

Backlog

User Tests

TEMPLATE. MODIFY
AS NEEDED.

5454

category

What do you notice while the user is going through their actions?

We will know the hypothesis is

valid once we receive results

Prototype

What is the user trying
to achieve?

2

List name(s) List name

Do they use your current product or service or a competitor, or none?

Avg

Age

**Rate the product or service 1 - 10, 1 stinks and
10 is outstanding.**

we believe that.

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Action 5

\$500k+

Answer...

Answer...

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Your notes

your notes

“This is a quote from the interview, I have a lot to say about this thing.”

Description of task and user mindset

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Competitive Analysis

O2. Data Insights

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Your answer... Your answer

category

Design + Tech
Specs

**If you had to describe this product or service to
a friend, what would you say?**

2

Design

Action 6

Stakeholder

Sign-Off

**What kind of environment does each persona use
your product within? Busy, loud, quiet, on-the-go,
desktop only?**

Project Plan

Description of task and user mindset

**Who needs to sign off on this project before
you begin?**

Answer...

Answer...

**Product Management,
Meet UX Design Planning**

05. Users Personas

Sprint

User Scenario

What steps does the user
take, be specific.

Your answer(s)...

We will do/make... to test
our assumption

PM+Designer+Dev/SL+QA

Description of task and user mindset

List how each persona arrived at your product and what they are trying to achieve by using it.

Backlog

09. Prioritize Features



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Discovery

Develop

Frontend

PersonaName

Your answer(s)...

Observations



**If current customer, why our product or service? If
they use a competitor or none, why?**

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Sprints are typically 2 weeks in length

**TEMPLATE. MODIFY
AS NEEDED.**

Define your primary user personas, based off your research.

Write a quick summary about what this user is doing, and trying to achieve.

Your answer... Your answer

Sprint

Hypothesis

Your notes

your notes

Your notes

your notes

Problem Statement

03. Competitive Analysis

user interview

1-2 Sprints

Personas

What would you add or do differently?

Your answer(s)...

There are different ways you can create an experiment to validate design ideas, such as interviews, surveys, usability testing,

Determine which test is best for your hypothesis and get started.

category



Summary

3-4+ Sprinkles

Note their information architecture and overall user flows.

What do they do well?

Before starting any work, before you open Sketch or write a line of code, define your project scope.

This helps you, your team and the business understand and agree what problem you are about to try and solve.

Scenario

Description of task and user mindset



User Journey

Map

category

Also known as backlog grooming, this allows the most important features to be worked on first.

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Your answer... Your answer

TEMPLATE. MODIFY
AS NEEDED.

PHOTO

Prioritize

Features

Data insights are used to understand how users are currently interacting with your product.

Reviewing numbers over time reveals trends. Trends helps us answer questions based off data not assumptions about user behavior.

List 2-3 competitors that do something similar to what you are trying to do.



User Tests

Tickets &

Backlog

Your notes

your notes

04. User Interviews

Action 2

Your answer(s)...

Your answer... Your answer

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Why now?

Data
Insights

PM + Designer + Devs



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Action 3

Favorite Brands

Design

Your notes

your notes

Action 4

Write a quick summary about who this
persona is, a sentence or two is perfect.

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Observations



1-2 Sprints

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NOTE: The competitors don't always have to be in the same type of business, for example if designing a travel app don't hesitate to find similarities in music or sports apps. Look for patterns that simplify user flow and tasks, and draw ideas from that.

Answer... Answer

Description of task and user mindset

A user journey map is a visual representation of the customer experience – and is a useful tool for everyone on your team to look at your website or app from the user's point of view.

How did they get here? What are they trying to accomplish? Where are the key touchpoints and areas of optimization?

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Test Results

Answer... Answer

07. Test Your Assumptions

What should the product or service stop doing?

What problem are you trying to solve?

What can they do better?

A backlog is a series of tickets for development to begin coding your product. Tickets help break down complex tasks across multiple developers, so that tasks can be worked on simultaneously.

A backlog can include features, changes to existing features, bug fixes, infrastructure changes or other activities.

Answer... Answer

Develop

Backend

Your notes

your notes

01. Define the Scope

06. User Journey Map

PM + Designer

User Actions

User interviews are performed with the potential users of a website, app or product. Interviews are conducted typically during the ideation phase or during early concept development.

Determine the main goal, and understand what you are trying to learn from users before starting interviews.

User personas are general characters created to represent a user type that might use your website, app, or product.

Personas are highly valuable in many ways, most notably because they make your users real to the rest of the team. Creating personas will help everyone understand your users' needs, experiences, behaviors and goals really are.

**Keep testing until you get an
ideal outcome.**

Identify your competitors and evaluate their strategies and features to determine their strengths and weaknesses relative to those of your own product or service idea.

category

Based on your discovery, create a hypothesis, fill in the

Experiment

Outcome

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Goal

Keep testing , even in development, adding results and new discoveries back into the backlog for future sprints.

Action 1



We believe that

For this

We will achieve

NOTE: It helps to have a discovery session, inviting those close to the product to help devise a series of questions... post-it notes work best when brainstorming.

Answer... Answer

Feedback

Feedback

Avg Income

What questions do we want to know about how users are interacting with your current product?

Description of task and user mindset

08. Create a Backlog



Test Results

Test Results

Your question(s)...

Keep it up! UX Design is a never-ending
process and there is always something to learn.

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