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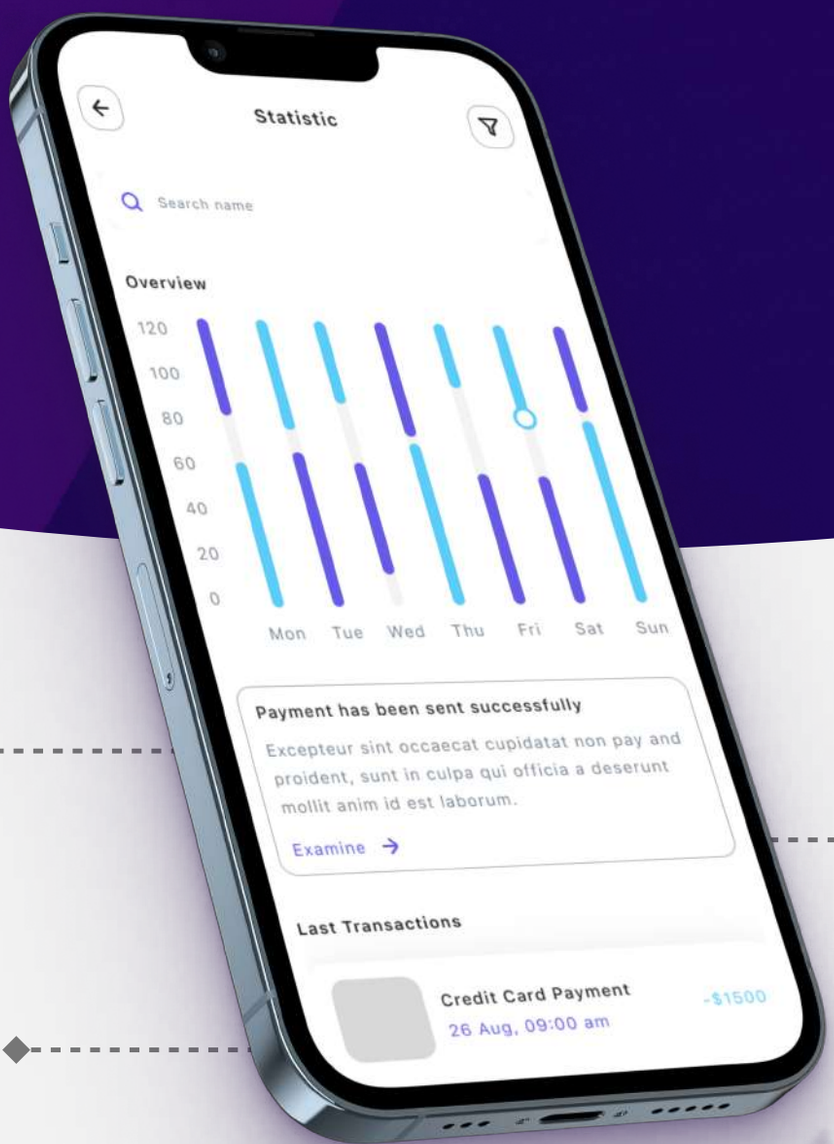
Lean UX

Build Great Products that ace Usability Metrics



> 10,000 reviews

4.3+ rating

>800,000 users

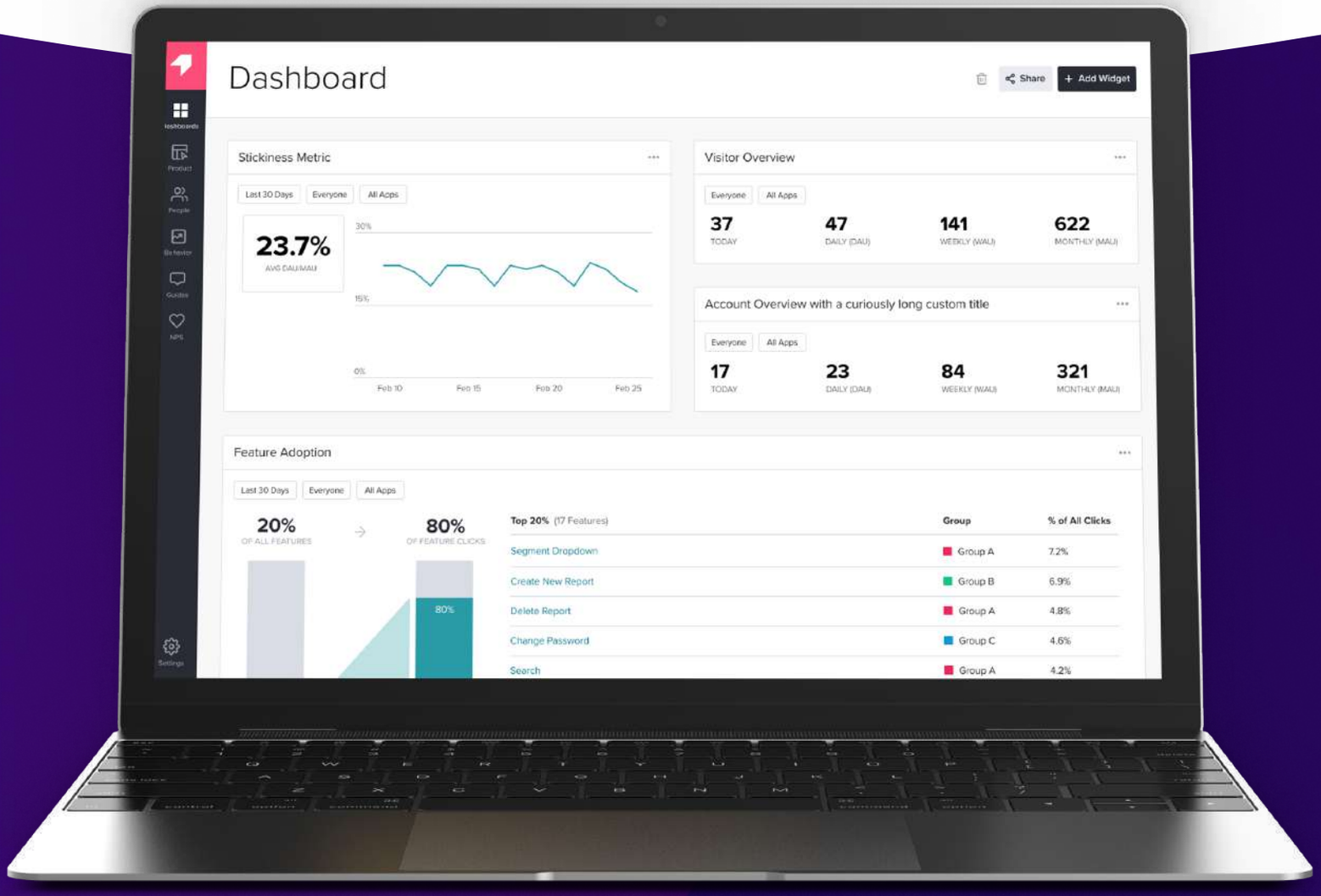
Have a great idea?

but are unsure how it will pass the user litmus test?

Already have a product ?

and are struggling to get good user ratings?

You are not alone when you are not thinking enough about product performance or are thinking about it in hindsight.



Usability Metrics are all that define the success of a product team.

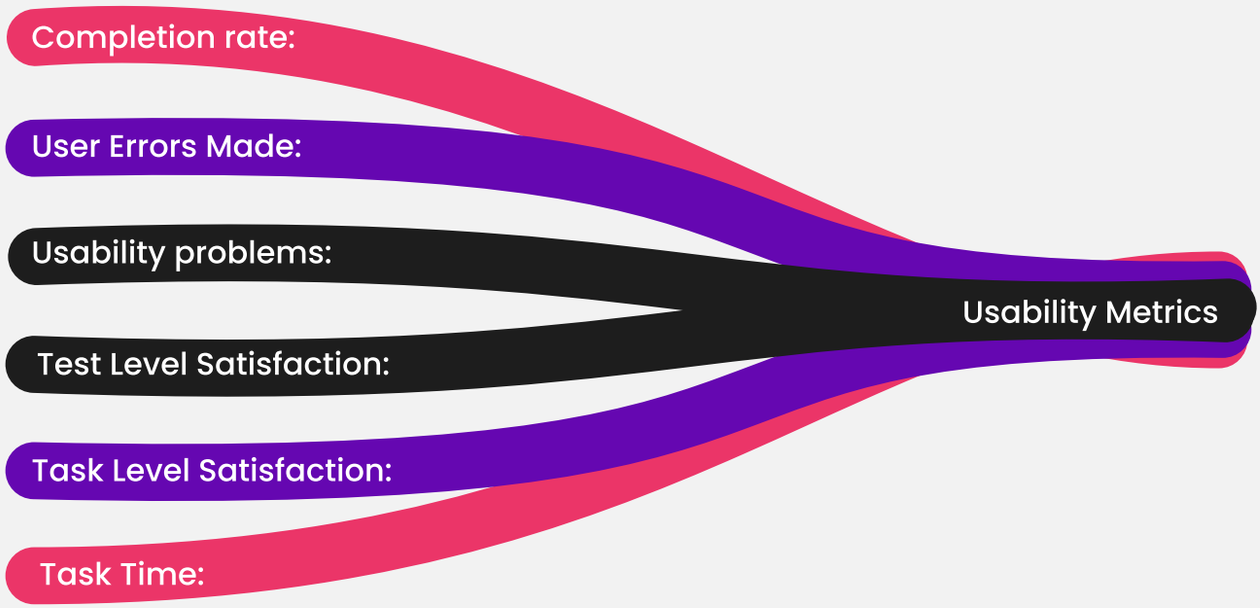
While everyone understands this, seldom put it in the center of the product strategy.

Building products that ace usability metrics requires organizations to **define usability metrics that define success** at the onset of product design to measure those metrics post product release.

User experience & your success metrics connect the dots

between your user needs and your business objectives.

A true product success only happens when you **know what your users are doing** and **why they are doing it** to repeat the successes and **learn areas of improvement.**



The Secret Sauce of Your Product Success

For your product to be a great success, you need 3 three main ingredients

User Centricity in Design

Cross-functional Collaboration

Proactive over Reactive

Lean UX checks all these boxes.

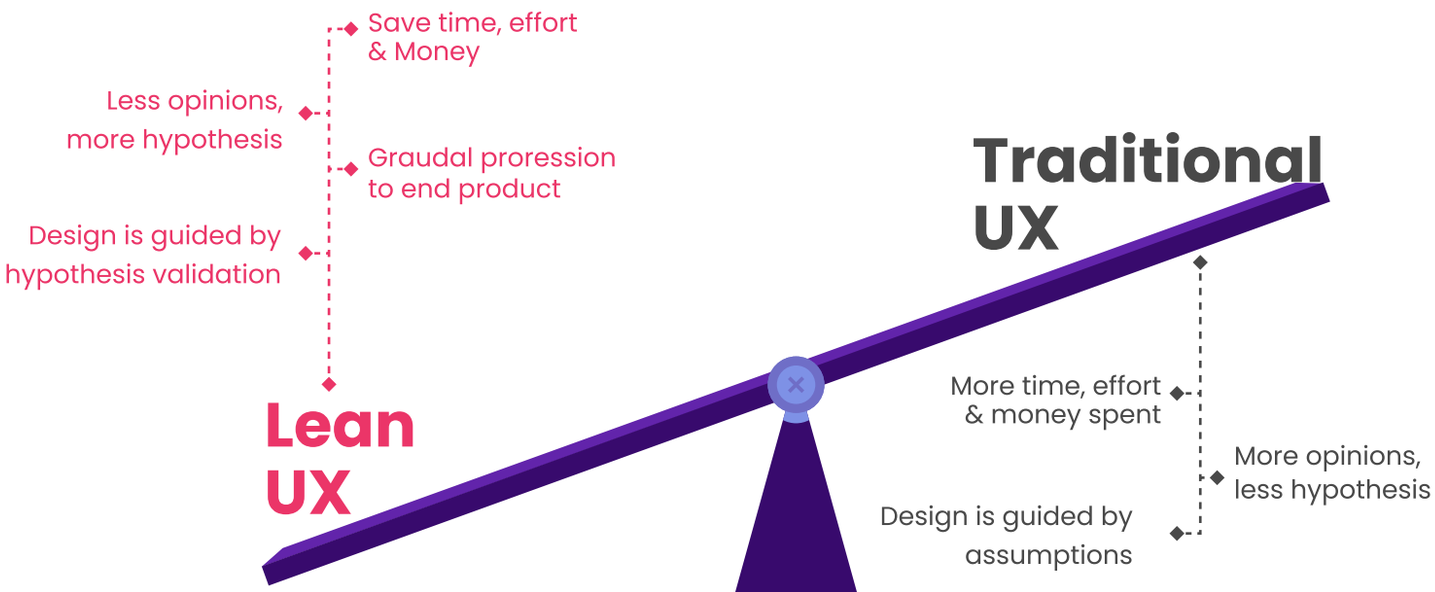
Let us understand how the Lean UX approach ensures product success:

- Unites product development, design, and business.
- Promotes continuous development, constant iteration, and validations.
- By building, measuring, and learning continuously in a loop, you get closer to great user experiences sooner.
- Eliminates heavy deliverables in favor of strategies that help us build knowledge.

What is Lean UX?

Lean UX designs user experiences guided by hypotheses validation.

It means that the **designers never make decisions on their gut feelings or preferences**. A hypothesis may look like, "My persona will take this action on this page when prompted." And when designing the product, you are time and again **checking if this hypothesis is valid.**



Gradually progresses towards building the product rather than jumping to a conclusion.

Provides ample space to pivot and adjusts as you learn more things.

Doesn't look at building the product as developing a set of features.

Never presumes what the user what and will not create products that the user doesn't need.

Why adopt Lean UX?

Cost-effective

Keeps you **focused on what the user wants**

Early decisions **keep the cost in check.**

Iterations make the **project financially viable**

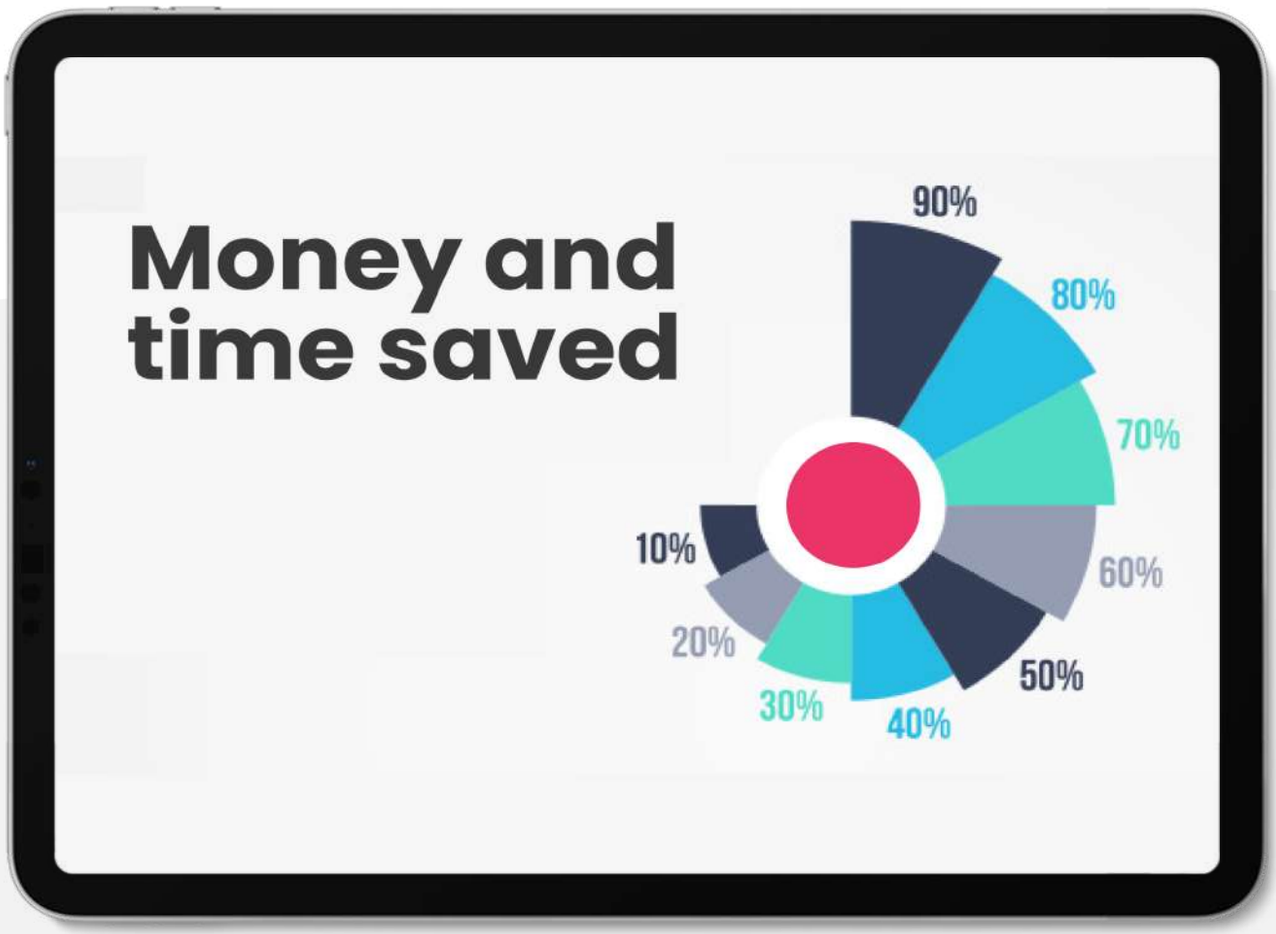
Saves Time

Focuses on **quick and rapid solutions.**

Being **collaborative in nature** & avoids heavy documentation.

Avoids time wastage on futile activities.

Quick iterations **speeds up deisgn & ensures faster delivery.**



Data Driven

Assumptions and hypotheses are **backed by data.**

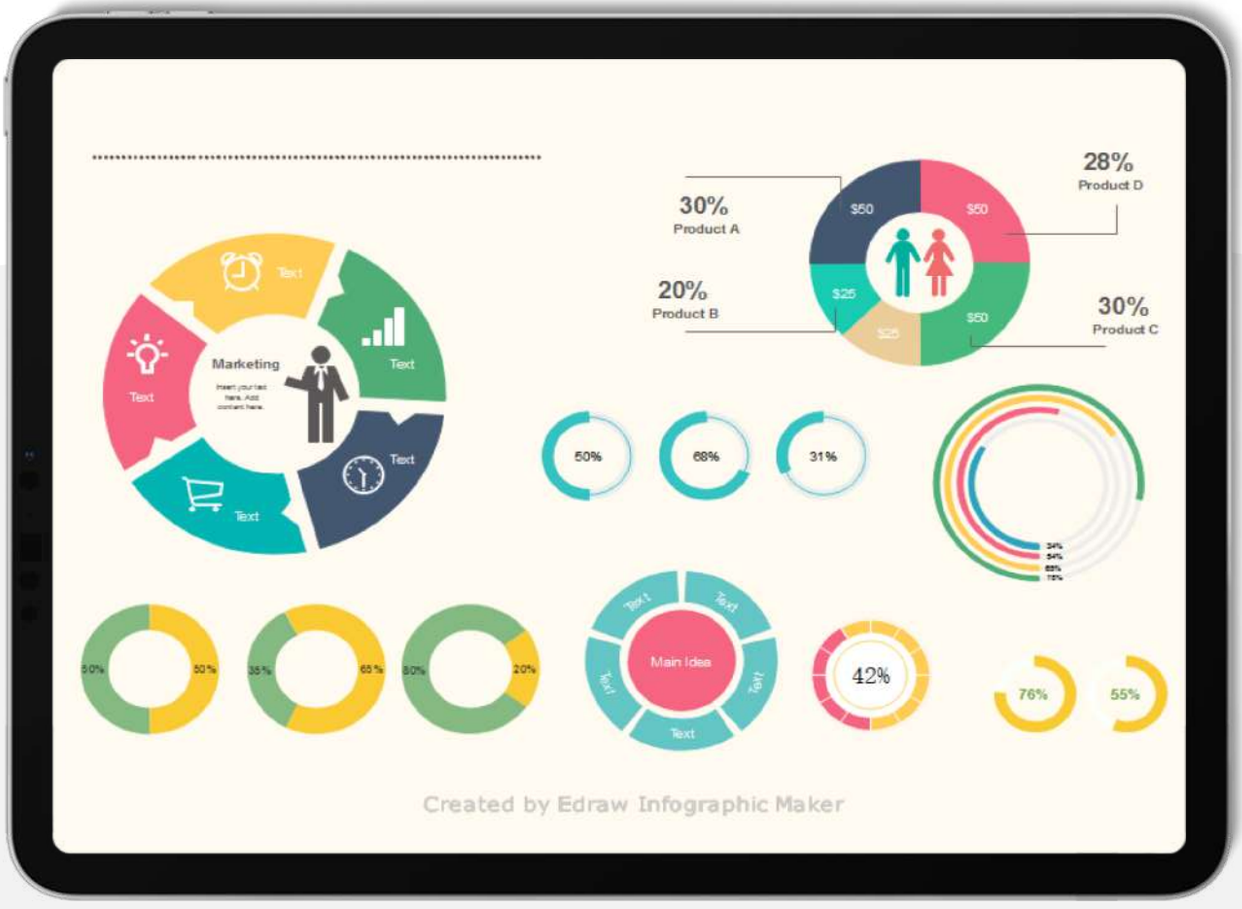
Validation Report **highlights what is working and not.**

Constant testing **reveals aspects that don't perform.**

User-centered

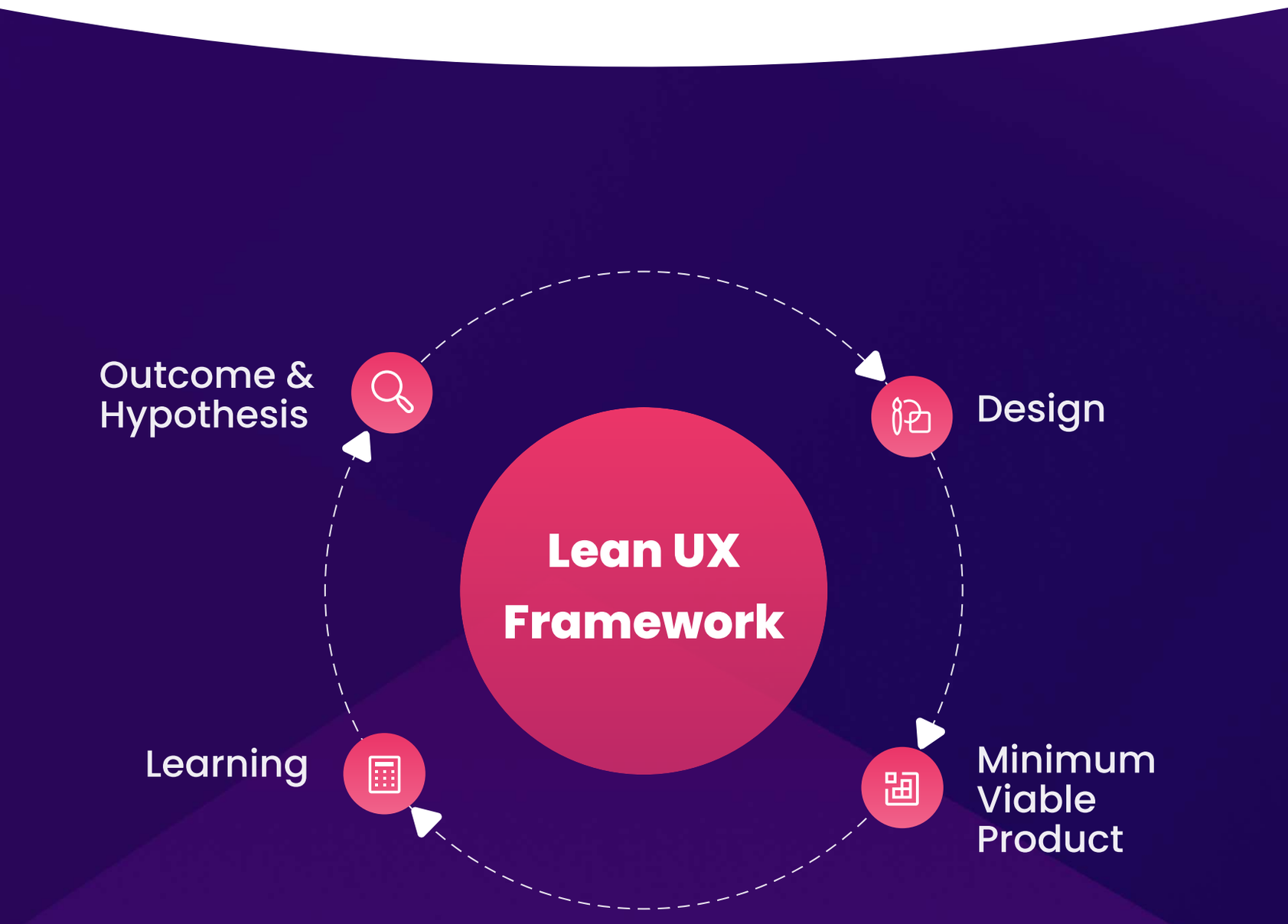
Focuses on the user needs at each phase of design and is iterative.

Validated with the users and **avoid mistakes in the advanced stages.**



Lean UX Process

Lean UX is a cycle that repeats several times, with the product improving every time it completes, and then we start again.



Outcomes and Hypotheses:

A critical step of Lean UX is to define what are your business outcomes and how your product will benefit your users.

Outcomes are expectations from your finished product,

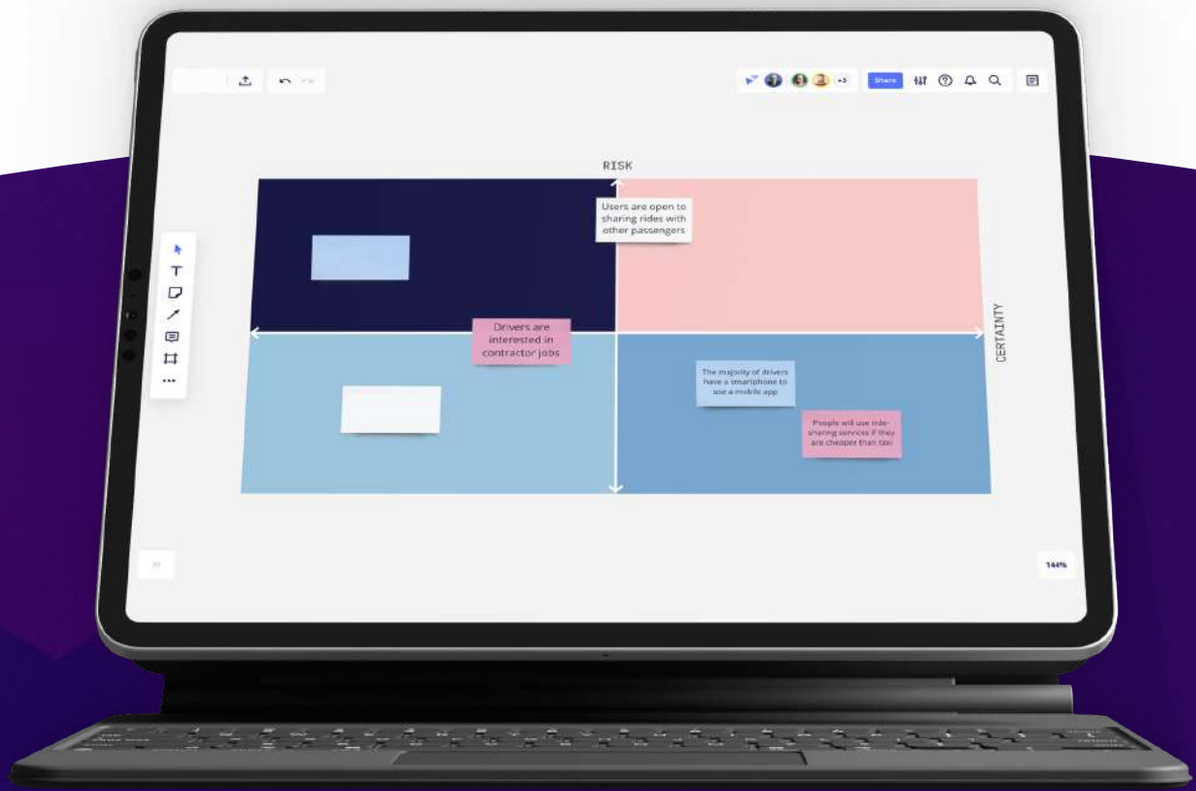
and how would you know if it was successful.

Users are people for whom you are creating your product.

This stage personifies users in terms of demographics, behaviors, and other traits.

Assumptions could be on outcomes, user persona, user expectations, features, and other aspects of your plan.

There is always a difference between what the product needs or does and what designers think it does or needs. Such beliefs or expectations are laid out and marked as Assumptions in this stage.



Once you have assumptions, you will create hypotheses where they turn into hypothetical statements. For example, we believe that our users are between 16-22 years old who will use the app for dating online. We can confirm this when we see increased usage and engagement with the app from this age group.

Design:

In this stage, you will be designing the product and also testing some of your hypotheses.

In the Lean UX approach, the **design phase is collaborative** and not just restricted to the team of designers. **All stakeholders will equally contribute to the wireframes.** You will move forward when everyone is comfortable with the wireframe.

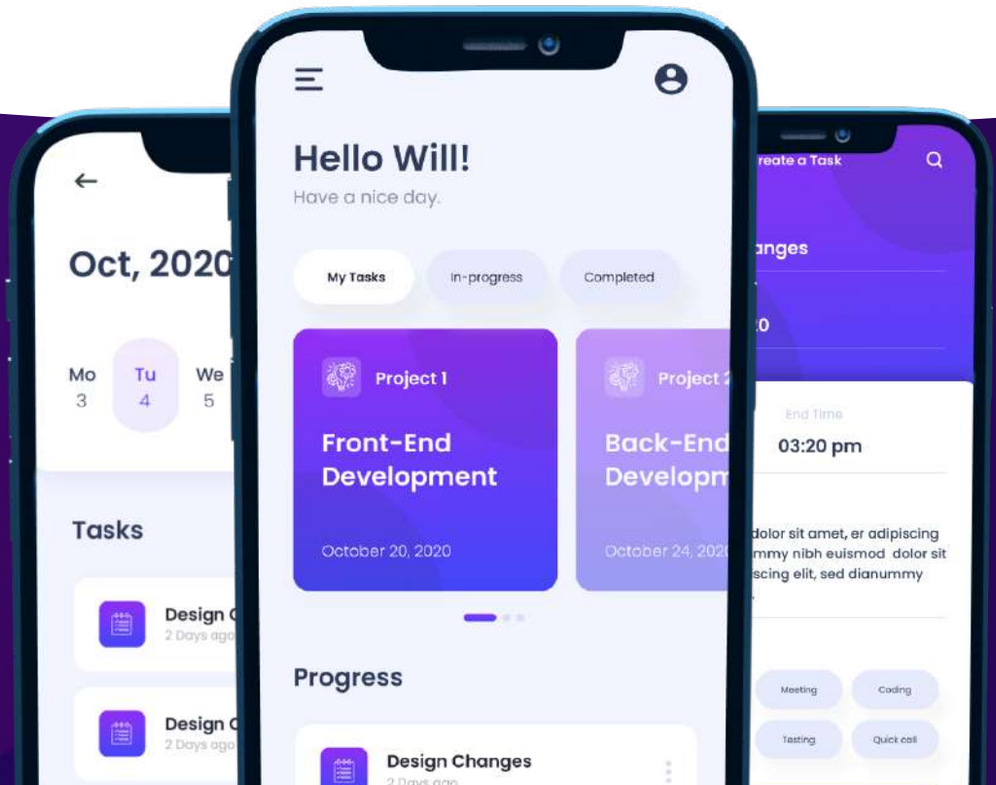
It's important that **everyone involved in this process is openly providing feedback**. Any inhibition can be detrimental to the process, and your designers should be **open to facilitating conversations and meeting with various stakeholders** to design an optimum wireframe.

Minimum Viable Product:

MVP is the most basic form of your product.
This stage **aims to get out a simple form of your product** to see how the target audience will interact with it. Everyone has a different definition of an MVP. For some, it is a finalized wireframe, and for others, it is a mockup. But **we believe that MVP should be a prototype**, which is your actual product but with minimal functionality and features.

Learning:

In this stage, you learn from what your MVP gave to the users and devise changes needed.
You will not be testing a finished MVP but only part of the product developed in the previous step. You will also **check the navigation and information architecture** finalized in prior phases. You may **conduct A/B testing, run analytics** on the site, **usability testing, get feedback, or conduct customer meetings.**



Usability Metrics that Matter

Completion rate:

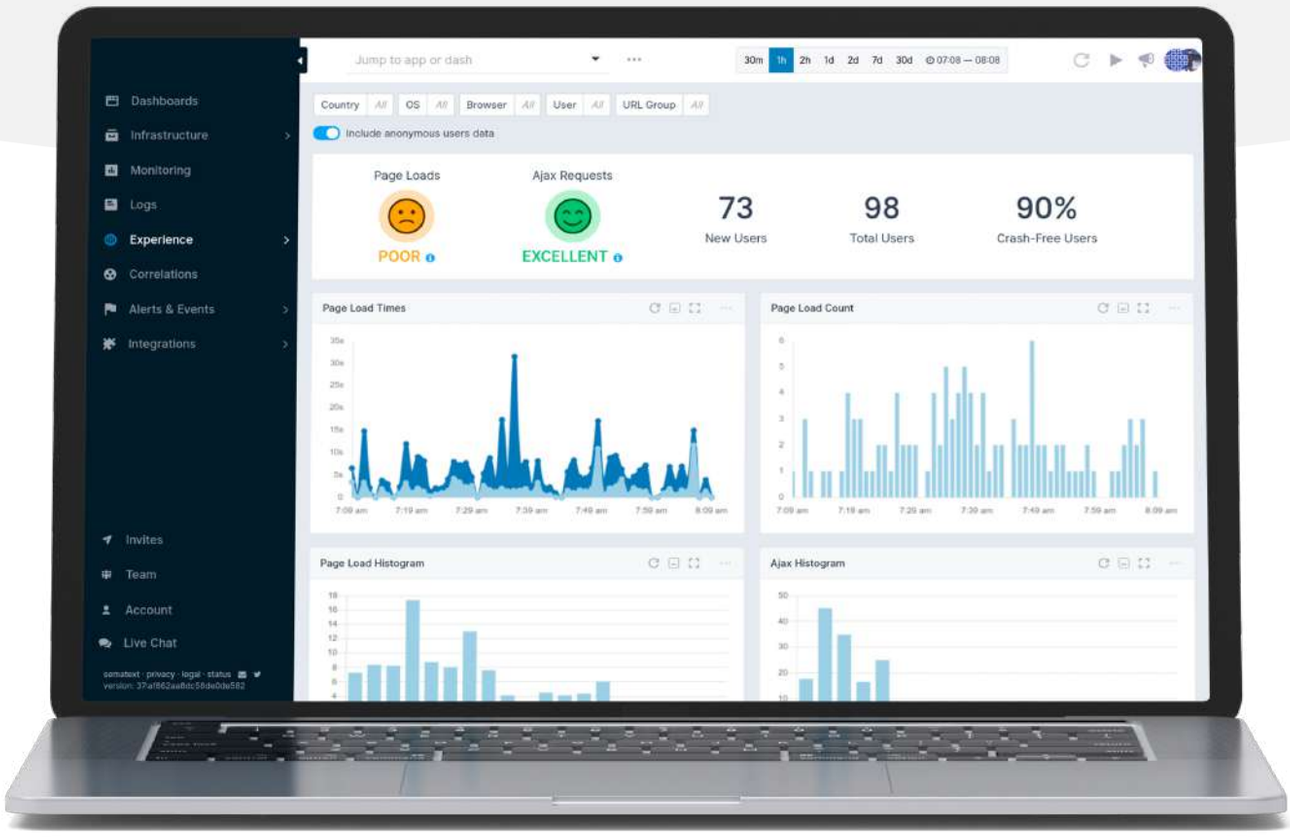
Determines the **percentage of users who were able to successfully complete the tasks**.

Gives a **general benchmark on how well the product is doing** in achieving its intended goals.

User Errors Made:

Counts the mistakes a user makes while attempting to finish a task.

High number of user mistakes indicates **serious usability problems** that must be addressed.



Usability problems:

Usability problems such as slow loading speeds and inaccurate error messages makes **completing tasks more challenging for users.**

Test Level Satisfaction:

Measures user satisfaction by answering a few questions about **their impression of overall ease of use.**

Task Level Satisfaction:

After users attempt a task, they are given a **questionnaire so as to measure how difficulty of a task.**

Gauges user's pleasure with your product.

Task Time:

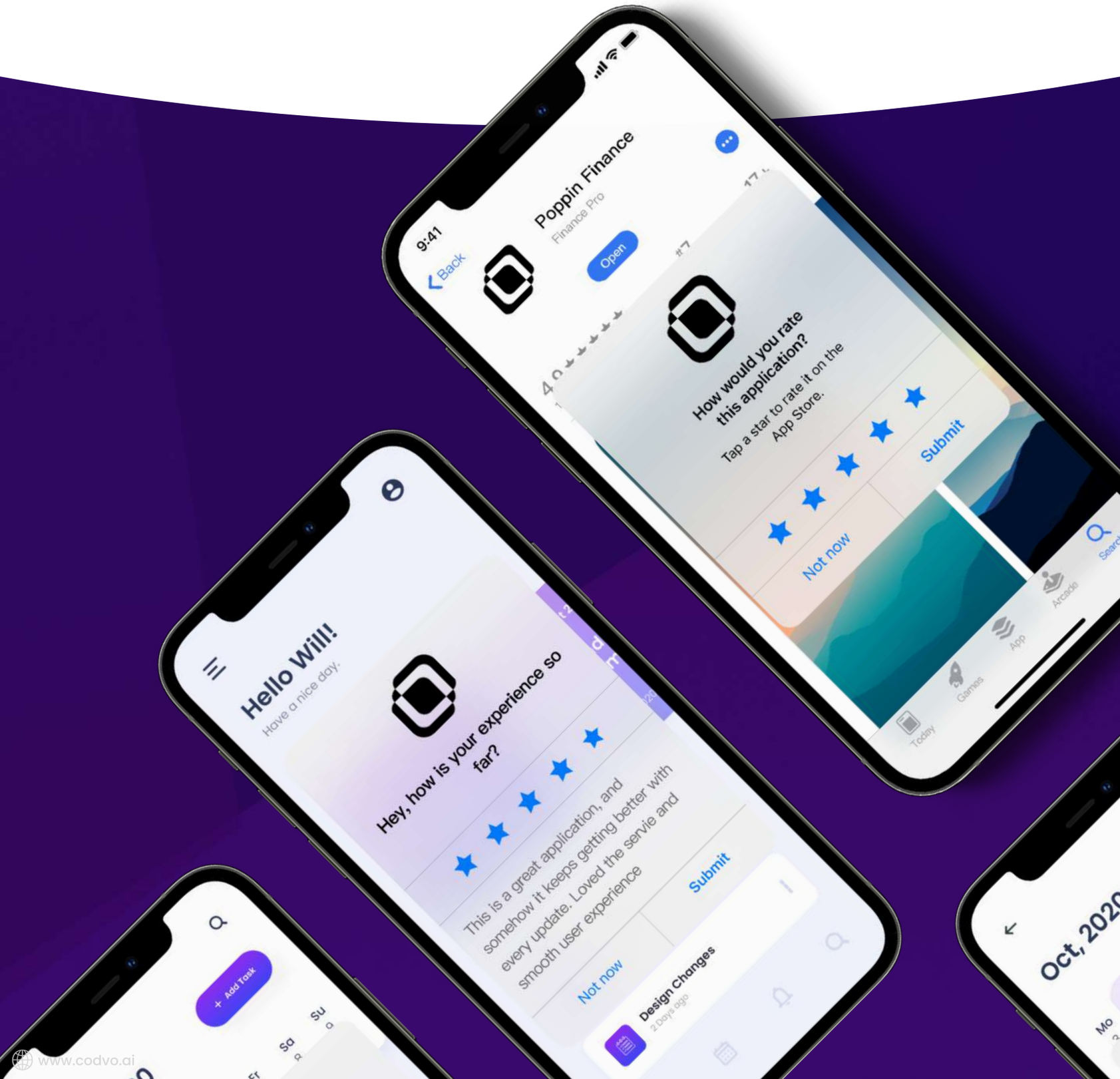
Measures the **time it takes a user to perform a task.**

Shorter time means a **better user experience.** (Higher task time than expected is a sign that your interface needs to be redesigned.)

Lean UX

is change management more than anything else. It creates efficiency and reduces waste in the system.

Your team will **start focusing on small wins** over a period of time, then **a big win at the end** of the project. Your products will be in the market sooner than your think, and you will be selling what the users need.



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Under our UX offerings, we assist businesses in overcoming product design challenges. We'll work with you to create a magnificent, usable product that is laser targeted to your consumers' demands, whether you're developing a whole new product or evaluating the quality of an existing one. We employ a full-fledged design process to create an engaging user experience.

+1 972-677-3560

sales@codvo.ai

1400 Preston Road, Suite # 400, Plano, TX 75093