



Dogs & Cats

How Product Managers can work with
UX Designers to create great products

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Patrick Neeman

20 years UX and Web Design experience

Built teams in LA, SF, Seattle

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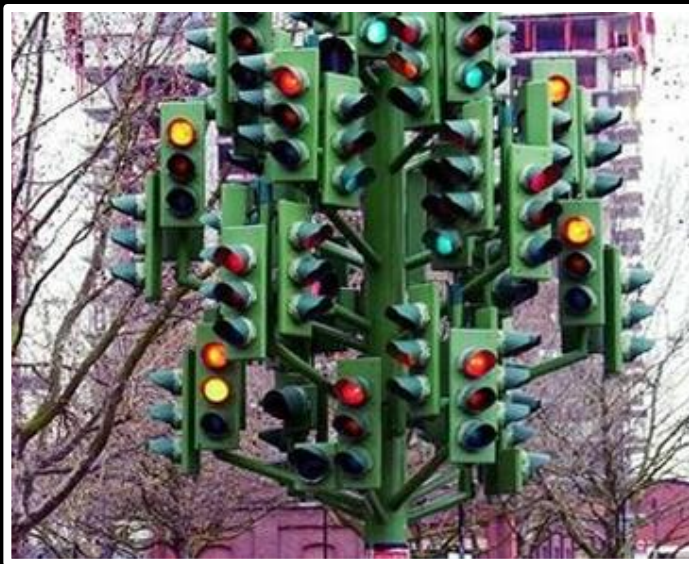
Stephanie Bergman

20 years PM and Social Media Experience

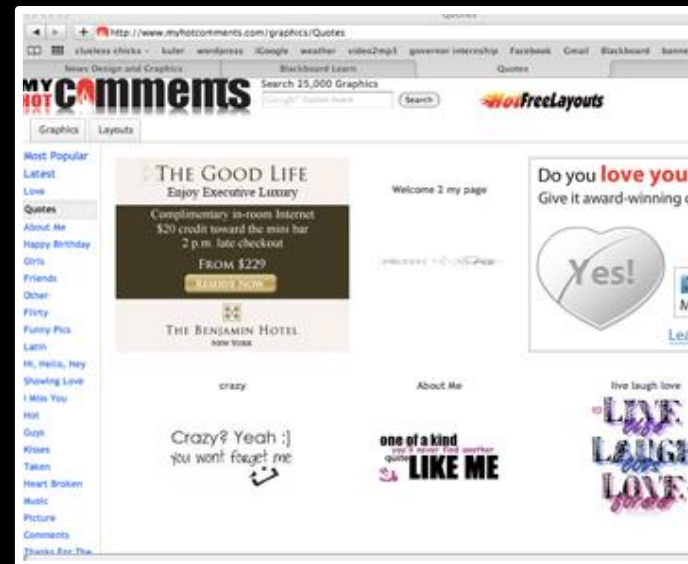
Worked in companies from 10 to 1,000s

stephaniebambam.net

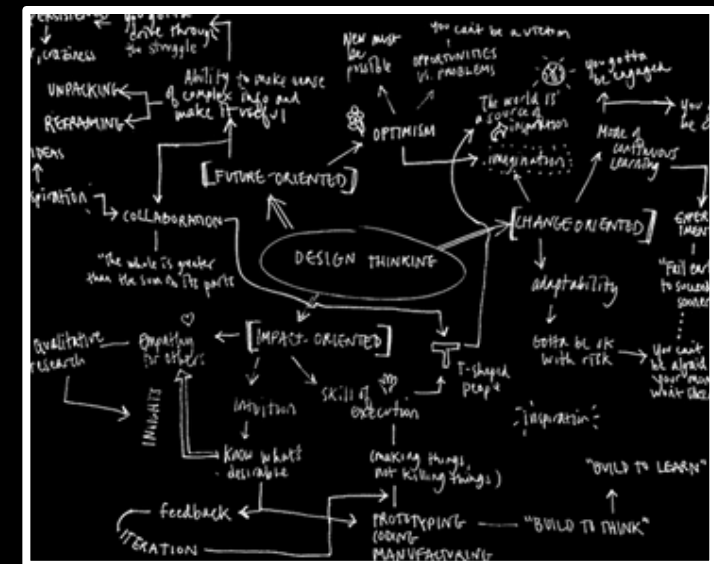
What Is User Experience?



What my friends think I create



What my mom thinks I create



What society thinks I create



What management thinks I create



What I think I create

ows	News	Movies, Games & M
News Main		
Headlines	▶	Breaking News
Video Updates & Interviews		Music News
Newsroom Blog		Movie News
Live Music Coverage	▶	Video Game News
MTV Reporters	▶	World/National News
Video Games Blog		

What I really create

UI is not UX

HOW UX WANTS TO BE SEEN

- Field research
- Face to face interviewing
- Creation of user tests
- Gathering and organizing statistics
- Creating personas
- Product design
- Feature writing
- Requirement writing
- Graphic arts
- Interaction design
- Information architecture
- Usability
- Prototyping
- Interface layout
- Interface design
- Visual design
- Taxonomy creation
- Terminology creation
- Copywriting
- Presenting and speaking
- Working tightly with programmers
- Brainstorm coordination
- Design culture evangelism

HOW UX IS TYPICALLY SEEN

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www.uxisnotui.com

helloerik.com/ux-is-not-ui @Erik_UX

The Competencies of User Experience

Typical Skills and Deliverables

<p>Information Architecture</p> <p>Site Maps</p>	<p>Interaction Design</p> <p>Wireframes</p>	<p>Visual Design</p> <p>Visual Mockups</p>
<p>User Research</p> <p>Testing and Personas</p>	<p>Content Strategy</p> <p>Copy and SEO</p>	<p>HTML Prototyping</p> <p>HTML and CSS</p>

Don't Expect Unicorns

Typical Interaction Designer

Information Architecture Site Maps	Interaction Design Wireframes	Visual Design Wireframes
User Research Testing and Personas	Content Strategy Copy and SEO	HTML Prototyping HTML and CSS

Don't Expect Unicorns

Typical Visual Designer

Information Architecture Site Maps	Interaction Design Wireframes	Visual Design Wireframes
User Research Testing and Personas	Content Strategy Copy and SEO	HTML Prototyping HTML and CSS

What Is Product Management?

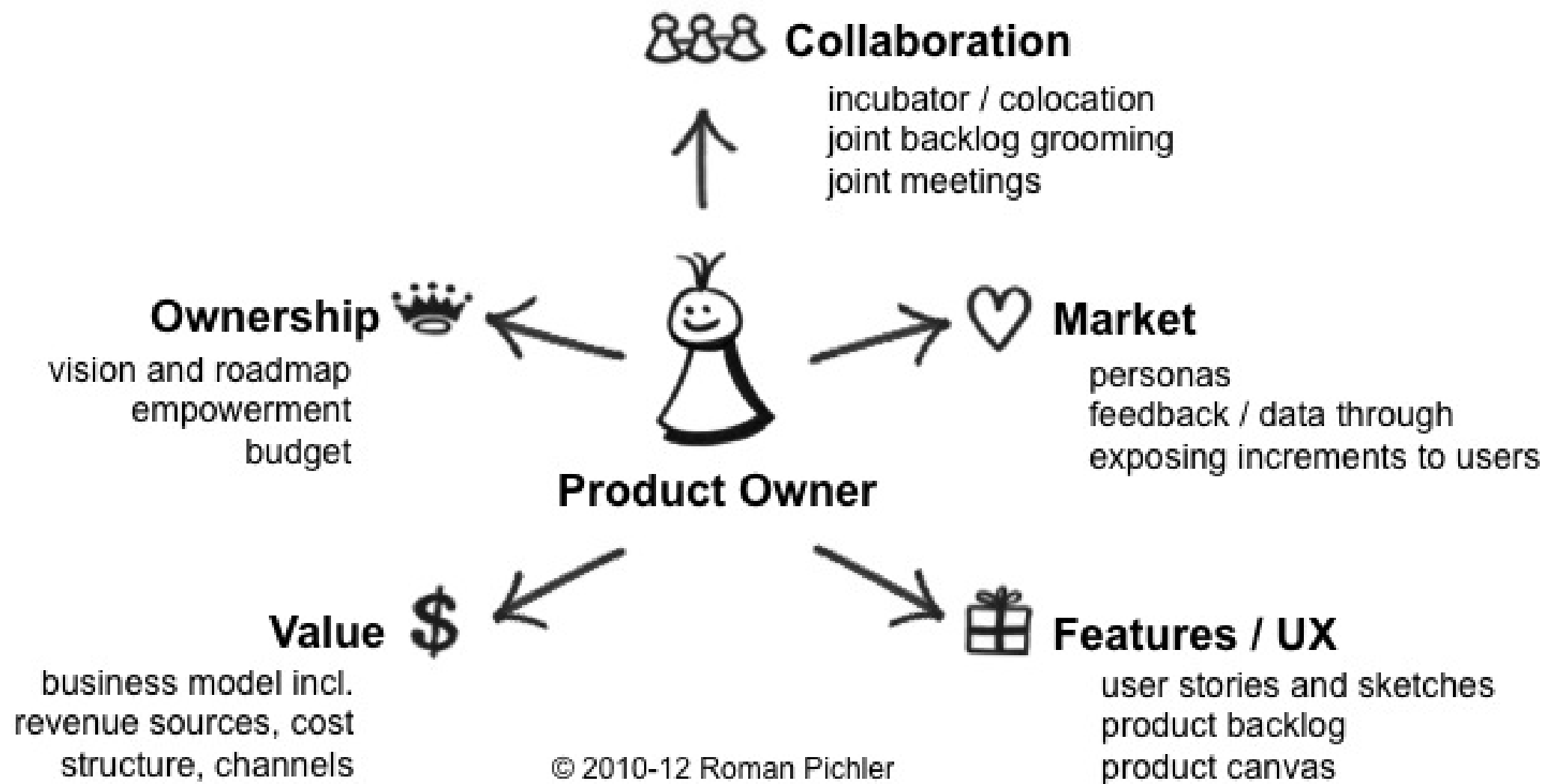


No, not him
Product Managers need to be
more of a chameleon than that.



Herder of Cats

Product Managers need to sell the vision,
not run the schedule and check the box.



In the middle of it all.

Product Managers have a lot to do — that's why UX Designers and Engineers are brought in as experts.

Where Do the Roles Overlap?

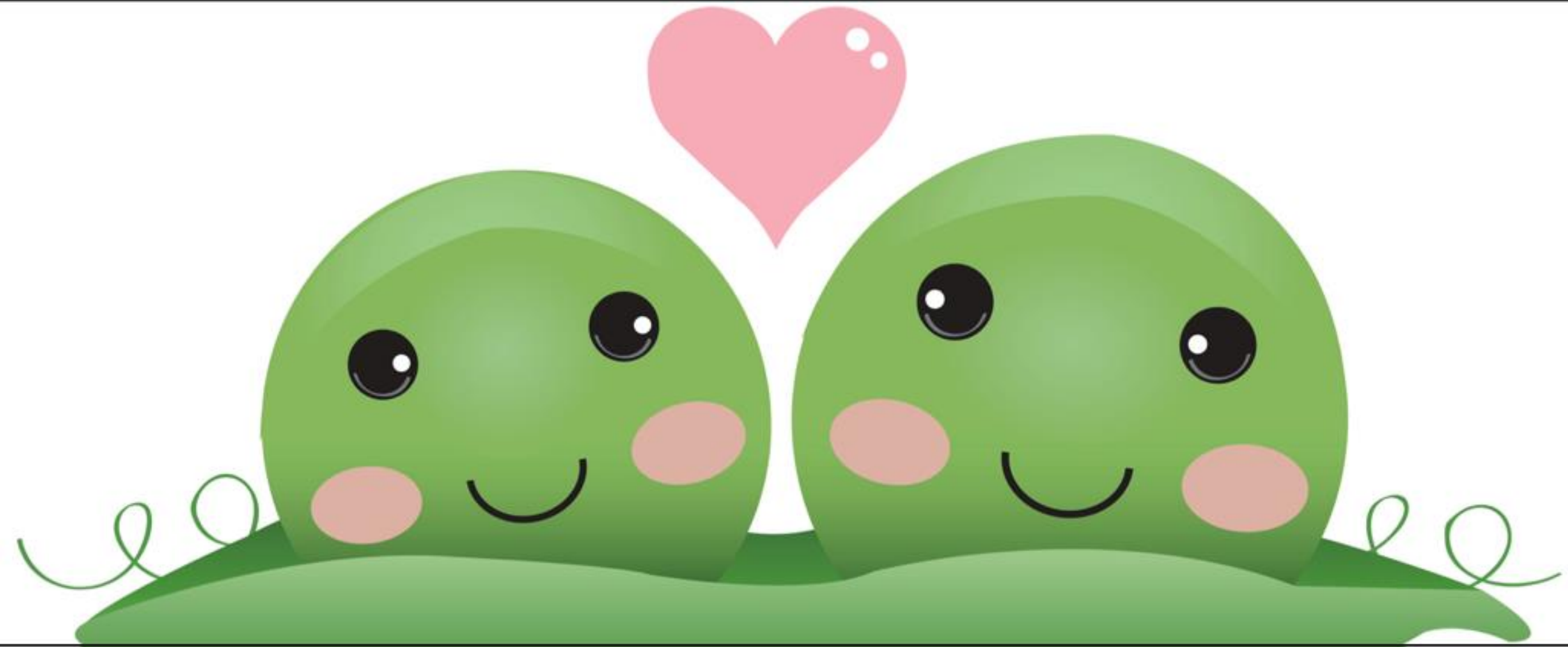
Product Management + User Experience

Responsibility	Product Management	User Experience
Acting As Product Owner	Primary	Secondary
Understanding the Domain and User	Primary Market Requirements	Secondary Personas
High Level Requirements	Primary	Secondary
User Stories	Either	Either
Site Maps, Wireframes and Prototypes	Secondary	Primary
Usability Testing	Secondary	Primary

Examples

Requirement	What: Product Management	How: Product Design
The user should be able to onboard	Data fields and required vs. optional actions	The onboarding process
The user should be able to enter their profile	Data fields	Form design
The user should be able to navigate throughout the application	Supplies user tasks	Information architecture
The user should be able to a view role-specific landing page	Data fields available to each user	<u>Data visualizations</u>
The User should be able to set project milestones	Wanted to add a calendar to overviews	Deadlines that could be added
System should be able to help the user follow a workflow	General workflow steps.	The name of the steps validated with users, and how it will work

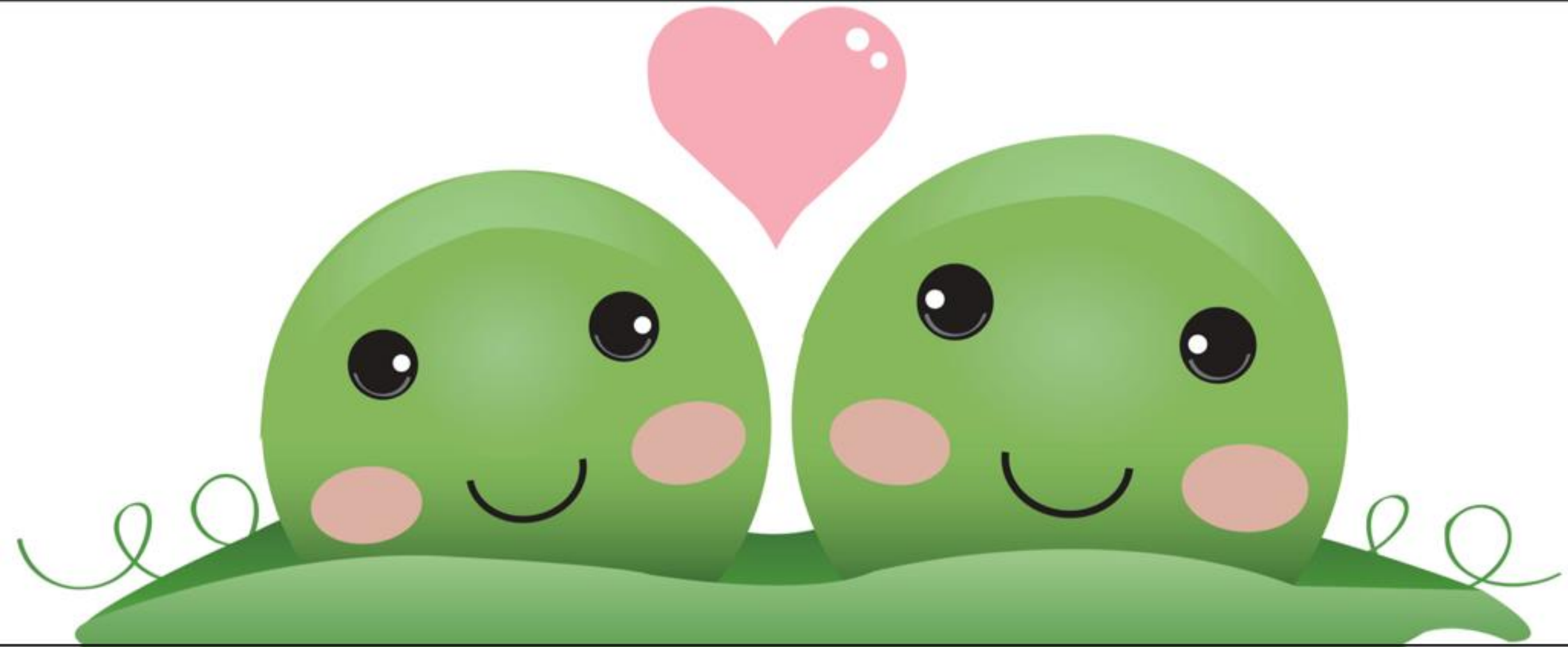
How Can They Work Together?



What How

is Product Management

is User Experience



Product Managers

Responsible for the
product's overall success

UX Designers

Responsible for ensuring
the users' needs are met

<http://www.slideshare.net/jefflash/user-experience-and-product-management-two-peas-in-the-same-pod>

When Can They Work Together?



How the customer explained it.



How the project leader understood it.



How the analyst designed it.



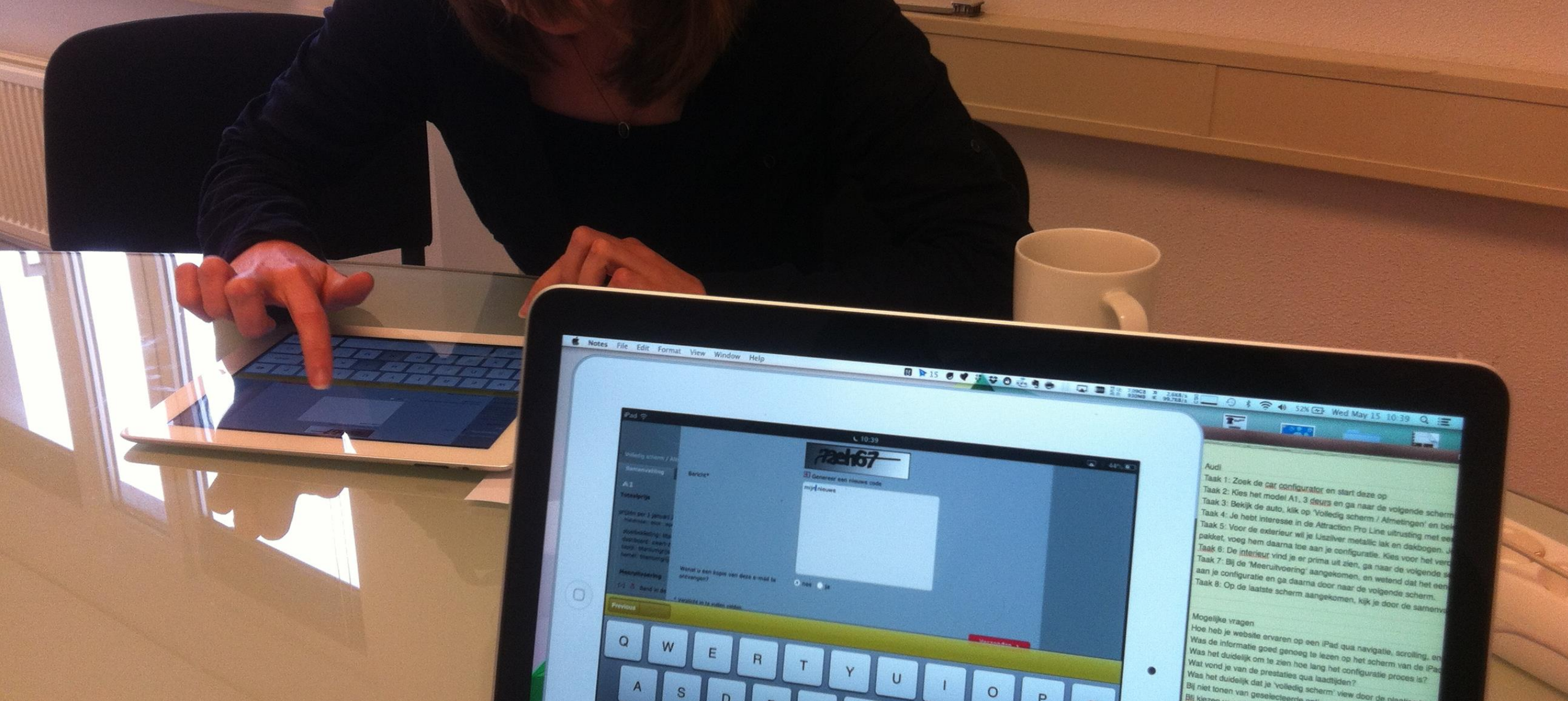
How the programmer wrote it.



What the customer really wanted.

Requirements

User stories and epics: Define users, goals and value.
Product Management can own the acceptance criteria.



User Research

Understand user needs and how they use technology.
That means customer visits and regular interviews.



Ideation

Designers facilitate the design process with whiteboard and hand sketch sessions.



Communication

Include both in the regular cadence of product meetings to ensure a regular flow of communication.










Why Do Precise Requirements Matter?



Why is saying "calendar" bad?

Requirements

- Calendar for viewing baseball game dates
- Click to allow purchase of tickets
- Should have navigation to see entire season or a single day
- "See the quick mockup attached to show concept"



<div> <div>Last</div> <div>September 2014</div> <div>Next</div> </div>						
SUN	MON	TUE	WED	THU	FRI	SAT
30						
2		4	5	6		8
	10	11		13	14	
16	17		19	20	21	22
23		25	26		28	29

 Home
 Away

Why Interaction Designers Hate When Product Managers Wireframe

What's better?

- As a user, I want to view all game dates for the season, so that I may plan for the future.
- As a user, I want to view an individual game date so that I may invite friends to join me.



How Do You Resolve Conflicts?



We Recommend a Duel to the Death

Alexander Hamilton and Aaron Burr would be proud



Remember Your Role

Product Management

Talk about what you want to accomplish and why,
not what kind of widget you want on the screen

User Experience

Talk to your product owner before adding new
features to get look and feel in



If At An Impasse: Test, Test, Test

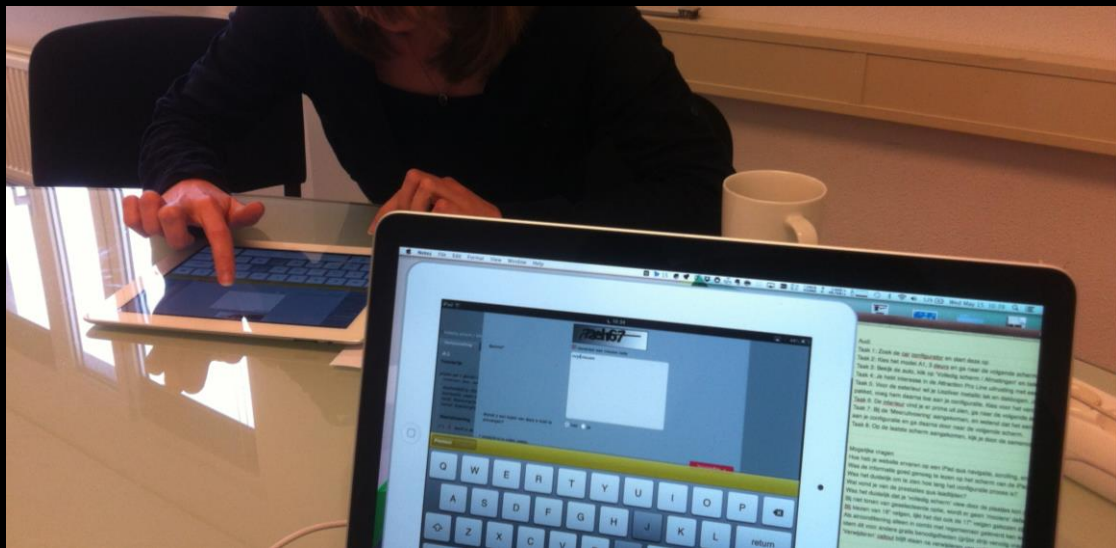
We all are representing the voice of the user –
let them be heard.



Guerilla Testing

Easiest: Get feedback from five people within the office for a simple task.

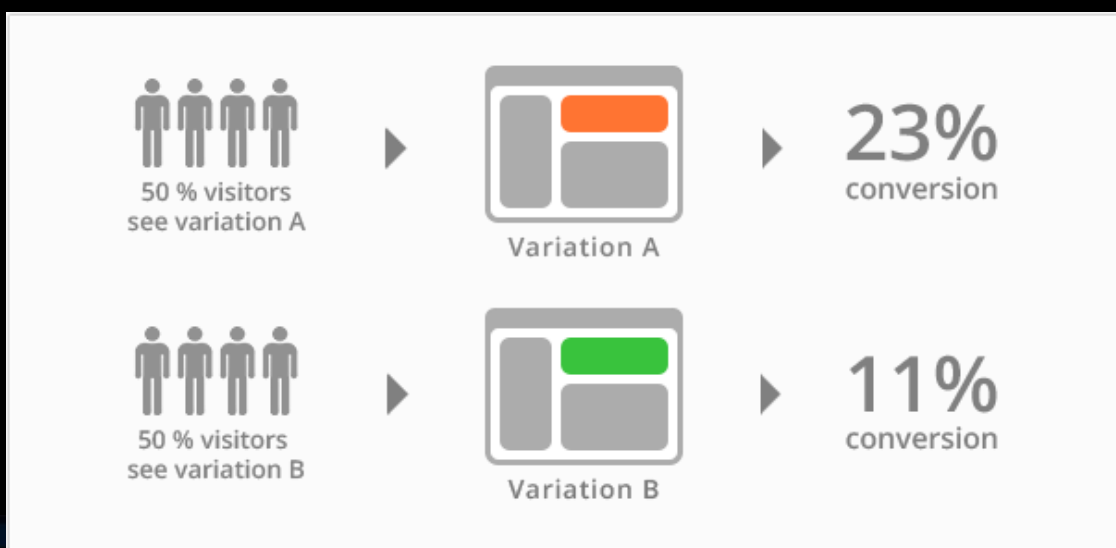
<http://www.uxbooth.com/articles/the-art-of-guerilla-usability-testing/>



Formal Testing

Harder: Formal tests of five users that fit the target audience for complex tasks.

<http://alistapart.com/article/usability-testing-demystified>



A/B Testing

Hardest: Compare two versions to see which one performs better.

<https://visualwebsiteoptimizer.com/ab-testing/>

Want to Know More About UX?

UX for Lean Startups, a Great Resource for Founders and New Designers

By Patrick Neeman | July 17, 2013

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You don't need a Masters degree from Carnegie Mellon to practice user experience.

Every day thousands of people practice user experience in their jobs, and they do so without knowing it. And they might be doing it poorly, if they don't understand the methods and practices that are used by designers to produce great products.

Researching the market, iteration, or other methods are unknown to them, and there aren't a lot of publications that service this market of unknowing

and there aren't a lot of publications that service this market of unknowing. Researching the market, iteration, or other methods are unknown to them.

Recommended Books

- UX For Lean Startups
- A Project Guide To UX Design



Patrick Neeman is Director of Product Design at Apptio in Seattle, WA. He runs the [UX Drinking Game](#) |



[Contact](#)



UX Career Guide

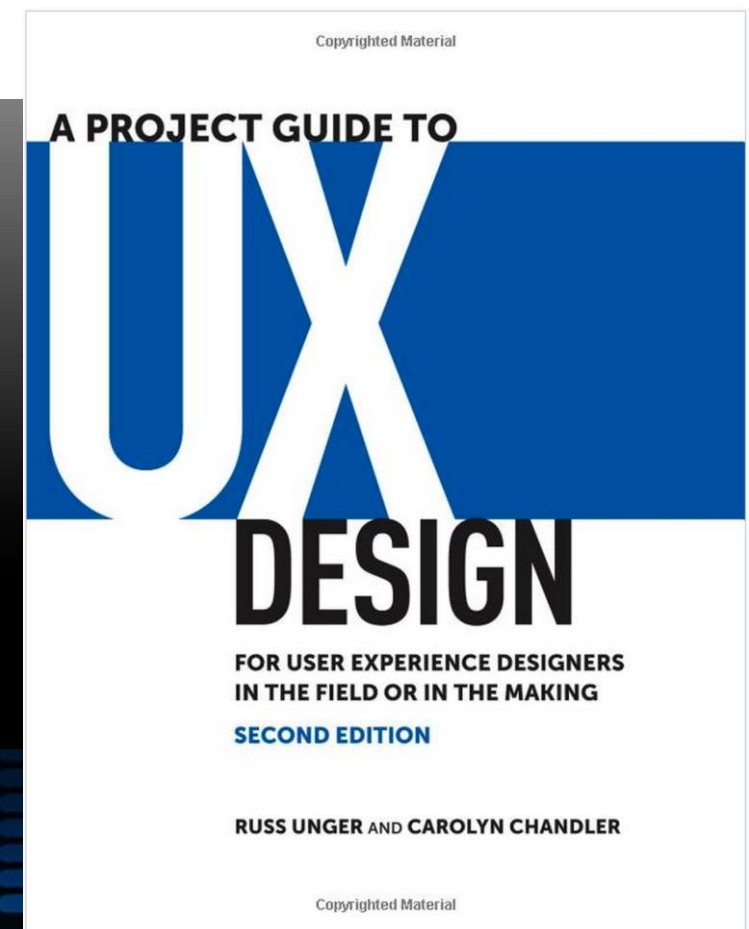
Shape your user experience career.

[UX Career Guide](#) | [Read On Flipboard](#)

[Download Resume Template](#)

Coffee And UX

If you live in Seattle or Vancouver, we can set something up. [Set up a time.](#)



Thank you for attending

Download this webinar and sign up for more at
pragmaticmarketing.com/live