

UX & Agile & B2B & B2C

Jiri Mzourek, Jakub Franc
#nonavoidable

About Us

Jirka



VP, Product Eng., GoodData

Engineering, UX, PO, SM, Doc...

(ex AVG Technologies, Sun Microsystems)

Czech Technical University

Stanford, Wharton

Jakub



Sr. Director, GoodData

Customer-centric management of engineering and design teams, driving innovation projects

UX Research and Cognitive Psychology background (UK, RUK, Berkeley); part-time University lecturer

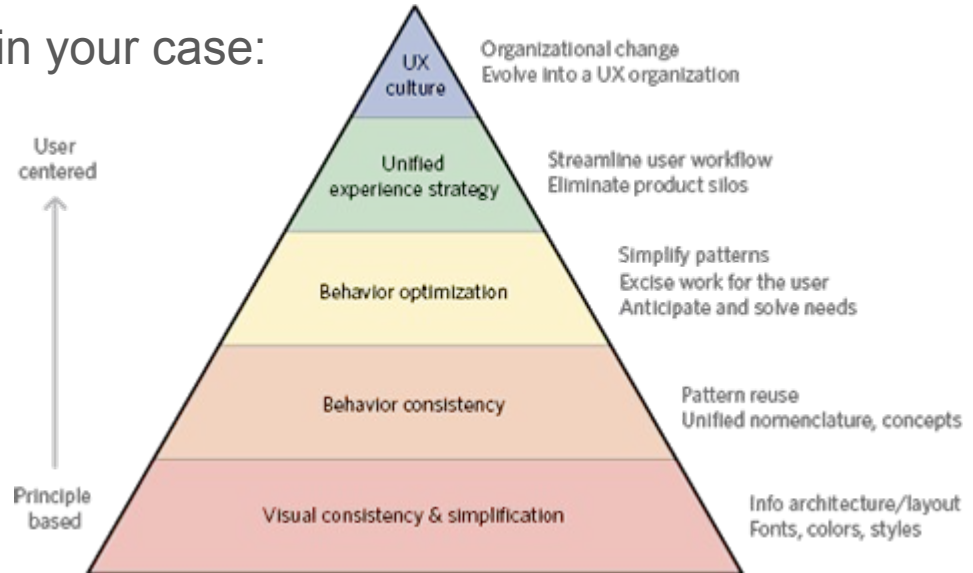
Disclaimer

Following statements are based on our personal experience

We will slightly touch a lot of topics (we go wide, no deep)

Some of them might not be applicable in your case:

- a) Your industry
- b) Mainly - [maturity](#) of your company
 - i) UX integration
 - ii) Agile
 - iii) Seniority of the management
 - iv) Etc.



Agenda

What is it UX

Why does it matter?

Major trends in UX

UX vs Agile

Few tips

What is it UX

Steve Jobs:

Most people make the **mistake of thinking design is what it looks like**. People think it's this veneer – that the designers are handed this box and told, “Make it look good!” That's not what we think design is. It's not just what it looks like and feels like. **Design is how it works.**

Key roles:

User research

UX Design

Visual Design

(Accessibility, Localization, Documentation, Ethical council...)

Why does it matter?

B2C:

- UX is the product. Perception is reality!
- Conversion rates
- Ethical conflicts



Travel Insurance

INSURANCE

INSURANCE PLUS

Medical Expenses up to £2,500,000

(excess of £75, double excess for aged 65+)



Personal Belongings

(excess of £75)*

✓ Please select a country of residence



Cancellation
circumstances

(excess of £15, double excess for aged 65+)

United Kingdom

Ireland

Germany

Spain

France

Italy

Sweden



Ticket Refund

in case of Ryanair



Passenger 1

Austria

Belgium

Czech Republic

Denmark

Don't Insure Me

Finland

Hungary

Latvia

Lithuania

Malta

Netherlands

down box.

[VIEW POLICY](#)



Ch...

...

...



Why does it matter?

B2B:

- Difference between user and customer relationship
- Latest trend: consumerization (freemium)
- Role of evaluator

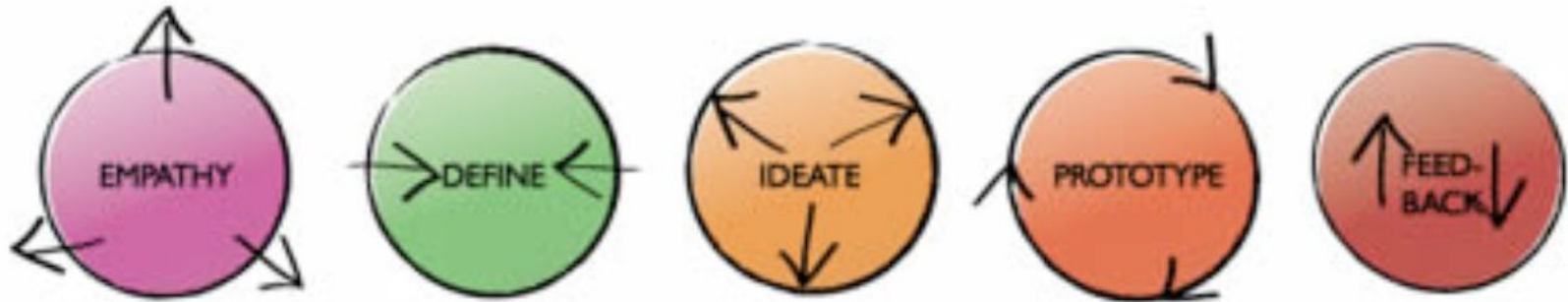


What UX research can bring you

- B2C example
 - Quick prototypes and user validations - several iterations during a week
 - Result: massive growth from 1 mil to 26 mil users in 1 year
 - Huge ROI!!!
- Findings, you would never get other way
 - Emotional topics / visual preferences between US and EU
- When you have analytics data, it will give you WHY! - combining quantitative and qualitative data
- Bridge between Product Management and Engineering

Major trends in UX

- Design thinking
- Emotional design
- Product Management vs UX
 - B2C - merging
 - Discovery phase = User research



UX and Agile

- Don'ts:
 - Sprint demo is the customer validation technique
 - UX is done within the sprint
 - Every scrum team has to have dedicated UX designer
 - UX designer is coding
 - UX designer is Visual designer
 - UX designer = wireframes
- Do's
 - Be agile even with UX, respect the maturity model
 - Avoid UX priests
 - UX designer with a technical background is usually a plus
 - Expect that from the beginning things will get worse, before they get better

Recommendations

- Alan Cooper
 - [About Face](#)
 - [The inmates are running the asylum](#)
- [Jared Spool](#)
- [Steve Krug - Don't Make me think](#)
- [Design thinking](#)
- David Travis - <https://www.userfocus.co.uk/index.html>
- [Goodman, Kuniavsky - Observing User Experience](#)
- [AsociaceUX](#)