Design Today and Agile

Lavin*MIS3506*Fall 2020

Please Tell us about your experience with project management
So project management... ya know, I like, manage the projects..

User Insights

Insert Magical Process Here

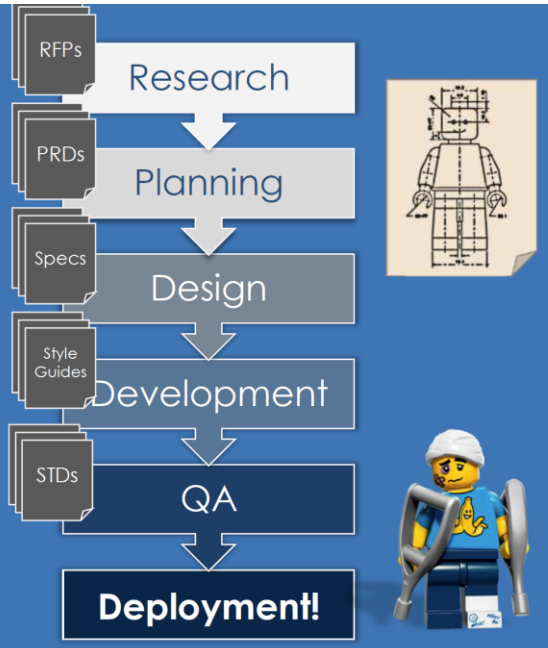
Great Experience, Successful Product

The goal of design "process"

Source: Whalen

Waterfall

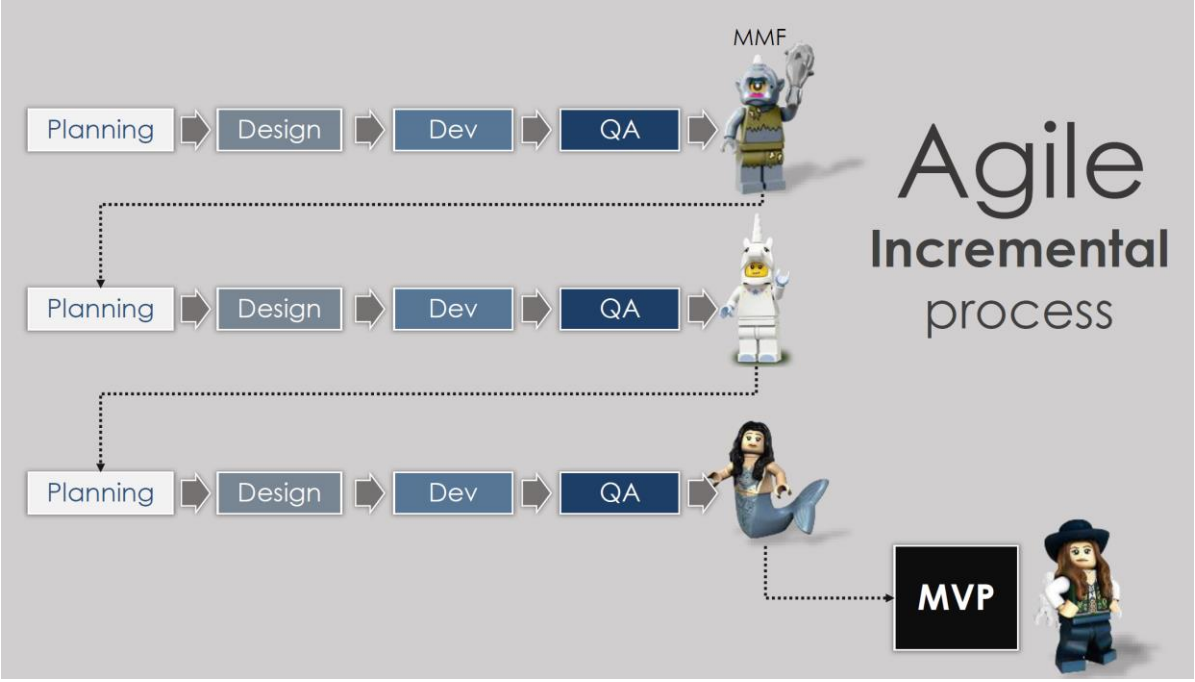
Sequential process –
Step by step,
from planning to delivery



But this doesn't really work anymore…

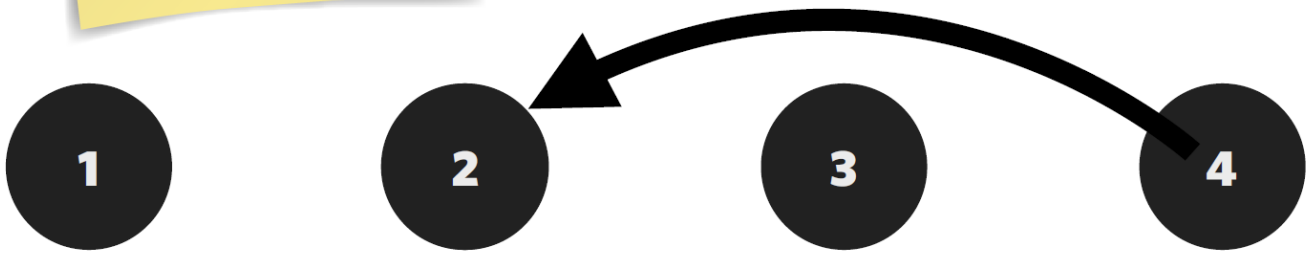
Defined

Agile project management is an iterative approach to delivering
a **project** throughout its life cycle. ... Iterative approaches are frequently used in software development projects to promote velocity and adaptability since the benefit of iteration is that you can adjust as you go along rather than following a linear path.



Is this more realistic?

Design Thinking



Research

Empathize with the audience you are designing for

Ideate

Brainstorm possible designs

Prototype

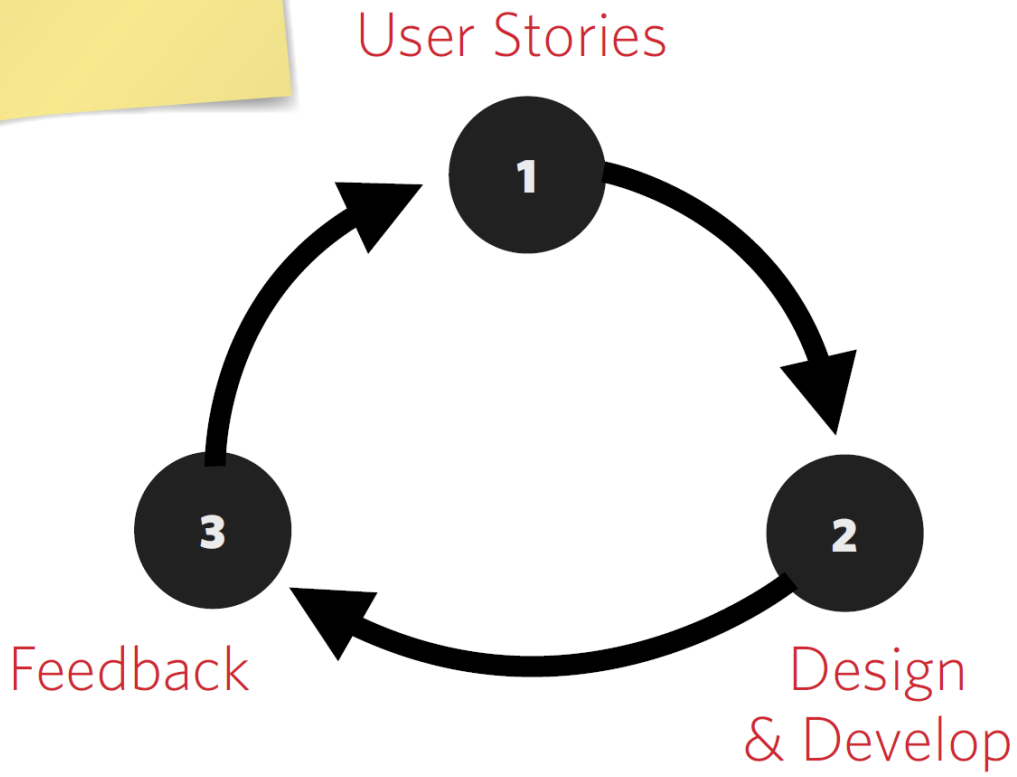
Build a representation of one or more of your ideas

Test

Test your ideas for feedback

Source: Whalen

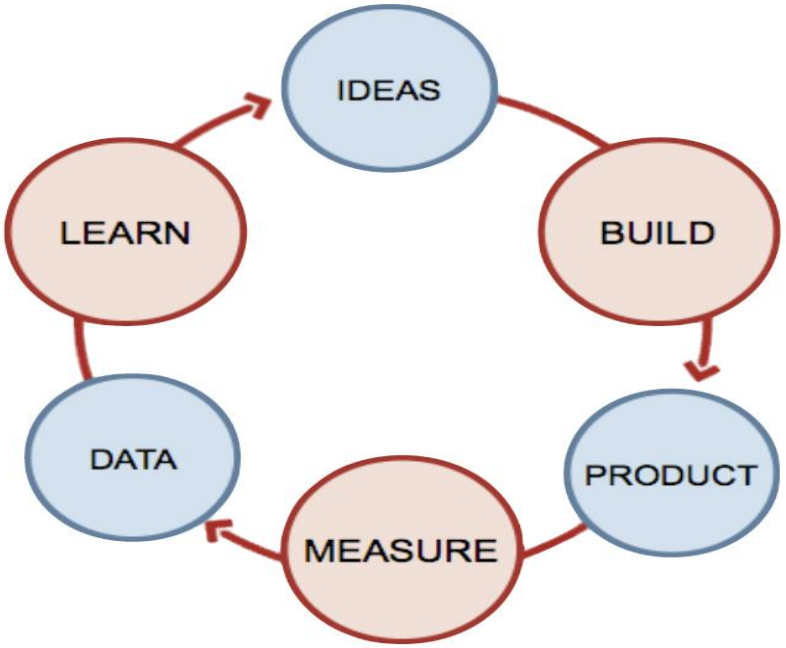
Agile



Source: Whalen

BY "AGILE" YOU MEAN
"WATERFALL IN SPRINTS"

Lean Startup



Source: Whalen

To Summarize.....

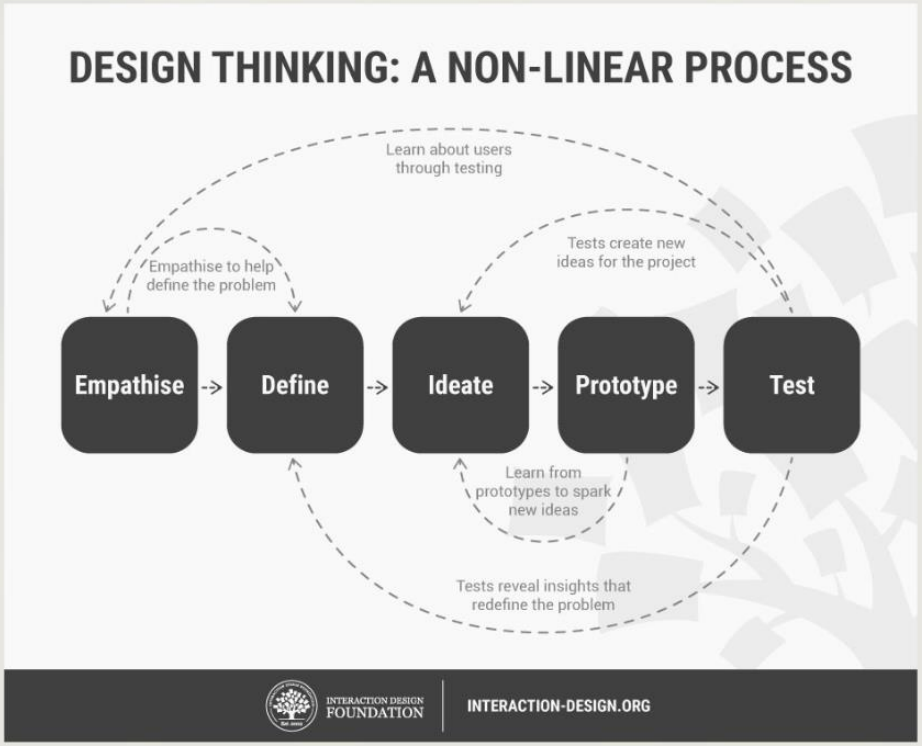
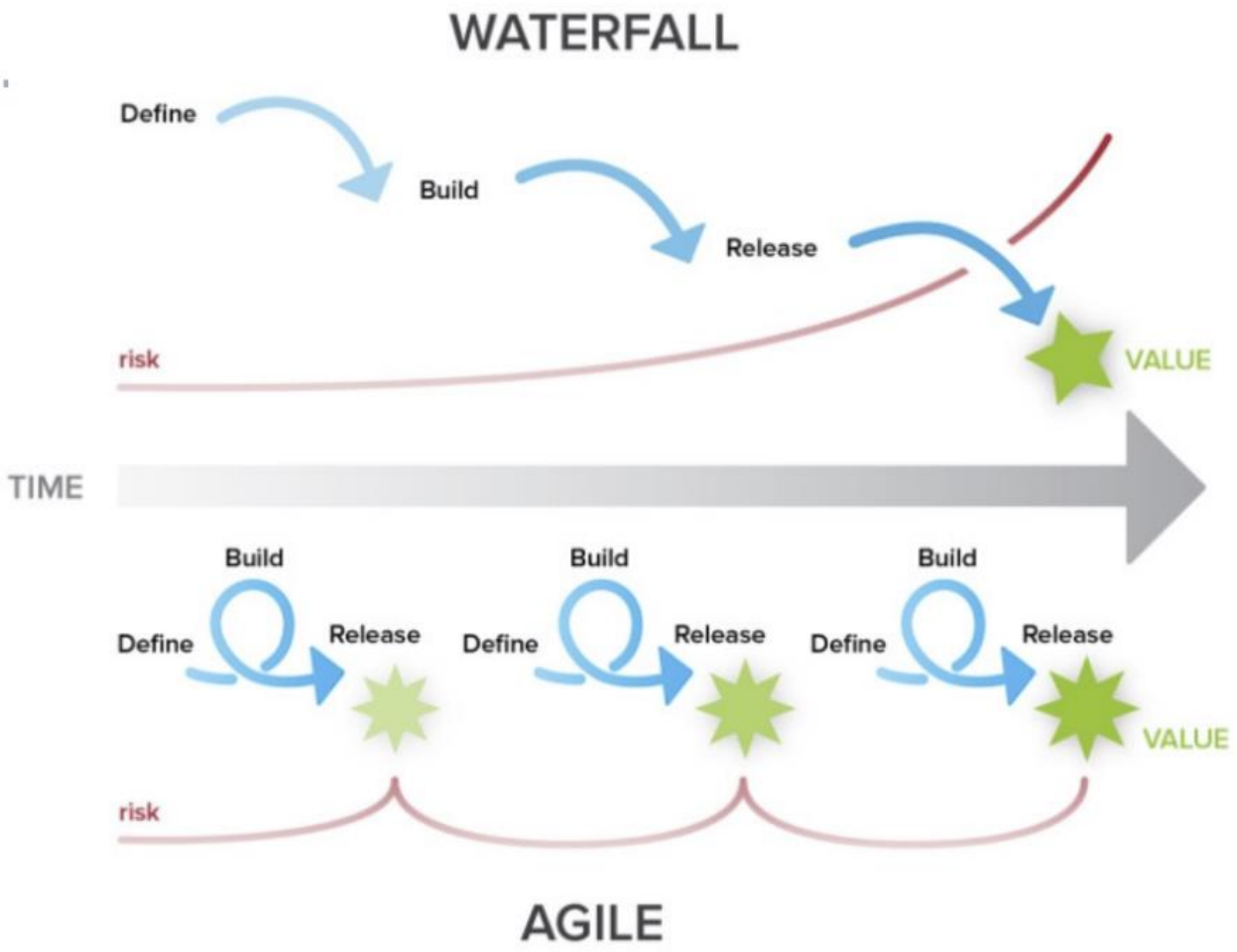


*image sourced from https://www.interaction-design.org/literature/article/5-stages-in-the-design-thinking-process

Compare...



https://www.cirdangroup.com/cirdan-blog/2017/8/30/waterfall-vs-agile-some-differences-to-keep-in-mind

The Value of Agile

Individuals and Interactions over processes and tools

Working Software over comprehensive documentation

Customer Collaboration over contract negotiation

Responding to Change over following a plan

Agile Principles

Customer satisfaction by early and continuous delivery of valuable software.

Welcome changing requirements, even in late development.

Deliver working software frequently (weeks rather than months)

Close, daily cooperation between business people and developers

Projects are built around motivated individuals, who should be trusted

Face-to-face conversation is the best form of communication (co-location)

Working software is the primary measure of progress

Sustainable development, able to maintain a constant pace

Continuous attention to technical excellence and good design

Simplicity—the art of maximizing the amount of work not done—is essential

Best architectures, requirements, and designs emerge from self-organizing teams

Regularly, the team reflects on how to become more effective, and adjusts accordingly

Agile UX Design

Frames the UX

Iterative

Focus on efficiency

Team Member Interaction

Incremental completion

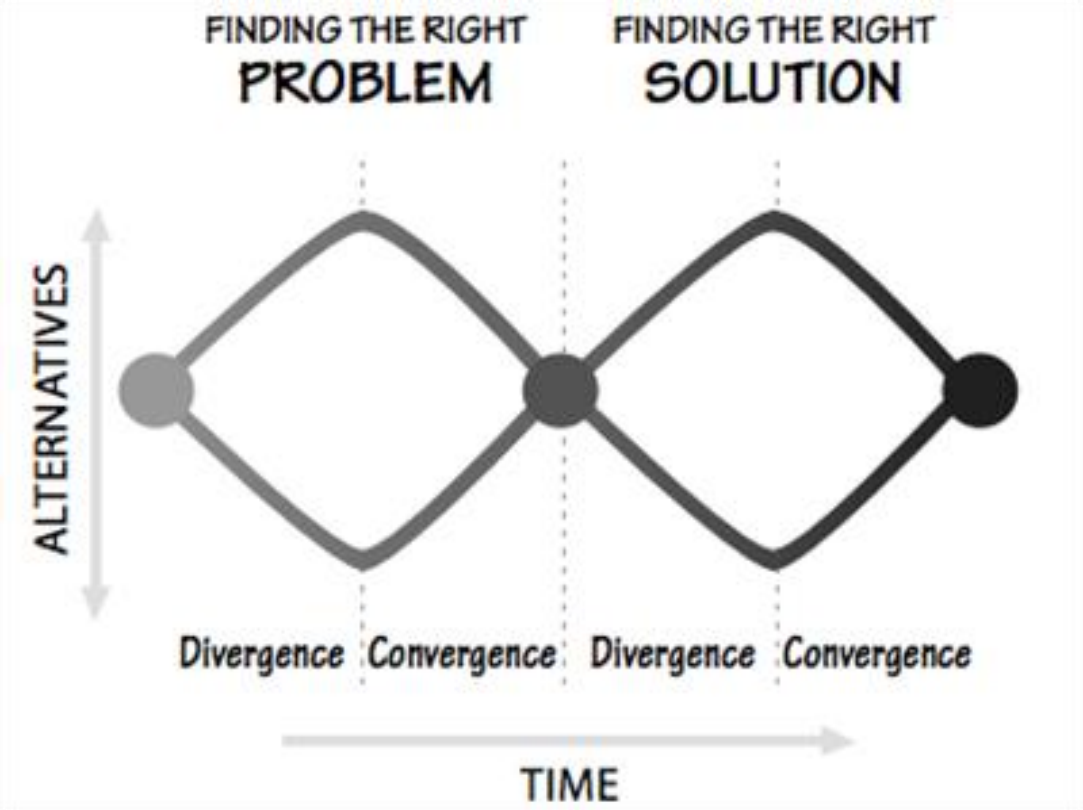
Agile UX Principles

- Designers in continuous collaboration
- Integration of feedback
- Quick huddles/meetings to keep contact
- Not a one size fits all
- Embrace feedback
- Team mentality

Compare…

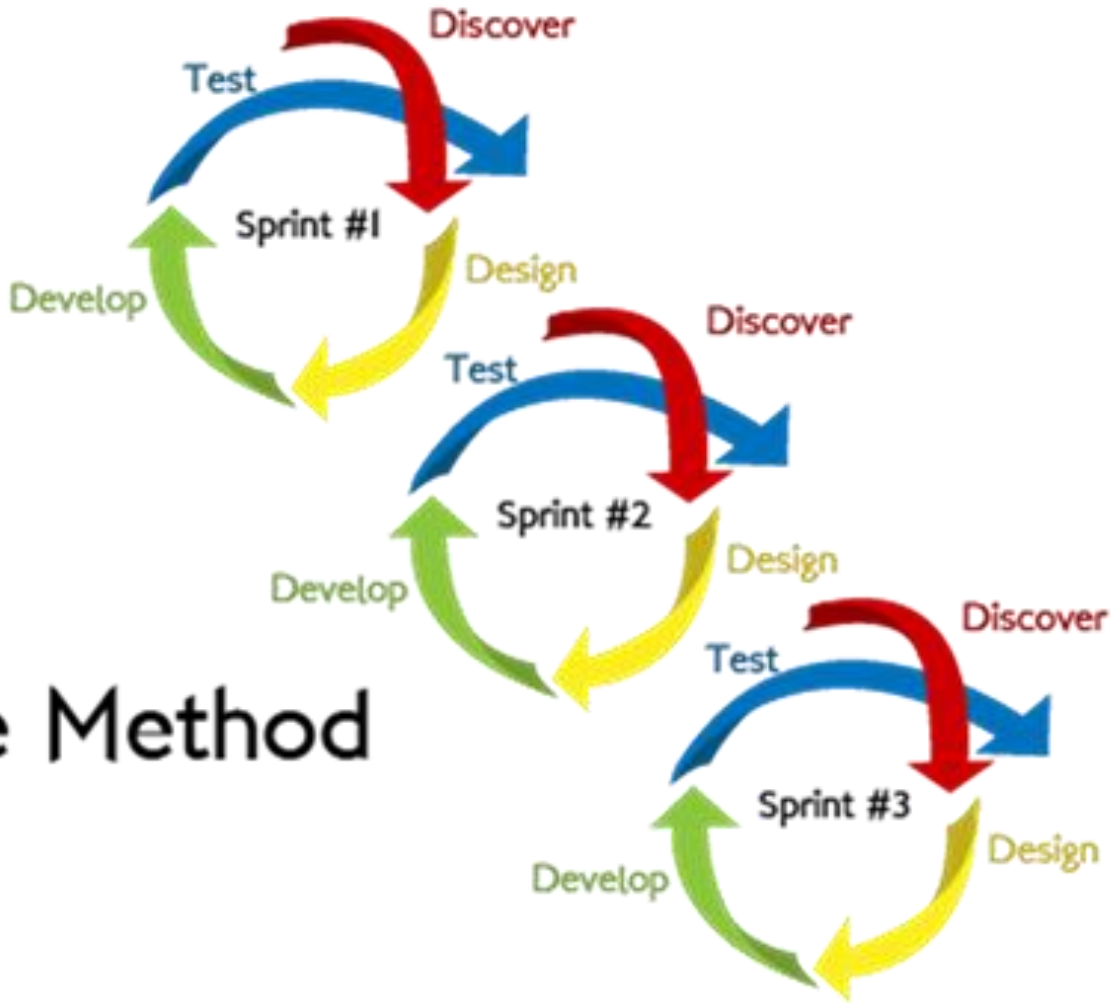
Project Size	Agile Failure rate	Waterfall Failure rate
Small	4%	11%
Large	23%	42%

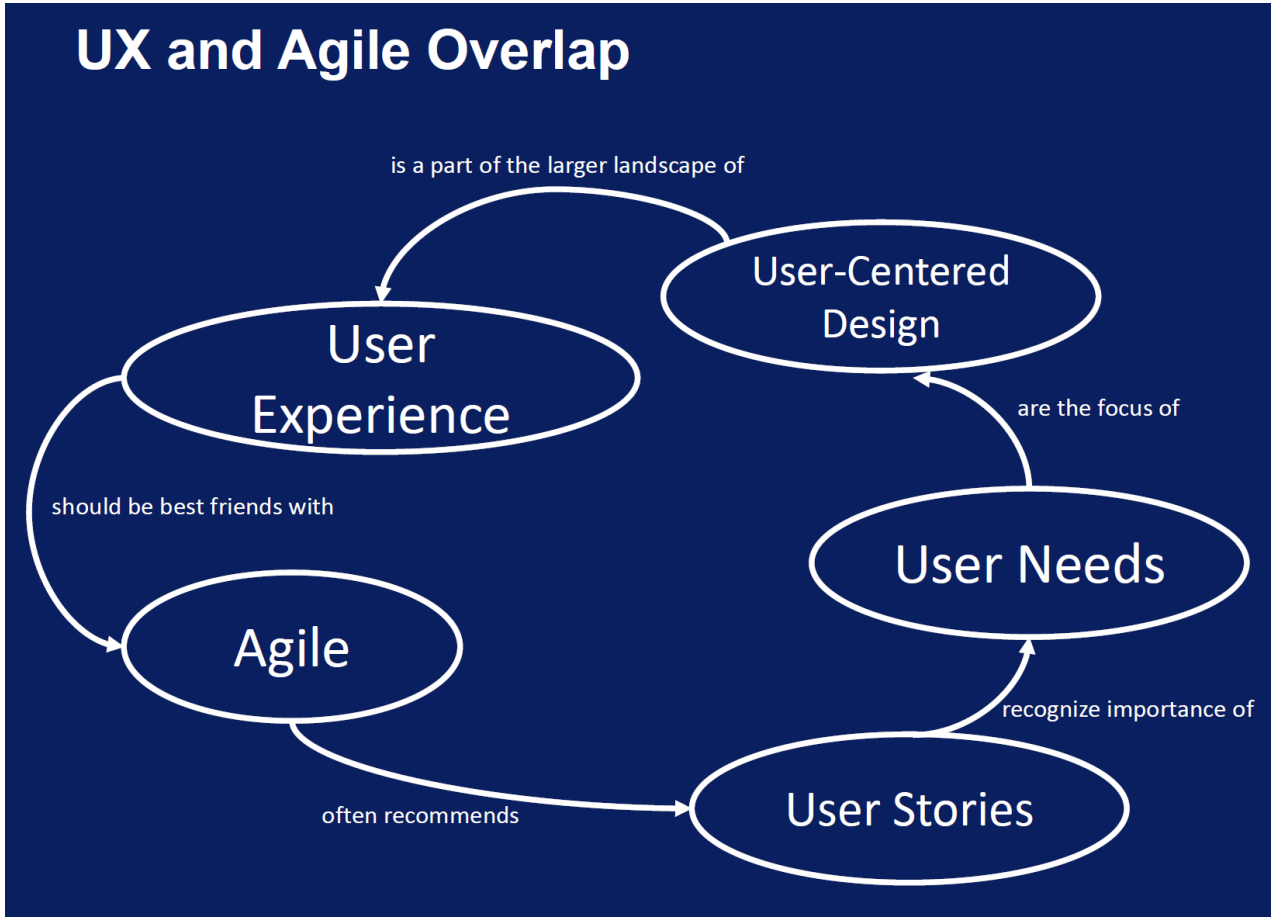
* Standish Group 2015 Chaos Report 2015 - https://www.infoq.com/articles/standish-chaos-2015



The Design Process

Agile Method





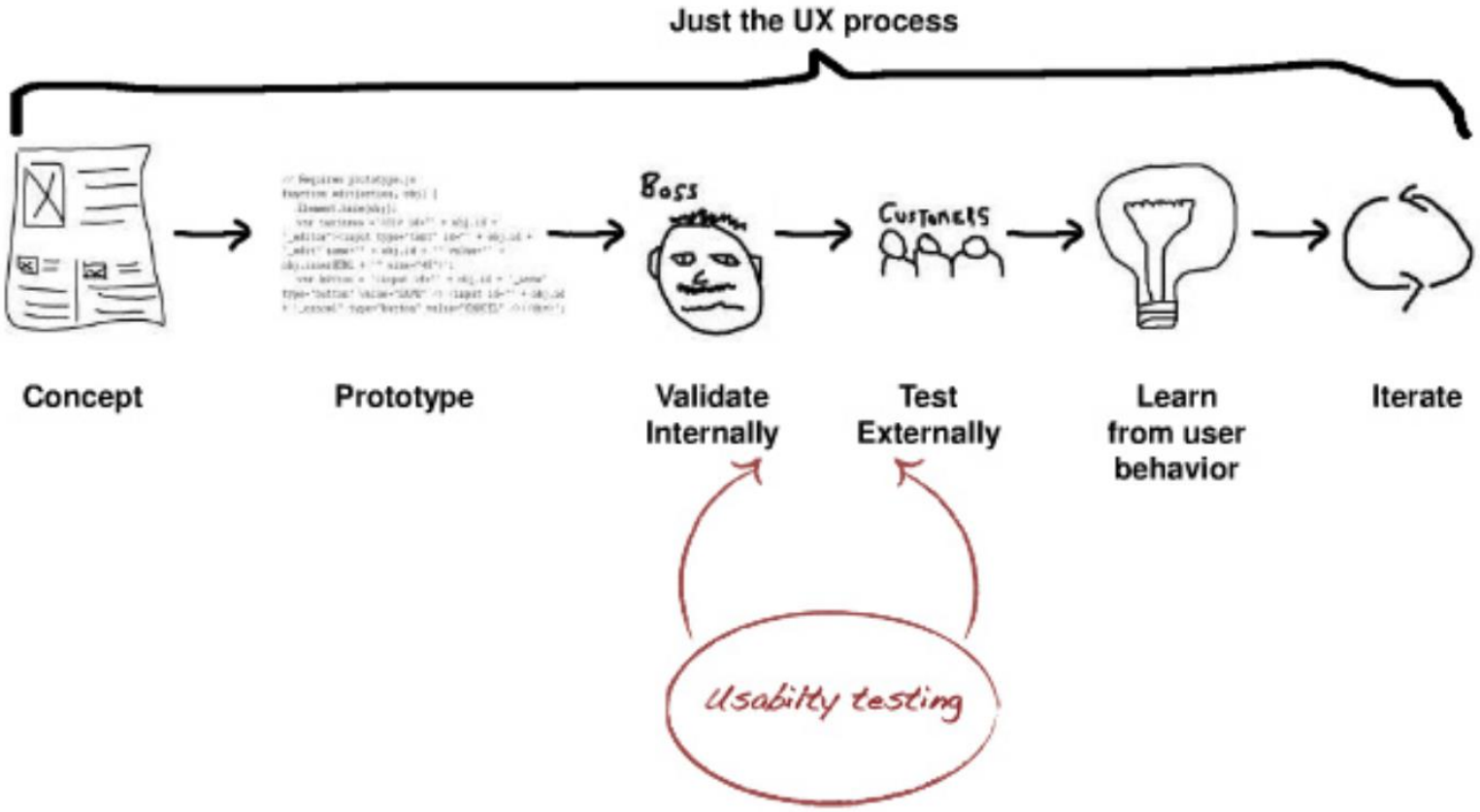
So why *don't* Agile and UX get along?

UX is historically waterfall-y, because…

Source: Randall

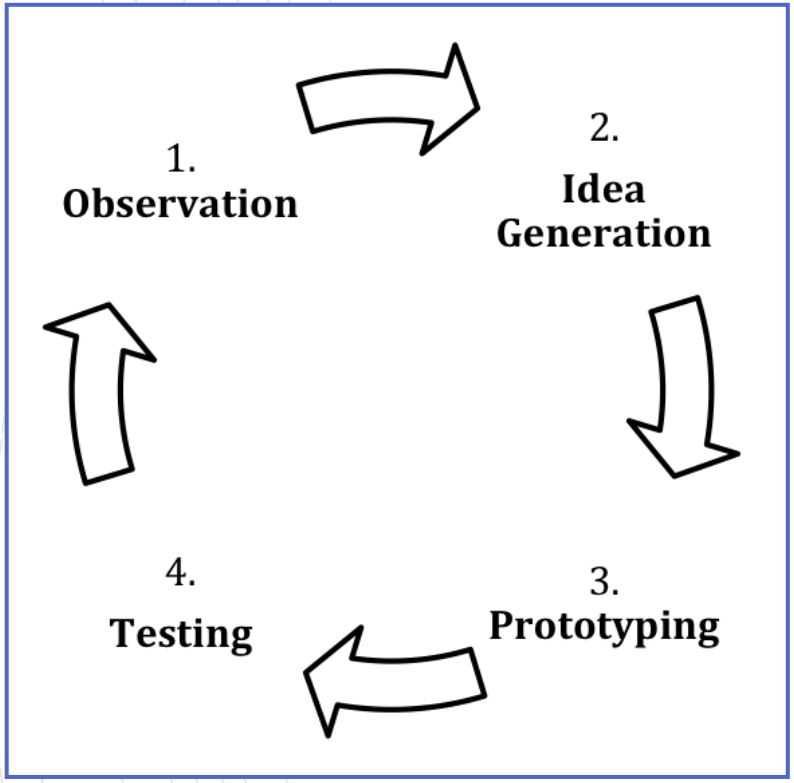
A very old saw to grind – design vs. marketing

Lean UX…



Source: Whalen

Norman's Human Centered Design



- Is this applicable in today's APP centric 'lets make the users do the work' world?

Think about it…

What is the ‘best’ design process for your project?

How will the following issues impact your project?

Design vs. marketing	Needs of the many vs. few	Desire for stupidity	Standards	Need to make things hard	Competitive pressures	Market acceptance	Morality