

UX与前端开发高效协作实践

ThoughtWorks XD 郭晨

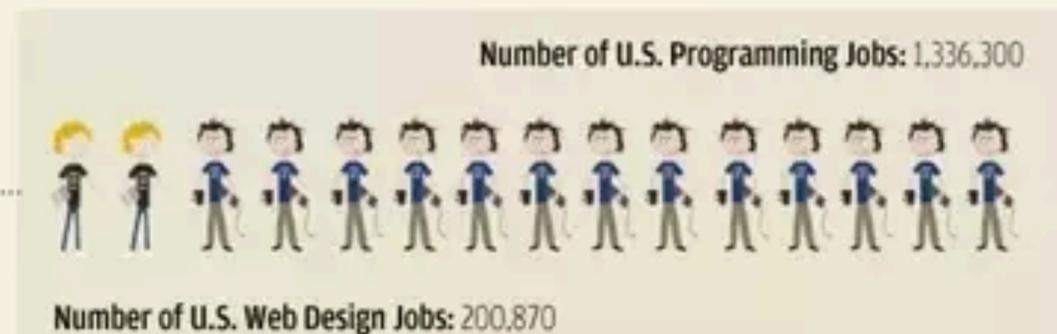
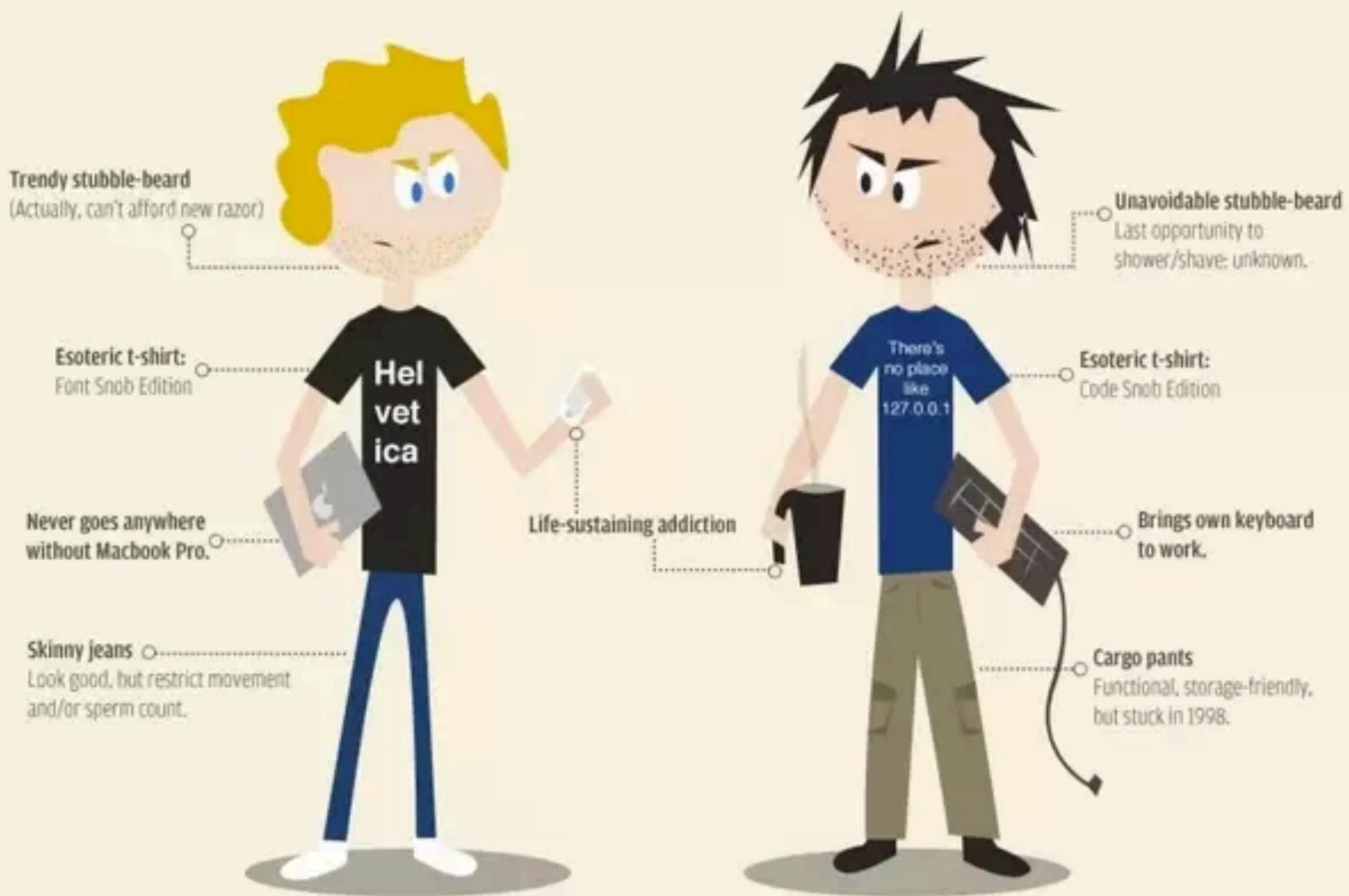
JUL 2017

Agenda

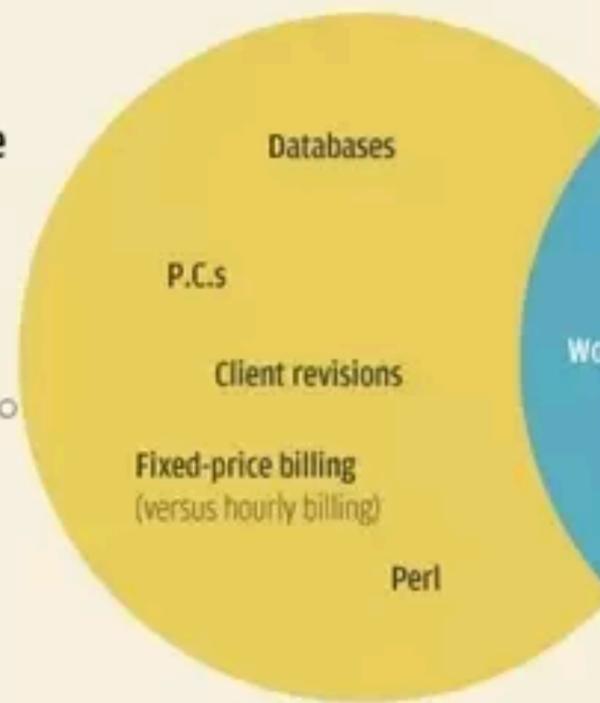
- 设计思维概述
- 精益用户体验设计流程
- UX与前端开发协作实践

设计师 & 开发者

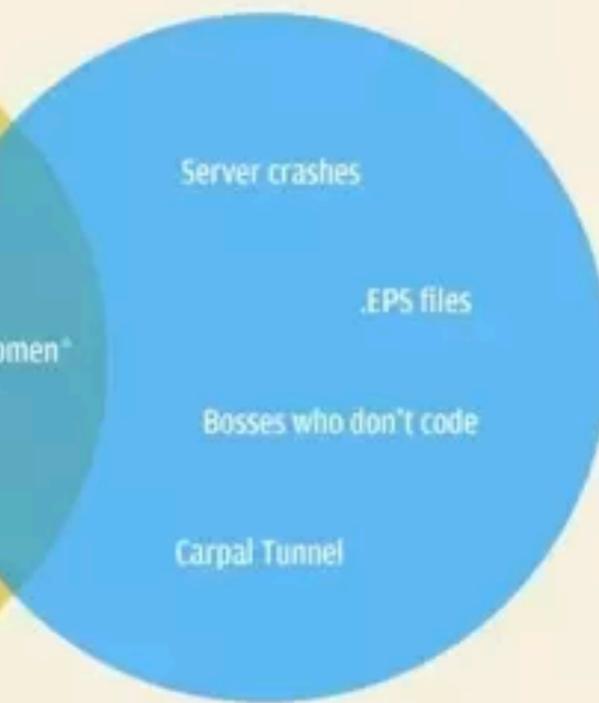
WEB DESIGNERS VS WEB DEVELOPERS



What Web Designers are afraid of



What Web Programmers are afraid of



*Yes, we know some designers and programmers are female. But the statement stands!

设计思维

什么是设计思维？



《2016人力资本趋势——新型组织：因设计而不同》

- 1 组织设计：团队崛起
- 2 领导力觉醒
- 3 文化塑造：推动战略
- 4 员工敬业度
- 5 学习：让员工主导
- 6 **设计思维**
- 7 人力资源：持续发展
- 8 人才分析：加速前进
- 9 数字化人力资源
- 10 零工经济

什么是设计思维？

Design Thinking is a mindset.

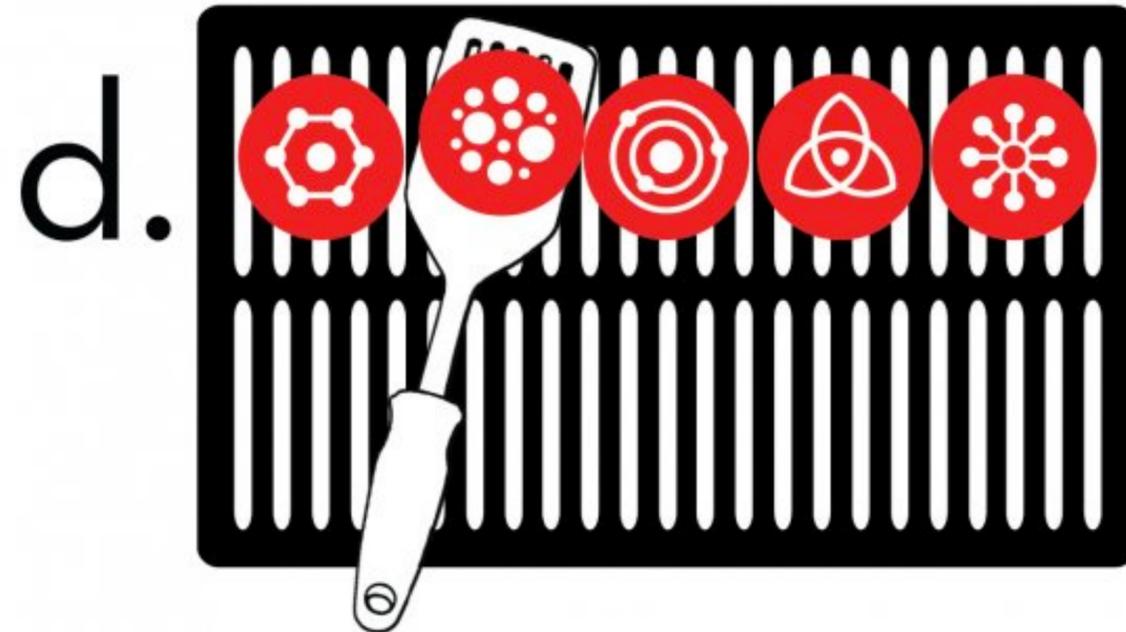
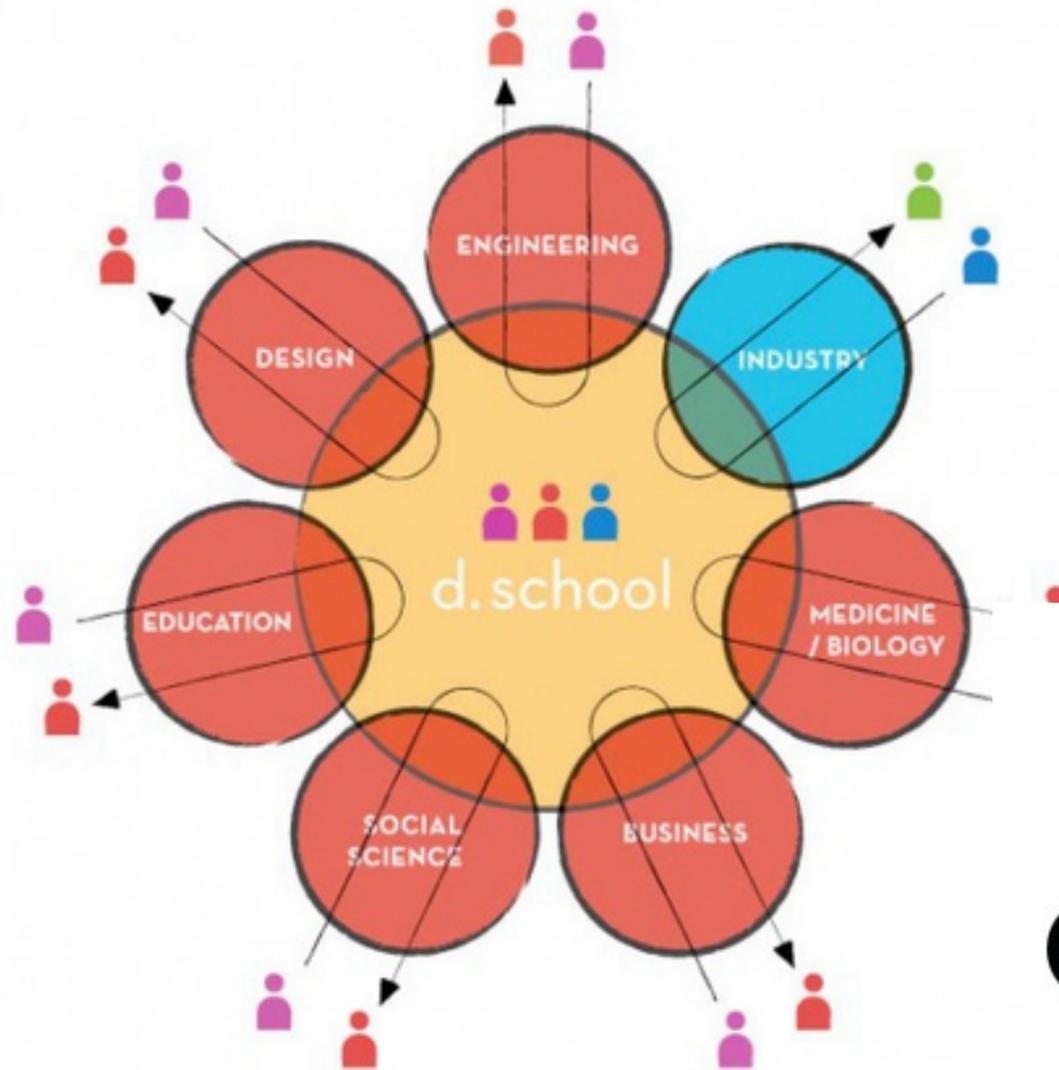
“Design thinking is about believing we can make a difference, and having an intentional process in order to get to new, relevant solutions that create positive impact.

Design Thinking gives you faith in your creative abilities and a process for transforming difficult challenges into opportunities for design.”

“Design Thinking for Educators”



什么是设计思维？



什么是设计思维？

d. 

[About](#) [Stanford Students](#) [Programs](#) [News and Events](#) [Resources](#) [Field Notes](#)

RESOURCES-COLLECTIONS

A Virtual Crash Course in Design Thinking

[Featured](#)

[All Resources](#)



精益用户体验设计流程

来自苹果的设计方法

Mac OS X Executive ('SJ') Design Reviews were on a **weekly** cycle
每周高层设计评审

Established a regular pace for critiques & sharing
确定清晰的设计评审节奏

Lesson: Establishing a rhythm helps keep teams focused & engaged
清晰的节奏确保了团队的参与和目标一致

Monday	Tuesday	Wednesday	Thursday	Friday
Weekly 'SJ' Review	Distill, discuss, explore	Design	Design, critique, share	Revise, refine, prepare



4. Good Design makes a product...

5. Good Design is unobtrusive.

6. Good design is honest.

7. Good design is long-lasting.

8. Good design is thorough down to the details.

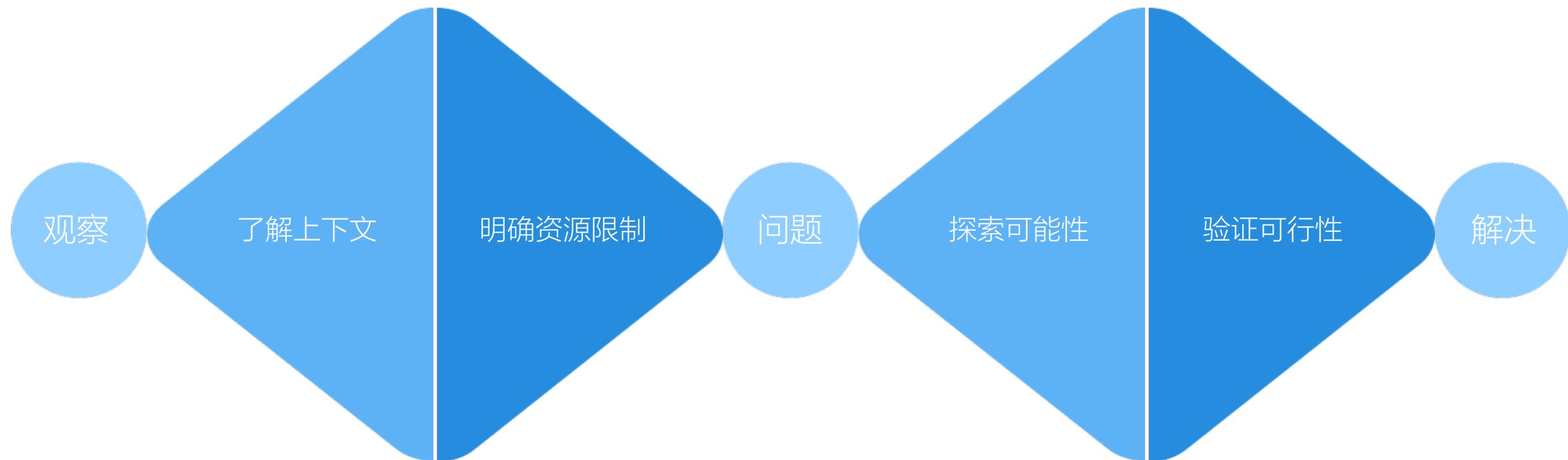
9. Good design is an environment.

10. Good Design is as little design as possible.

IxDC BEIJING 2017

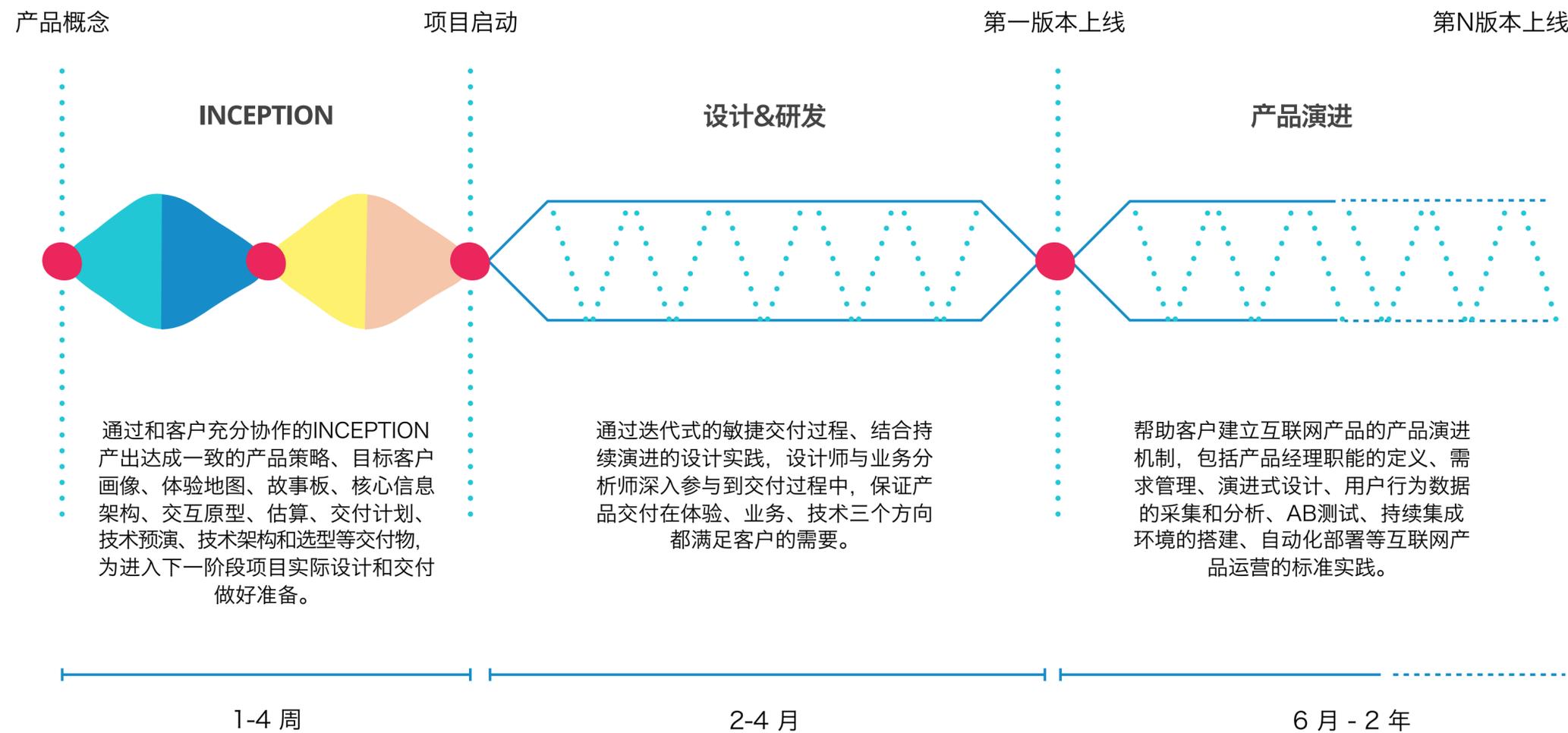
服务创新

对于想要突破现状的公司，我们提供产品和服务。采用观察，问题，解决，三个步骤形成一系列充满创意而且可行的创新设计。

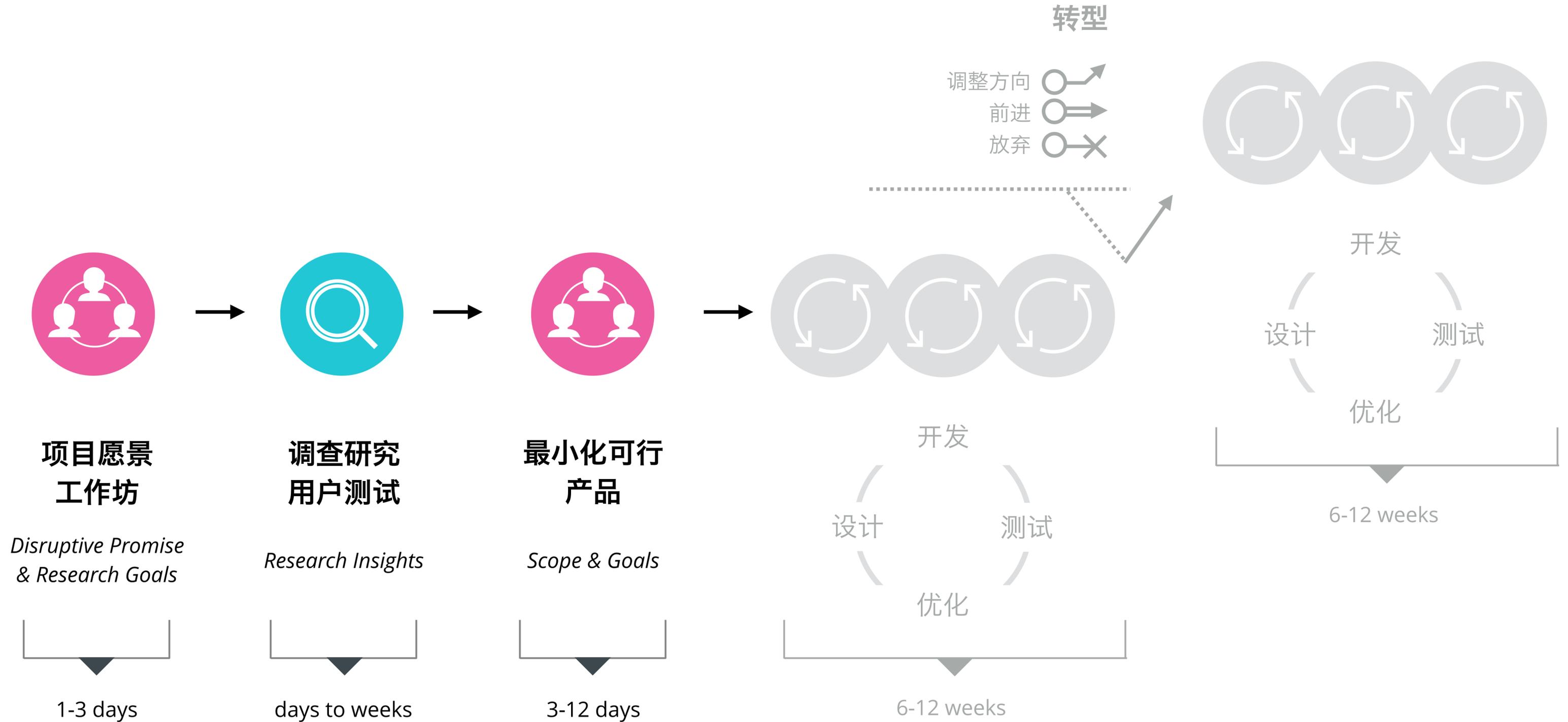


服务创新

ThoughtWorks的设计和交付服务包含一个互联网产品生命周期的端到端过程，通过一站式服务帮助客户从产品创意开始一直延伸到产品上线及后续持续演进。



不同阶段所处的不同设计



不同阶段所处的不同设计



What's UX designer as a facilitator doing in this stage?



转型

- 调整方向
- 前进
- 放弃



项目愿景
工作坊

*Disruptive Promise
& Research Goals*

1-3 days



调查研究
用户测试

Research Insights

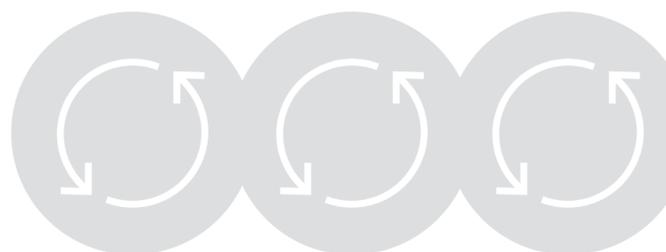
days to weeks



最小化可行
产品

Scope & Goals

3-12 days



开发

设计

测试

优化

6-12 weeks



开发

设计

测试

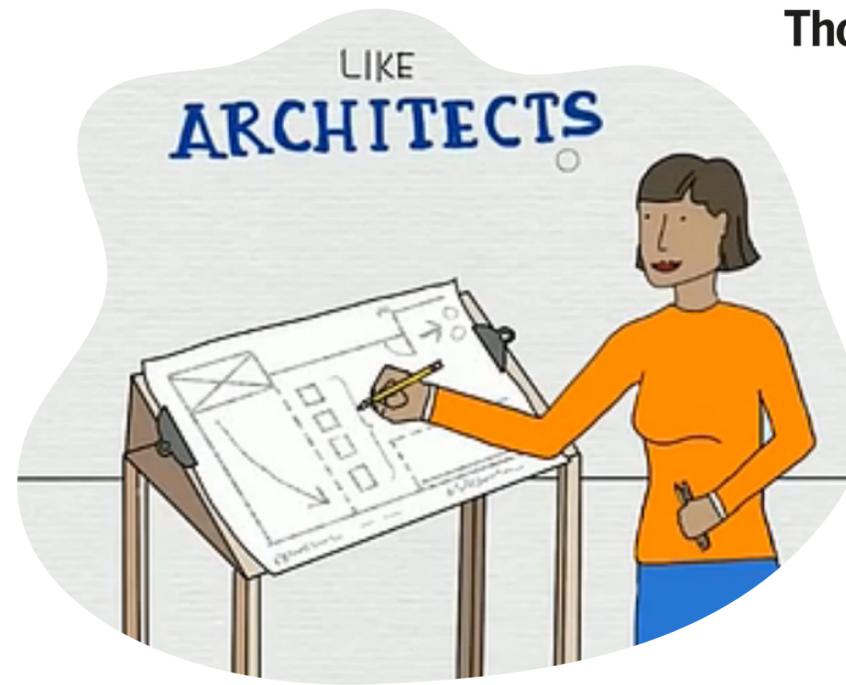
优化

6-12 weeks

不同阶段所处的不同设计



What's UX designer as a facilitator doing in this stage?



项目愿景
工作坊

调查研究
用户测试

最小化可行
产品

*Disruptive Promise
& Research Goals*

Research Insights

Scope & Goals



1-3 days



days to weeks

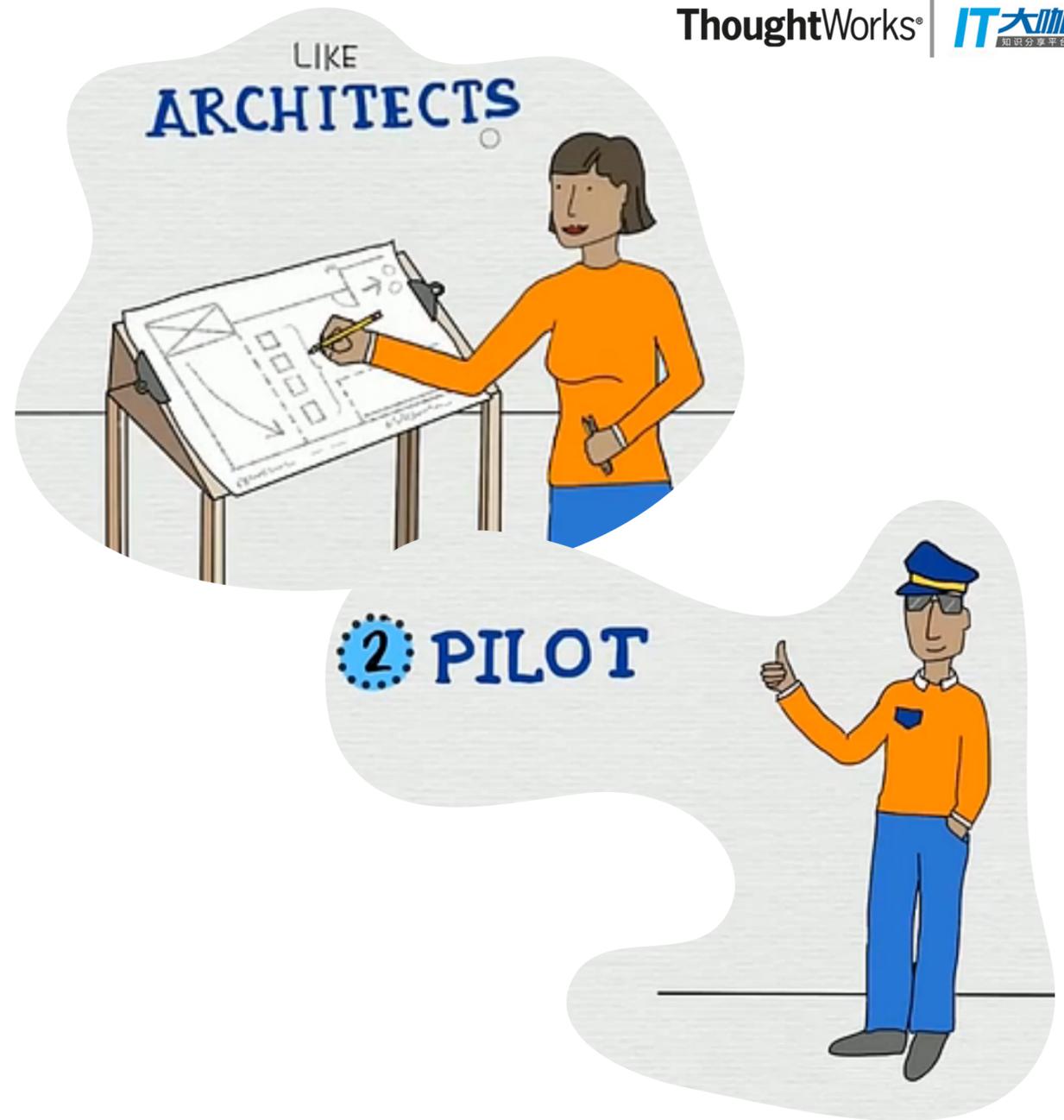


3-12 days

不同阶段所处的不同设计



What's UX designer as a facilitator doing in this stage?



项目愿景
工作坊

*Disruptive Promise
& Research Goals*



1-3 days



调查研究
用户测试

Research Insights



days to weeks



最小化可行
产品

Scope & Goals



3-12 days



不同阶段所处的不同设计



What's UX designer as a facilitator doing in this stage?



项目愿景
工作坊

*Disruptive Promise
& Research Goals*



1-3 days



调查研究
用户测试

Research Insights



days to weeks

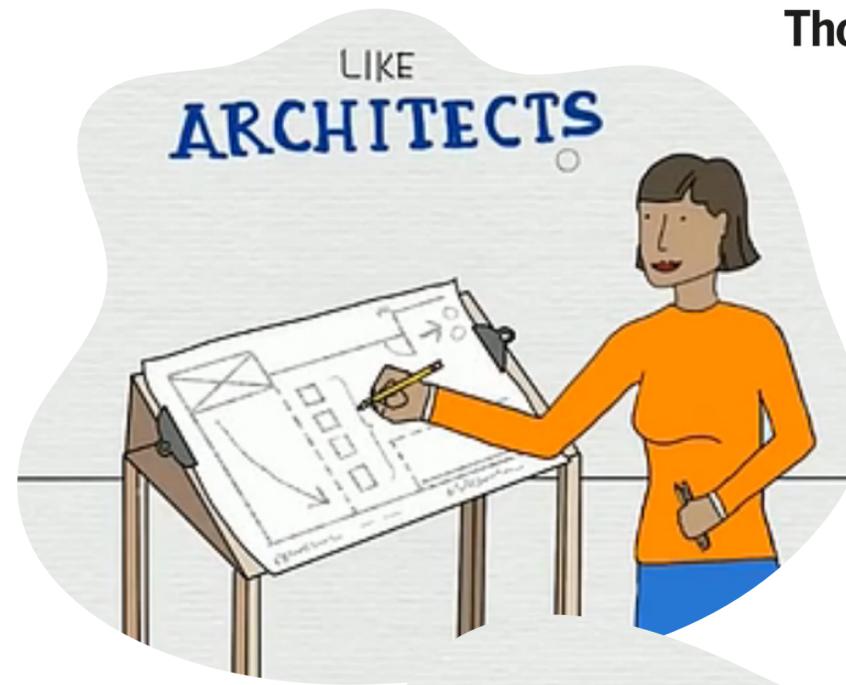


最小化可行
产品

Scope & Goals



3-12 days



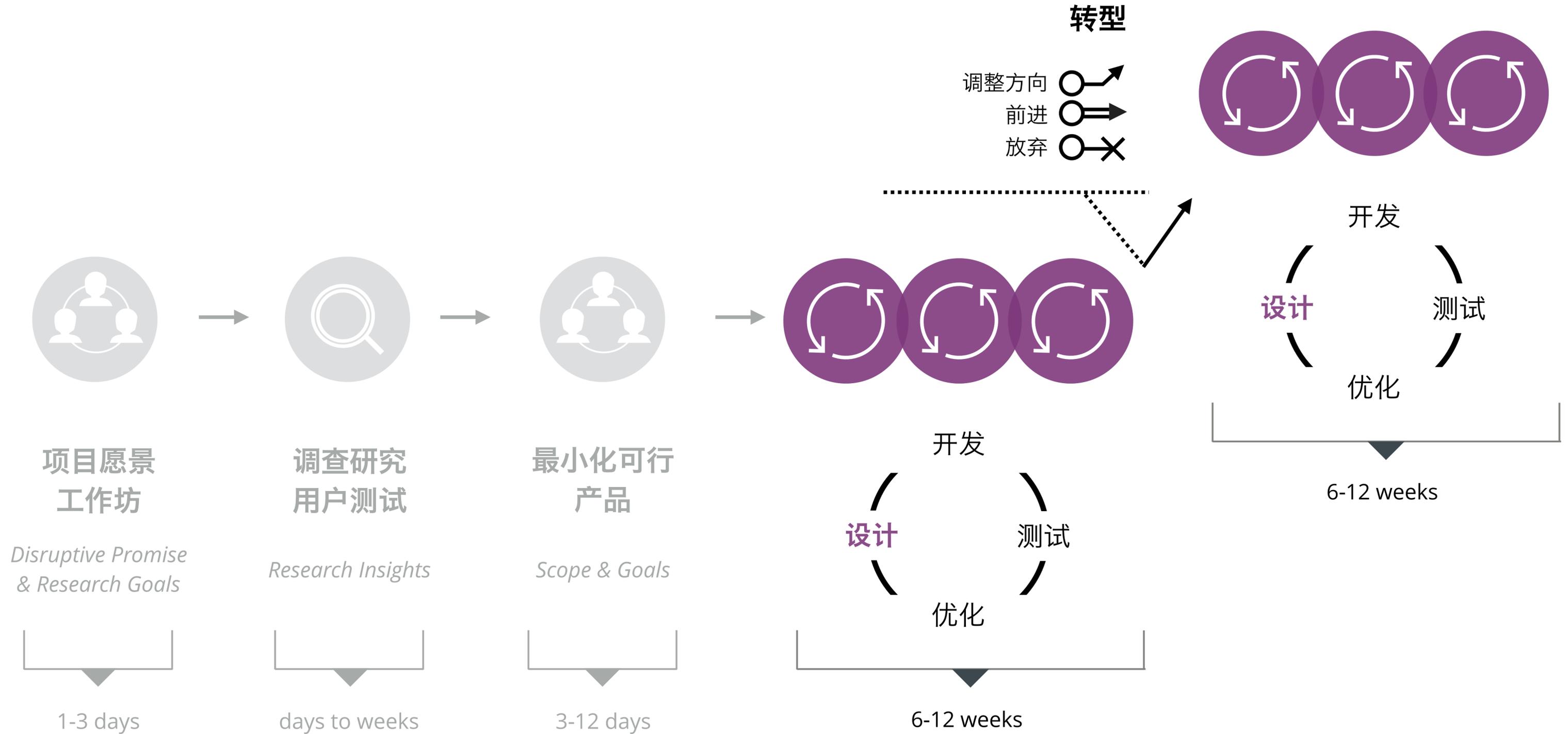
2 PILOT



3 GUIDE



不同阶段所处的不同设计



业务拉动

找到关键业务问题

这里有3种渠道来源：通常来讲业务分析师会有一些数据和业务方向；用户研究会产生迸发出一些“有意思”的想法；产品进入市场后的用户反馈会帮助你找到产品优化的方向。

- 市场需求
- 用户研究
- 产品反馈



需求分析

推理设计

- ▶ 设计师分析与设计问题和目标相关的各方面因素，并将此信息转化为设计标准。

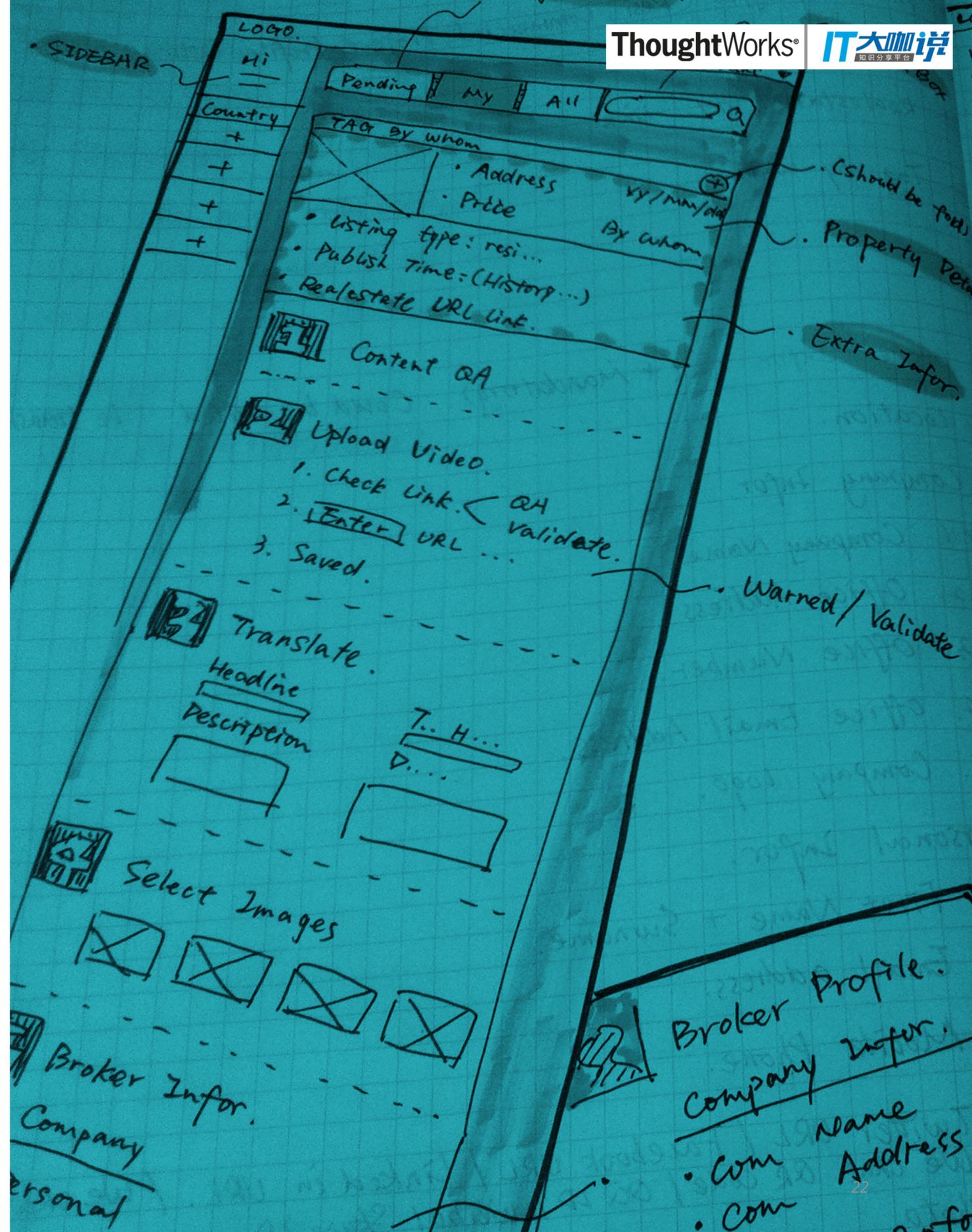


纸上原型

框架与策略

在思考和尝试把产品或者功能可视化时，应该多思考用户使用产品过程中需要哪些元素，以及这些元素之间的关系。采用手绘的方式，因为它便捷、灵活度高，可弃用，不浪费。

- 快速沟通
- 可视化
- 核心交互



低保真线框图

设计文字与内容

- ▶ **线框图 (Wireframe)** 是低保真的设计图，当明确表达：
内容大纲（什么东西） 信息结构（在哪） 用户的交互行为描述（怎么操作）
- ▶ 快
- ▶ 视效简化
- ▶ 平衡保真度与速度
- ▶ 低保真
- ▶ 尽量使用真实，符合逻辑的数据内容



用户测试

模拟与评估

- ▶ 设计师依据已有的想法绘制设计稿或制作模型，预估并定义产品预期，对其进行评估。

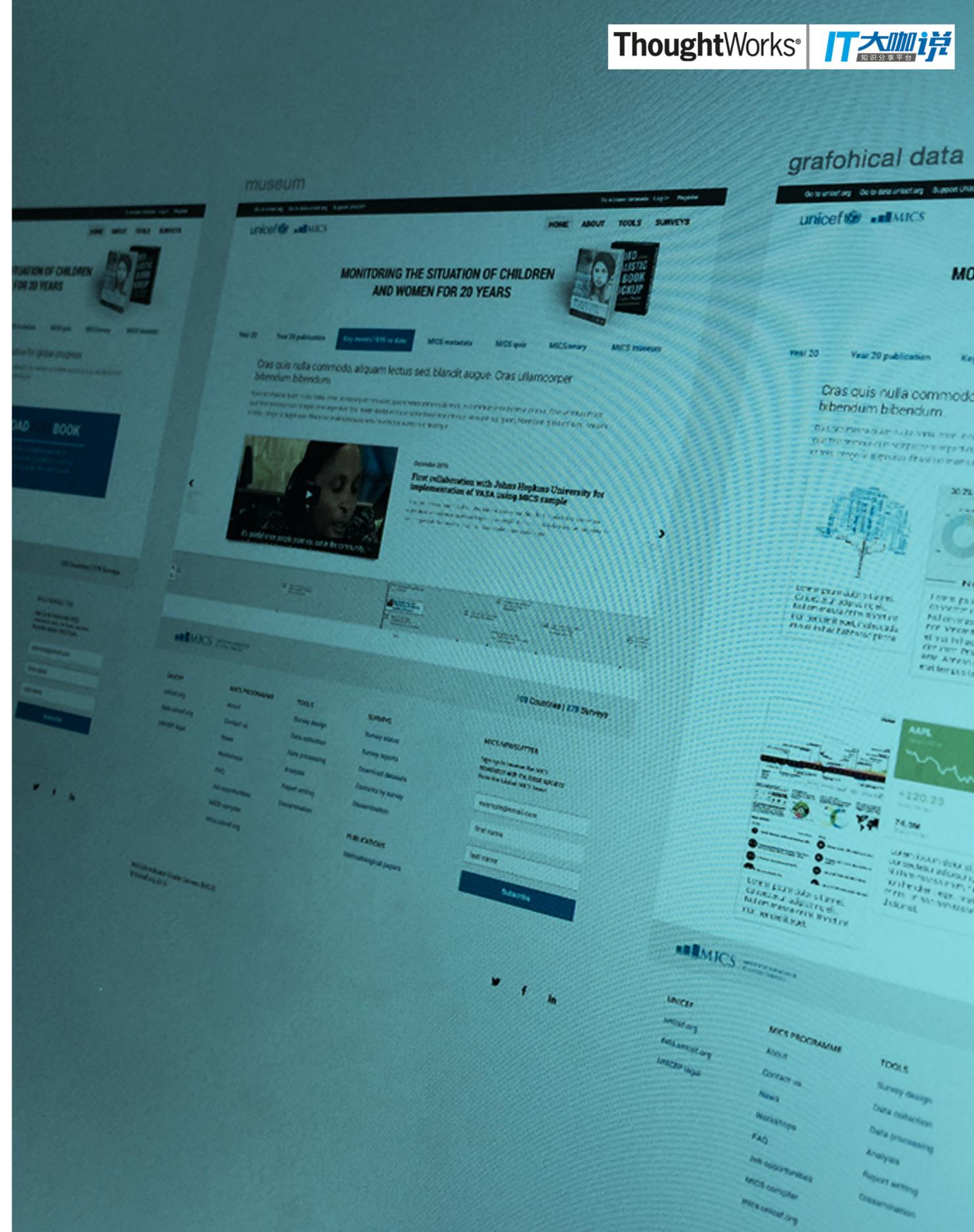


高保真模型

视觉风格与最终界面

高保真模型代表最终产品，模拟交互设计。允许用户从界面上，体验内容与交互，像最终产品一样。

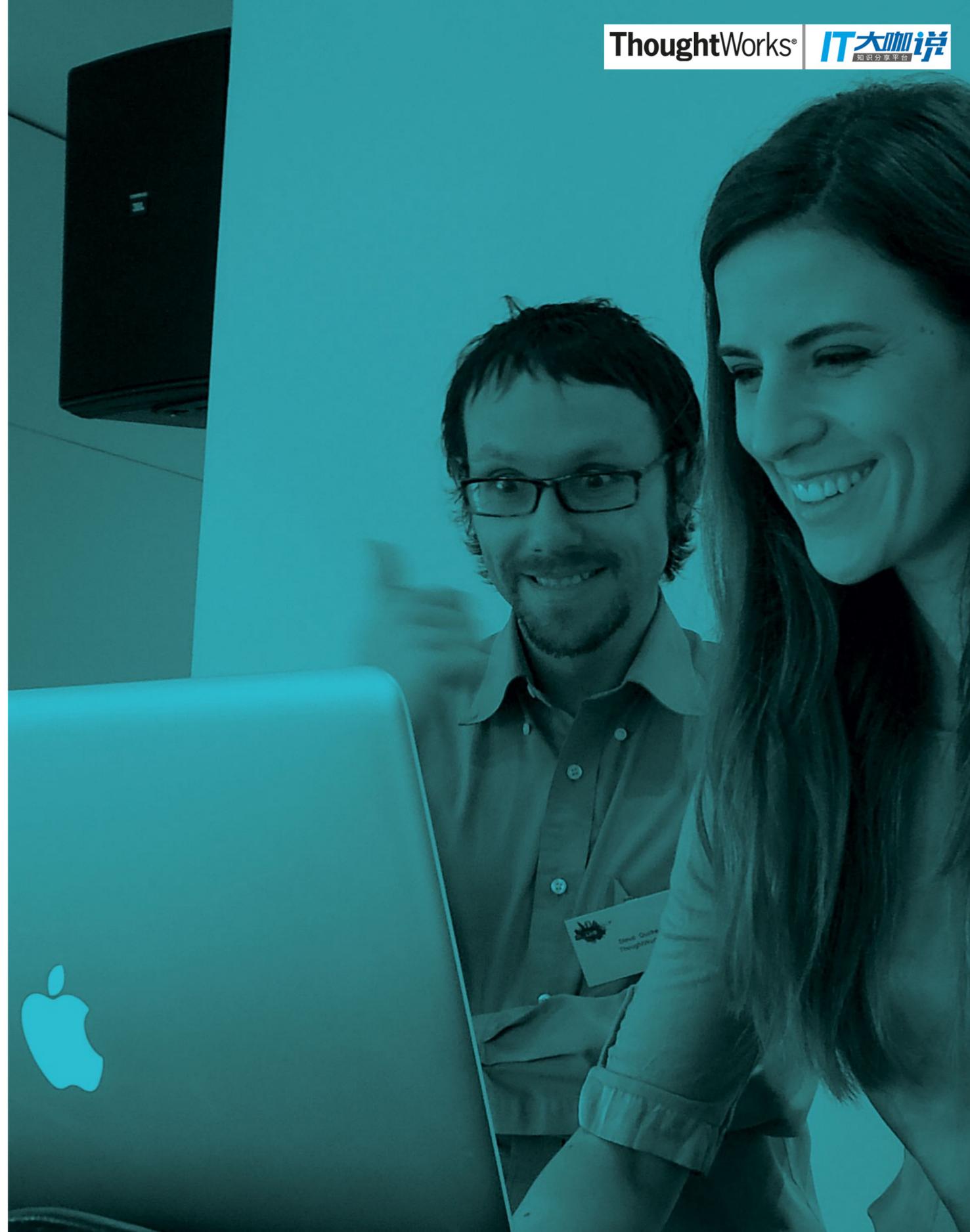
- 模拟最终产品
- 精心模块化
- 测试潜在用户
- 获得支持及反馈
- 开发复用



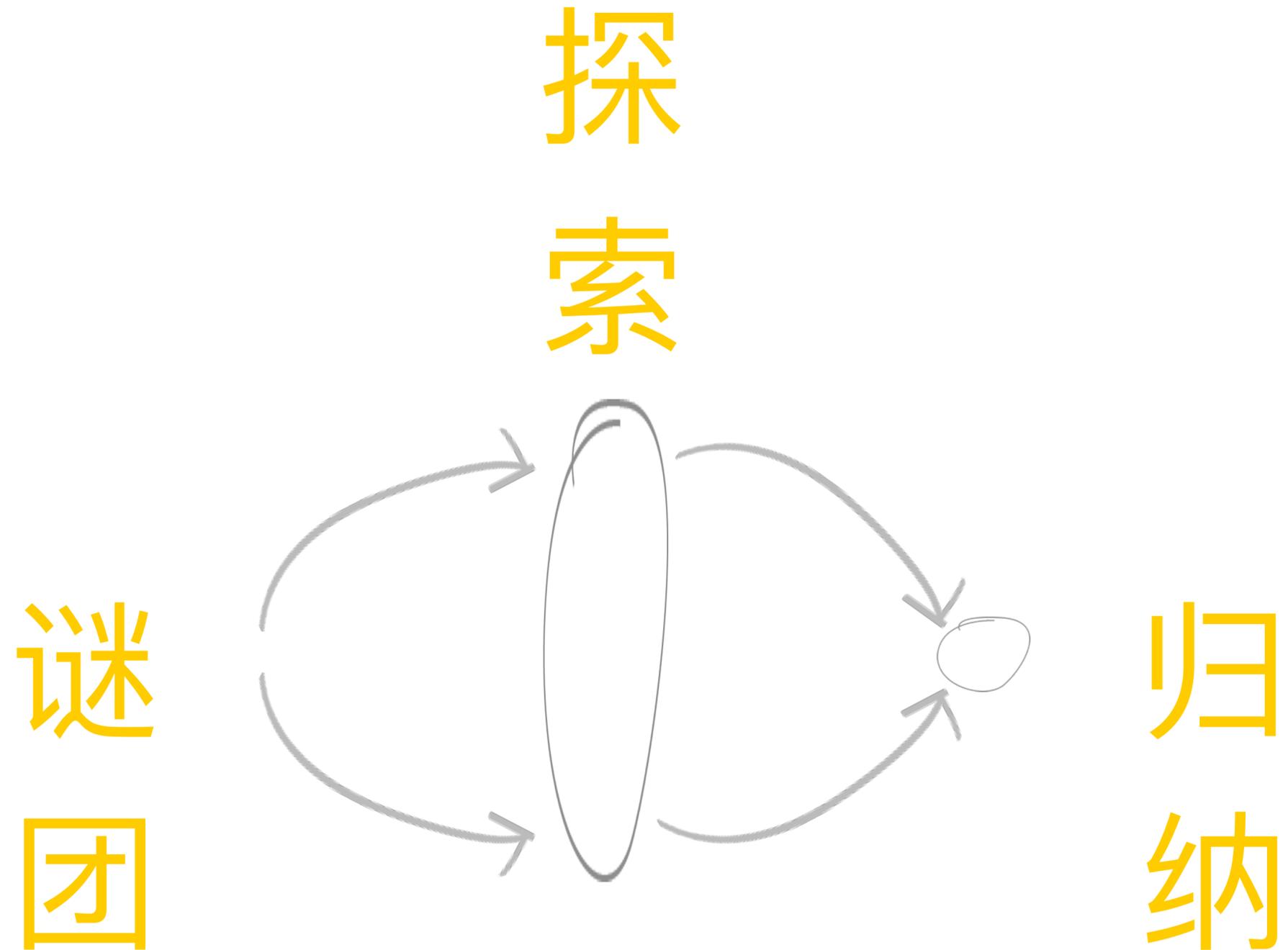
迭代优化

数据分析与关键指标

- ▶ 在开发出尽可能简洁和小的功能并投放到市场上验证之后，跨职能团队会参与到用户行为的监测和响应。

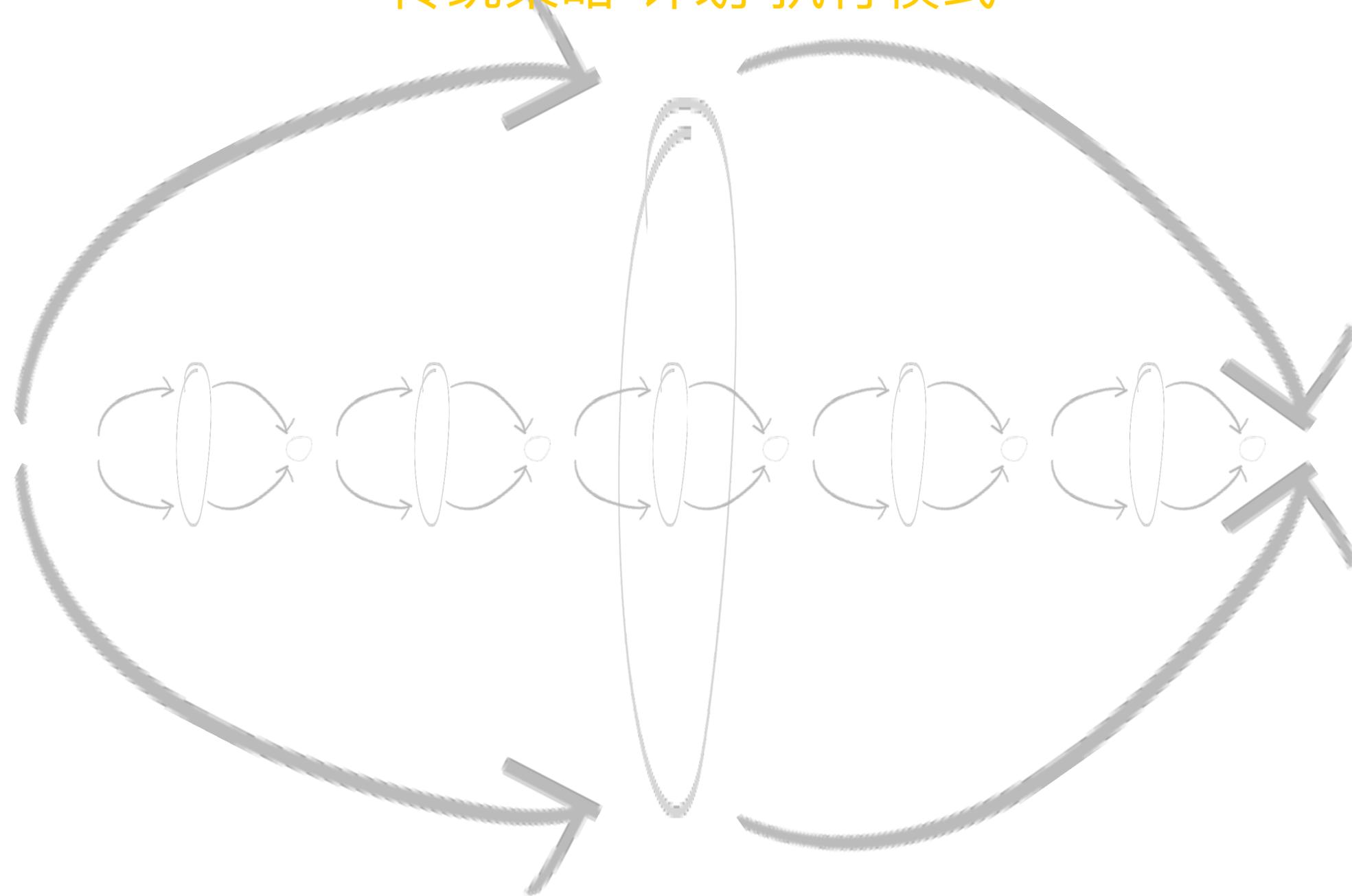


设计思维的发散收敛模型



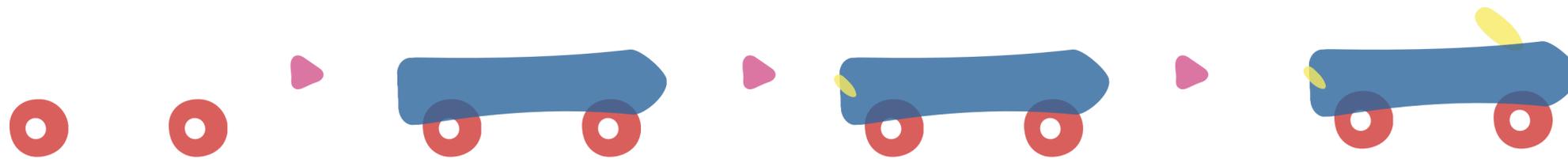
设计思维的发散收敛模型

传统策略-计划-执行模式

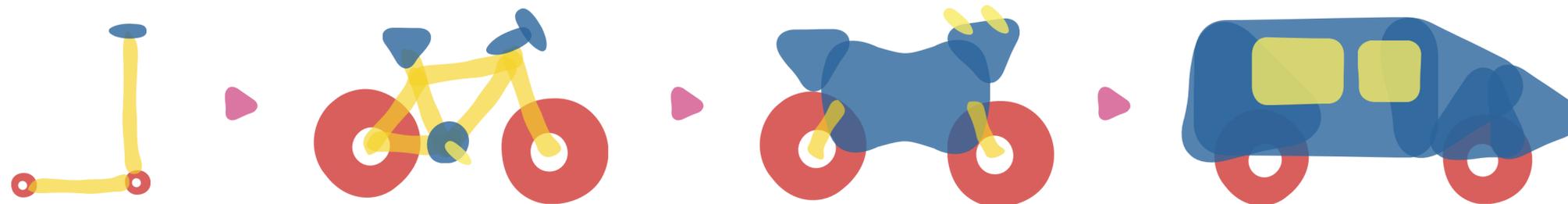


设计思维的发散收敛模型

福特：稳定、大批量、执行计划



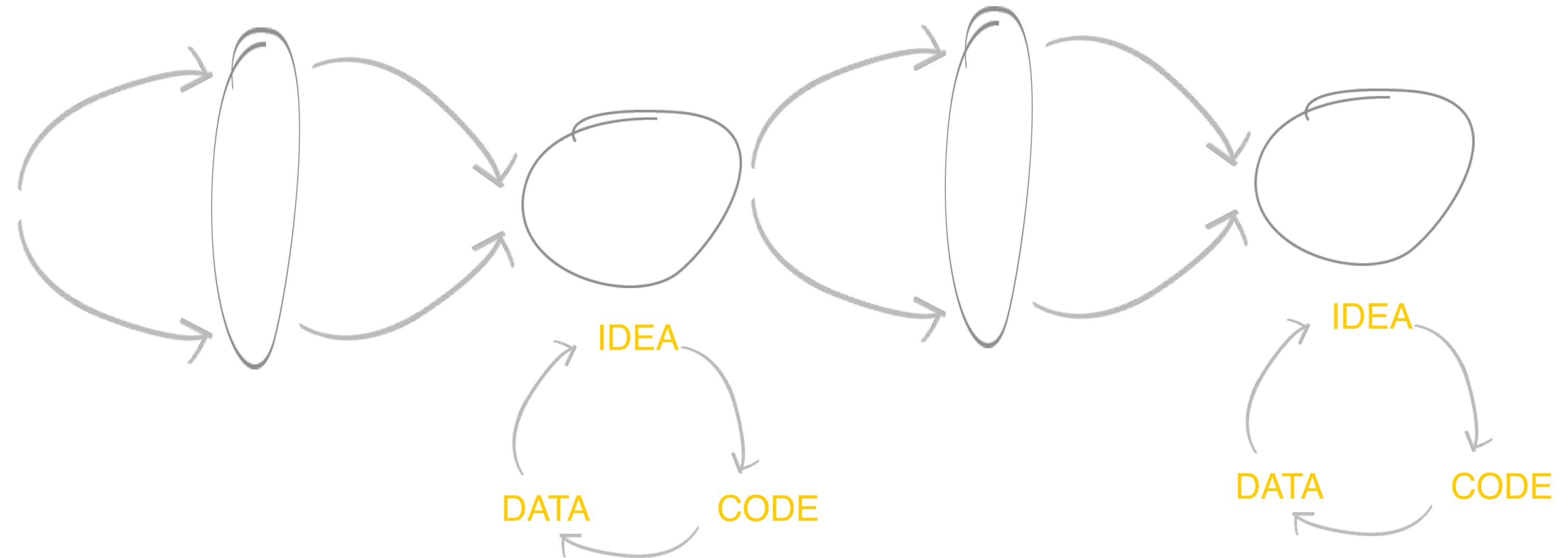
VS



丰田：灵活、单件流、需求拉动

设计思维的发散收敛模型

通过发散收敛产生可验证的问题或方案进行持续和快速的验证



设计思维尝试解决的是
可验证性和效率共存的问题

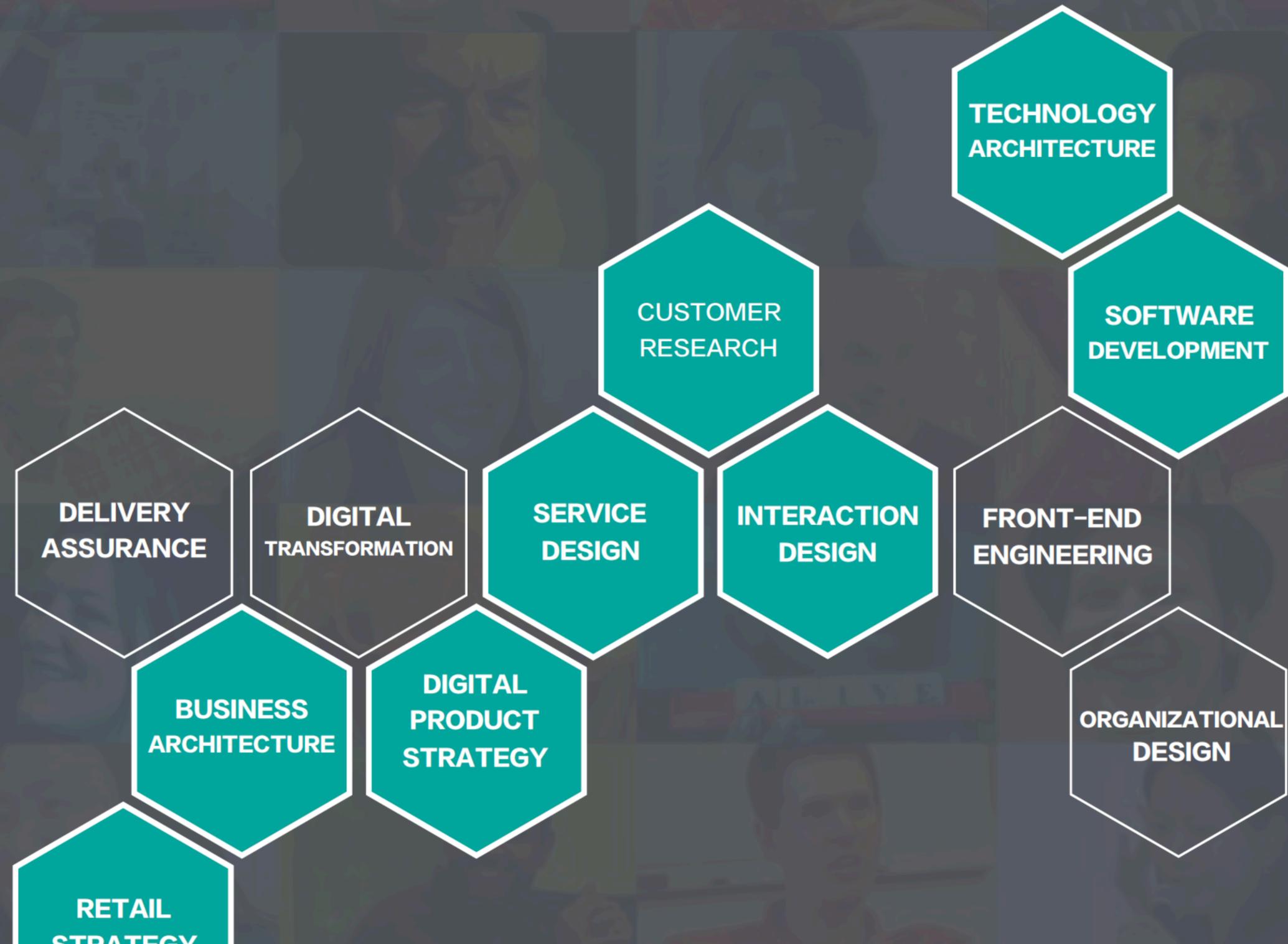
设计师与前端开发协作实践

多元协作文化

多元文化组织

ThoughtWorks相信总和大于部分，当不同国家文化、不同知识背景的专家聚合在一起的时候可以发挥极佳的效果，并碰撞出更多的机会。

ThoughtWorks致力于建立跨学科的组织，凭借坚持不懈贯彻的协作文化，同客户公司内部组织的专家进行合作，共同实现远大理想



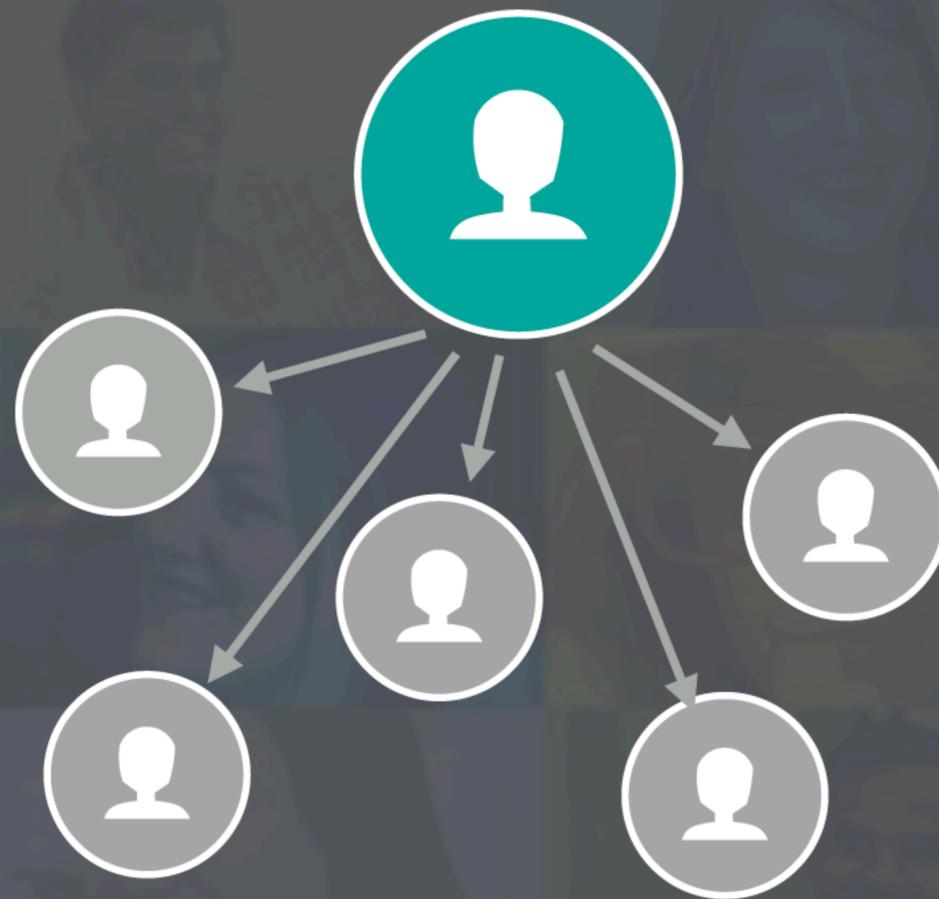
协作与沟通

扁平文化组织

与传统企业的“中心化”、“命令与执行”、“金字塔”不同，在ThoughtWorks内没有严格的层级，更多的是“协作与沟通”、“扁平化”，以任务和目标为导向，最大程度地激发个人潜能。

Traditional Company

命令与执行

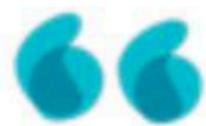


ThoughtWorks

协作与沟通

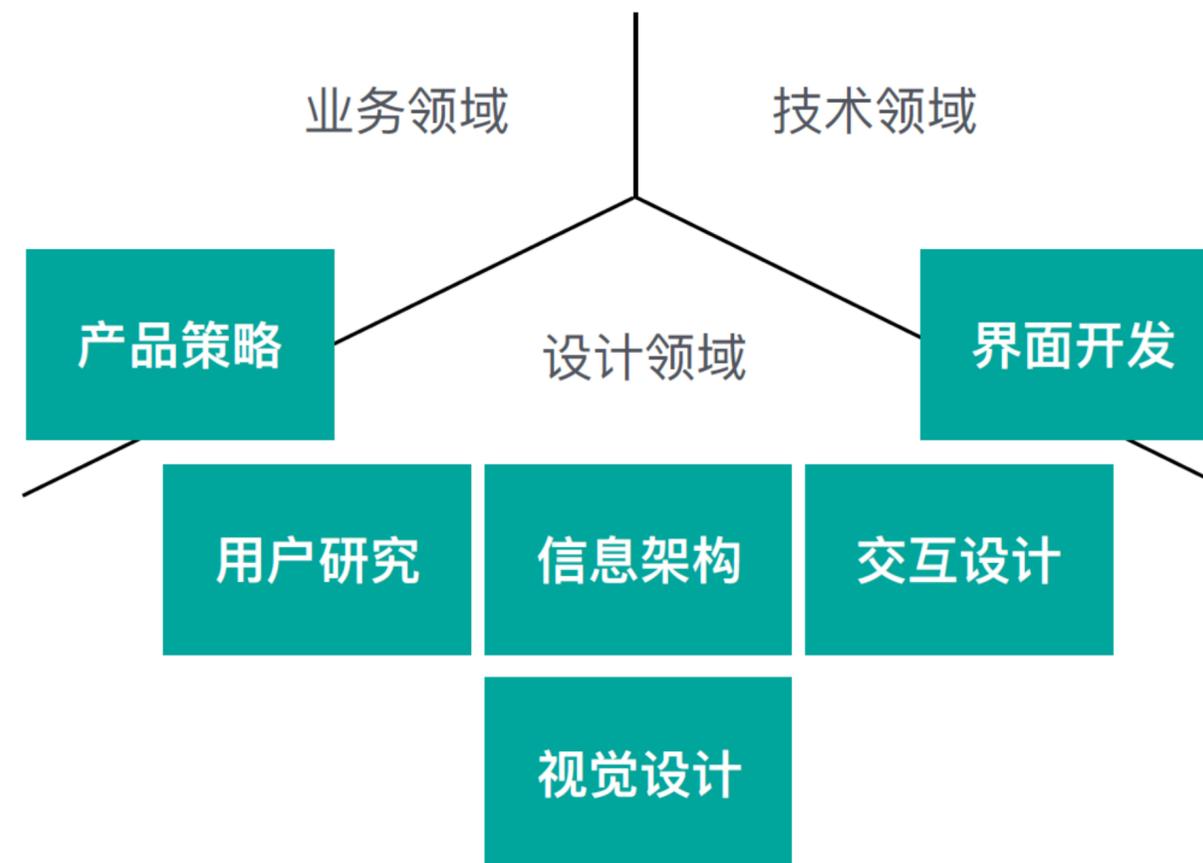


全栈设计师



成为全栈式设计师

我们不设立交互\视觉\用研的界限限制，鼓励设计师伸延宽度，希望是将每一个加入的伙伴训练成全领域的设计师。



传统产品经理



交互设计师



视觉设计师



用研



前端工程师



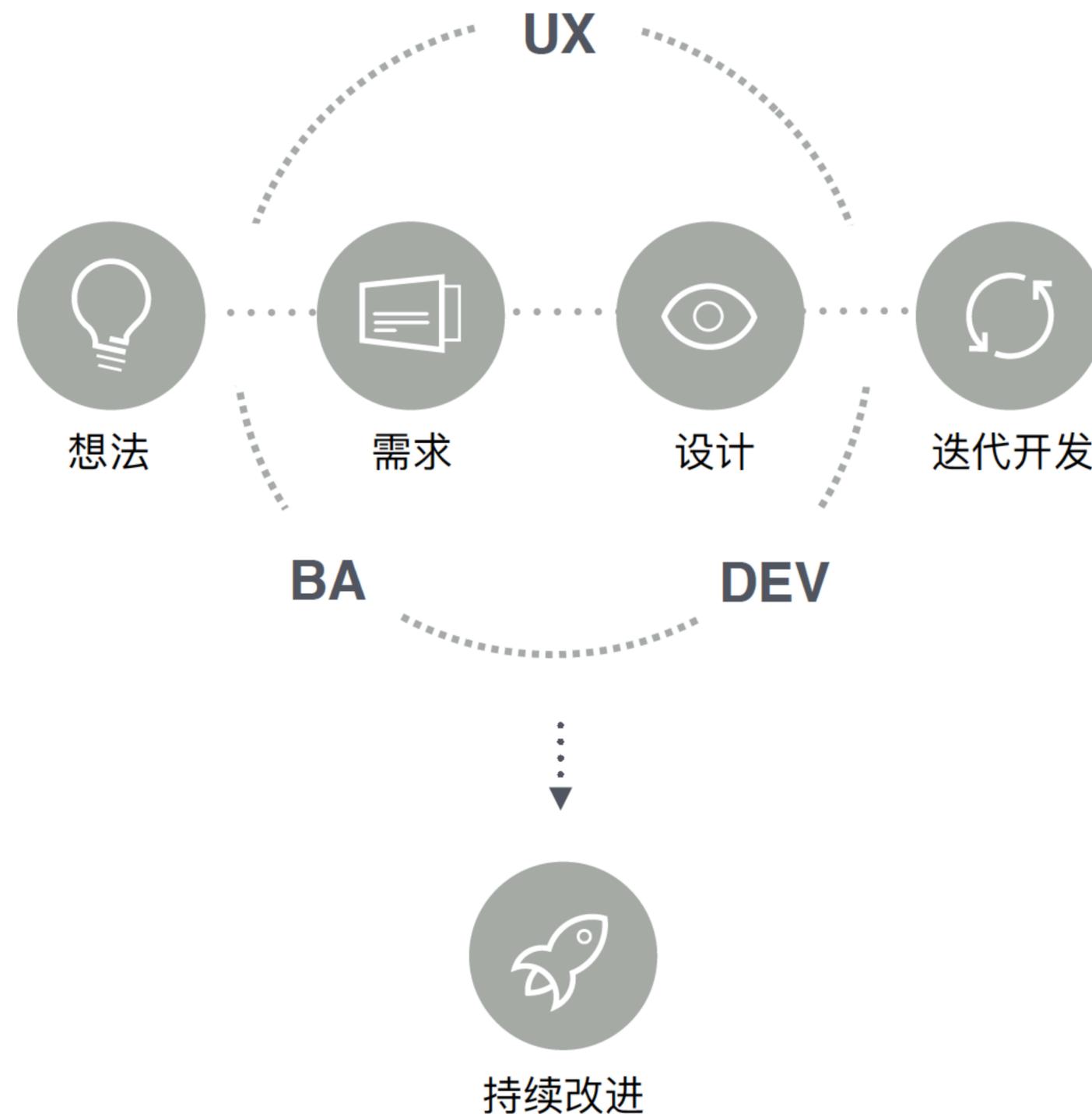
TW设计师能力期待

产品研发流程



深度参与完整的产品研发流程

在ThoughtWorks，项目团队中不同角色在面对面协作，UX设计师可以随时和负责业务分析 - BA和功能实现的同事 - DEV沟通，充分了解需求的来龙去脉，看着代码如何实现，深度参与到完整的产品研发流程中，更高效地协作和沟通。

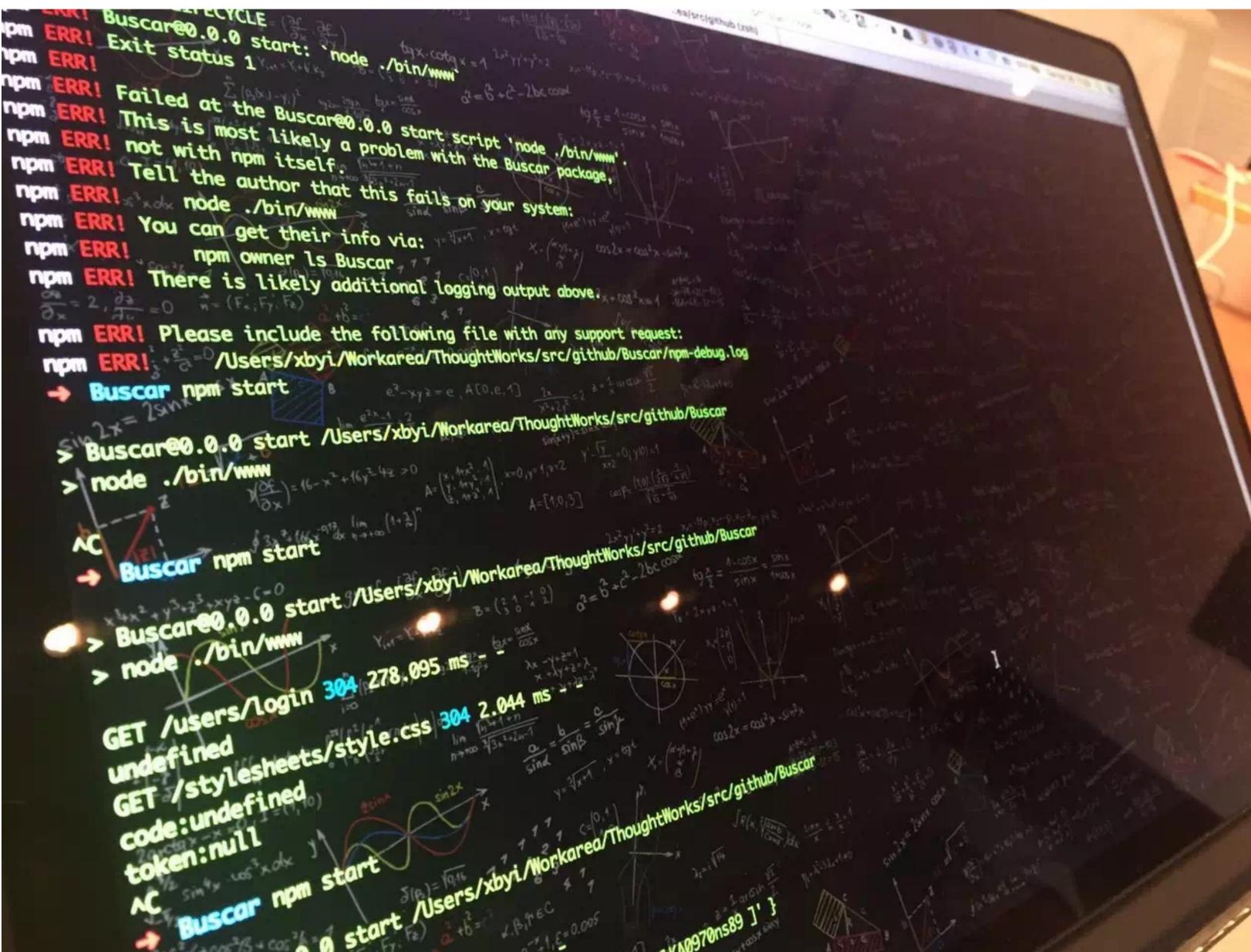


如何让二者协作而非争吵？

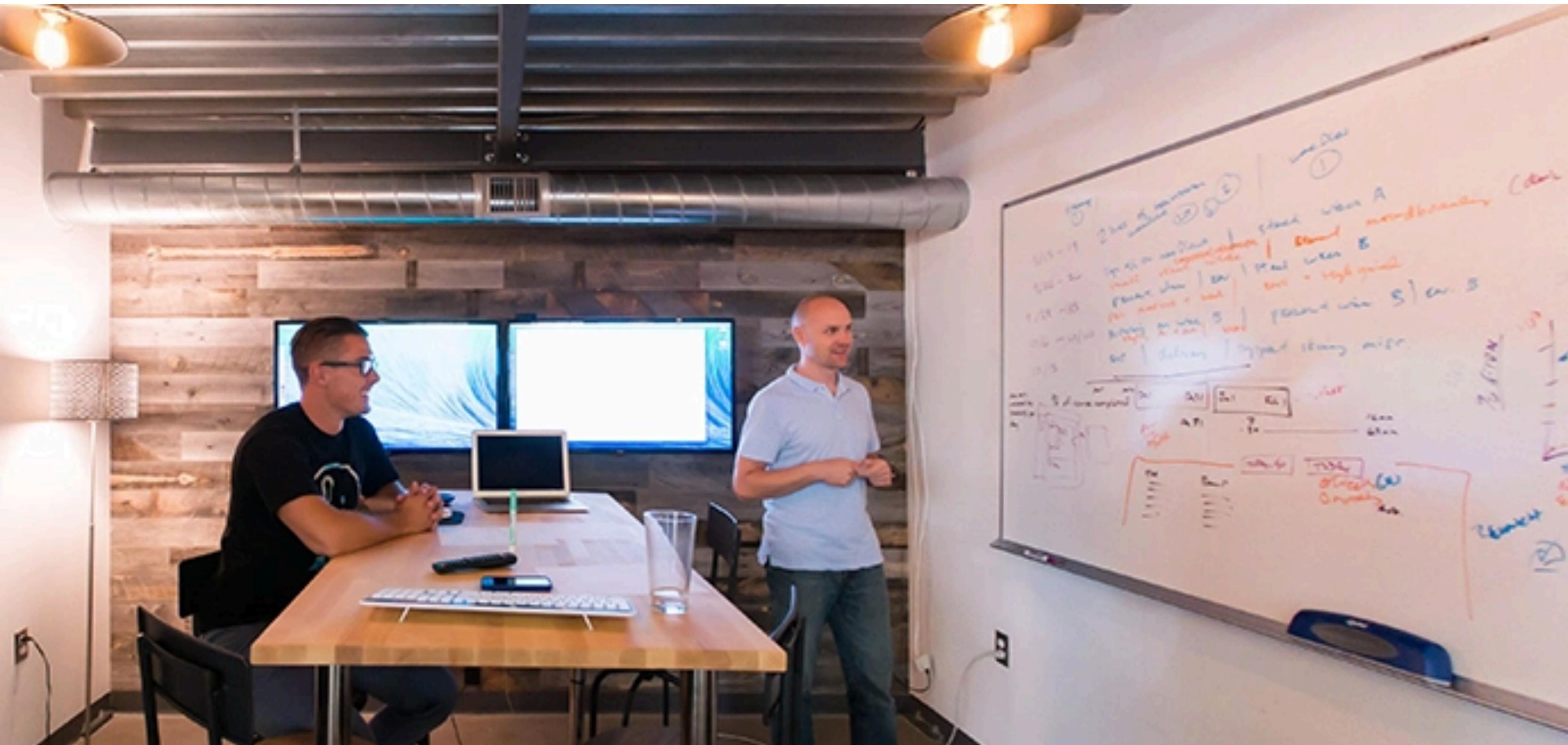
沟通重点

- 确保设计方案可行性；
- 成本可控；
- 开发对于设计的理解始终一致；
- 技术上是否有风险；
- 计划是否可以如期完成；

建立沟通语言



可视化



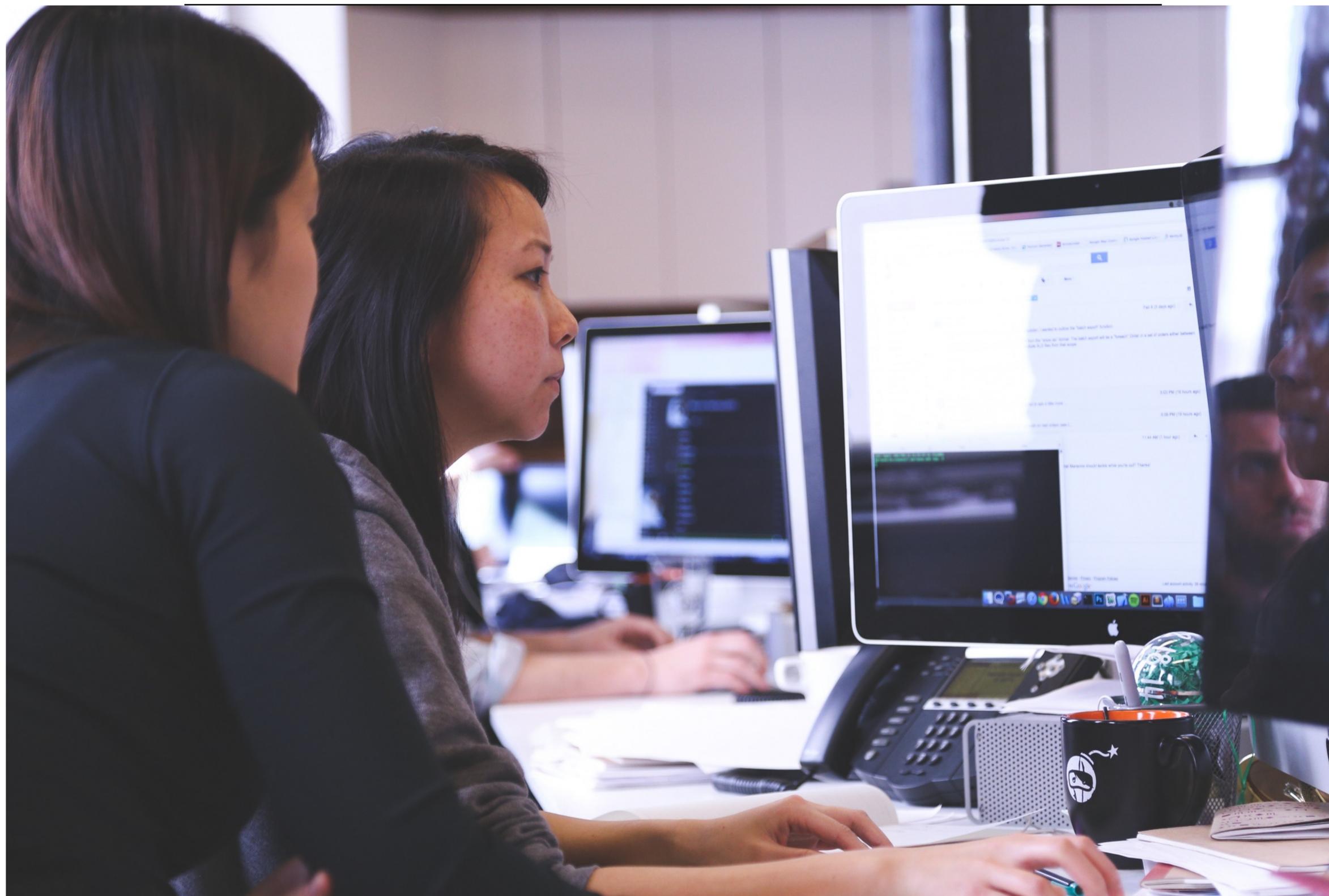
共有责任 合作默契



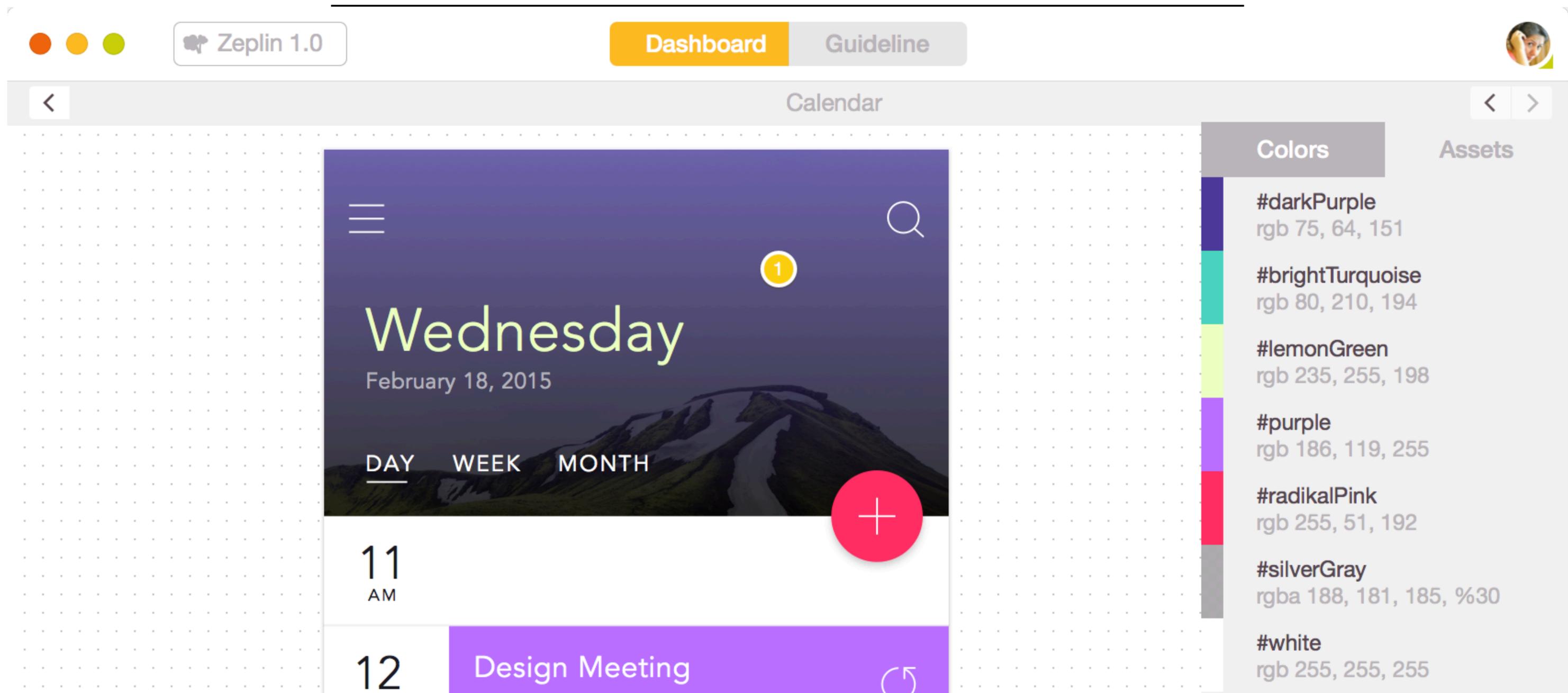
共创协作



PAIR



创新工具



I'M A DEVELOPER

Show me how Zeplin makes my job easier



I'M A DESIGNER

Show me how Zeplin can save my time

缩短周期



设计规范

\$888 USD
See price breakdown

Range Display / Range Display

Optional error title. Descriptive copy. Optional Action

Optional title. Descriptive copy with additional copy. Optional Action

Optional title. Descriptive copy with additional copy

Optional title. Descriptive copy

Saturday, Oct 10 / Check Out

S M T W T F S

October

				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

November

1	2	3	4	5	6	7
8	9	10	11	12	13	14

Marquee Entry
Optional caption

Marquee Document
Optional caption

Text Row is used for brand copy and pull quotes... [read more](#)

Small Text Row is used for sub-copy and legal. Links are always welcome. [One optional link](#)

Input suggest. row
Optional subtitle

Micro row

[Link row](#)

Name
Apr, 2016

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla consectetur quam dui, interdum varius sem viverra eu. Praesent pellentesque ut ex at eleifend. Praesent neque magna, efficitur eget feugiat a, auctor id leo.

Paragraph two

First Section Header See all

Section Header See all

First Section Header + See all
Optionally the quick brown fox jumped over the neighbors dog. Lorem ipsum dolor sit amet.

Section Header + See all
Optionally the quick brown fox jumped over the neighbors dog. Lorem ipsum dolor sit amet.

Optional title. Descriptive copy with additional copy. Optional Action

Brooklyn · Fort Greene About

Row

Row + User Input
Optional subtitle

Long input row Edit
This text is editable. It has a prompt state and an edited state.

Tween row Edit

Tween row Edit
Optional subtitle

Listing details summary
Hosted by Host Name

Listing details
Hosted by Host Name

Listing detail text is used for anything over XX characters such as listing descriptions, profile bios, and long-form editorial. Also used for messaging and notifications. Styling: as well as the... [read more](#)

99 Reviews ★★★★★

Sheet title
Optional caption

Optional Provider

Optional Provider

Sign Up with Email

By signing up, I agree to Airbnb's Terms of Service, Privacy Policy, Guest Refund Policy and

Wrapping key frame sheet title
Optional caption

Primary Button

OK

Sheet title
Optional subtitle

\$150 - \$250

Sheet title
Optional subtitle

\$50 - \$100

Entire Place Private Room Shared Room

Stay in a shared space, like a common room.
Optional caption

Matching interstitial. Used for matching suggestions and promos.

Button

Label Label Label Label

Label Label Label

Hi. We're traveling to London and were wondering if it was fine if we checked in a later. 1 day ago

Not a problem.

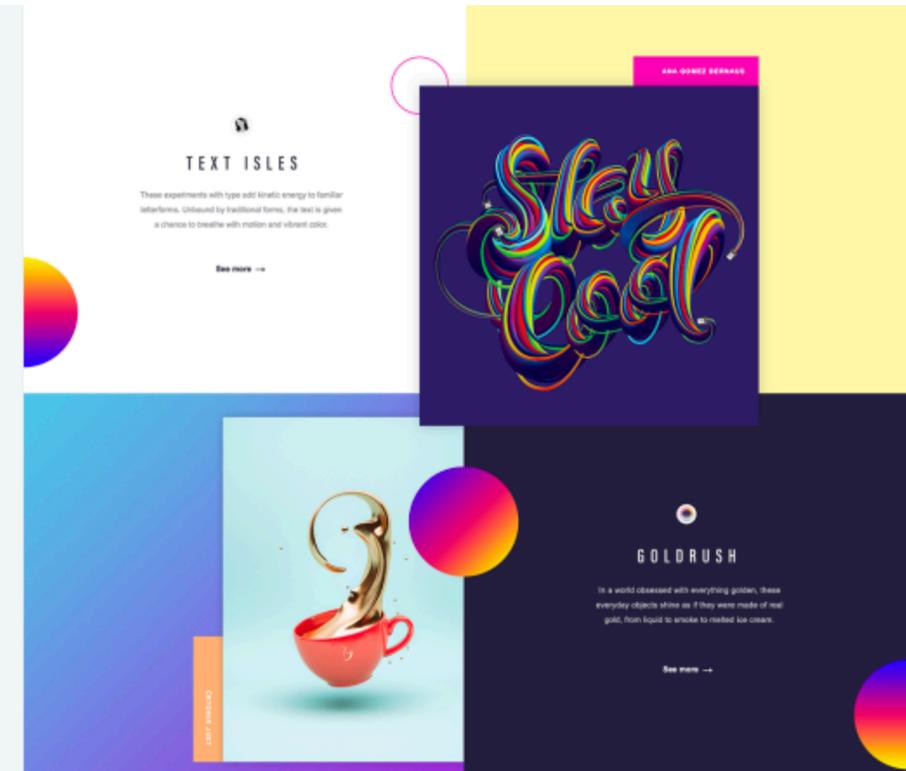
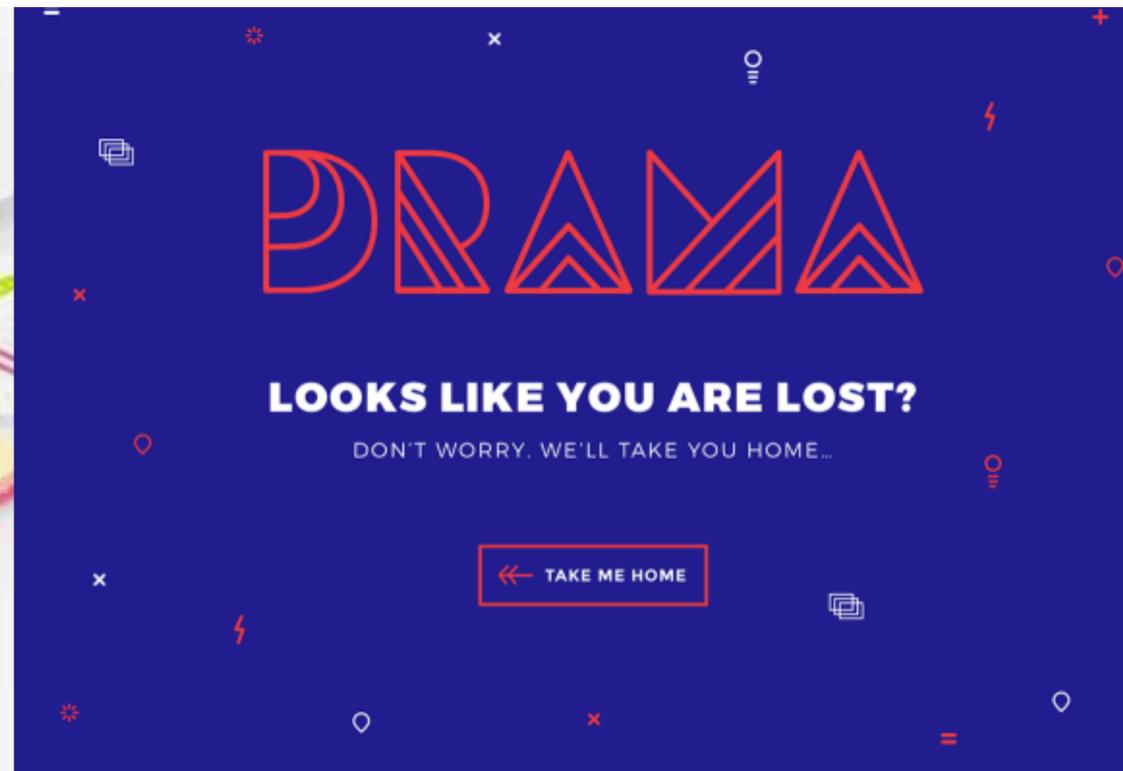
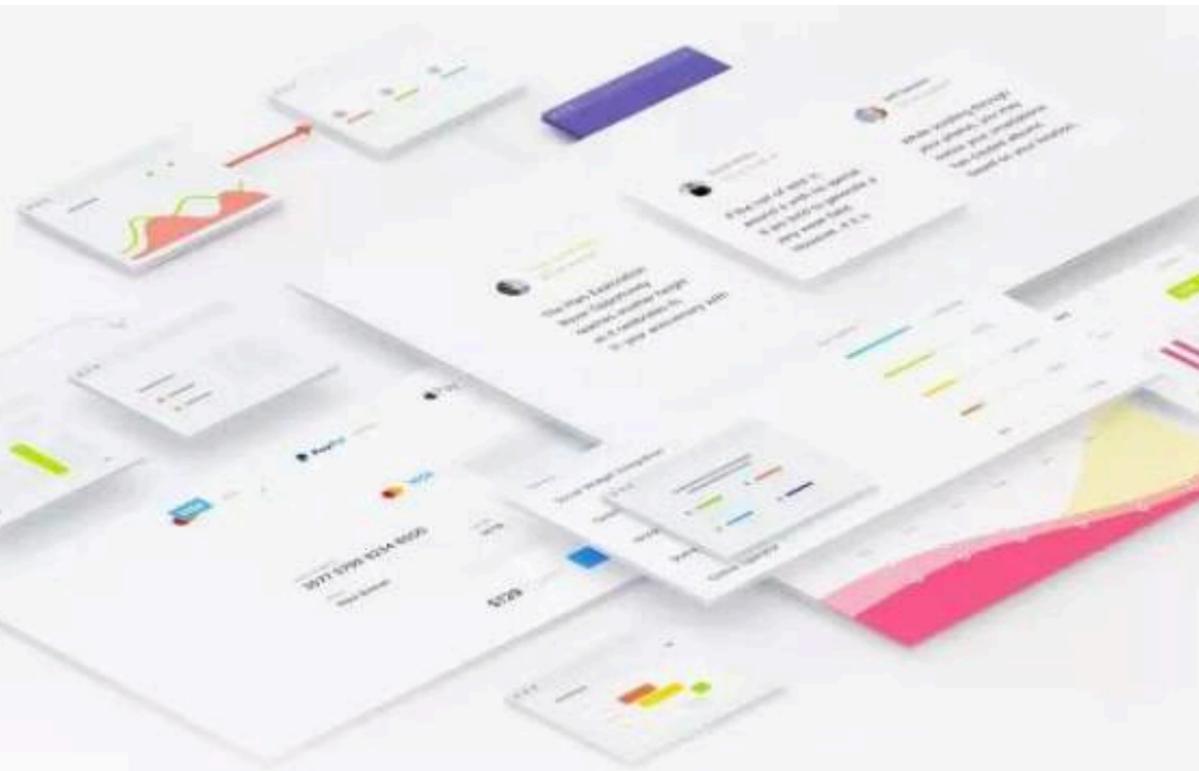
I'll just leave the keys in a lock box and meet you Wednesday. 56 mins ago

Name Hello, Michael and thank you... Accepted - Listing title 5 hours ago

Name Hello, Michael and thank you... Pending - Listing title 5 hours ago

给前端开发的几点小建议

了解设计趋势



了解各个元素库

Developer

Discover

Design

Develop

Distribute

Support

Account



Human Interface Guidelines

iOS ▾

Overview ▾

Themes

Interface Essentials

User Interaction

System Capabilities

Visual Design

Icons and Images

Bars

Views

Controls

Extensions

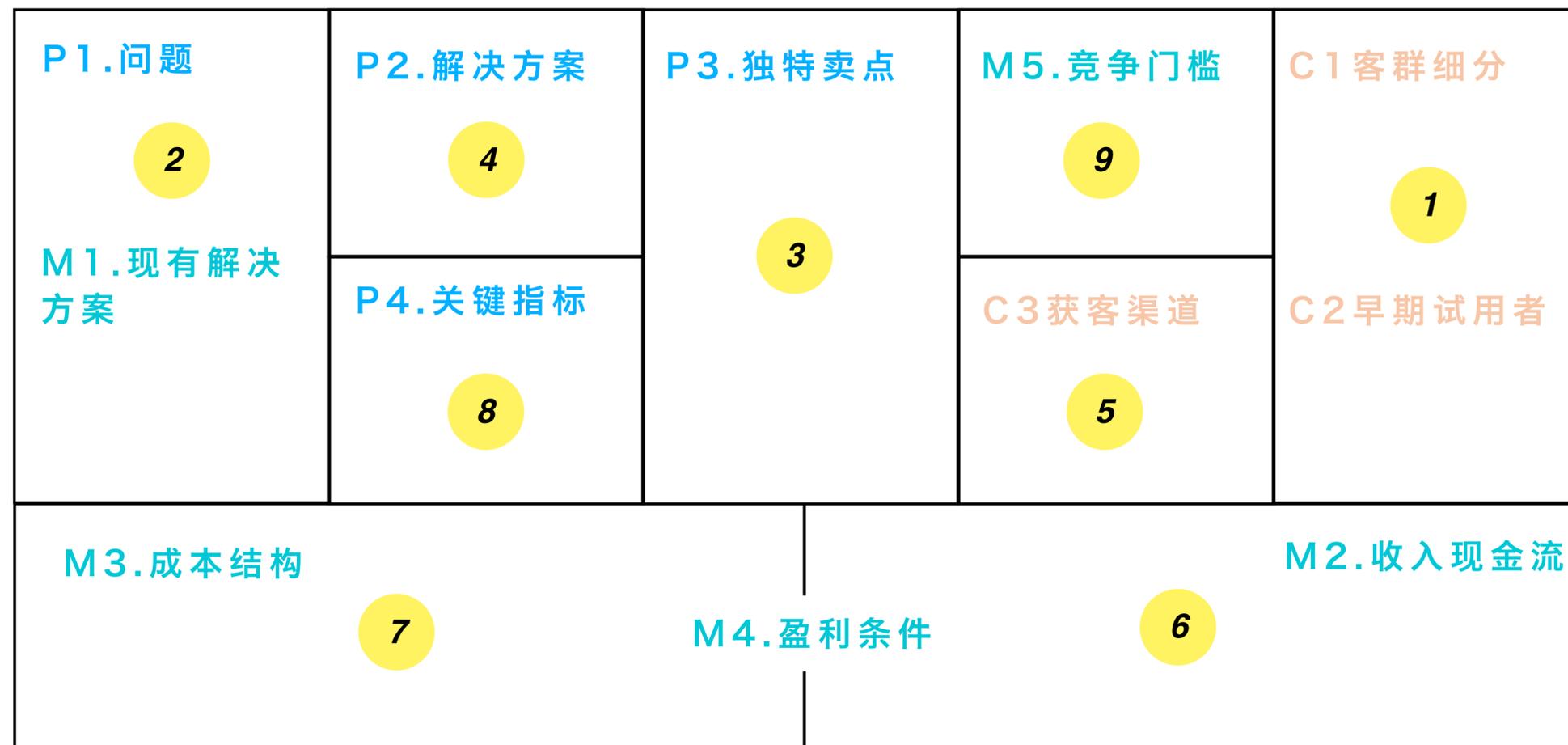
Technologies

Resources



理解商业与用户价值

精益画布将产品创新过程各种风险元素放在一张画布上，以便进行系统地验证。



了解设计工具

 Sketch

Features

Extensions

Learn

Community

Support

Buy Now



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Sketch gives you the power, flexibility and speed you always wanted in a lightweight and easy-to-use package. Finally you can focus on what you do best: Design.

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Requires Mac OS X 10.11+. Special prices for **Education**, **Adding Seats** to your license and **Renewing** your expired license are available.

用 Sketch 进行原型设计的一些资源:

Sketch App Resources

<https://www.sketchappsources.com/category/wireframe.html>

Beforweb 的 iOS WireframeKit for Sketch (付费)

<http://mp.weixin.qq.com/s/ZdBcHzWDU4hP7uMgXIUkSw>



谢谢大家
THANKS