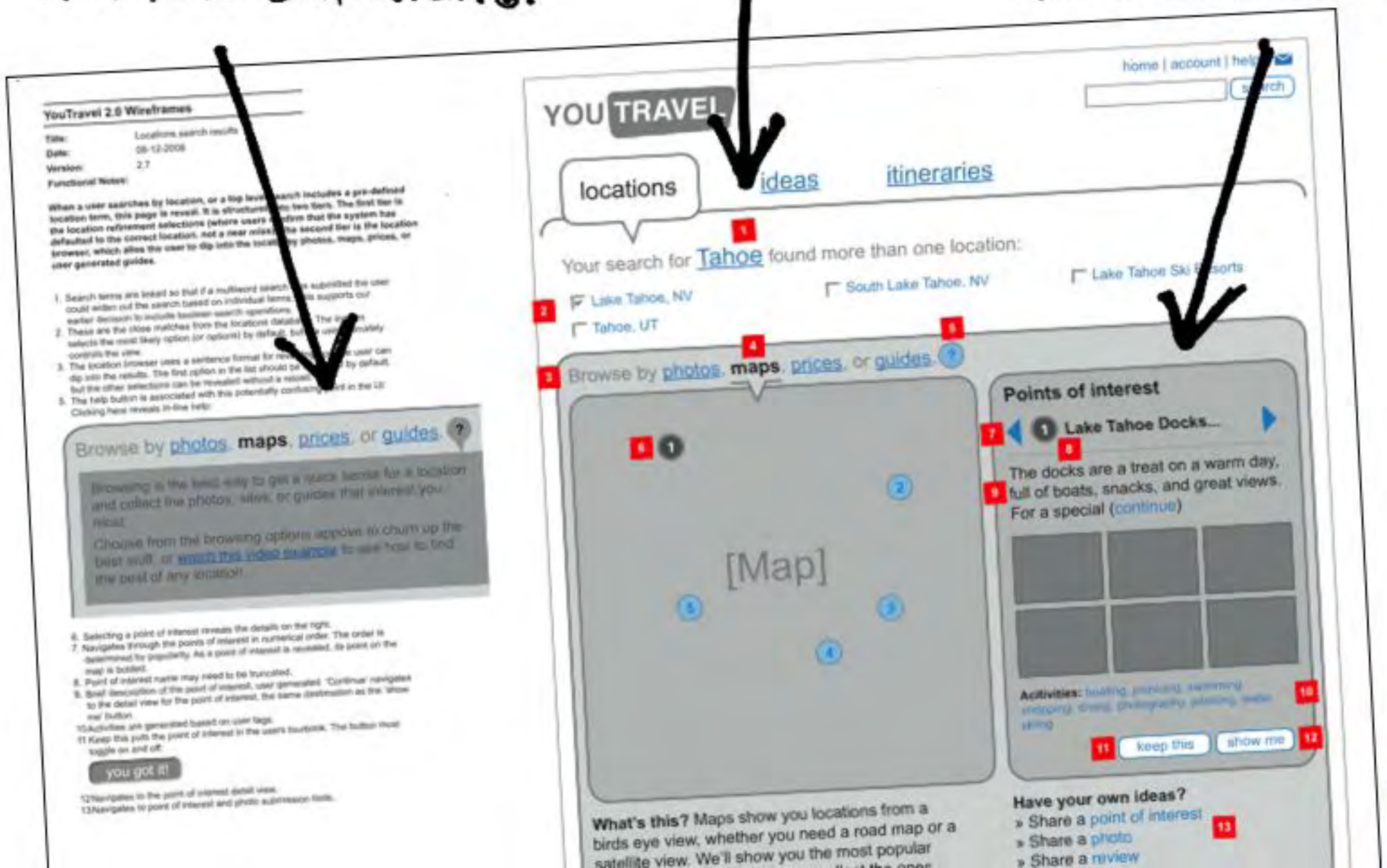
typical

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

☒ FOCUSES ON SINGLE APPROACH.
NOT MULTIPLE OPTIONS.

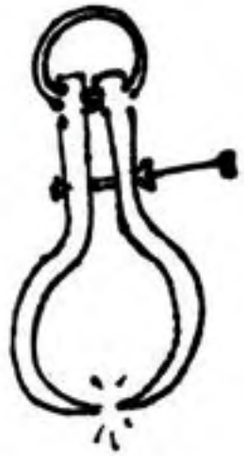
☒ GOOD FOR DOCUMENTING.
NOT FOR EXPLORING.

☒ WRONG SCOPE: PAGE,
NOT OVERALL EXPERIENCE.



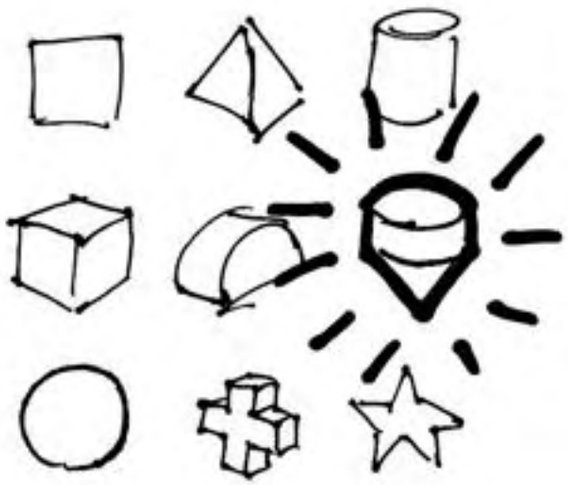
adaptive path

What does work? Something that...

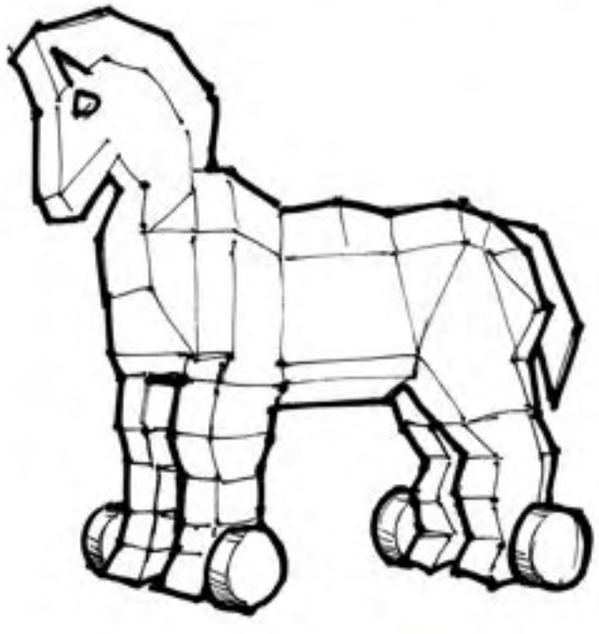


☑ AVOIDS UNNECESSARY DETAIL

☑ REVEALS THE BEST OF MULTIPLE SOLUTIONS



☑ GETS EVERYONE'S INPUT AND BUY-IN



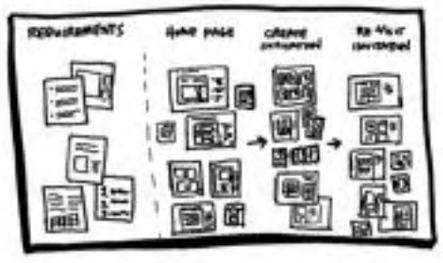
Enter: sprints

Leah Buley, Brandon Schauer, adaptive path

Here's what we're going to do today

1. SKETCH, SKETCH, SKETCH

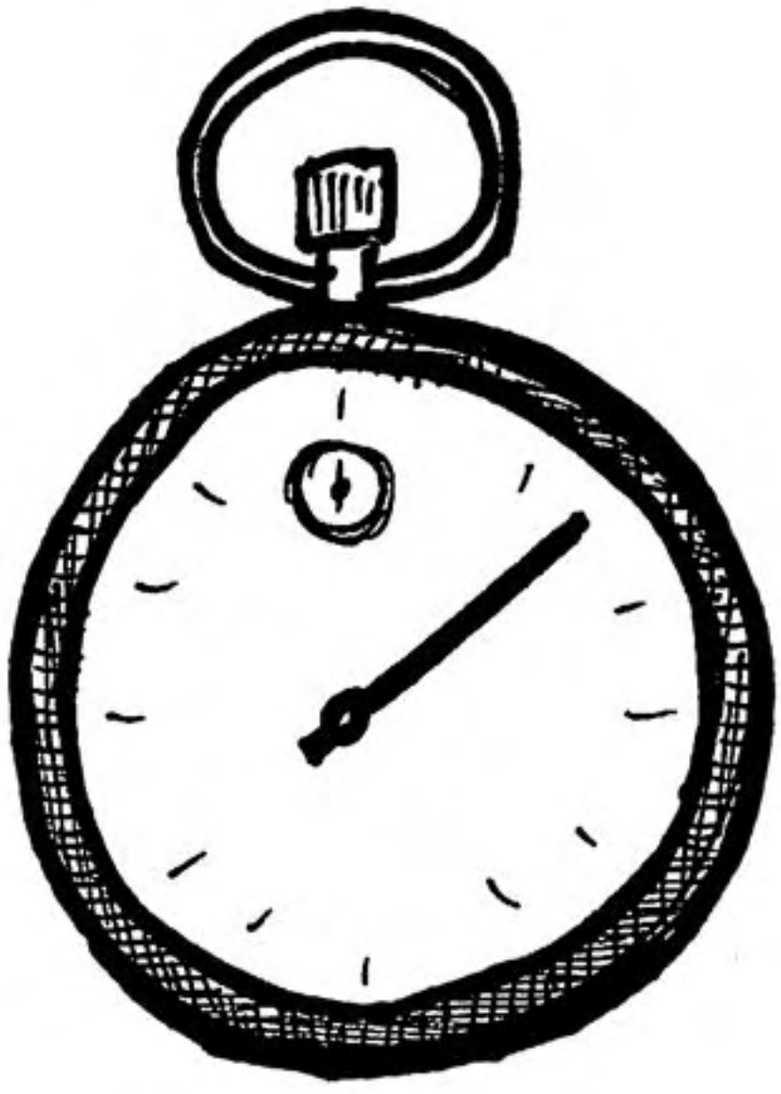
2. PUT TOGETHER SKETCHBOARDS



3. SHARE & INCORPORATE FEEDBACK

4. BRING IT ALL TOGETHER & SPRINT!

Speaking of constraints...



Sketching

Leah Buley, Brandon Schauer, adaptive path

Activity 1

Drawing vs. Sketching

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ACTIVITY 1

FACEBOOK FOR THE INTRANET

Leah Buley, Brandon Schauer, adaptive path

Activity 1

Facebook | Home

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

Google

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 see all

What are you doing right now?

Bookmarks see all

Photos
Groups
Events
Marketplace
Interactive Friends Graph
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 see all

Julie Hamwood and Ryan Freitas

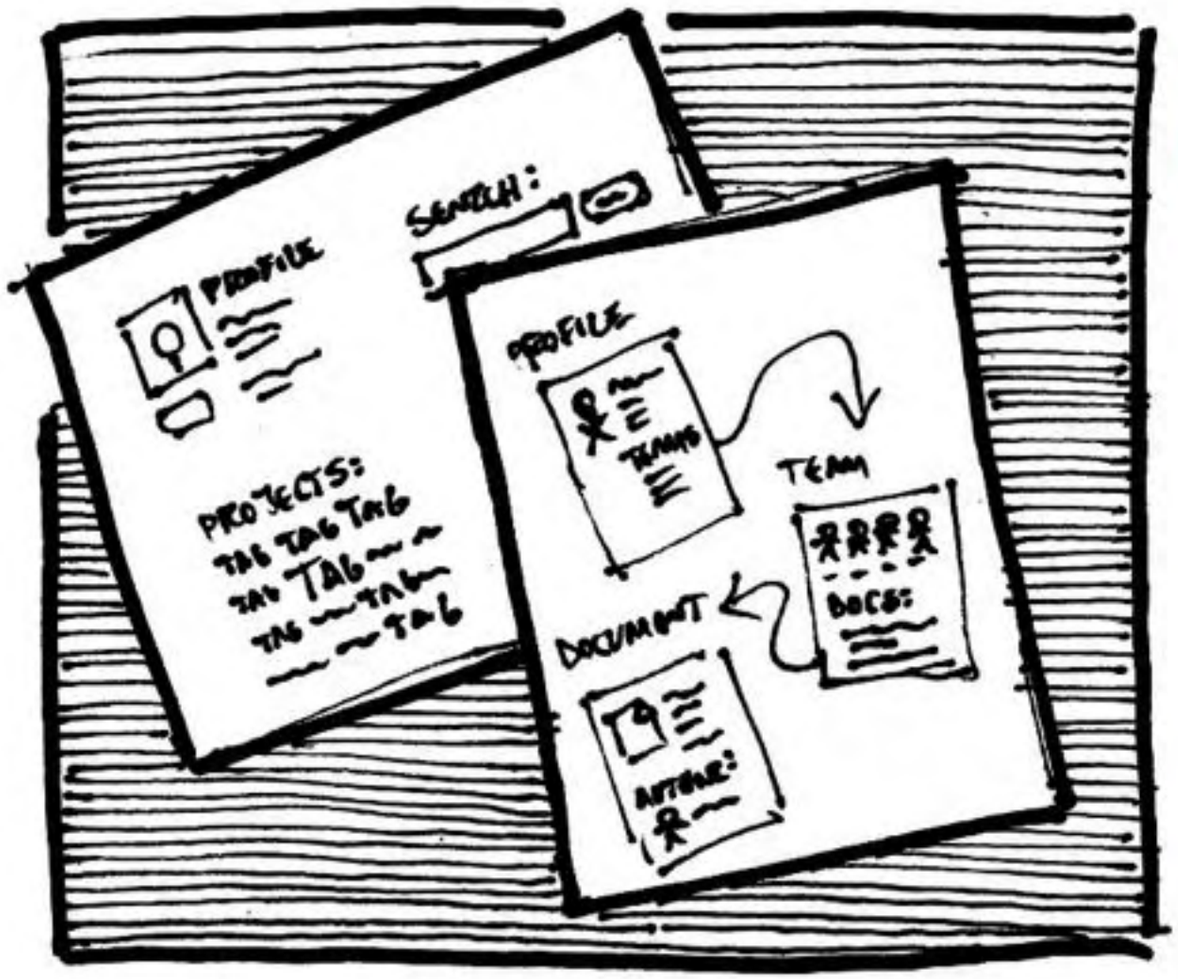
Online Friends (3)

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.

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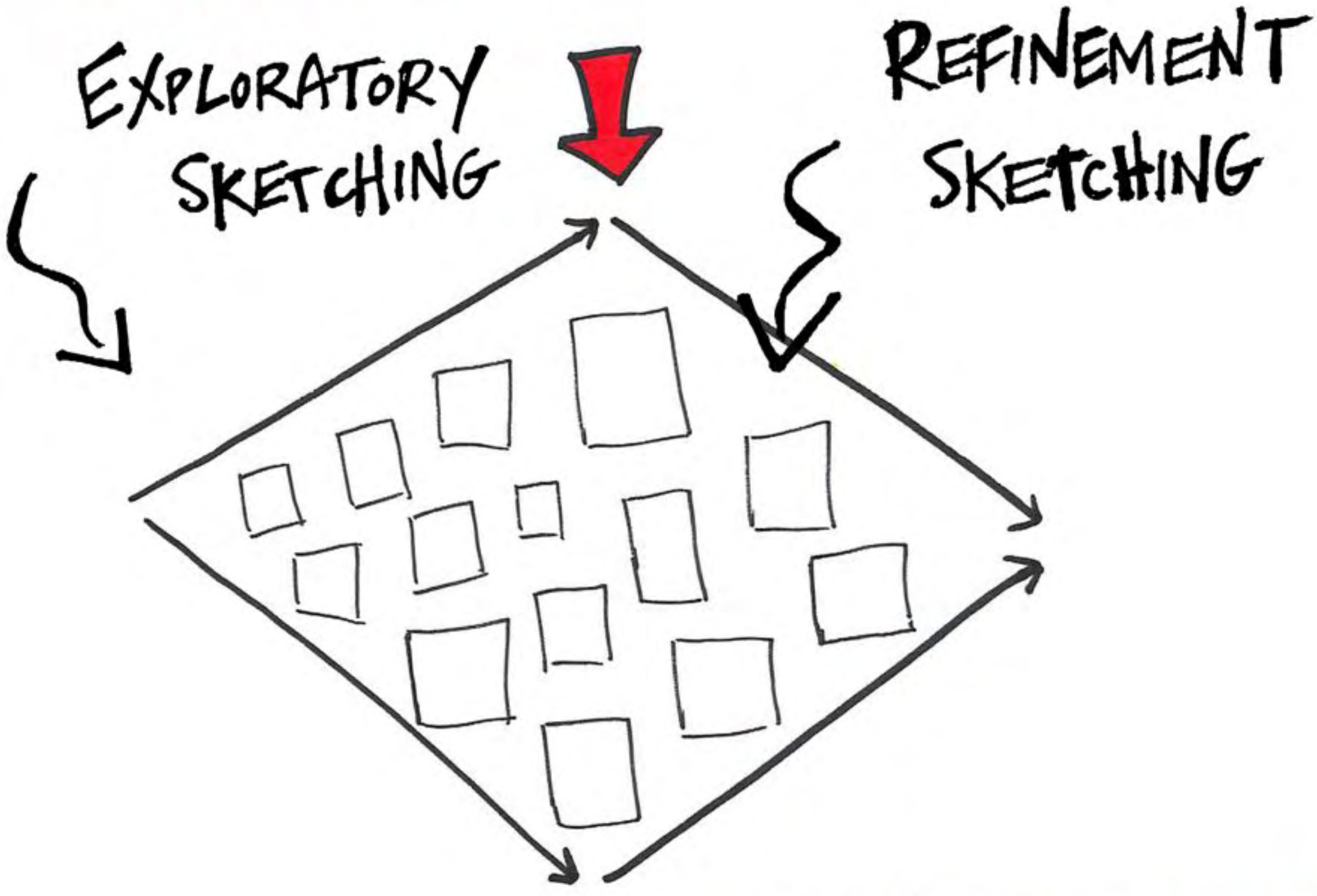
2 kinds of sketching



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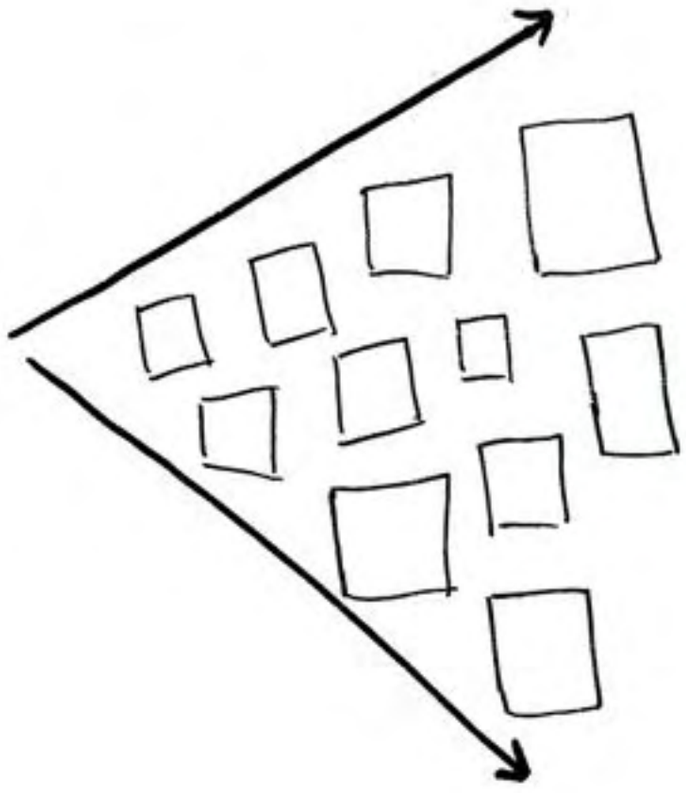

#1 Exploratory sketching

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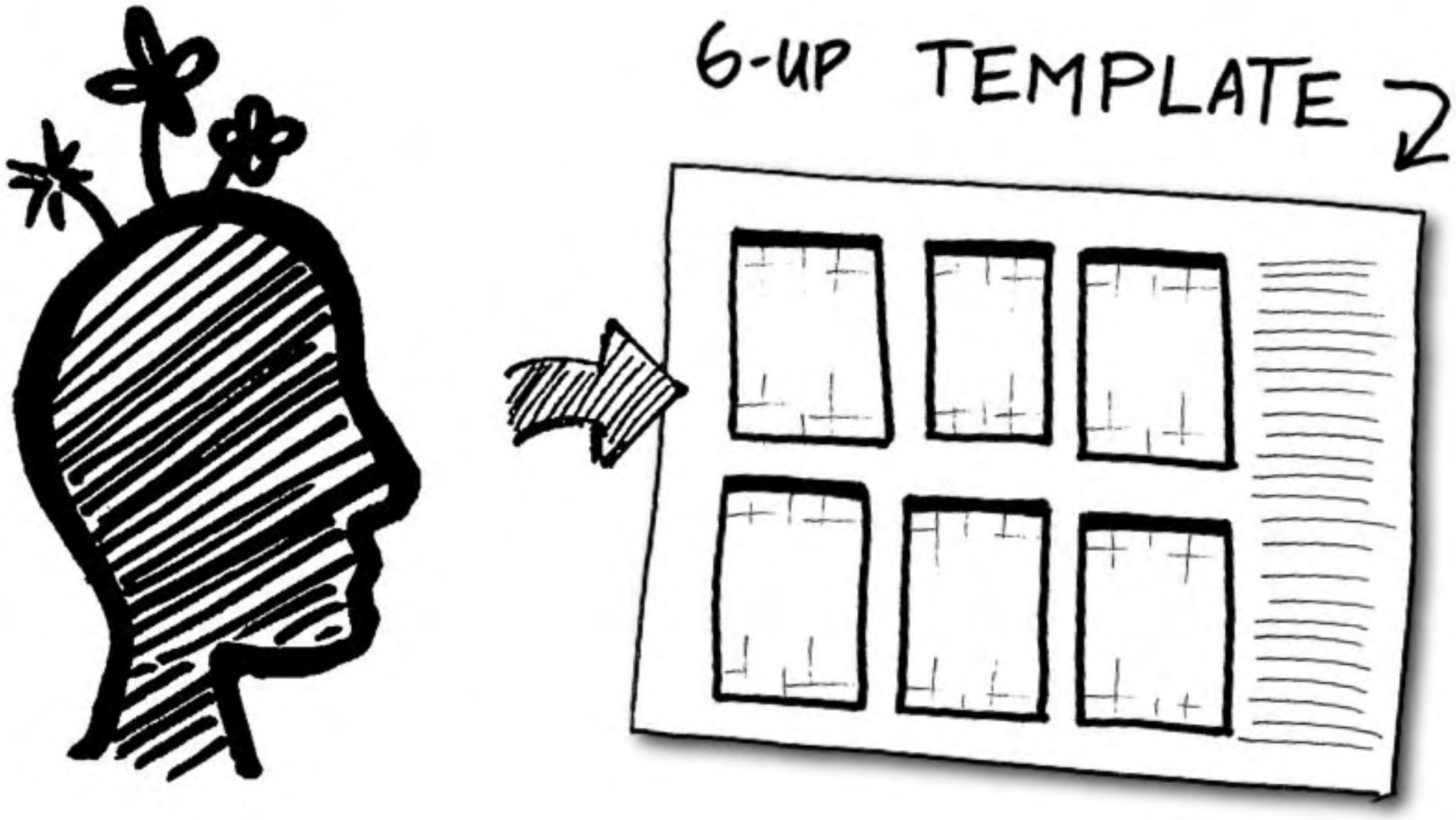
Exploratory sketching = lots of ideas, rough & varied



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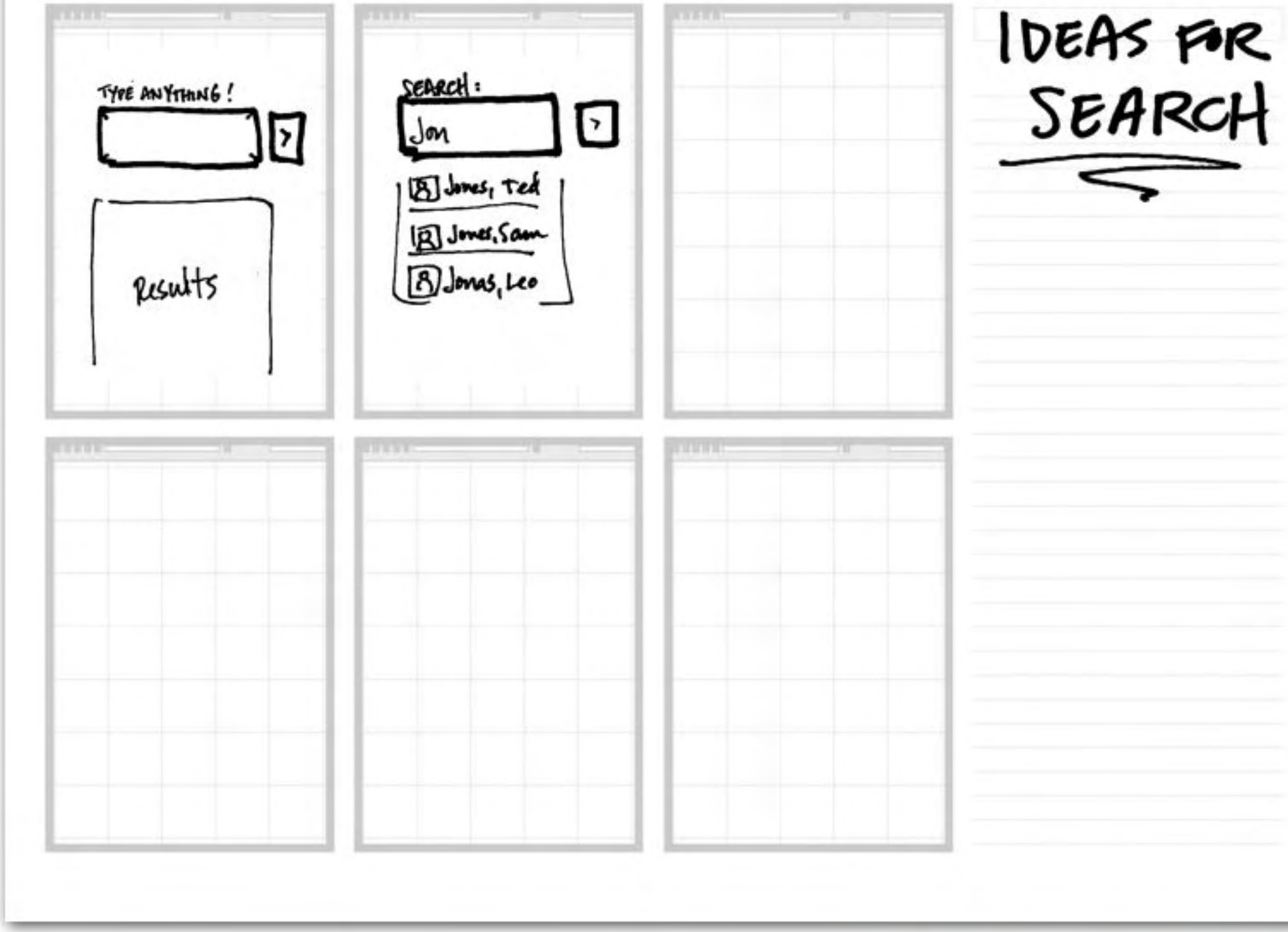
Lots of ideas, rough & varied



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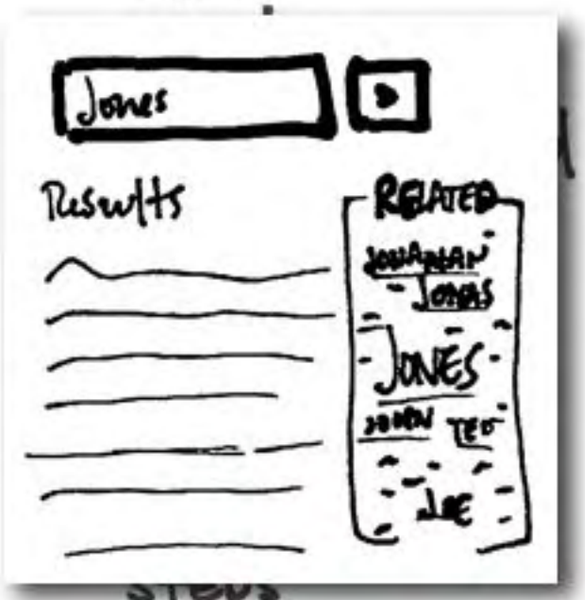
Techniques for exploratory sketching

WORD PLAY

accordian
autocomplete
bookshelf
breadcrumbs
caronsel
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
tabs
tags & tagclouds
teaser
trees
workareas
...

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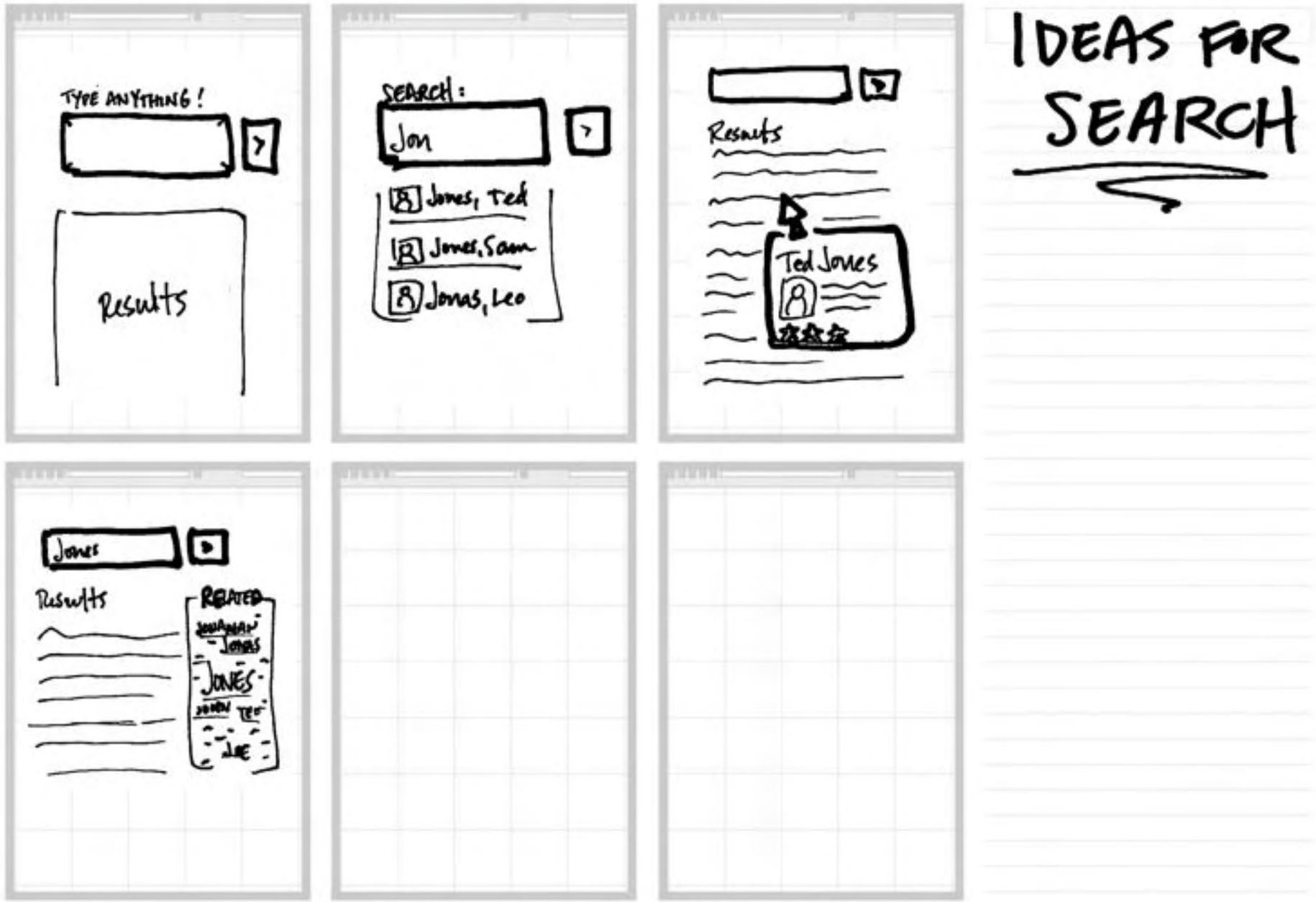
Lots of ideas, rough & varied



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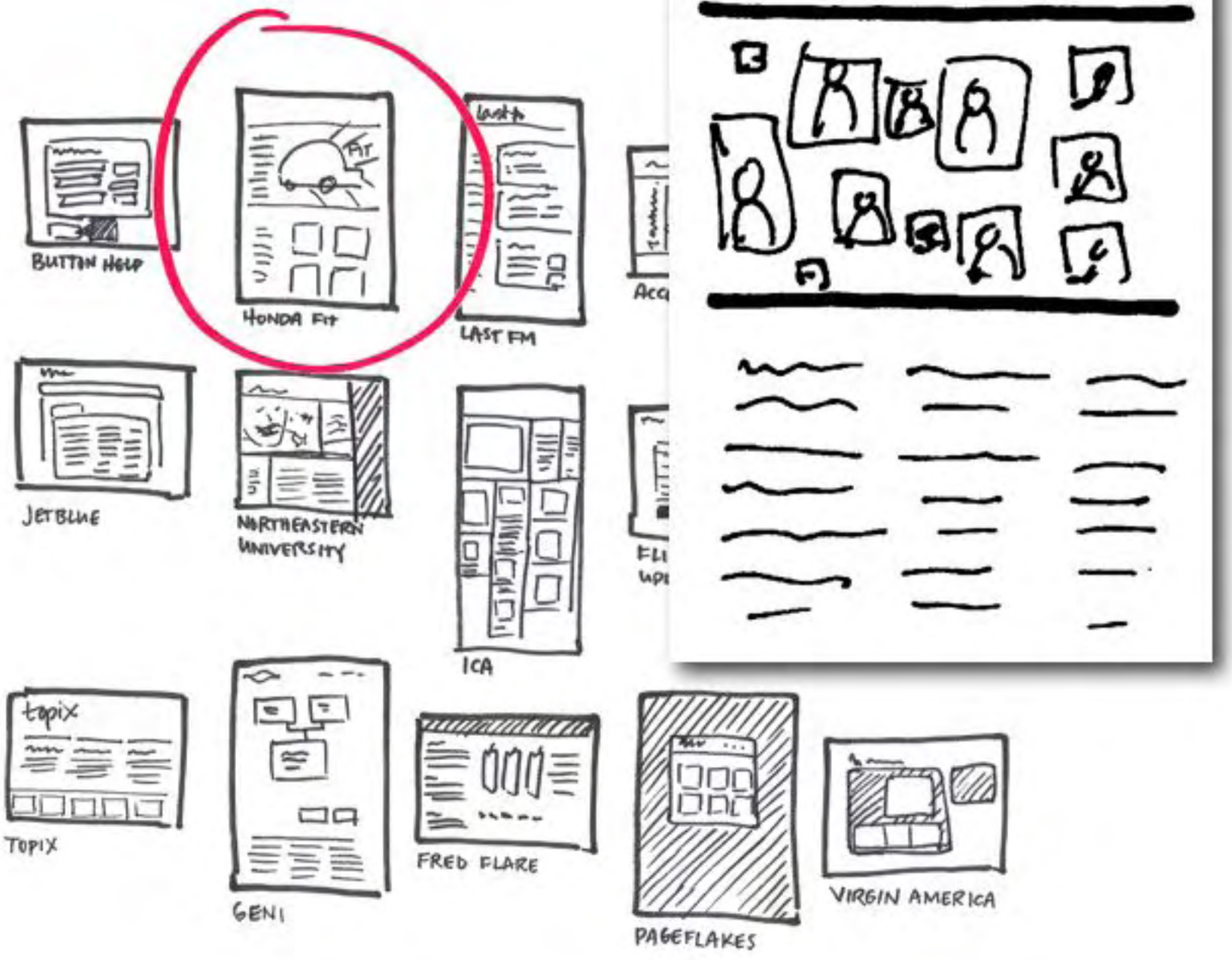
Techniques for exploratory sketching

INSPIRATION LIBRARIES



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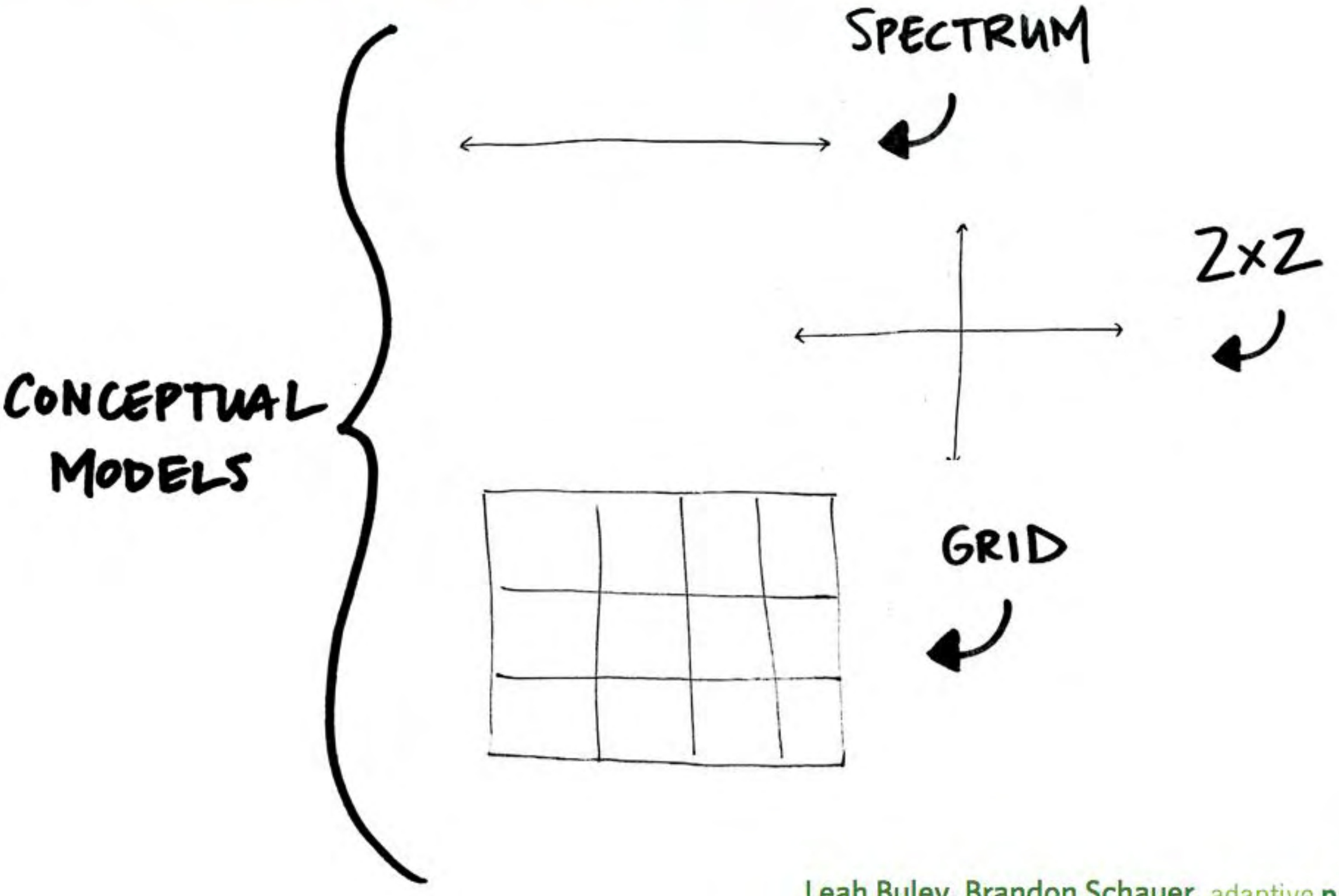
Lots of ideas, rough & varied

Leah Buley, Brandon Schauer, adaptive path

Techniques for exploratory sketching

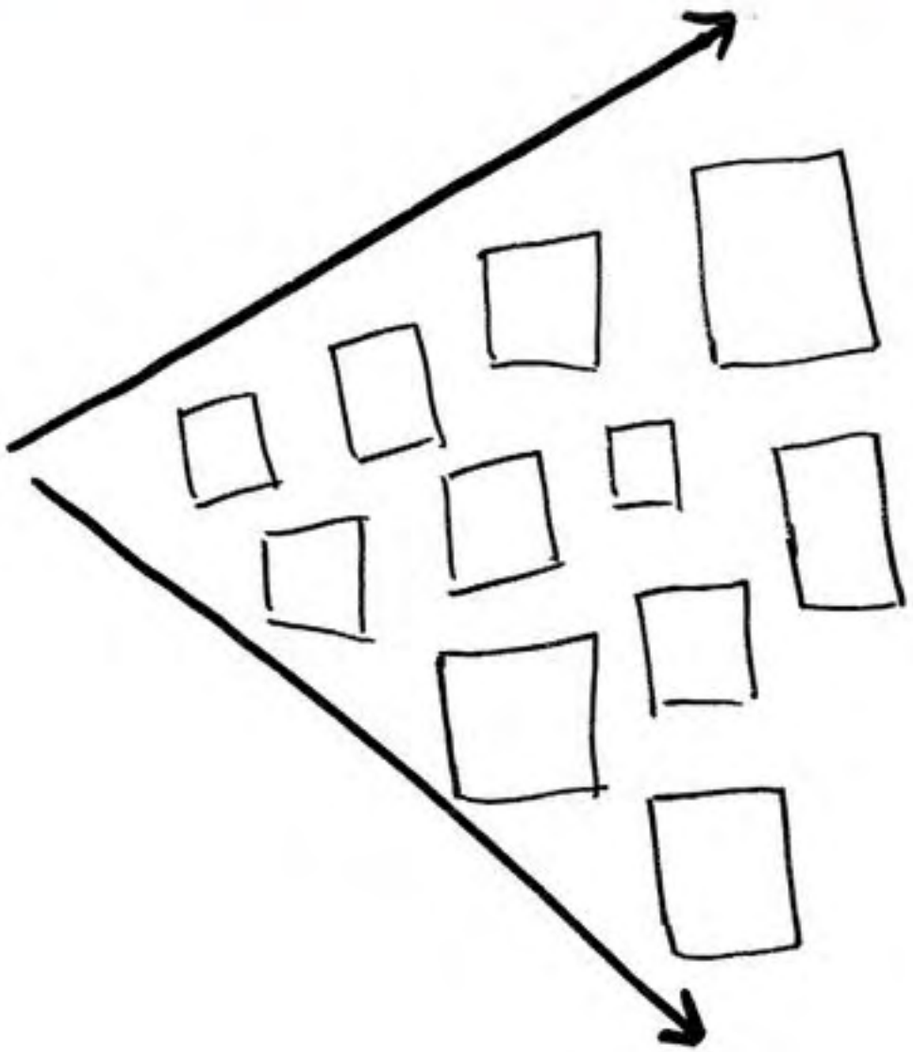


Lots of ideas, rough & varied

Leah Buley, Brandon Schauer, adaptive path

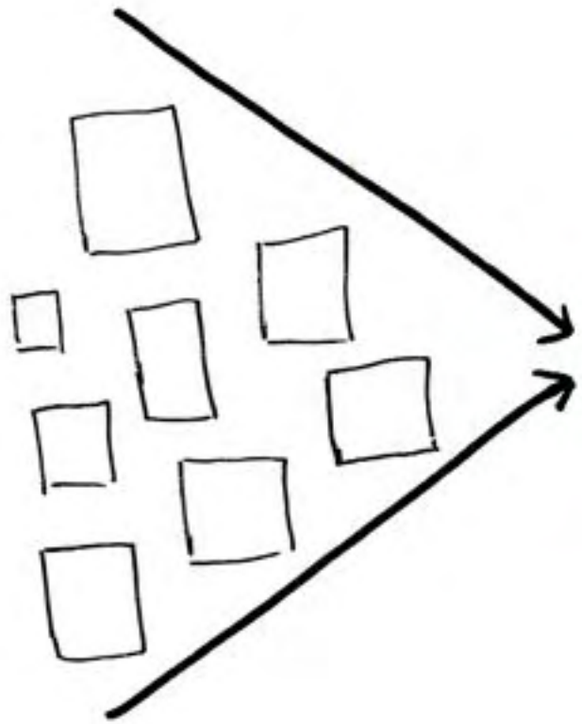
Activity 2

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

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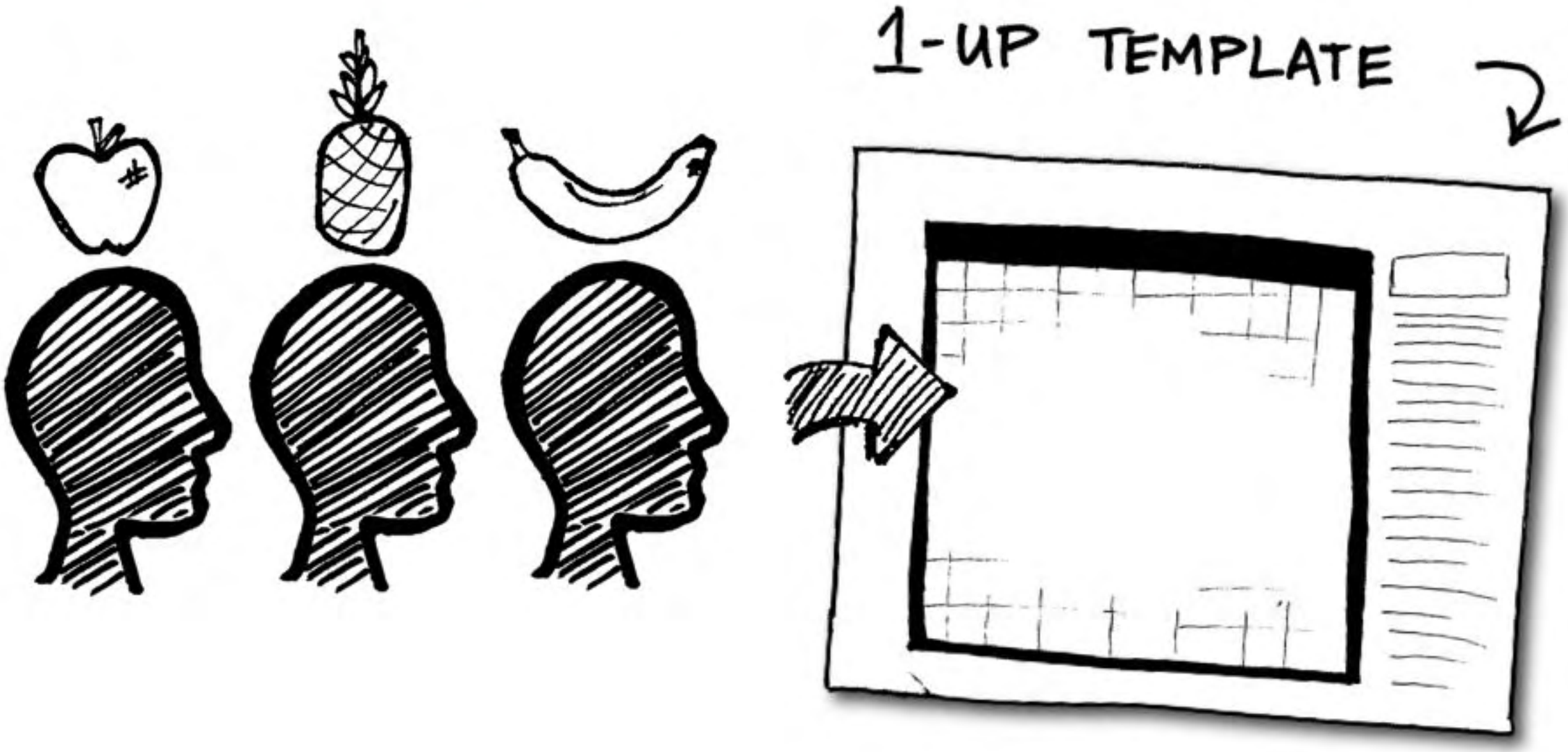
Refinement sketching = fewer, better ideas



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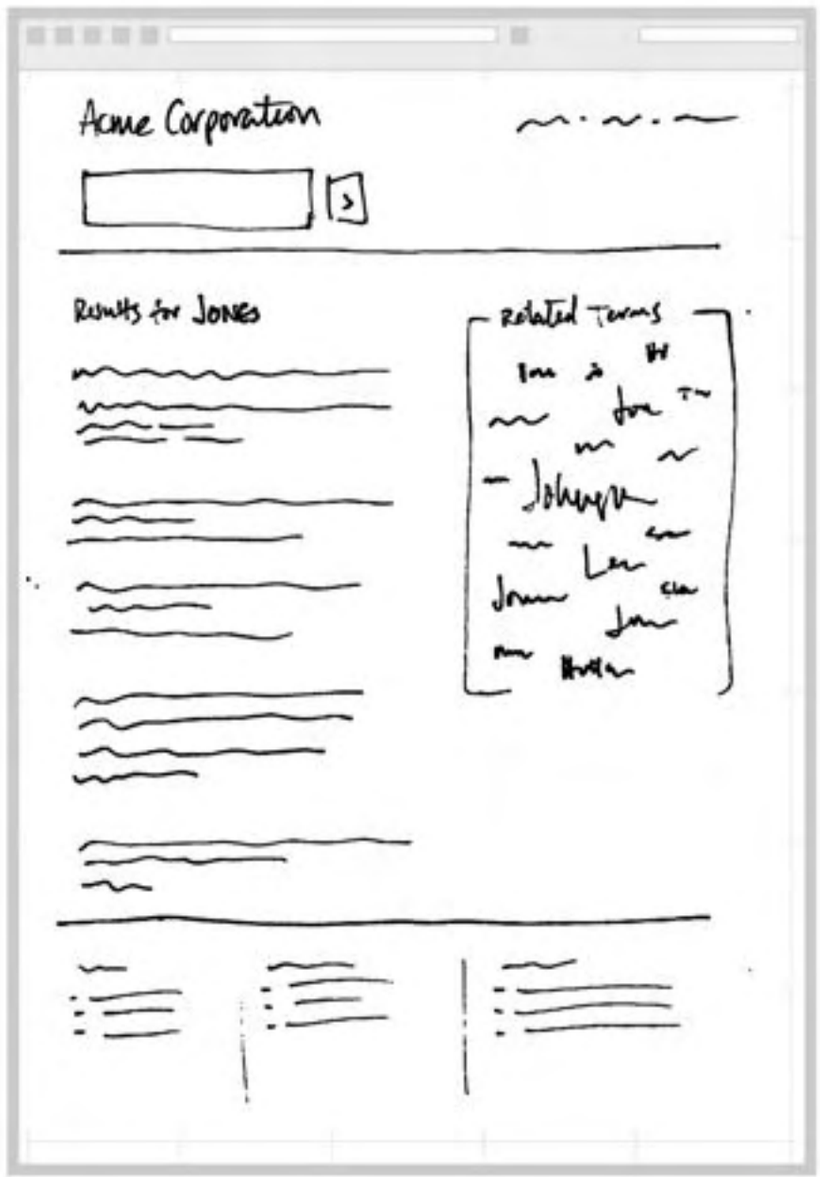
Fewer, better ideas



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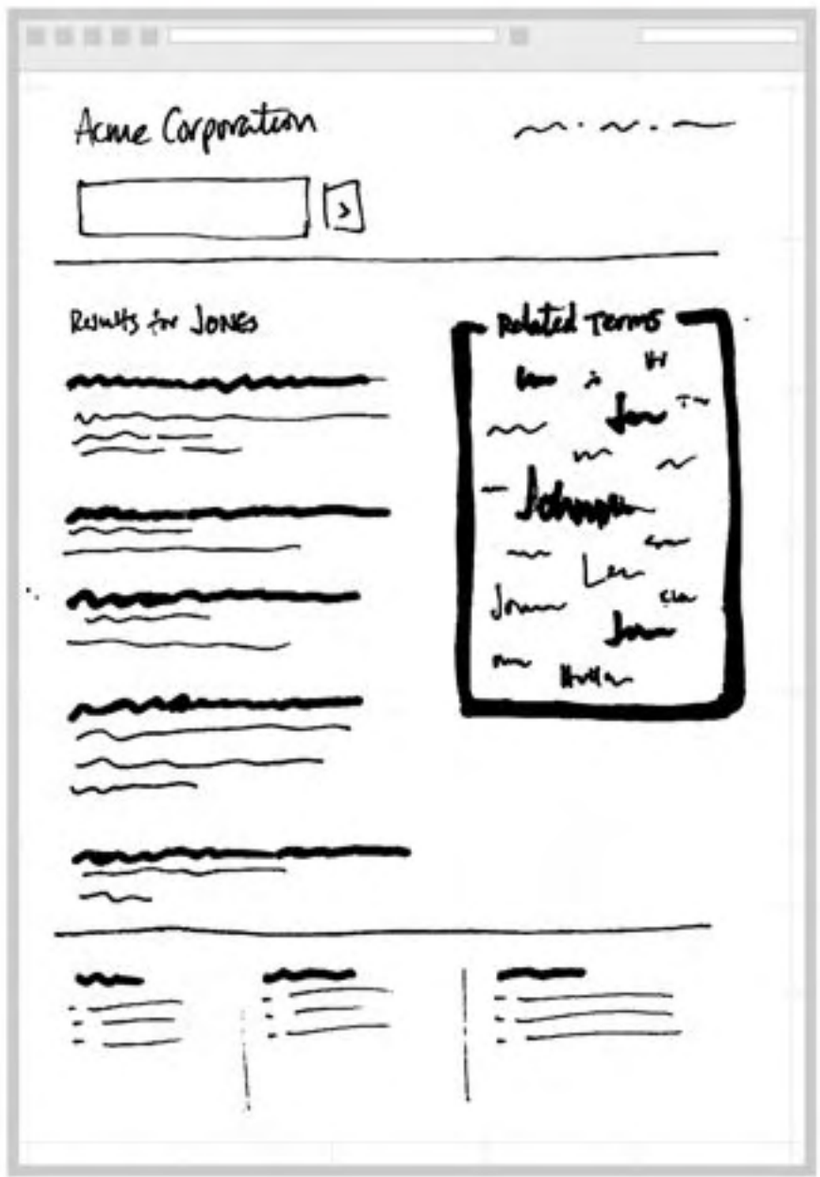
Techniques for refinement sketching

LINE WEIGHT



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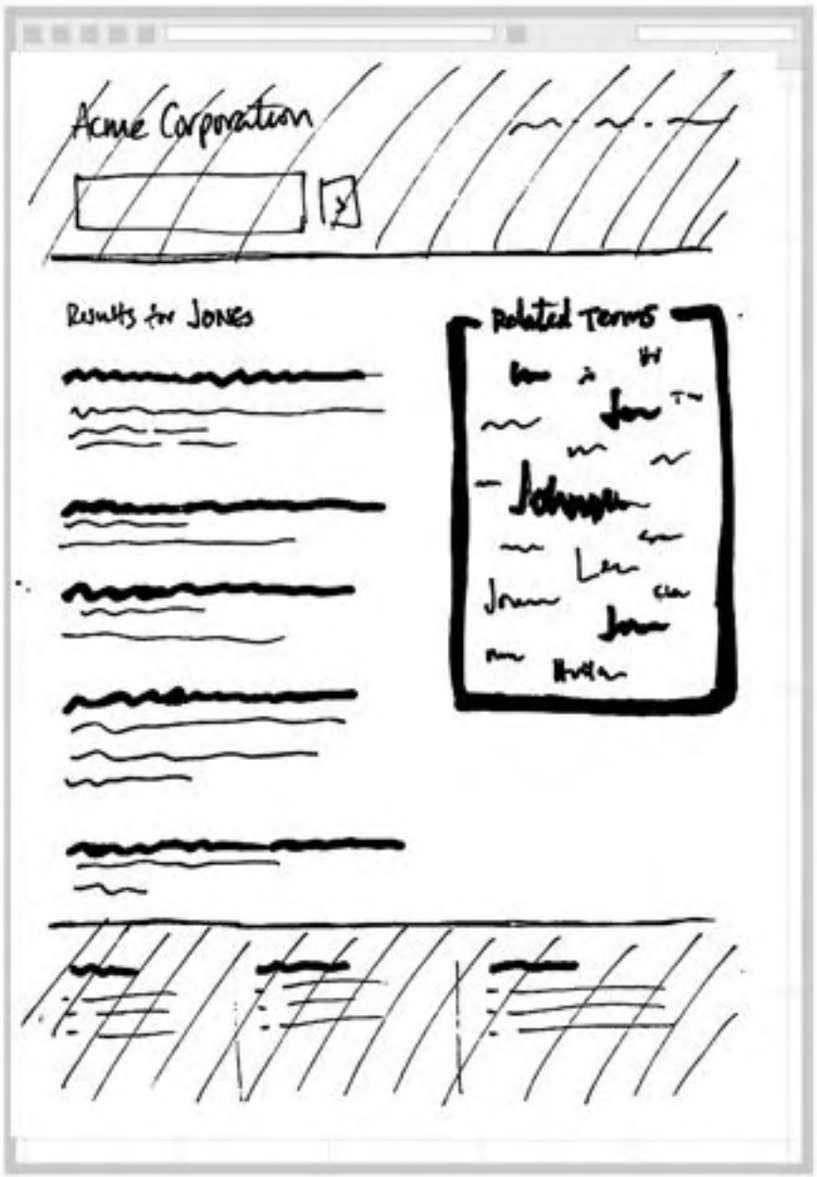
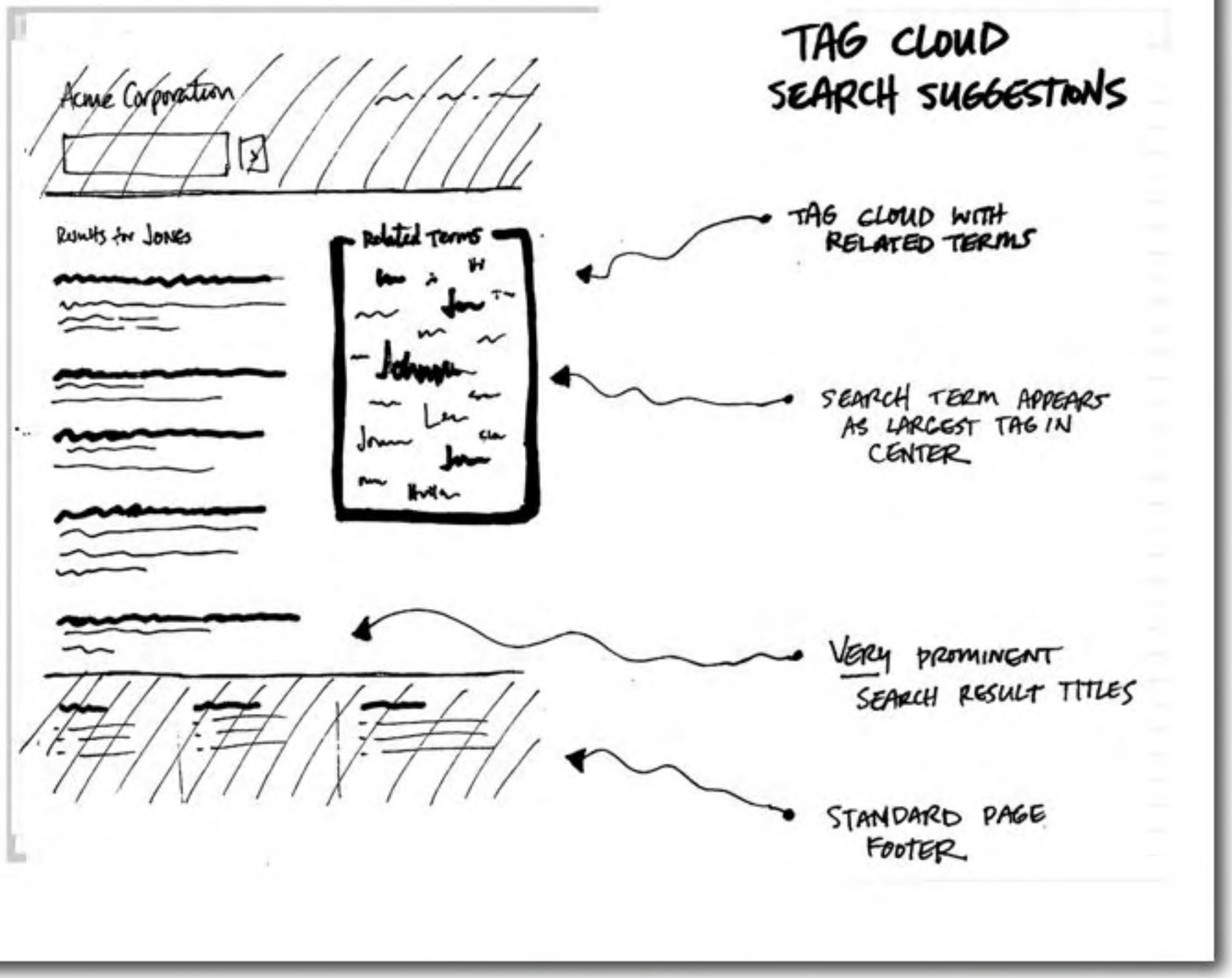
Techniques for refinement sketching

SHADING



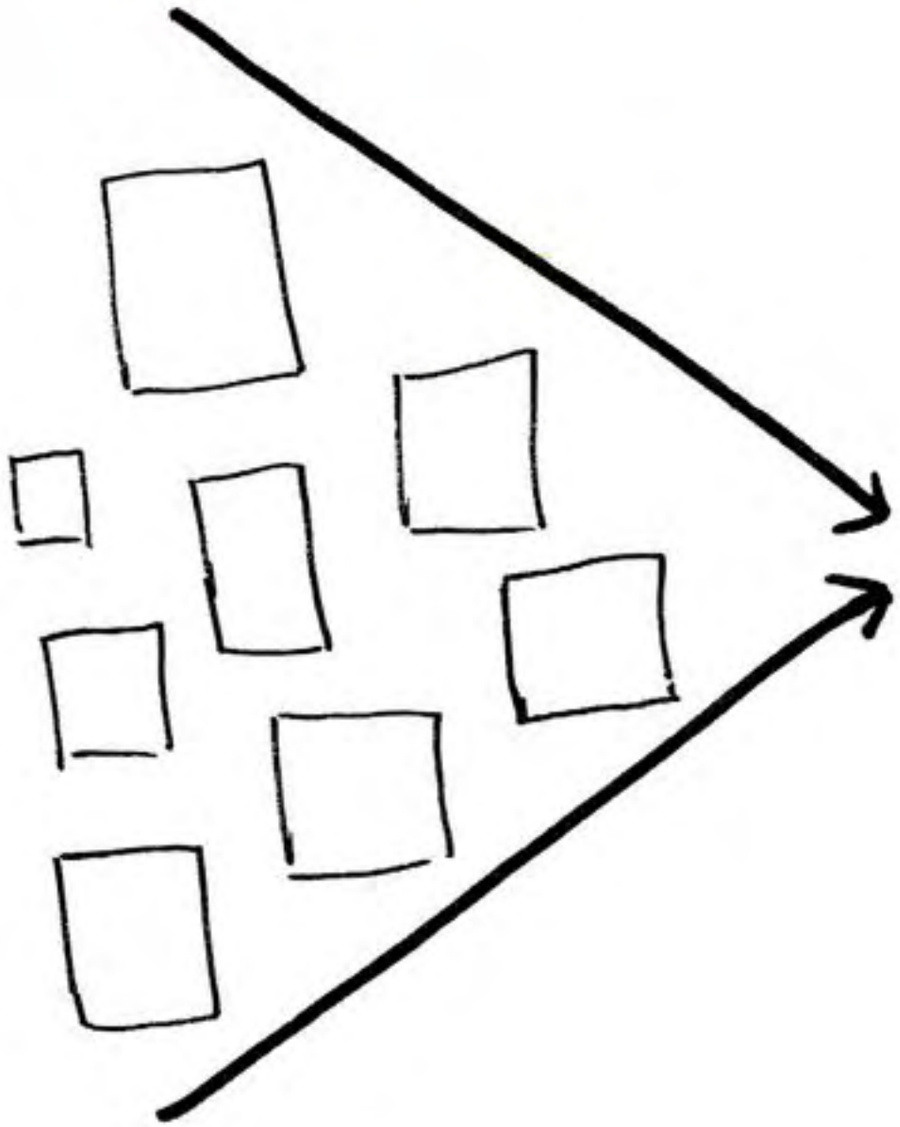
Techniques for refinement sketching

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 tit 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

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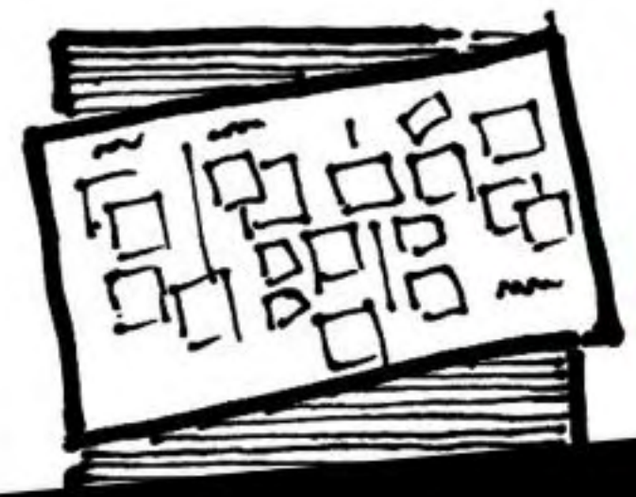
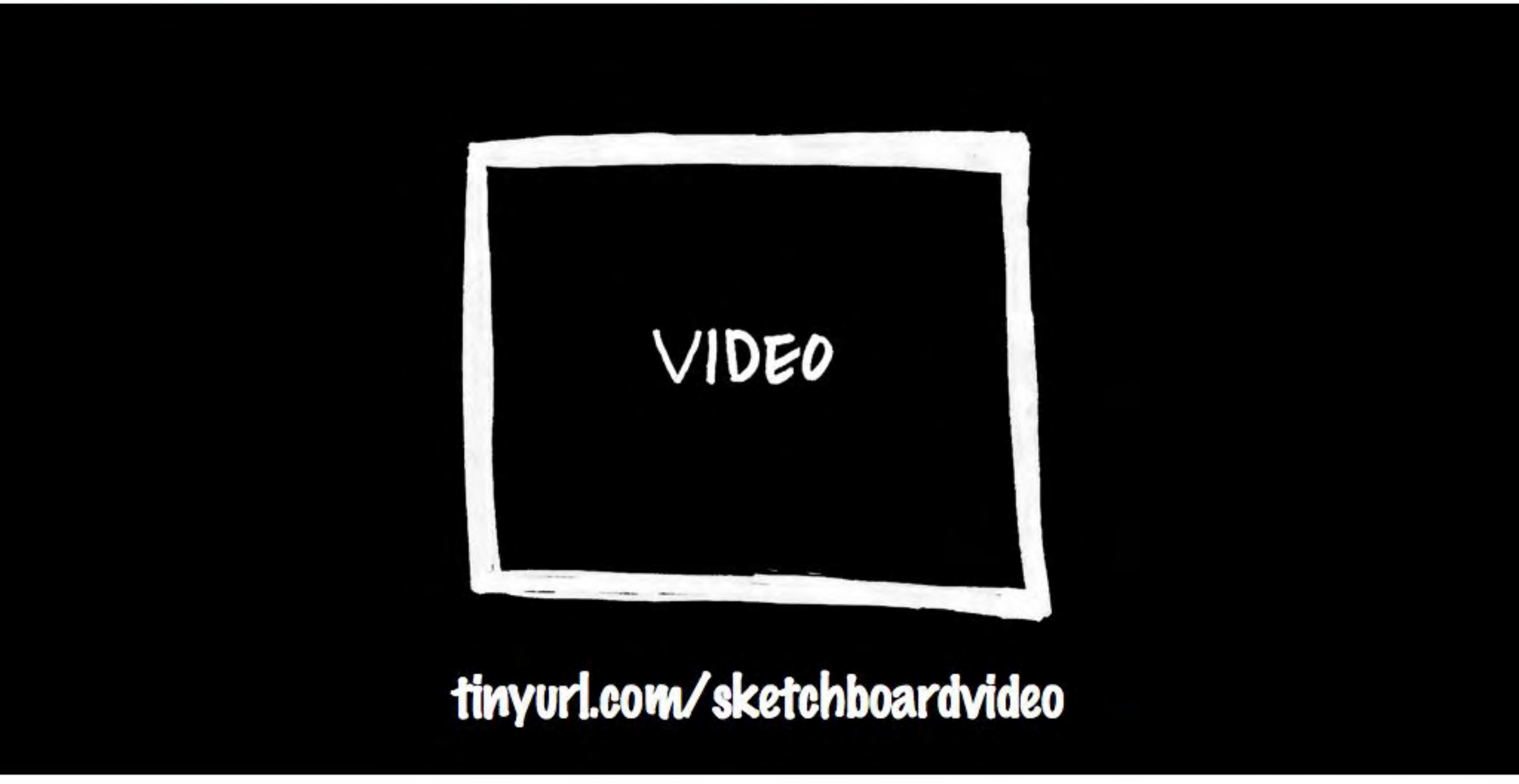


Sketchboards

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

Leah Buley, Brandon Schauer, adaptive **path**

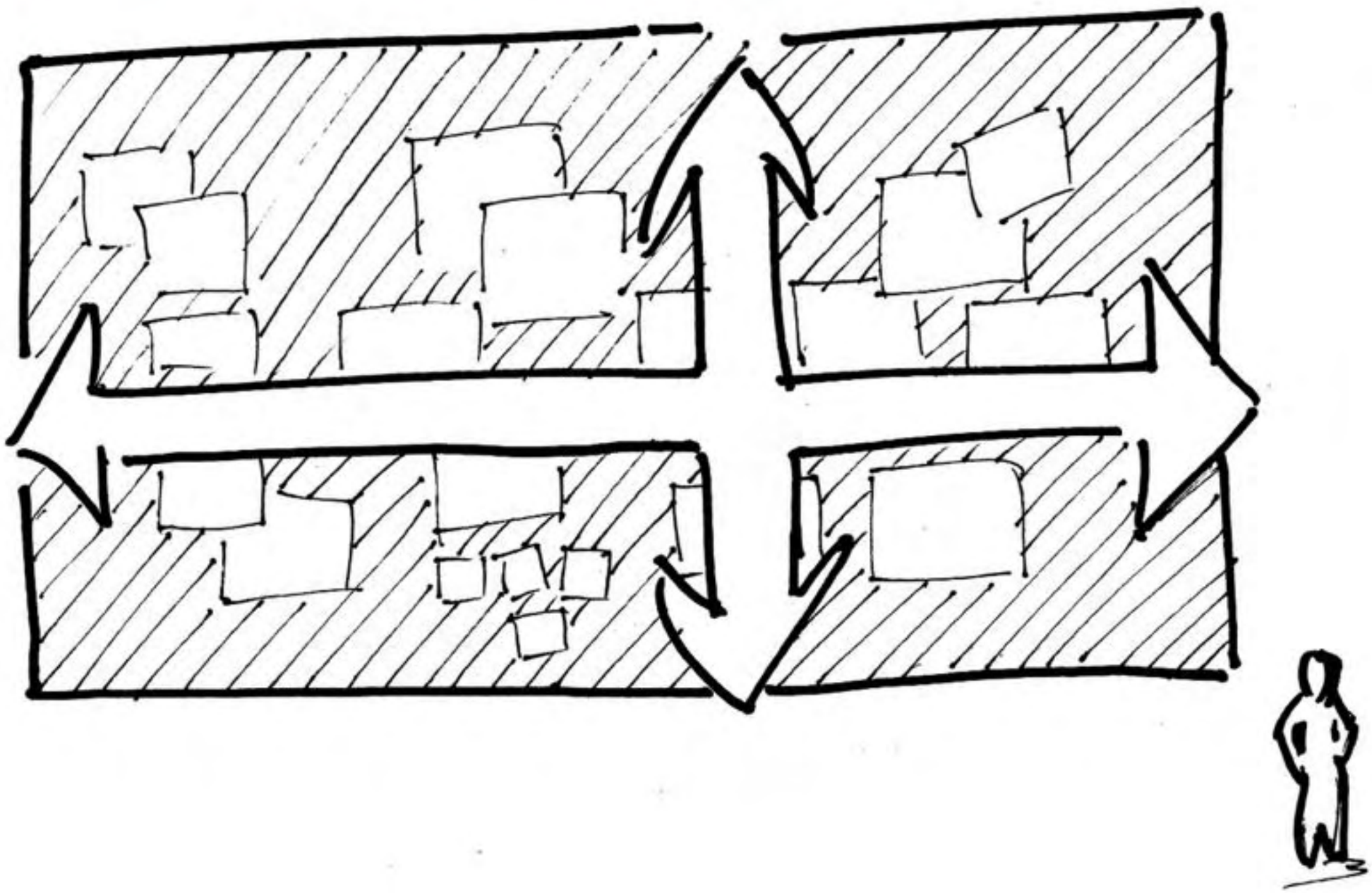
Step 1: Get a large sheet of paper



Leah Buley, Brandon Schauer, adaptive path

Step 1: Get a large sheet of paper

1.



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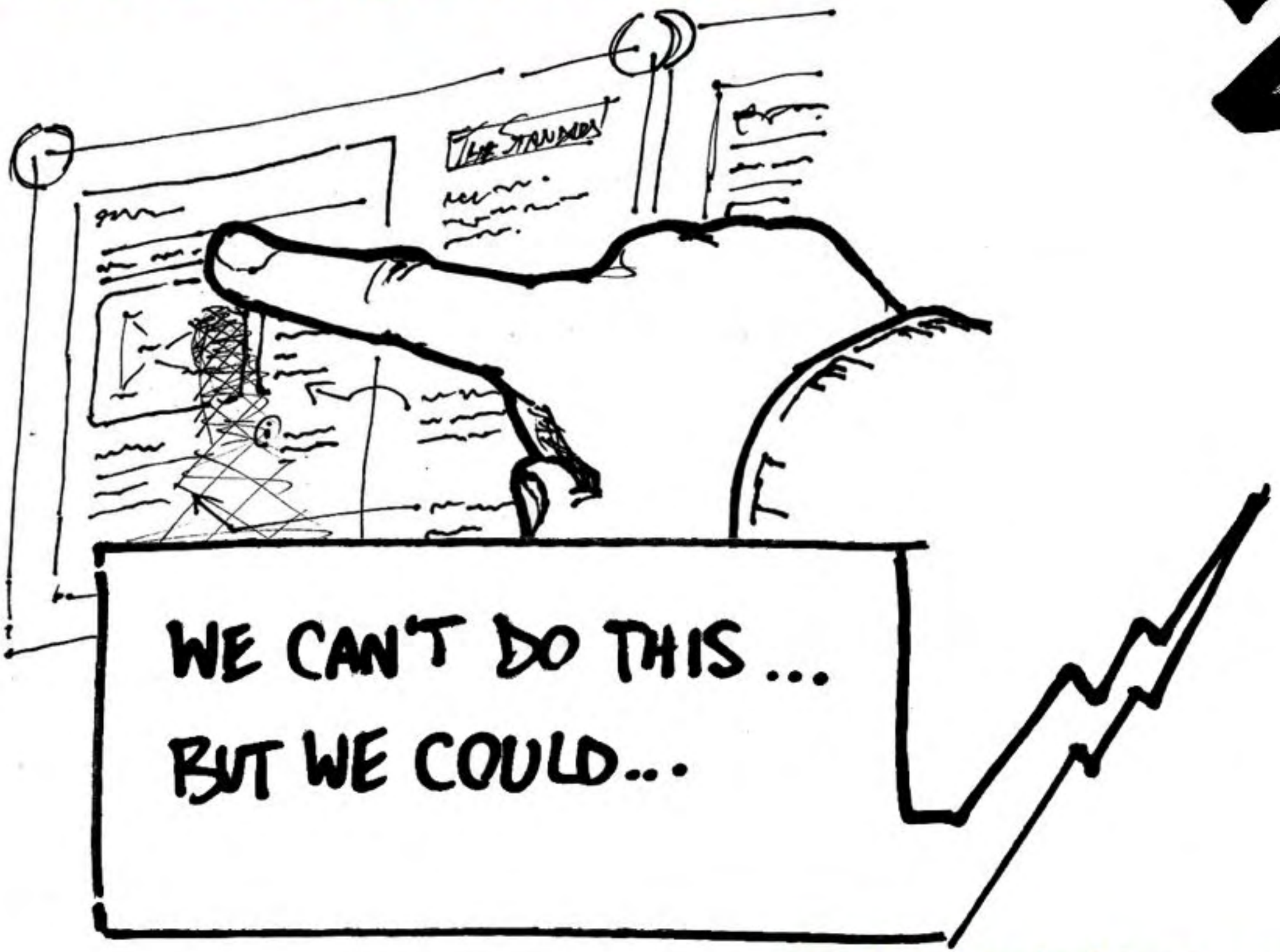
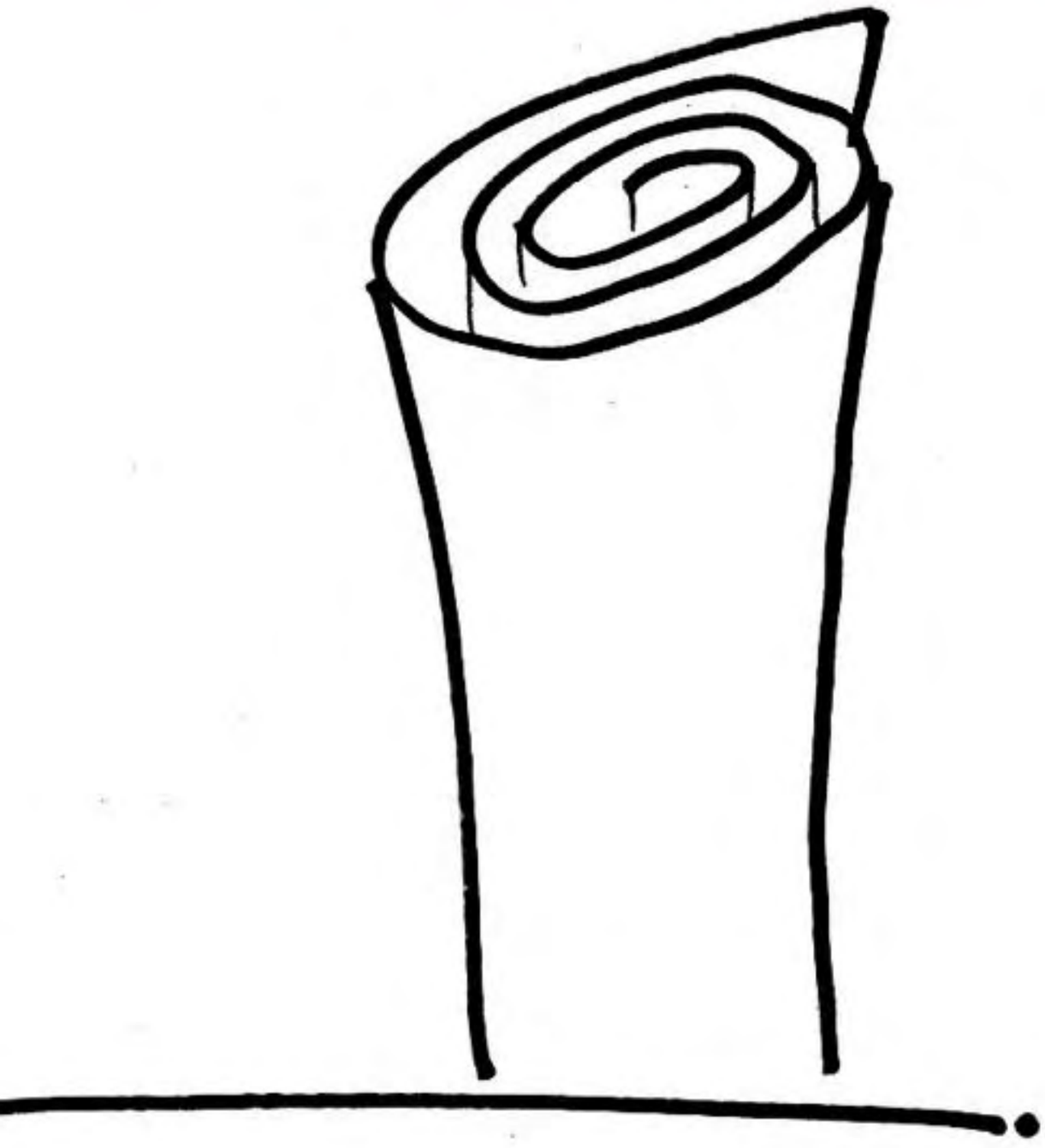
Step 1: Get a large sheet of paper

2.

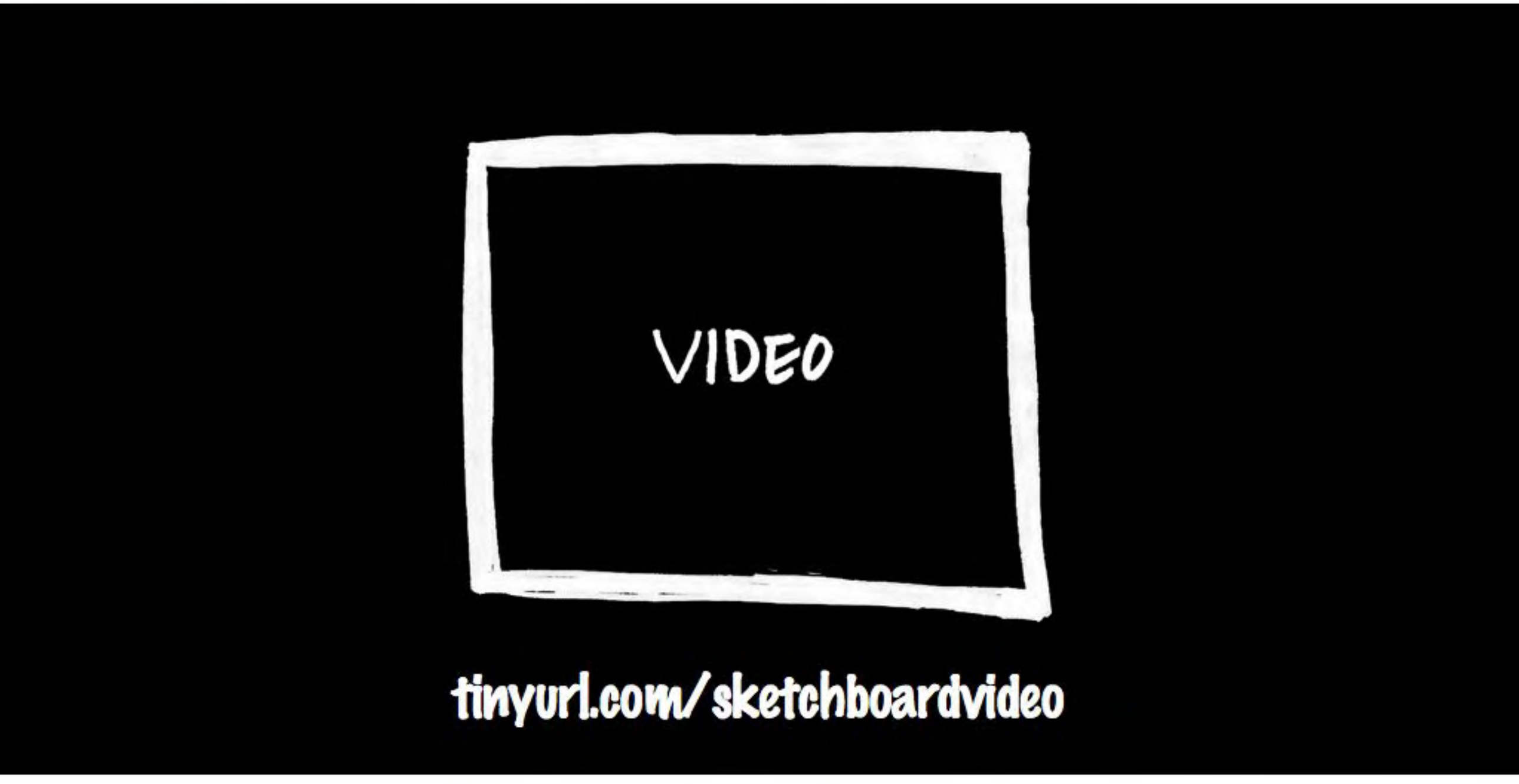


Leah Buley, Brandon Schauer, adaptive path

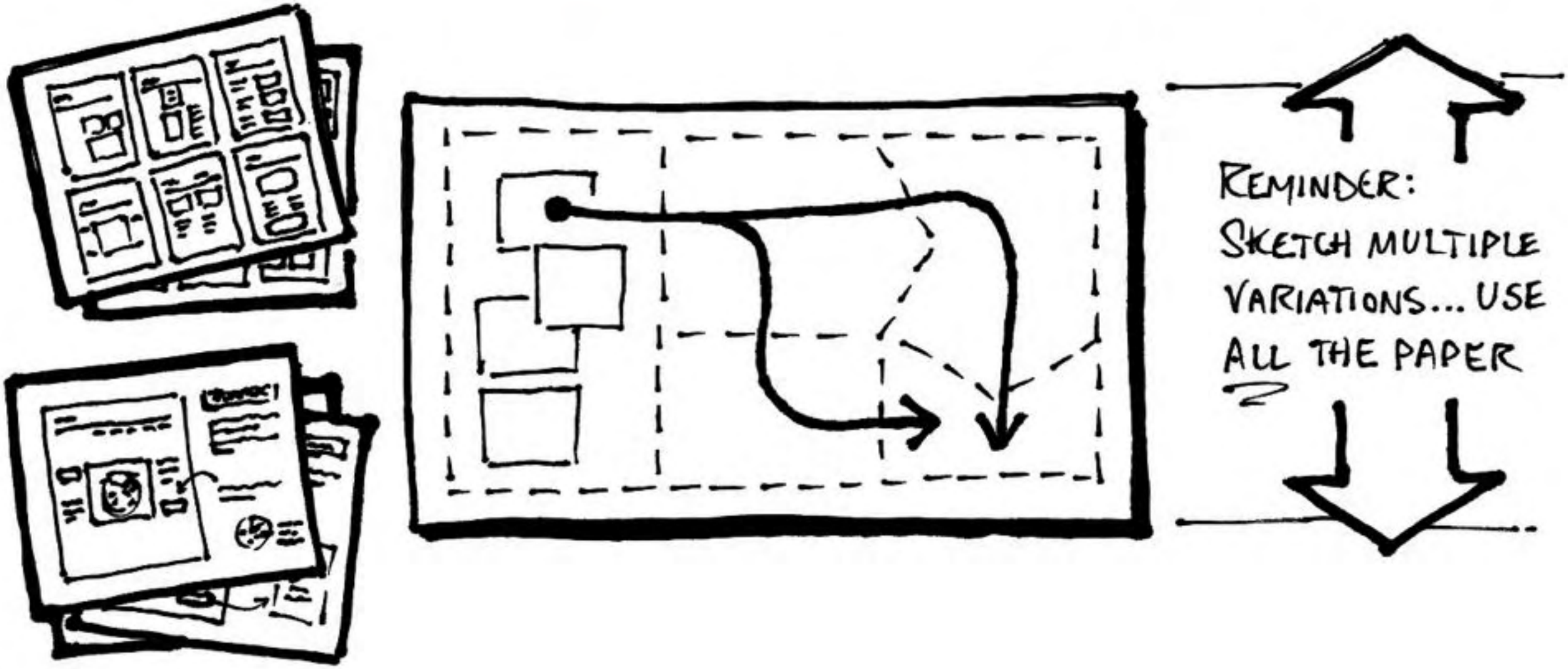
Step 1: Get a large sheet of paper



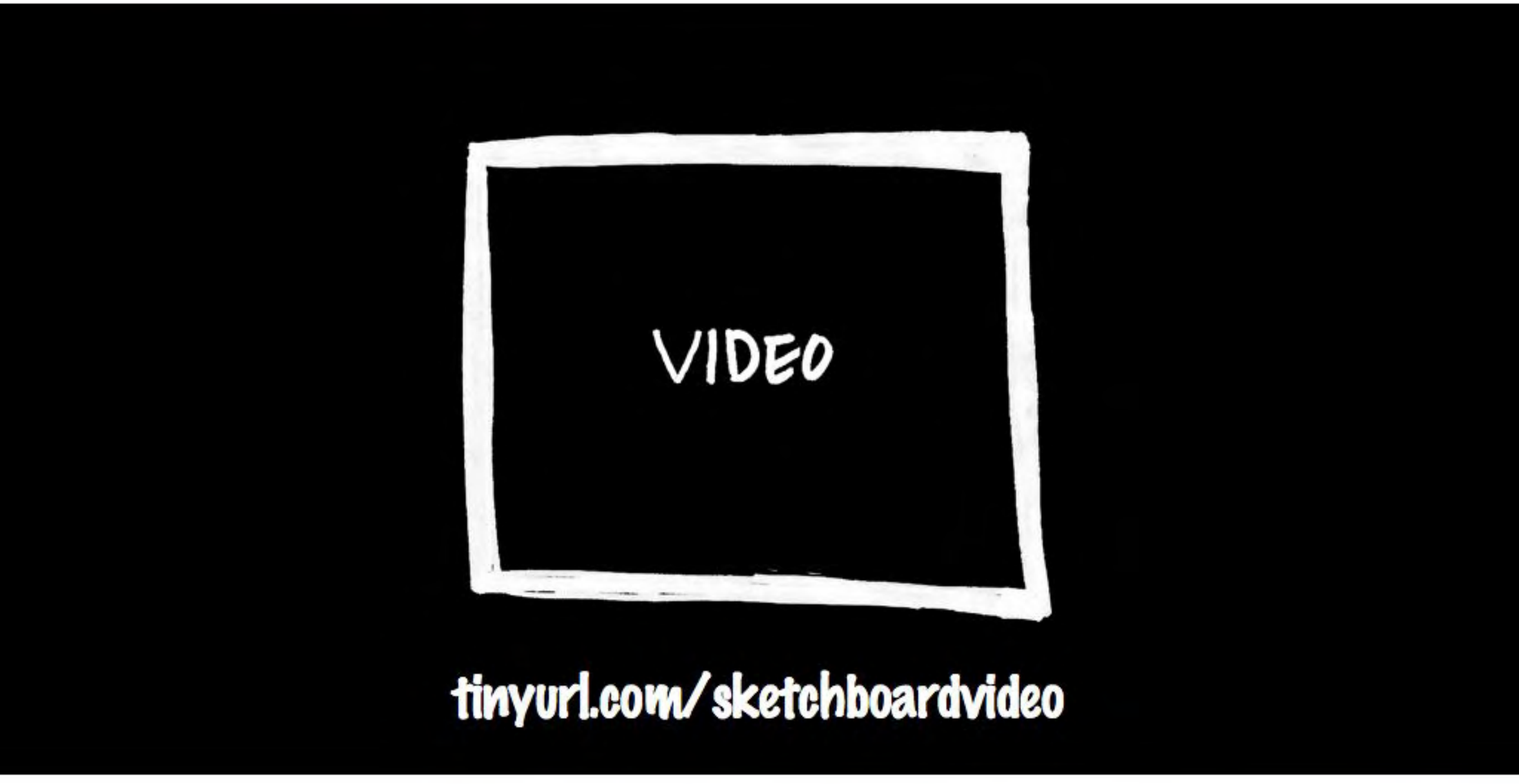
Step 2: Give it some structure



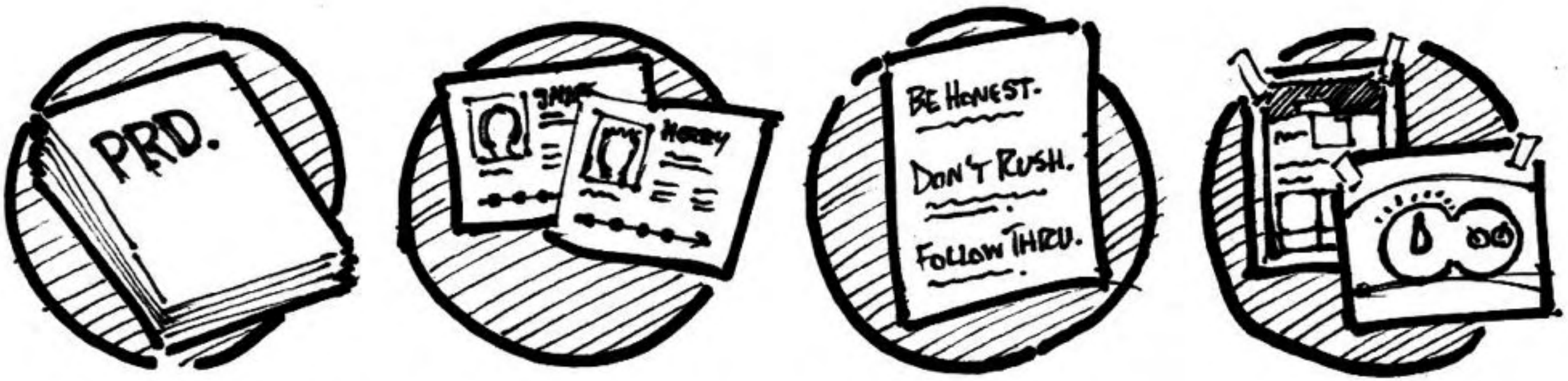
Step 2: Give it some structure



Step 3: Add inputs



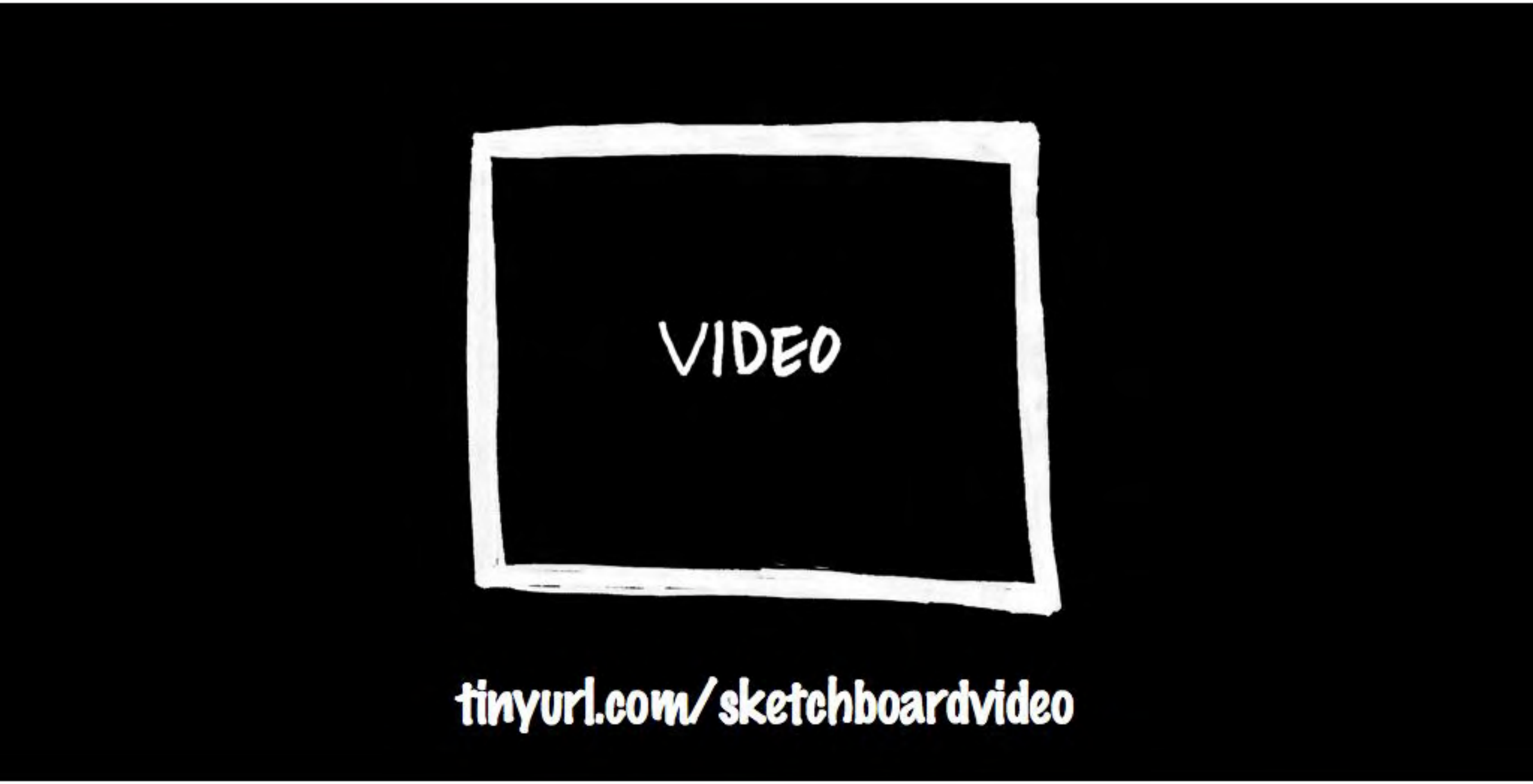
Step 3: Add inputs



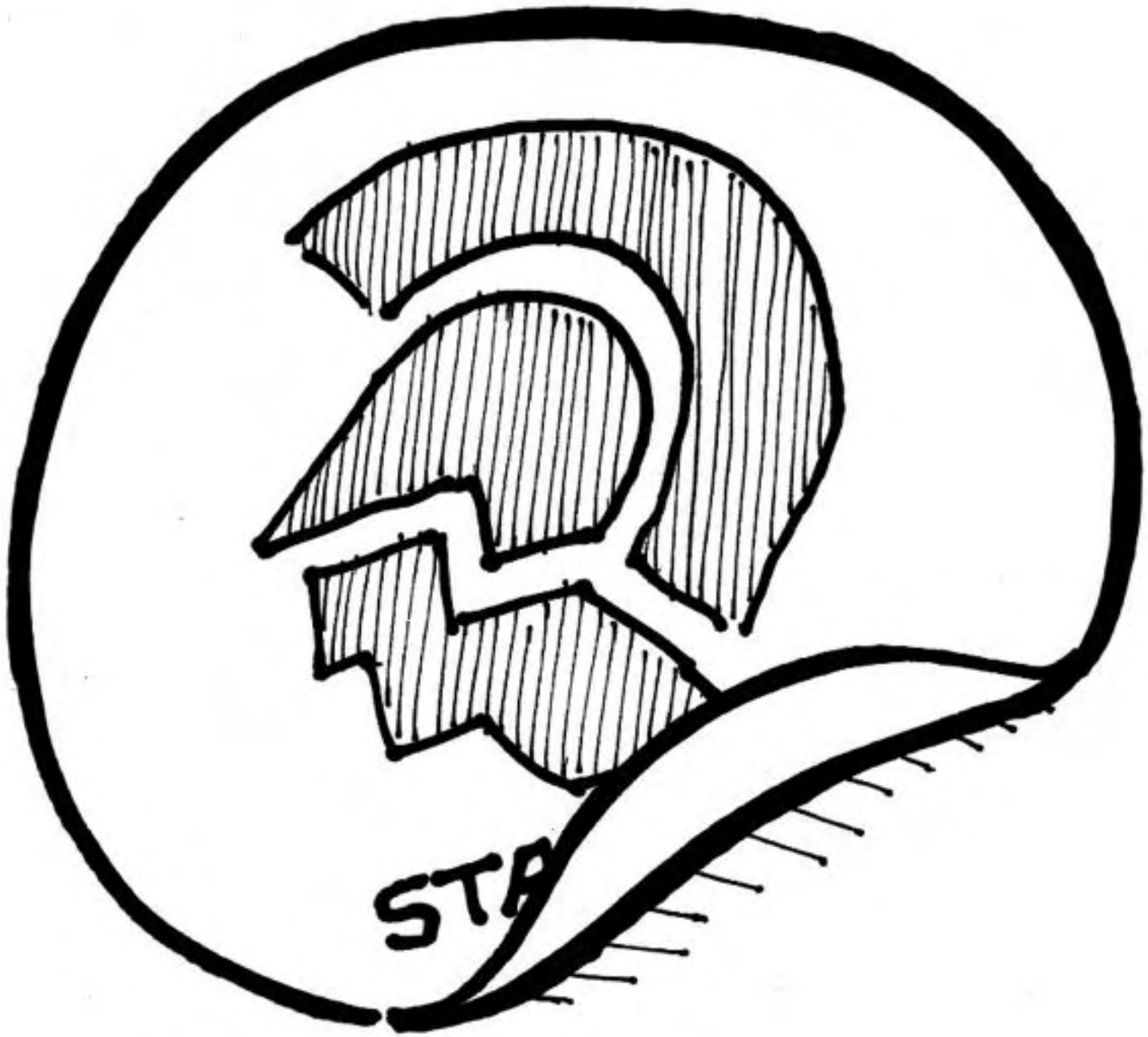
REQUIREMENTS PERSONAS DESIGN CRITERIA ANY INSPIRATION

[SARAH NELSON'S ESSAY:
"MAKING RESEARCH ACTIONABLE:
AN INTRODUCTION TO DESIGN CRITERIA"
ICANHAZ.COM/DESIGNCRITERIA]

Step 4: Fill it with sketches!



The incredible drafting dot



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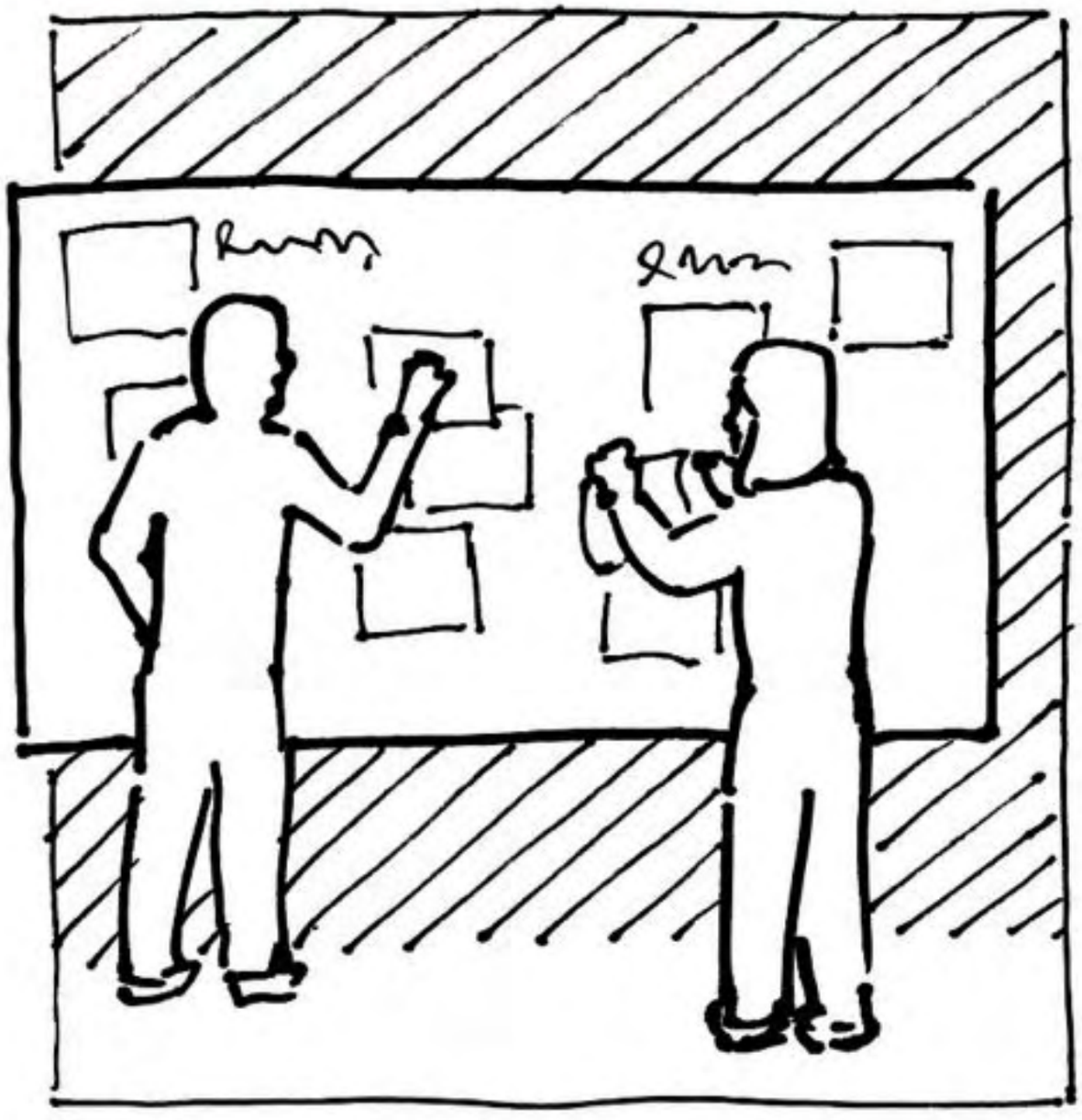
Activity 4

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

Leah Buley, Brandon Schauer, adaptive path

How?

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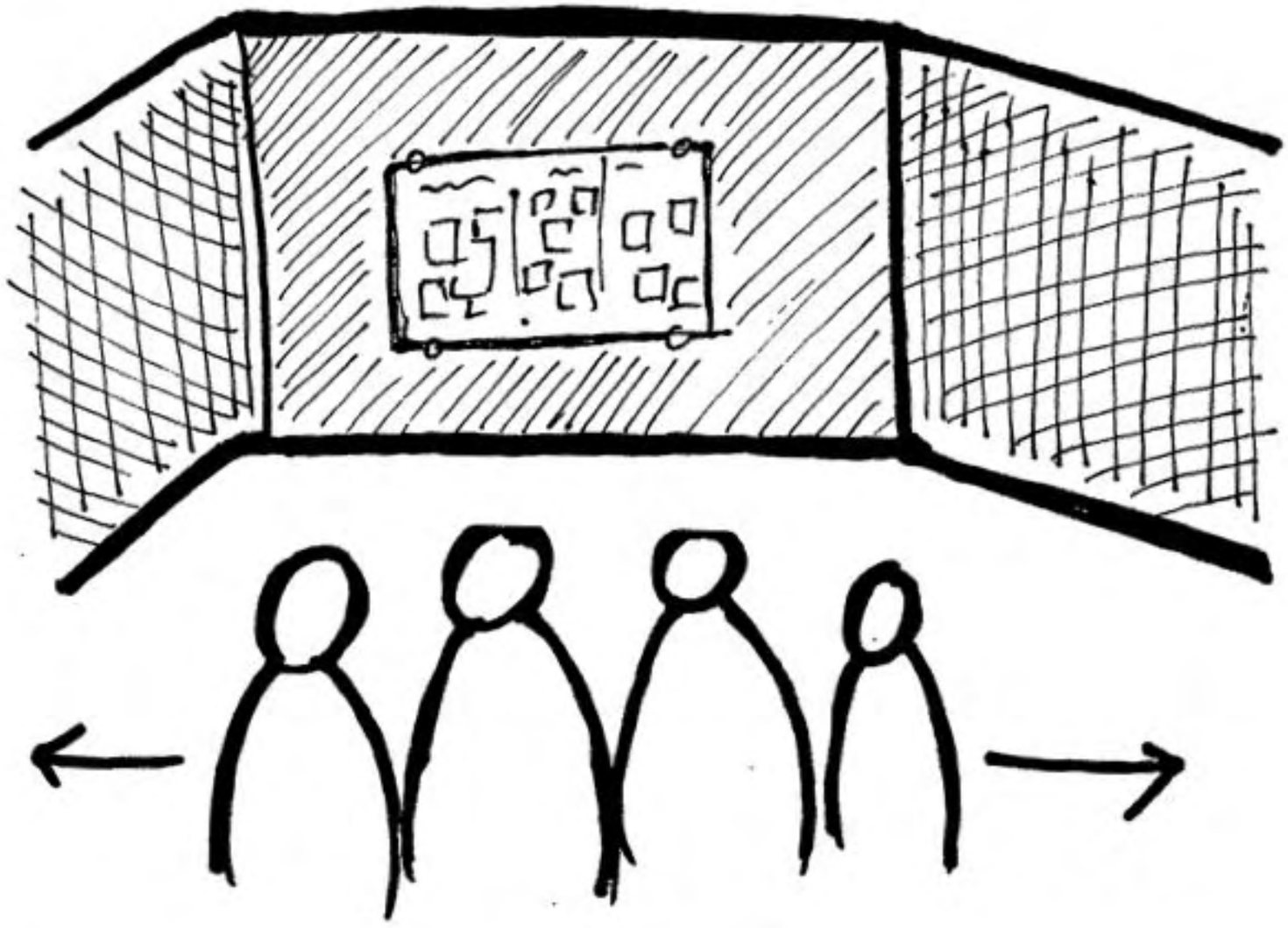
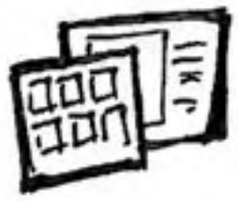
Planning the review session



BUSINESS BUYERS
PRODUCT MANAGERS
DEVELOPERS
OTHER DESIGNERS
ANYONE ELSE INVOLVED

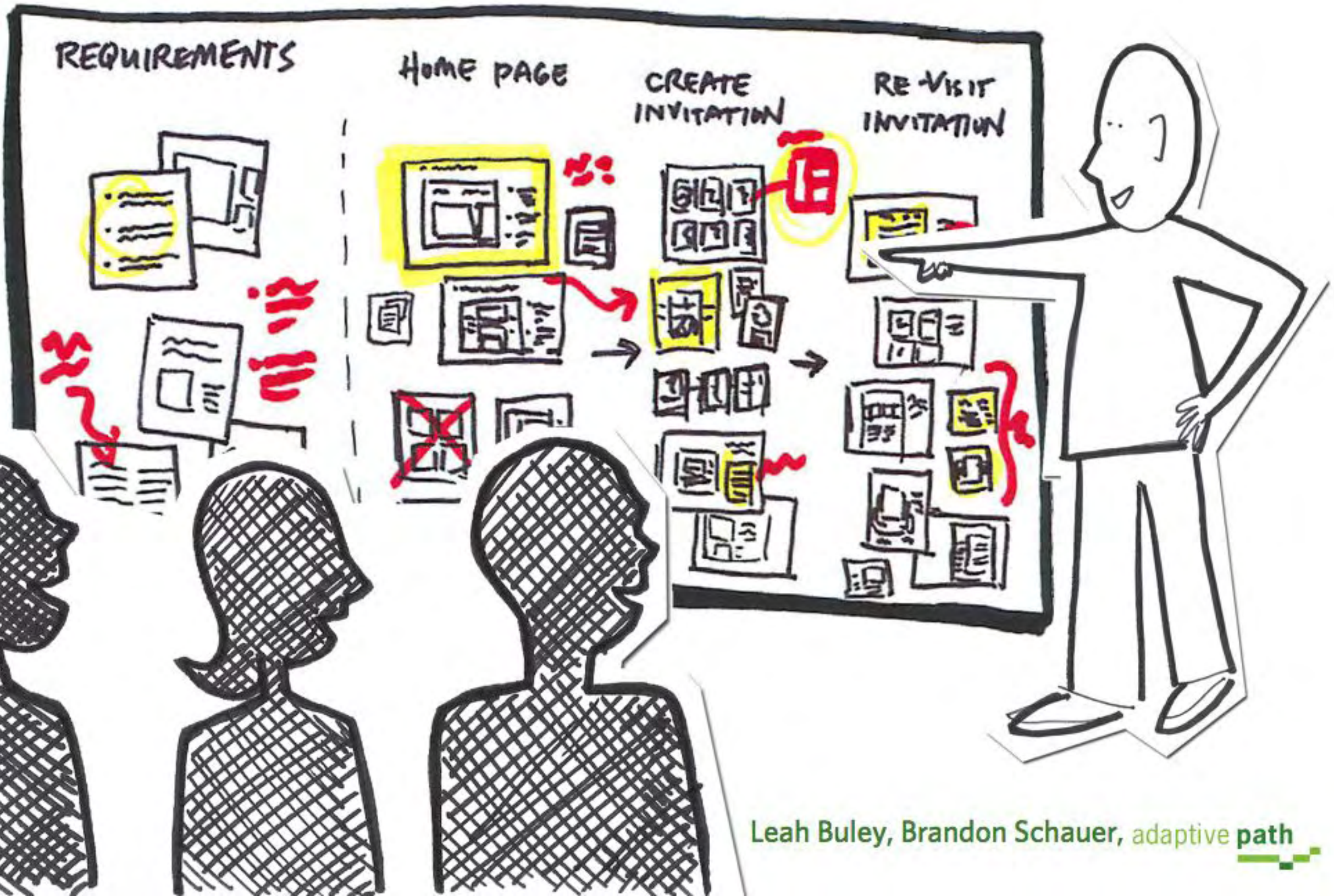
Leah Buley, Brandon Schauer, adaptive path

Workshop supplies

- [x] BLANK PAPER
- [x] 1-UPs & 6-UPs 
- [x] TAPE OR DRAFTING DOTS
- [x] SHARPIES
- [x] STICKIE NOTES
- [x] HIGHLIGHTERS

Leah Buley, Brandon Schauer, adaptive path

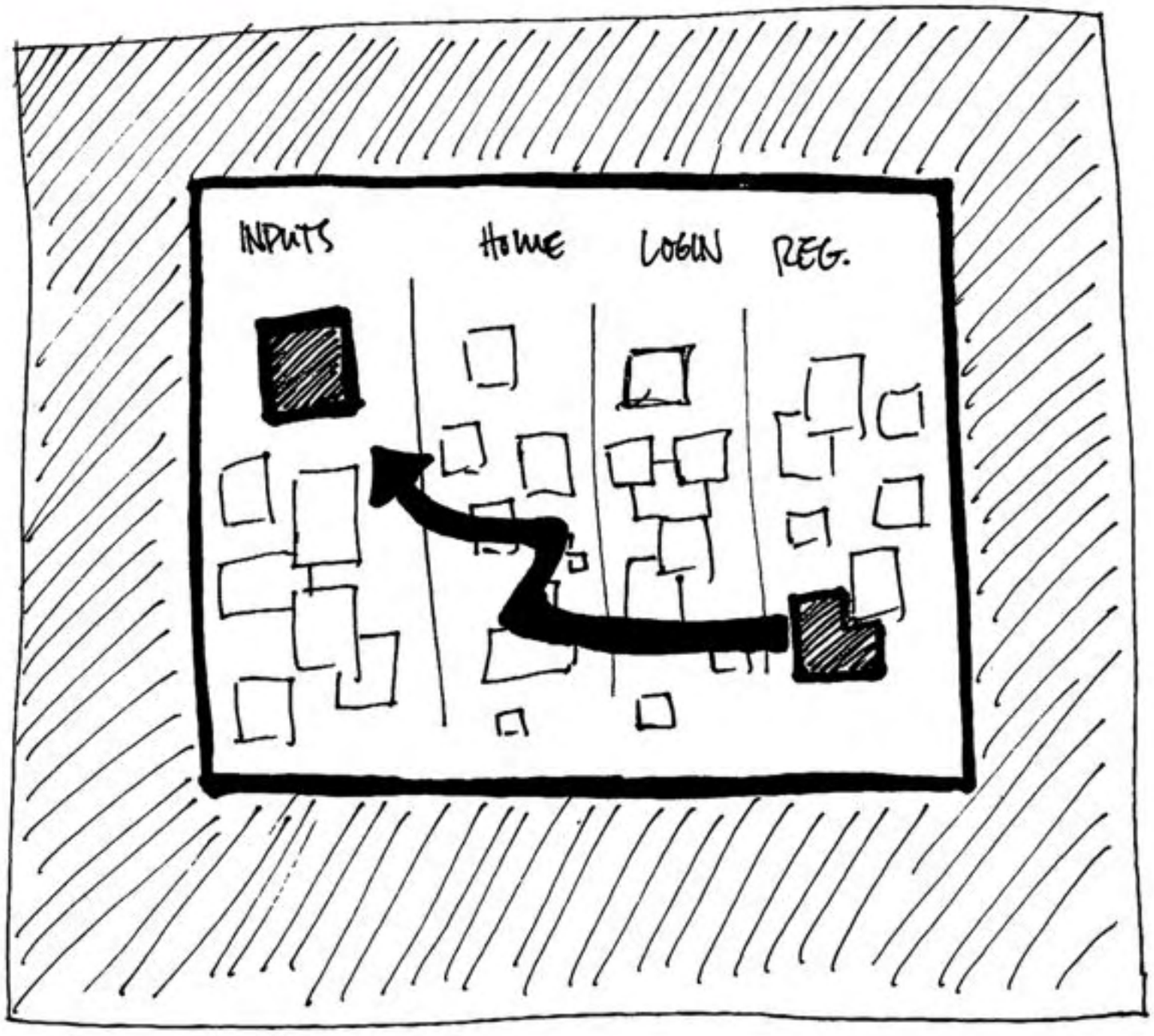
Your goal



Leah Buley, Brandon Schauer, adaptive **path**

Tips for getting good feedback

REFER BACK TO INPUTS



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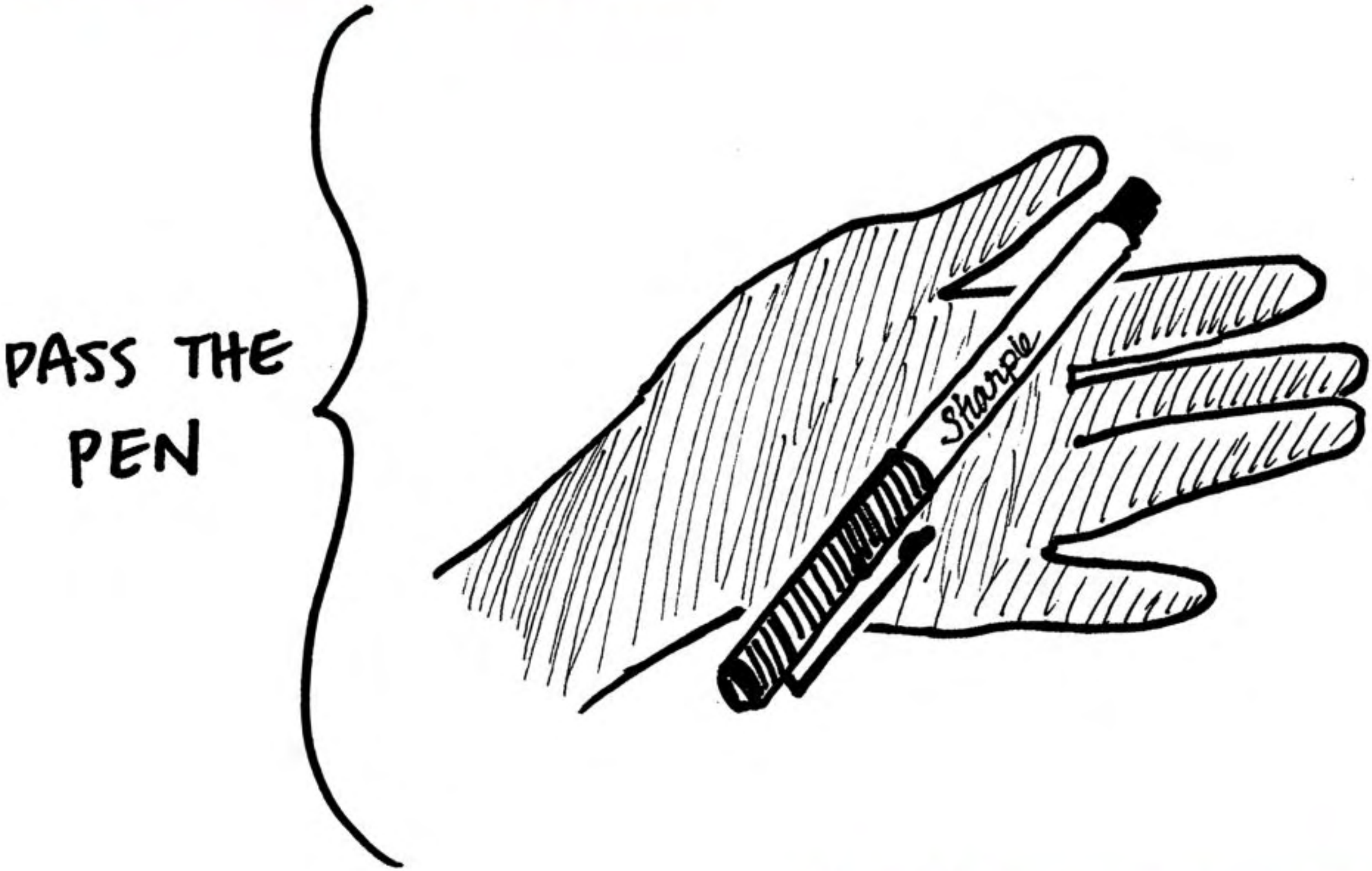
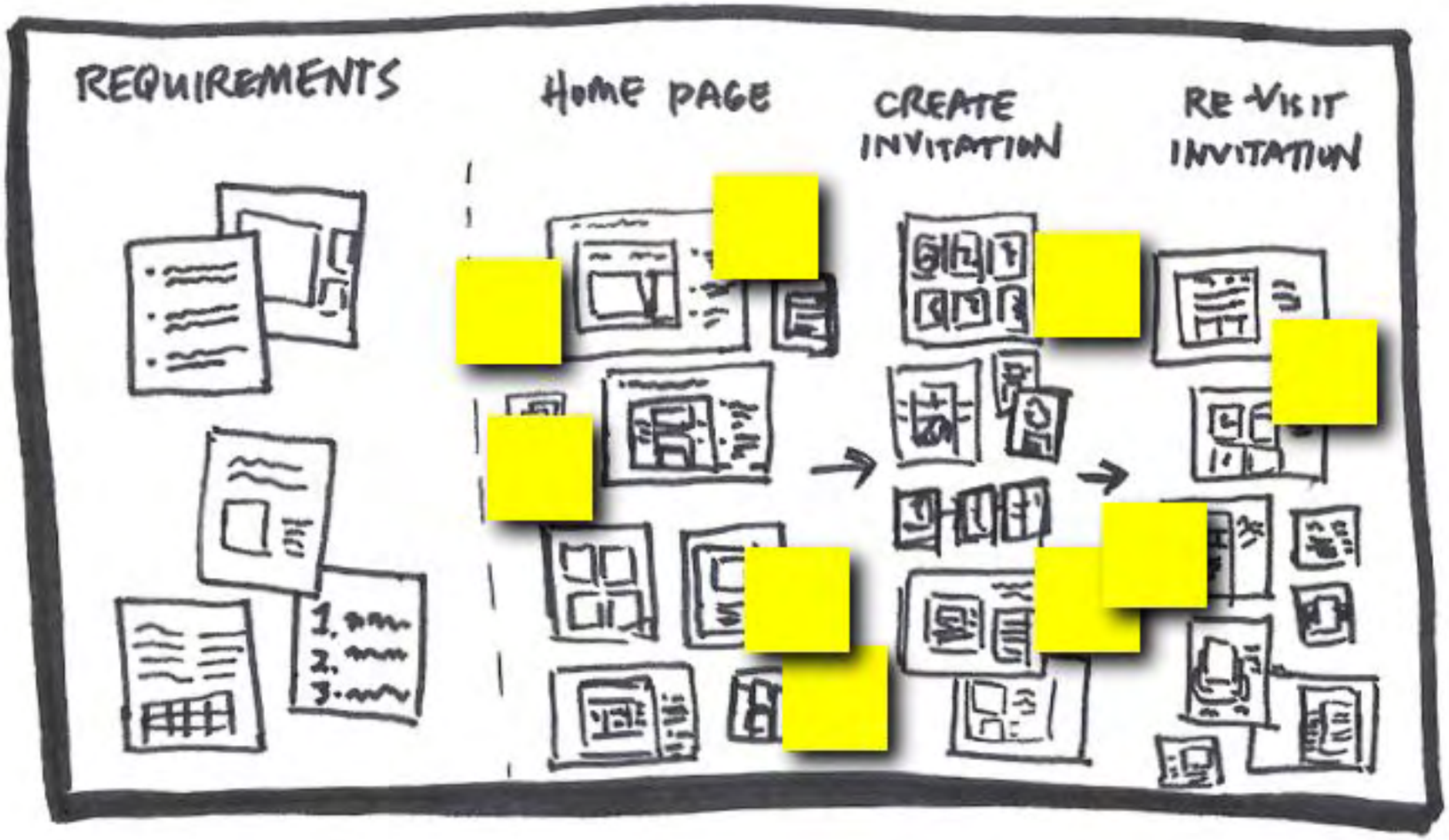
Tips for getting good feedback



Leah Buley, Brandon Schauer, adaptive path

Tips for getting good feedback

BLACK HAT SESSIONS



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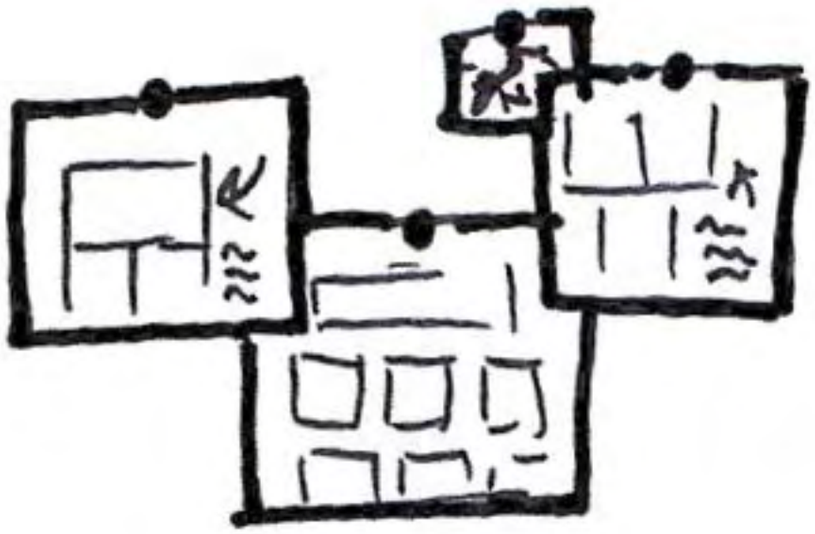
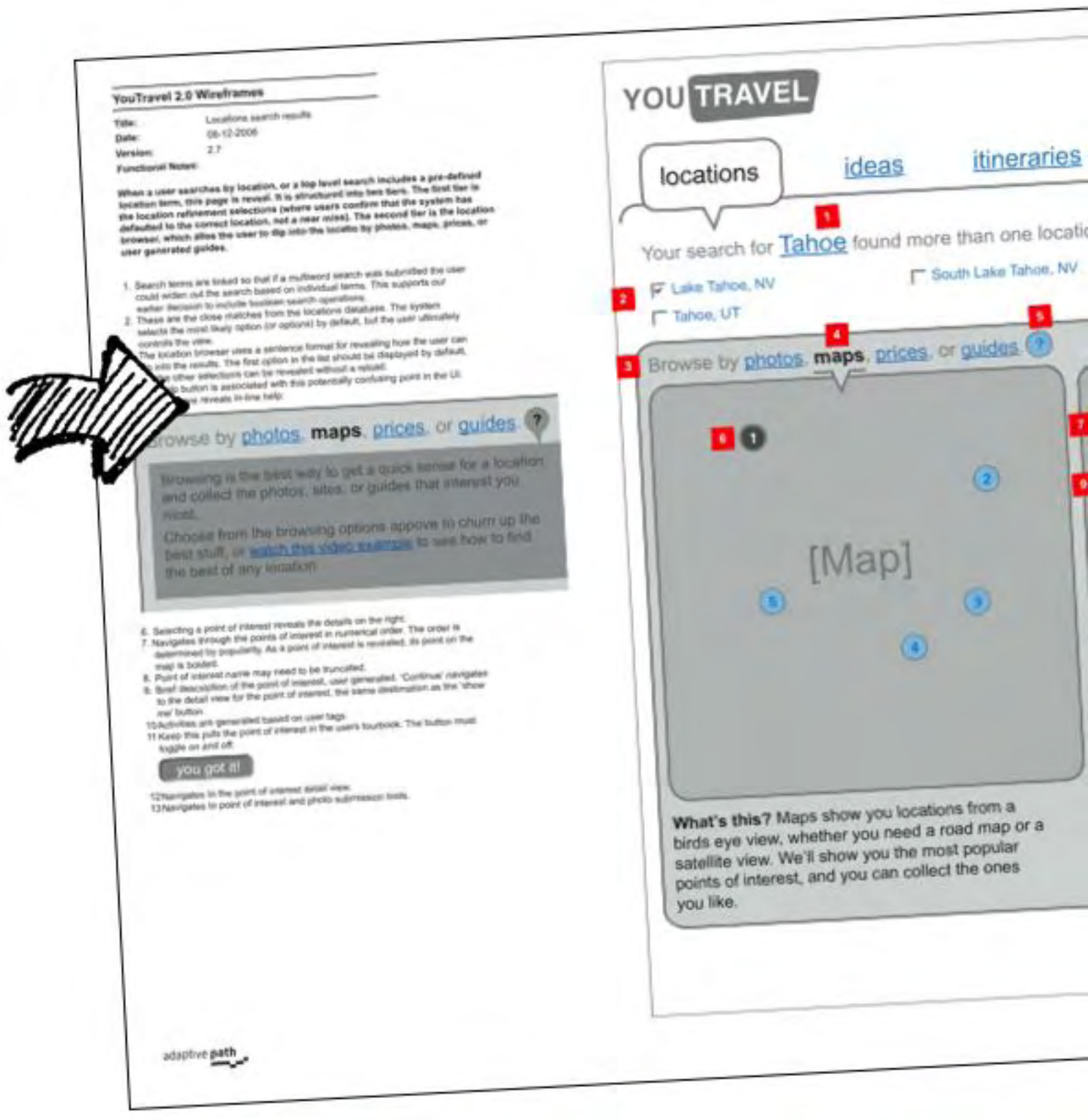
The next step





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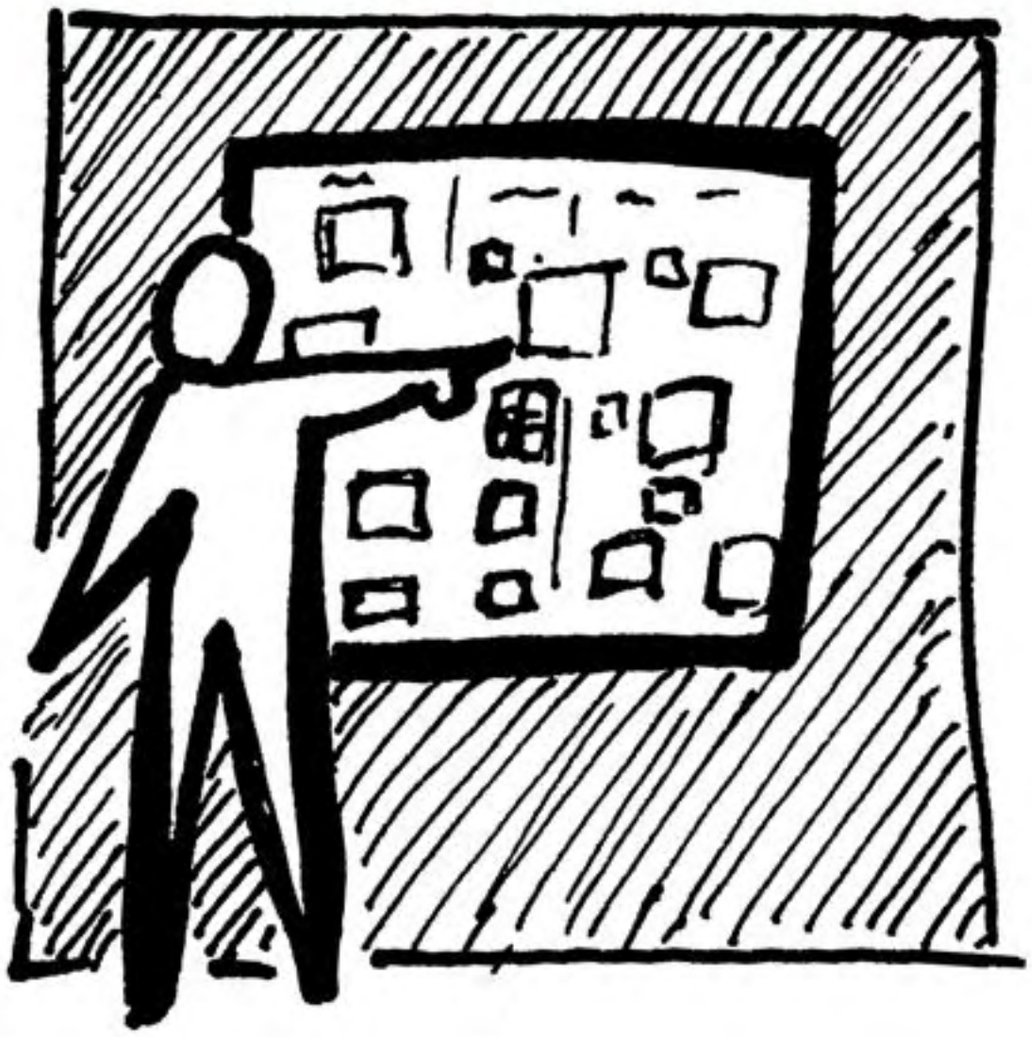
Activity 5

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.

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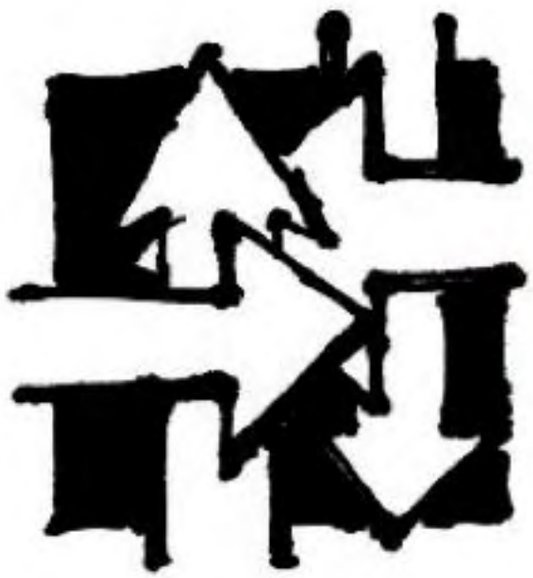

Bringing it all together

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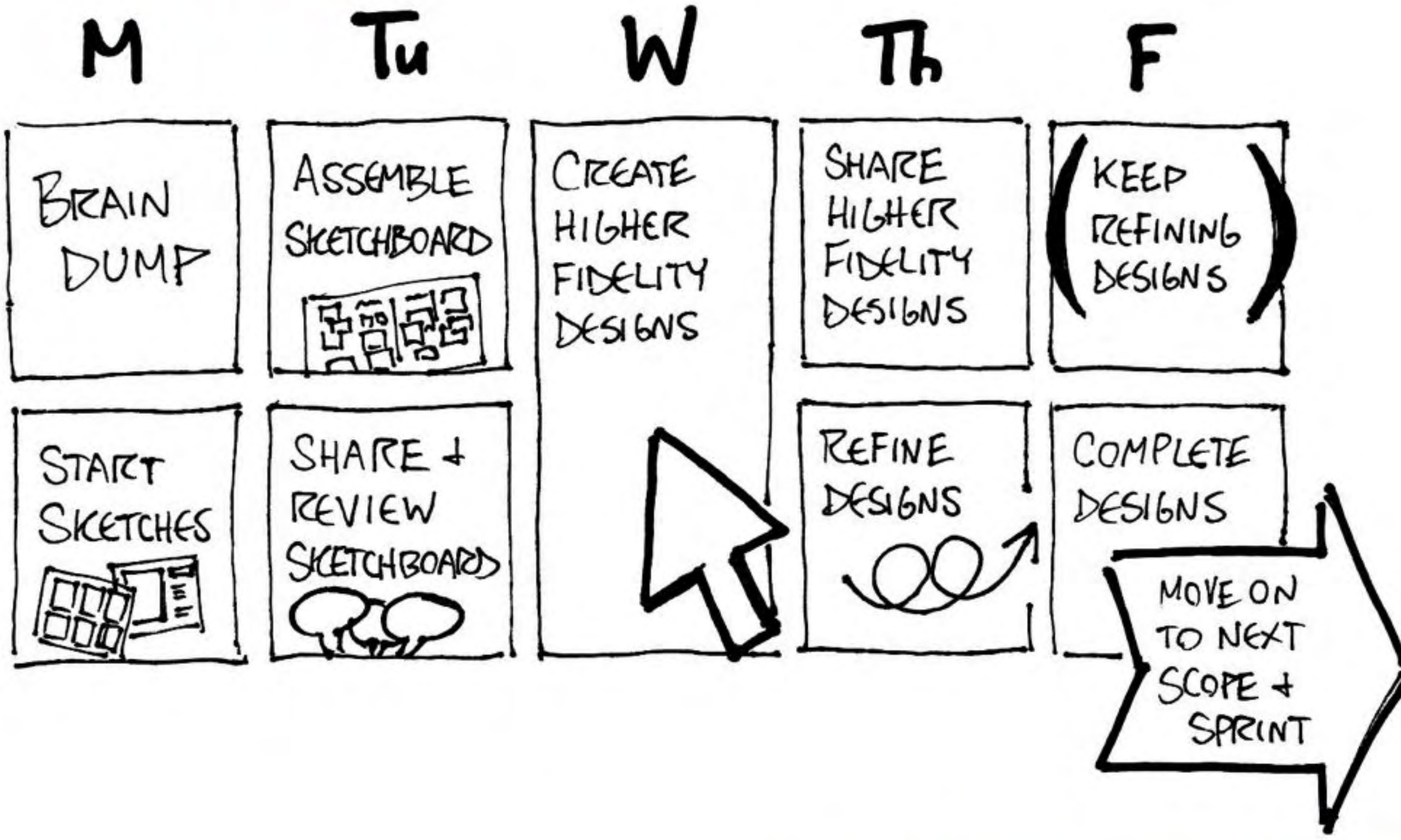
The 5-day sprint



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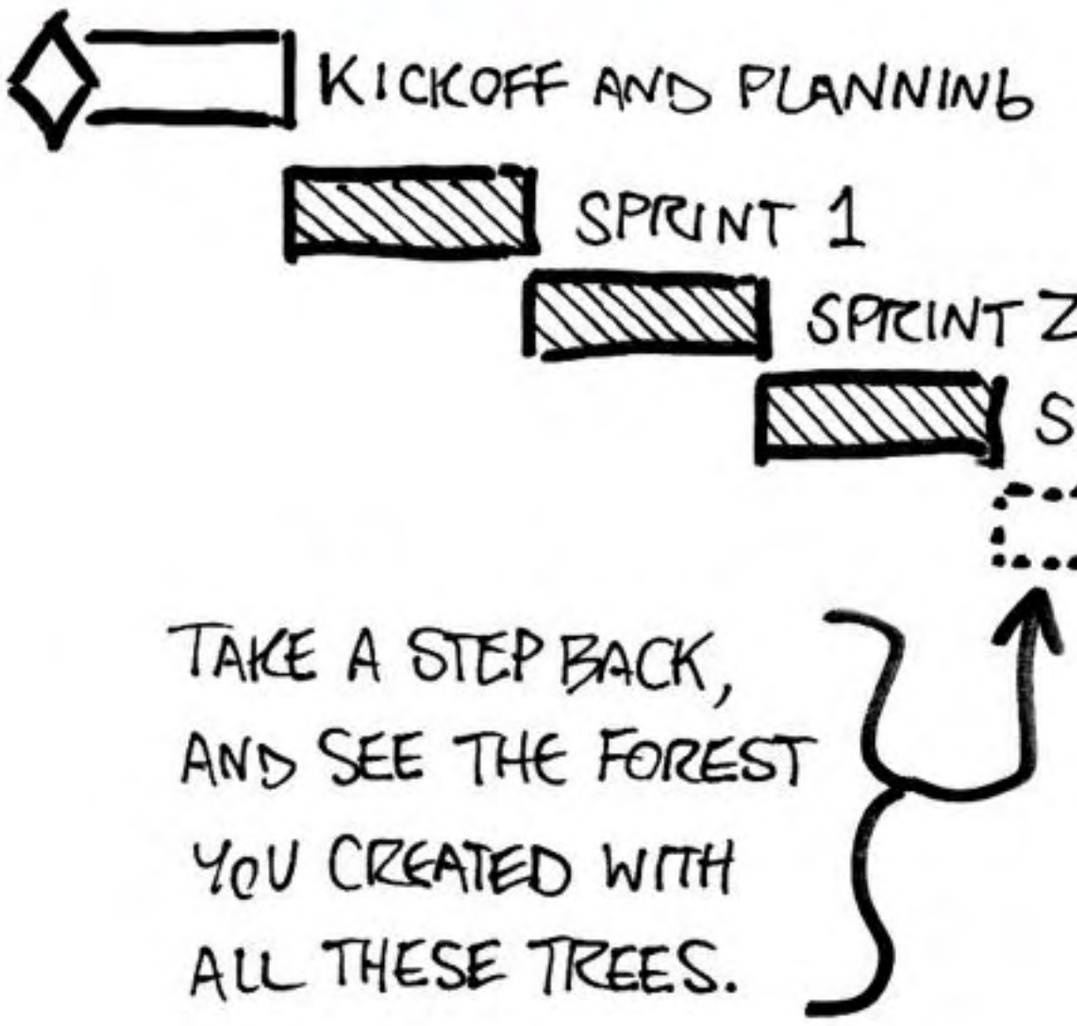
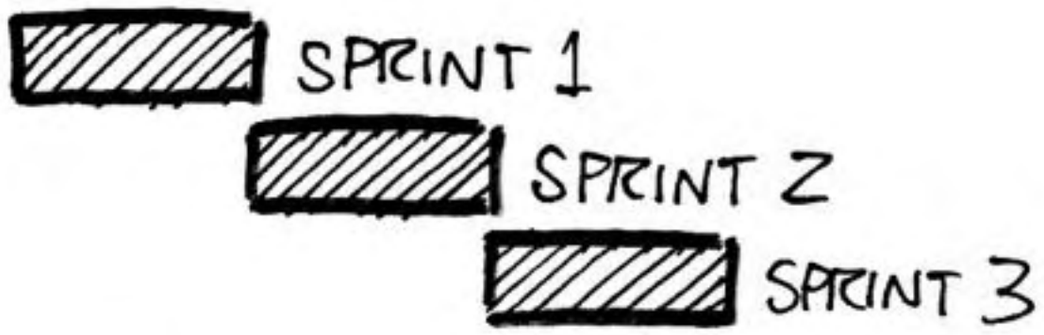
Iterative sprinting





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SOMETIMES YOU SPRINT / SOMETIMES YOU JOG

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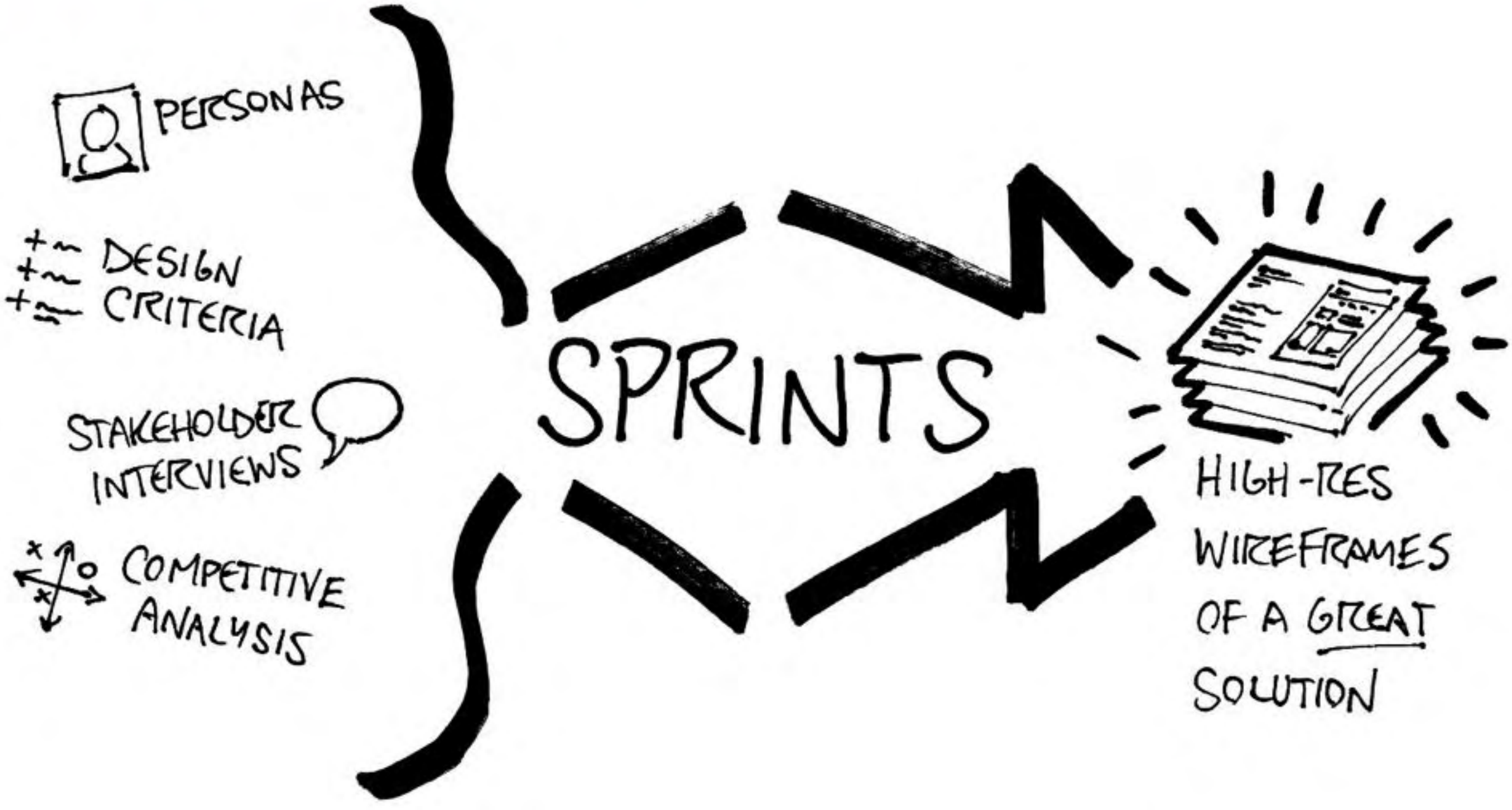
Before and after a sprint...



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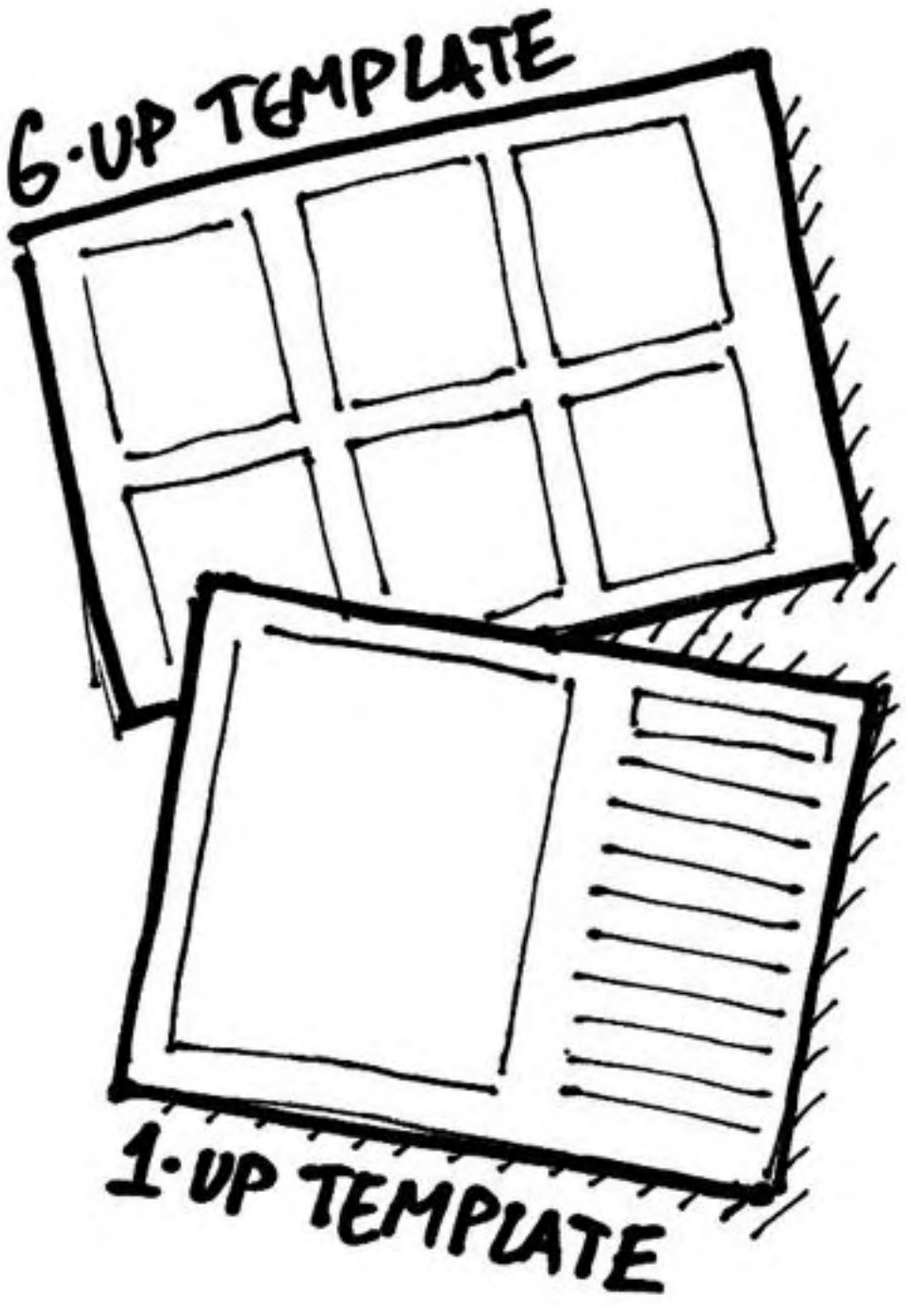
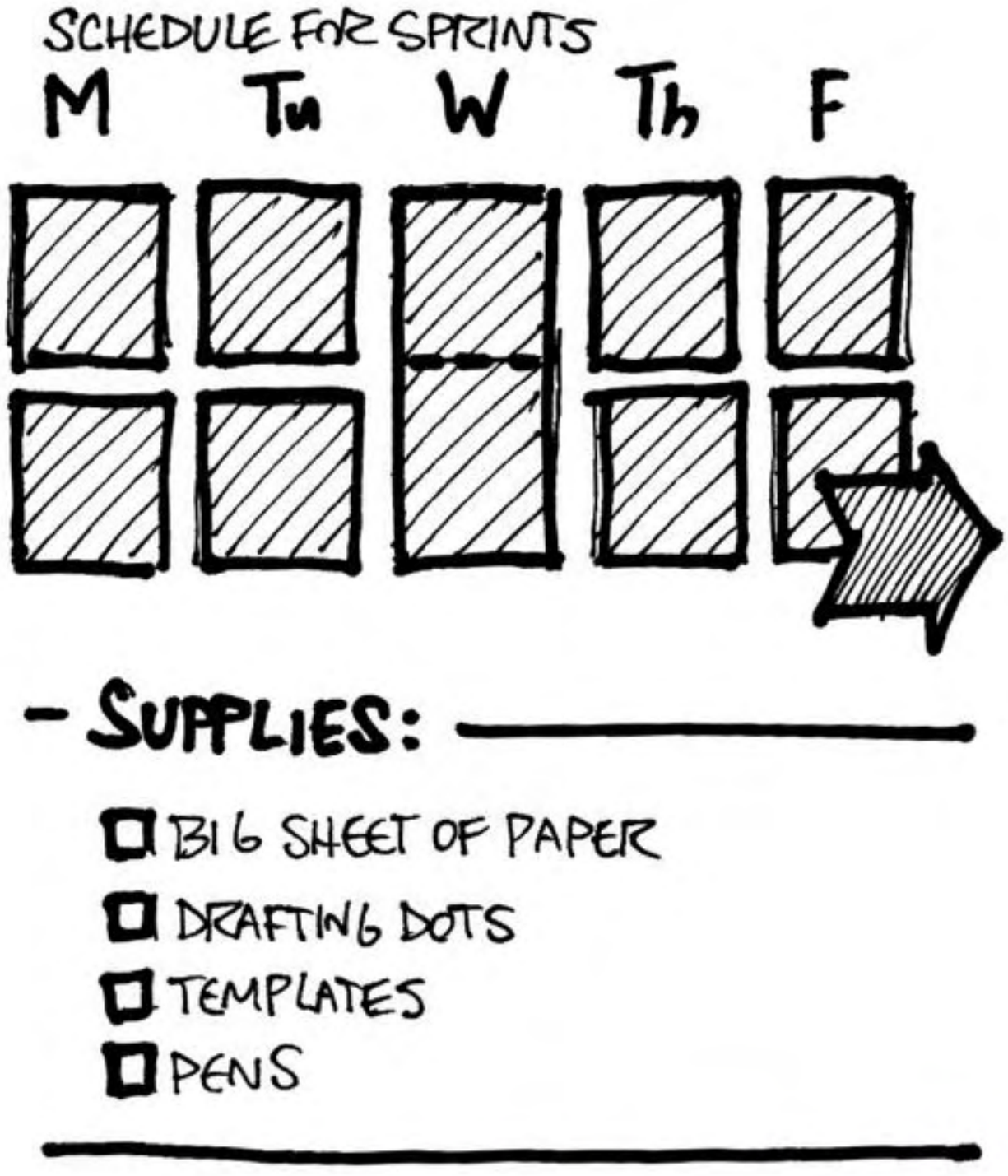
Your "Sprint Kit"





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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.

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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