

TorCHI | April 2017

Optimizing **UX** for **Agile** and vice versa

Panelists **Diane Mckerlie** Design | Strategy Inc – President

Mike Costanzo Rangle.io – Head of UX & Product Design

Tom Bellman S&P Global Market Intelligence – Director, UX Research & Design

Vadim Tslaf Canada Post – Director, Design & User Experience

Moderator **Paul McInerney** IBM – Senior UX Researcher & Designer

Agenda

- **Understanding** users in Agile projects
- **Designing** experiences in Agile projects
 - **Large-scale design** i.e., overall project design direction
 - **Small-scale design** i.e., design in an individual sprint story
- **Evaluating** designs in Agile projects

Understanding users

in Agile projects

- How much UX research is enough?
 - Data collection – quantity and quality
 - Analysis and artifacts
- How to align with the project schedule?

Options:

 - Up front - before project kick-off (sprint 0)
 - In parallel with sprints
 - In lockstep with the sprint schedule

“

*In my current project,
we are interviewing many end users to
create personas and other artifacts*

*The intent of Agile is to get customers
involved during development. However,
teams I work with usually consider it
sufficient to only collect data from user
proxies or domain experts*

”

Designing

user experiences in Agile projects

Large-scale design

Is there adequate consideration of UX in:

- **Product ownership:** Setting project direction setting, UI architecture and design concepts
- **Sprint planning:** Striving for a great UX, rather than adding as many new features as possible

“

I try to work on designs two or three iterations ahead of the agile team to allow more high-level design work.

It's hard to juggle supporting the sprint in progress with designing for upcoming sprints.

”

Designing

user experiences in Agile projects

Small-scale design (in a sprint story)

Are sprint work practices conducive to UX success in terms of:

- Story definition – Clarity about the problem being solved
- Developers engaging in the UX design work
- UX input being welcome during design implementation

“

An advantage of agile is that we can adjust the design of a feature as the developer works on it.

Developers sometimes want to develop only the basic functionality then stop before the experience is refined

”

Evaluating

user experiences in Agile projects

- Are there adequate opportunities to conduct evaluations?
 - Are there barriers related to: staff resources, scheduling, access to users?
- Are the issues found in evaluations fixed?
 - Is the story different for small fixes vs. large fixes?

“

We conducted quick usability tests and discussed design options with a small number of users.

Often the closest approximation of design evaluation has been agile sprint reviews held for stakeholder feedback.

”

Let's continue the discussion

Prenup Pub
191 College St.

