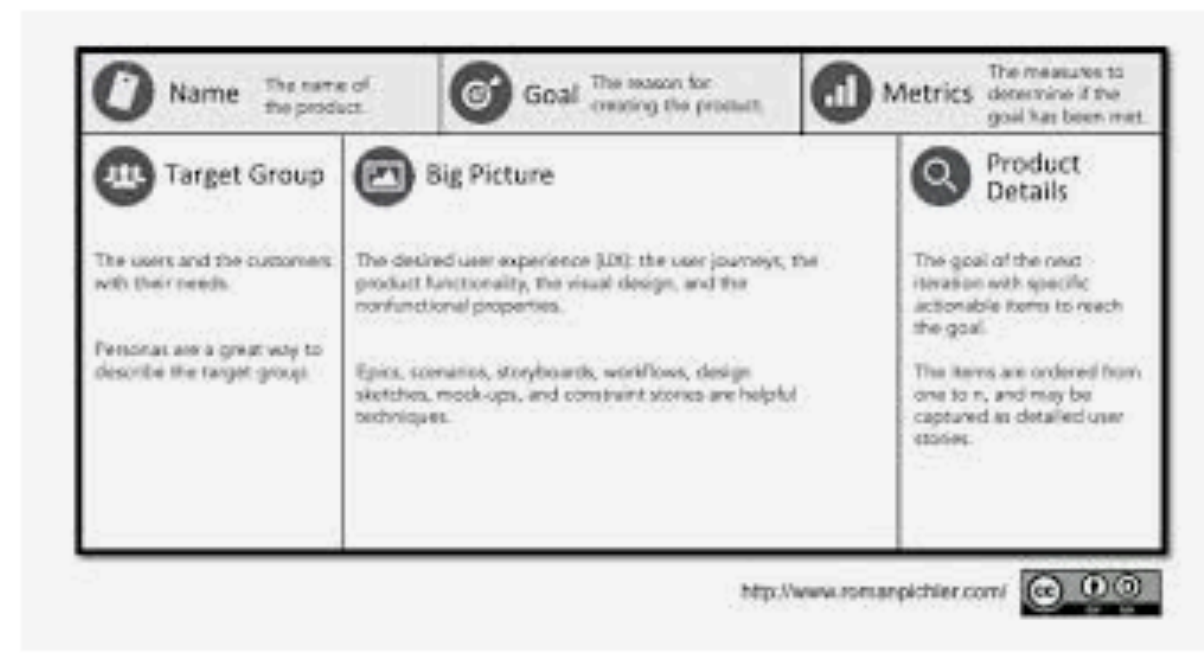
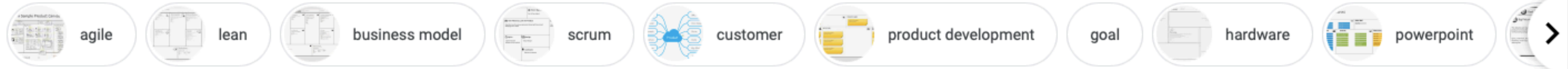


The background of the slide is a photograph of the interior of Antelope Canyon. The walls are composed of smooth, undulating sandstone layers that create a series of narrow, winding passages. The lighting is dramatic, with warm, golden-brown tones in the upper parts of the canyon and darker, more shadowed areas in the lower parts. The overall effect is one of natural beauty and intricate geological patterns.

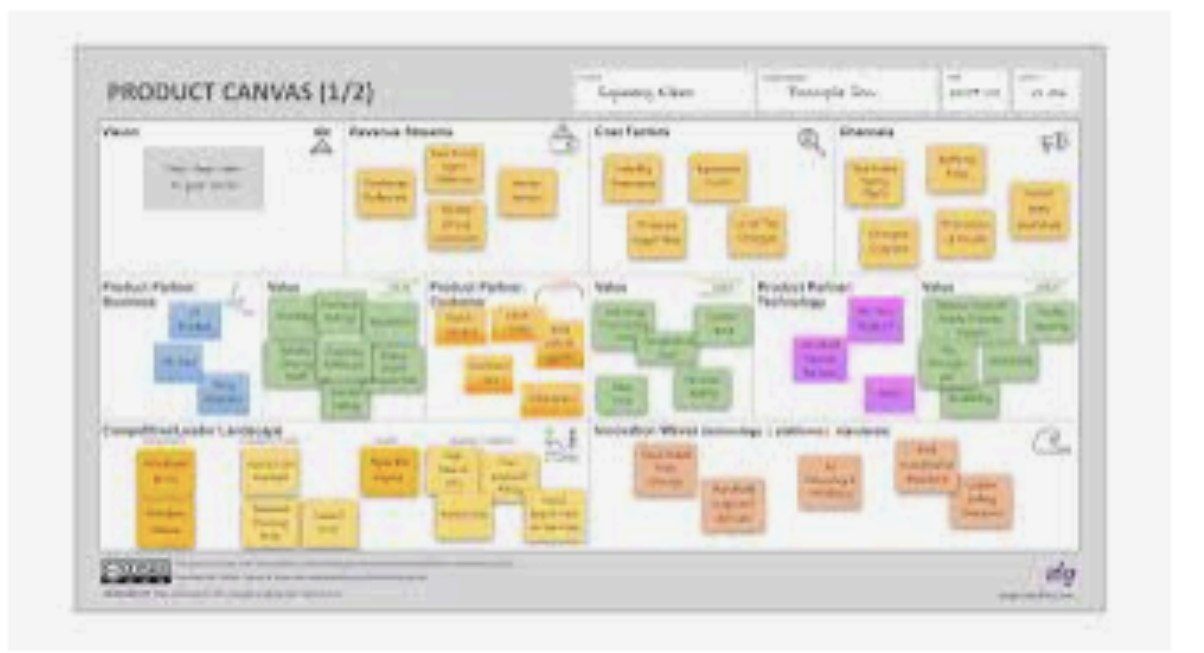
Pace Layer Mapping



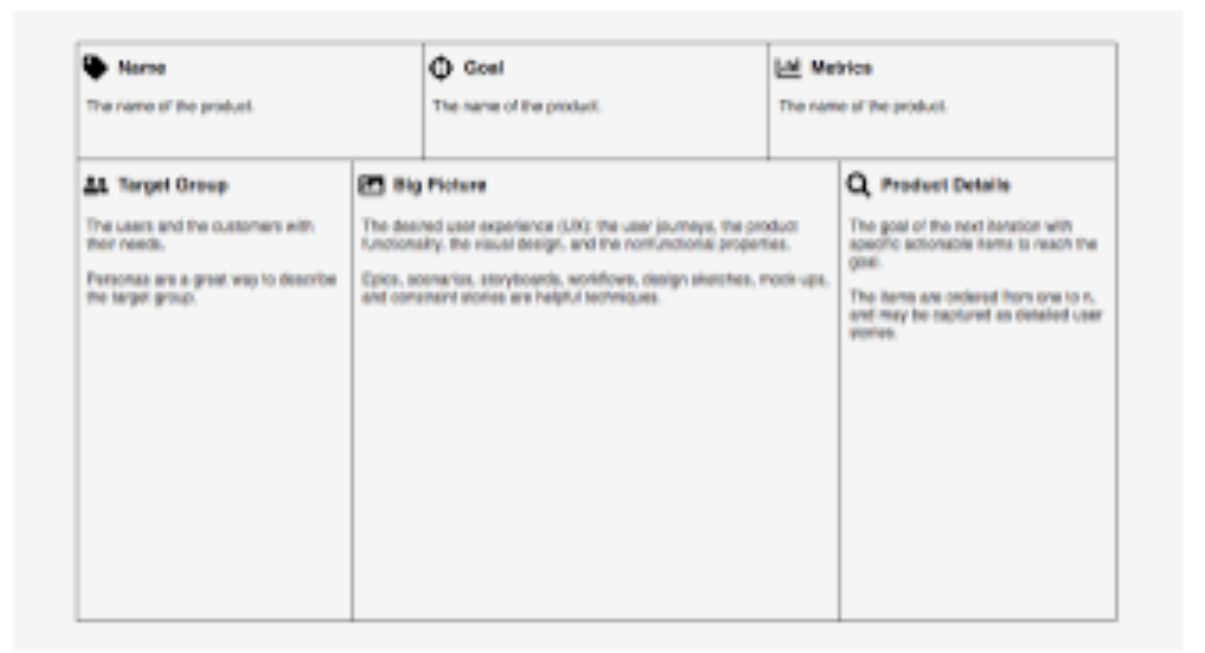
A Product Canvas for Agile Product ... romanpichler.com



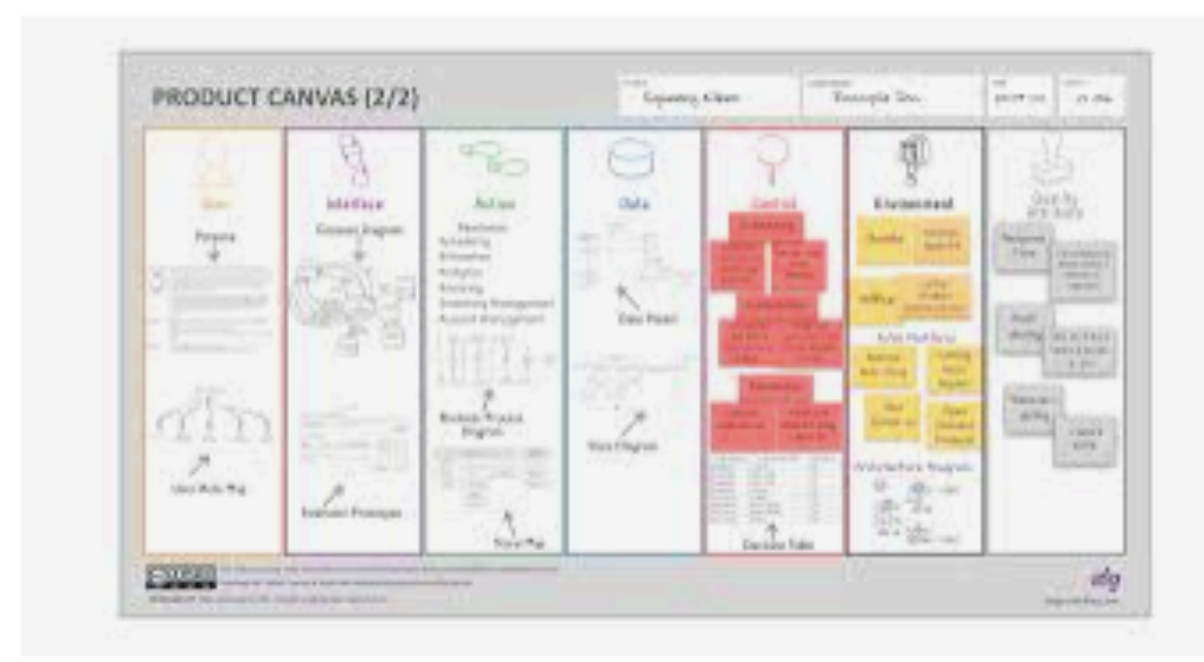
Using the Product Canvas to Define Your ... ebiconsulting.com



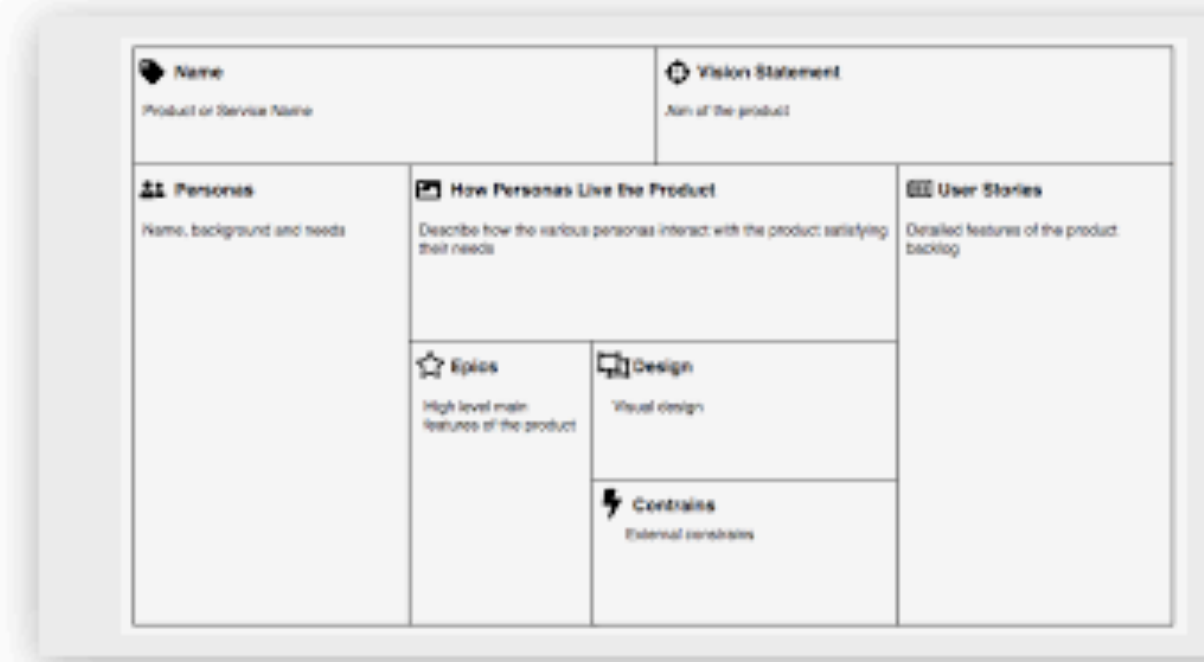
Using the Product Canvas to Define Your ... ebiconsulting.com



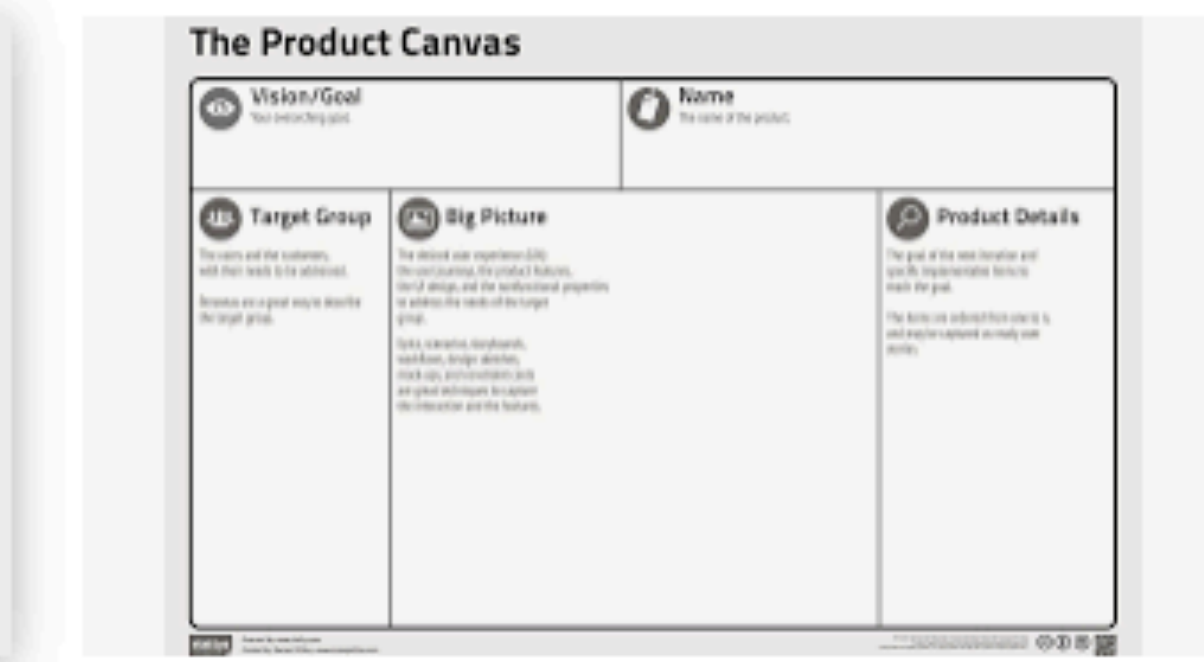
4 Popular Product Canvases for Product ... online.visual-paradigm.com



Using the Product Canvas to Define Your ... ebiconsulting.com



4 Popular Product Canvases for Product ... online.visual-paradigm.com



The Product Canvas | Modelo de negocio ... pinterest.com



Product Management Canvas - Product in ... ddiinnxx.com



Title:

Description:

Title: Pace Layer Mapping

Description: Yet Another Canvas

LOREM IPSUM DOLOR SIT
AMET, CONSECTETUR
ADIPISICING ELIT, SED DO
EUSMOD

TEMPOR INCIDIDUNT UT
LABORE ET DOLORE MAGNA
ALIQUA

TEMPOR INCIDIDUNT UT
LABORE ET

Title: Pace Layer Mapping

Description: Yet Another Canvas



LOREM IPSUM POLOR SIT
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ADIPISICING ELIT, SEP DO
EIUSMOD

TEMPOR INCIDidunt UT
LABORE ET DOLORE MAGNA
ALIQUA

TEMPOR INCIDidunt UT
LABORE ET

... the Long Messy Journey

Scale of Truthiness

~~*Scale of Truthiness*~~
Lean Persona

~~*Scale of Truthiness*~~

~~*Lean Persona*~~

Incremental Persona

~~*Scale of Truthiness*~~

~~*Lean Persona*~~

~~*Incremental Persona*~~

Iterative Persona

~~*Scale of Truthiness*~~

~~*Lean Persona*~~

~~*Incremental Persona*~~

~~*Iterative Persona*~~

Flair

~~*Scale of Truthiness*~~

~~*Lean Persona*~~

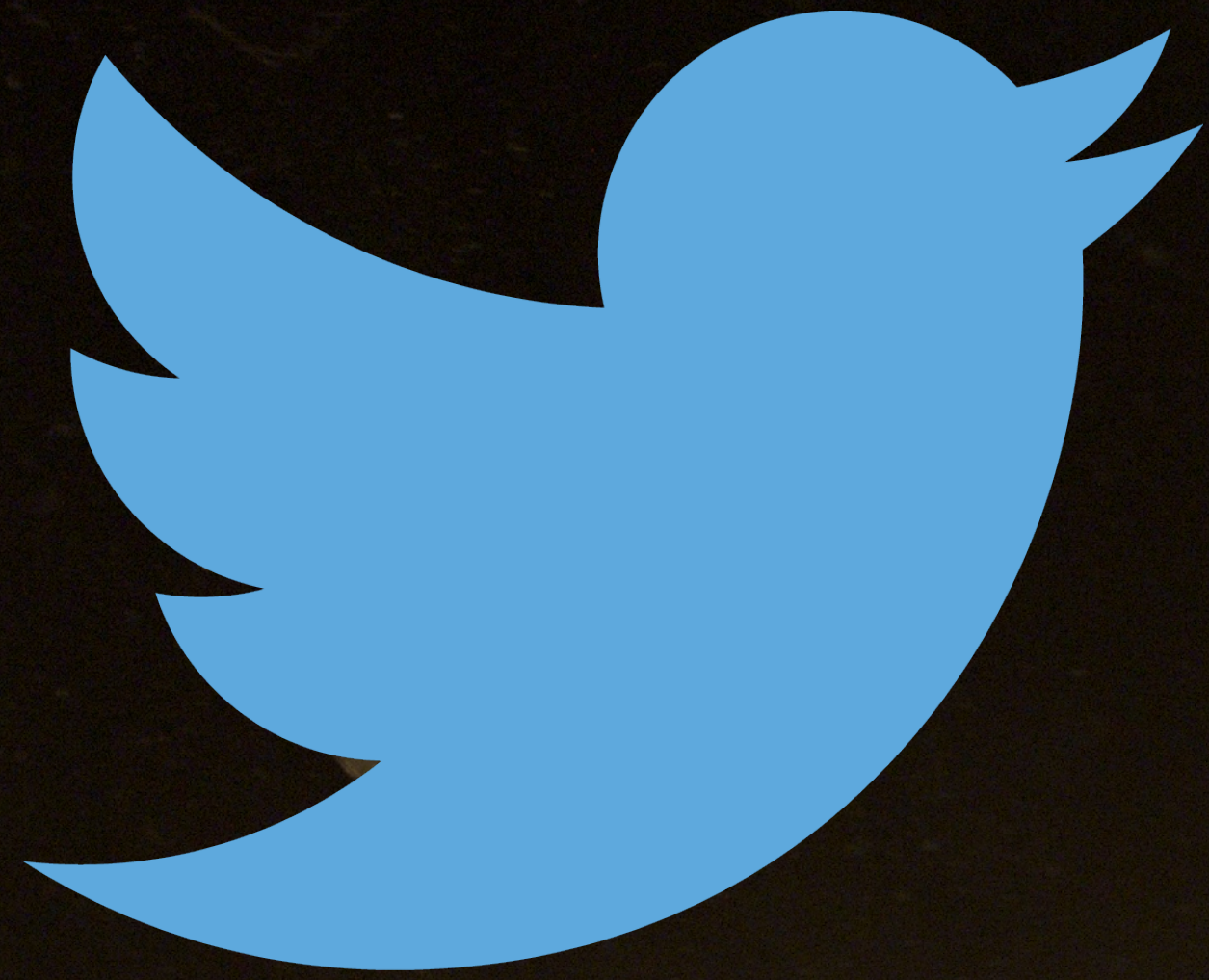
~~*Incremental Persona*~~

~~*Iterative Persona*~~

~~*Flair*~~

Pace Layer Mapping

Scale of Truthiness









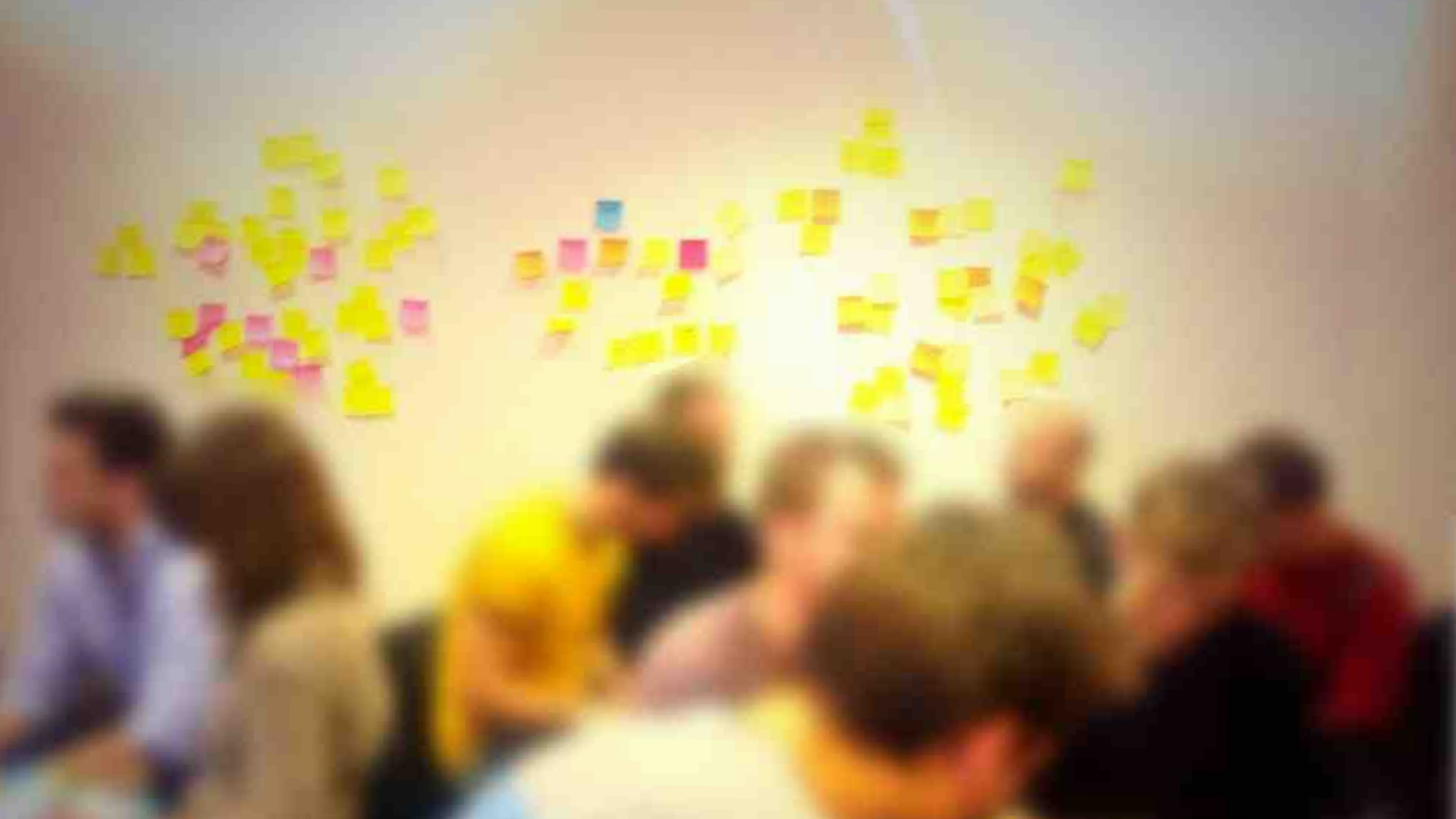




"WITH THOUSANDS OF CATS ALL
GOIN' THEIR OWN WAY,
I'VE GOTTA BELIEVE CAT HERDIN'
IS THE TOUGHEST THING I EVER DID."

-JESSE "Skeeter" SIMON
CAT HERDER-1835





“Mary”



Behaviors

- Has a housecleaner
- Buys take-away 3 nights/wk
- Frequently feels overwhelmed when she “forgets” something

Demographics

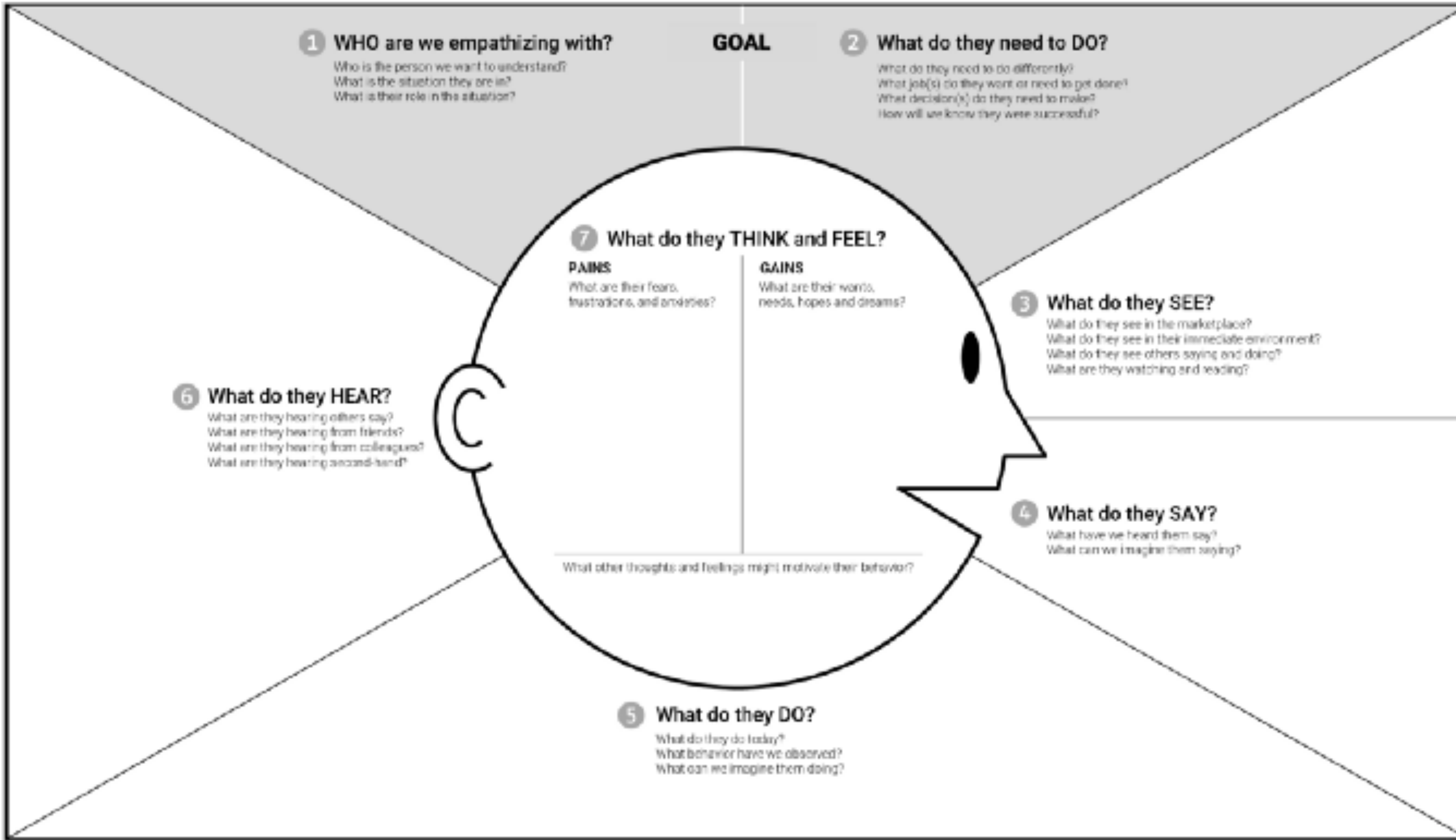
- Working mom
- 34 years old
- Lives in Reading, works in London
- Married, 2 kids
- Household 125k/yr

Needs & Goals

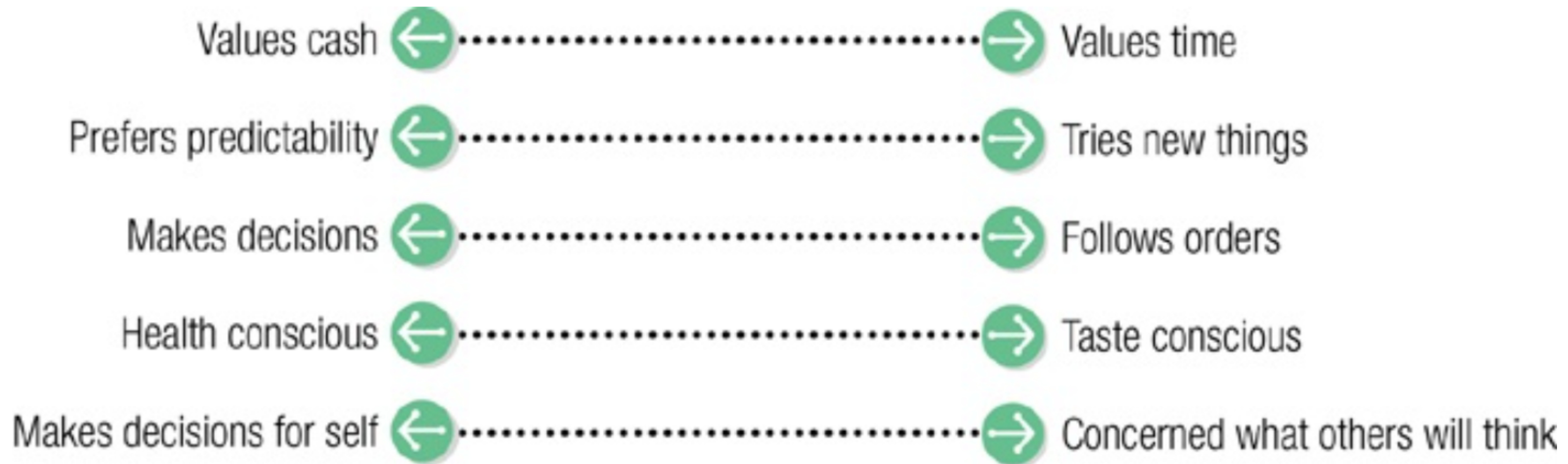
- Help! Running errands, managing kids, keeping things running
- Time for her girlfriends
- To feel like she “has it sorted”
- “To clone herself”



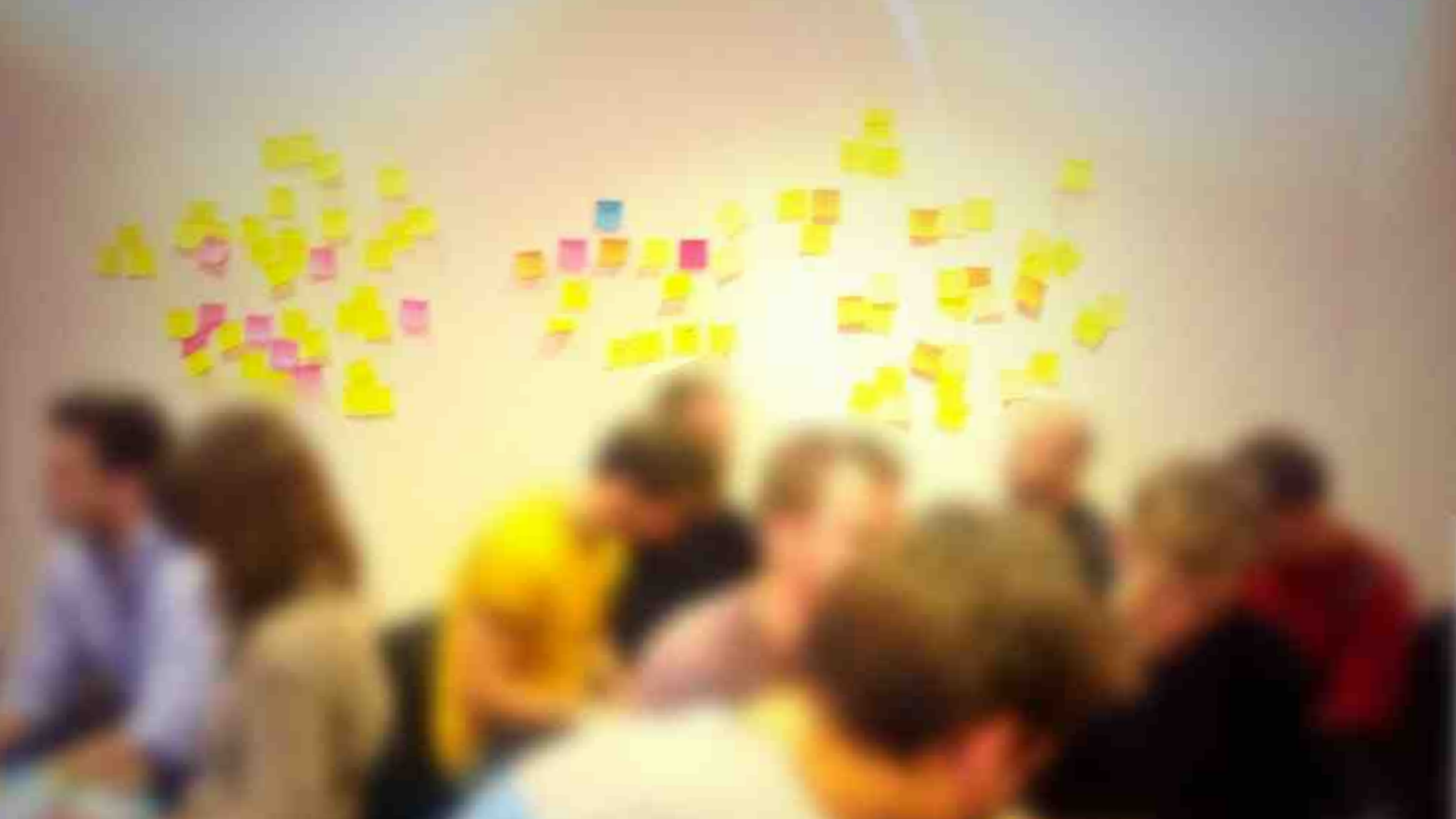
Janice Fraser
(@clevergirl)



David Gray
(@davegray)



Cindy Alvarez
(@cindyalvarez)



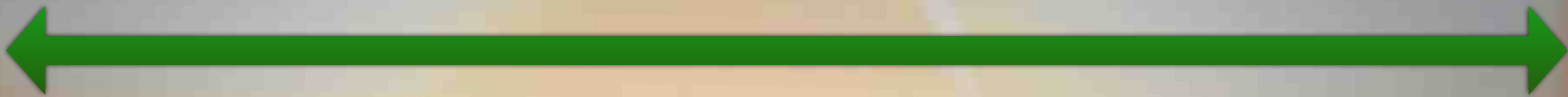
Apply Scale of Truthiness...



Wild Guess

True

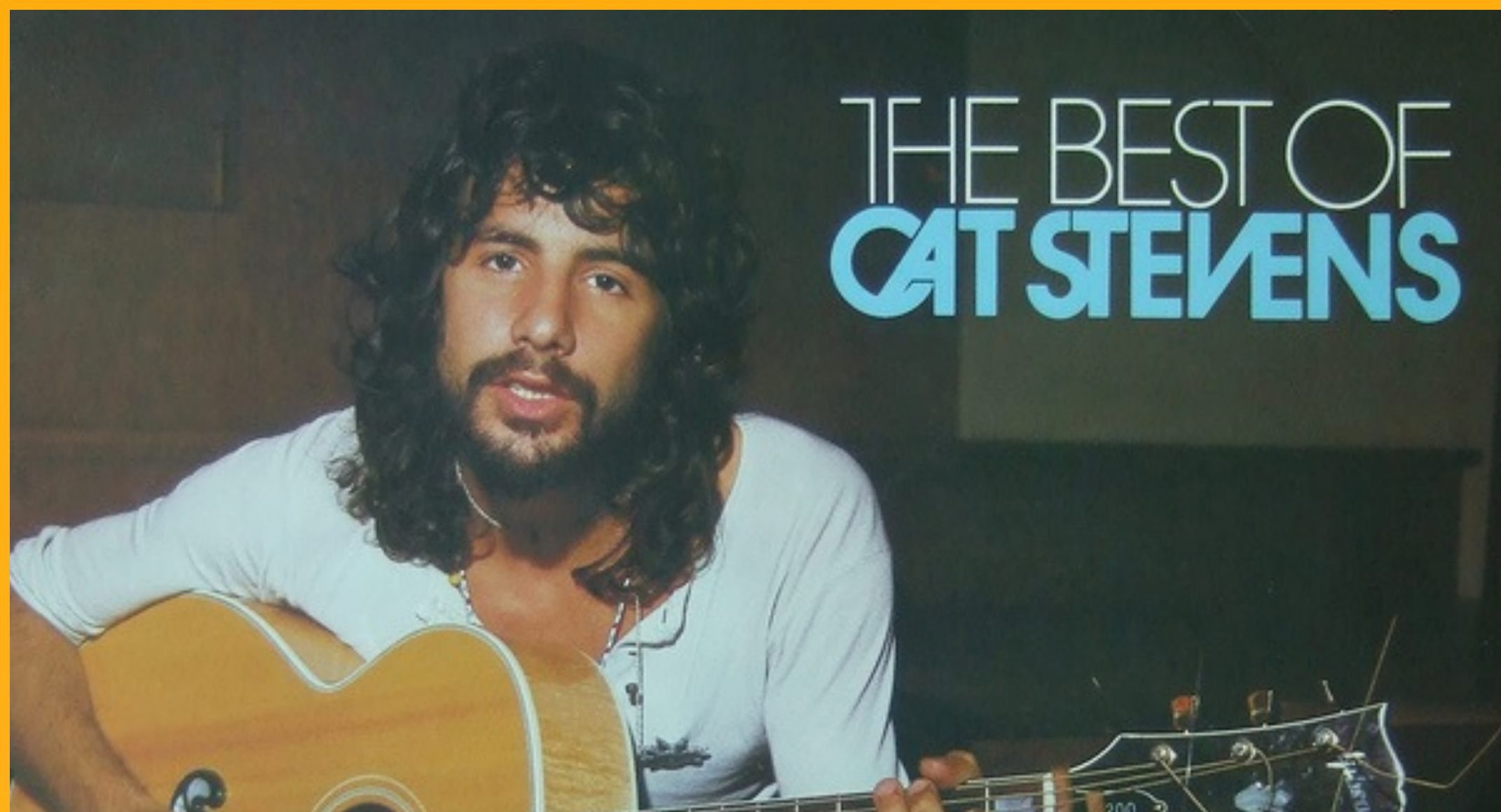




Wild Guess

True









HUH

WAIT WUT

The Moderately Seasoned Professional

Michael



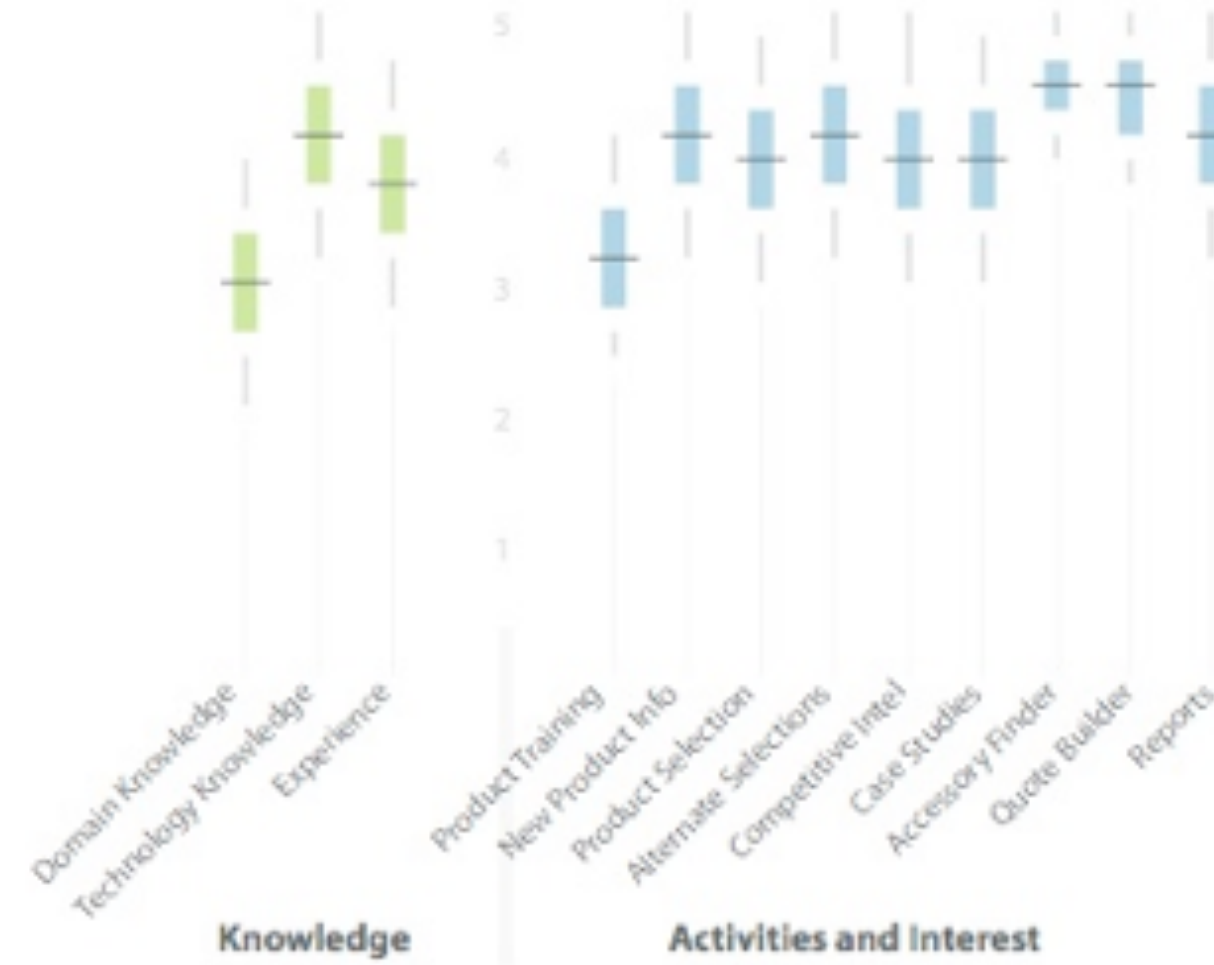
“I’d like to see a good, better, best.”

MICHAEL HAS BEEN IN SALES for YEARS AND HAS BEEN SELLING AND OTHER products for most of them. he’s pretty comfortable with the Symbol products and isn’t that interested in basic product info, but finds himself wondering if there’s a better alternative than the product he’s suggesting. It’s a challenge keeping up to date on all the product info from Symbol and the other lines he sells. he’d love to see something that recommends a good, better, and best option when they’re available as well as showing him where the particular model stacks up against other competitive products.

The right tool for Michael helps him pick the best product while recommending other alternatives. It also has case studies with examples of how other more seasoned salespeople have been able to upsell in similar environments and applications. Accessories and add-on services for Symbol scanners are a must. And if it is a frontend for Solution Builder that would be a huge bonus.

AGE: 42

OCCUPATION: regional Sales



Primary Use

- Case studies
- Alternate product selections (good, better, best)
- Accessory finder
- Product info for new products or product refresh
- As a frontend to Solution Builder

Goals

- Pick the right product and find better alternatives.
- Keep up-to-date on competitive intelligence.
- Increase sales volume.
- Increase accessory and add-on sales.
- Close more deals faster.

Influencers

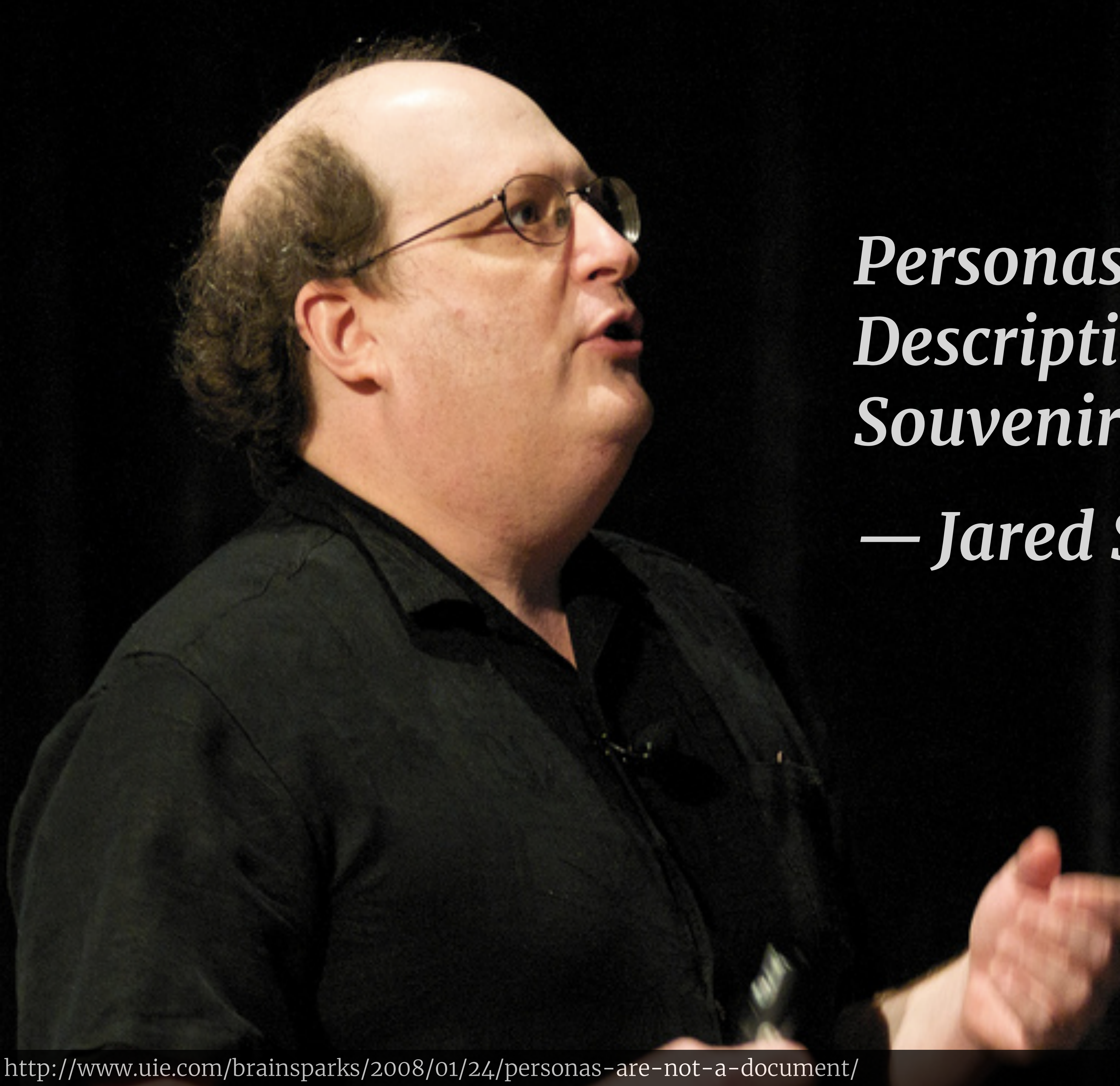
- Easy-to-use
- Speed
- New product info
- Ability to run reports on open vs. closed quotes
- Ability to generate quotes

Frustrations & Pain Points

- having multiple usernames and passwords, he already has several for the different applications he uses at work and email – he doesn’t need another one.
- A tool that leaves him in the dark

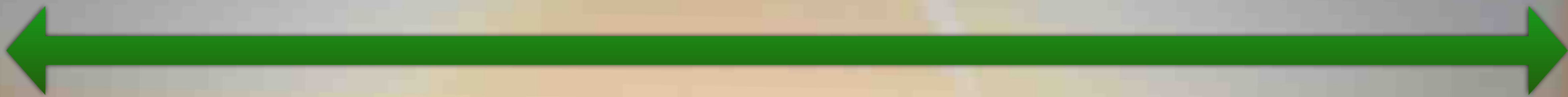


Todd Zaki Warfel (@zakiwarfel)

A man with glasses and a dark shirt is speaking on a stage. He is looking to the right of the frame. The background is dark.

*Personas are to Persona
Descriptions as Vacations are to
Souvenir Picture Albums*

— Jared Spool (@jmspool)



Wild Guess

True



Guess



Weak



Strong



True

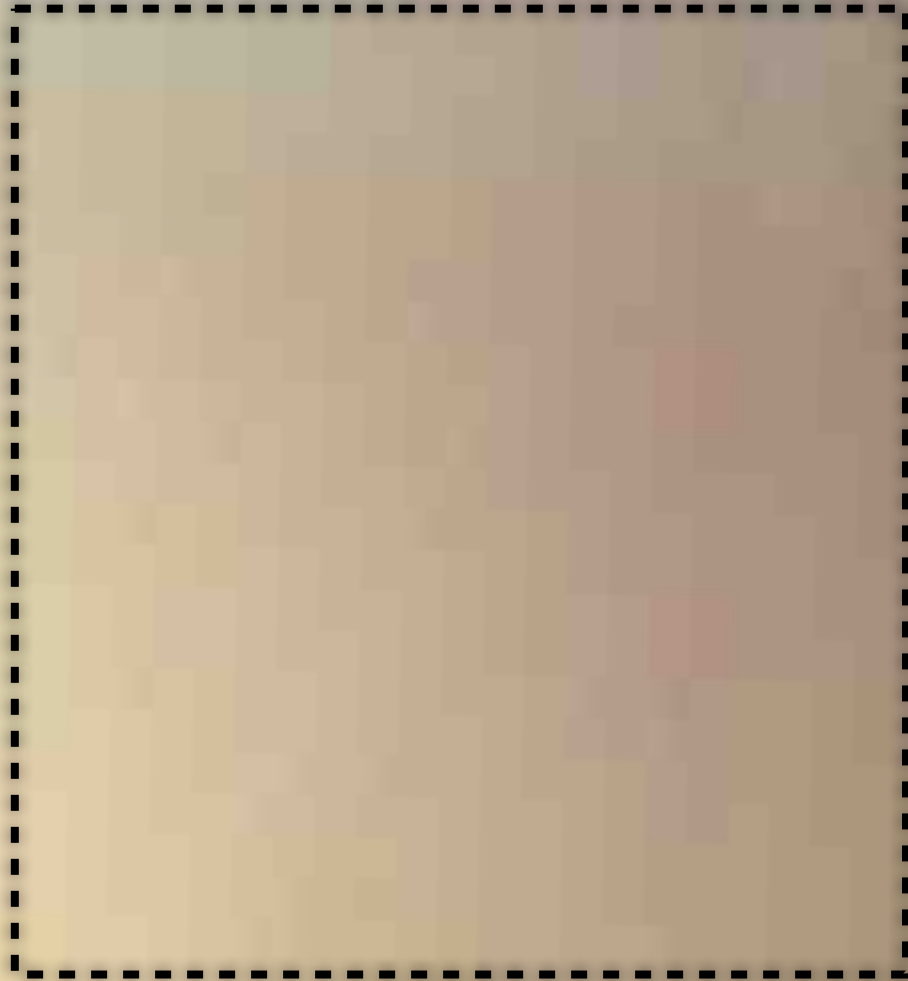


Guess

Weak

Strong

True



Guess

Weak

Strong

True



Guess

Weak

Strong

True



Guess

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Guess

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Strong

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Guess



Weak



Strong



True



Guess



Weak



Strong



True



Guess



Weak



Strong



True



~~*Scale of Truthiness*~~
Lean Persona



HUH

WAIT WUT

canvas

template

user

startup

proto personas

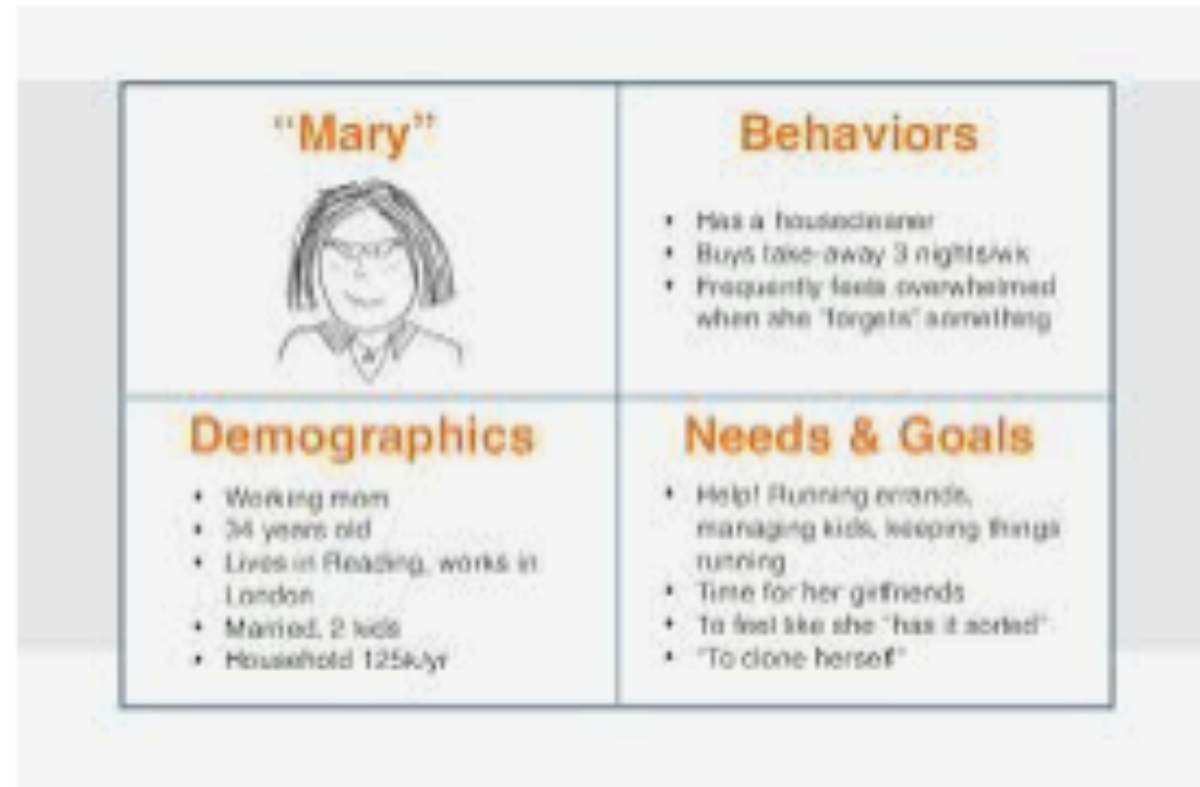
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lean startup

agile

demographics

user persona template



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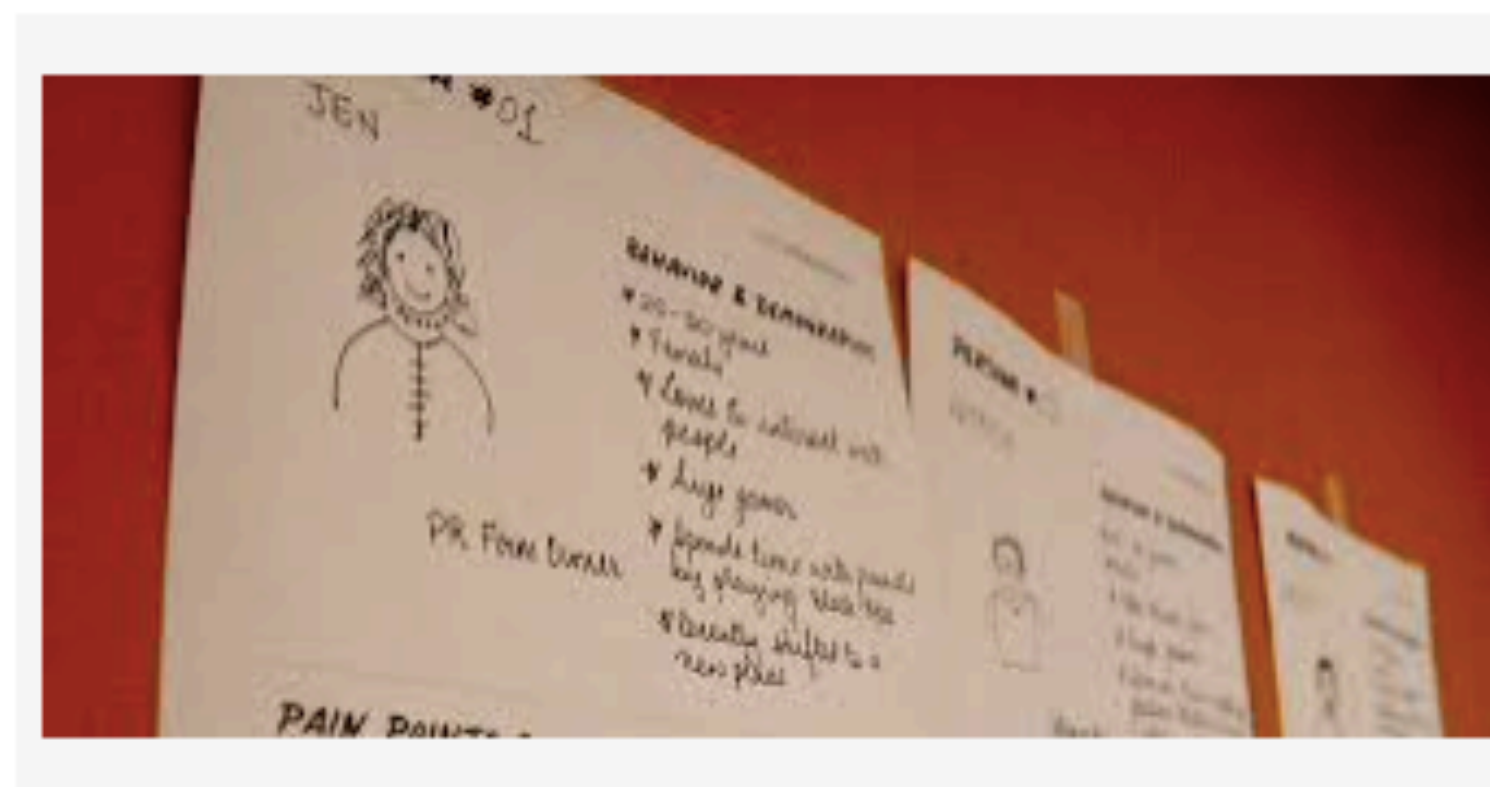
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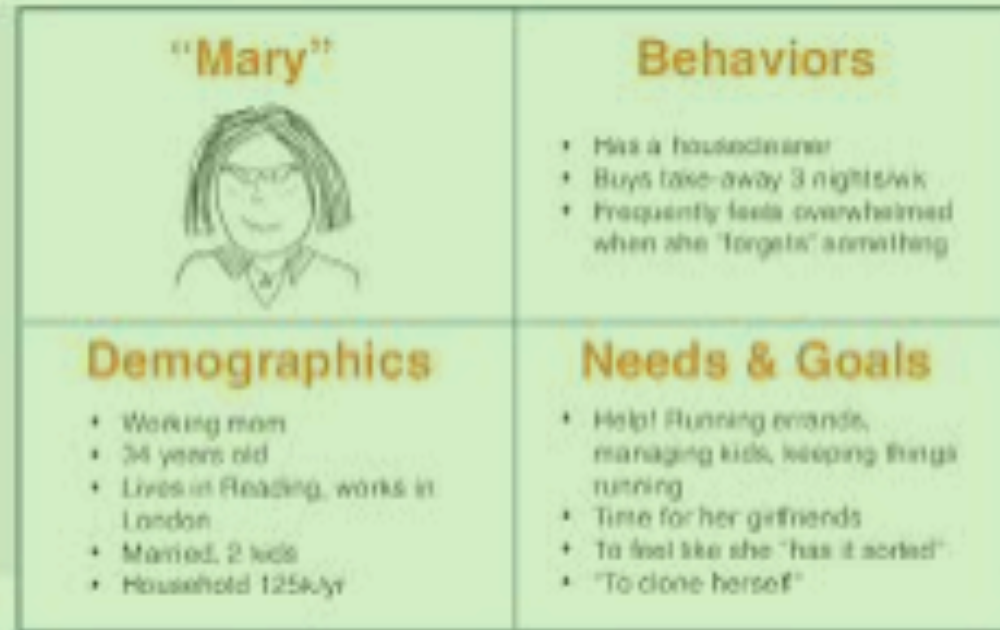
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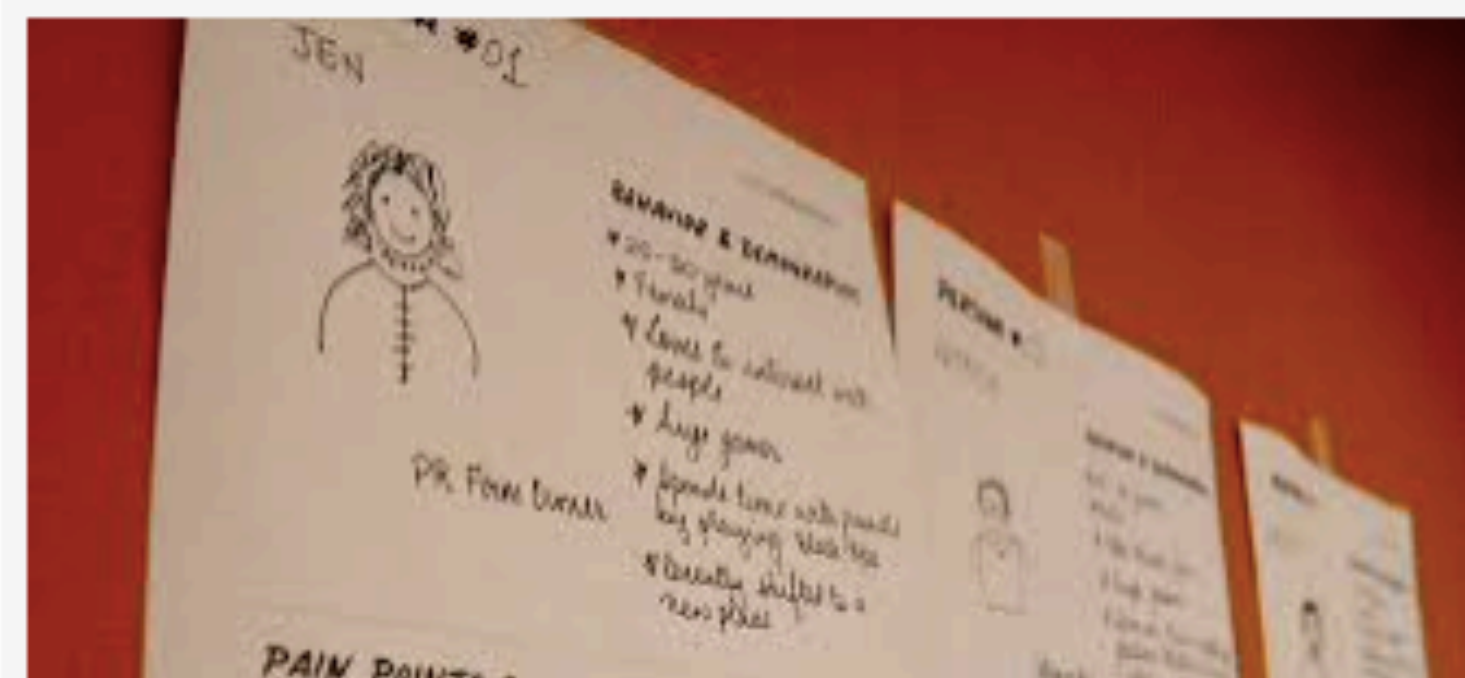
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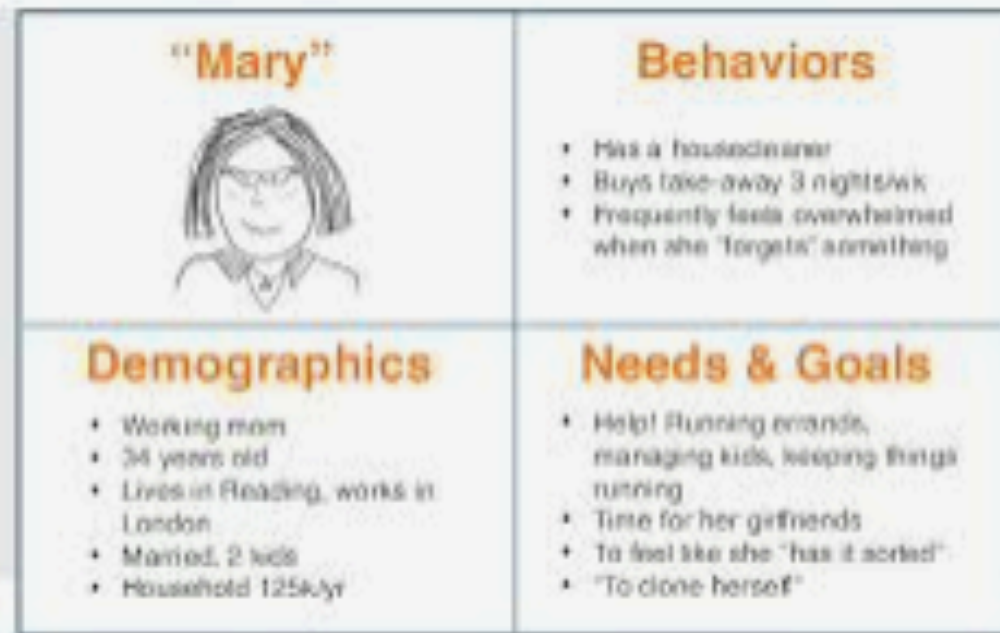
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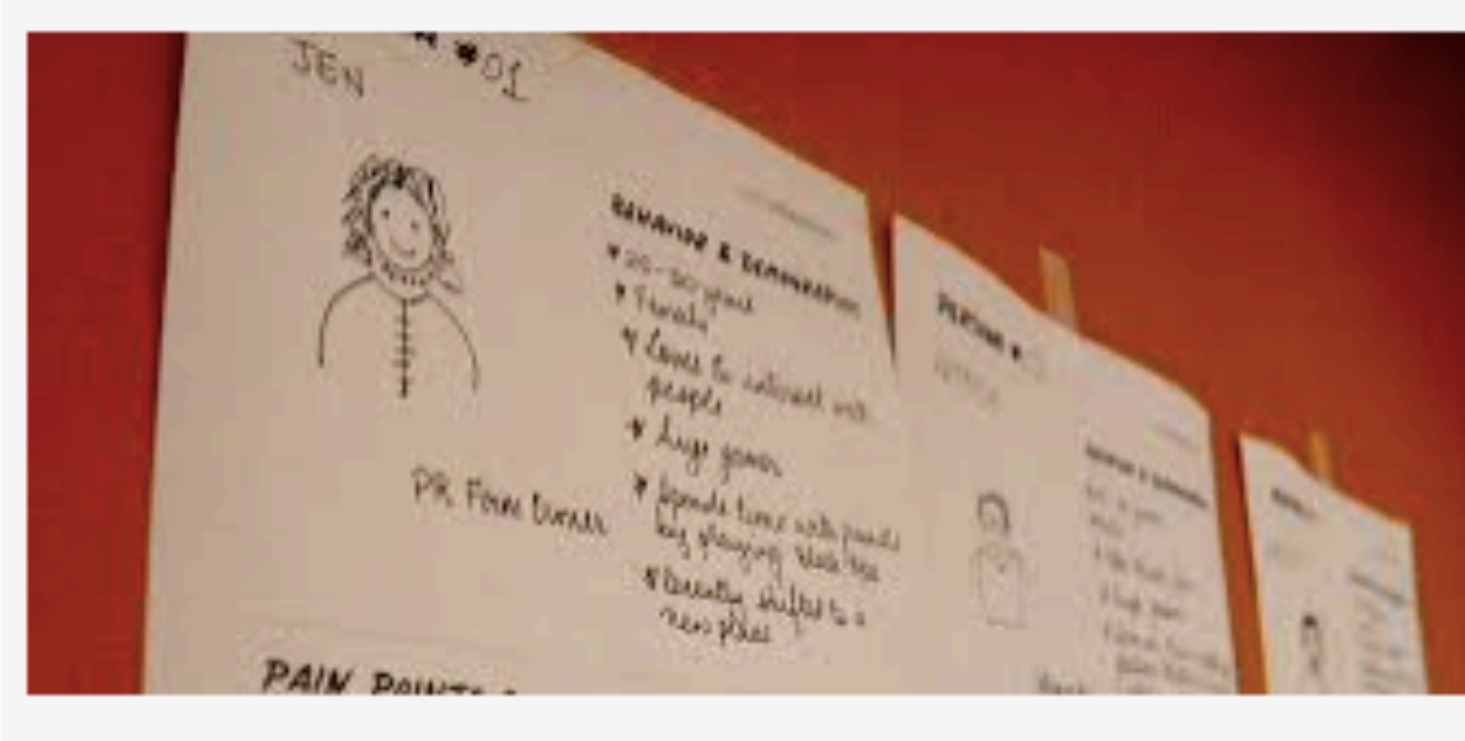
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<p>"Mary"</p> 	<p>Behaviors</p> <ul style="list-style-type: none"> Has a housecleaner Buys take-away 3 nights/wk Frequently feels overwhelmed when she "forgets" something
<p>Demographics</p> <ul style="list-style-type: none"> Working mom 34 years old Lives in Reading, works in London Married, 2 kids Household 125k/yr 	<p>Needs & Goals</p> <ul style="list-style-type: none"> Help! Running errands, managing kids, keeping things running Time for her girlfriends To feel like she "has it sorted" "To clone herself"

How to design lean personas for your UX ... dreamerux.com

 <p>ARTHUR the Founder</p>	<p>BEHAVIORS</p> <ul style="list-style-type: none"> Likes bars Very social Likes traveling Smart Hard worker
<p>DEMOGRAPHICS</p> <ul style="list-style-type: none"> 31 Wanted College Degree Lives in a big city 	<p>NEEDS & GOALS</p> <ul style="list-style-type: none"> Customers / Early-adopters Networking Modern Tech Tools Knowledge Funding

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<p>Facts</p> <p>Judy, Director of UX</p>  <ul style="list-style-type: none"> Recently joined a global bank 8 years of UX experience Focuses on enterprise products Leads a team of 10 designers 	<p>Pain Points</p> <ul style="list-style-type: none"> Legacy systems prevent innovation No standard design process leads to chaos Difficult to attract talent amidst competition Lack of buy-in for UX leads to resourcing problems Waterfall process prevents collaboration Lack of visibility into remote designers' projects
<p>Tasks & Behavior</p> <ul style="list-style-type: none"> Stays up to date with UX best practices Creates an overall vision, then dives into select projects Holds 1-hour weekly 1:1s with direct reports Holds up to 8 daily meetings (70% of work day) Sets OKRs and tracks progress for all direct reports Resolves issues between designers, devs, stakeholders Holds weekly department design critique 	<p>Goals</p> <ul style="list-style-type: none"> Create a consistent UX across suite of 5 products Transform culture from engineering to design-driven Ensure happiness and job satisfaction of designers Deliver great products on schedule Meet monthly business metrics set by VP Product Establish herself as UX thought leader in company

Building Lean UX Personas for Agile ... uxp.in.com

<p>Who: Make a Persona</p>		
<p>"Mary"</p>  <p>Working Mom</p>	<p>Behaviors</p> <ul style="list-style-type: none"> Has a housecleaner Buys take-away 3 nights/wk Frequently feels overwhelmed when she "forgets" something 	<p>Main Problems</p> <ul style="list-style-type: none"> Find a babysitter Time for herself Lost weight
<p>Demographics</p> <ul style="list-style-type: none"> 34 years old Lives in Reading, works in London Married, 2 kids Household 125k/yr 	<p>Needs & Goals</p> <ul style="list-style-type: none"> Help! Running errands, managing kids, keeping things running Time for her girlfriends To feel like she "has it sorted" "To clone herself" 	<p>Where to find</p> <ul style="list-style-type: none"> Kids Store Beauty Salon Kiss Party

Persona | Lean Startup in 4 Steps leansteps.wordpress.com

Greg
"Photo" Persona: The New Breed



- Age 20
- 3 years experience
- Lives in San Francisco
- Single
- B.A. from UCLA
- Employed - works in sales - but always looking
- Earns \$70k

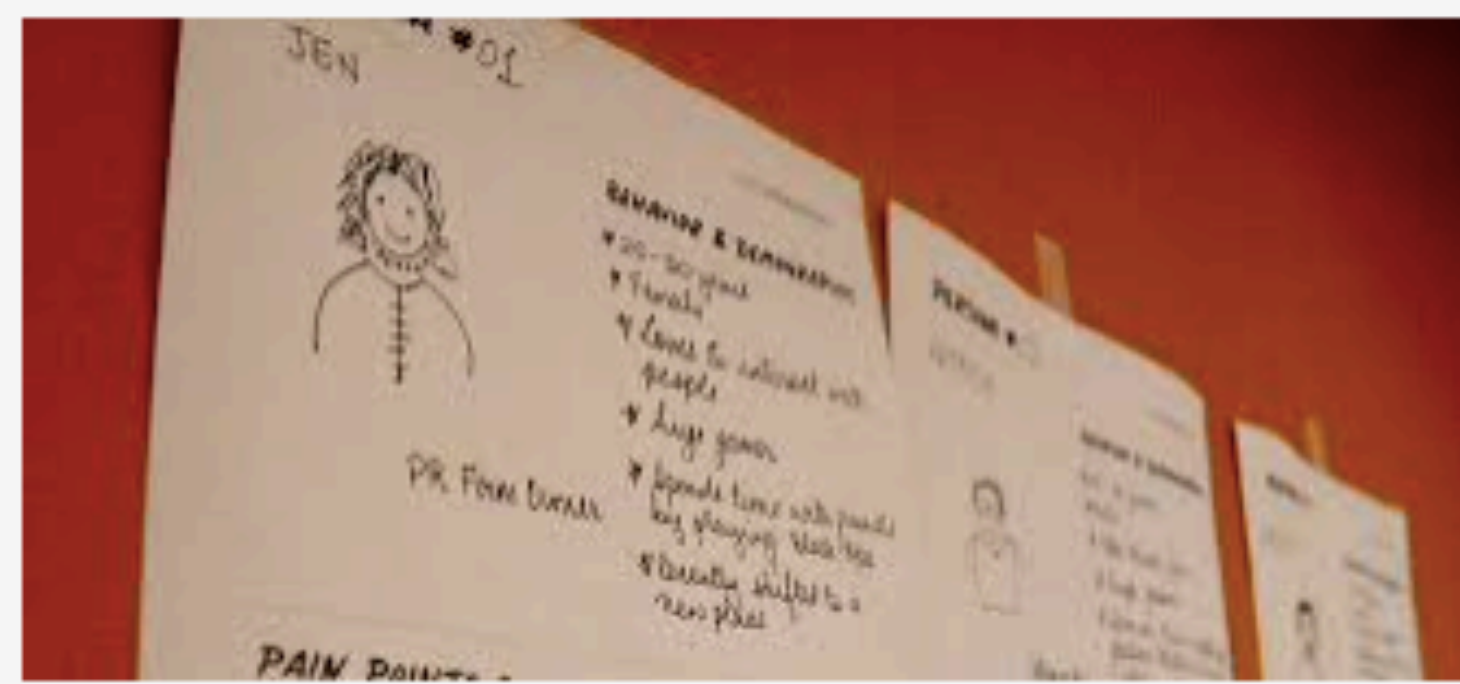
Behaviors + Beliefs

- Will do whatever it takes to get ahead
- Puts in long hours at the office - often logs hours over the weekend, too
- Values high efficiency - will try any tool that helps
- Leverages his friends and his network, it's not uncommon for him to make business contacts at a cocktail party
- Uses twitter, facebook, and foursquare actively. Keeps a blog
- Confident and unshakable - feels confident about how to find opportunity

Goals, Needs

- Concerned about friends who make more money than him
- Has clear short and long term financial goals - wants to retire at age 45
- Biggest fear is becoming an irrelevant failure
- Frustrated by older or more established workers with a worse work ethic

Building Lean UX Personas for Agile ... uxp.in.com



Creating Personas for Lean UX ... ideatheorem.com

Neil is a product owner in his 30s who works at a startup (demographics). He uses a laptop at a desk table near his boots and is frequently interrupted by gatekeepers from the team and calls from the business owner (Environment). Neil is very comfortable with technology and is an expert in agile development and project management (Capabilities). Neil gets frustrated by a shortage of personnel and quality-changing priorities, but is extremely dedicated to providing his team with the resources and stability they need to build quality products (Attitude). Neil doesn't have the budget to pay fees to help manage his team, so he uses a combination of spreadsheets and visual boards in the office (Interactions).



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- Personas
- Person 1
- Person 2
- Person 3
- Person 4
- Person 5
- Person 6
- Person 7
- Person 8
- Person 9
- Person 10

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canvas

template

user

startup

proto personas

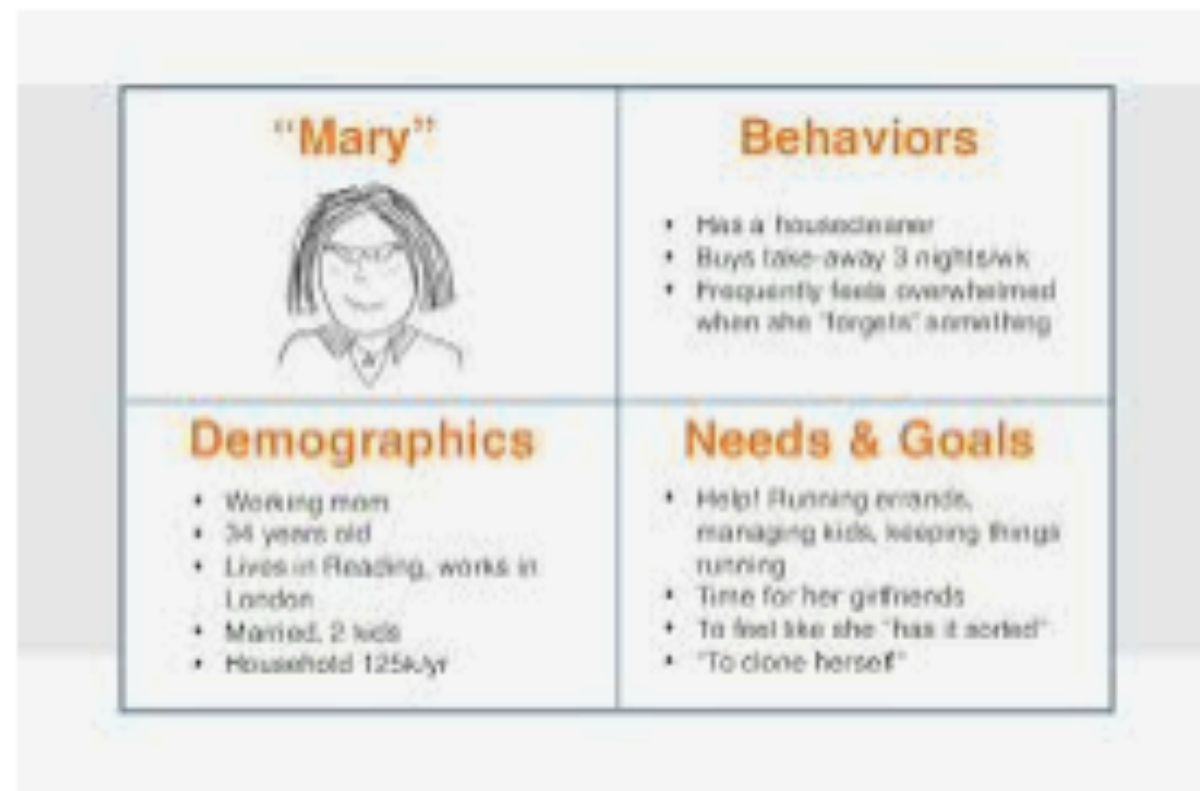
grid

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agile

demographics

user persona template



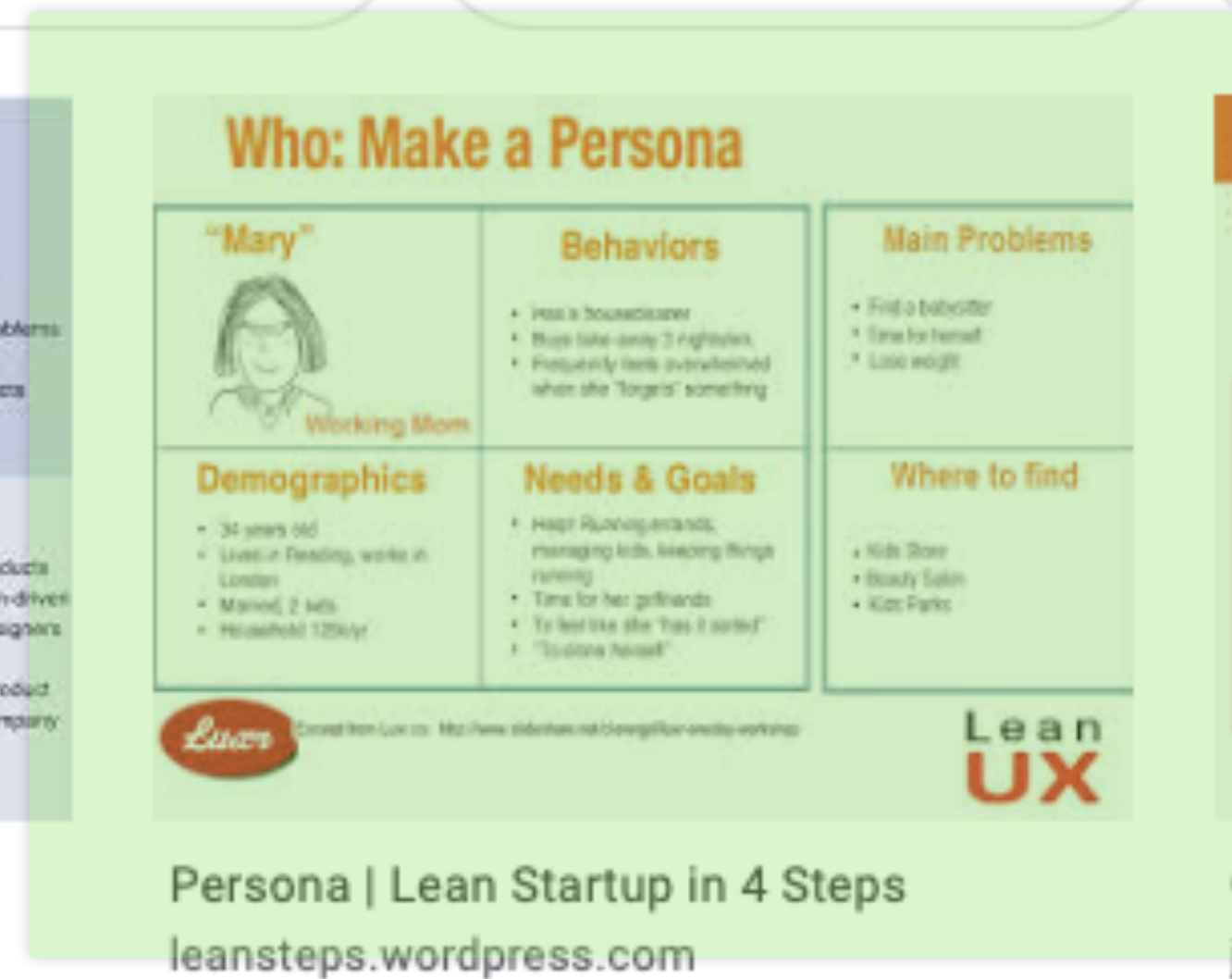
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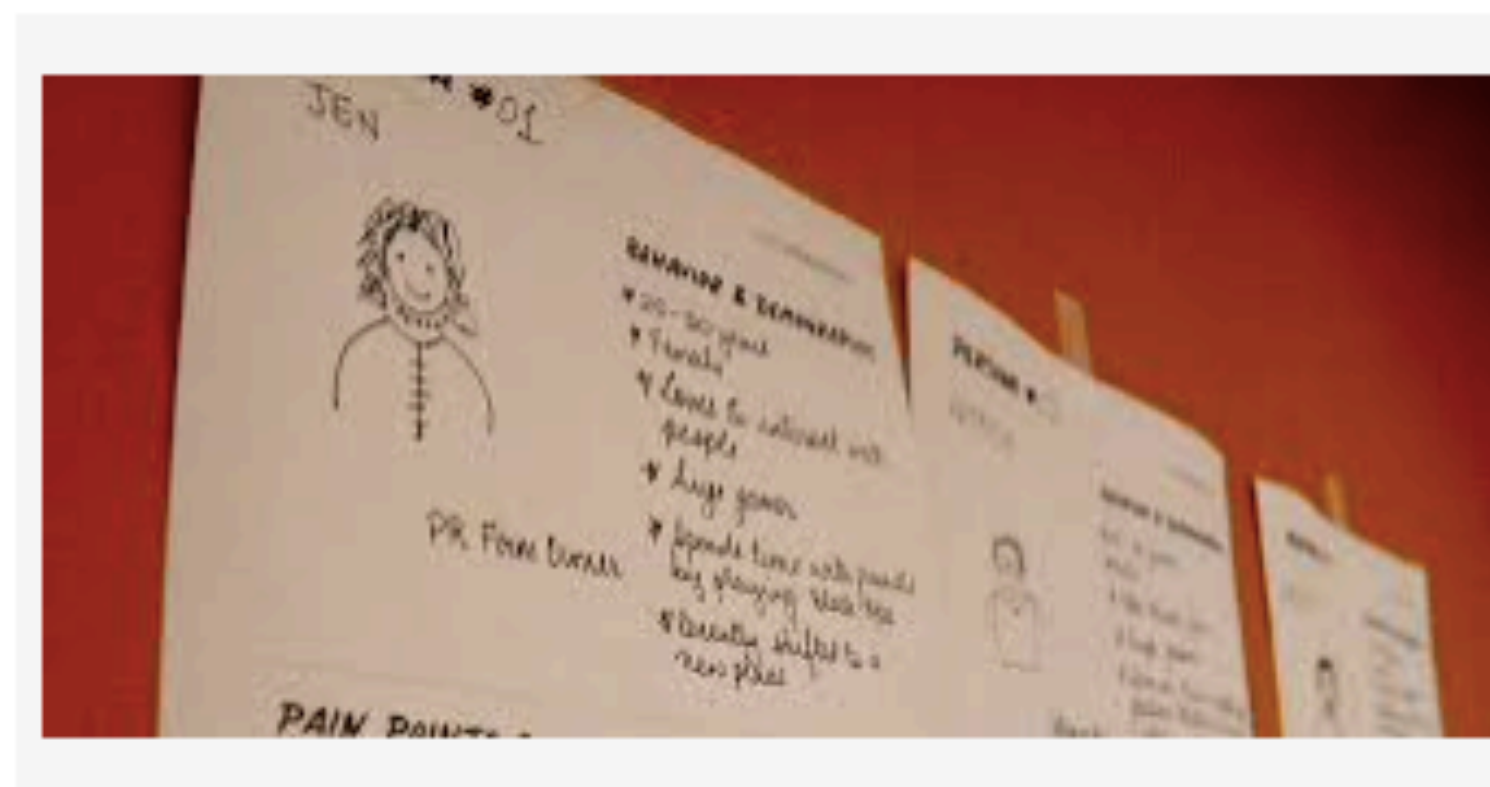
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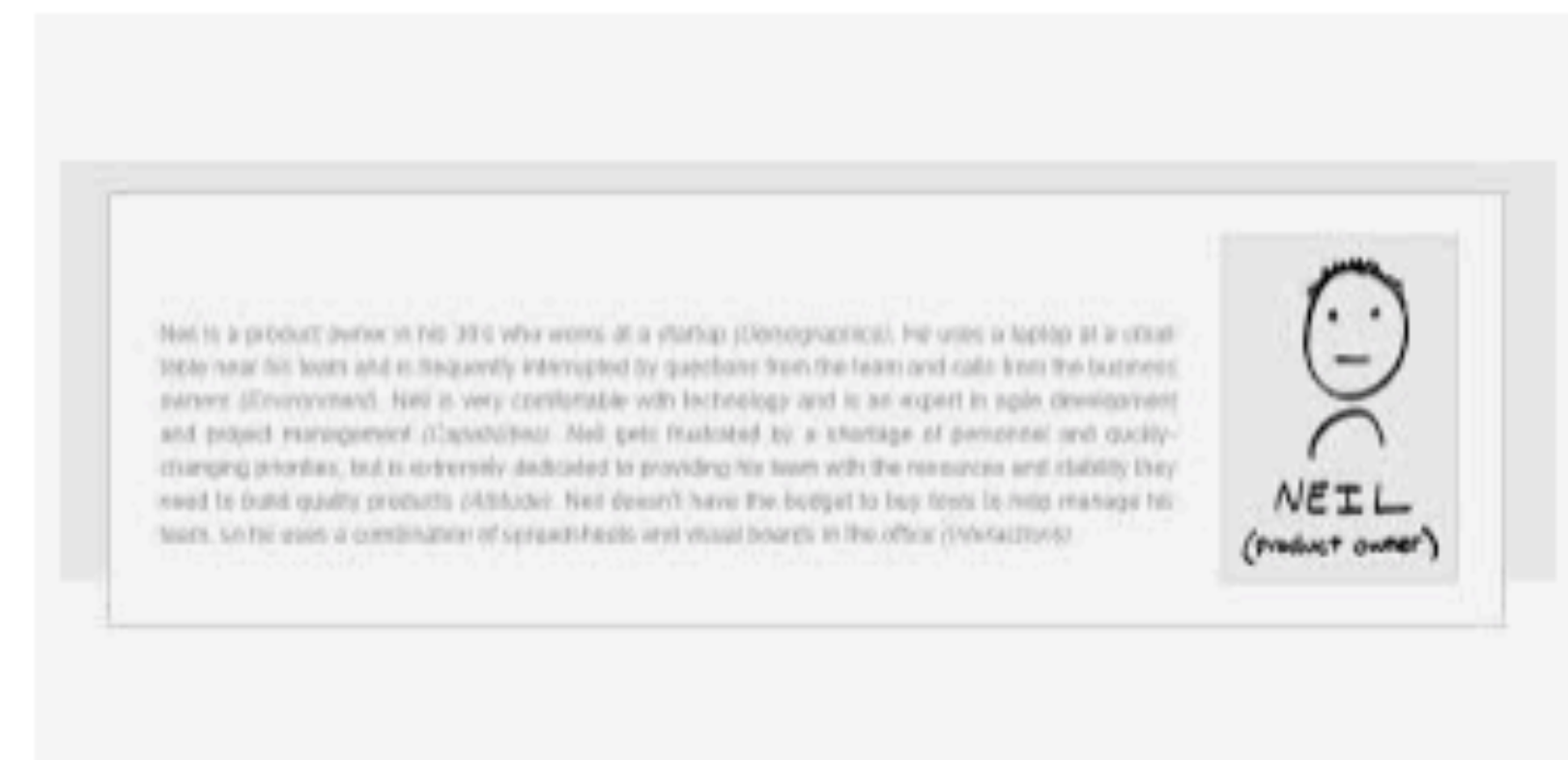
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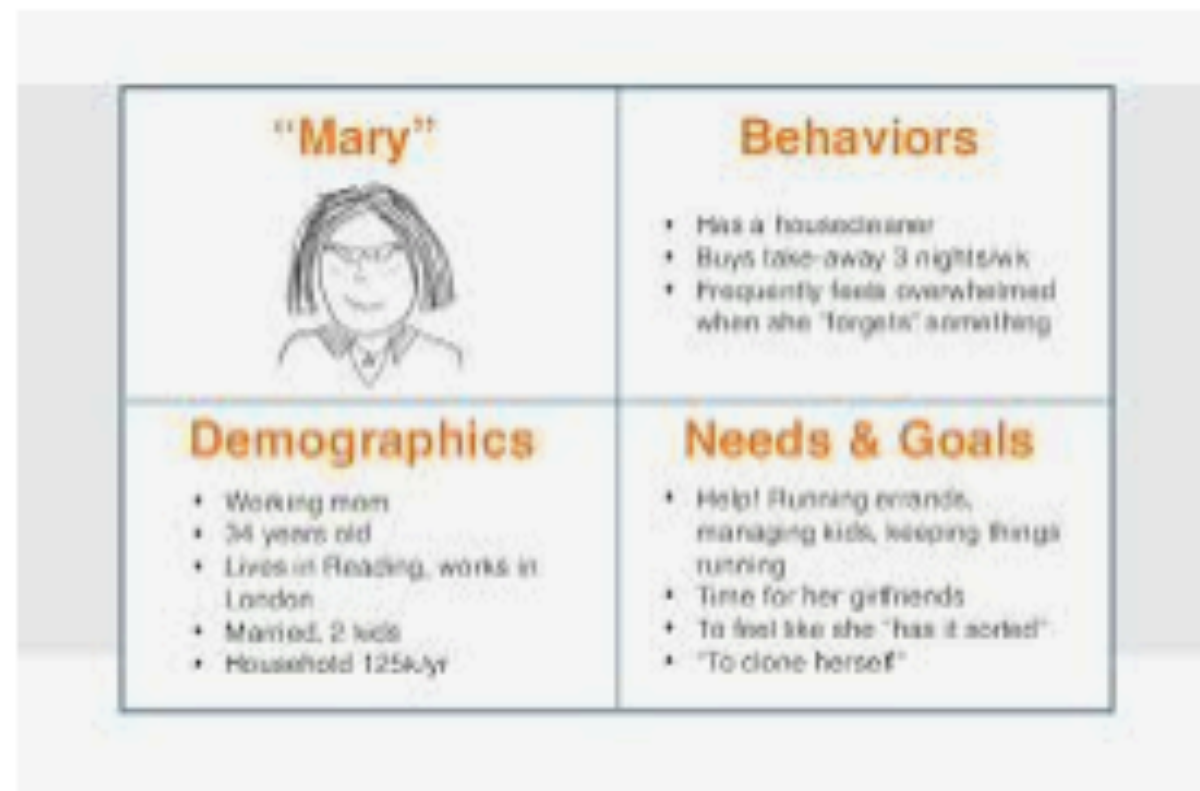
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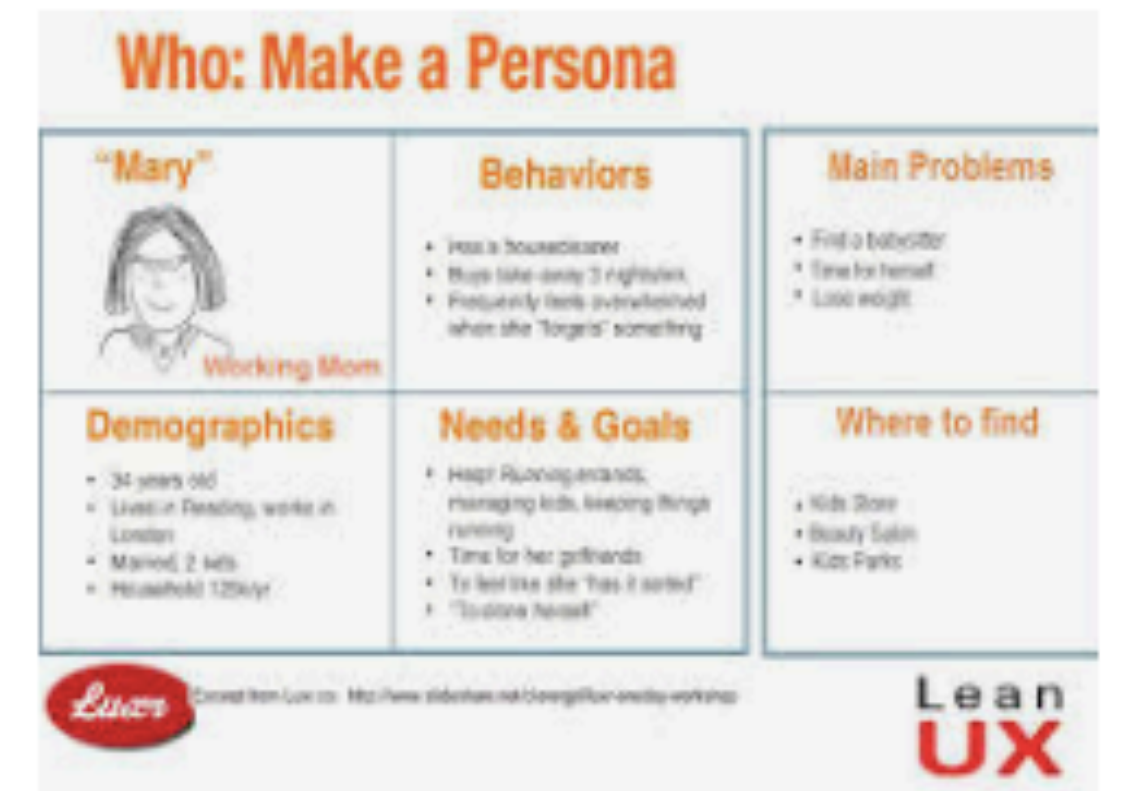
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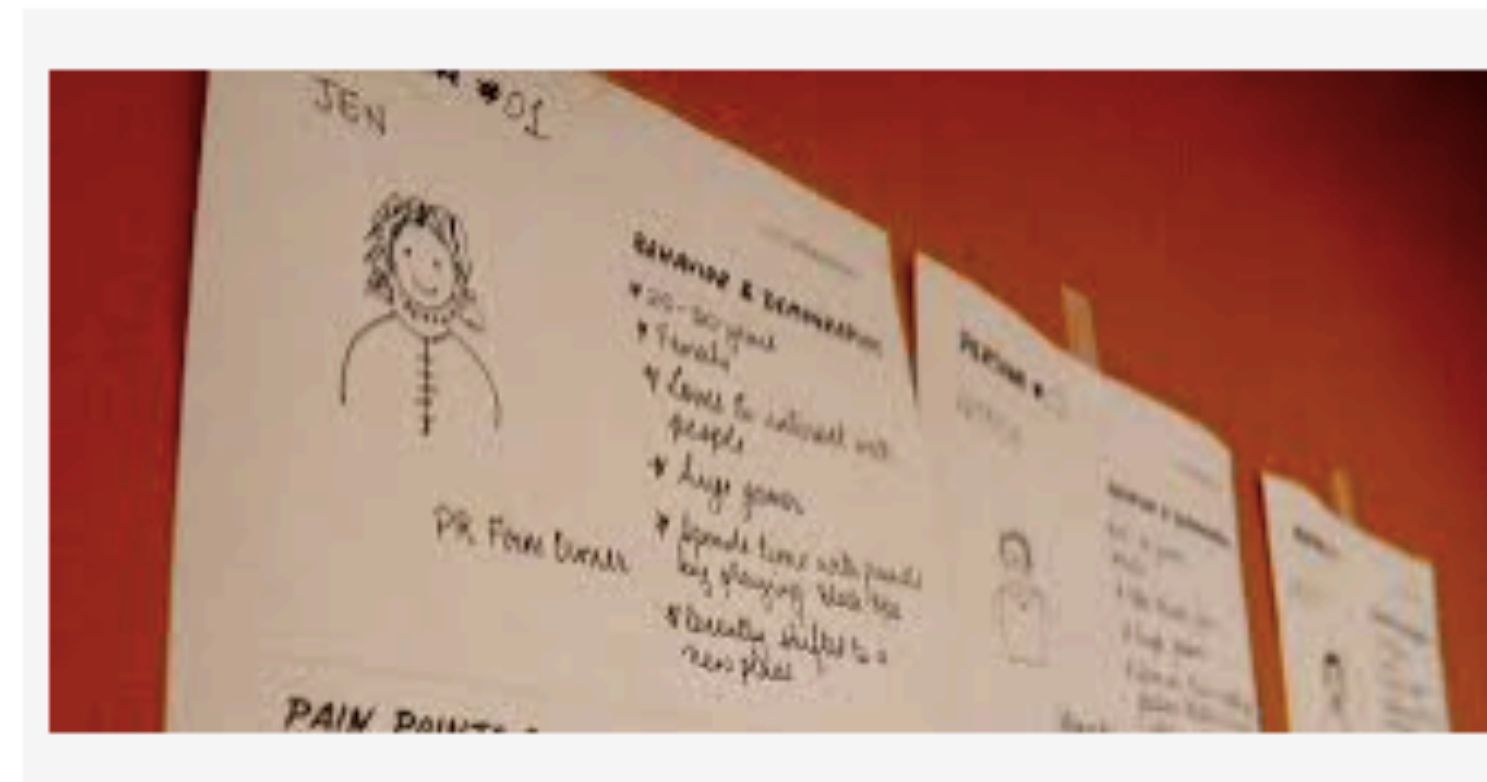
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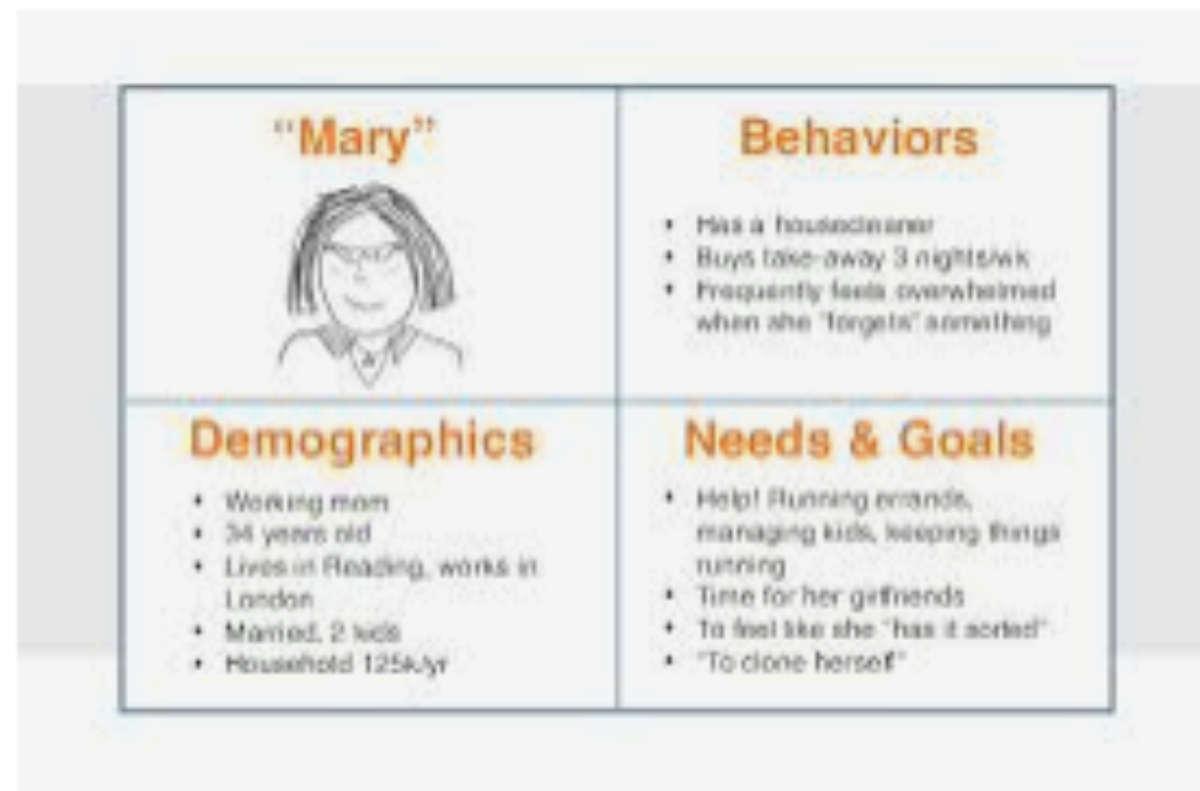
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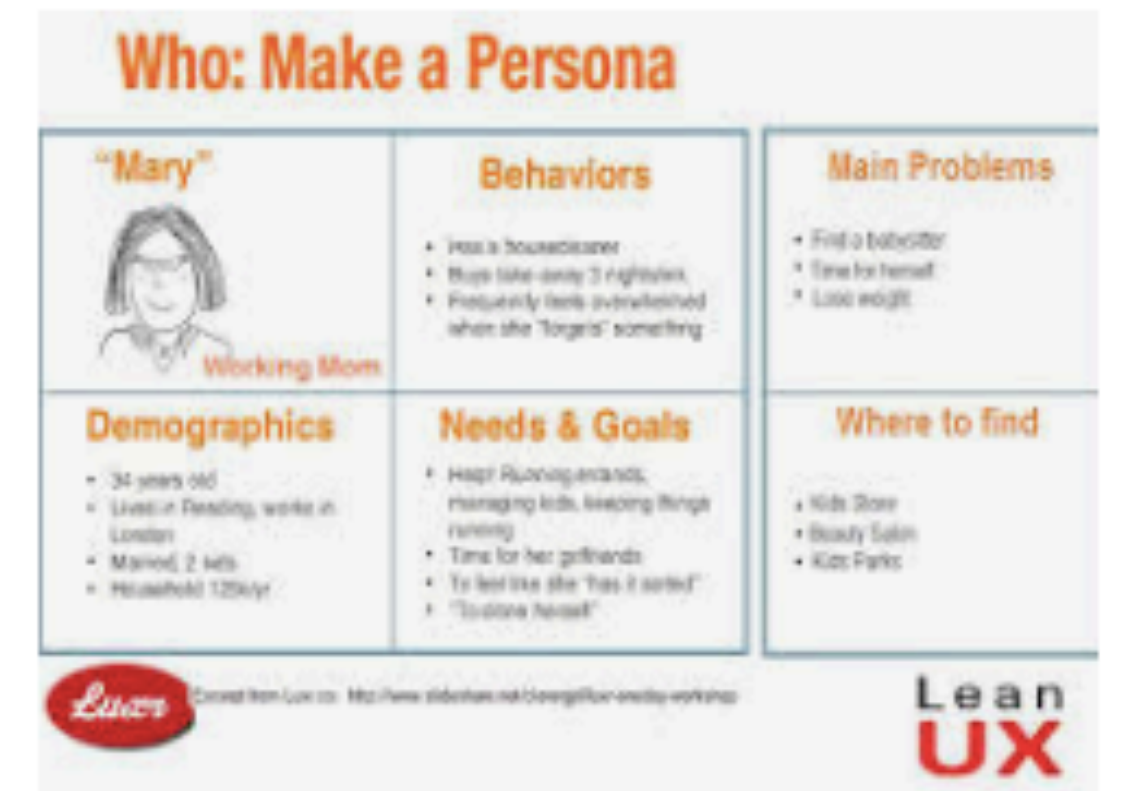
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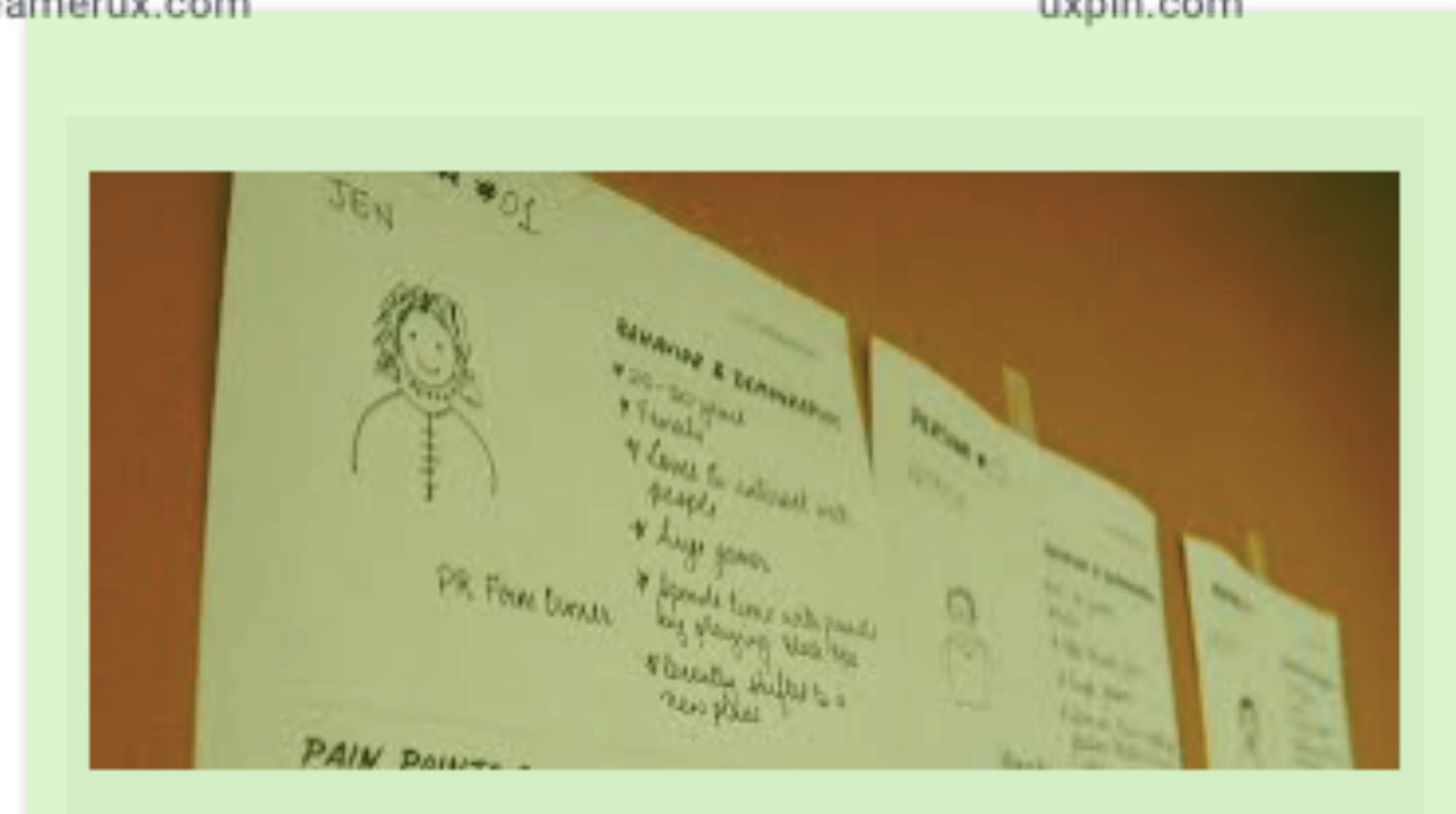
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~~*Scale of Truthiness*~~

~~*Lean Persona*~~

Incremental Persona



HUH

WAIT WUT



1



2



3



Jeff Patton
(@jeffpatton)



Jeff Patton
(@jeffpatton)

~~*Scale of Truthiness*~~

~~*Lean Persona*~~

~~*Incremental Persona*~~

Iterative Persona

Guess

Weak

Strong

True





Please remove age, gender, ethnicity, location from your personas. None of these things cause behavior/ thinking. But they cause assumptions.

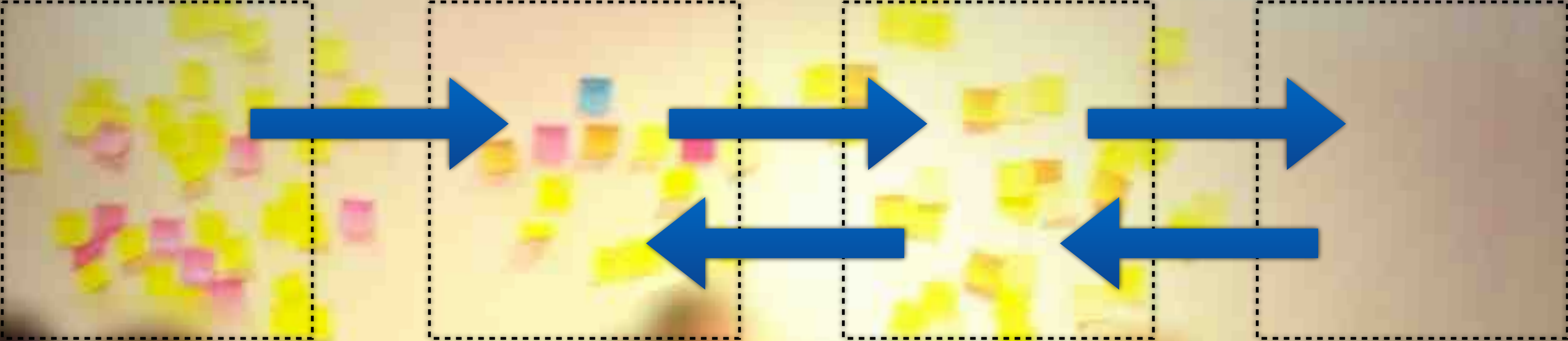
— Indi Young (@indiyoung)

Guess

Weak

Strong

True

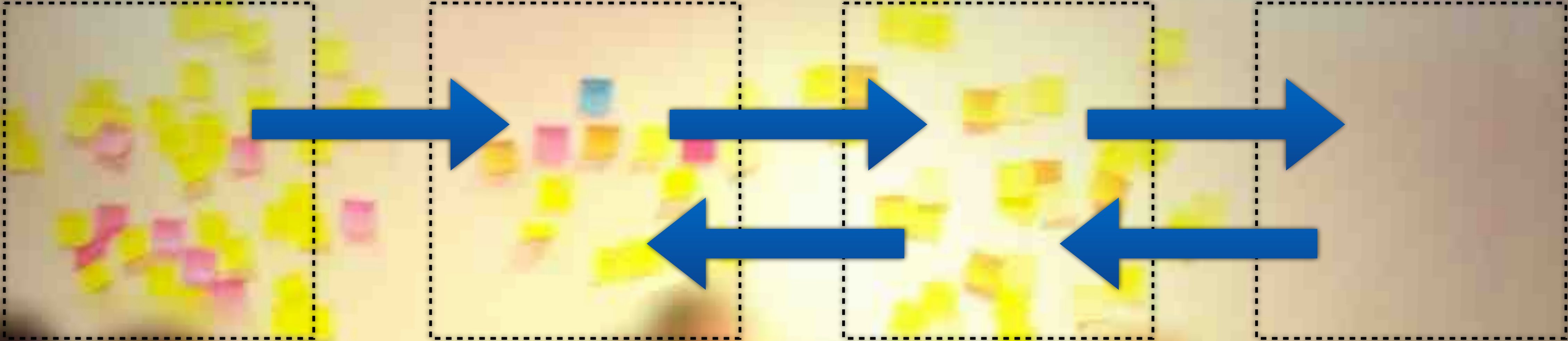


Guess

Weak

Strong

True



Flair



~~Scale of Truthiness~~

~~Lean Persona~~

~~Incremental Persona~~

~~Iterative Persona~~

Flair

Realigning problems...







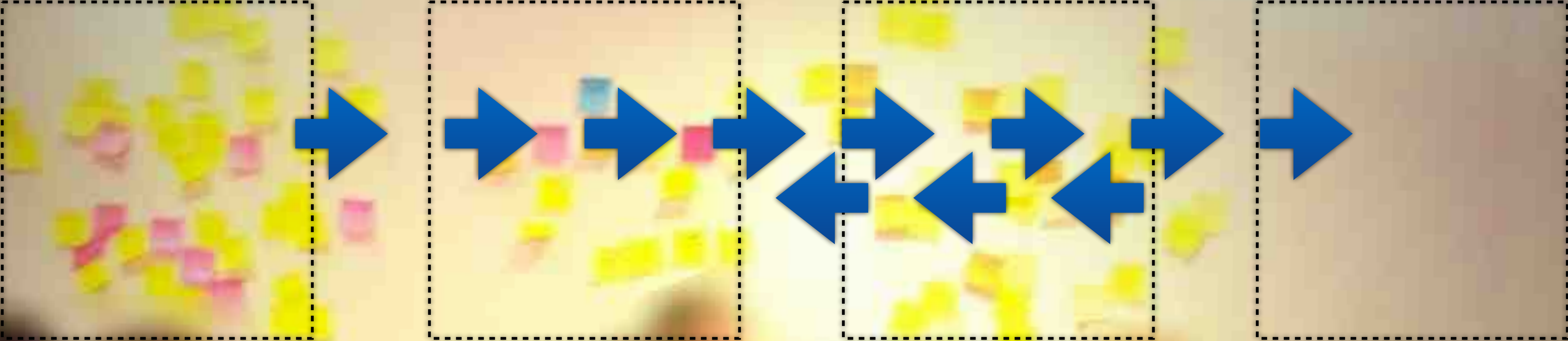


Guess

Weak

Strong

True



Flair

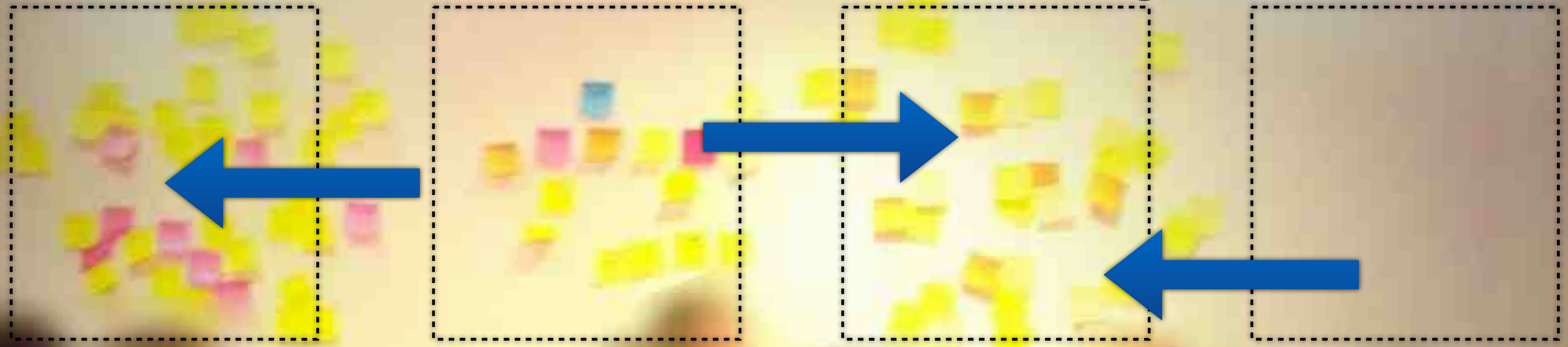


Guess

Weak

Strong

True



Flair

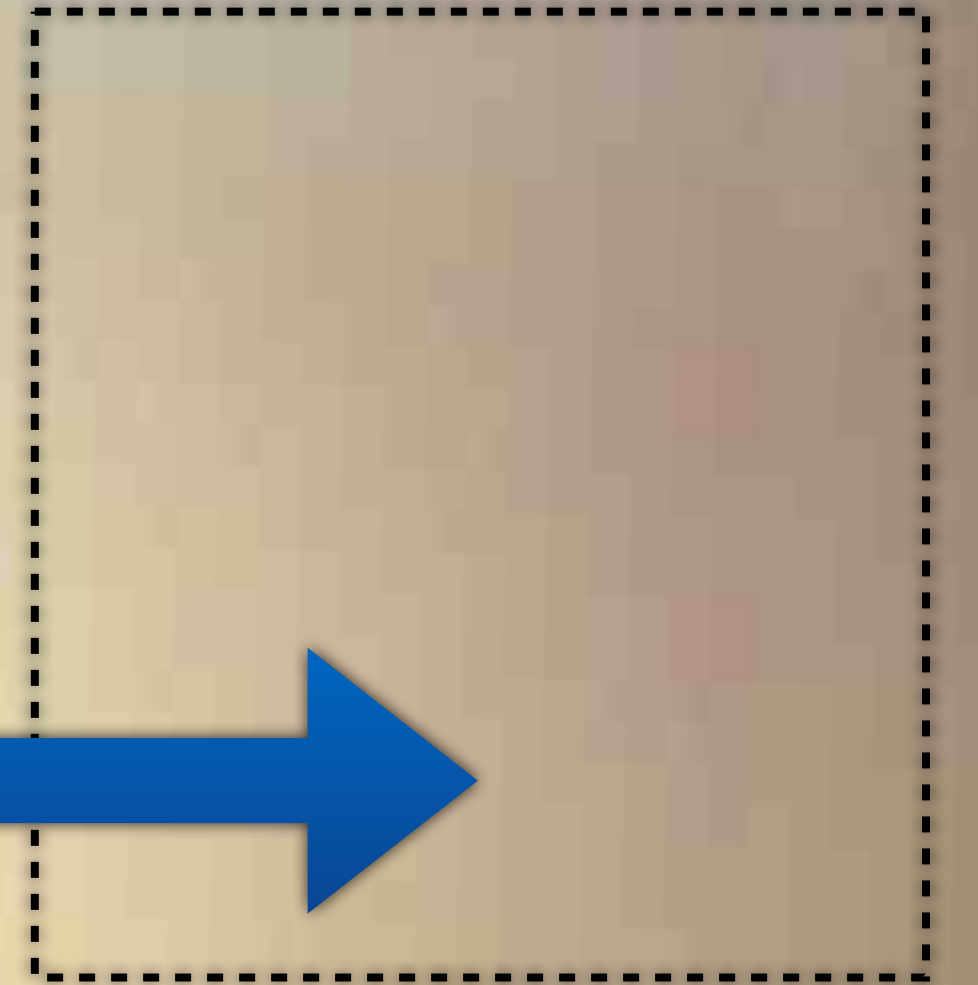


Guess

Weak

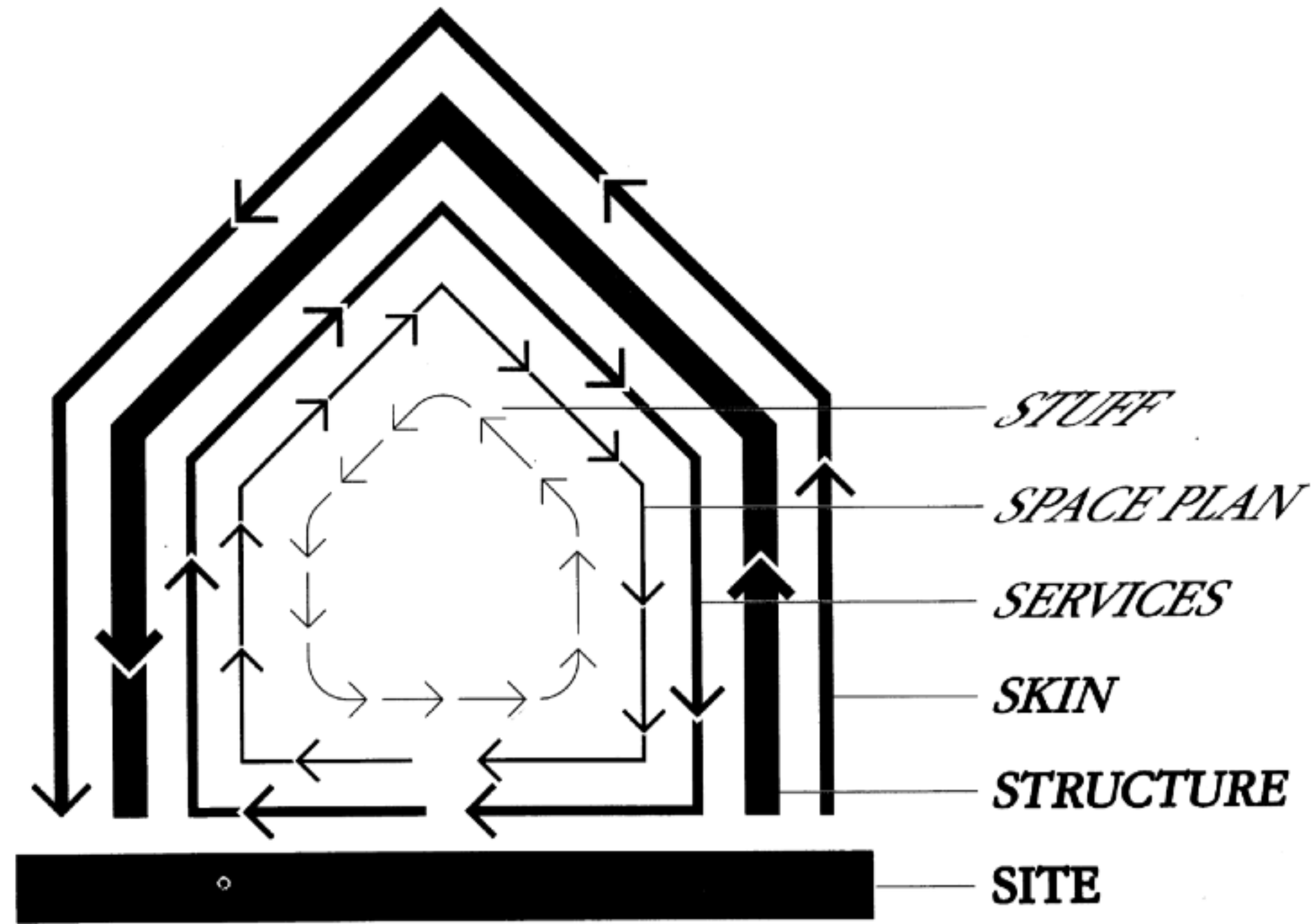
Strong

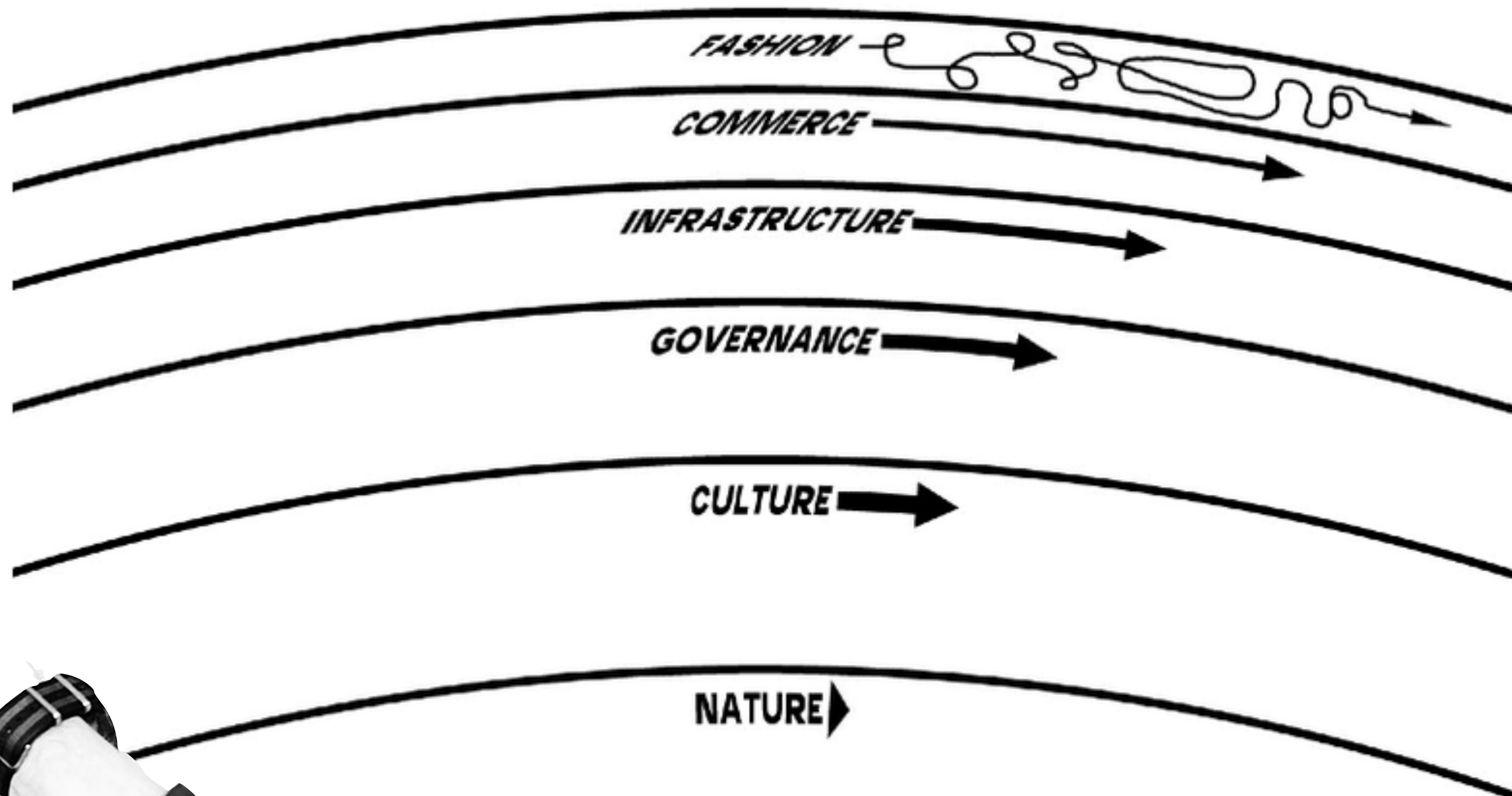
True



Flair









“Each layer is functionally different from the others and operates somewhat independently, but each layer influences and responds to the layers closest to it in a way that makes the whole system resilient.”

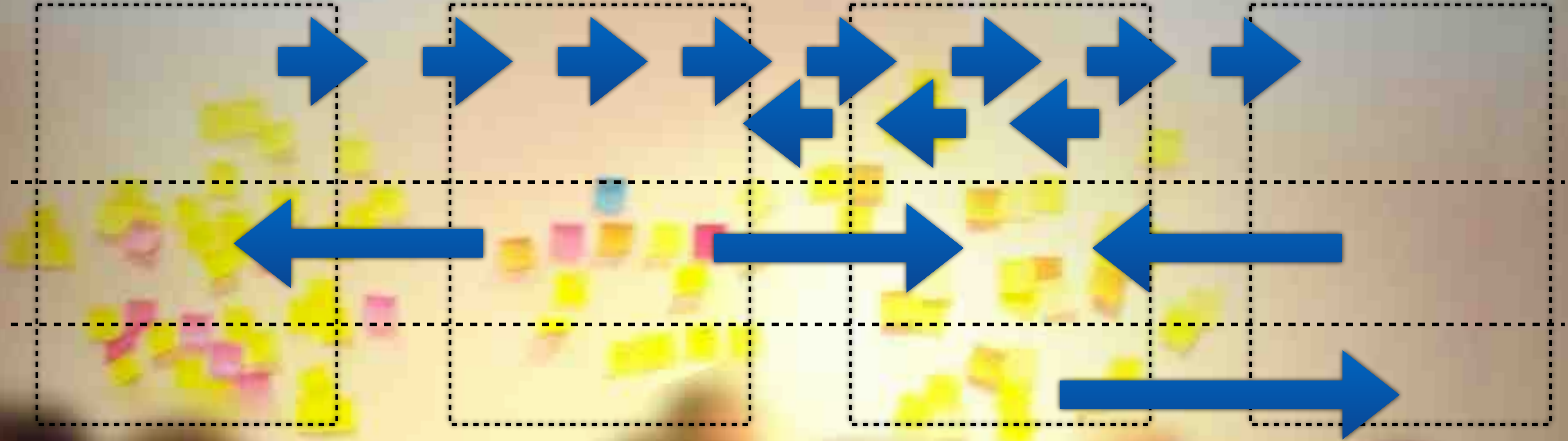
— Steward Brand

Guess

Weak

Strong

True



Flair



~~*Scale of Truthiness*~~

~~*Lean Persona*~~

~~*Incremental Persona*~~

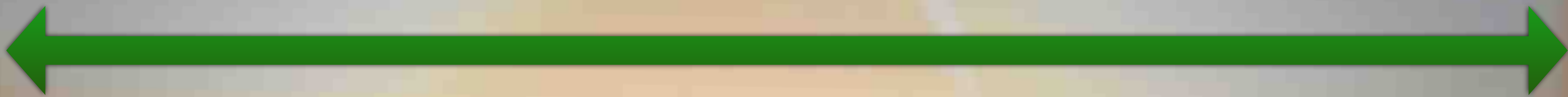
~~*Iterative Persona*~~

~~*Flair*~~

Pace Layer Mapping



**NO, THERE IS TOO MUCH. LET
ME SUM UP**



Wild Guess

True

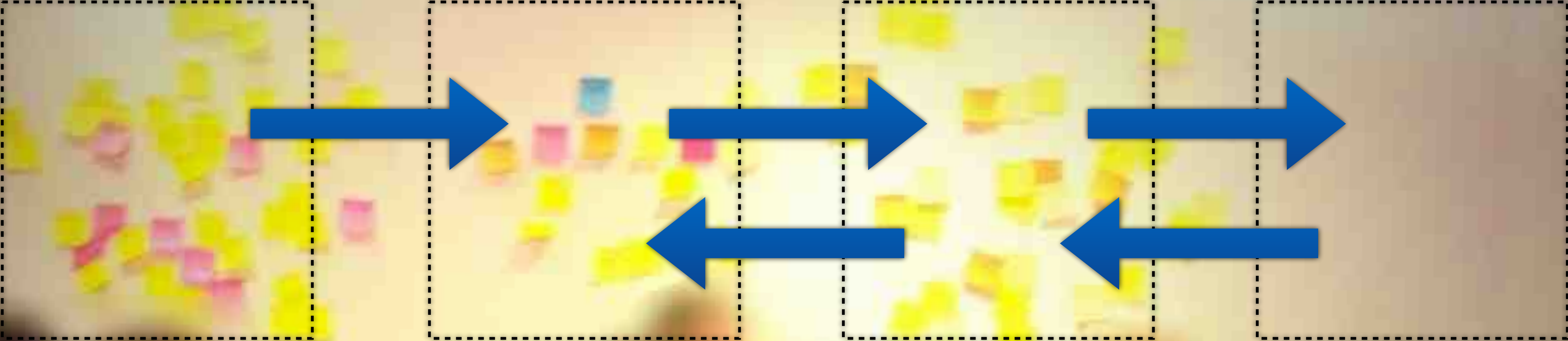


Guess

Weak

Strong

True

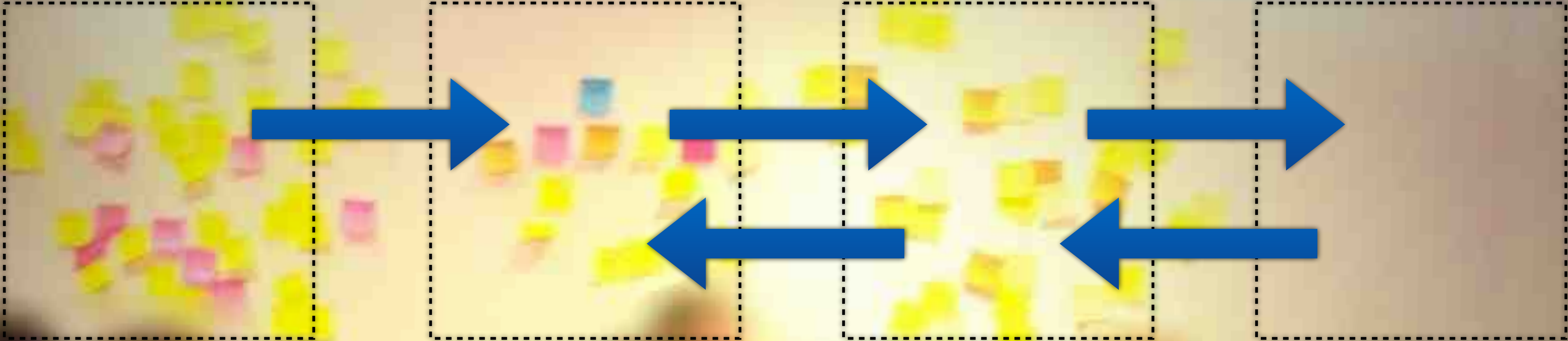


Guess

Weak

Strong

True



Flair

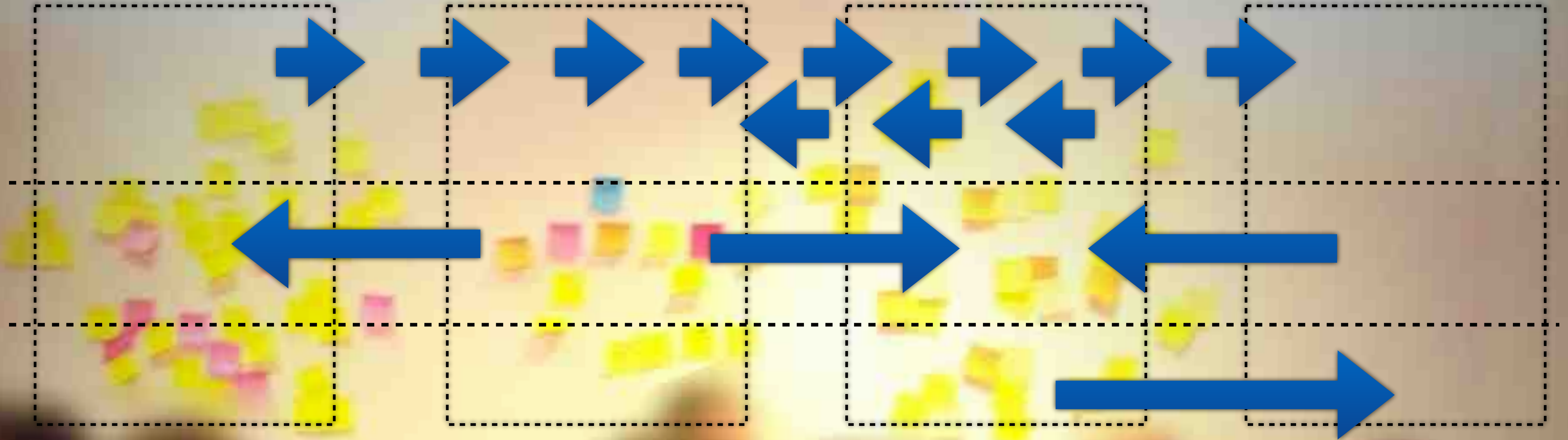


Guess

Weak

Strong

True

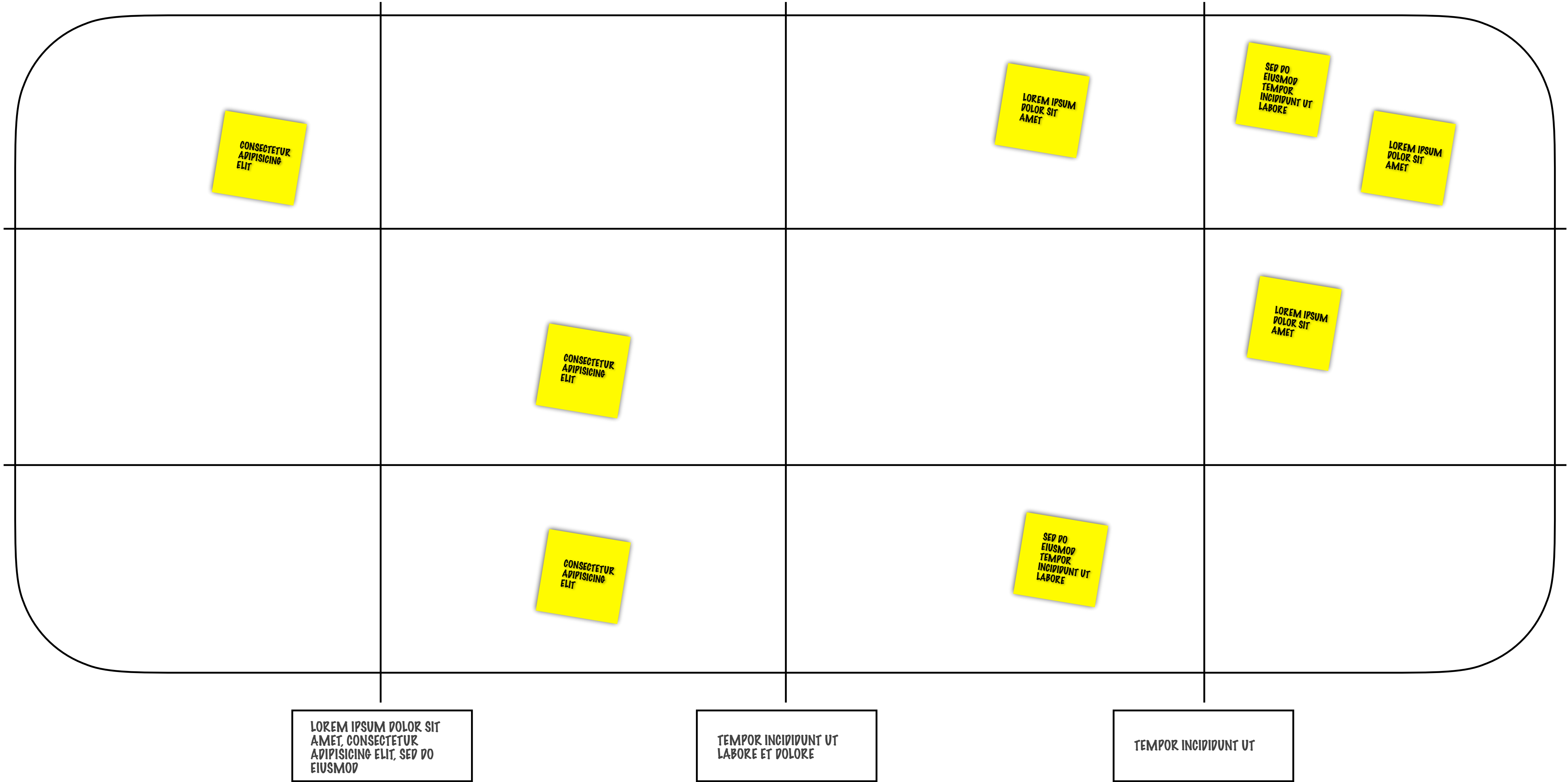


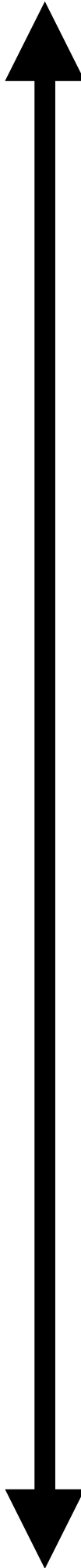
Flair





confidence





pace



LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISICING ELIT, SED DO EUSMOD

TEMPOR INCIDidunt UT LABORE ET DOLORE

TEMPOR INCIDidunt UT

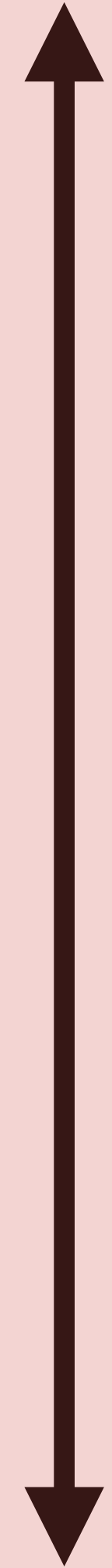


transition rules

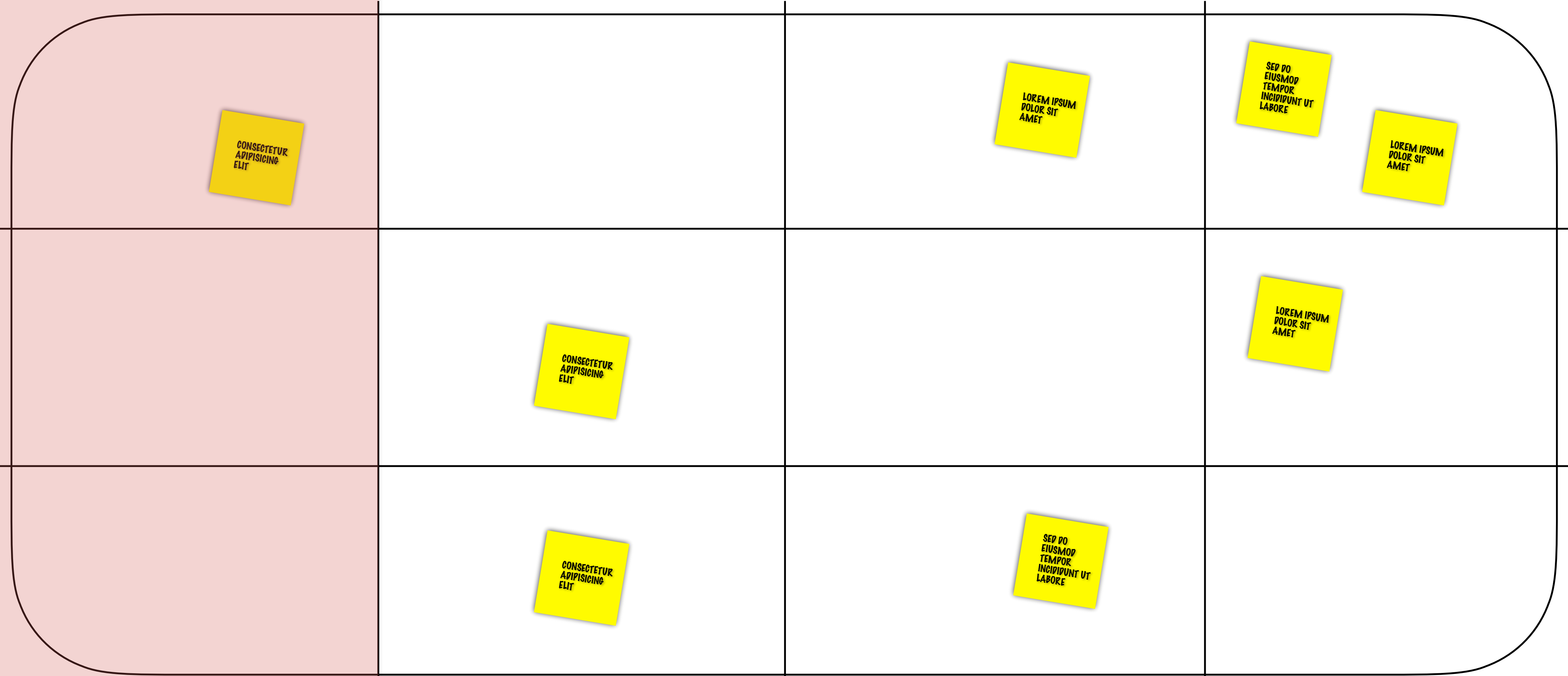
transition rules

transition rules

confidence



pace



LOREM IPSUM DOLOR SIT
AMET, CONSECTETUR
ADIPISICING ELIT, SED DO
EIUSMOD

TEMPOR INCIDIDUNT UT
LABORE ET DOLORE

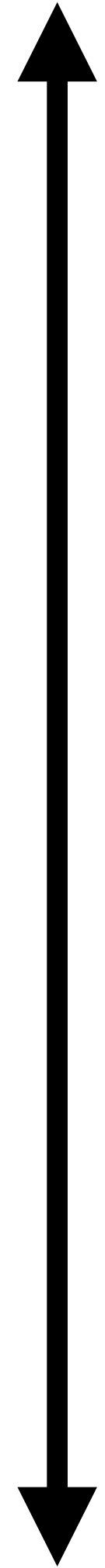
TEMPOR INCIDIDUNT UT

transition rules

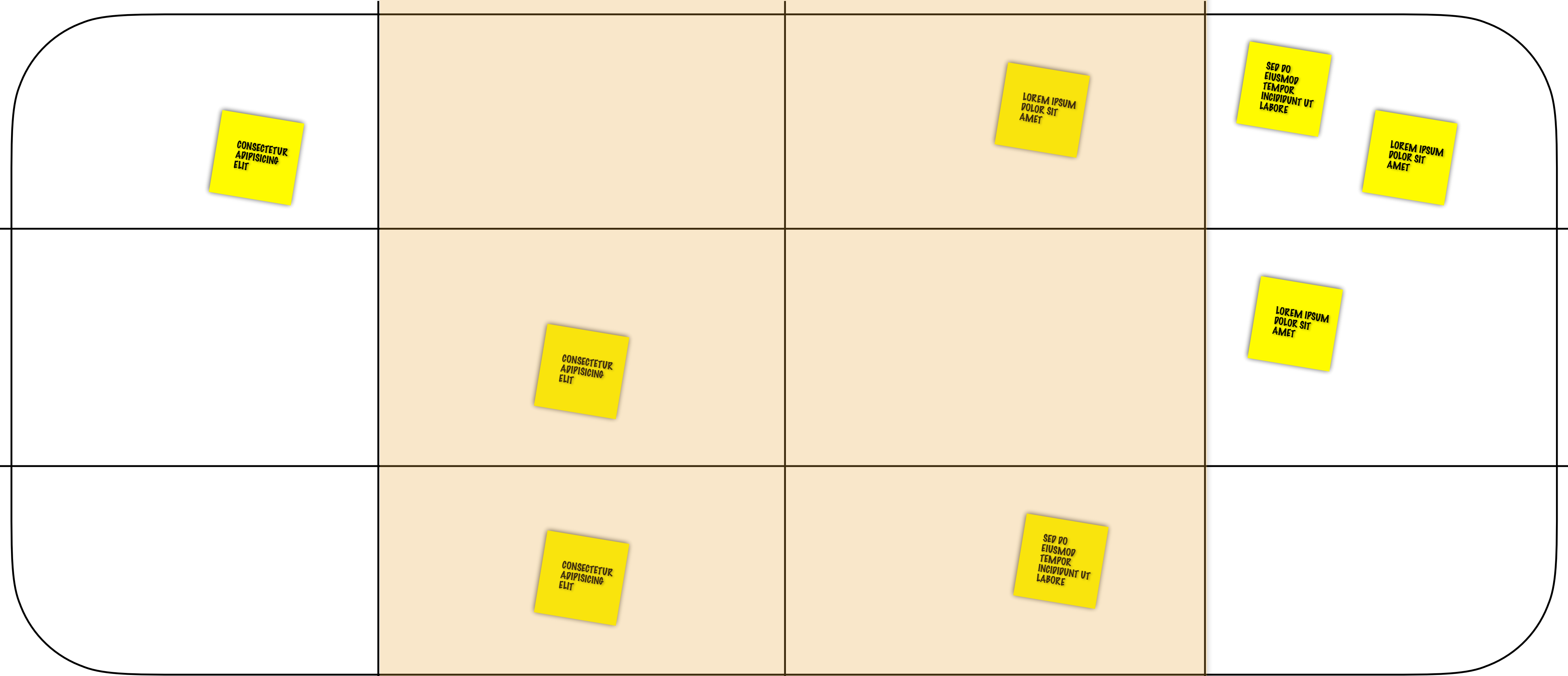
transition rules

transition rules

confidence



pace



LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISICING ELIT, SED DO EIUSMOD

TEMPOR INCIDIDUNT UT LABORE ET DOLORE

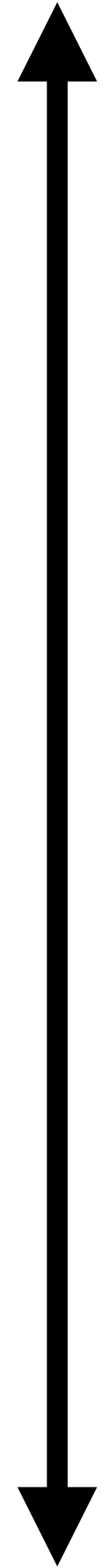
TEMPOR INCIDIDUNT UT

transition rules

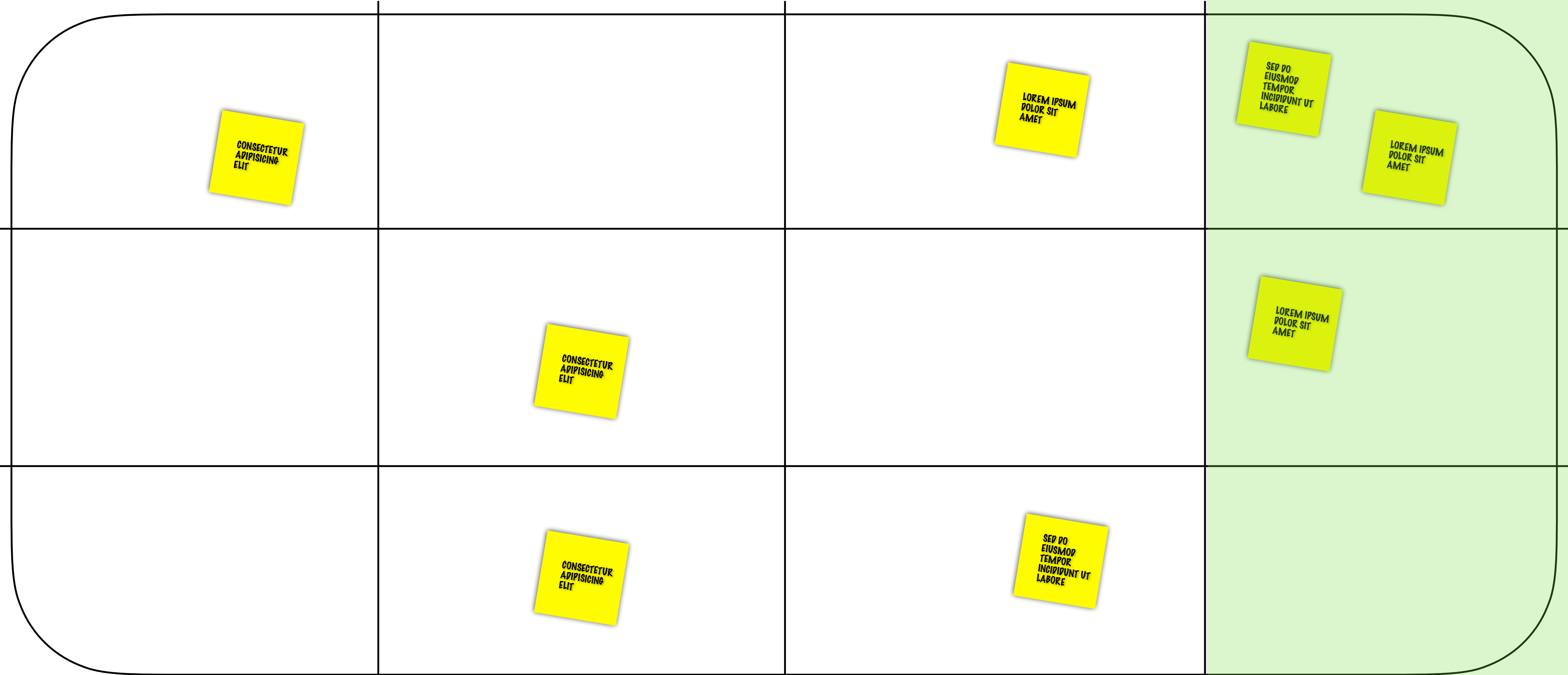
transition rules

transition rules

confidence



pace



LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISICING ELIT, SED DO EIUSMOD

TEMPOR INCIDIDUNT UT LABORE ET DOLORE

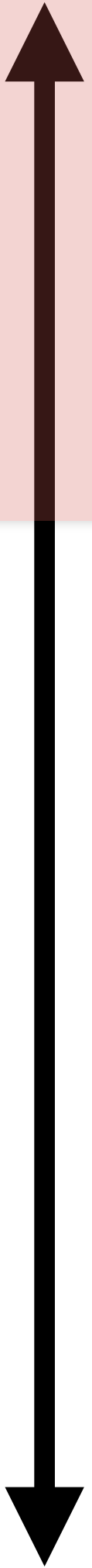
TEMPOR INCIDIDUNT UT

transition rules

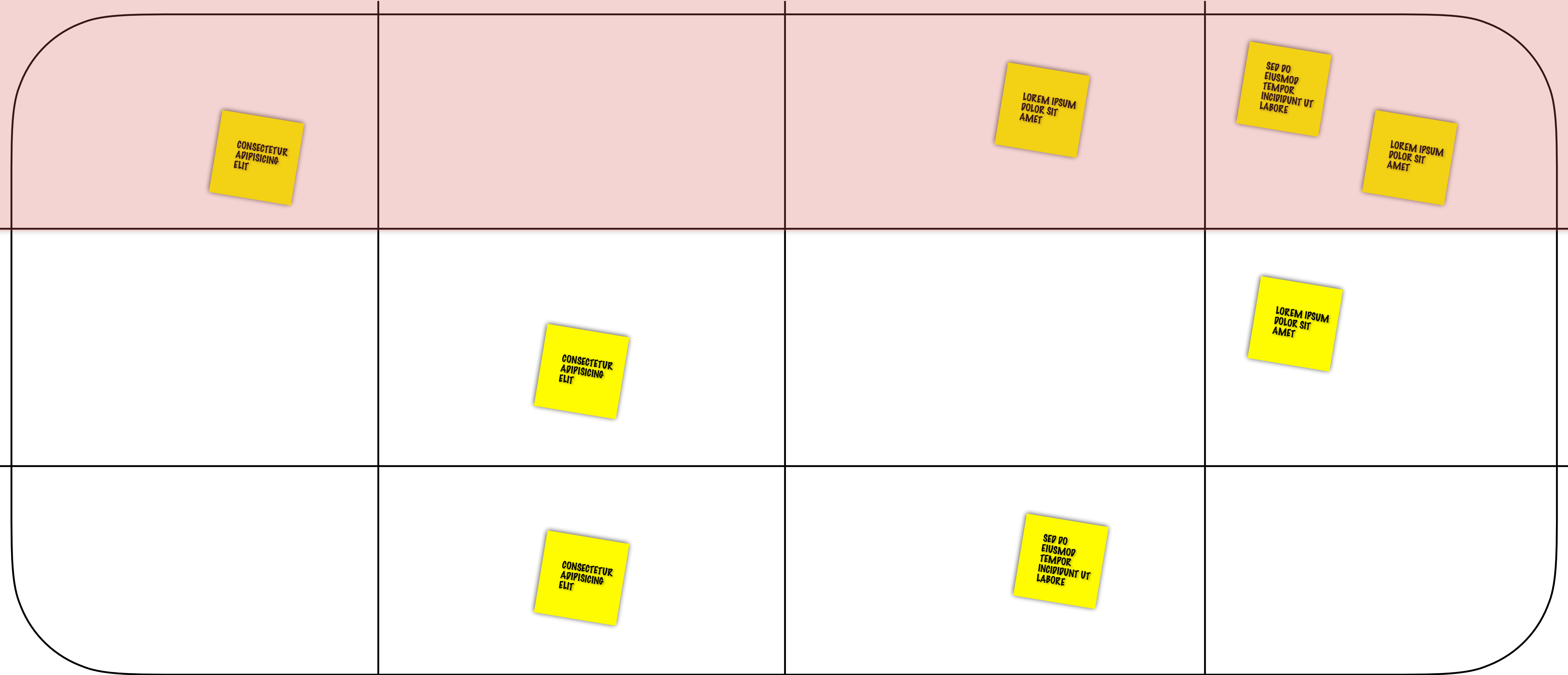
transition rules

transition rules

confidence



pace



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AMET, CONSECTETUR
ADIPISICING ELIT, SED DO
EUSMOD

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LABORE ET DOLORE

TEMPOR INCIDidunt UT

transition rules

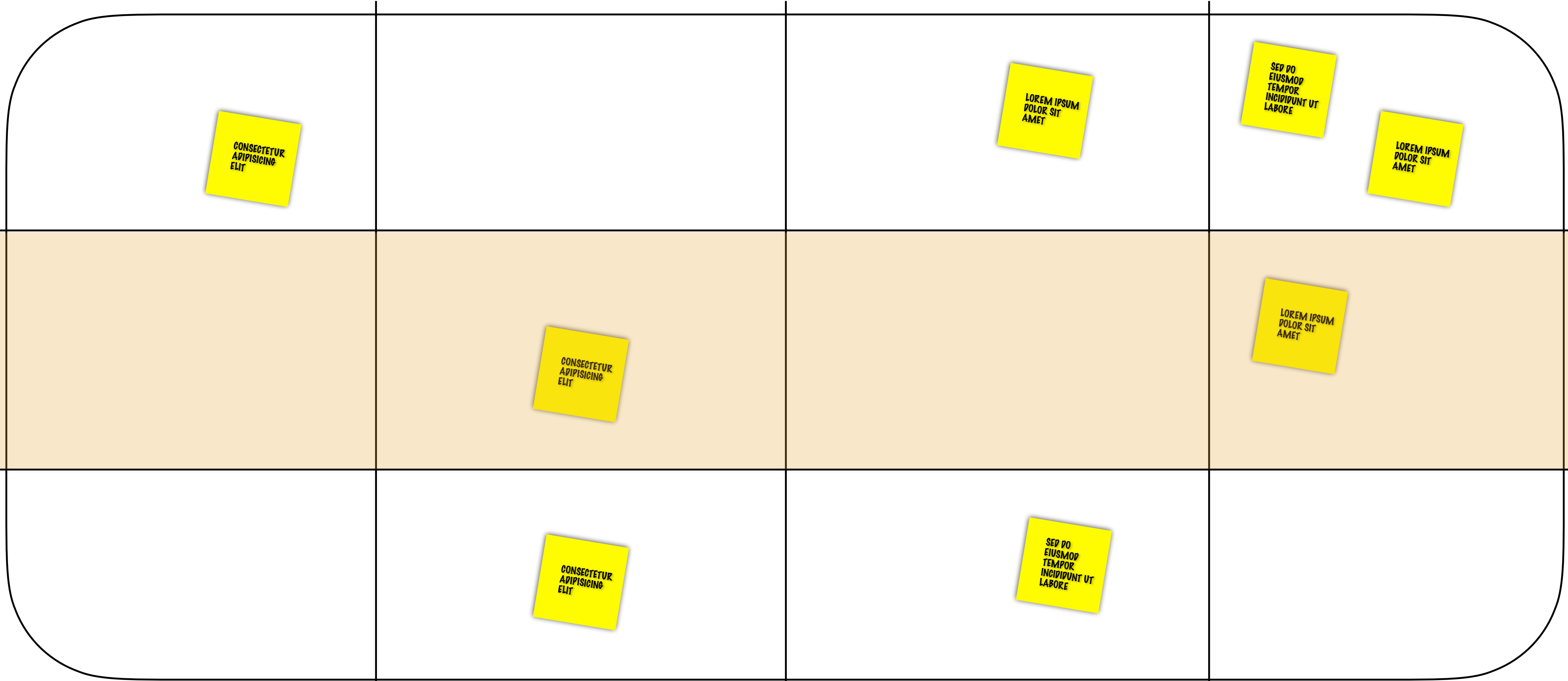
transition rules

transition rules

confidence



pace



CONSECTETUR
ADIPISICING
ELIT

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DOLOR SIT
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LABORE

LOREM IPSUM
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LOREM IPSUM DOLOR SIT
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LABORE ET DOLORE

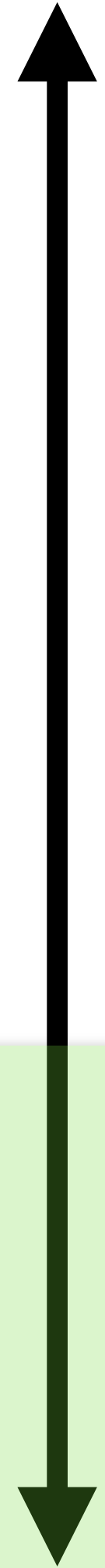
TEMPOR INCIDidunt UT

transition rules

transition rules

transition rules

confidence



pace



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TEMPOR INCIDIDUNT UT LABORE ET DOLORE

TEMPOR INCIDIDUNT UT

transition rules

transition rules

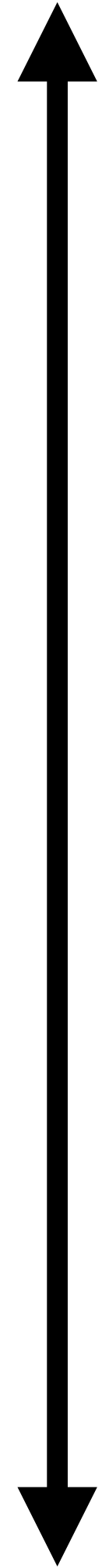
transition rules

WE NEED TO TALK ABOUT

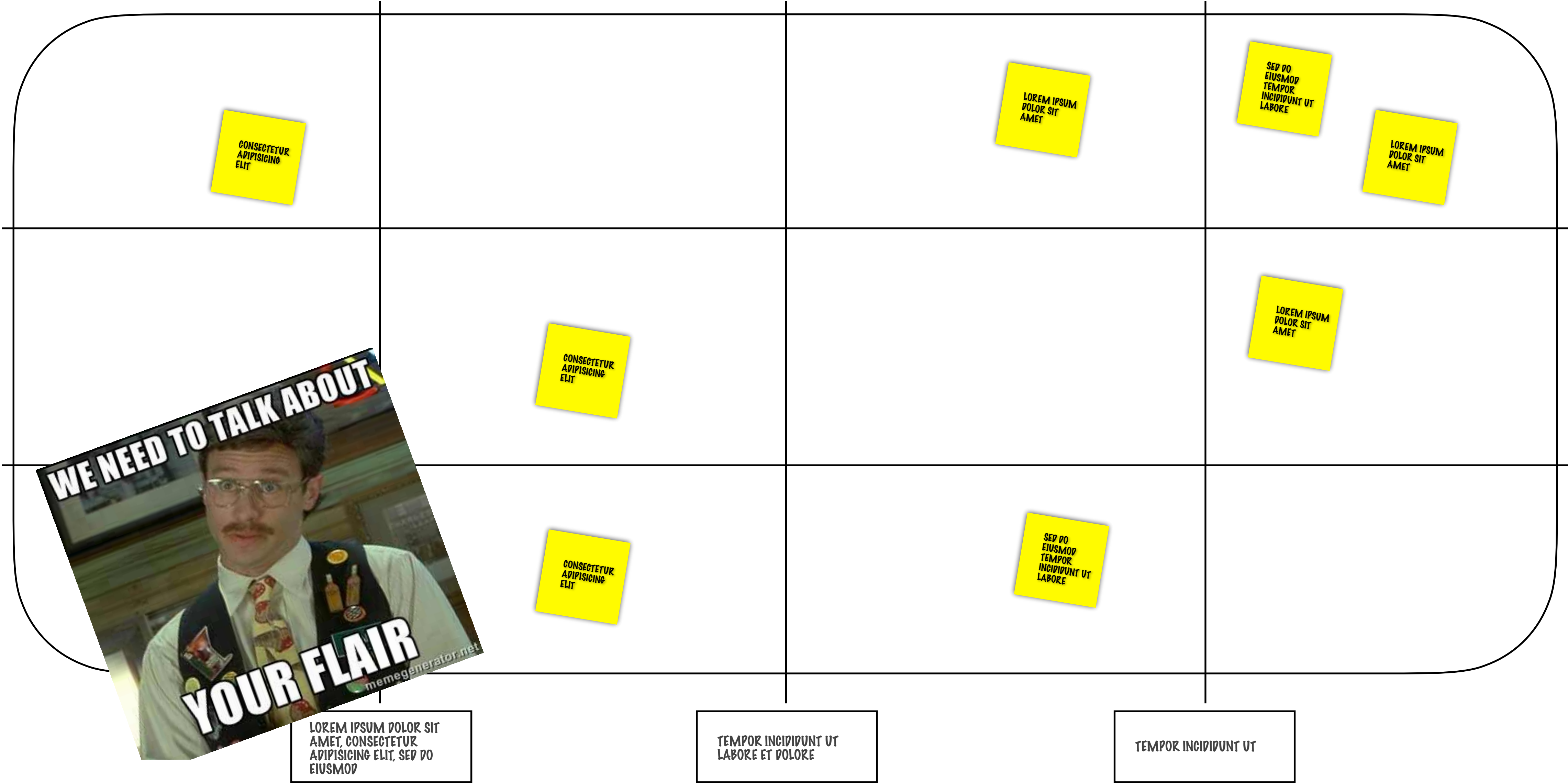


YOUR FLAIR

confidence



pace

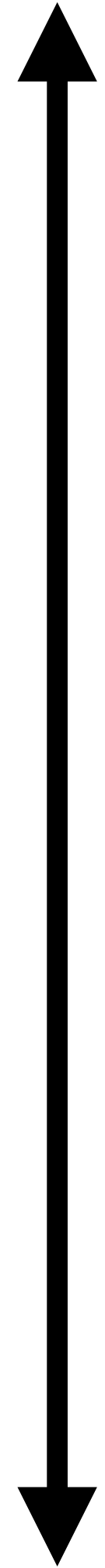


transition rules

transition rules

transition rules

confidence



pace



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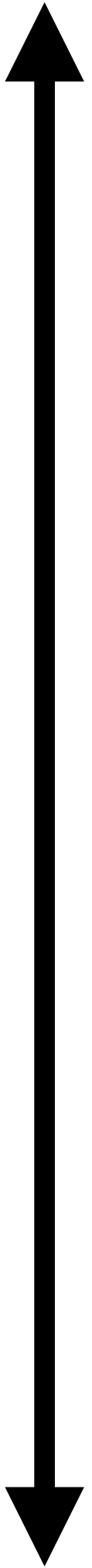
TEMPOR INCIDIDUNT UT

transition rules

transition rules

transition rules

confidence



transition rules

transition rules

transition rules

pace

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ADIPISICING ELIT, SED DO
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TEMPOR INCIDIDUNT UT

CONSECTETUR
ADIPISICING
ELIT

Research

LOREM IPSUM
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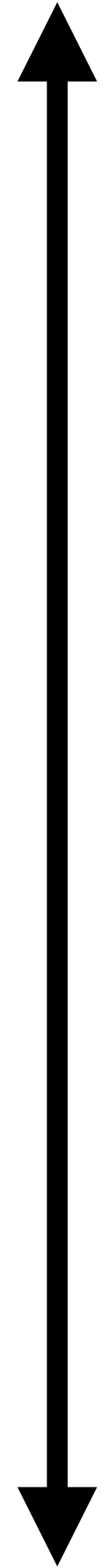
CONSECTETUR
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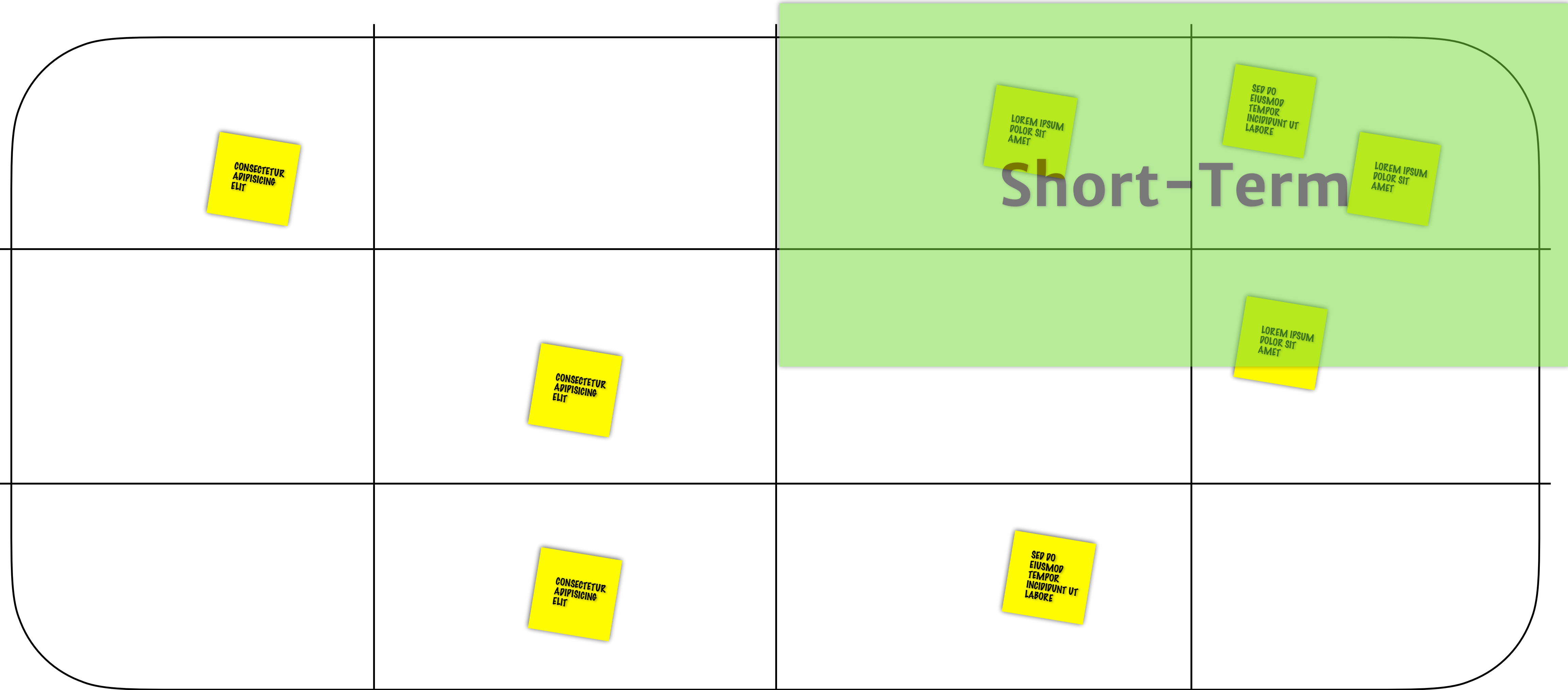
CONSECTETUR
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LABORE

confidence



pace



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LABORE ET DOLORE

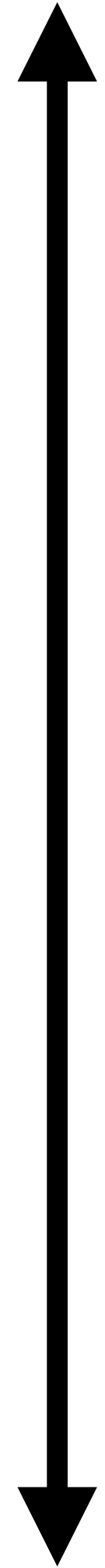
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transition rules

transition rules

transition rules

Why “mapping”?

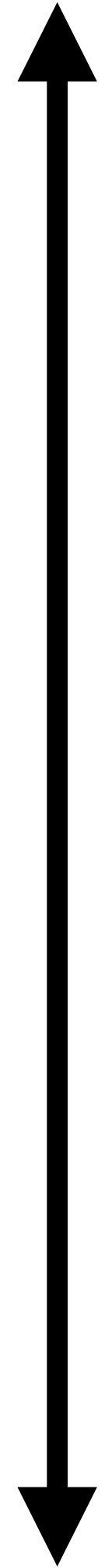
I often visit new companies and they tell me that they use maps. I get excited and ask to look. Unfortunately what they show me are usually box and wire diagrams which lack basic elements of mapping. From a strategic point of view they are next to useless. They then often try to show me their strategy based upon their maps which invariably is the usually endless round of meme copying, consultant blah blah and wasted effort.

— Simon Wardley (@swardley)

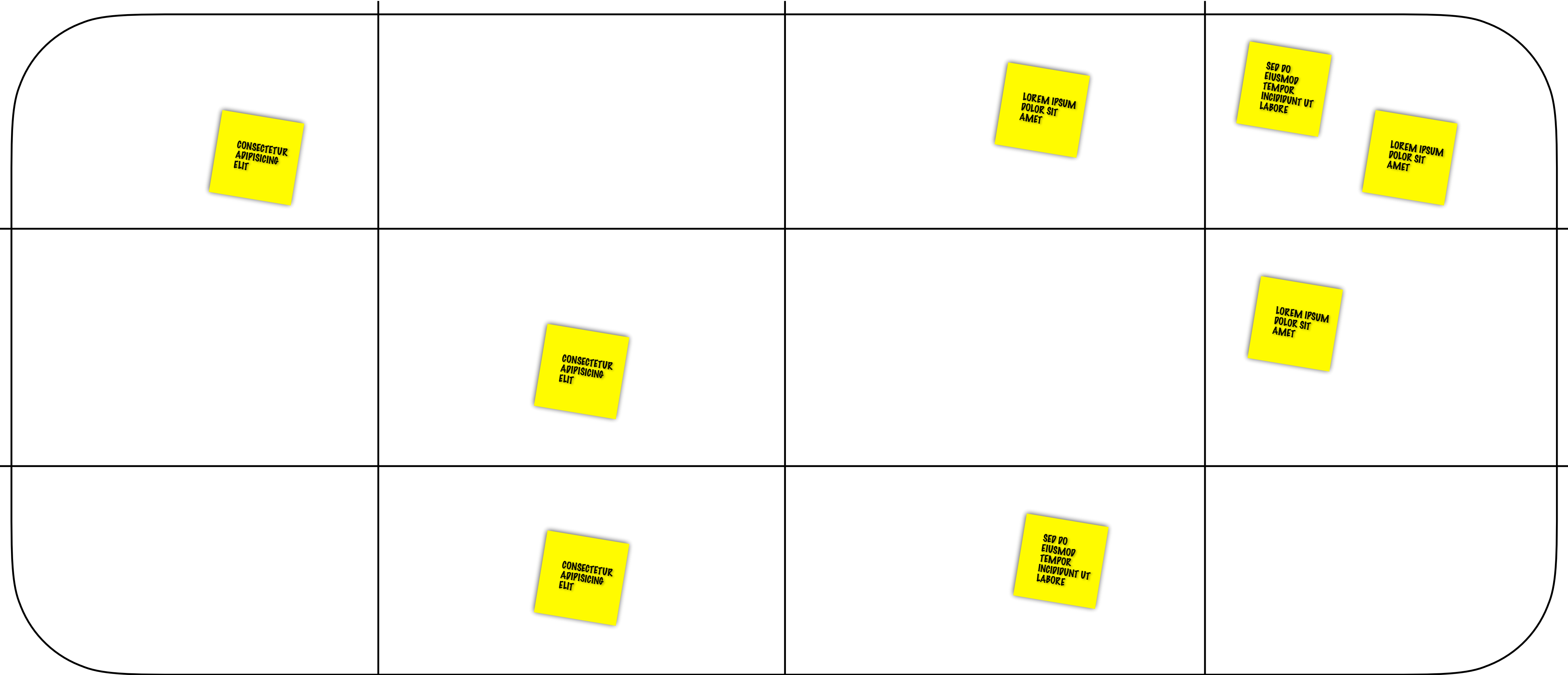




confidence



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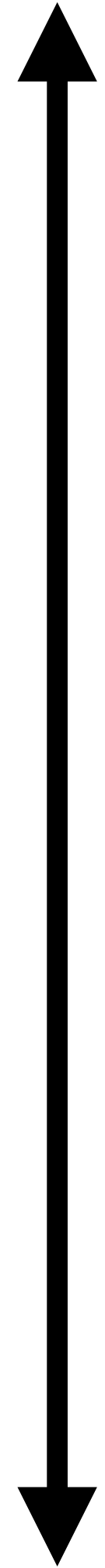
TEMPOR INCIDIDUNT UT

transition rules

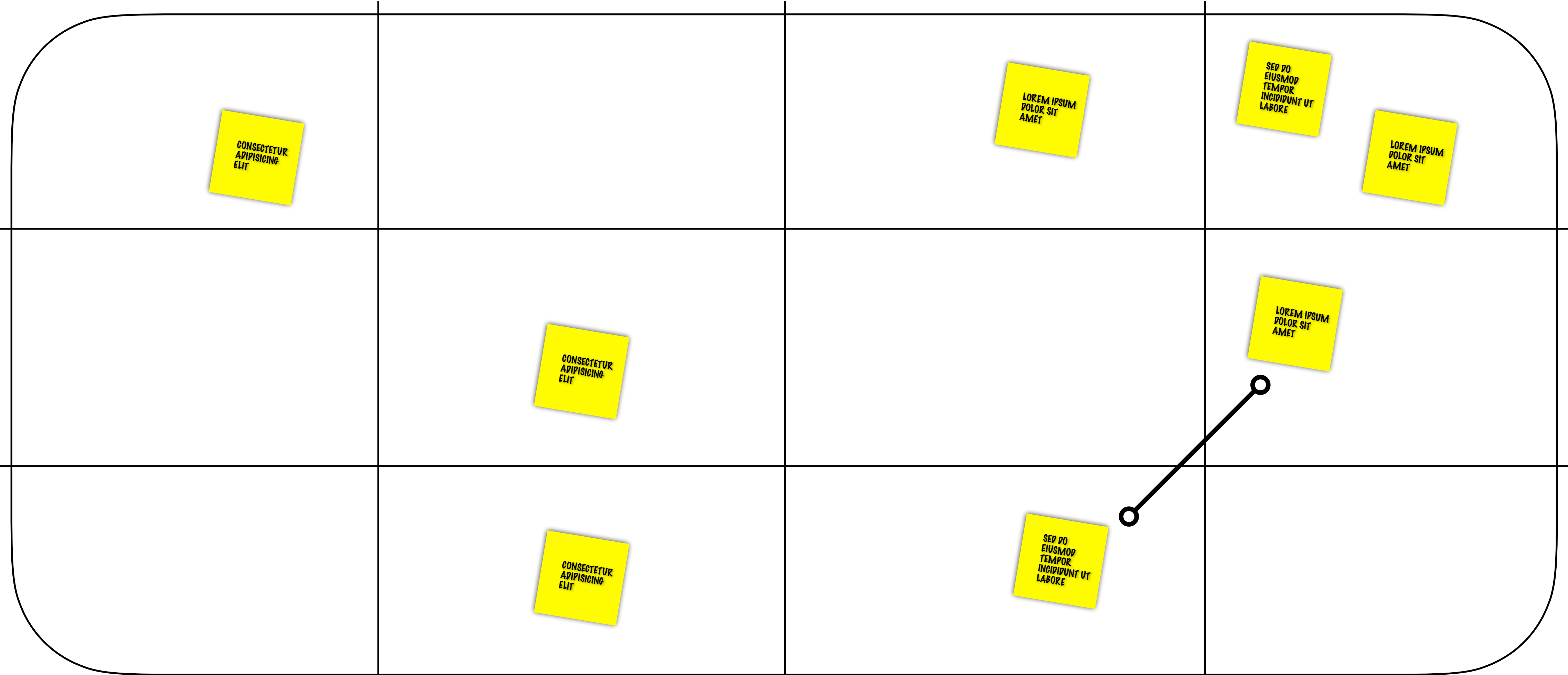
transition rules

transition rules

confidence



pace



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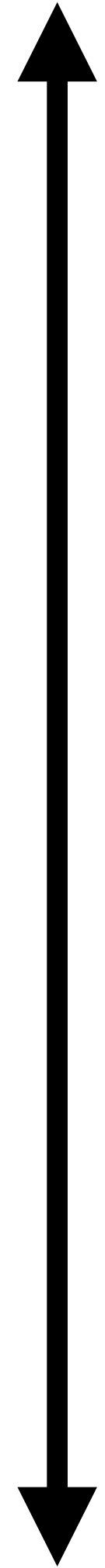
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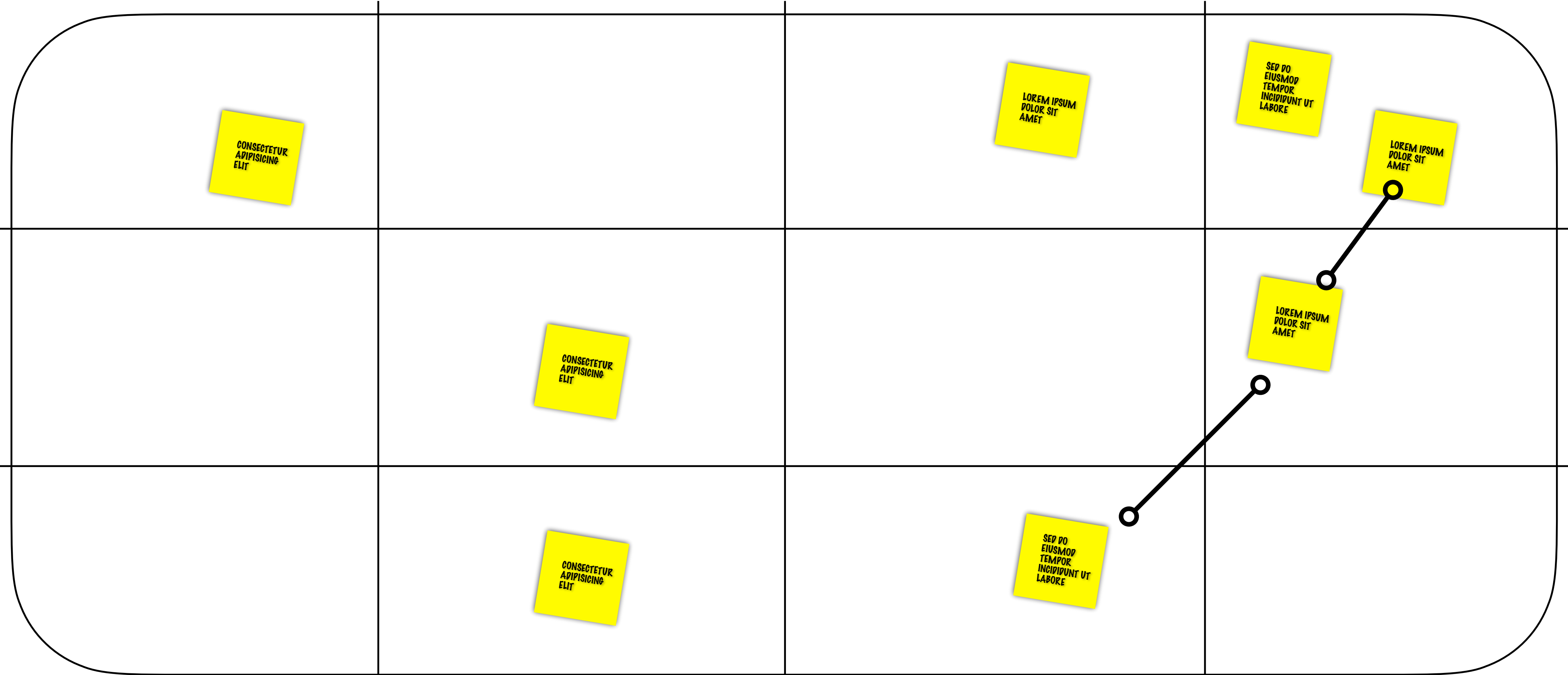
transition rules

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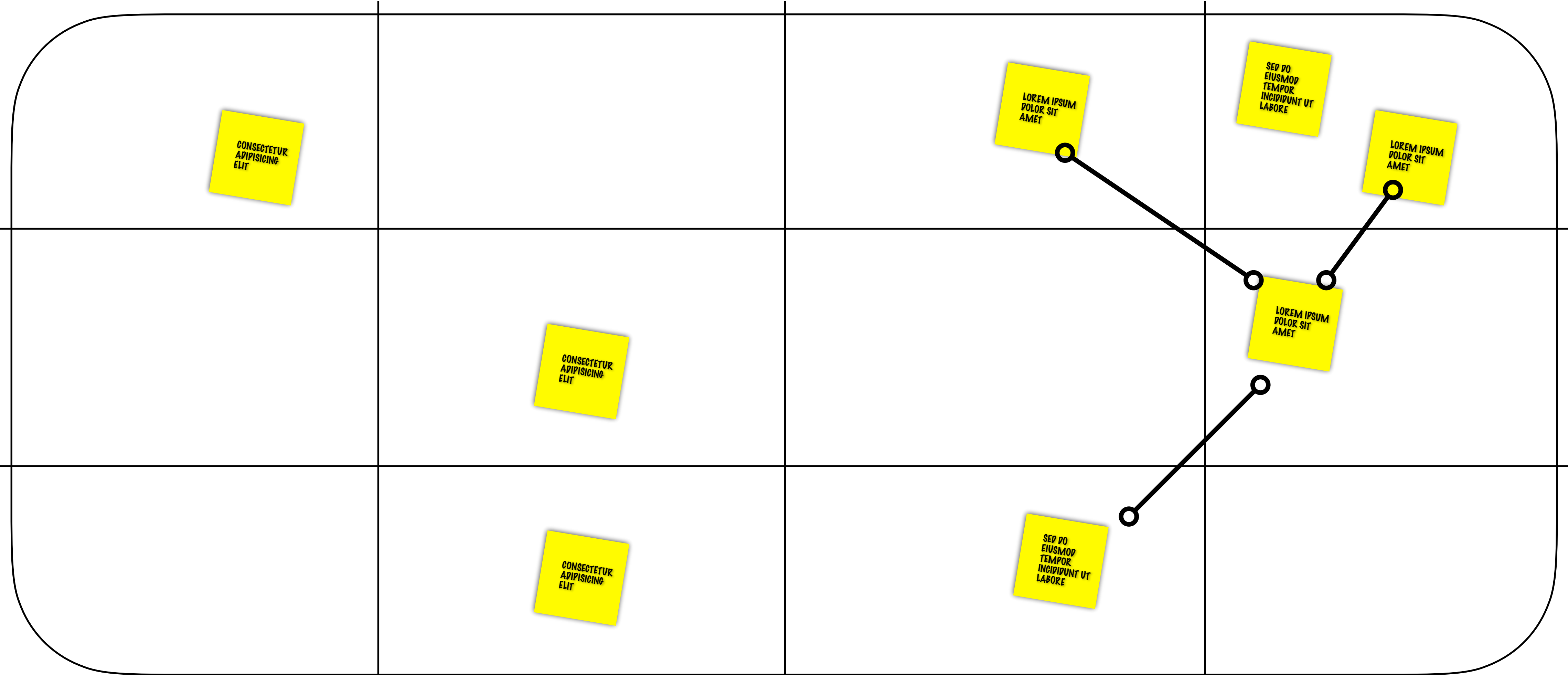
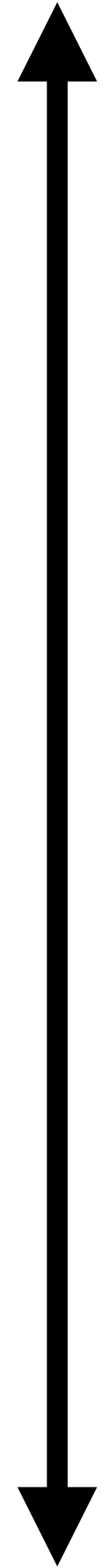
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transition rules

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transition rules

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quietstars.com/pace-layer-mapping

~~*Scale of Truthiness*~~

~~*Lean Persona*~~

~~*Incremental Persona*~~

~~*Iterative Persona*~~

~~*Flair*~~

Pace Layer Mapping

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