Picking the right tool for the job

@IanMulvany - head of transformation
product innovation SAGE Publishing
Core question - what’s the right thing?

Desirable  Do they want it?
Sustainable  Will they pay for it?
Feasible  Can they use it?
SAGE has lots of products lots of stages of maturity
There are lots of different tools for answering our core questions.
Pick the right tool for the job!

VALUE STREAM MAPPING
LEAN CANVAS
USER STORIES
DESIGN SPRINT
MVP
A/B TESTING
Simple wireframeing - is the idea understandable?

We use your ORCID account:
- to make sure SAGE research profiles are claimed by their rightful owner
- as a data source for your profile
- as a way of publishing agreed changes back to your ORCID

A Web Page

ORCID Application Sign-in

SAGE Impact would like to connect to your ORCID account.

User name
Password

Permissions Requested
Read your complete profile
Add new articles to your profile

Sign in
Facade - could the business model work?
Simple user testing - uncover snags
Design Sprint - build and test a restricted solution

- **Mon**: choose
- **Tue**: sketch
- **Wed**: solve
- **Thu**: build
- **Fri**: test
Quick tooling for teams - crazy egg

Introduction to Data Visualisation

Next course: February 25th
Enroll Today

Course Objectives

What you’ll learn
Learn from Andy Kirk, data visualisation guru, how to transform your data into powerful visualisations and infographics.

By the end of this course you will be able to:

• Harness color, composition, interactivity, and annotation to tell your data story
• Tailor your visualisations to your audience’s needs and integrate critical thinking into your design decisions
No video engagement - eek!
Larger platforms need a more formal approach

Case Study - Research Article Page
Lots of steps, lots of domain experts

Step 1.
UX Project Brief

Step 3.
UX design plan

Step 4.
User research

Step 5.
Wireframing and low-fi prototyping

Step 6.
Usability testing wireframes and low-fi prototypes

Step 8.
Usability testing interactive prototype

Step 11.
Involving out to UI (Bhumi) and Accessibility

Step 12.
Writing requirements for developers (Lucy)
User-friendly layout
Journal header changes
Unauthenticated user changes
Article Page Metrics

- Users spending 32% longer on article pages
- 36% more Related Articles pageviews
- 30% increase in TOC link clicks from article pages
- Translated abstract clicks are up by 1295%
- Denials have dropped by 14%
- 33% increase in “Full Article” clicks
- 103% increase in Share menu clicks
We’re Hiring!

multifunctional product team working across products in the HSS and STM space