Agile vs. UX

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HE WAS A SHAMELESS SELF-PROMOTER.
WARNING: RUTHLESS SELF-PROMOTION!

What We Do

Problem Discovery
Before you can design a solution, you need to make sure that you address the right problem.

User Research
There is a broad landscape of tools you can use to find out about your users. We help to pick the right ones.

Usability Review
The psychology behind user behaviour is the same for all people. So there are principles you should apply.

Facilitate & Ideate
Getting the most out of your workshops: We help you to apply entertaining formats which deliver results.

Agile UX Coaching
Implementing UX processes into agile environments is hard. We can steer you around the pitfalls.

Measure the KPIs
Beyond vanity values: Measuring the right thing is crucial when you want to know early...
Prejudice

YOU SHOULD MOVE THE AGILE PROGRAMMERS TO BUILDING SIX BECAUSE IT HAS POOR EARTHQUAKE PROTECTION.

THEY CAN JUMP OUT OF THE WAY IF STUFF STARTS FALLING.

I GUESS THAT MAKES SENSE.

CAN I HAVE ONE OF THEIR CUBICLES NEAR A WINDOW?
Prejudice:

Agile = releasing code as fast as possible & vague specs
UX = extensive testing causing delays

»Agile destroys a decent user experience ...«
»UX processes slow things down ...«
»We don’t have the time for continuous testing ...«
»Our developers need to be busy ...«
»We make enterprise products ...«
»We only have power users ...«
Agile vs. UX

https://www.google.de/trends/explore?cat=171&date=all&q=agile,ux
Agile UX is Good, But Can Get Better

This year, we asked study participants how extensively UX was integrated into their projects and how satisfied they were working on projects with a particular development methodology. They indicated their answers on a 1–5 scale, with 5 indicating the highest level of integration or satisfaction:

<table>
<thead>
<tr>
<th>Project Methodology</th>
<th>Integration of User Experience</th>
<th>Satisfaction with the Method</th>
</tr>
</thead>
<tbody>
<tr>
<td>Waterfall</td>
<td>2.5</td>
<td>2.9</td>
</tr>
<tr>
<td>Agile</td>
<td>3.1</td>
<td>3.7</td>
</tr>
<tr>
<td>Iterative</td>
<td>3.2</td>
<td>3.8</td>
</tr>
</tbody>
</table>

Clearly, Agile is considerably better than the old Waterfall method. Good riddance to that one. However, the professionals in our new study still felt that Iterative Design was marginally better than Agile; there's still work to be done to make Agile projects more user-driven.

In better news, the latest data provides some evidence that we're moving beyond "them and us" — overall, developers were more bullish than UX people on a couple of key UX opinion metrics.

https://www.nngroup.com/articles/agile-user-experience-projects/
What does Agile UX look like?
Local vs. Global Maxima

Optimize

Ideate
Problem: No time for the ideation jump
(they think)
Agile isn’t a mechanism for success. It’s a mechanism for making failure transparent so that you can adapt quickly.
It’s all about making a transition.

Product-centered → User-centered
The Documentation Breakdown
Nuts Allergy
Happy Birthday Peter
## The Challenge Grid

<table>
<thead>
<tr>
<th>Teaching the UX Basics</th>
<th>Finding time for ideation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Establishing daily UX awareness</td>
<td>Integrating UX into the process</td>
</tr>
</tbody>
</table>
Teaching the UX Basics
• Only little evolutionary progress in the last 100,000 years.

• 200ms response time
All users are the same!
UX Basics

Educate/Sensitise the team

Establish UX-centered processes

Audience Related
What you could do:

- Provide UX training
- Make UX Heuristics present
- Use UX checklists
- Observe users as a team
Heuristics

- Strive for **consistency**
- Cater to universal usability
- Offer **informative feedback**
- Design task flows to yield closure
- Prevent errors
- Permit **easy reversal** of actions
- Make users feel they are in **control**
- Minimize short-term memory load

*Shneiderman (1987)*

- **Consistency** and standards
- **Visibility of system status**
- Match between system and real world
- User **control** and freedom
- Error prevention
- Recognition rather than recall
- Flexibility and efficiency of use
- Aesthetic and minimalist design
- Help users recognize, diagnose and recover from errors.
- Provide online documentation and help

*Nielsen and Molich (1990)*
UX checklist

Catch common usability problems before user testing

USER EXPERIENCE

- Personalized features. Currency, language, country specific deals, taxes, or delivery options are changed based on user's location. IP-based geolocation is not enabled without user's permission.
- Registering provides value to users. For example a "Free Trial" button communicates a clear benefit, but a "Register" button doesn't. Unnecessary registration is avoided.
- Transparent pricing. Prices are clearly displayed. There are no hidden costs or surprises in the terms.
- Pages don't refresh automatically. Users can get confused if new content is uploaded suddenly, for example on news websites.
- Simple content. For example there is a sample newsletter next to a newsletter sign up form.
- Website is credible. Credible references, credentials, contact information, location, and images of real people are displayed on the website. Also, the website is professionally designed and up-to-date.
- Uncumbered product and service information. Information is scanable and images can be enlarged or zoomed in on for more detailed viewing.

HOMEPAGE

- Clear call for action. Users know what to do next and why it benefits them. They understand the value proposition and purpose of the site.
- First impression. The homepage creates a positive first impression and supports conversion.
- Logged in user's name is displayed on the site. e.g. "Hello, Charles".
- Major changes to the site are announced on the homepage. For example changes in delivery policy or website downtimes.
- Company location and contact information is easily accessible from the homepage.
- There is a privacy policy, in case the site gathers information about users.
- Images and videos are relevant and meaningful. No unrelated stock photos of models. There are high-quality screenshots, videos or photos of the products and services. Audio or video doesn't start automatically, unless user expects it.
- URL redirection. Site URL works with or without www. For example "www.userium.com" and "userium.com". Check e.g. "Redirect one URL to another."

Make your own list
<table>
<thead>
<tr>
<th>#77</th>
<th>Schafft es des Proband, die Frage zu beantworten?</th>
</tr>
</thead>
<tbody>
<tr>
<td>V</td>
<td>Kein Schellen</td>
</tr>
<tr>
<td></td>
<td>Missverständen</td>
</tr>
<tr>
<td></td>
<td><strong>Observations</strong> (Pro Problem = 1 Zettel)</td>
</tr>
<tr>
<td>V</td>
<td>Kein Missverständen</td>
</tr>
<tr>
<td></td>
<td><strong>MENÜ-PUNKTE NICHT KLAR</strong></td>
</tr>
<tr>
<td>V</td>
<td><strong>REGISTRIERUNGS-ZWANG?</strong></td>
</tr>
<tr>
<td></td>
<td><strong>Kommentieren = BEANTWORTEN.</strong></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Establishing daily UX awareness
What you could do:

- Develop User Personas and make them visible
- Visualise User Journeys
- Talk about user needs instead of product features
- Use story mapping
Activity people will use the software for

Steps inside that bigger activity

Details of the step above
Integrating UX into the process
What you could do:

- Make UX part of the development teams
- Build UX from the top
- Establish »Test« columns on the board
- Talk and develop together at any stage
A dedicated UX Copy Writer is responsible for any kind of text that goes in front of a user.

1. The candidate should be a researcher.
2. The candidate should be able to apply user experience methods and standards.
3. The candidate should communicate well.

The UX Team Lead is part of every product meeting as a constant reminder of the new cooperation, to give feedback about appropriate research methods, to reflect on the planned designs and to get the teams to fix what is already broken in UX.

PMs should take over User Research first to inhale the principles and make this part of product development a crucial one for their daily business.

 Every product team facilitates its own usability tests every 4 weeks, led by the according PM.
Get backed by the Big Boss!

»In our experience, this vitally important role works only if it is operating at VP level. We’re talking about a major mover and shaker here, someone with clout who can open doors, create strategy, loosen the purse-strings, and knock a few heads together.«

http://userfocus.co.uk/articles/6-mistakes.html
Iterate Together
Seit wann Menschen haben Deine Beiträge gesehen:

letzte 90 Tage:

Du hast bisher
1.297
Menschen erreicht.

Was bedeutet das?

Du hast bisher
10.585
Punkte bekommen.

Low Fidelity

High Fidelity
Finding time for ideation
What you could do:

- Organise Design Sprints
- Reduce »Technical Debt«
- Establish UX Cadence
Monday

Monday's structured discussions create a path for the sprint week. In the morning, you'll start at the end and agree to a long-term goal. Next, you'll make a map of the challenge. In the afternoon, you'll ask the experts at your company to share what they know. Finally, you'll pick a target: an ambitious but manageable piece of the problem that you can solve in one week.

Monday video with Jake Knapp and John Zeratsky  YouTube
Checklist for Monday  GV Library

Tuesday

After a full day of understanding the problem and choosing a target for your sprint, on Tuesday, you get to focus on solutions. The day starts with inspiration: a review of existing ideas to remix and improve. Then, in the afternoon, each person will sketch, following a four-step process that emphasizes critical thinking over artistry. You'll also begin planning Friday's customer test by recruiting customers that fit your target profile.

Tuesday video with Jake Knapp and John Zeratsky  YouTube
Checklist for Tuesday  GV Library
Start recruiting customers for test  GV Library

Wednesday

By Wednesday morning, you and your team will have a stack of solutions. That's great, but it's also a problem. You can't prototype and test them all—you need one solid plan. In the morning, you'll critique each solution, and decide which ones have the best chance of achieving your long-term goal. Then, in the afternoon, you'll take the winning scenes from your sketches and weave them into a prototype.

Wednesday video with Jake Knapp and John Zeratsky  YouTube
Checklist for Wednesday  GV Library
Start prototyping scenes from sketches  GV Library
The New Design Fundamentals

By A publication of O'Reilly Media
Publisher: O'Reilly
Released: May 2015

The ability to design a good user experience is increasingly important today, and yet bad design is everywhere. Many UX and UI designers lack the fundamental skills needed to guide users through an app or website without effort or confusion. The O’Reilly Design Library provides the knowledge and advice you need to build your skills and stay current with the latest trends—whether you’re designing interfaces for critical services or helping a client gain a competitive edge.

This free ebook gets you started. With a collection of chapters from the library’s published and forthcoming books, you’ll learn principles and practices for improving—and justifying—your decision making. This ebook includes excerpts from these books:

- Information Architecture: For the Web and Beyond
- Designing with Data: Improving User Experience with Large Scale User Testing
- Designing Social Interfaces: Principles, Patterns, and Practices for Improving the User Experience
- Mapping Experiences: Aligning for Value
- Design Sprint: A Practical Guidebook for Creating Great Digital Products
- Tragic Design: The True Impact of Bad Design and How to Fix It
- Articulating Design Decisions: Communicate with Stakeholders, Keep Your Sanity, and Deliver the Best User Experience

Download this ebook now and discover how the O’Reilly Design Library can help you stay up-to-date with best practices in UX design.

Customer Reviews

Not yet rated. Be the first to Write a Review
UX Activities & Focus During Sprint

Other Disciplines

UX Activities

Definition
(Product Mgt)

Sprints 4 & 5

Implementation
(One of many Dev Activities)

Sprint 1

Future Designs & IA
(Working with Product Mgt)

Sprints 3 & 4

On Deck Designs
(Finalizing for Future Sprint)

Sprint 3

Decomposition
(Designs into User Stories)

Sprint 2

User Research
(Test, Observation, etc.)

Sprints 3 & 4

Design QA
(Quality of Current Sprint)

Sprint 1

Sprint 1
Current

Sprint 2
10 days out

Sprint 3
20 days out

Sprint 4
30 days out

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Sprint Week 1:

Monday:
- PM/UX Work session
- Stand up

Tuesday:
- PM/UX Work session
- Stand up
- User Research:
  - Testing
  - Interviews
  - Observe

Grooming & Breakdown

Wednesday:

Thursday:
- Scrum Team Show & Tell

Friday:

Sprint Week 2:

Monday:
- PM/UX Work session
- Stand up

Tuesday:
- PM/UX Work session
- Stand up
- UX (& PM) Sprint Planning

Sprint Demo

Wednesday:

Thursday:
- Sprint Demo
- Sprint Retrospective
- Planning

Friday:
- Design QA
- Sprint Demo

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Bonus
Responsibilities of traditional UX

**Psychology**
- User Research
- User Testing

**Computer Science**
- Prototyping
- Front-End Coding

**Design**
- Visual Design
- Interaction Design
- Information Architecture

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New Responsibilities for Agile UX

**User Research**
Collaborate with Product Owner
Voice in UX Quality

**All UX collaborate with**
Product Management
Development
Product Owner/Scrum Master
QA

**Requirements**
Collaborate with Product Management
Manage Design Backlog

**Design QA**
Current Builds
Sprint Demos
Link design with stories
Common Mistakes when doing UX

- Not doing proper user research.
- Trying to build UX from the bottom up.
- Falling into the ‘cargo cult usability’ trap.
- Being too academic.
- Being too insular.
- Failing to educate the organization about UX.

http://userfocus.co.uk/articles/6-mistakes.html