

Project Management Symposium

No One Wants an Awesome Product

They Want an Awesome Experience

Beth A. Martin

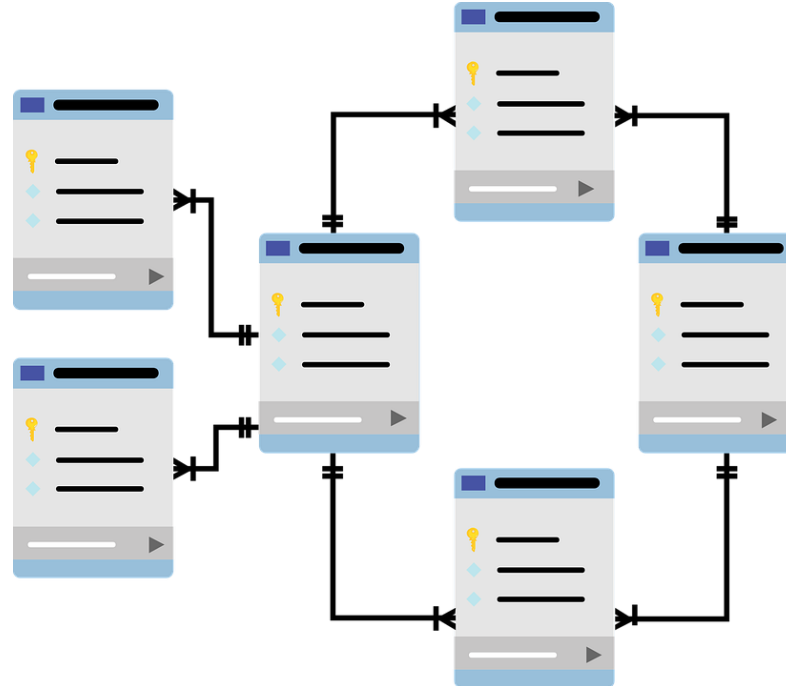


PROJECT MANAGEMENT
CENTER FOR EXCELLENCE

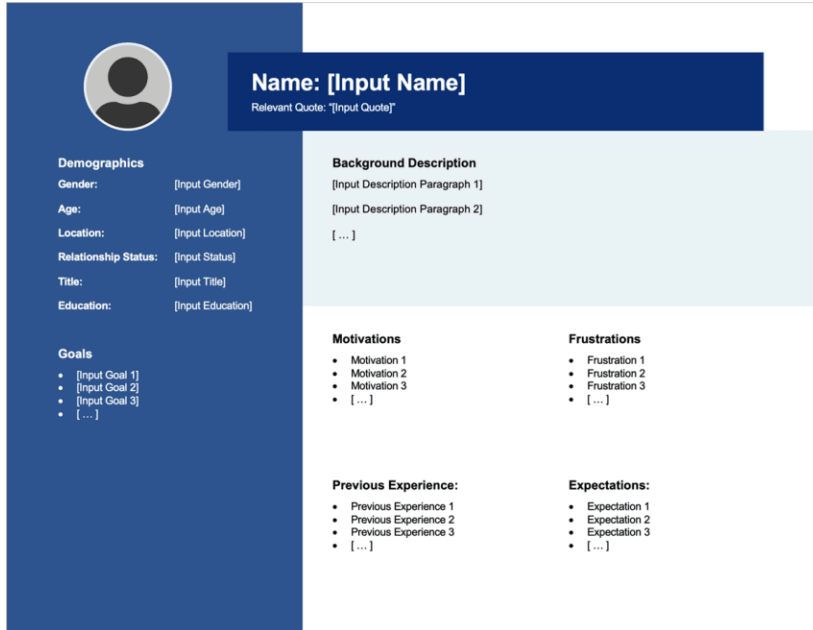
A.J. CLARK SCHOOL OF ENGINEERING
Civil & Environmental Engineering Department



You've built something...



...but do you know your users?



Name: [Input Name]
Relevant Quote: "[Input Quote]"

Demographics

Gender: [Input Gender]
Age: [Input Age]
Location: [Input Location]
Relationship Status: [Input Status]
Title: [Input Title]
Education: [Input Education]

Goals

- [Input Goal 1]
- [Input Goal 2]
- [Input Goal 3]
- [...]

Background Description

[Input Description Paragraph 1]
[Input Description Paragraph 2]
[...]

Motivations

- Motivation 1
- Motivation 2
- Motivation 3
- [...]

Frustrations

- Frustration 1
- Frustration 2
- Frustration 3
- [...]

Previous Experience:

- Previous Experience 1
- Previous Experience 2
- Previous Experience 3
- [...]

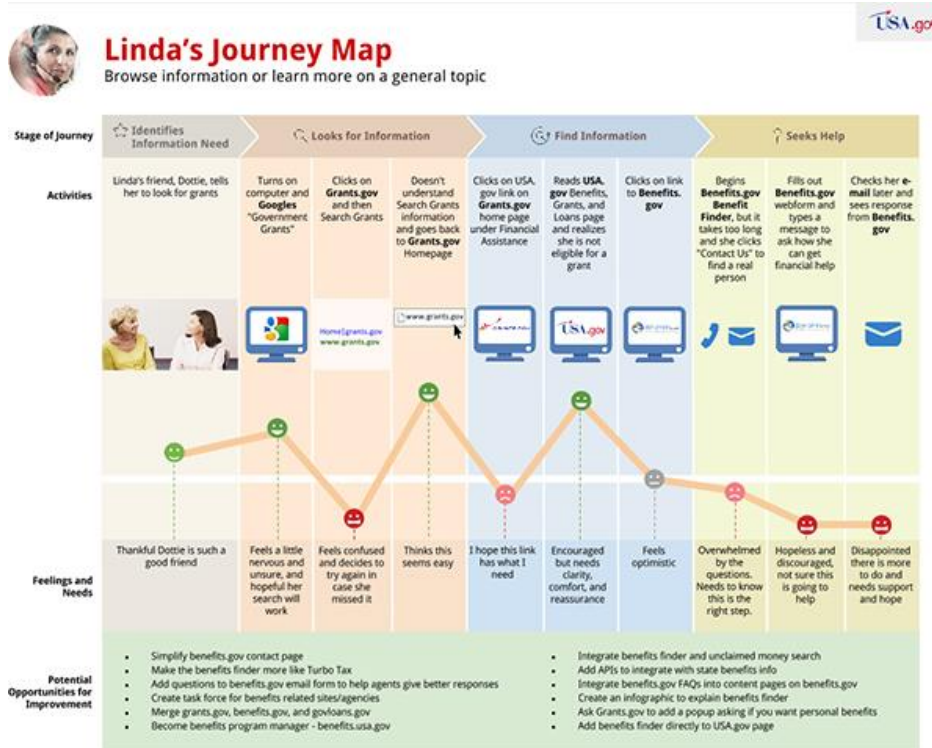
Expectations:

- Expectation 1
- Expectation 2
- Expectation 3
- [...]

Source:

Personas: learn how to discover your audience, understand them, and pivot to address their needs – Digital.gov

Do you know your users' tasks?

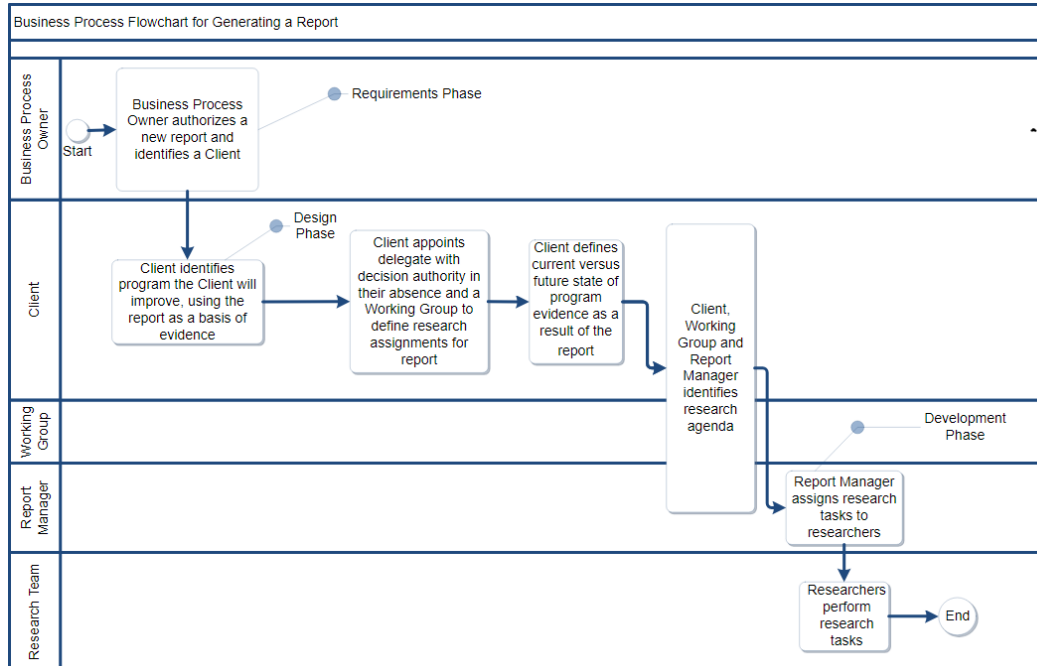


Source:

Journey Mapping the Customer Experience: A USA.gov Case Study – Digital.gov



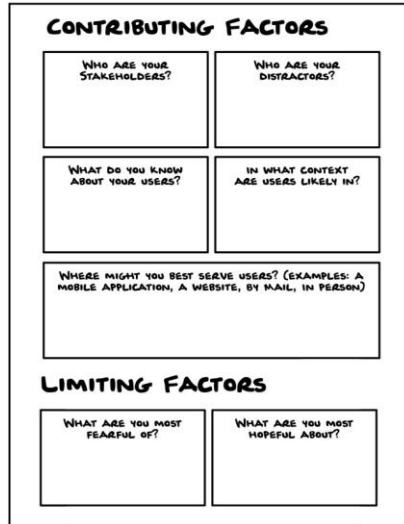
Do you know your users' workflows?



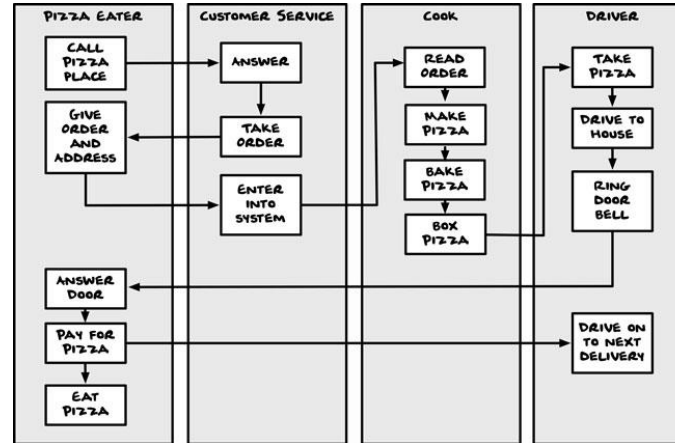


Know your users, learn their problems, and...

Know your users



Draw the mess



Source:

How to Make Sense of Any Mess – Abby Covert



...plan to succeed: Premortem

Premortem

Unlike a postmortem (what harmed a patient or a project), a premortem attempts to prevent failure

Imagine the day after your CX initiative launched and your project has encountered so many problems. Why is that? How might we mitigate those problems? Let's brainstorm all the ways it failed, group those ideas, and then figure out ways to build fixes into a plan of action.

T+1: Disaster!

Jot ideas for failure points
(one idea per sticky note)



Group by theme



Brainstorm fixes

What could prevent the
points of failure?



Plan of action

What might we need to do
to implement the fixes?



Next Steps

Consider these questions in the next steps to build out your plan of action:

- What are the biggest risks to address?
- What assumptions need to be confirmed through research?
- Who do will what? When will they do it?
- What metrics will you use to track progress?

Premortem whiteboard

Sources:

Performing a Project Premortem –
Harvard Business Review

How to save your projects from disaster
with a Premortem workshop - Pip Decks



Premortem

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Premortem whiteboard

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Wrap up

- It's not about you; it's about them
- More importantly, it's how they'll use what you'll build
- Show, don't tell
- Plan to succeed from the start



A stylized logo consisting of three overlapping arrows pointing to the right, colored red, yellow, and black.

Let's talk!

Contact Beth A. Martin

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Evaluate Session

