The Whole is Greater than the Sum of it’s Agile Parts

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About me

Thinking style exercises

Holistic vs. analytic discussed

My experience with MoneyHub

UX Processes

Agile / dev processes

UX vs. Agile / UX + Agile

My History

Bootstrap entrepreneur

Web bootstrap entrepreneur
(every role badly - a lot of coding)

User experience consultant
(bootstrap entrepreneur)

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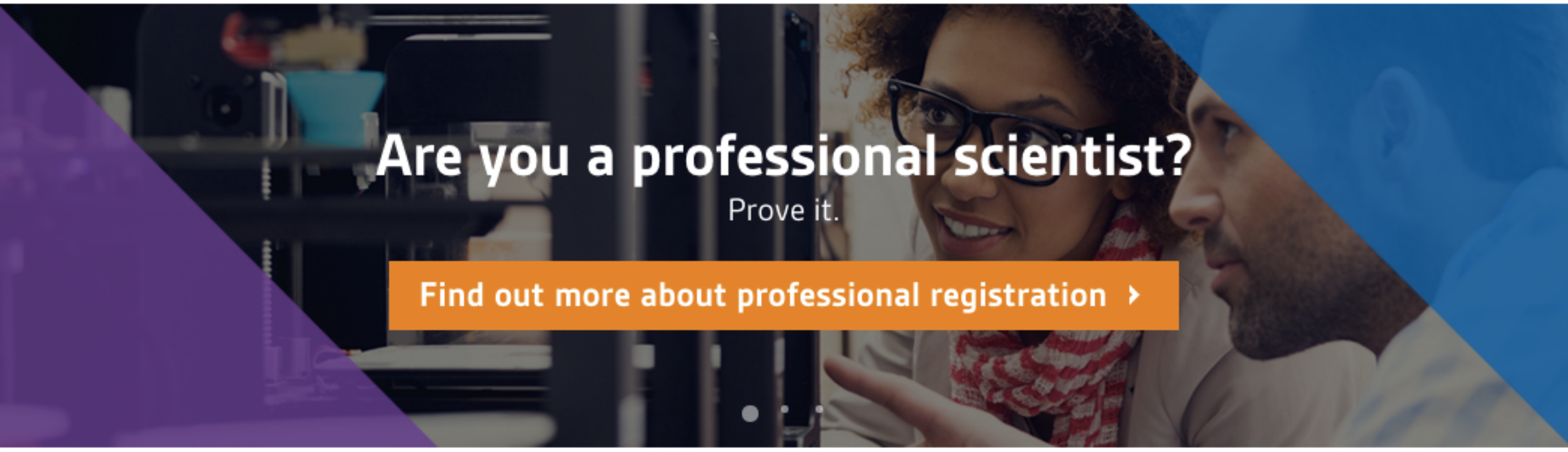

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Exercises

Holistic

⊥

Analytic

Holistic Thinking

Involves understanding a system by using large-scale patterns and relating them.

Analytic Thinking

Involves understanding a system by thinking about it's parts and how they work together to produce larger scale effects.

“Moneyhub” History: Growth

1) All-round UXer in a team of 3

2) All round UXer in a team of 10

3) One of 3-4 UXers in a team of 100

App

Monthly Budgeting

Current Stream

Long Term Planning

Projections

Major Life Changes

{events}

Income

Assets

Fi

Estimated cashflow

Actual cashflow

gress report
vs. actual cashflow)

Accounts

Saving

Goals

t reduction

Connections

Inves

Scenario Tips / Options (e.g.
savings, £20k credit cards)

Time period to analyse:

The previous → 1 month

What to compare this spending with?

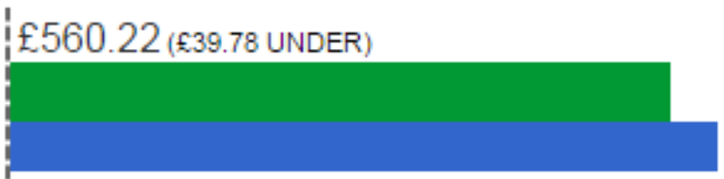
An equal time period just before

INCOME	£7,339.07 (MORE THAN BEFORE)	More ▼
SPENDING		
Regular outgoings	£458.21 (LESS THAN BEFORE)	More ▼
Flexible outgoings	£1,985.25 (MORE THAN PREVIOUS)	Hide ▲

You spent **£190.25** more than the previous total of:
£1,795.00

Groceries

£560.22 (£39.78 UNDER)



£600.00 PREVIOUS

View transactions ▶

Clothing

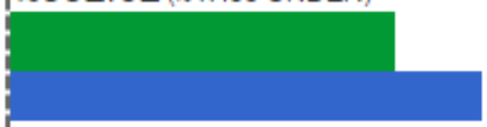
£290.87 (£90.87 OVER)

£200.00 PREVIOUS

View transactions ▶

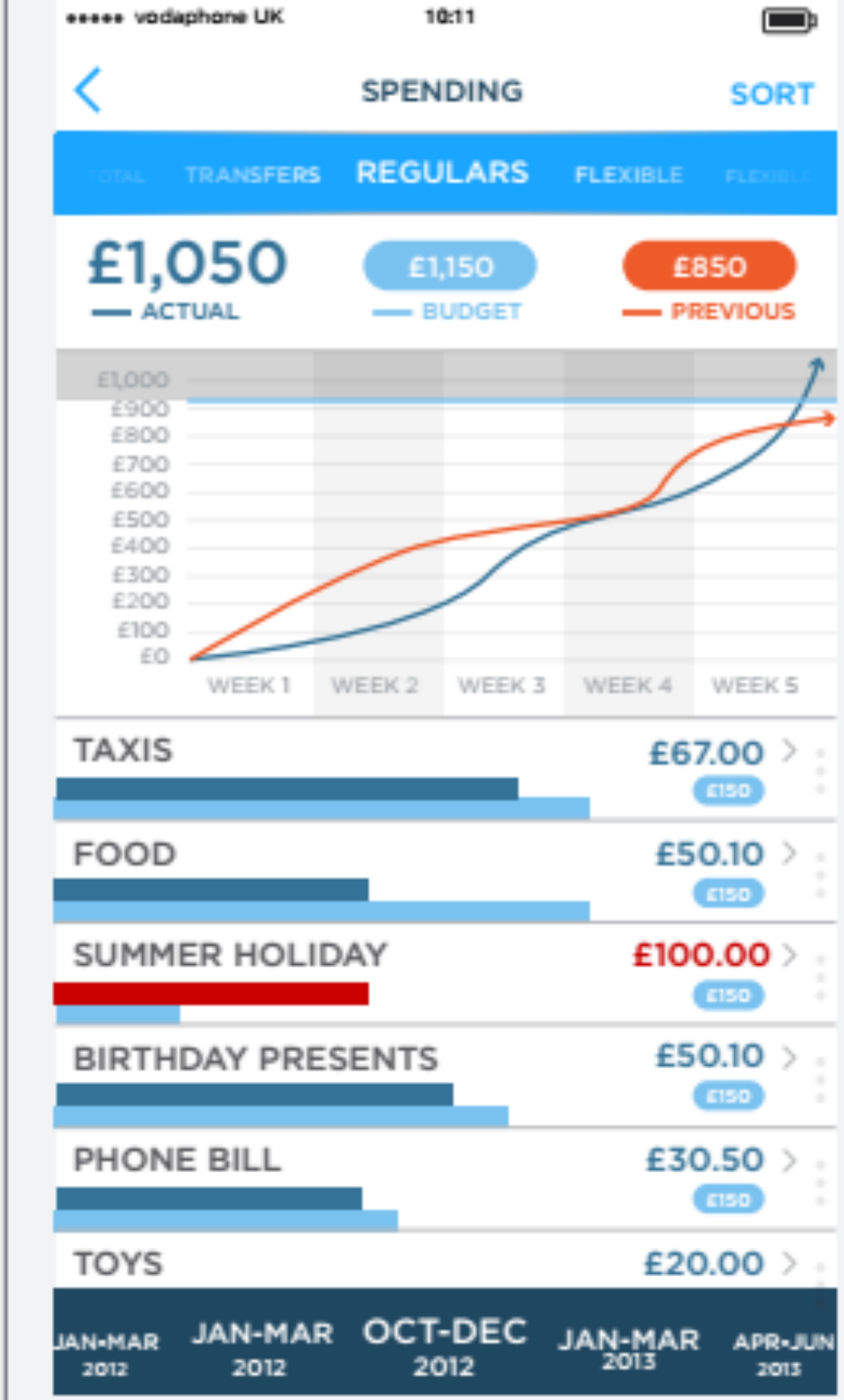
Eating out

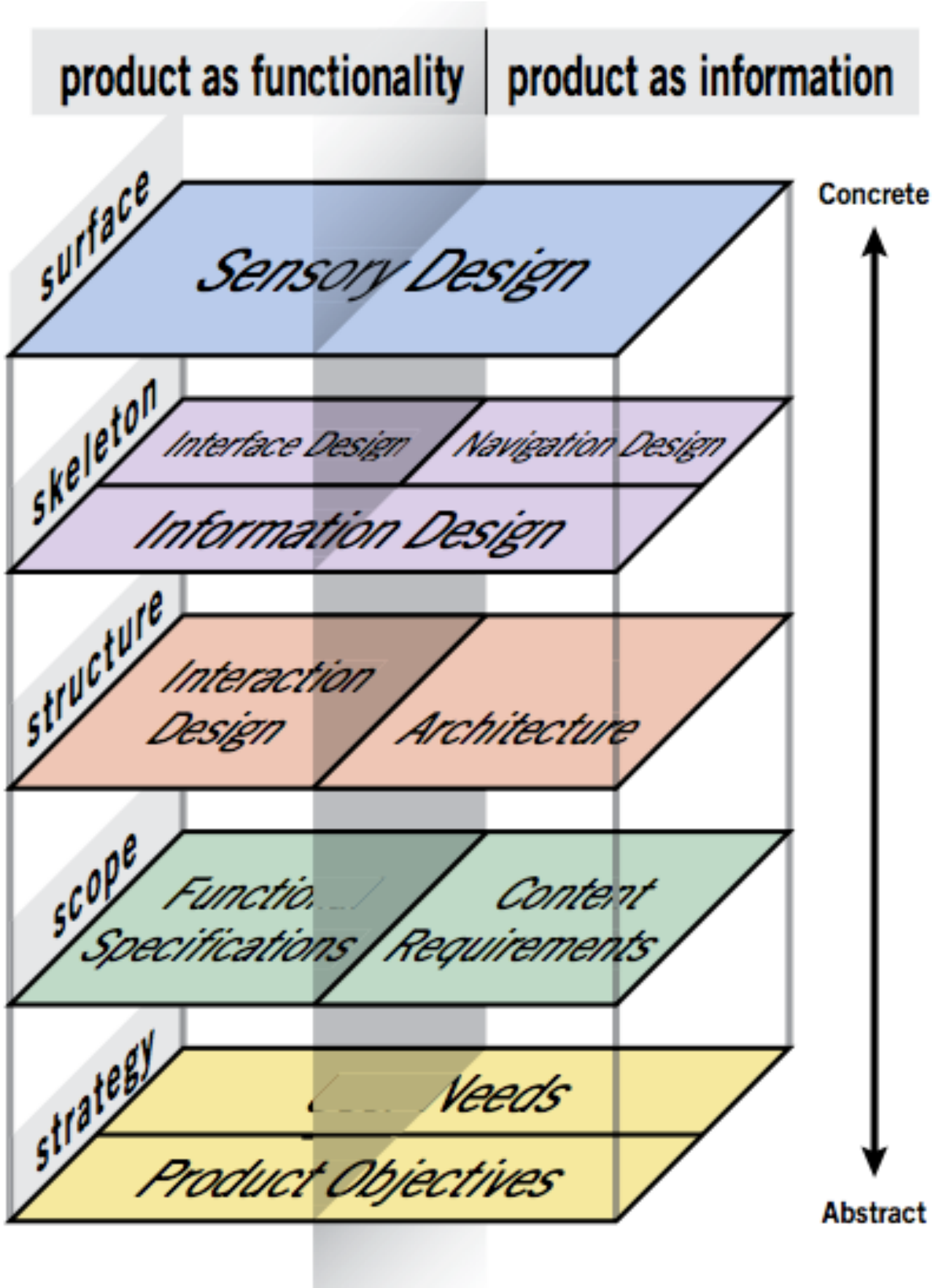
£352.62 (£47.38 UNDER)

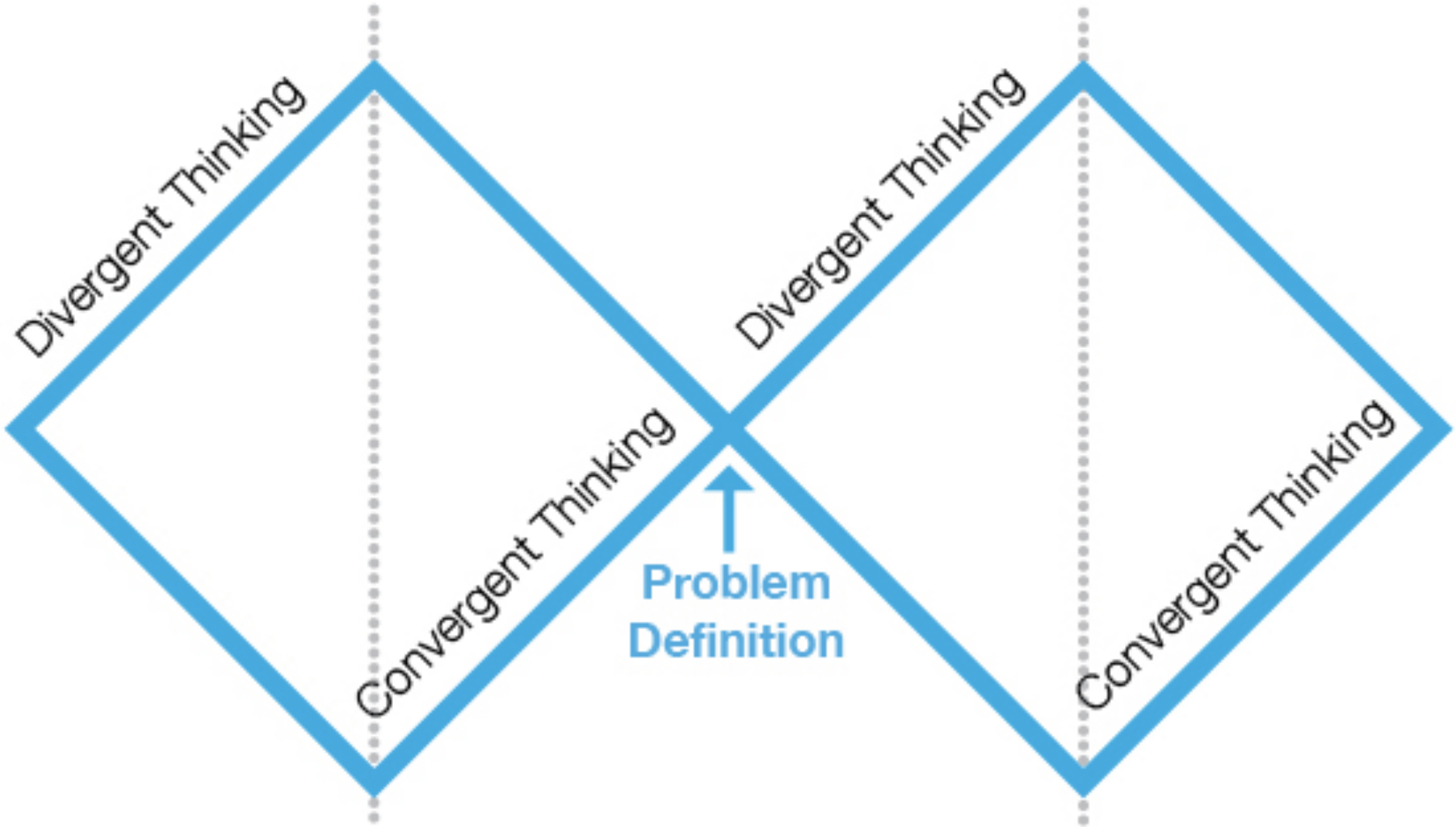


£400.00 PREVIOUS

View transactions ▶




product as functionality
product as information
surface
Sensory Design
skeleton
Interface Design
Navigation Design
Information Design
structure
Interaction Design
Architecture
scope
Functional Specifications
Content Requirements
strategy
User Needs
Product Objectives
Concrete
Abstract



Discover

Behavior-led design research

Define

Workshops and idea generation

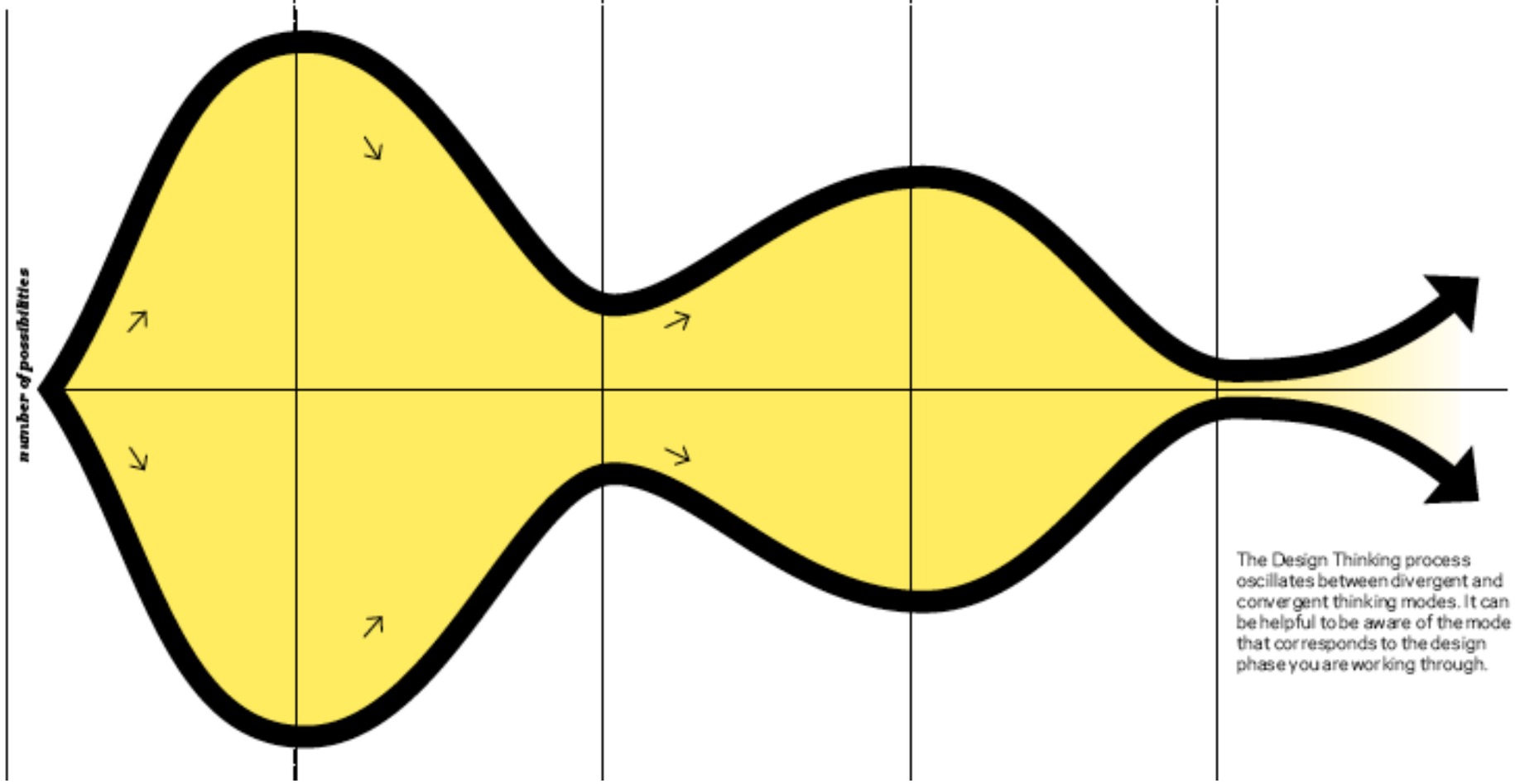
Develop

Review ideas through culture thinking and design

Deliver

Prototyping, selection and mentoring

1	2	3	4	5
DISCOVERY	INTERPRETATION	IDEATION	EXPERIMENTATION	EVOLUTION
I have a challenge. *How do I approach it?*	**I learned something.** *How do I interpret it?*	**I see an opportunity.** *What do I create?*	**I have an idea.** *How do I build it?*	**I tried something new.** *How do I evolve it?*
STEPS				
1-1 Understand the Challenge	2-1 Tell Stories	3-1 Generate Ideas	4-1 Make Prototypes	5-1 Track Learnings
1-2 Prepare Research	2-2 Search for Meaning	3-2 Refine Ideas	4-1 Get Feedback	5-2 Move Forward
1-3 Gather Inspiration	2-3 Frame Opportunities			



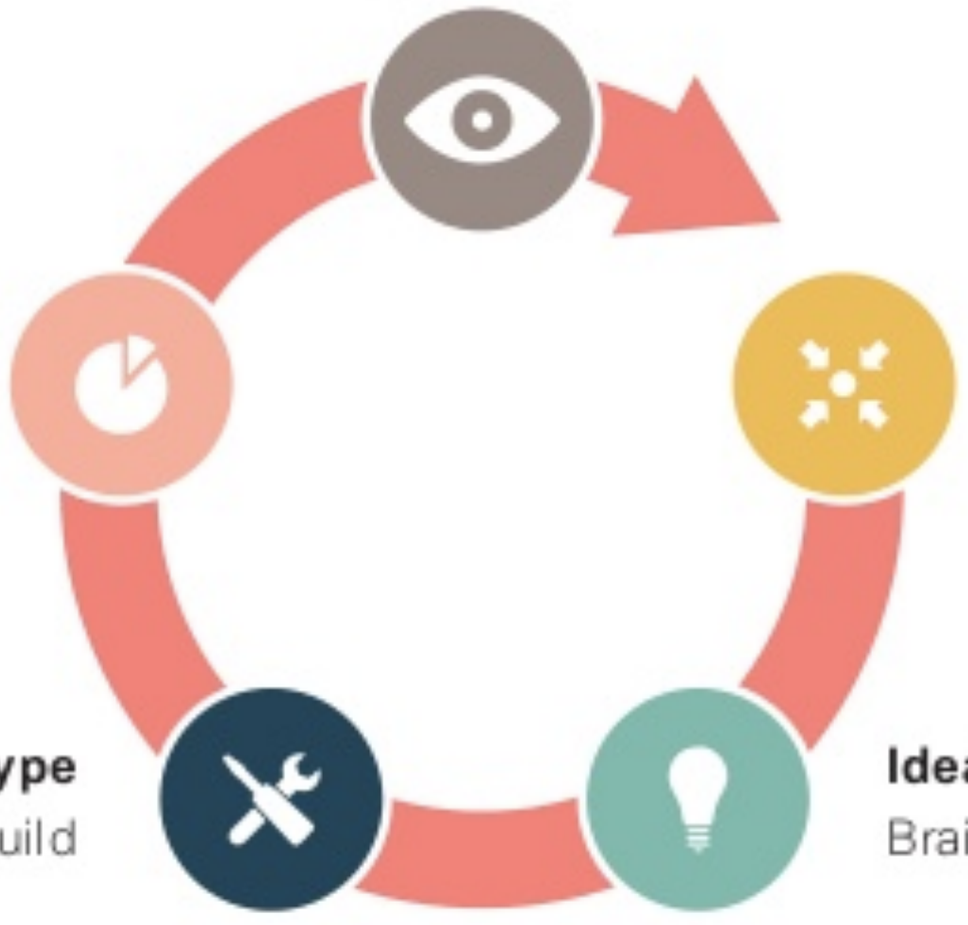
The Design Thinking process oscillates between divergent and convergent thinking modes. It can be helpful to be aware of the mode that corresponds to the design phase you are working through.

Design Thinking Process

DT@HSG

(Re)define the problem

Design never ends



Needfinding & Synthesis

Understand the users & the design space

Ideate

Brainstorm

Prototype

Build

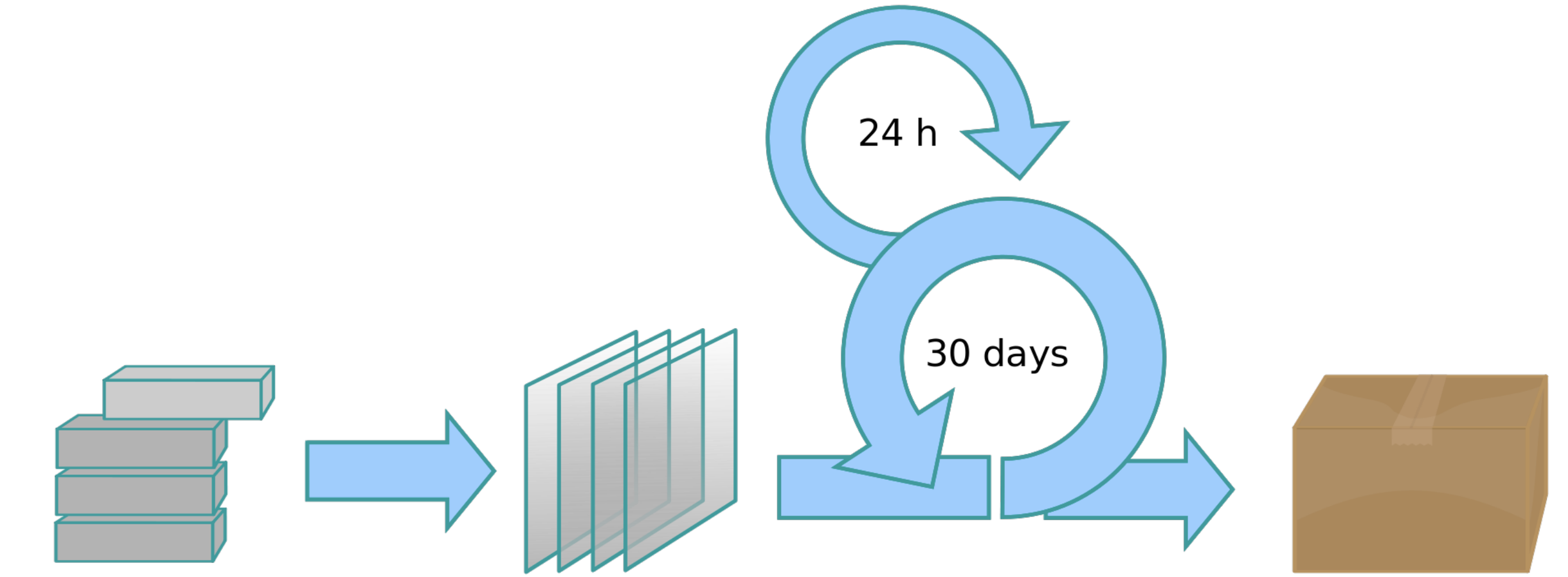
Test

Learn

Renaissance Human

The braininess of a scientist,

the sensibilities of a poet.


24 h
30 days
Product Backlog
Sprint Backlog
Sprint
Working increment
of the software

Development Process

90%+ of time concerned with “how” not “what” or “why”

90%+ of time spent tracking and fixing bugs

Ah for the days of waterfall…

Features, epics, stories, issues - building inside out rather than outside in

A small user experience suggestion can mean days or even months of work

Status: Who’s in control?

UX vs. Agile Dev

Conflicting expectations around quality, fit, and finish

Working ahead at the same time as trying to support the current

Lack of holistic planning and prioritisation for the user experience

Unclear expectations about the role of UX on the team

Perception of UX as less valued than development

Perception that technical staff is disinterested in users' needs

Being disconnected from the regular activities of the scrum team

UX + Agile Dev

Explicitly train people to recognise inclusion of specialists - reject Agile denigration of specialisation

Clarify role of UX on the team

Include UX goals and needs in sprint retrospectives

Include UX in ongoing communications

Include UX in early product strategy & ideation

Set clear UX goals for each sprint and include UX criteria in definition of done

Thank you

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