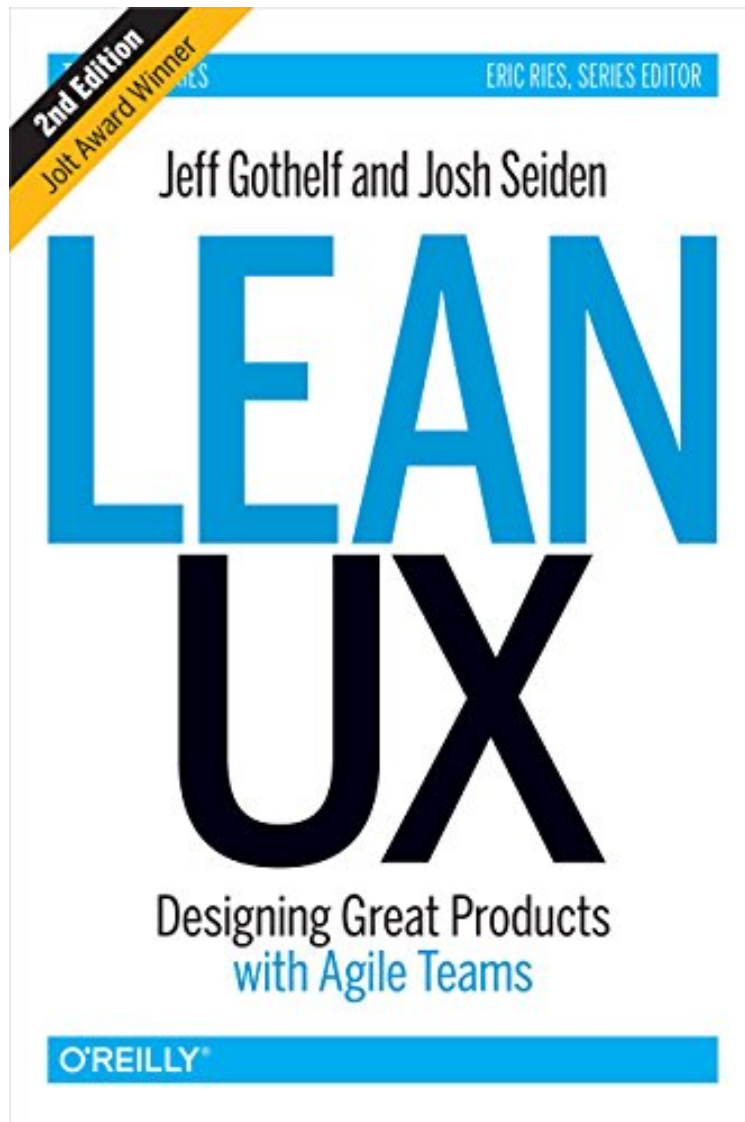


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Lean UX: Designing Great Products with Agile Teams

Jeff Gothelf, Josh Seiden

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Jeff Gothelf, Josh Seiden : Lean UX: Designing Great Products with Agile Teams before purchasing it in order to gauge whether or not it would be worth my time, and all praised Lean UX: Designing Great Products with Agile Teams:

1 of 1 people found the following review helpful. These guys just get itBy Mark HentschelGreat book! Lean UX is actually what most established product (SAAS) companies need to embrace. Order this book and learn why we need to breakdown the old-fashion silos.2 of 2 people found the following review helpful. A book about how to get the user experience (UX) rightBy A. J TerryIt is a truism that the interface is all customers ever know about a product. This is a book about how to get the user experience (UX) right.This is a thin and terse book that describes how the lean

movement's philosophy applies to UX design. All the elements are there: fast interactions with a willingness to fail if something can be learned from the experience, focus on who you are designing for and why they want it, creating hypotheses about important assumptions that are rigorously but quickly tested, working in cross-functional teams. A person who wants to dive completely into the approach might want to refer to the other books in the series that started with *The Lean Startup* by Ries. However, designing the look of an application and the flow of how it is used is not quite the same as designing the software that runs behind it. This book focuses on the techniques characteristic to UX design. The lean approach is agile, but is not identical with many of the name-brand agile processes common today. There is a chapter that discusses how Lean UX can be done within a Scrum team, but other chapters have much more of a Kanban feel to them. There is a short discussion of the issues involved in shifting an organization to using this approach. This is not your standard 800-page brick that takes 100 pages to tell you how to install the software. It introduces you to the mindset, the big ideas, but then leaves you to work out how they apply to your situation. Its aim is to provide a mental toolkit rather than an exhaustive how-to, and in this it succeeds. 0 of 0 people found the following review helpful. Simple concepts, great explanations and example - a critical resource for agile teams

By James Beswick

While much of this was not new to me, I was impressed at the application of lean and agile methodologies in relation to UX. These techniques fit together well and many of the world's most successful and admired tech companies are employing them to get better products to the market in ever-faster development cycles. The fundamentals are simple but getting buy-in from traditional companies and groups is the biggest challenge. For teams focused on client-side software such as mobile apps, there's a lot of good information here to help you get the most out of lean/agile approach quickly. In some respects, these teams have an easier implementation cycle due to the way mobile works and the screen size limitations force a UX-centric approach in order to be successful. For groups in web or back-end technologies, it will take an agile coach or strong Product Owner to guide them to the right path. Either way, the resources here are invaluable and it's such a fast read that the whole dev team can comfortably read the relevant chapters for their role. In implementing agile, this will be a core resource that you will refer to repeatedly.

Lean UX has become the preferred approach to interaction design, tailor-made for today's agile teams. In the second edition of this award winning book, leading advocates Jeff Gothelf and Josh Seiden expand on the valuable Lean UX principles, tactics, and techniques covered in the first edition to share how product teams can easily incorporate design, experimentation, iteration, and continuous learning from real users into their Agile process. 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 your Agile 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.

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 Principal in Neo's New York City office. Previously, Jeff has led teams at TheLadders, Publicis Modem, WebTrends, Fidelity, AOL.