UX Summit

Proposal: 2-Day Workshop & 1 Day Talks

Problems Identified

- There is still a misunderstanding of what UX is within the Naspers Group

- There is a desire for to incorporate more UX work within their respective organizations

Resource: [Naspers UX Survey](#)

UX Summit Objectives

- Have a common understanding of UX and Human Centered Design processes

- Create a framework for a UX culture within Naspers and test this within their own group

Initial Proposal: What we've seen that works:

We used this session in Jakarta, Indonesia and the feedback was very positive.

Day 1

AM: Introduce the Design Thinking Framework

- This introduces a common framework for solving UX problems

PM: Introduce The Design Studio Methodology

- From Design thinking, the afternoon session now goes through how to practically do UX in the office setting/context; Output must be a paper prototype (on the POP app)
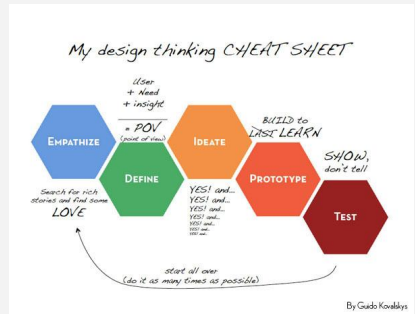
Day 1 AM:

Introduce the Design Thinking Framework

Design Thinking

My design thinking CHEAT SHEET

By Guido Kovalskys

[VIDEO] Indonesia participants sharing the output of a design-thinking workshop using an app called Prototyping on Paper (POP)

Day 1 PM:
Introduce The Design Studio Methodology

Day 1 PM:

Participants are shown a persona based on research. They ideate 3 times:

1. Initially by themselves
2. Then with pairs
3. Then with a group

Indonesia participants sharing output with each other in their group

[VIDEO]
Example Output of Day 1: An app based on the initial persona.

This was shared to everyone.

Day 2: What we've seen that works:

Day 2

AM: Field/Office Usability Testing

- We had a brief session on how to conduct guerilla usability testing
- We then conduct usability testing based on the output of the previous day (paper prototypes on the POP app)
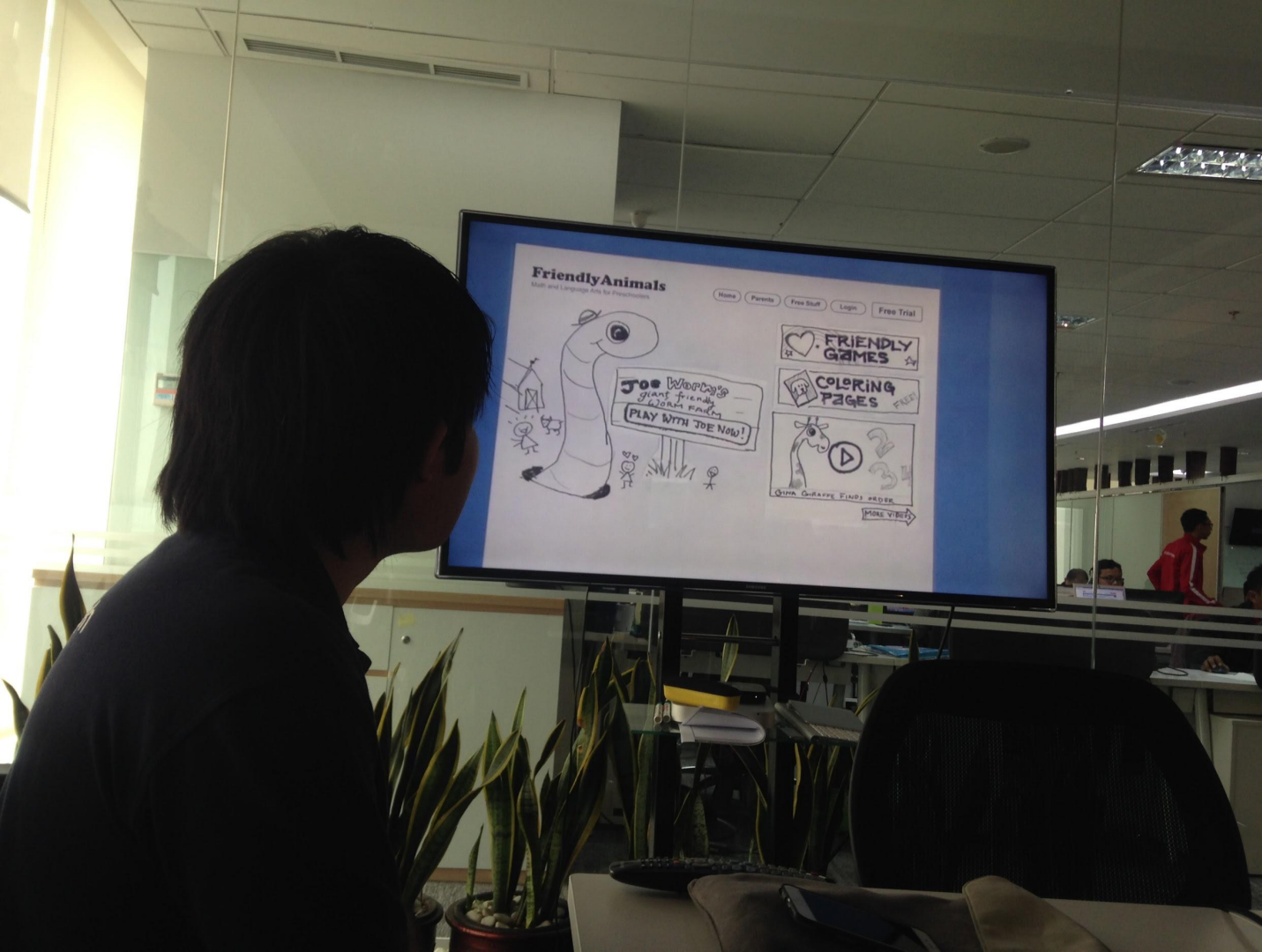
PM: A/B Testing and using Vendor Tools like Optimizely

- We now show how to further get data through quantitative means using tools like Optimizely

Day 2 AM
Field/Office
Usability Testing

Mica Introduced Usability, Lean Startup and Lean UX Concepts to the Indonesia team

The team ran a
usability test per
group. We found
willing participants
who acted as
usability testers

Day 2 PM:
Participants are taught specific vendor tools like:

Optimizely
SurveyMonkey

By the end of the second day, participants were already running their own Optimizely tests.

Sample Optimizely Test Ran By Indonesia

"User Safari" Alternate Proposed Activity

1. Teams go out in the field and find random OLX users
2. Profile OLX users based on interviews and data collected from the local Business Intelligence Unit
3. Create Hypothesis and MVPs
4. Present MVPs to each other
5. Test MVPs

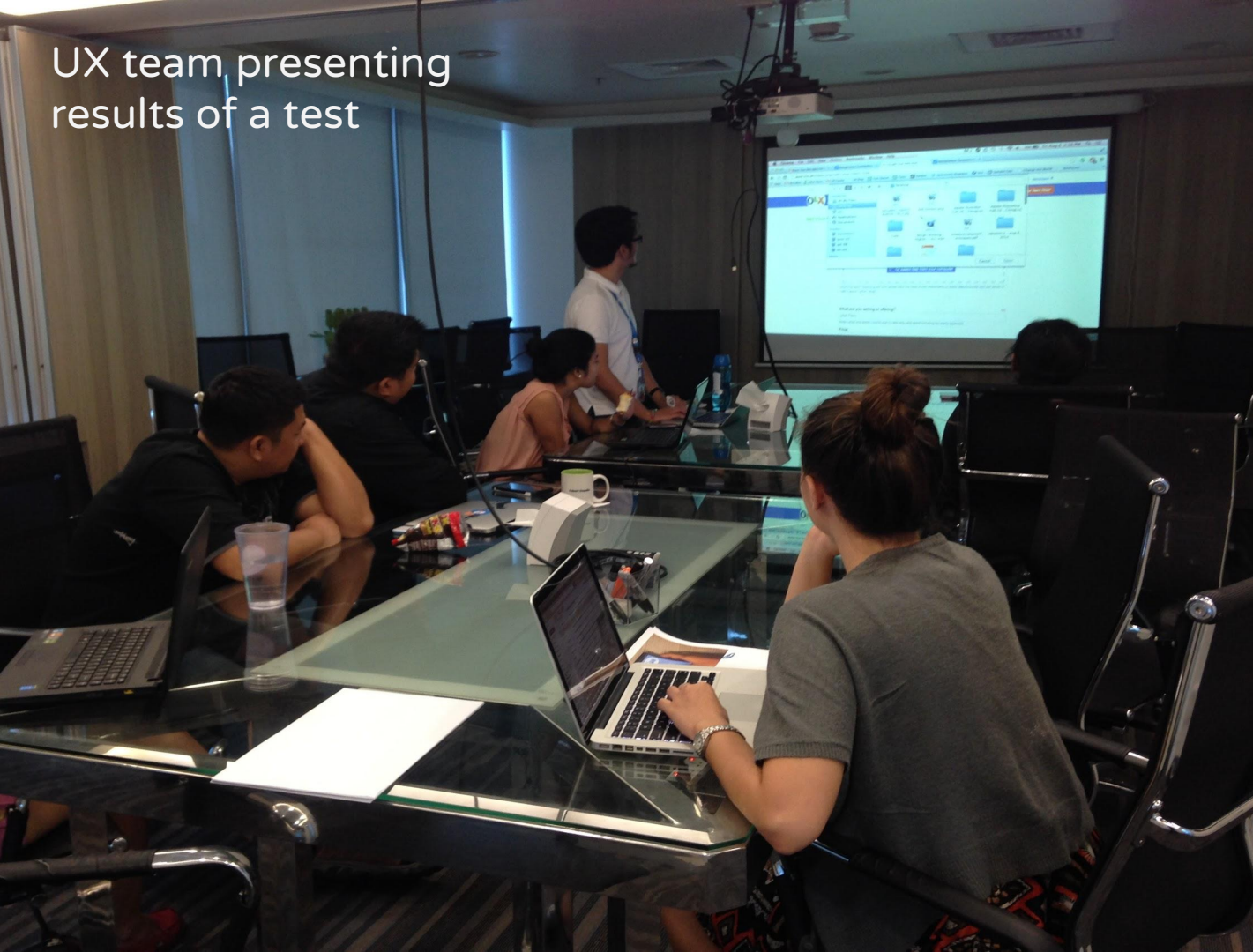Note: This may be incorporated into the 2 day workshop mentioned in the previous slides. Sample Reference for Personas

Day 3: Sharing From Different Naspers Teams

Sharing and active discussion of how the different Naspers Teams are adopting the UX approach within their organizations

UX team presenting results of a test

Example Topic that may be shared:

We discovered that weekly MVP sessions worked well to inform other teams and stakeholders. It was a regular feedback session for ideas that were tested
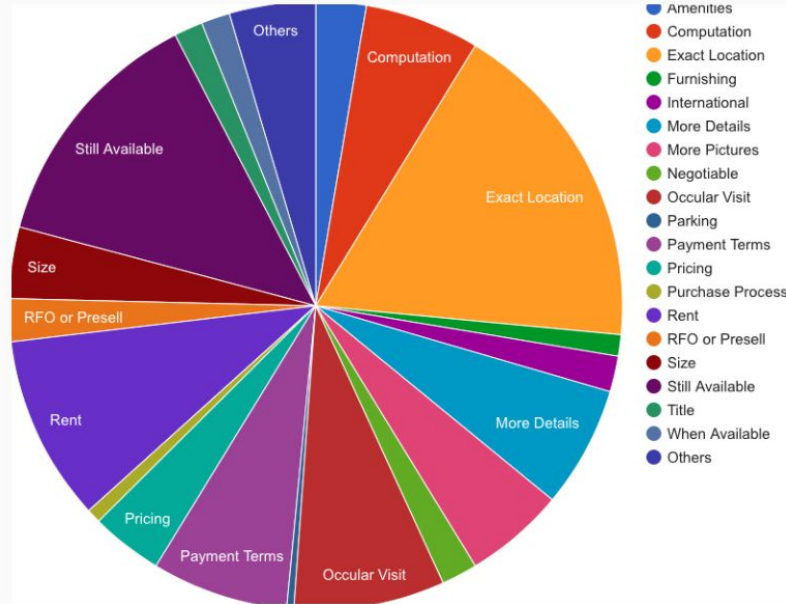
UX team consulting with Customer Support

Example Topic that may be shared:

Testing an organizational structure where UX is separate from Product. UX also acts as research for Marketing and Customer Support

REAL ESTATE: Location is the most common inquiry by Buyers

Pie chart legend:
- Amenities
- Computation
- Exact Location
- Furnishing
- International
- More Details
- More Pictures
- Negotiable
- Occular Visit
- Parking
- Payment Terms
- Pricing
- Purchase Process
- Rent
- RFO or Presell
- Size
- Still Available
- Title
- When Available
- Others

Example Topic that may be shared:

Other UX Research that may be done that contributes to overall strategy

UX team research for "Real Estate" Vertical

What additional info can we add?

Talk/Studies/Workshop on implementing the UX Culture within OLX

Would be ideal if we can get speakers like:

- Kim Goodwin
- Greg Petroff

Kim Goodwin has a talk on Designing UX Cultures where she describes 1) Finding UX Champions in Organizations; 2) Get Stakeholder Backing; 3) Get small Wins to convince everyone

Greg Petroff has done a talk on how they introduced a UX culture within GE

References:

Proposed Framework for Design Research; UX

Design Thinking

What is Design Thinking: https://www.youtube.com/watch?v=0V5BwTrQOCs

https://www.youtube.com/watch?v=a7sEoEvT8I8

How Design Thinking is Influencing Businesses:

Design Thinking comes of age

How Indra Nooyi Turned Design Thinking into Strategy

How To Apply UX in Existing Businesses

Design Studio Approach:

https://www.youtube.com/watch?v=OssE2t-gT5g

https://www.youtube.com/watch?v=R60GzxQ1EZg

https://www.uie.com/articles/design_studio_methodology/

Use Prototyping on Paper (POP app)

https://popapp.in/

How To Apply UX in Existing Businesses

Guerilla Usability Testing

https://www.youtube.com/watch?v=0YL0xoSmyZI

https://www.youtube.com/watch?v=9wQkLthhHKA

How To Apply UX in Existing Businesses

Speakers on Design UX and Culture

Kim Goodwin: http://www.fluxible.ca/flux2015/program/designing-culture/

Greg Petroff: https://vimeo.com/45536149