


# Design Today and Agile

Lavin\*MIS3506\*Spring 2023

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

A photograph of Steve Jobs in a dark suit and tie, looking slightly to the right with a neutral expression. The image is used as a background for the text.

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

User Insights



Insert  
Magical  
Process  
Here

Great Experience,  
Successful Product

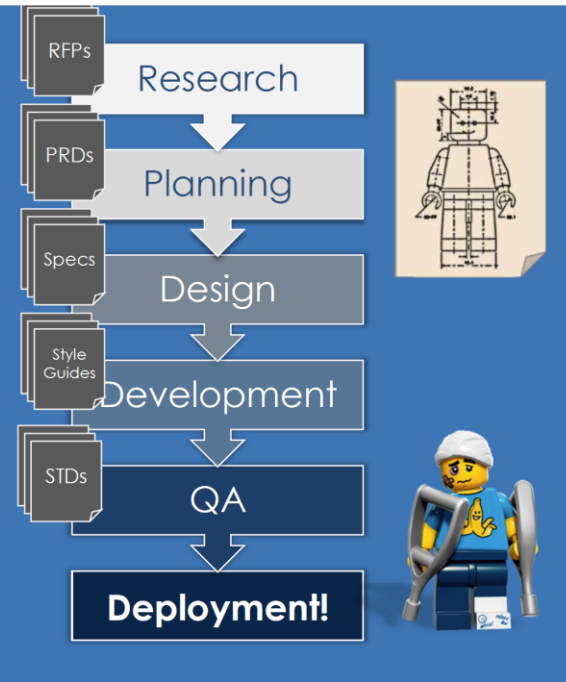


The goal of design “process”

Source: Whalen

# Waterfall

Sequential process –  
Step by step,  
from planning to delivery

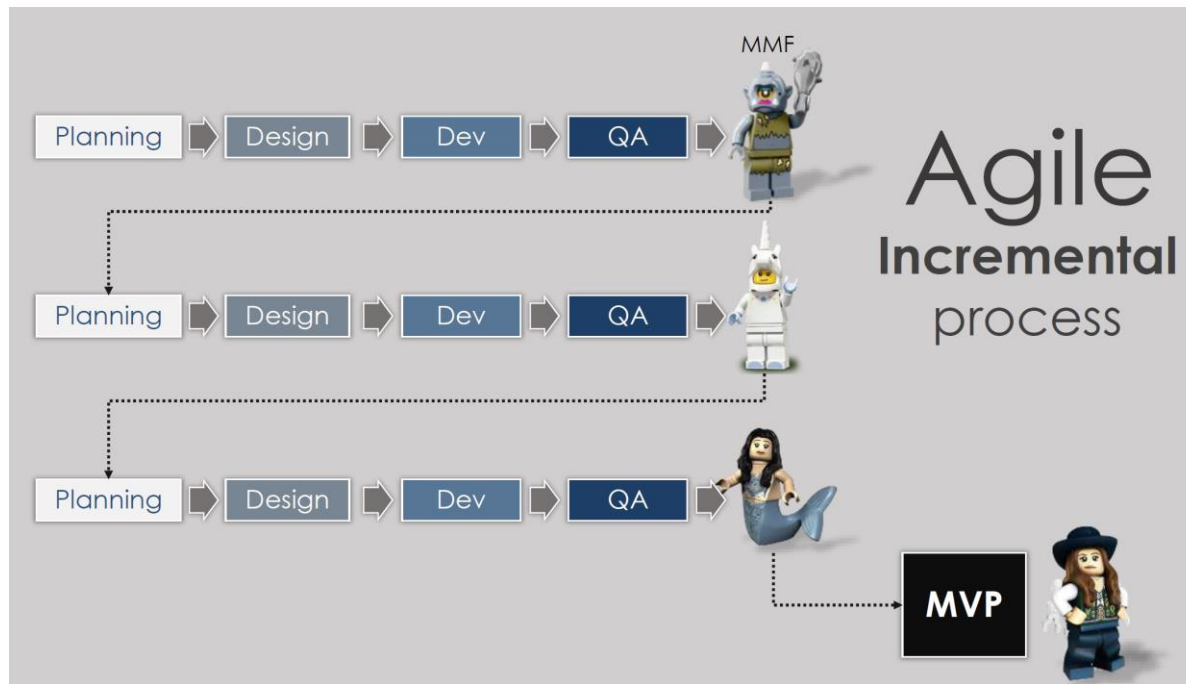


But this doesn't really work anymore...

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

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

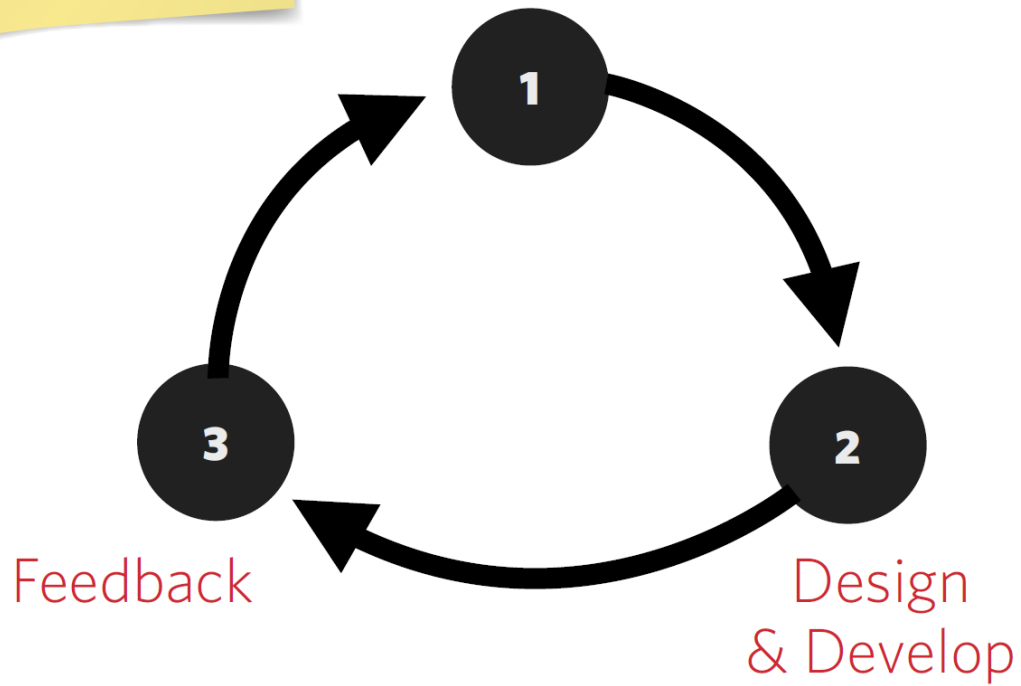
## Test

Test your ideas for feedback

Source: Whalen

**Agile**

User Stories



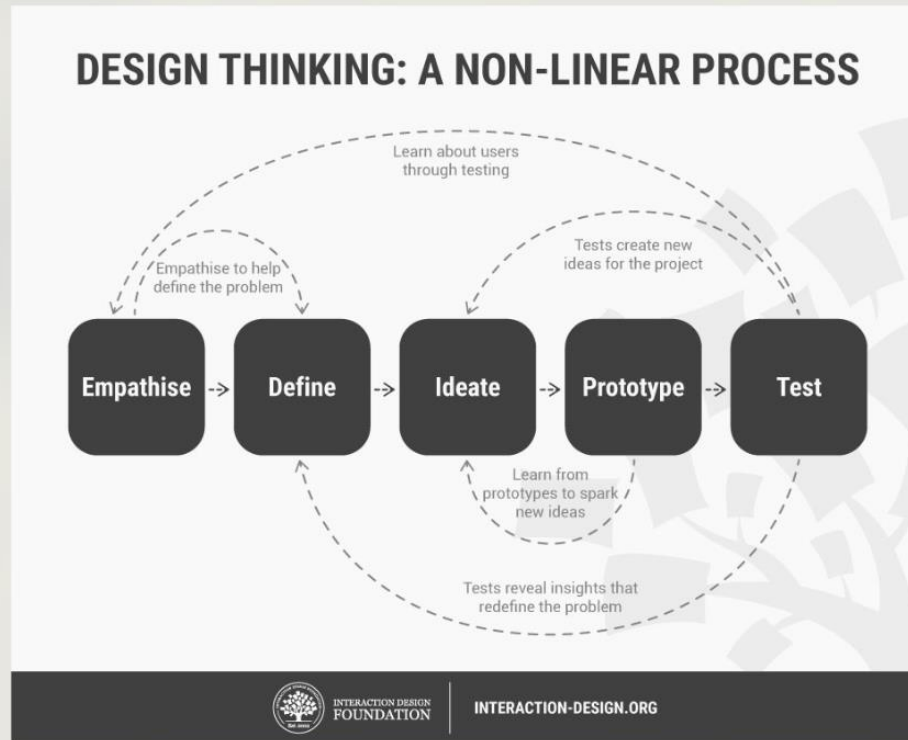




**BY "AGILE" YOU MEAN**

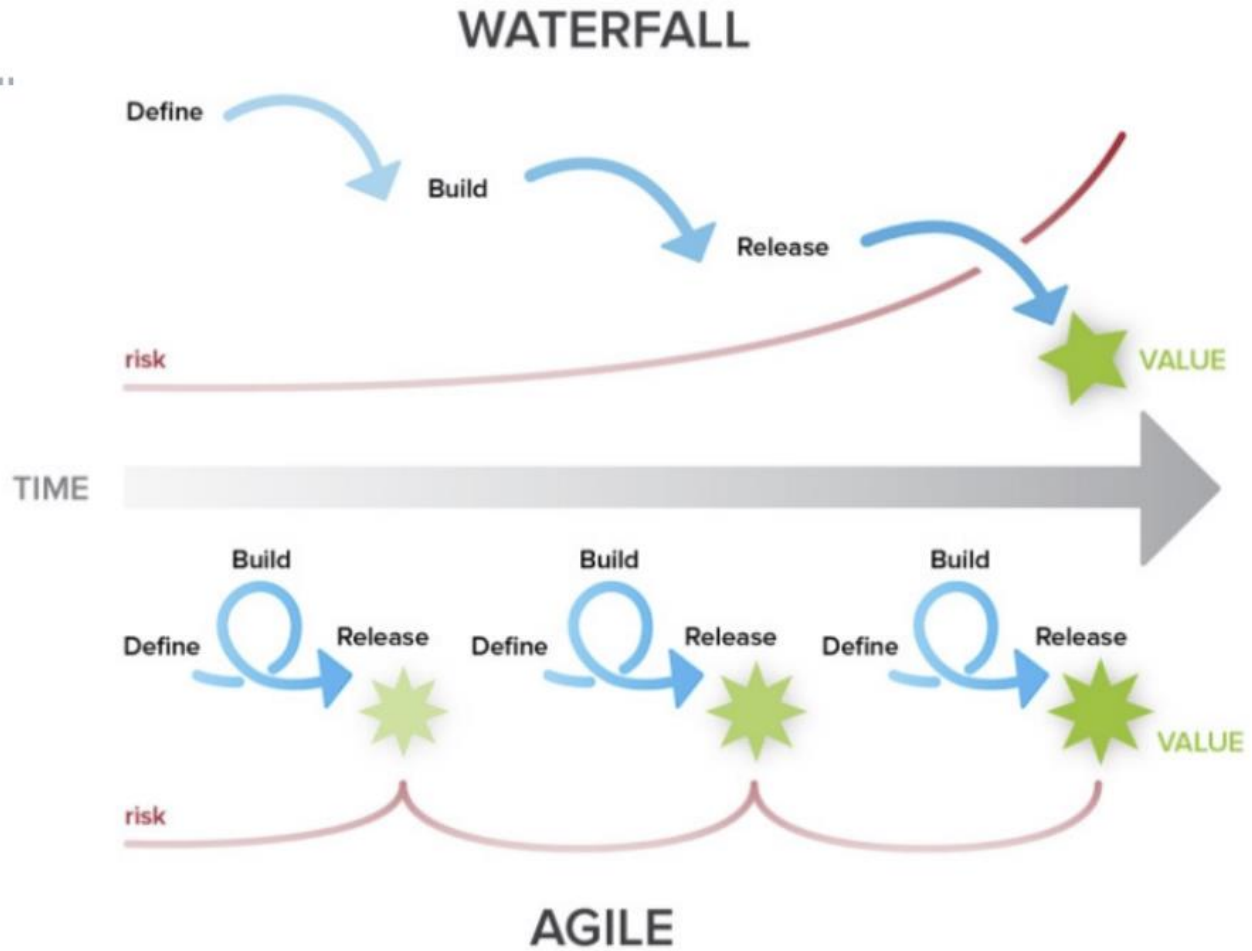
**"WATERFALL IN SPRINTS"**

# 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 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

# Agile Principles

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Customer satisfaction by early and continuous delivery of valuable software.

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Welcome changing requirements, even in late development.

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Deliver working software frequently (weeks rather than months)

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Close, daily cooperation between business people and developers

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Projects are built around motivated individuals, who should be trusted

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

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Working software is the primary measure of progress

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Sustainable development, able to maintain a constant pace

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Continuous attention to technical excellence and good design

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

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

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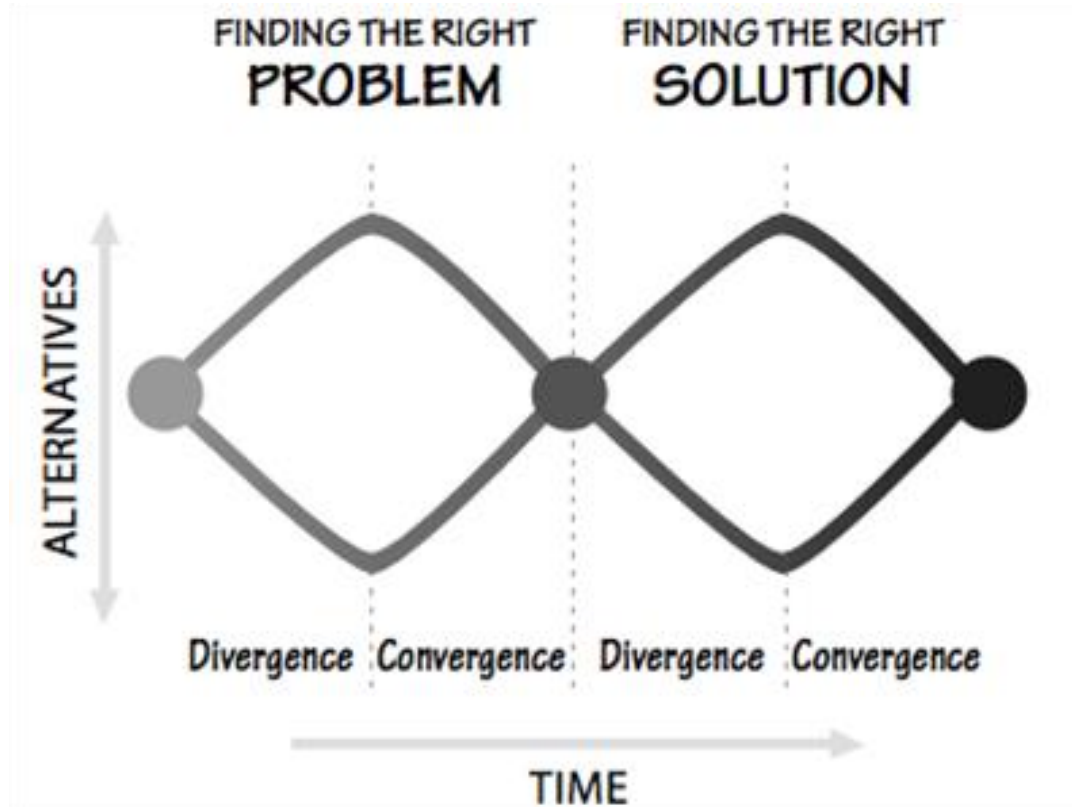
Regularly, the team reflects on how to become more effective, and adjusts accordingly

Compare...

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

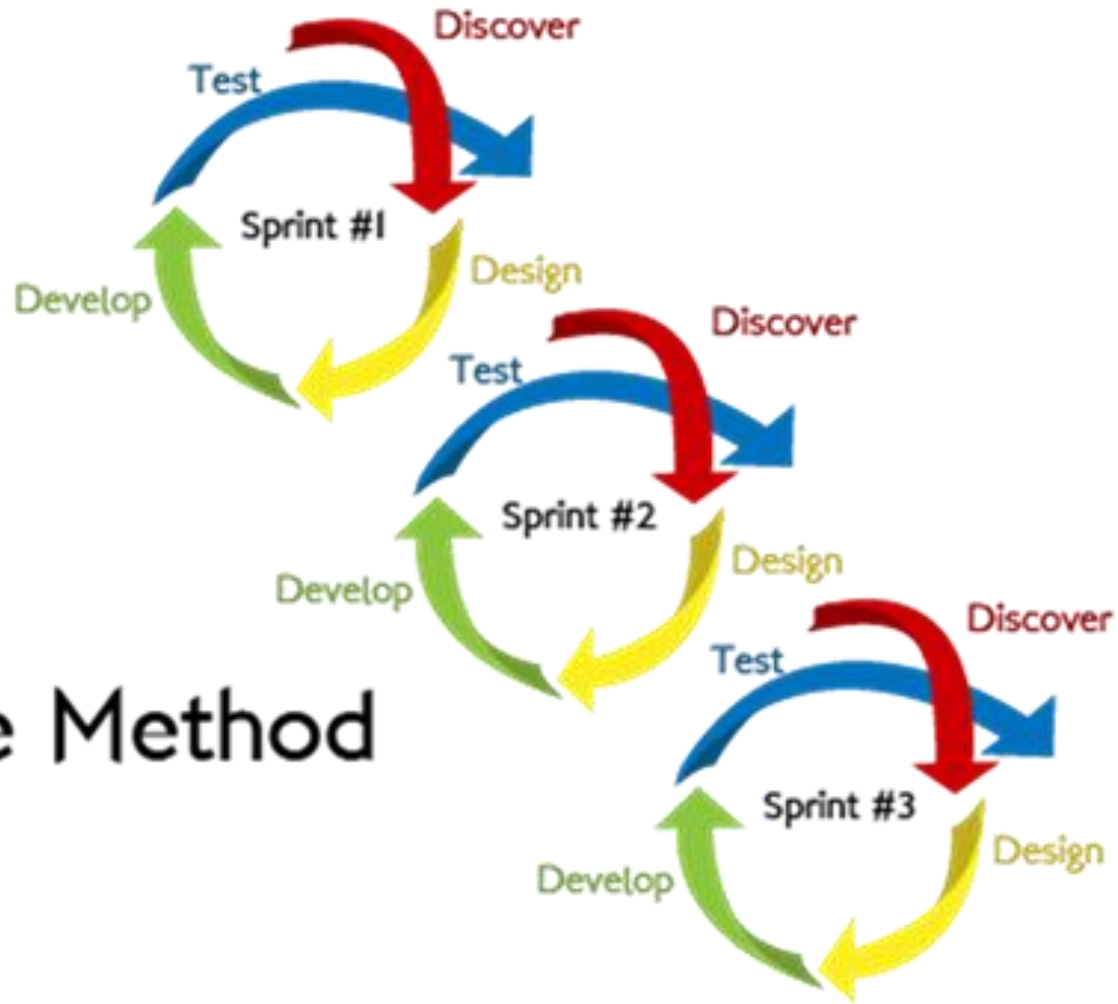
\* Standish Group 2015 Chaos Report 2015 - <https://www.infoq.com/articles/standish-chaos-2015>





# The Design Process

# Agile Method



A very old  
saw to grind  
– design vs.  
marketing

### Design research

- Need
- Use

### Market research

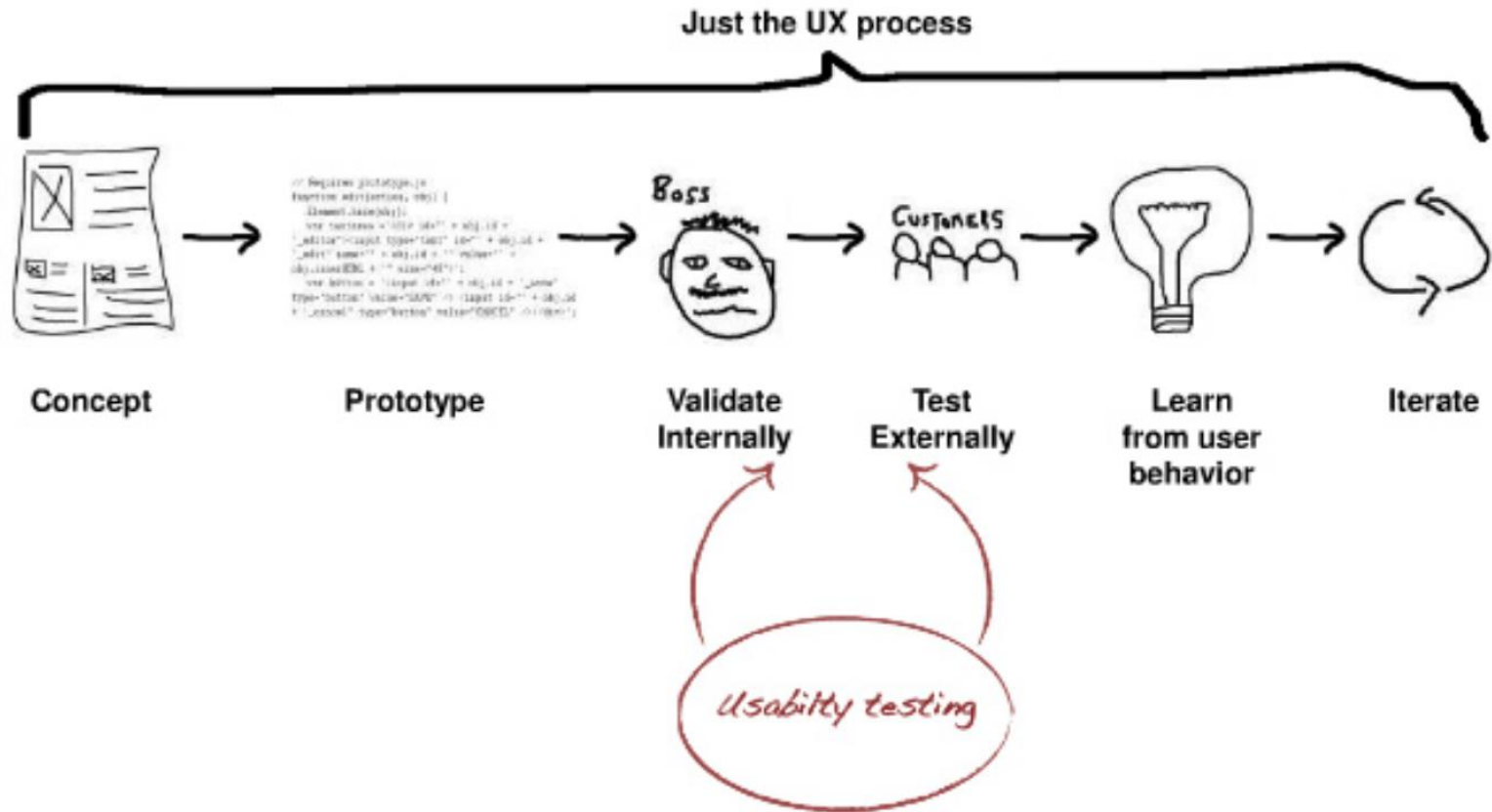
- Want
- Buy



- 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

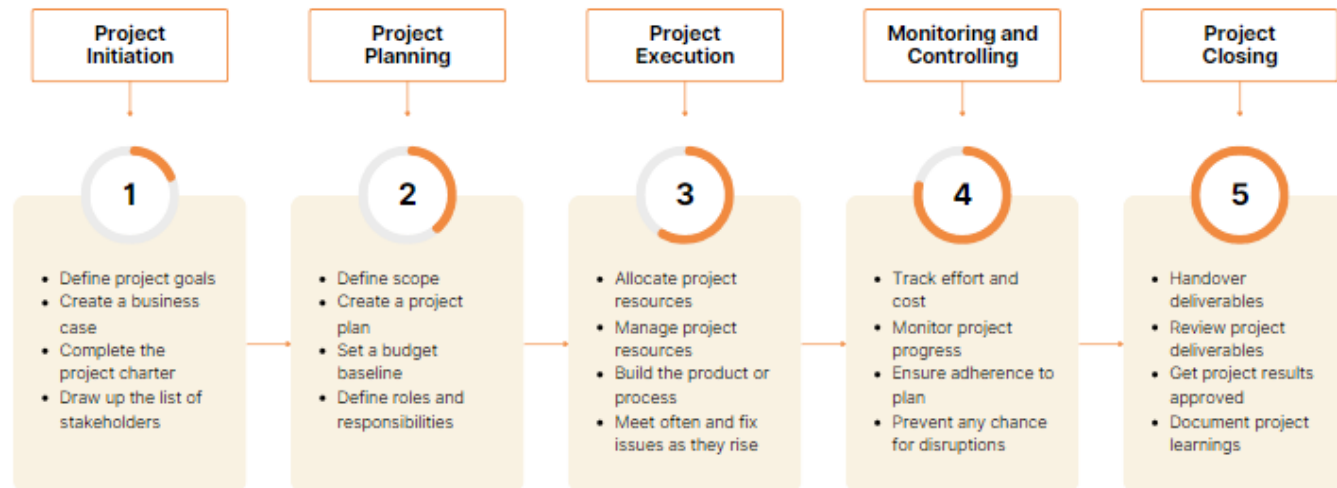
Need to  
make things  
hard

Competitive  
pressures

Market  
acceptance

Morality

# Project Planning



# Excel

AC45

	A	B	C	D	E	F	G	H	I	J
1	<b>GANTT CHART PROJECT TEMPLATE</b>									
2	<b>TASK NAME</b>	<b>ASSIGNED TO</b>	<b>START</b>	<b>END</b>	<b>DURATION</b>	<b>STATUS</b>	<b>NEEDS ATTENTION</b>			
3					0	Complete	<input type="checkbox"/>			
4					0	Complete	<input type="checkbox"/>			
5					0	Complete	<input type="checkbox"/>			
6					0	Overdue	<input type="checkbox"/>			
7					0	In Progress	<input type="checkbox"/>			
8					0	In Progress	<input type="checkbox"/>			
9					0	Not Started	<input type="checkbox"/>			
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