

Masters of the User-verse: Our Journey with User Centred Design

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Rewind a Year ◻



The beginning of our Journey

- Based in the ICT department
- 6 strong team
- Specialise in web-based apps
- A confident Scrum team
- 'Technical' Product Owner



But for me something was missing...



Troubles of a 'Technical' Product Owner

- Don't have my own framework
- Envious of the agile structure
- Decisions weren't based on evidence
- We didn't speak to *actual* users
- Felt like piggy in the middle 🐷

...then we discovered UX



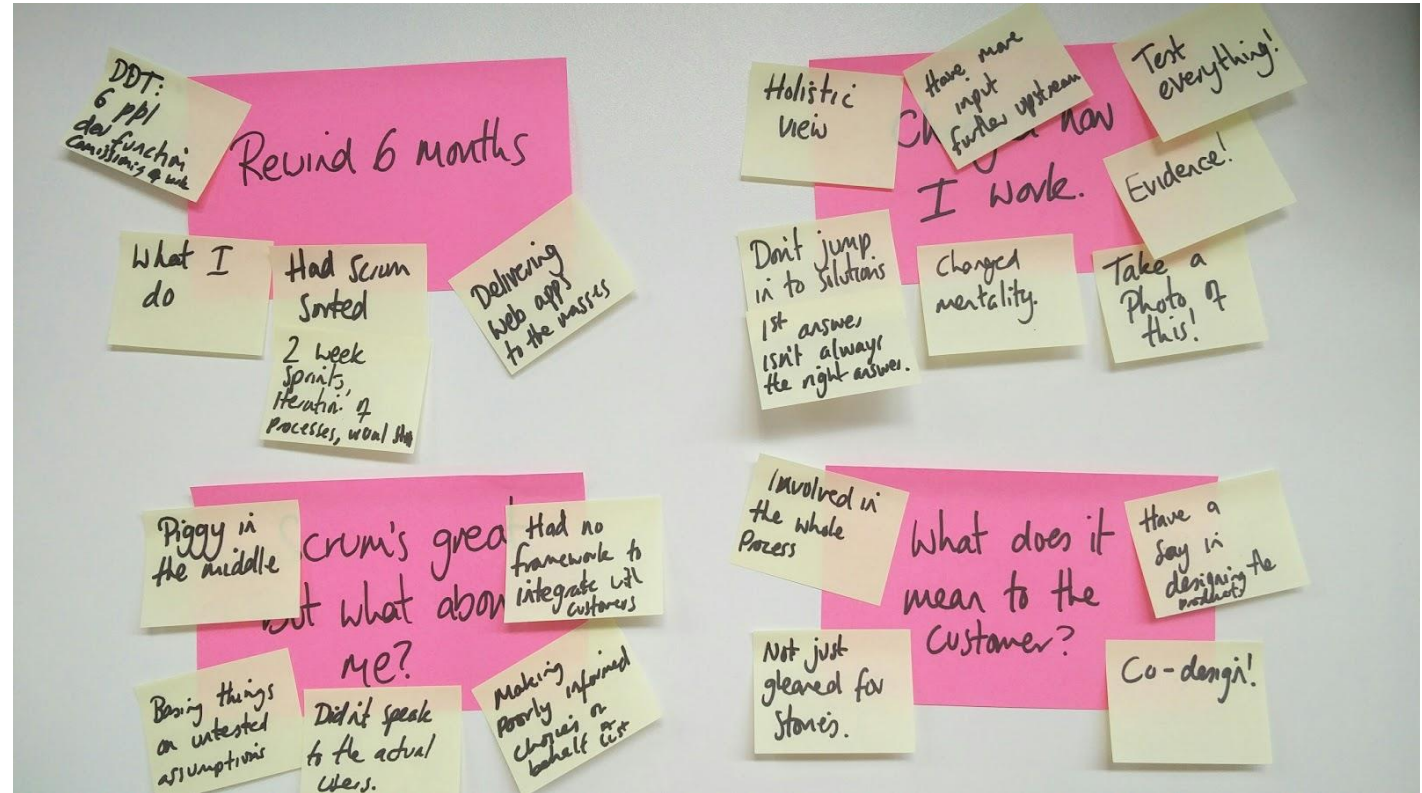
The changes UX brought

- Don't jump in to solutions
- Check if the solution is actually desirable
- Get out of the building and speak to users
- Validate everything with the user

Because at the end of the day, it's the user who'll decide

A changed mentality

- Constantly iterate
- Have disposable ideas
- Test everything
- Measure success
- Learn and improve



Present Day □



The User Design Team

- A 3 person strong design function
- Spurred from original development team
- Specialise in ethnographic research
- Get out of the building and test with users
- Test the usability of products at all points
- Mentor colleagues on user design

Our Vision

To make exceptional user experiences an inherent part of the council's core values

Our Proving Ground

- yorWellbeing
 - Create an empathetic health check service
 - Cross-skilled workshops to understand users needs
 - Looked at other health check sites to learn
 - Test process and design ideas on people
- The ICT Strategy
 - Truly represent our users through research techniques
 - Speak to multiple demographics about their digital needs
 - Use research to create customer lead goals

What next? □



How do we make this relevant to staff?

- Formalise design process with a UX toolkit
- Create collateral to drive the process
- Host workshops and sessions to sell process
- Use the ICT strategy to make user centred design a part of our DNA

Thank You! Questions?

Continue to follow our journey:

www.techforyork.com

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