



UX for Lean Startups: Faster, Smarter User Experience Research and Design

By Laura Klein

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Great user experiences (UX) are essential for products today, but designing one can be a lengthy and expensive process. With this practical, hands-on book, you'll learn how to do it faster and smarter using Lean UX techniques. UX expert Laura Klein shows you what it takes to gather valuable input from customers, build something they'll truly love, and reduce the time it takes to get your product to market.

No prior experience in UX or design is necessary to get started. If you're an entrepreneur or an innovator, this book puts you right to work with proven tips and tools for researching, identifying, and designing an intuitive, easy-to-use product.

- Determine whether people will buy your product before you build it
- Listen to your customers throughout the product's lifecycle
- Understand why you should design a test before you design a product
- Get nine tools that are critical to designing your product
- Discern the difference between necessary features and nice-to-haves
- Learn how a Minimum Viable Product affects your UX decisions
- Use A/B testing in conjunction with good UX practices
- Speed up your product development process without sacrificing quality

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Editorial Review

Amazon.com Review

Q&A with Laura Klein, author of "UX for Lean Startups"

Q. Why is your book timely-- what makes it important right now?

A. We're seeing a massive increase in the demand for well-designed, easy-to-use products. At the same time, we're seeing an incredible shortage of designers who can work at the sort of fast-paced, data-driven, innovative startups that are popping up. UX for Lean Startups helps teach founders and entrepreneurs the basics of research, design, and UX so that they can build products people love and companies that can grow.

Q. What information do you hope that readers of your book will walk away with?

A. I hope that everybody who reads the book will be able to learn from their customers and turn that information into products that people will actually buy. I want startups to stop building things people don't want and can't use. This book can help them do that.

Q. What's the most exciting and/or important thing happening in your space?

A. I think the addition of data is the most important change to design that I've seen. By incorporating real data into the design process, we can understand exactly what effect our changes have on our users' behavior. It used to be that design was about opinion and compromise. Now it's about proving that the work we do has a positive impact on the company's bottom line.

Laura's top 5 tips for readers:

1. Talking to users is not as good as listening to users, which is not as good as observing users. The best way to truly understand your user experience is to watch people trying to use your product. Do this as often as possible. It can be painful, but it's always useful.
2. Know that something you believe may be wrong. The most important thing you can do is to identify which of your beliefs are assumptions and validate them. Before you spend a lot of time designing and building a feature, spend a little time validating whether or not the feature will help your business.
3. Quantitative research tells you what. Qualitative research tells you why. Things like A/B testing and funnel analysis (quant) are useful for explaining things like which design caused people to buy more products and where people fell out of the purchase funnel. Things like observational research and usability testing (qual) can tell you why users responded better to a particular design and why users are getting dropping out of the purchase funnel. Use them together for the best results.
4. An MVP is not half of a big product. It's a whole small product. Don't build something crappy and unusable and then claim it's a minimum viable product. Build a good, but limited, version of your product that solves a serious problem for people.

5. Lean Startup is about learning, not landing pages. Whenever you're wondering whether you should use a specific Lean Startup tactic, like a landing page or an MVP or an A/B test, ask yourself what you hope to learn from it and whether there is a cheaper, faster, more effective way to get that learning. Just measuring things doesn't make you lean. The only way to truly be a Lean Startup is to Build, Measure, and Learn (and then Iterate).

About the Author

Laura has spent 15 years as an engineer and designer. Her goal is to help lean startups learn more about their customers so that they can build better products faster. Her popular design blog, Users Know, teaches product owners exactly what they need to know to do just enough research and design.

Users Review

From reader reviews:

Eleanor Rowe:

Here thing why that UX for Lean Startups: Faster, Smarter User Experience Research and Design are different and trustworthy to be yours. First of all examining a book is good nonetheless it depends in the content of computer which is the content is as tasty as food or not. UX for Lean Startups: Faster, Smarter User Experience Research and Design giving you information deeper as different ways, you can find any publication out there but there is no e-book that similar with UX for Lean Startups: Faster, Smarter User Experience Research and Design. It gives you thrill reading through journey, its open up your eyes about the thing in which happened in the world which is might be can be happened around you. You can easily bring everywhere like in playground, café, or even in your approach home by train. For anyone who is having difficulties in bringing the paper book maybe the form of UX for Lean Startups: Faster, Smarter User Experience Research and Design in e-book can be your choice.

Shane Hern:

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Barry Altman:

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conclusion and explanation which maybe you never get just before. The UX for Lean Startups: Faster, Smarter User Experience Research and Design giving you yet another experience more than blown away your brain but also giving you useful info for your better life in this era. So now let us present to you the relaxing pattern is your body and mind is going to be pleased when you are finished reading it, like winning a sport. Do you want to try this extraordinary shelling out spare time activity?

Barbra Walker:

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