

Lean User Experience (LUX)

Course Outline

Lean UX is a concept adapting user experience design tools to a more agile, quicker framework. It focuses more on quick building and testing of solutions.

Learners will work in groups and start with a problem area - maybe an app to improve, or a real world problem to solve. Then, using tools from different workshops, learners will understand the problem, define hypotheses and ideas, prototype those ideas and test for rapid feedback.

The course structure simulates one possible way to conduct a Lean UX cycle - learning and doing at the same time.

Day 1: Processes, Hypotheses, Ideas

1. Introduction to Lean UX
2. Empathy Mapping and Hypotheses
3. Ideation through Design Studio

Day 2: Prototyping

1. Sketching and Minimum Viable Product
2. Creating an MVP with Marvel

Day 3: Testing and Feedback

1. Usability Testing and Iteration

At the end of the 3-day course, each group is to present their prototype, and also how they plan to carry out refinements.

Trainer's Profile

Mr Wilson Chew

Wilson Chew is currently the Content Strategist and Training Lead at Reassemble. A graduate of the London School of Economics and Political Science, he began working as a User Experience practitioner in 2016, supporting a development team of five to create a healthcare app.

After certification from General Assembly's (GA) User Experience Design Immersive, he served as teaching assistant for an unprecedented four classes of students over a year, and co-founded Reassemble with fellow GA learners. He led the creation of Reassemble's training and workshops programme, and has conducted workshops for a variety of organisations and businesses to teach the practice and tools of User-Centred Design.

Portfolio

The Codette Project (from 2018)

Founded in Singapore in 2015 to promote minority women participation in the tech industry, the Codette Project runs frequent courses aimed at educating women about the different aspects of technology. We worked with the Codette Project to run info sessions, and as of February 2019 we are running a four-session course to teach different user design tools. These tools include user interviews, empathy mapping, user flows and usability testing.

To look at the materials for one of our workshops on User Interviews, please refer to this link:

<https://bit.ly/2X9nVzS>

TRAINER PROFILE:

Reassemble

AutoArmor (2018)

Autoarmor is an auto insurance startup founded in Singapore in 2018. In order to ease the claims filing and fact-finding process, we were hired to design a feature to help users

provide information at the scene of an accident. For a more detailed explanation of our thought process and the features we came up with, please refer to this link:

<https://www.reassemble.io/autoarmor>

BBV (2018 to 2019)

Billboard Video is a Kazakhstan-based creator of digital displays, with a presence in China and the Middle East. We are supporting their planned entry to the Singapore market, with an interactive navigation display for tourists to find their way around Singapore quickly and easily. For a more detailed explanation, you can refer to this link:

<https://www.reassemble.io/bbv>

Previous Organisations Worked For (in an Educational capacity)

Reassemble (2018 -)

As part of Reassemble, he organised and ran workshops for organisations such as INSEAD, JustCo, WeWork and The Codette Project. His duties included:

- Liaison with hosts and stakeholders to create targeted learning outcomes
- Design of lesson plans
- Creation of lesson materials, resources and collaterals
- Conducting workshops and lectures
- Creation and facilitation of activity-based learning
- Social media marketing of courses
- Conducting post-workshops surveys to improve materials

General Assembly (2017 - 2018)

Between 2017 and 2018, he served as Teaching Assistant for four batches of the User Experience Design Immersive (UXDI) programme, under two different instructors. His duties included:

- Preparation of lesson materials
- Project briefings and class facilitation
- One-to-one facilitation
- Conducting workshops and lectures
- Assessment of learners
- Class and general administration

Allied World Healthcare (2016 - 2017)

As Partnerships Manager for Allied World Healthcare, his key task was to educate potential partners on our business model, while overseeing product UX as the product owner.

- Creation of infographics and materials packs
- Holding informational meetings for stakeholders of potential partners
- UX coaching and advice for NUS-based development teams for our product
- Facilitation of design thinking sessions with developers to create new features

Singapore Children's Society (2014 - 2015)

He worked as Outreach Executive for the Singapore Children's Society, he worked to support our donor outreach through education. His work included:

- Creation of infographics and materials packs
- Holding informational meetings for stakeholders of potential partners

Certifications and Degrees

- Advanced Certification in Training and Assessment (ACTA) Institute of Adult Learning
Currently pursuing (Graduation in July 2019)
- User Experience Design Immersive
General Assembly
Awarded 2017
- BSc International Relations, First Class Honours
London School of Economics and Political Science
Awarded 2011