

UX FOR LEAN STARTUPS: FASTER, SMARTER USER EXPERIENCE RESEARCH AND DESIGN BY LAURA KLEIN



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THE **LEAN** SERIES

Laura Klein

UX FOR **LEAN** STARTUPS

Faster, Smarter **User Experience**
Research and Design

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Eric Ries, Series Editor

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Amazon.com Review

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

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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.

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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.

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PDF

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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- Published on: 2013-05-26
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- Number of items: 1
- Dimensions: 9.00" h x .73" w x 6.00" l, 1.00 pounds
- Binding: Hardcover
- 240 pages

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- Used Book in Good Condition

Amazon.com Review

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Most helpful customer reviews

23 of 24 people found the following review helpful.

Applied Lean Theory

By Trevor Burnham

It's difficult to evaluate this book because, depending on who you are, it could either be completely common-sensical or completely revelatory. There's very little "meat" in terms of case studies. Instead, the entire book assumes that you're a product manager who's interested in practicing the lean startup methodology and either haven't read Eric Ries' *The Lean Startup* or don't understand its implications for UX methodology.

The methodology advocated by the book boils down to:

1. If a feature would be expensive to implement, establish the need for it first by talking to users.
2. Once a feature is implemented, use metrics to test the hypothesis that it's solved the problem it was intended to solve.

To the book's credit, it provides good advice on how to validate proposed features without asking leading questions like "We're thinking of implementing Feature X. Do you think Feature X would be useful?" It also advocates talking to small groups of users frequently, rather than doing large-scale user testing occasionally or, worse, sending out surveys (a grossly overused tool for startups).

Overall, this is a light and sensible read, but don't expect any dazzling insights.

49 of 58 people found the following review helpful.

Skip it... Ignore the "LEAN MAFIA" 5 star reviews

By Wildman Keith

This book is filled with a lot of obvious advice.

It's as if somebody wrote a book on running a bar and advised you to have a good supply of beer and whiskey.

Or if you were going to start a painting business and they said to have some brushes, rollers, ladders and a sprayer for those times you wanted to spray on paint.

Inside this book you get such gems of wisdom as "do a little research" or "test your applications."

Want some more things you should do... "fix a bug, deal with an error, tweak an existing design, build a whole new product."

Gee, so just throwing something online and not bothering to fix it is not the right way to go??? Really???

Glad I read this book to find that out.

So I decided to check into a few of the people that gave this thing 5 star reviews.

The ones that I read their previous reviews were all fans of other "Lean" books such as *Lean Analytics* or they knew the author of other books in the series or so on.

It's a "you give my book a 5 star rating and I'll give yours a 5 star rating " club.

Maybe somebody can write a UX for BLOATED and OVERWEIGHT Startups. Sell it on the Weight Watchers web site maybe.

61 of 75 people found the following review helpful.

Poorly Written, Get Your Return Label Ready

By mic check one two one two

As a software entrepreneur with a background in both visual design and complex web programming, I am currently reading *The Lean Startup* while developing my next product. I pre-ordered this book because I wanted to give this author the opportunity to speak about user-experience in tandem with the lean startup philosophy.

Most reviews I read on the book were here on Amazon, and all of them were 5 stars except one. Two things gave me pause-I couldn't understand how the book would have 5 stars even though it wasn't out yet, and there was 1 review that said this book was a "skip it". I went ahead and ordered it anyway, thinking that, if it wasn't that good, I'll simply return it.

I returned it.

The only thing this book has in common with The Lean Startup is its name. Unfortunately, it is written very poorly, and the author (or editor, I don't know) comes across as if they were simply trying to fill pages with text, as opposed to actually having something notable to write. For example, there is a methodology in presentations where you do 3 things: tell people what you are about to say, say it, and then tell people what you've said.

This author took that blueprint and applied it to this book literally, by writing sentences that describe what she is about to say in the next sentence, when she could have simply just said what she wanted to say from the beginning!

Kind of like the following sentence (this isn't out of the book but it's very similar to its writing):

--

Okay, so what I'm about to say is really important. Oh, and as a professional you may have already heard this. If you heard this then you'll know that this is important. You really need put your customers first because it's very important.

--

This is like a middle school book report.

Another thing that could stand to improve is the over-use of sarcasm. Maybe it was the author thinking that she's writing in her own "voice" but to me it came off as surly and unfunny. Here's an example of what is written in the book:

--

Have you ever used Amazon? Sure you have, you're human.

--

Those are 10 words that this book could have done without, and there are many, many more.

Also, there are so many platitudes throughout this book it's aggravating, and you can even see them in many of the 5 star reviews on this site. The main one is this:

--

If you are looking for a how-to on graphic design this isn't the book for you.

(or)

If you are looking for a how-to on starting a business this isn't the book for you.

(or)

If you are looking for a how-to on [insert specific expertise or topic] this isn't the book for you.

--

I'd suggest that the author not waste time speaking about who this book is not intended for and just focus on

who it "is" for. This is basic technical writing structure! This book isn't for graphic designers...well it isn't for painters or plumbers or trapeze artists or rappers or bull terriers either! You could go down the list of who this book isn't for. Focus on who it "is" for, and the pre-requisites your readers are expected to have.

In addition, the suggestions in this book are highly generic. Using stock pre-built websites, email capture forms, and plug-in play shopping carts can have value but if someone doesn't understand WHY they are doing these things, they will, in fact, be wasting their time, and be just as lost as before they opened this book for guidance.

Anyway, I hope that Eric Reis has some much better quality control, or just kills this whole Lean Series Spinoff idea because books like this really become noise among his signals. If the author of this book is reading this, I think you should get some more people on your team to tell you the truth because this book is unacceptable. An expert making the affiliation with The Lean Startup book should be able to write something much better than this.

So I agree with that 1 review that mysteriously disappeared that suggested skipping this book and just reading The Lean Startup.

Lastly, Eric, it would be much better if the authors of these books came from other camps than your own, or if they did come from your own, they should talk about something completely different. Every time this author made reference to IMVU, it made me feel like this book was a product of nepotism. Again, they can come from your camp but they should at least offer something completely and utterly different than what you've already offered in The Lean Startup.

Skip this book and read The Lean Startup. This book is noise among signal.

Anyway, I hope this review helps to balance the other sterling ones.

Take care!

See all 63 customer reviews...

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