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

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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

What I really create
## 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
- Field research
- Face to face interviewing
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www.uxisnotui.com
# The Competencies of User Experience

## Typical Skills and Deliverables

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<thead>
<tr>
<th>Information Architecture</th>
<th>Interaction Design</th>
<th>Visual Design</th>
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<tbody>
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<td>Site Maps</td>
<td>Wireframes</td>
<td>Visual Mockups</td>
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<td>Content Strategy</td>
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Don’t Expect Unicorns
Typical Interaction Designer

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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

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<tr>
<th>Responsibility</th>
<th>Product Management</th>
<th>User Experience</th>
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<tbody>
<tr>
<td>Acting As Product Owner</td>
<td>Primary</td>
<td>Secondary</td>
</tr>
<tr>
<td>Understanding the Domain and User</td>
<td>Primary</td>
<td>Secondary</td>
</tr>
<tr>
<td></td>
<td>Market Requirements</td>
<td>Personas</td>
</tr>
<tr>
<td>High Level Requirements</td>
<td>Primary</td>
<td>Secondary</td>
</tr>
<tr>
<td>User Stories</td>
<td>Either</td>
<td>Either</td>
</tr>
<tr>
<td>Site Maps, Wireframes and Prototypes</td>
<td>Secondary</td>
<td>Primary</td>
</tr>
<tr>
<td>Usability Testing</td>
<td>Secondary</td>
<td>Primary</td>
</tr>
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## Examples

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

How is User Experience
Product Managers
Responsible for the product’s overall success

UX Designers
Responsible for ensuring the users’ needs are met

When Can They Work Together?
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”
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

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.

Recommended Books

• UX For Lean Startups
• A Project Guide To UX Design
Thank you for attending

Download this webinar and sign up for more at

pragmaticmarketing.com/live