Our client sought help validating pre-defined product roadmap items and conceptualizing more innovative approaches to the mobile app interaction design. The project's schedule was significantly delayed at the start of our engagement and at risk for delivering the wrong capabilities and experiences to users.

We defined and facilitated the set of activities necessary to deliver validated and prioritized requirements. We also led an effort to validate the best approach to the interaction design experience.

Phase 1 – Assessing the Org and Validating the Opportunity

Pre-Discovery Assessment

To truly understand the opportunity, our team conducted interviews with company stakeholders and members of the cross-functional team. Additionally, we evaluated existing web and mobile applications and accompanying user feedback.

Inconsistent UI development strategies and UI design patterns across device platforms caused challenges in delivery, consistency and quality.

Discovery

Our team planned and executed research activities that included semi-structured interviews with externally recruited participants, in the context of the pre-defined roadmap items.

Recruitment challenge

We were unable to find a team within the Company that had a clearly defined definition of the user demographics to consider for participant recruitment. Therefore, we used a pragmatic approach by leveraging census data demographics for their areas of coverage.

Opportunity validation

Semi-structured interview participants provided details on how and why they sought out health-related information or resources in the context of the pre-defined roadmap items. We utilized a visual storyboard to help frame the context of the roadmap items. Their input contributed to a greater understanding of the motivations for use, inputs to their decisions/actions, and their expectations. We used the insights to prioritize the roadmap items and to determine the functional capabilities that should be present.

Feedback from participants also led to the de-prioritization of features and/or functions they reportedly would not use on a mobile device.

Next phase: Definition and Design

Lean Geeks developed a strong working partnership with the project team. We immersed ourselves into the organization and defined and facilitated research, requirements discussions and design studio sessions that led to the delivery of validated and prioritized requirements and user experience design assets.

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Phase 2 – Definition and Design

Definition

Pre-defined roadmap items were re-prioritized and refined based on semi-structured interviews with participants.

Lean Geeks facilitated internal, cross-functional meetings with the teams. The discussions were a balance of business requirements, customer needs, and technical considerations. Meeting outcomes included:

- Functional requirements and business rules
- Information architecture and interaction design considerations
- Technical needs and considerations
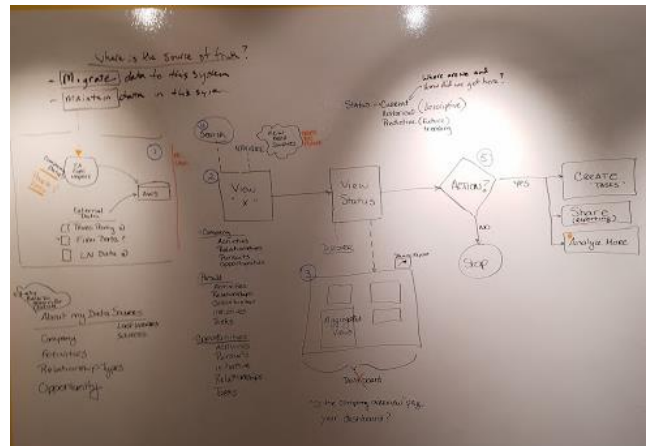
Design

Lean Geeks partnered with the internal UX team comprised of interaction designers and content strategists to create two different versions of the application's high-level experience that aligned to users' mental models. Discovery phase interview participants were re-engaged and asked to use their needs and expectations coming out of the previous semi-structured interviews as context for feedback on each design approach. Their feedback helped to inform the design approach used for the high-fidelity prototype of the application.

To deliver comprehensive requirements and design package inputs, Lean Geeks facilitated the team's activities that helped to move divergent concepts to a convergent design. Ultimately, our client had the insights necessary to deliver data-driven designs and requirements to the engineering team. The entire engagement lasted fourteen weeks.