

# [PDF] Lean UX: Applying Lean Principles To Improve User Experience

Jeff Gothelf, Josh Seiden - pdf download free book



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#### Description:

##### Jeff Gothelf on How to Do Lean UX in 5 Easy Steps

1. **Solve problems together:** Ensure that every member of your team is present during brainstorming for new projects. Give your teams problems to solve, not solutions to implement. The outcome will be a far more efficient and productive team creating higher quality products and experiences.

2. **Sketch:** Introduce the team to sketching in order to help them visualize their ideas and come to a consensus.
3. **Prototype:** Get to a product experience as quickly as possible. Use prototypes of varying fidelities to get a sense of what your product's experience will be and validate that with customers to ensure you're headed down the right path.
4. **Pair your developers and designers:** Have developers and designers pair up to create the user interfaces. Each will learn from the other and build the trust necessary for greater team collaboration and productivity.
5. **Create a style guide:** Codify your design elements in pattern libraries and code repositories so creating new pages and workflows in your product is as easy as picking the pieces from the style guide. It also allows the team to quickly piece together experiences for prototypes and empowers your developers to build interfaces without constant review with the UX designer.

## About the Author

Jeff Gothelf is a designer & Agile practitioner. He is a leading voice on the topics of Agile UX & Lean UX and a highly sought-after international speaker. He is currently a Managing Director in Neo's New York City office. Previously, Jeff has led teams at TheLadders, Publicis Modem, WebTrends, Fidelity, & AOL.

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