

MODULE 2

PLAN / VISION

Ben Woods

Module 2: Planning

- **Key Topics**

- Communicating an inspiring future state
- Setting a direction for projects
- Goals

- **Activities**

- Visioning project, Setting goals

- **Ask yourself:**

- How can setting a vision for a project help?
- How far into the future should we project?
- How can you use Google's H.E.A.R.T. framework?
- Can you use H.E.A.R.T. for any project?

VISION

Three core attributes to creating great experiences

- **Feedback:** In the last 6 weeks, have you interacted with customers who use your or a competitor's product? *This helps find problems and opportunities!*
- **Culture:** In the last 6 weeks, have you rewarded a team member for a design failure? *This is learning!*
- **Vision:** Everyone on the team can describe what using the product is like in 3-5 years.

How to set a vision?



- Vision is big enough that everyone can see it –**it's a huge flag in the sand**. If things change a lot, the flag can be moved but everyone can still see where it is.
- The vision has to be far enough out to escape the current constraints of your technology, users, and organization. But not too far out to be completely unreachable.
- Not asking people to describe the design in five years but the experience of use in five years.



<https://youtu.be/Ew4Y5HLyT6c>



<https://youtu.be/OptqxagZDfM>

Knowledge Navigator

- Video was released in 1987
- What outcomes do you see?
- How did technology develop after this video?
- What technology can you identify that exists now?

Knowledge Navigator

- <https://www.youtube.com/watch?v=hb4AzF6wEoc>

ACTIVITY: VISION-SETTING WITH A MAGAZINE COVER

Magazine cover

- Imagine the 24-36 months from now.
- Your project has launched and is a success.
- It's being featured on the front cover of Business Review
- What will they say about it?
- Think about headlines, subheads, quotes.



INTERVIEW: Mircea Turdean, managing director of Farmec Cluj-Napoca, tells BR that the local cosmetics firm is planning to continue investments in innovation, while exports remain essential to its growth » **page 12**

BR Business Review
www.business-review.eu

ROMANIA'S PREMIER BUSINESS WEEKLY FEBRUARY 24 - MARCH 2, 2014 / VOLUME 18, NUMBER 4

BANKING
LOCAL RETAILERS ARE SET TO SAVE AROUND EUR 40 MILLION A YEAR IN CHARGES, IF PARLIAMENT PASSES A DRAFT BILL CAPPING INTERBANK FEES, IN A MOVE PROMPTED BY THE EC LAST YEAR » **PAGE 10**

MADE IN ROMANIA

BR presents some of the iconic brands that have put Romania on the international trade map, with a focus on those whose origins go back to the Communist period » **page 6**

ROMPRINT
Create the best 3 languages
We have been printing for more than 30 years

FOREIGN LANGUAGE PROFESSIONAL TRAINING
www.sucom.ro

RESG
Real Estate Service Group
Property & Facility Management
+40 239 900 920
+40 239 900 928
www.resg.ro

NEWS
Unsure future
Insurer Astra was put into special administration, after the company was found to be undercapitalized and under-reserved for damage claims » **page 4**

NEWS
Booking its place
The recently refurbished Chrissoveloni House in Bucharest's old center will host a Carturesti bookstore, set to open in the first half of this year » **page 5**

DEBRIEF

METRICS

Establishing your project's metrics and goals

- Goals need to be:
 - Measurable
 - Understandable
 - Achievable
- This is often the hardest part of a project.
- You may need to revisit throughout the project, especially after research.

The Google HEART Framework

- **Happiness:** Satisfaction, Ease of Use, Net Promoter Score
- **Engagement:** Number of visits or uses per week, number of shares, uploads, interactions.
- **Adoption:** Upgrades, new subscriptions, new customers
- **Retention:** Number of Active Users, Renewal Rate (Churn), Repeat Purchases
- **Task Success:** Search Result Success, Time to complete a task.

The Google HEART Framework

	Goals	Signals	Metrics
Happiness			
Engagement			
Adoption			
Retention			
Task Success			

The Google HEART Framework

	Goals	Signals	Metrics
Happiness			
Engagement			
Adoption			
Retention			
Task Success			

Pick 1 or 2 of the categories that is the focus of your project.

The Google HEART Framework

	Goals	Signals	Metrics
Engagement	For this application to be the app of choice for our users.		

Identify your goal for this category. **You may need to create new goals!**

The Google HEART Framework

	Goals	Signals	Metrics
Engagement	For this application to be the app of choice for our users.	People spend more time with the app.	

What observable behavior indicates the status of the goals.

The Google HEART Framework

	Goals	Signals	Metrics
Engagement	For this application to be the app of choice for our users.	People spend more time with the app.	Session Duration increases.

Think about what behavior or metric would change if the goal were being met?

Additional UX Goals and KPIs

Goal	KPI
Improve Performance	Reduce user errors
	Reduce time for key tasks
Improve Reputation	Increase user satisfaction score
	Increase Net Promotor Score
Reduce Costs	Reduce Development Costs
	Reduce Dev time
	Reduce Customer Support costs.
	Reduce training
Increase sales	Increase in returning users (loyalty)
	Decrease shopping cart abandonment

ACTIVITY: ESTABLISHING GOALS WITH GOOGLE HEART

HEART Framework

- Think about what you have learned about users.
- Think about what is important for a new product. What goals should a new product achieve? What signals are indicators? What are the KPIs or metrics?
- Work together to create a set of 3-5 goals using the HEART Framework

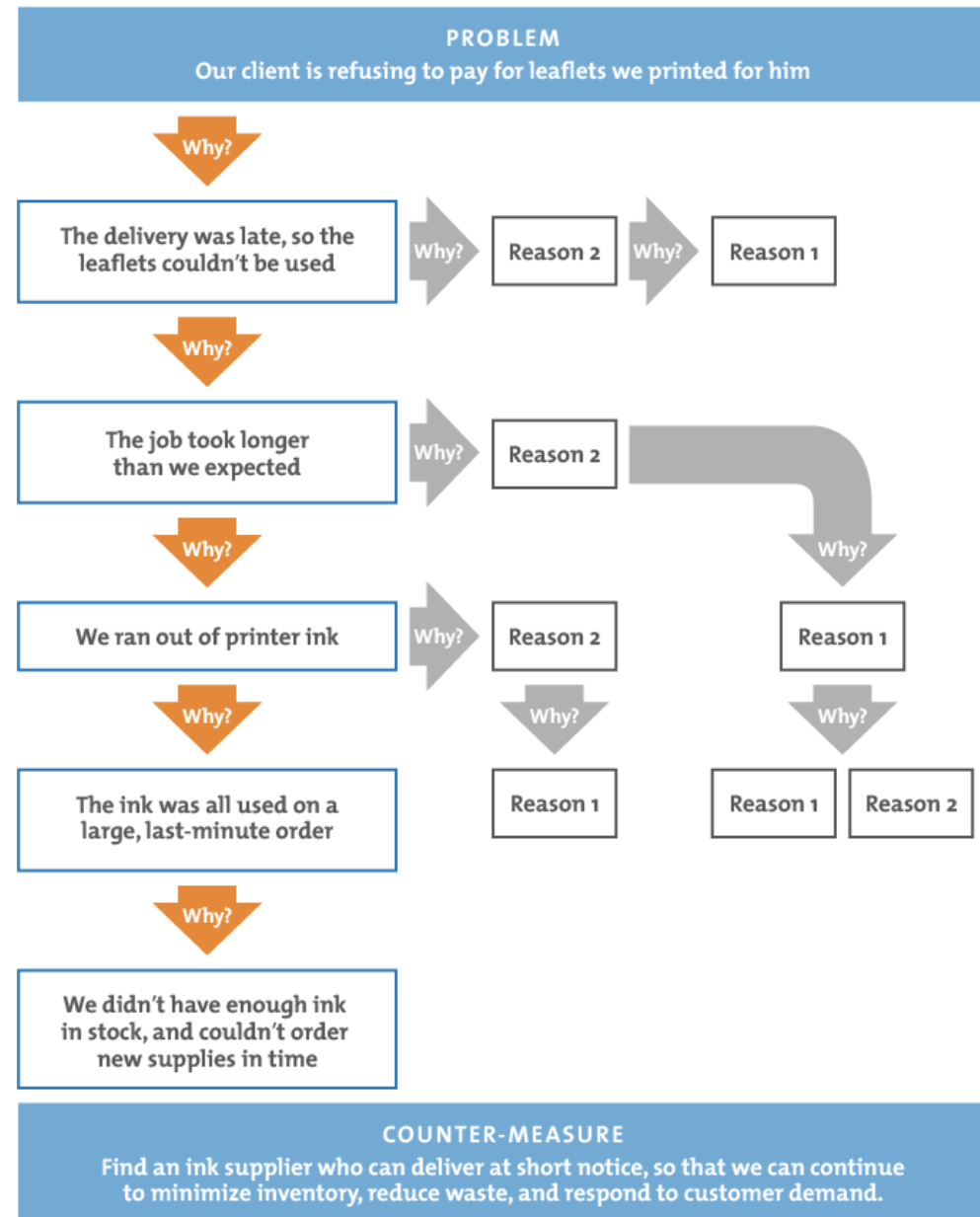
**ACTIVITY TIME:
15 MINUTES**

ACTIVITY TIME:
DEBRIEF 10 MINUTES

5 WHYS

What is 5 Whys?

- Diagnostic tool developed by Toyota
- <https://youtu.be/JmrAkHafwHI>



ACTIVITY: 5 WHYS

5 Whys

- Think about a project or problem in your work.
- You may leap to an obvious solution, but is it the right solution?
- Think in terms of 'Counter-measures' not solutions.
- Use 5 Whys to analyze the problem.

ACTIVITY TIME:
DEBRIEF 10 MINUTES

Module 2: Wrap up

- **Key Topics**

- Communicating an inspiring future state
- Setting a direction for projects
- Goals

- **Activities**

- Visioning project, Setting goals

- **Ask yourself:**

- How can setting a vision for a project help?
- How far into the future should we project?
- How can you use Google's H.E.A.R.T. framework?
- Can you use H.E.A.R.T. for any project?