


Design Today and Agile

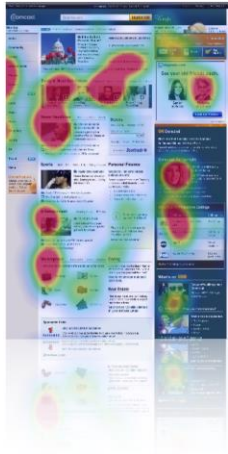
Lavin*MIS3506*Spring 2020

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

A close-up photograph of Steve Jobs, looking slightly to the right with a neutral expression. He is wearing a dark suit jacket, a white 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

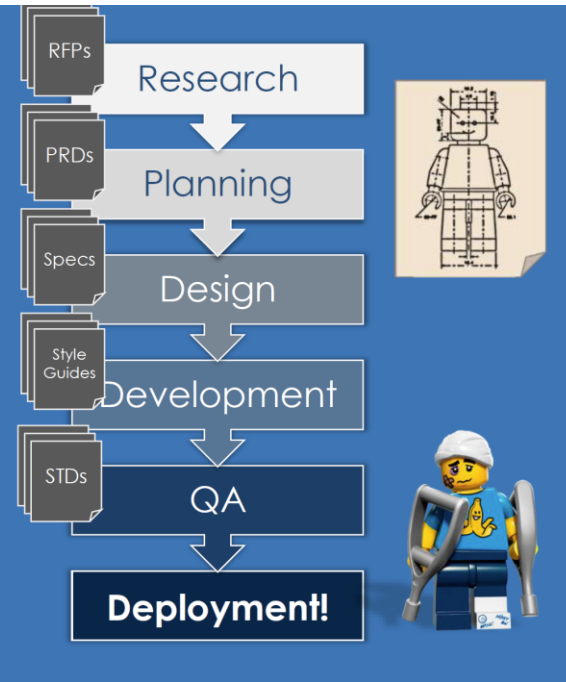


The goal of design “process”

Source: Whalen

Waterfall

Sequential process –
Step by step,
from planning to delivery



But this doesn't really work anymore...

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

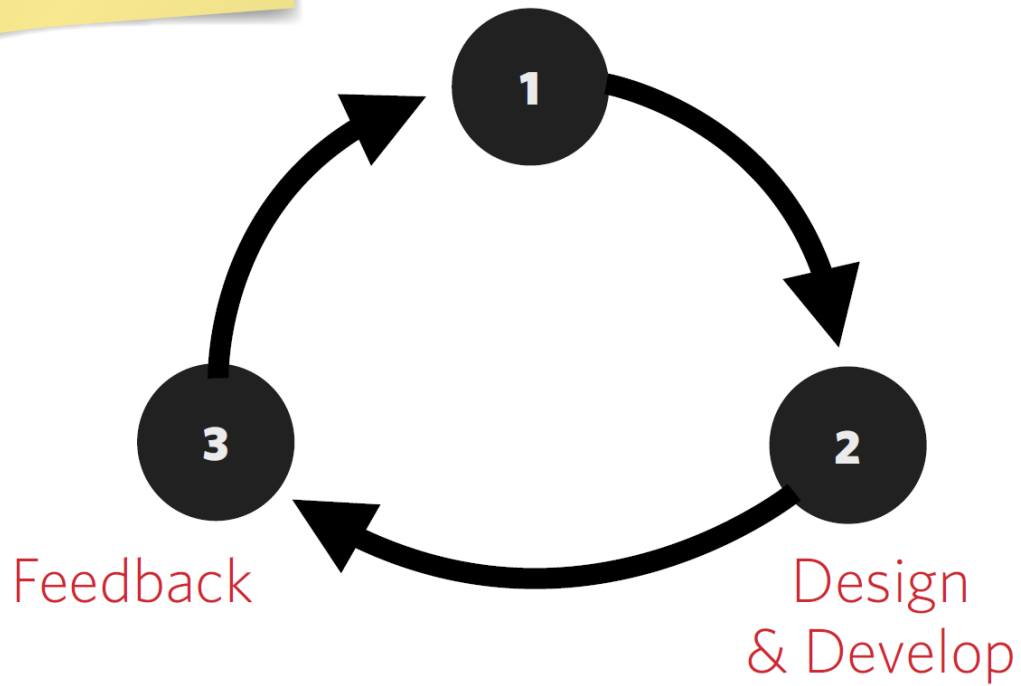
Test

Test your ideas for feedback

Source: Whalen

Agile

User Stories

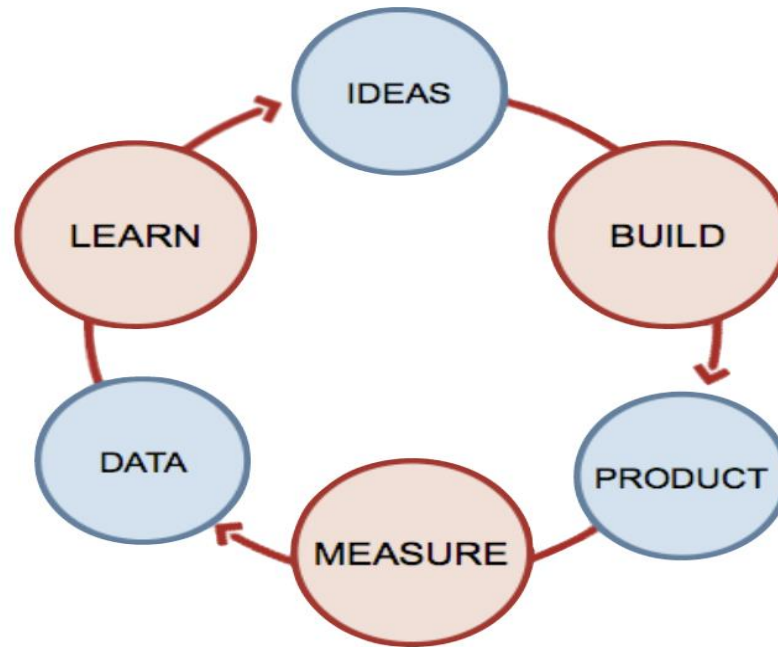




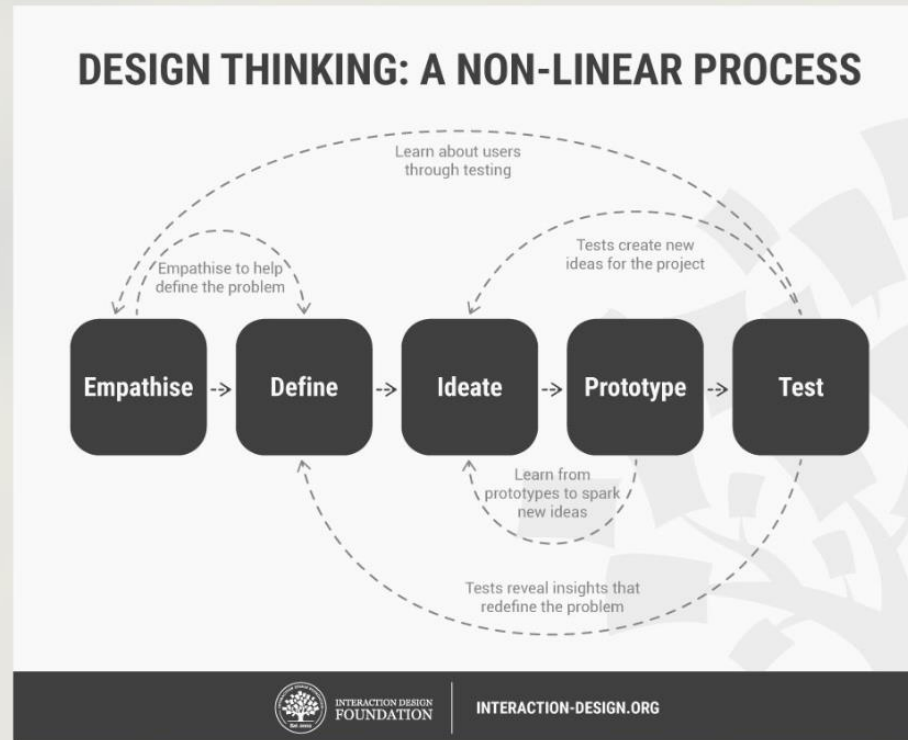
BY "AGILE" YOU MEAN

"WATERFALL IN SPRINTS"

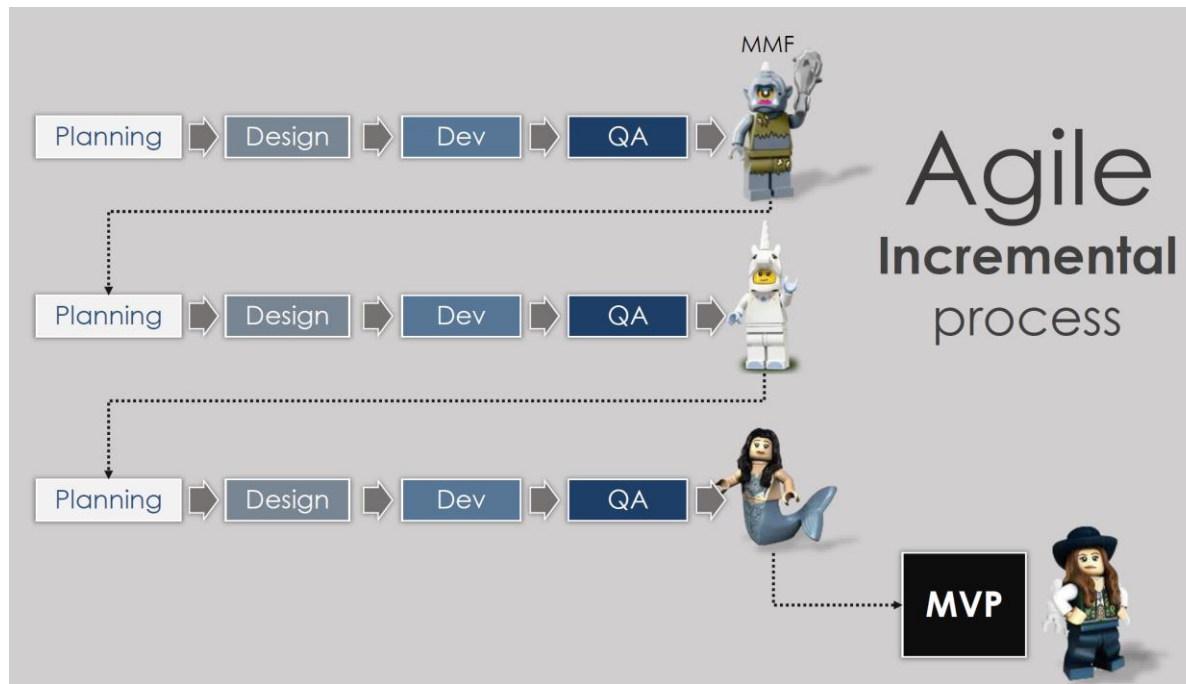
Lean Startup



To Summarize.....



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



Is this more realistic?

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

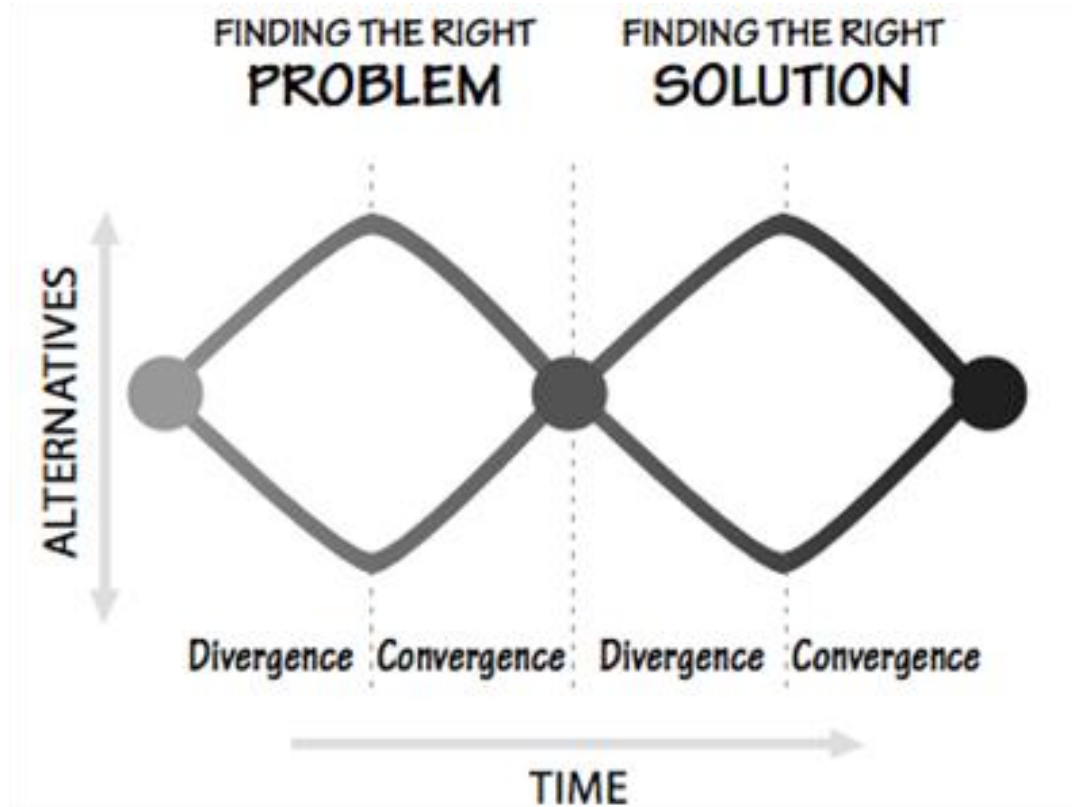


Team mentality

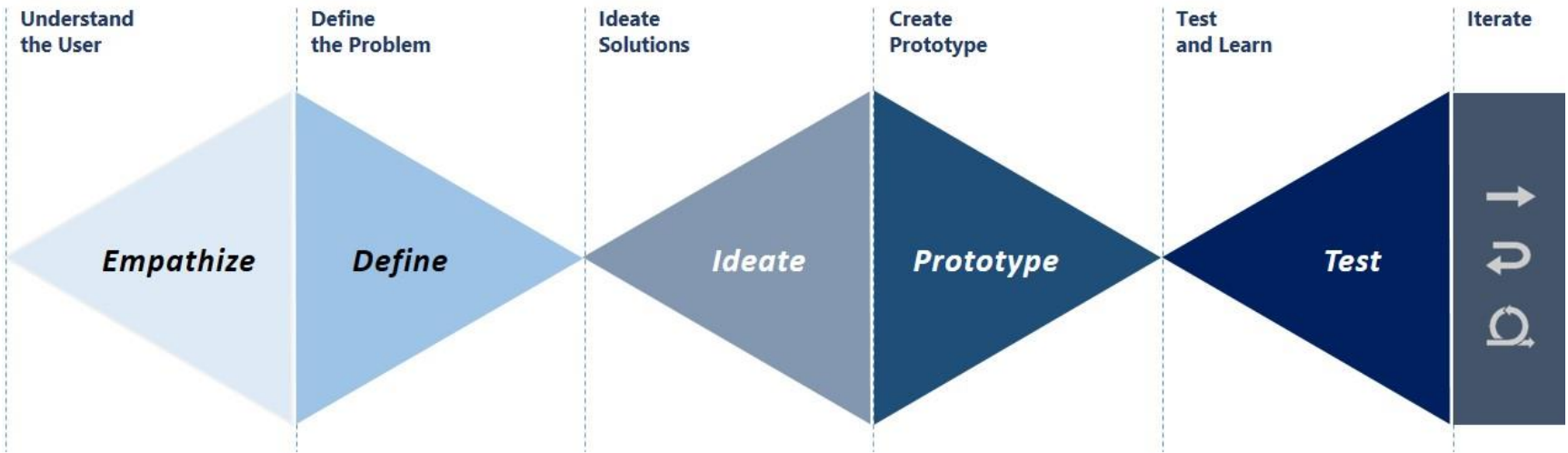
Compare...

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

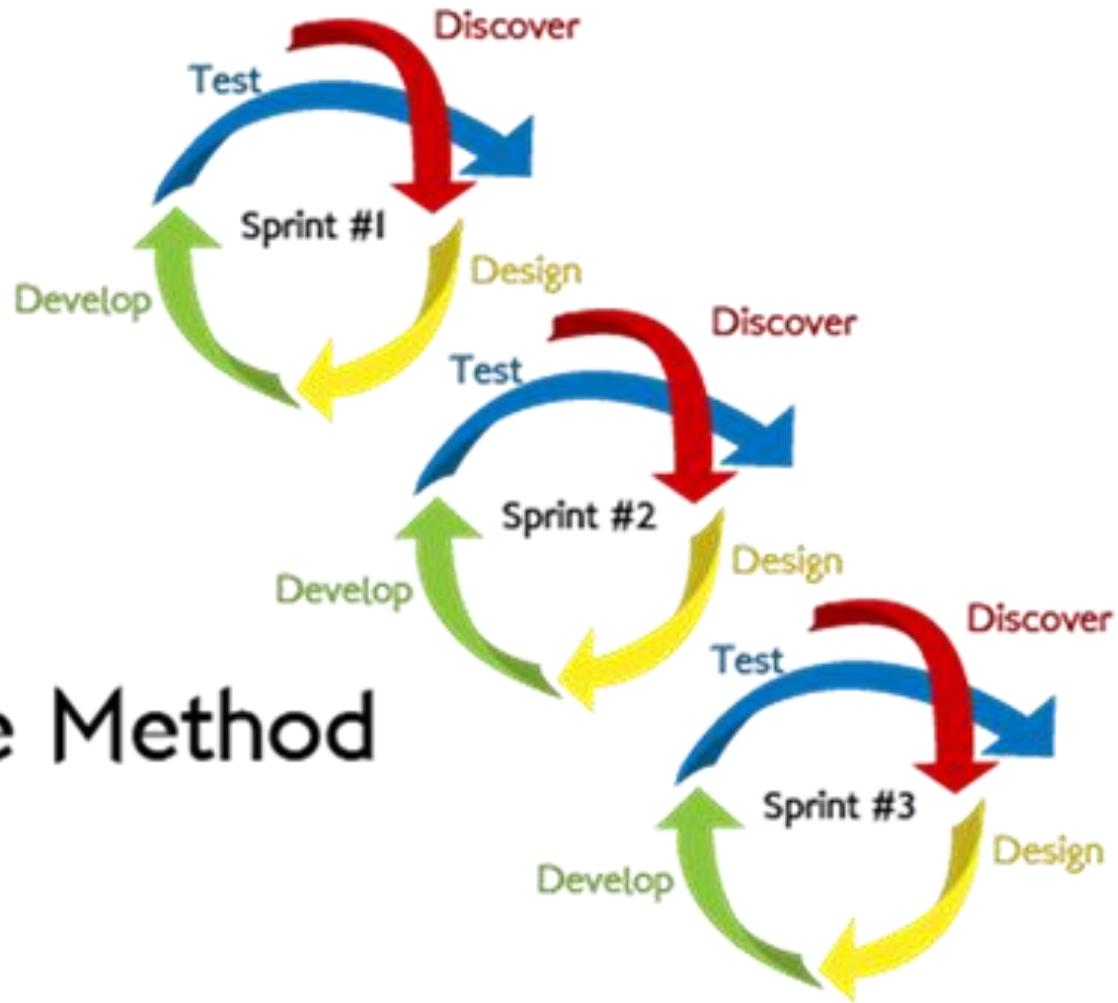


Lifecycle 🧠

Design Thinking, Tom Kelly et al.
Image created by Takeshi Yoshida, 2018

Design Thinking

Agile Method



A very old
saw to grind
– design vs.
marketing

Design research

- Need
- Use

Market research

- Want
- Buy

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

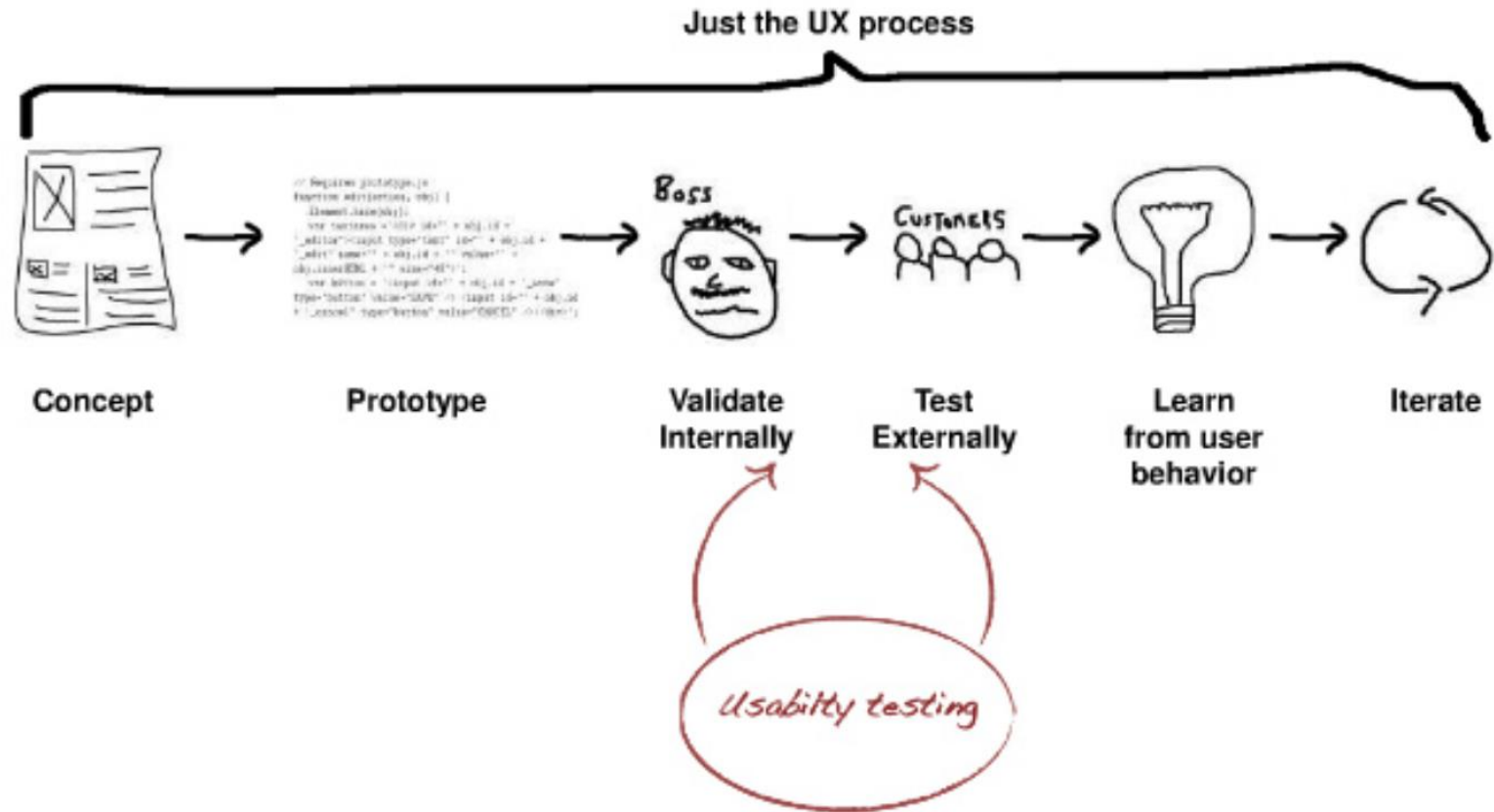
Need to
make things
hard

Competitive
pressures

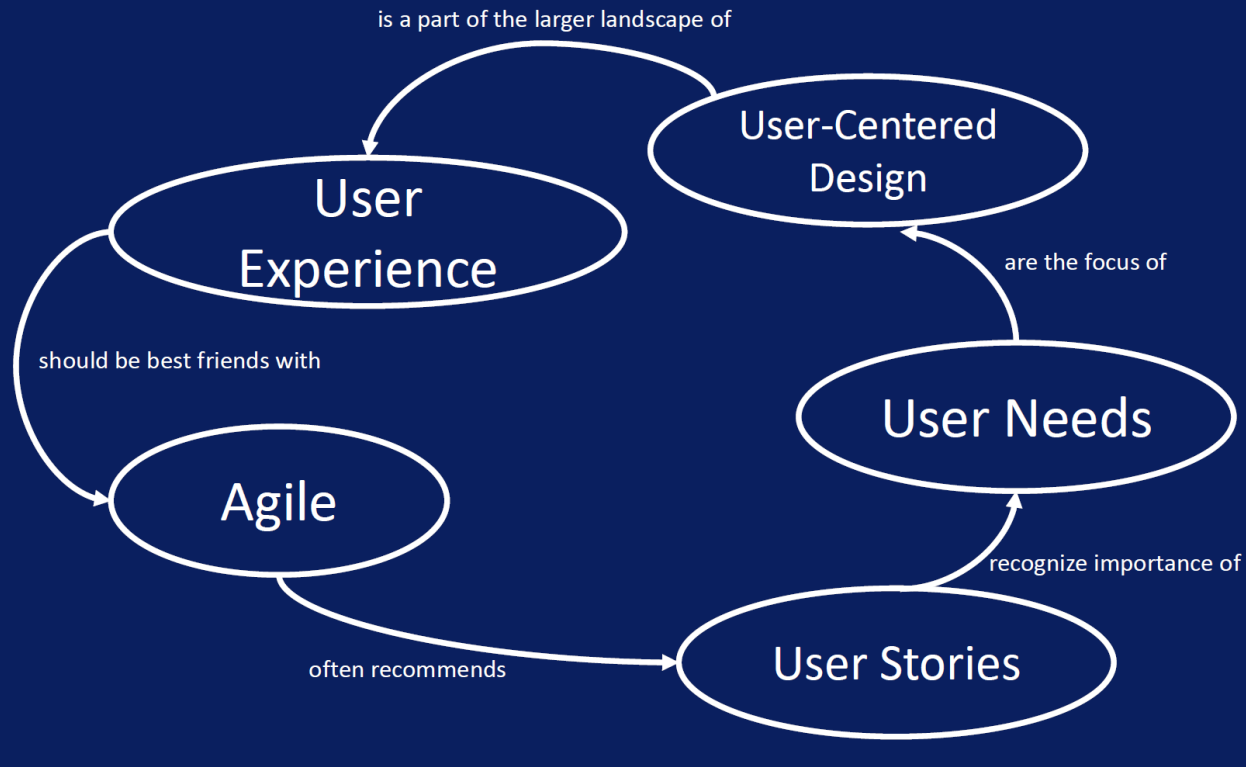
Market
acceptance

Morality

Lean UX...



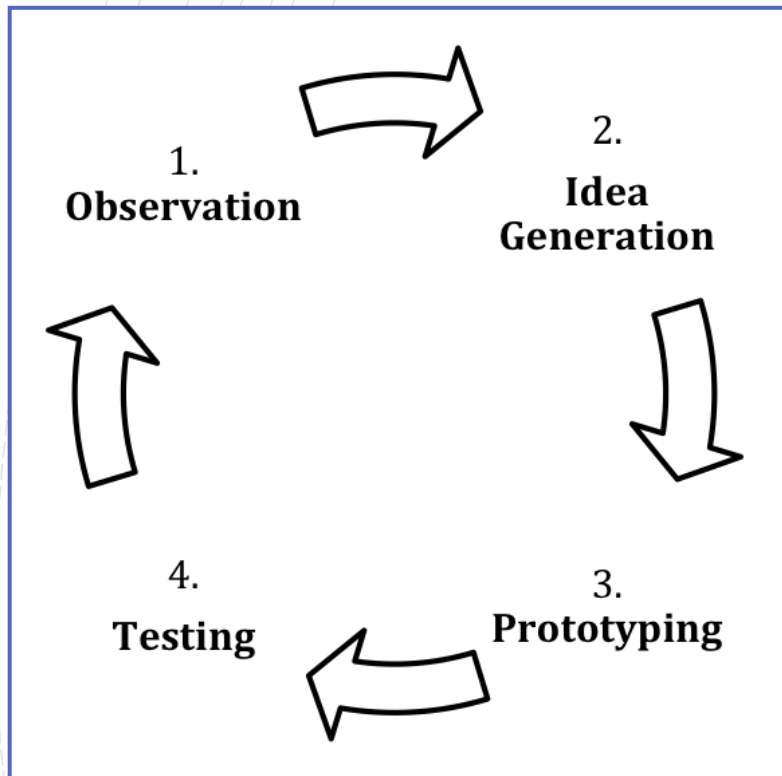
UX and Agile Overlap



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

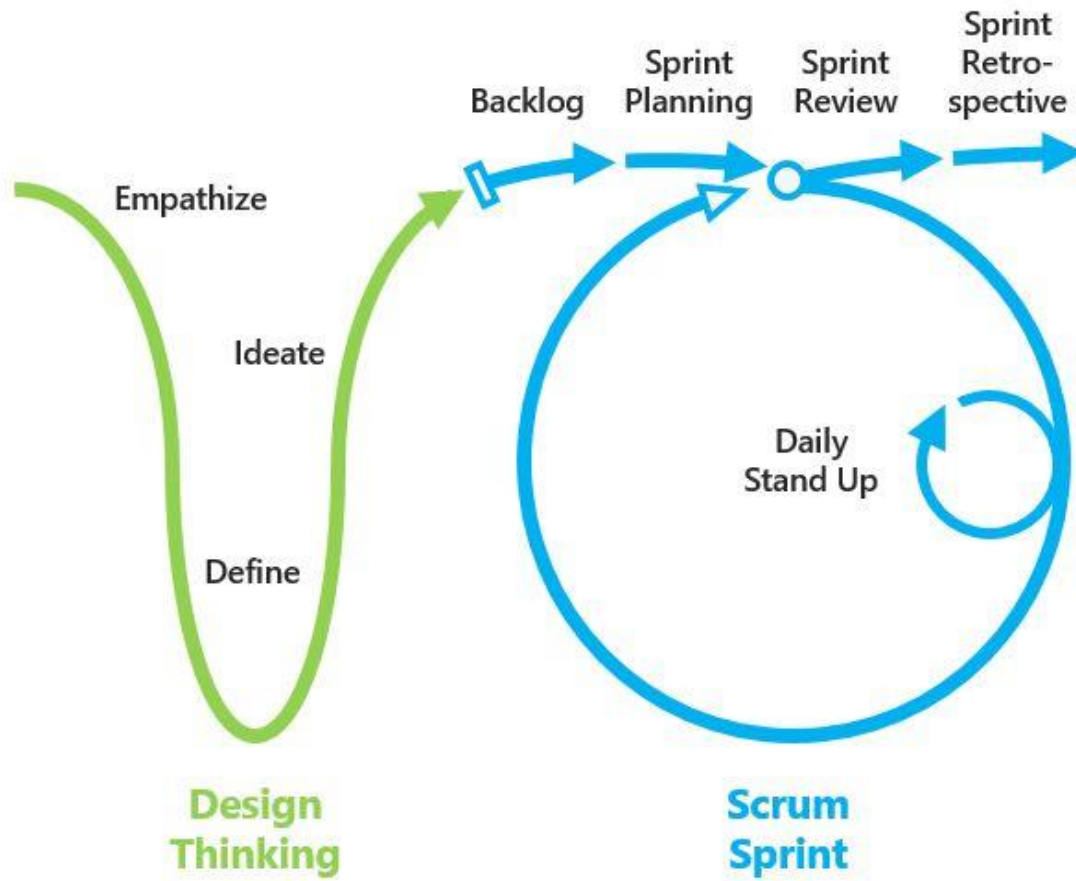
UX is historically waterfall-y, because...

Norman's Human Centered Design



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

Design Thinking + Scrum



Design Thinking

Scrum Sprint

Lifecycle 🍷