

# Fostering User-Centered Culture: Additional Resources

Josh LaMar

CEO, Co-Founder, and Principal Researcher | Authentique UX

9 November 2020



## **User-Centered Cultural Values**

- Trust & Respect for your colleagues
- Collaboration and Teamwork
- Product Responsibility
- Empathy for your customers and solving their problems
- Creativity in designing new solutions
- Collaborative meaning-making
- Compromise
- Humility and openness to being wrong

## About Josh & Authentique UX

- [Josh LaMar on Medium](#)
- [Josh LaMar on LinkedIn](#)
- [Authentique UX on Facebook](#)
- [Authentique UX on LinkedIn](#)
- <https://www.authentiqueux.com/>
- [A fundamental truth of user-centered design that is simple, yet forgotten](#)
- [Advantages of remote research and why you should incorporate this powerful tool](#)
- [What being Gay in Tech taught me about authenticity and UX Research](#)
- [World Domination Summit Attendee Story](#) (2 min video)
- [HCDE Alumni Spotlight](#) (3 min video)

## Manifesto for Agile Software Development, 2001

“We are uncovering better ways of developing software by doing it and helping others do it. Through this work we have come to value:

- Individuals and interactions over processes and tools
- Working software over comprehensive documentation
- **Customer collaboration** over contract negotiation
- Responding to change over following a plan

“That is, while there is value in the items on the right, we value the items on the left more.

“Principle 1: Our highest priority is to **satisfy the customer** through early and continuous delivery of valuable software.”

<http://agilemanifesto.org/>

## The Rise of Big Data

- 2001: "Data Science" coined ([Citation](#))
- 2010- : The explosion of Data Science, Grad programs in DS
- [A Modern History of Data Science](#)
- [Data, Data Everywhere](#)
- [The Second Machine Age: Work, Progress, and Prosperity in a time of Brilliant Technologies](#)
- [The 4th Revolution: How the Infosphere is Reshaping Human Reality](#)

## The Rise of User-Centered Design

- 1988: Don Norman, [The Design of Everyday Things](#)
- 1998: Alan Cooper, [The Inmates are Running the Asylum](#)  
(Amazon link)
- 2013: [Competitive Strategy in the Age of the Customer](#), Forrester
- [User-Centered Design](#), from Interaction Design Foundation
- [Amazon's Leadership Principles](#)
- [Google Philosophy](#)
- [Microsoft Company Values](#)
- [Facebook Mission](#)

# **Evolutions of Product Development**

## Siloed to Collaborative Work

Moving from Service provider to Partner:

- 20 years ago, Research was a box to check, a final pass before shipping a product
- Seats at the table were Dev, Test, and PM
- Now, research is an integral part of the process and strategically directs where we go and what to build (and not build)
- **Cultural Value:** Collaboration



## Negotiated Understanding of Product Truth

Every product compromises something

- Share and discuss emerging insights with your product team and add to what others have learned using your discipline's expertise
- Different disciplines have different ways of evaluating what is True - putting them all together, what we build is a compromise
- The difficulty is when you apply the measuring stick of success of one discipline to another that doesn't apply
- Help each other to either validate at scale (DS)
- Uncover qualitative insight into behaviors (UXR)

### **Cultural Values:**

- Respect for disciplinary differences of evaluating Truth, Compromise

## Democratization of the User

Who is responsible for understanding the customer?

- Answer: Everyone, "You are all product people now."
- As teams grow and more people are interested in understanding their users, more people need to participate in the process of research
- Rise of "Self-service" research online

### **Cultural Value:**

- Empathy - Care about solving your customer's problems

## Negotiated Understanding of Product Truth

The product is “Good” or “Successful” if it:

- Business: Makes money
- Development: Is innovative / takes advantage of the latest tech
- Data Science: A lot of people use it
- Research: Solves customer pain points
- Design: Is beautiful / pixel perfect
- Marketing: People want to buy it

Q: Who is right?

A: We all are.

# Strategies for Building User-Centered Products

## Goals

- Objectives and Key Results (OKRs) Video: [How Google Sets Goals: OKRs](#)
- [How to Have a Successful UX Career at Google \(Or Anywhere Else\)](#)
- [Google's HEART Framework for Measuring UX](#)
- Understand how each role is evaluated and what their goals are
- This can give you insight into how you can work together
- Help each other make the other person succeed (Make them look good)

## Process

How do we build the product together?

- Timelines and key decision checkpoints: get ahead of the process
- Understand key dates and schedule research and design sprints at key times in order to affect decisions being made
- Prioritize research based on what decisions the team is going to make based on this data
- Get senior leadership buy-in
- Get a vote in Go/No-Go decisions (this is the hardest part)
- Iterate on the planning process like it's a product

## **Participation: Brainstorm Together**

- Gather data based on your own expertise and background
- Brainstorm solutions together
- Ideally in a “formal” brainstorming session (no distractions, no judgement, blue sky crazy ideas)
- Implementation agnostic
- Away from distractions and with scoped outcomes
- Prioritize solutions and gather feedback in the round of research

## Participate in Research

- Test ideas together to take advantage of different perspectives
- Co-Creation studies with your target users
- E.g. Paper cut outs of app elements where users put together their own app
- Debrief time to discuss what stood out from your disciplinary perspective
- “Speed Dating” Research: Monthly cadence of research to make sure you always have an opportunity to learn
- Work with Design/Dev on iterative studies with prototypes and code, E.g. RITE studies



## Participation: Note Taking

Note taking roles while watching other studies

- The beauty is that each discipline will pick up on different things
- Depending on how many people you have, you can start with DEV=Bugs, but if you have enough people to double up, you can pair Dev+Design to look at bugs and they will both find different things based on their unique perspectives
- Technical Bugs
- Design Bugs
- Quotes
- Key themes

A/UX  
Authentique UX