

Validating Design

22 JUL 2016

STOCKPORT CHANGE TOOLKIT - DRAFT

Agile principles

Manifesto for change

We are uncovering better ways of working. Through this we have come to value:

People-led change over process-led change

Collaborate towards a solution over negotiating between solutions

Creating something that works over writing documentation

Responding to change over sticking with a plan

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

Adapted from the Agile Manifesto www.agilemanifesto.org

Validating Design with users

Session outline

Why?

Experiments – ideas for trialling a new product/ service

Visit DbD Design wall – look at simplest forms

Find out about user testing

Review assumptions from our To Be User journey

Develop experiment ideas

Turn these into specific actions

Why?

‘A plan never survives contact with the enemy’

Changing processes and developing new parts of our service requires a lot of investment in time and money.

Why?

Finding a way to spend a little bit of time and money to prove out our assumptions can save wasting time and money – both yours and your others

Requires a culture where we can fail but aim to fail fast

Further reading

There is nothing ground-breaking here – call it scientific or just plain common sense

One viewpoint is that this is ‘lean thinking’ – as discussed in Eric Ries’ book Lean Start Up

Eric: “try small iterations of: Build, measure, learn”

EXERCISE: Experiments

Your team works at Cadbury's.

You have designed a new chocolate bar.

How could you test your design?

How could you validate your assumptions?

Think of at least 5 different ways to test out the new bar idea.

EXERCISE: Experiments – part II

Go through each experiment adding:

How long would each experiment take to carry out?

How much would it cost?

How would you rate the feedback/information you'll get from doing the experiment? (1 star = ok, 2 stars = good, 3 stars = excellent)

Doesn't need to be super accurate – just within a range e.g. for time: mins, hours, days, weeks and for cost: <£50, £50-£100, £100-£500, >£500

Exercise: Experiments – Part III

What experiments seem like the best use of time and money?

Are some experiments complimentary to others?

What if the outcomes tell you the chocolate bar is rubbish?

Is it still worth running them?

Go for a walk

Visit DbD Design wall – look at simplest forms – how long did they take?

What is the cost of building a website vs the cost of prototyping and user testing?

Find out about user testing – was it useful? How is it done – where, who with, who in the team is involved?

Exercise: Practice for yourselves

Revisit the To Be User journey you created in Visioning and Design training
Pull out the assumptions (and related changes/actions) – with one of you facilitating

For each assumption, gather ideas of quick and easy ways to test out these assumptions

Tip: it might not be completely doing the action, it could be investigating or doing a mock-up version

Exercise: Practice for yourselves

Assess the time, cost and feedback value for each

What is the shortest amount of time you could spend on trialling this out?

How much time/cost is it worth spending on changes in your team before delivering the full change?

Prepare

Some time to prepare for facilitating Validating Design with your team