

Design Today and Agile

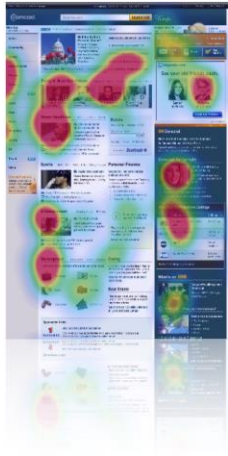
Lavin*MIS3506*Spring 2021

**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

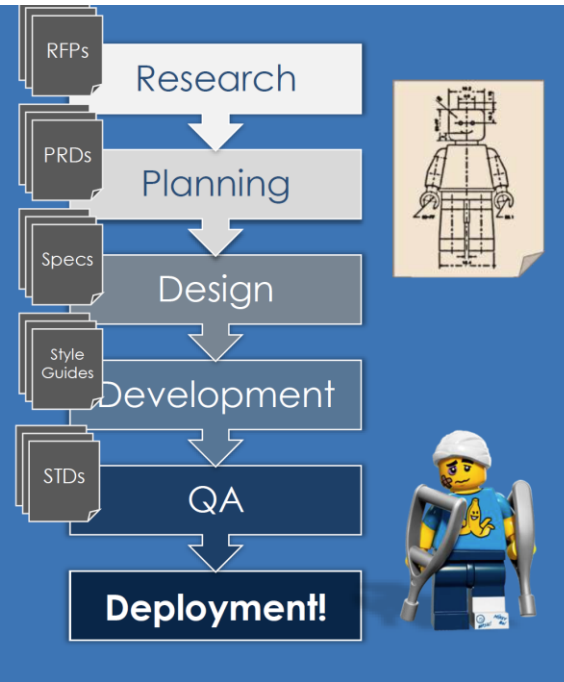


The goal of design “process”

Source: Whalen

Waterfall

Sequential process –
Step by step,
from planning to delivery

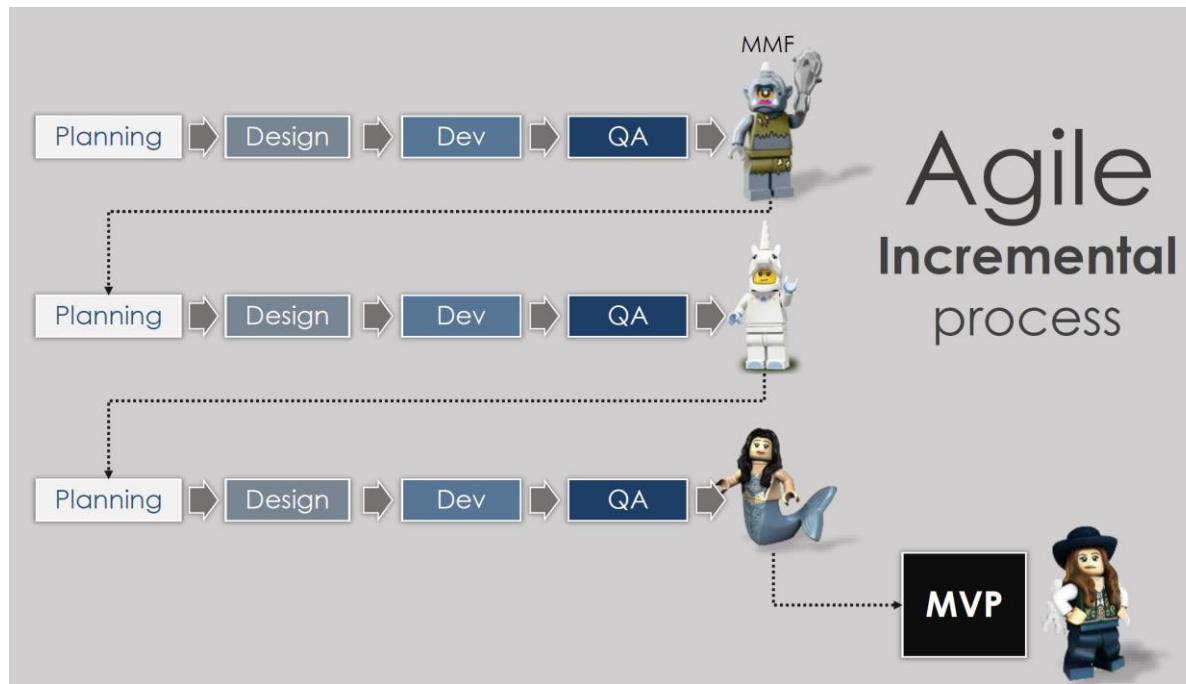


But this doesn't really work anymore...

The background of the slide features several concentric, curved lines in a light gray color, creating a sense of motion or a circular path. These lines are more prominent on the left side and fade out towards the right.

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

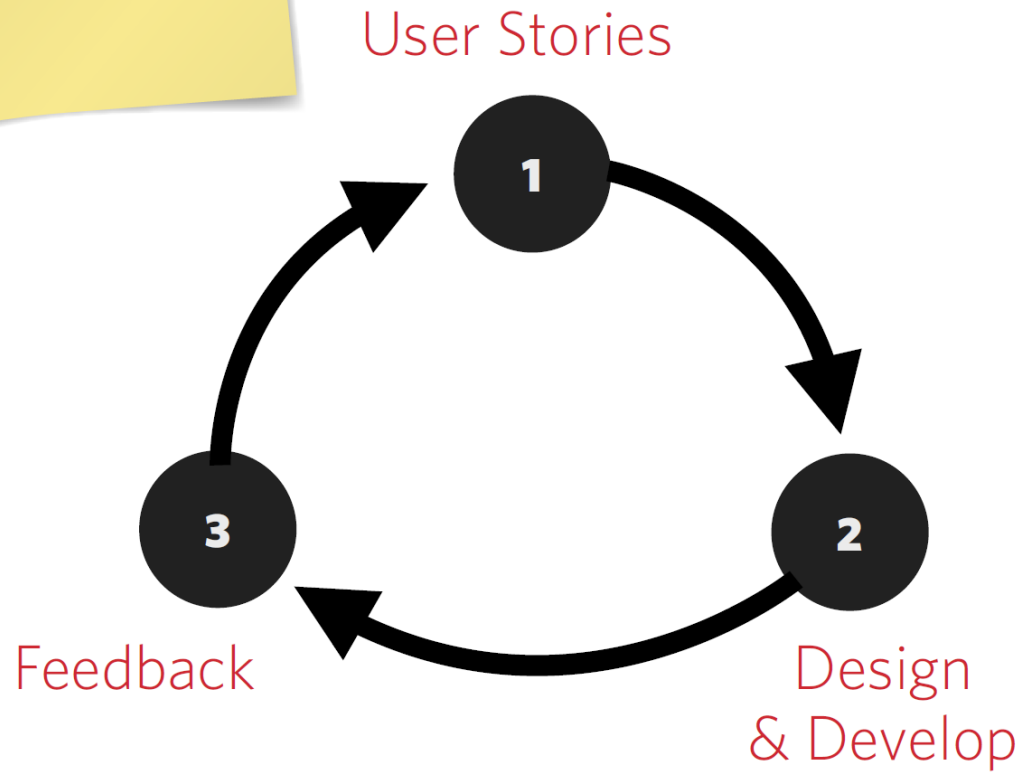
4

Test

Test your ideas for feedback

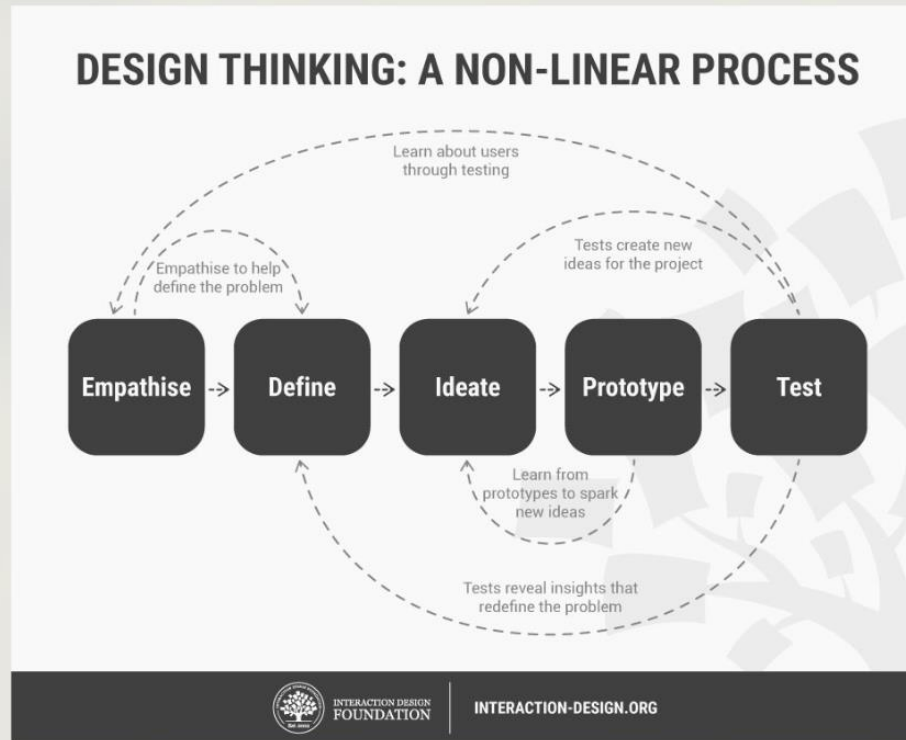
Source: Whalen

Agile



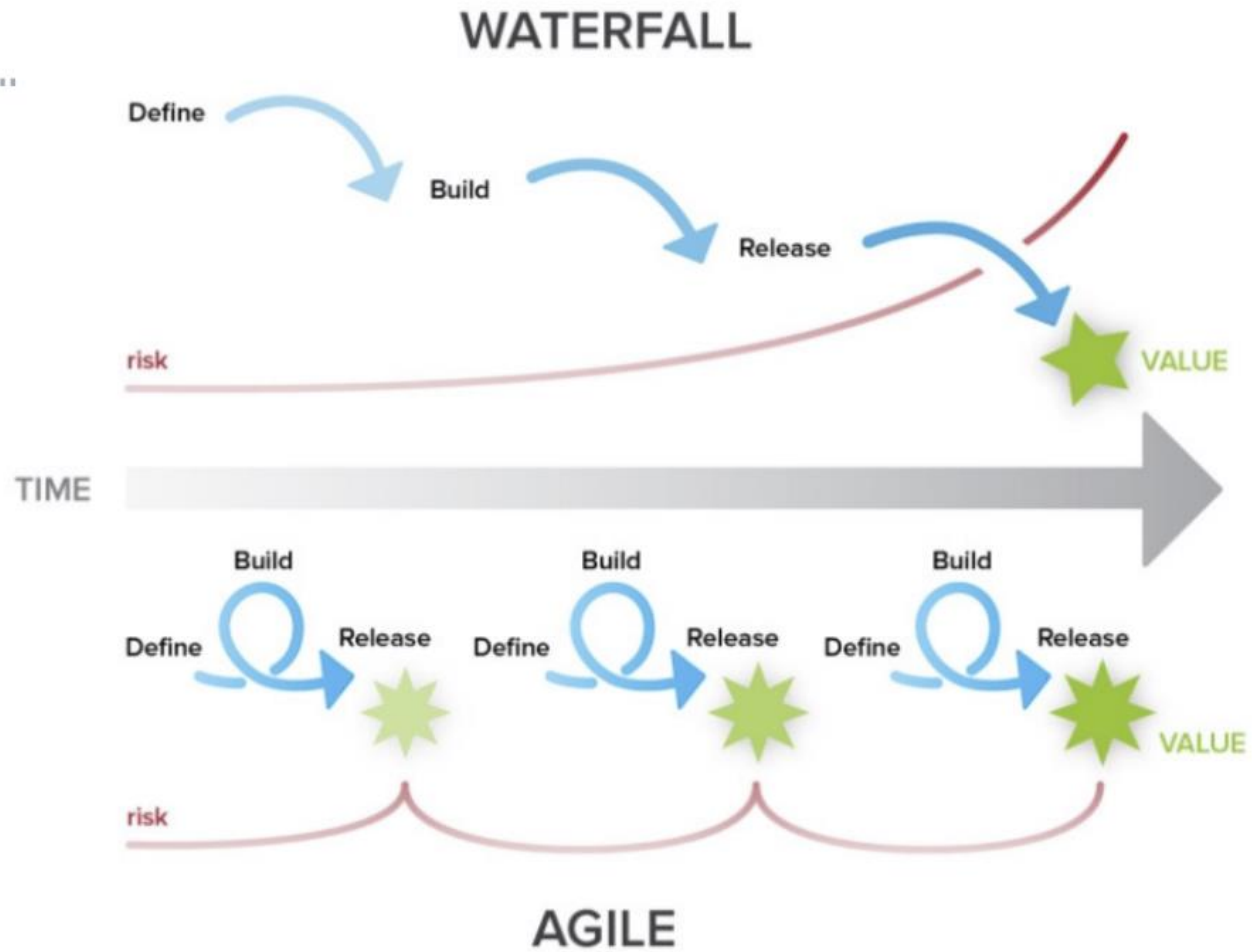


To Summarize.....



*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

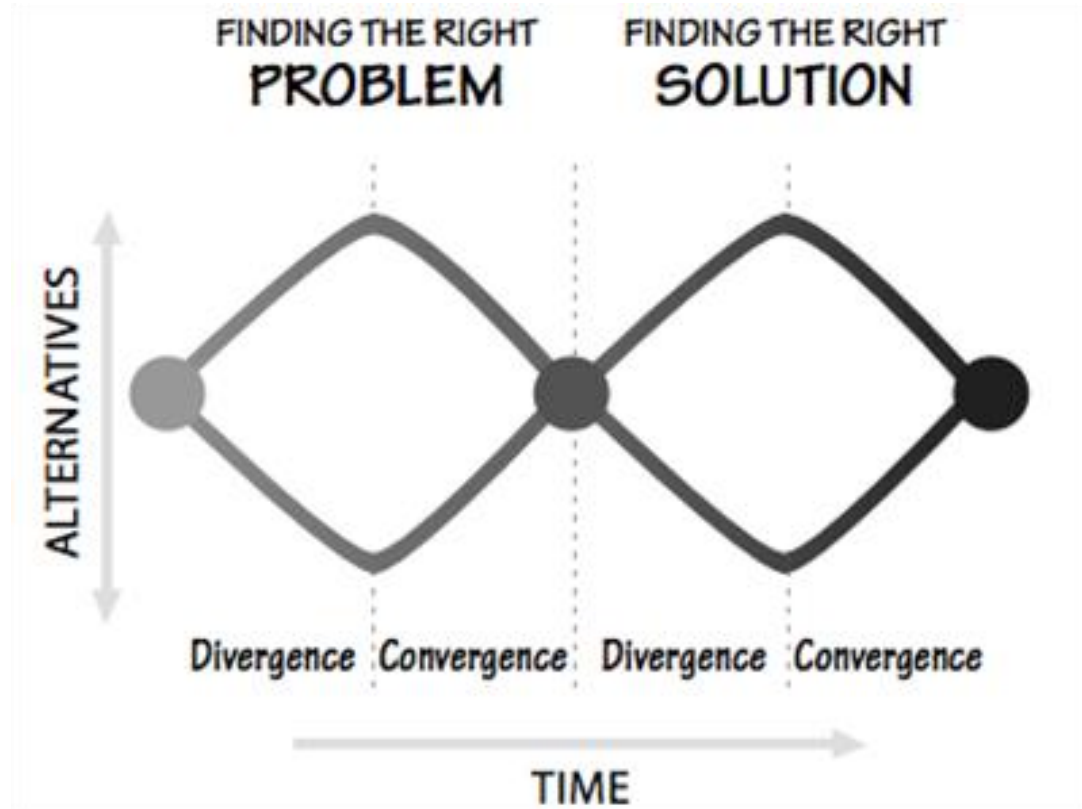


Team mentality

Compare...

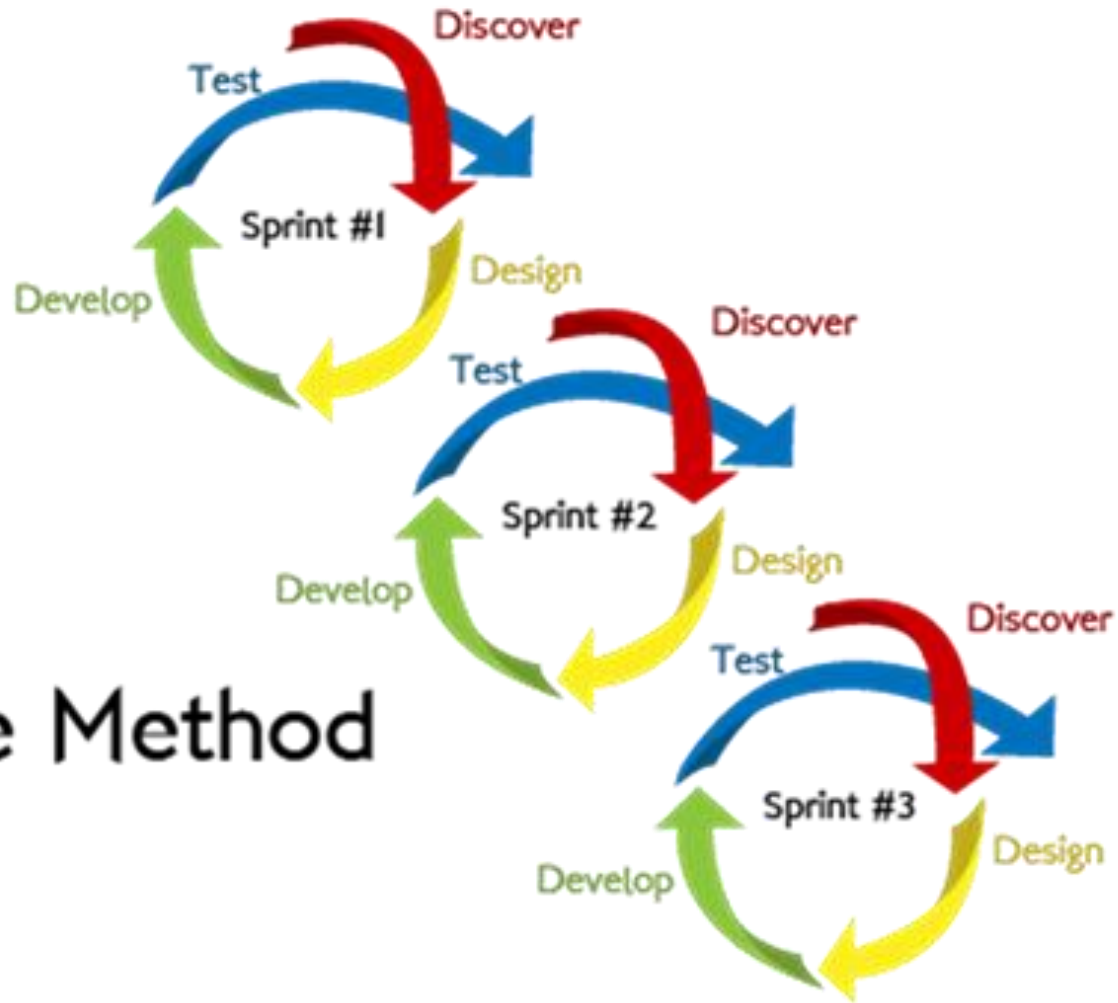
| Project Size | Agile Failure rate | Waterfall Failure rate |
|--------------|--------------------|------------------------|
| Small | 4% | 11% |
| Large | 23% | 42% |

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

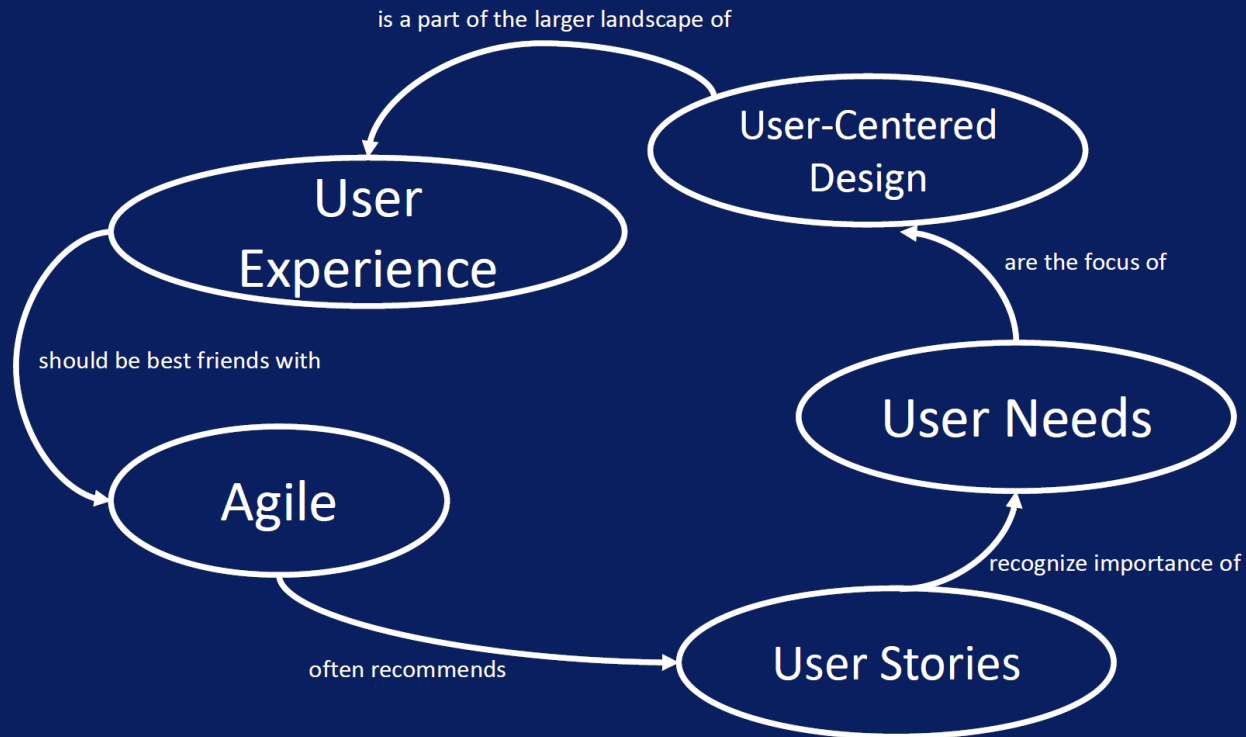


The Design Process

Agile Method



UX and Agile Overlap



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

UX is historically waterfall-y, because...

A very old
saw to grind
– design vs.
marketing

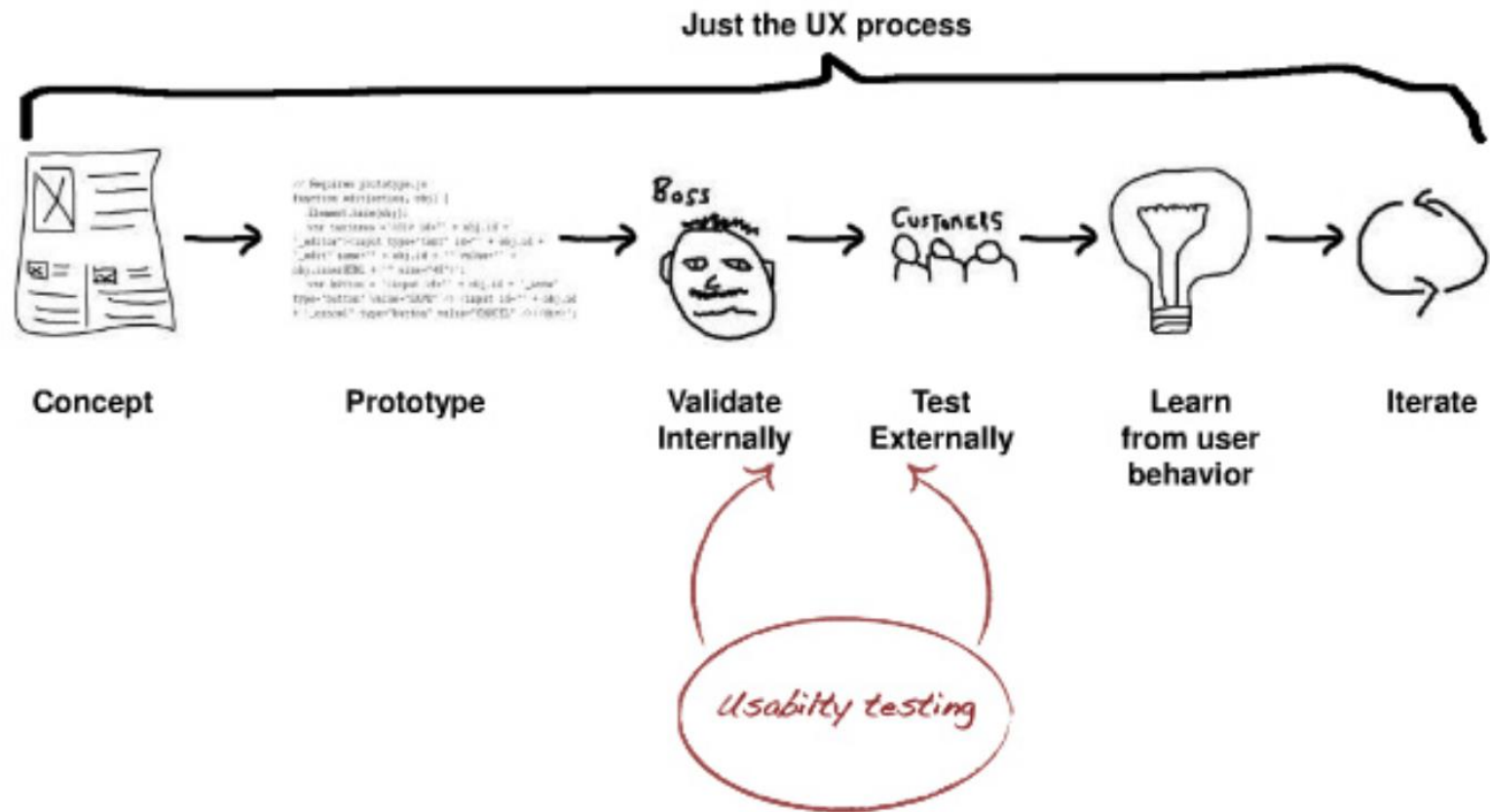
Design research

- Need
- Use

Market research

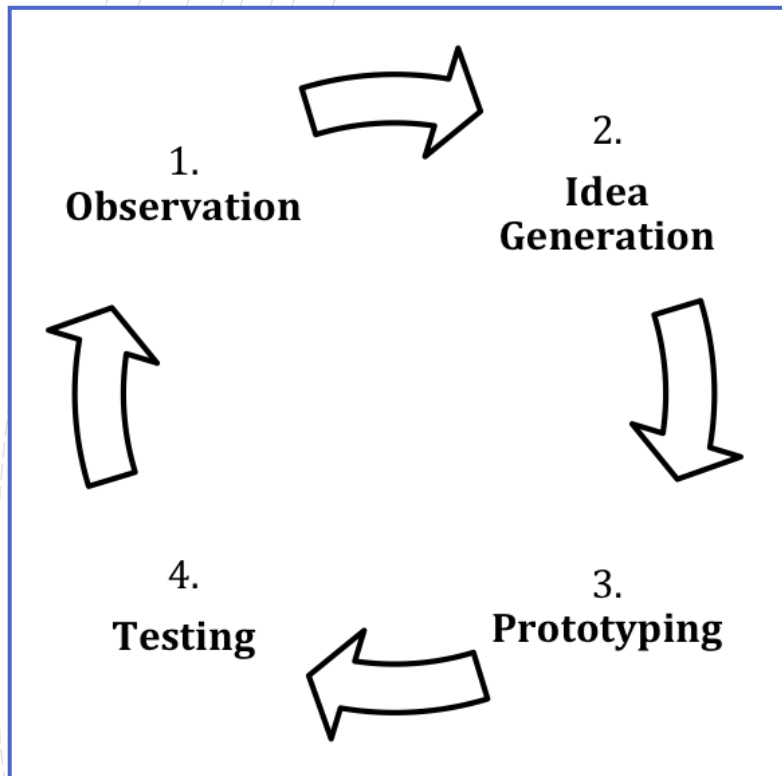
- Want
- Buy

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 |
|----------------------|---------------------------|----------------------|-----------|--------------------------|-----------------------|-------------------|----------|