

The background features a white surface with several thin, light gray lines. Some are solid and curved, while others are dashed and straight. A large, solid blue speech bubble shape is centered on the page, containing the main text.

Design Today and Agile

Lavin*MIS3506*Fall 2021

**Please Tell us about your experience
with project management**

A photograph of Steve Jobs, looking slightly to the right with a neutral expression. He is wearing a dark suit jacket, a light-colored shirt, and a dark tie. The background is a plain, light-colored wall.

**So project management... ya know,
I like, manage the projects..**

User Insights



Insert
Magical
Process
Here

Great Experience,
Successful Product

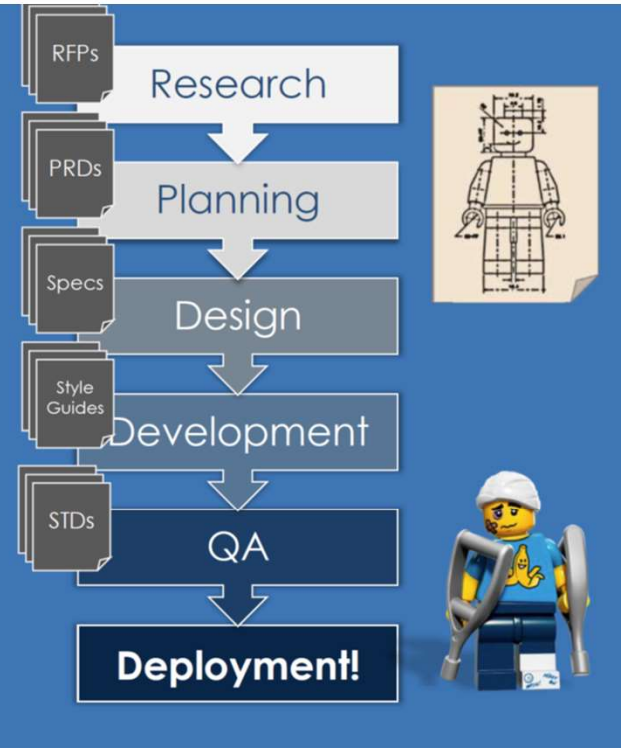


The goal of design “process”

Source: Whalen

Waterfall

Sequential process –
Step by step,
from planning to delivery

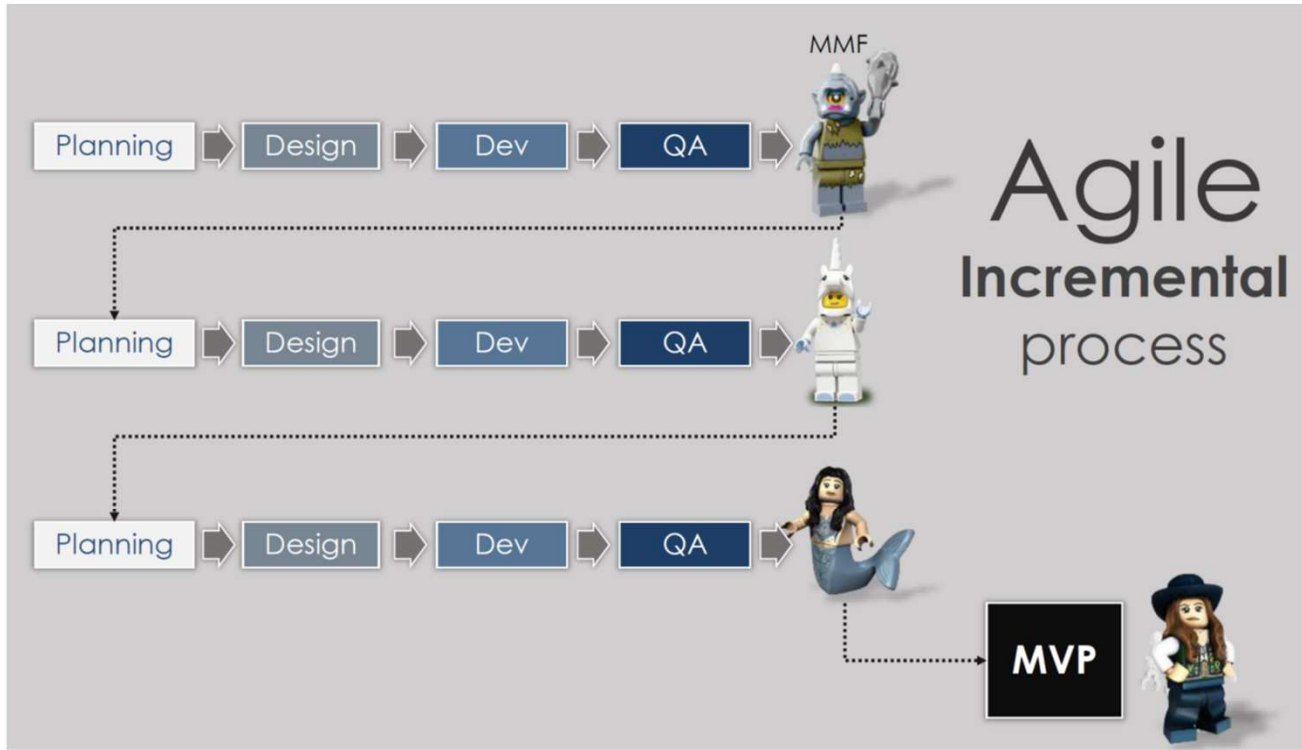


But this doesn't really work anymore...

The background features several sets of curved lines in shades of gray, some solid and some dashed, creating a sense of motion or flow. A prominent blue callout box with a white border and a downward-pointing tail is positioned on the left side of the slide. Inside this box, the word "Defined" is written in a white, sans-serif font.

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

1

Research

Empathize with the audience you are designing for

2

Ideate

Brainstorm possible designs

3

Prototype

Build a representation of one or more of your ideas

4

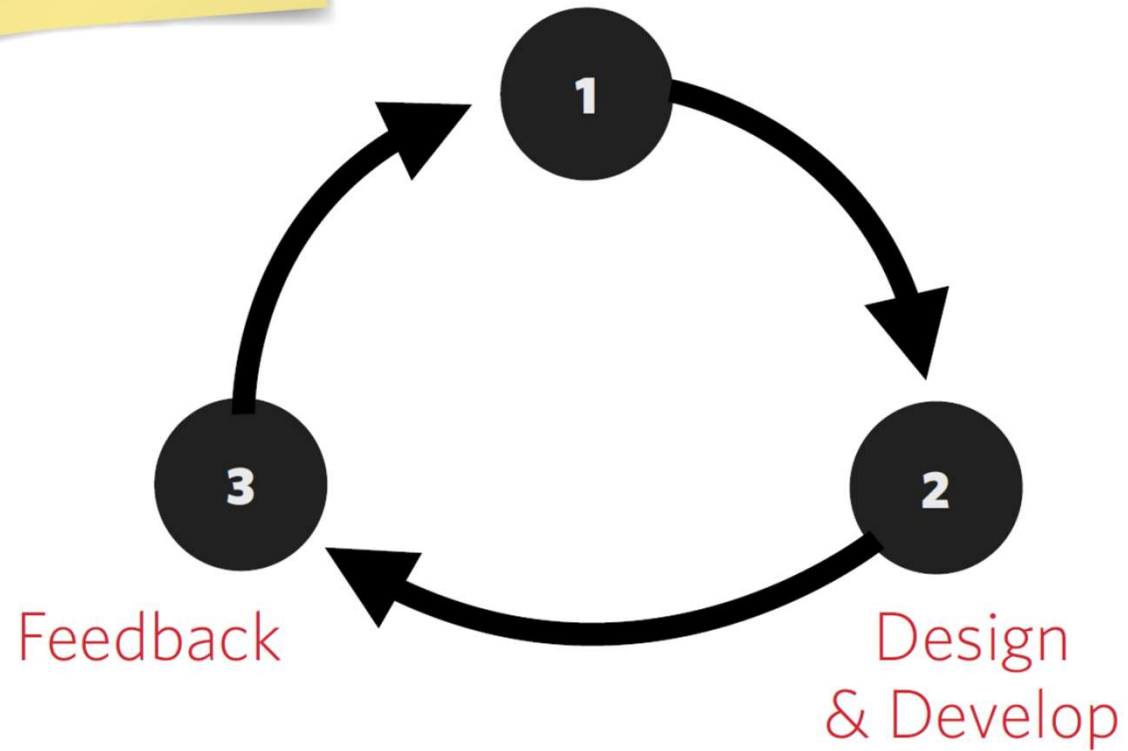
Test

Test your ideas for feedback

Source: Whalen

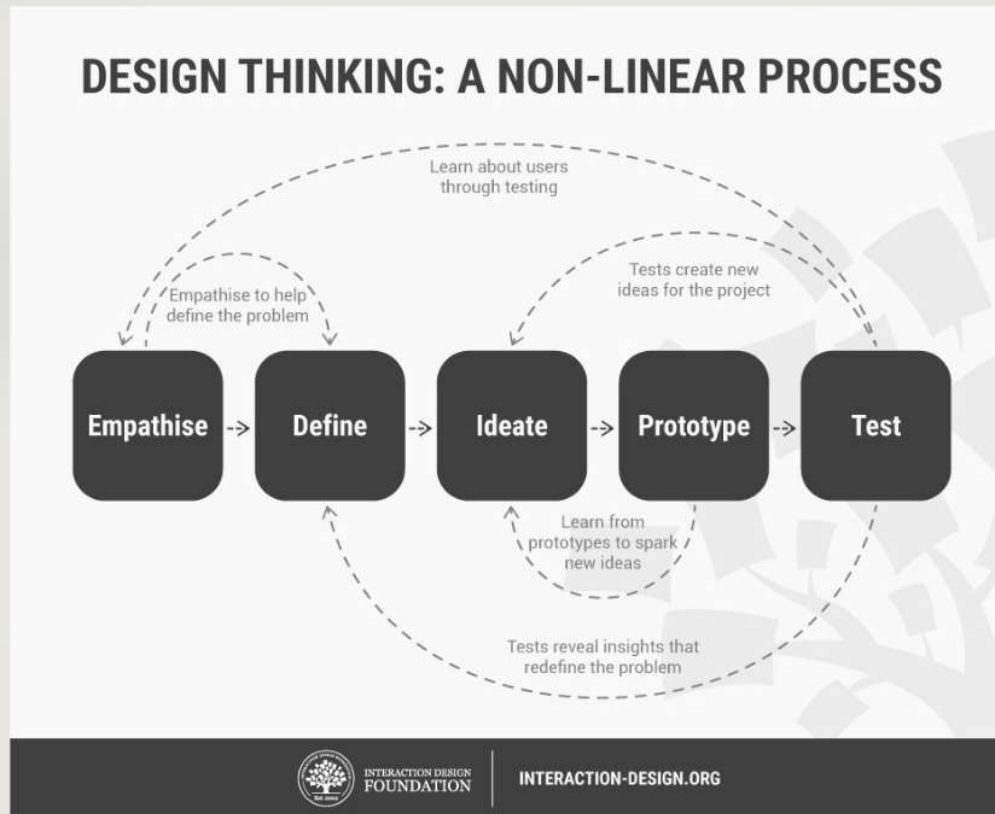
Agile

User Stories



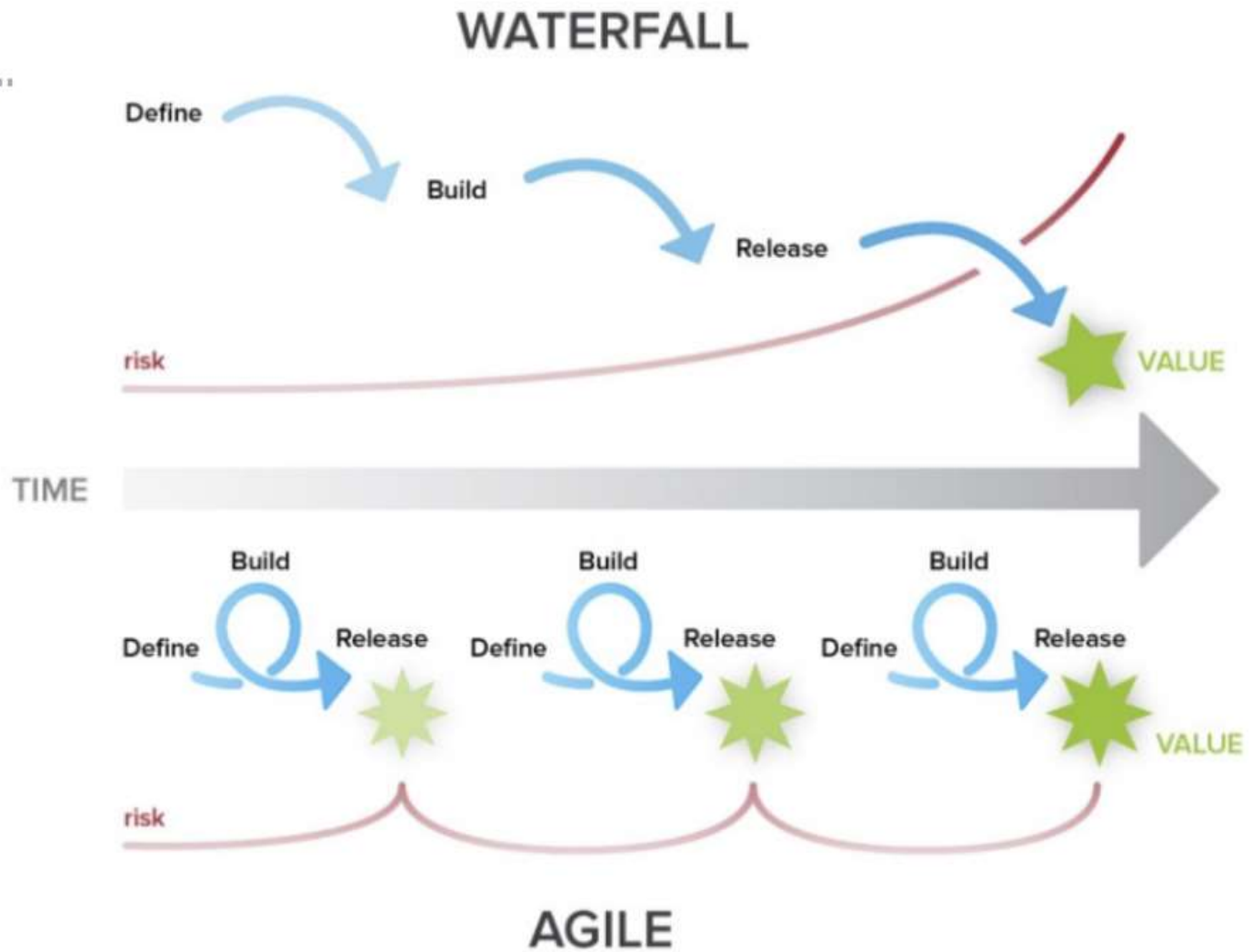


To Summarize.....



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

Compare...



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

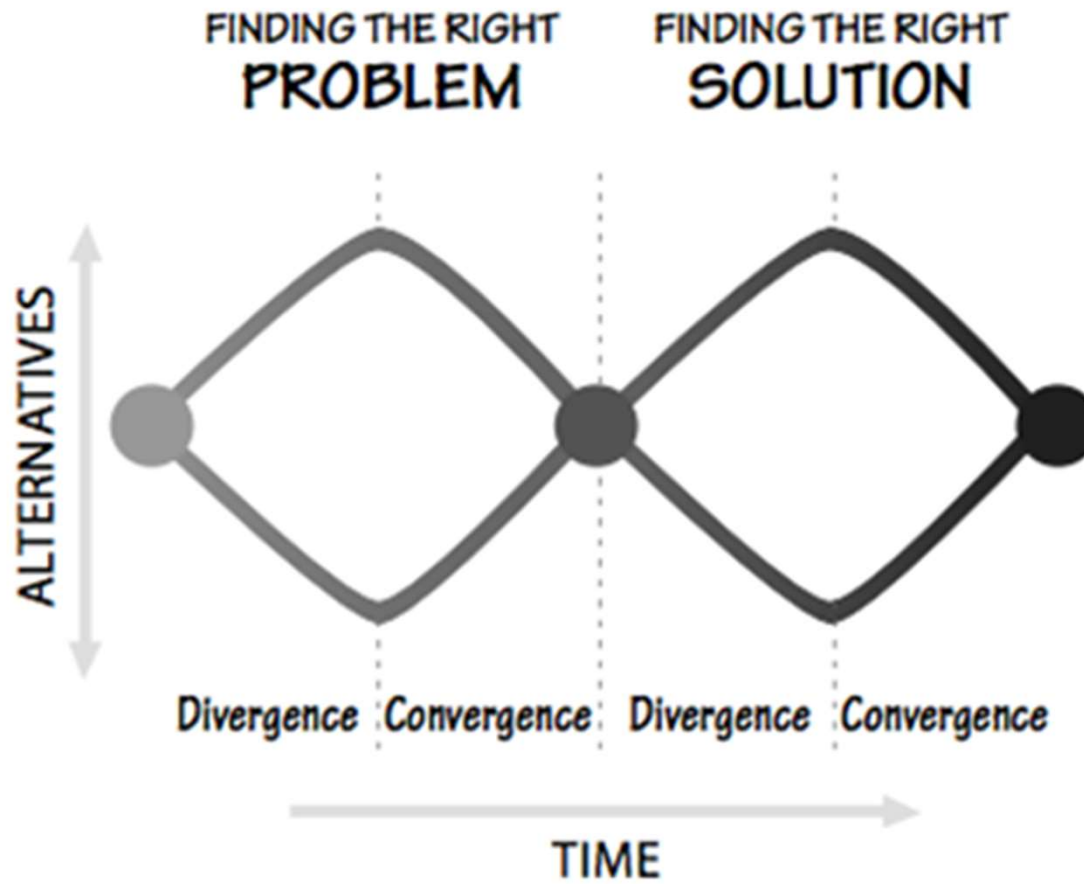


Team mentality

Compare...

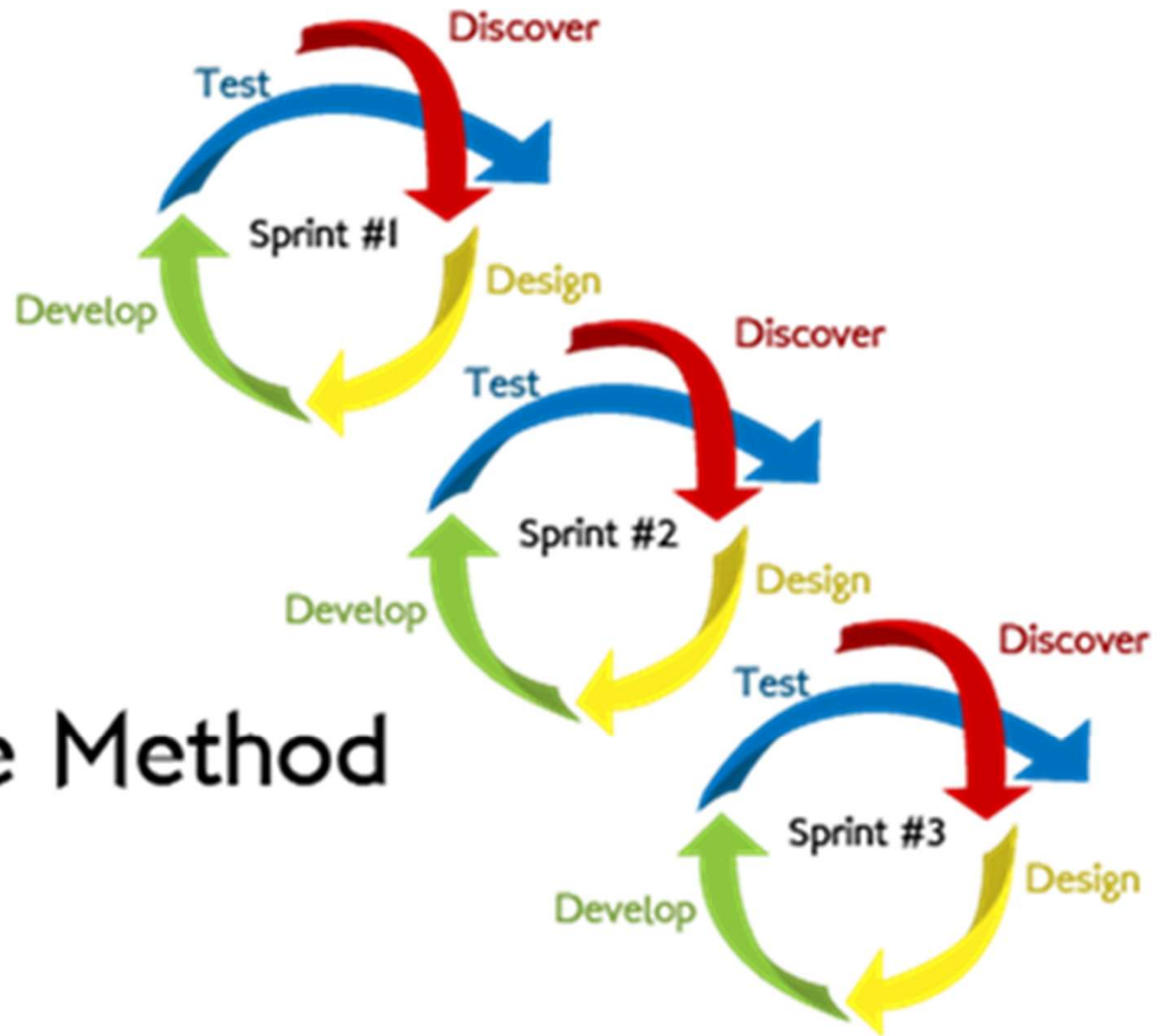
| Project Size | Agile Failure rate | Waterfall Failure rate |
|--------------|--------------------|------------------------|
| Small | 4% | 11% |
| Large | 23% | 42% |

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



The Design Process

Agile Method



A very old
saw to grind
– design vs.
marketing

Design research

- Need
- Use

Market research

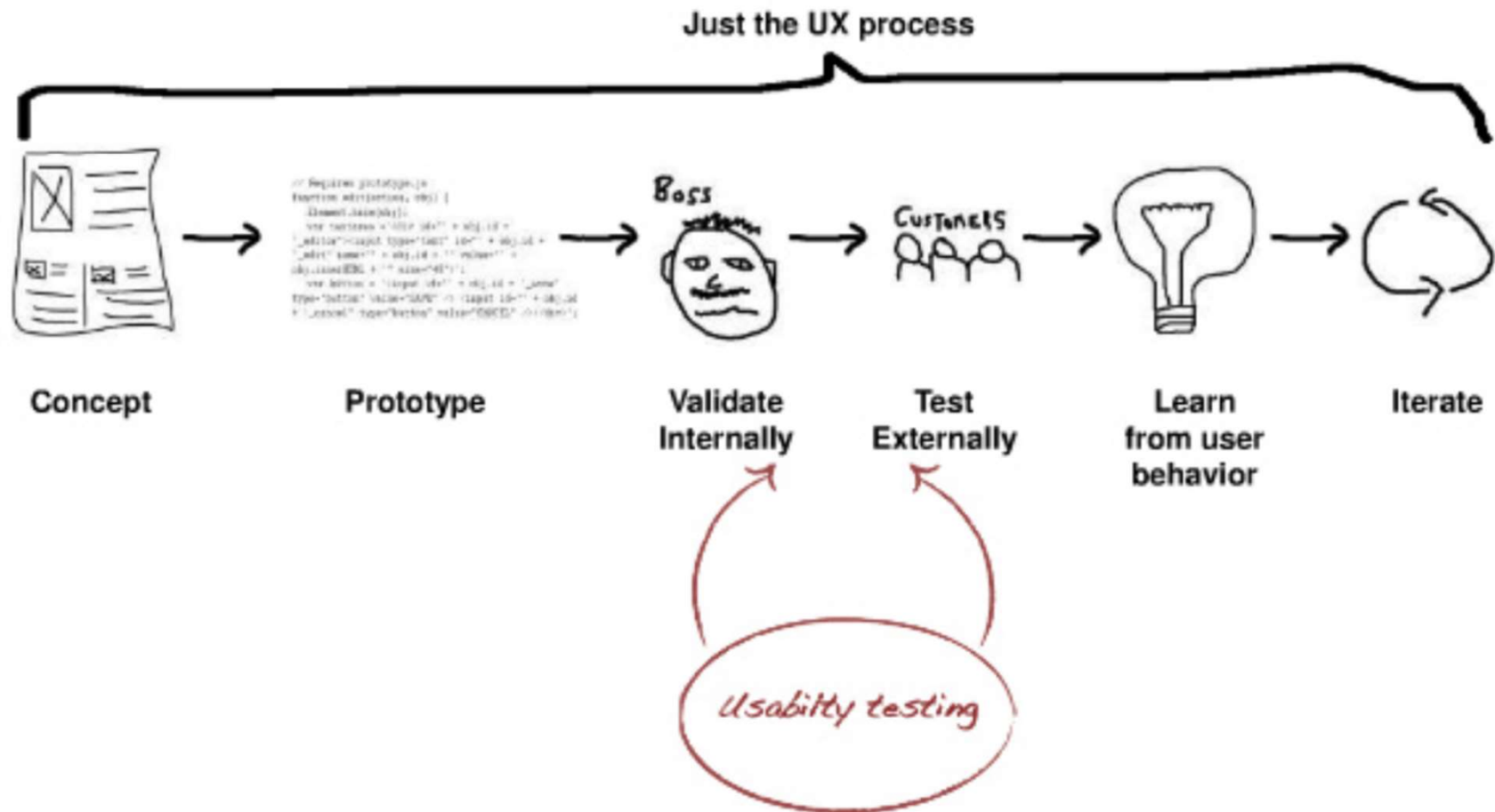
- Want
- Buy



- Remember the business vision at all times
 - Keeps design in perspective
 - Increase Customer Satisfaction
 - Increase money in/decrease money out

“The risks of ignoring the business side of design are real and they are hefty. Empathizing with the business by employing strategic thinking can be the lifeguard that provides an added layer of safety and certainty.”

Lean UX...



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 ease of use

Standards

Need to make things hard

Competitive pressures

Market acceptance

Morality

