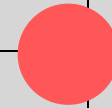


USER EXPERIENCE DESIGN



DESIGN TODAY / AGILE

MIS3506 SPRING 2023

User Insights



Insert
Magical
Process
Here

Great Experience,
Successful Product

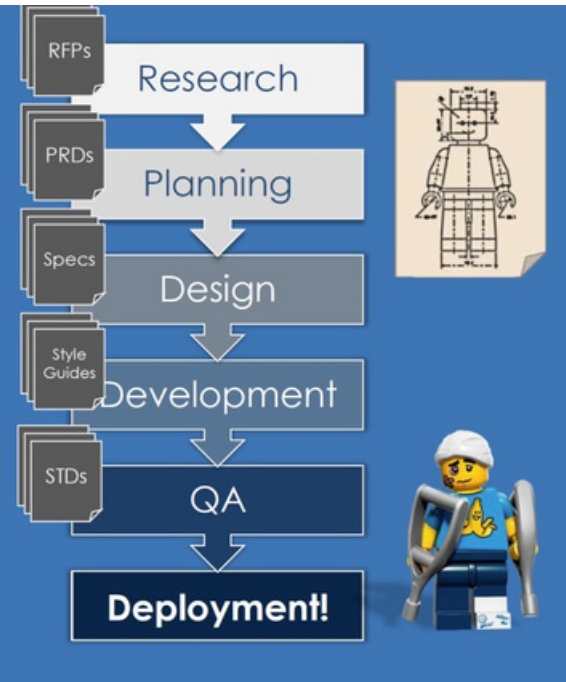


The goal of design “process”

Source: Whalen

Waterfall

Sequential process –
Step by step,
from planning to delivery



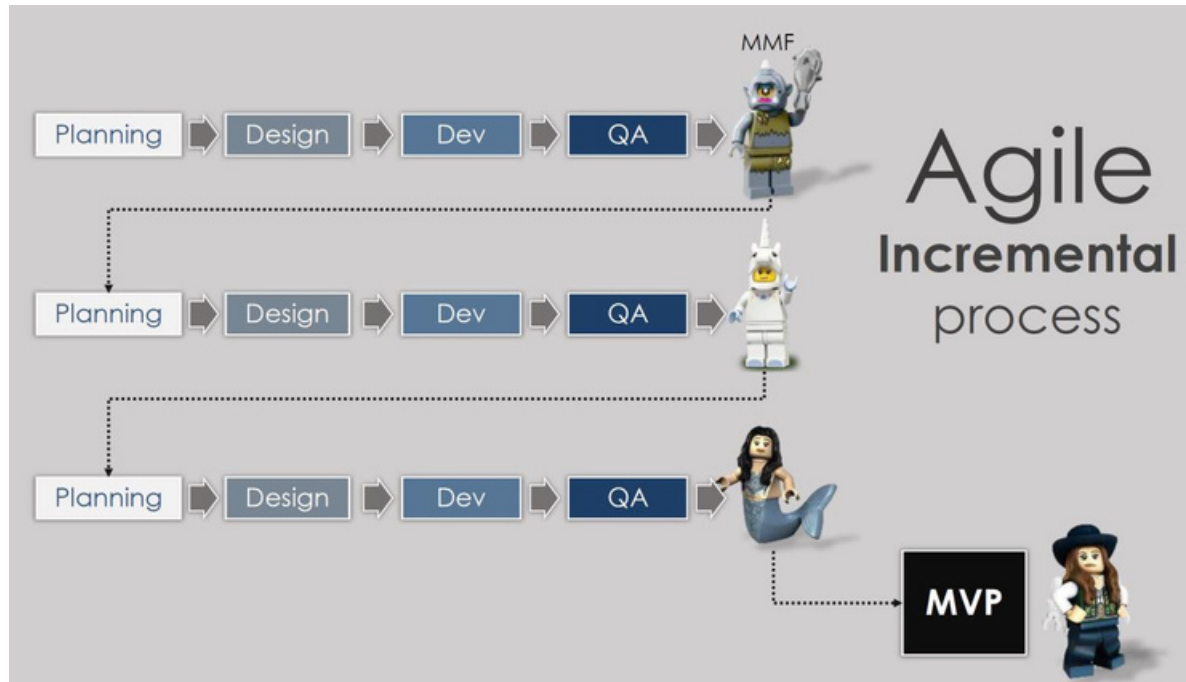
But this doesn't really work anymore...

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 speech bubble shape is positioned on the left side, containing the word 'Defined'.

Defined

Agile project management is an iterative approach to delivering **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

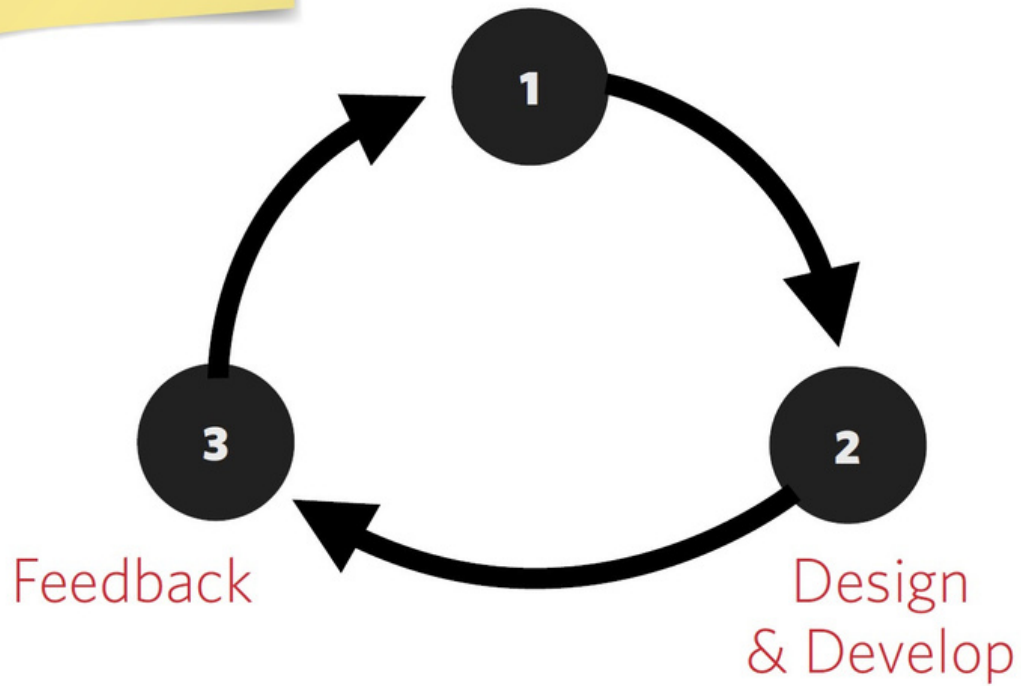
Test

Test your ideas for feedback

Source: Whalen

Agile

User Stories

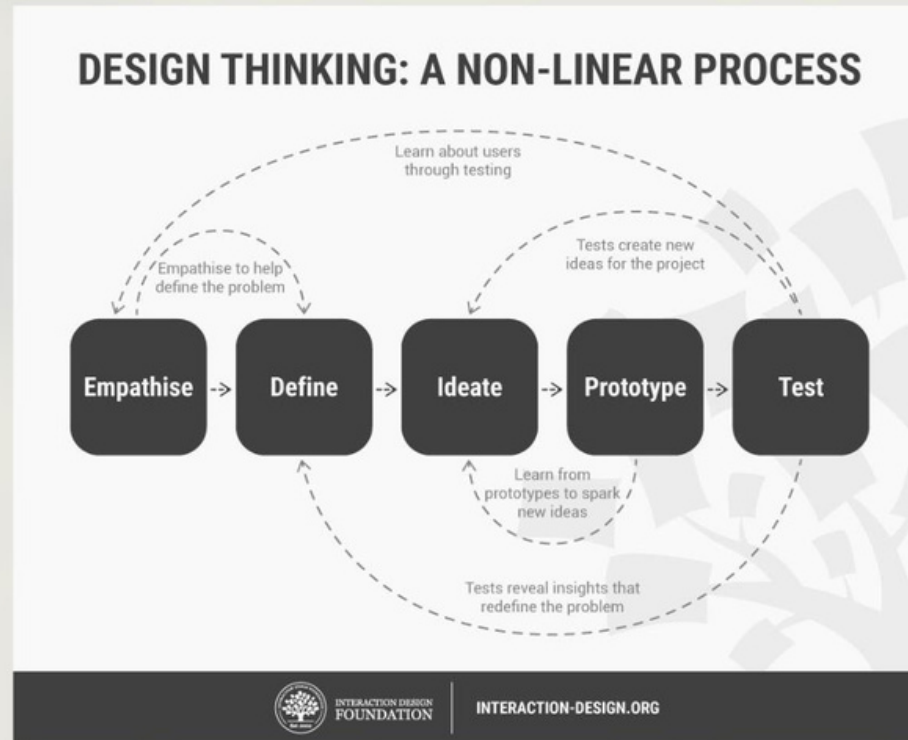




BY "AGILE" YOU MEAN

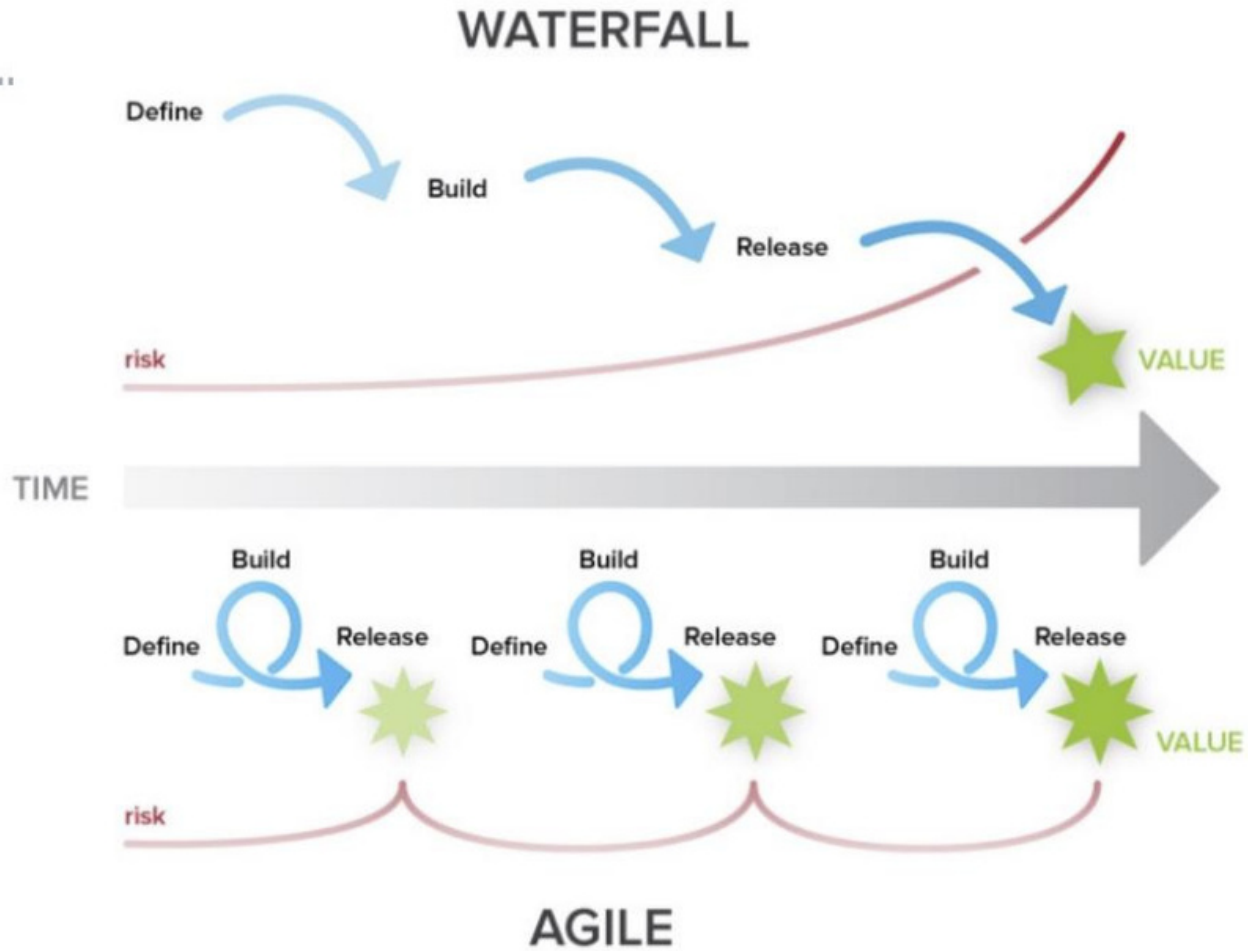
"WATERFALL IN SPRINTS"

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

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

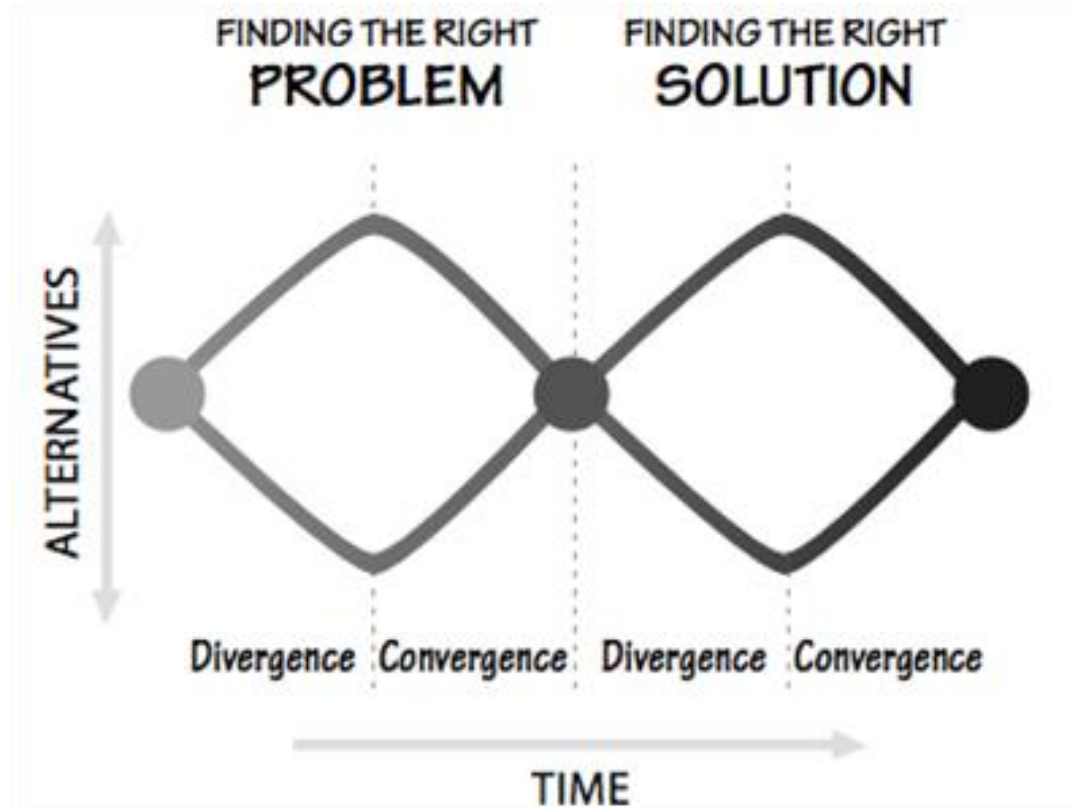
Best architectures, requirements, and designs emerge from self-organizing teams

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

Compare...

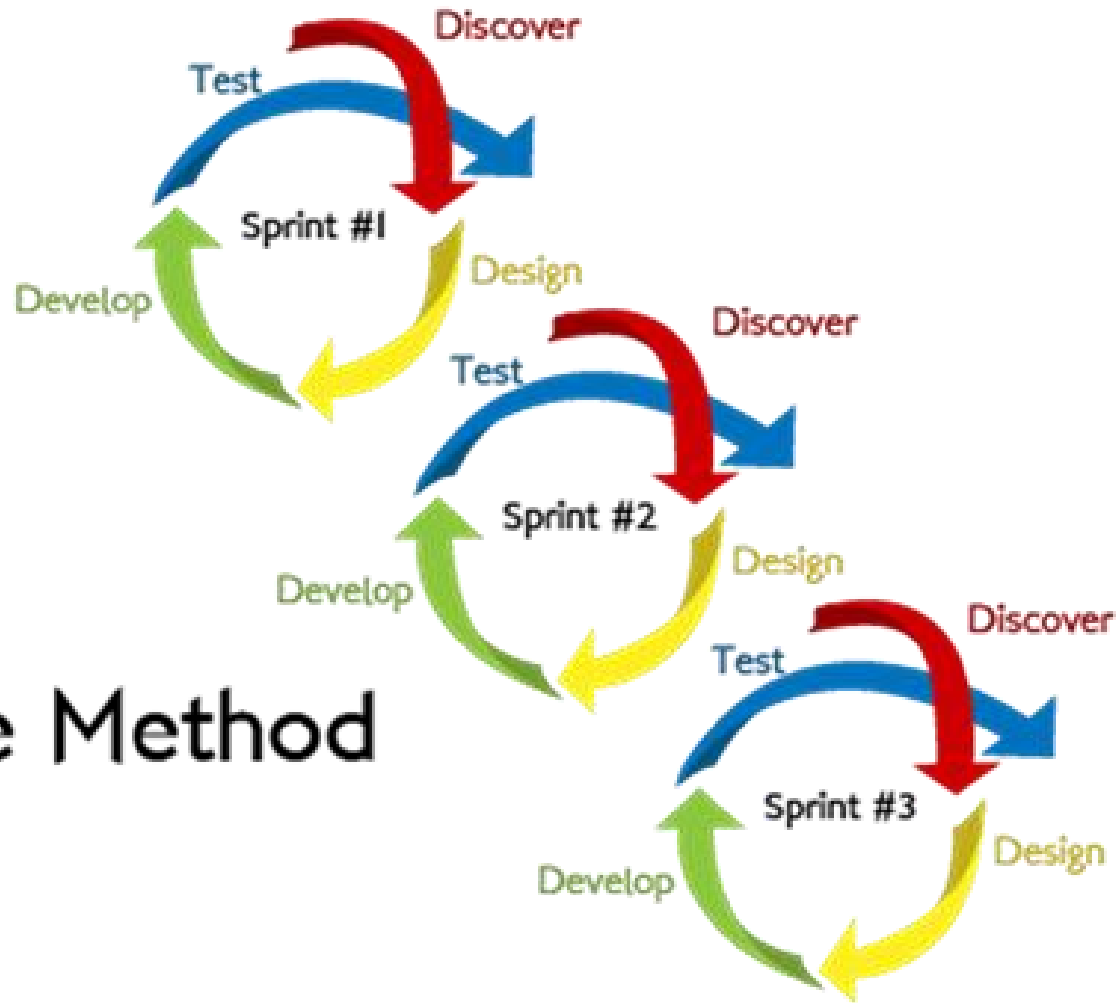
Project Size	Agile Failure rate	Waterfall Failure rate
Small	4%	11%
Large	23%	42%

* 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

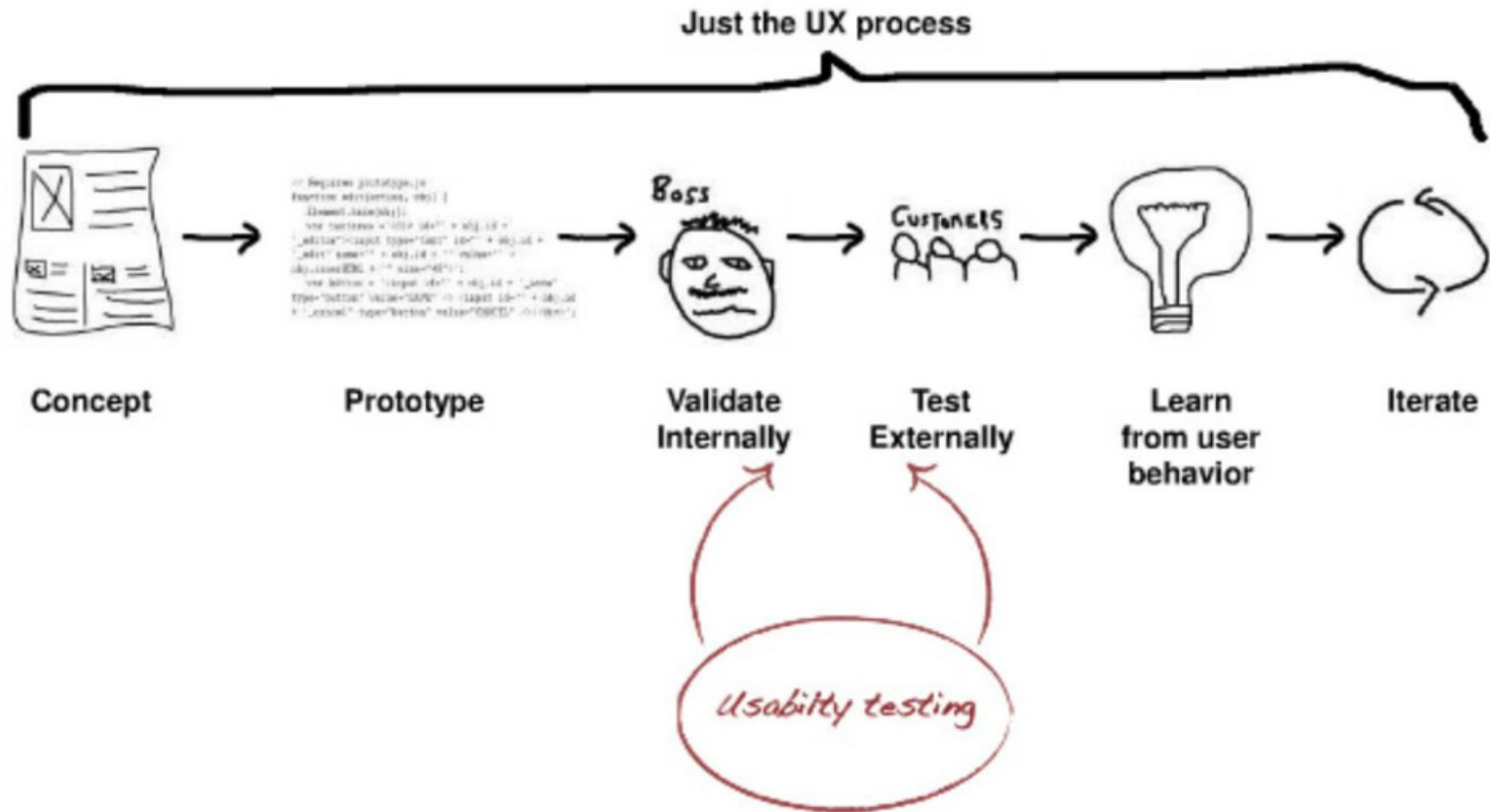
Market research

- 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

