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Learning to Play UX Rugby

Why your agile ux adoption is failing and what to do about it.

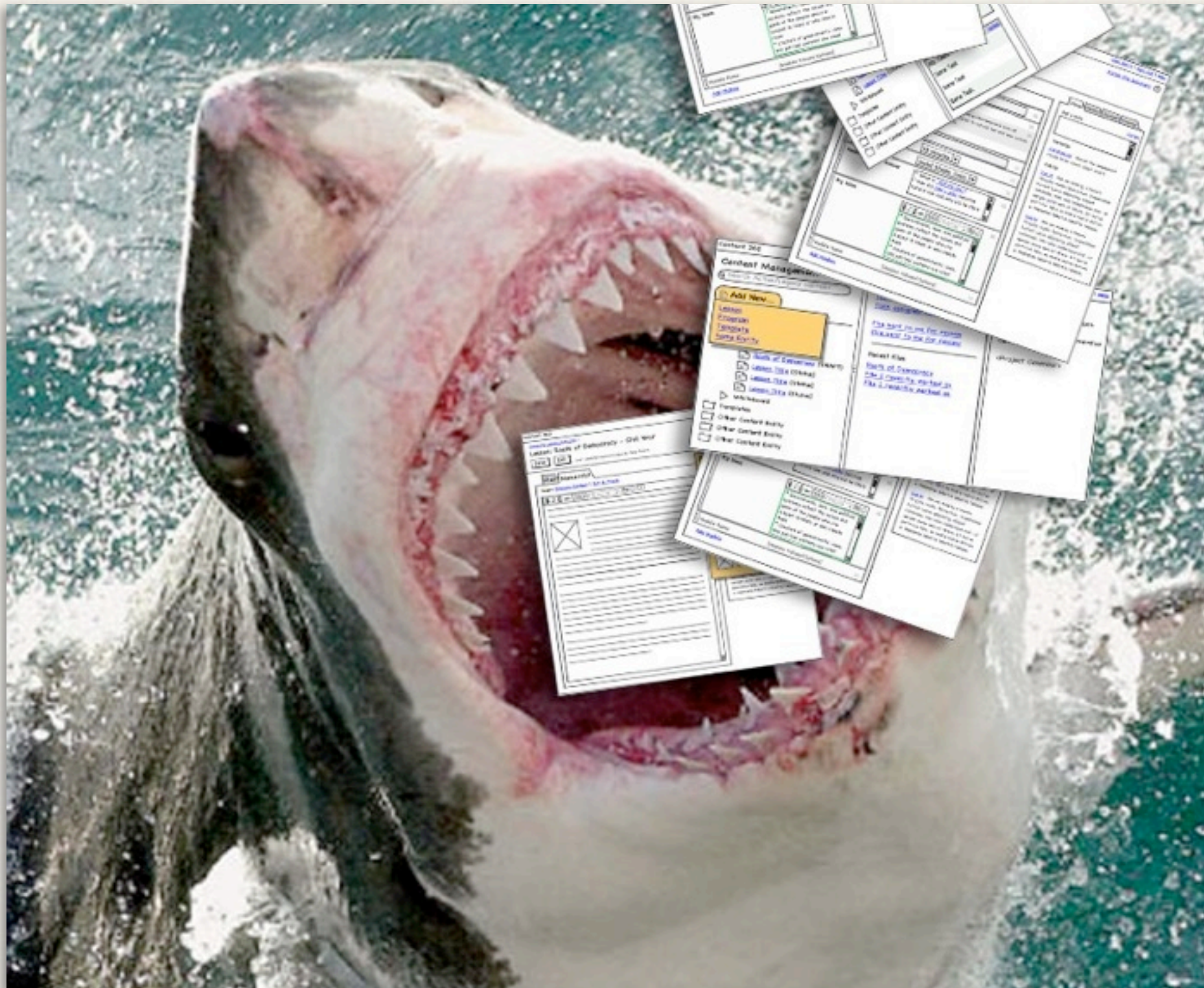
@ANDERSRAMSAY / #UXLONDON / APR 18 2012

My introduction to Agile...

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FEEDING THE BEAST

“There’s a whole team of developers and I’m the only UX designer. They’re building features faster than I can design them. I can’t keep up!”

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HALF-BAKED UX

“Our PO’s under pressure to deliver the next release and signing off on features despite crap-ass usability. Help!”

SPRINT TUNNEL-VISION

“Yes, we technically delivered all the features this sprint, but looking at the big picture, the design’s an incoherent mess!”

FAUX AGILE

“Yup, we’re Agile. We’ve been sprinting and doing stories and what-not for about nine months now and are almost ready to start development.”

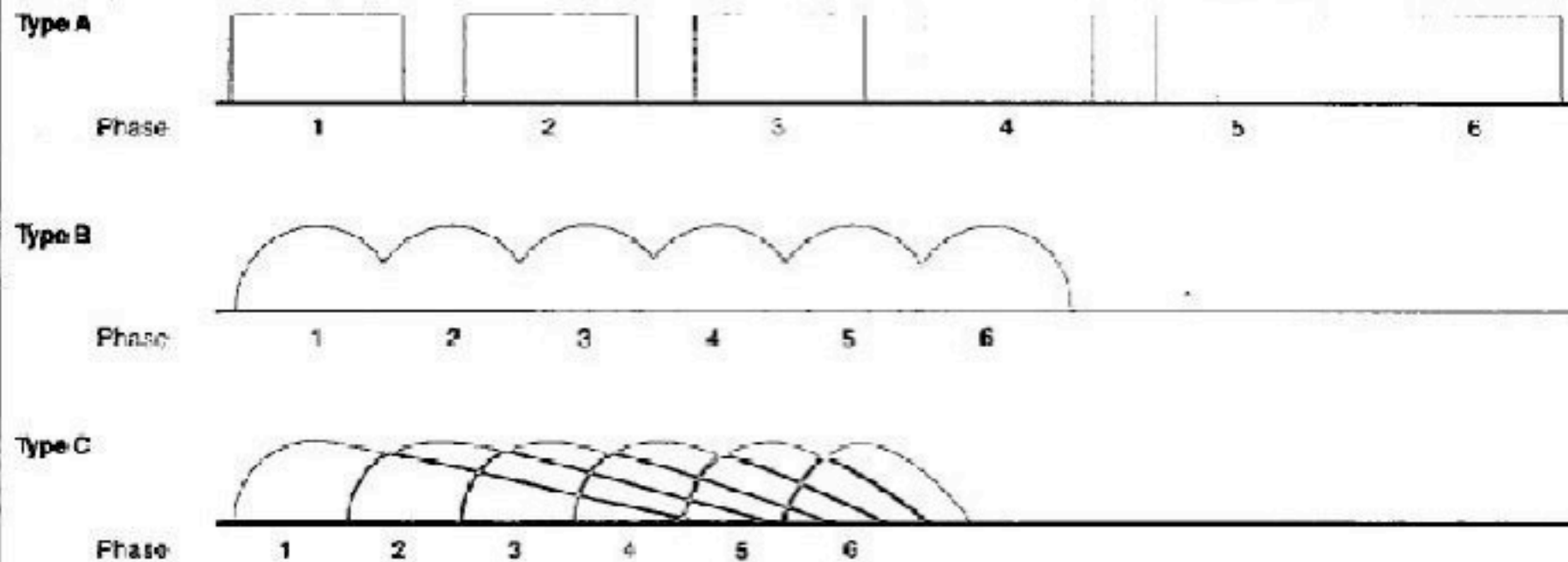
“Dude, you’re continuing to play the old waterfall game on an Agile playing field and you don’t even know it. That’s why you keep banging your head against a wall. Gotta learn how the Agile game is played...”

The new new product development game

*Stop running
the relay race and
take up rugby*

*Hiroataka Takeuchi and
Ikujiro Nonaka*

Exhibit I Sequential (A) vs. overlapping (B and C)
phases of development

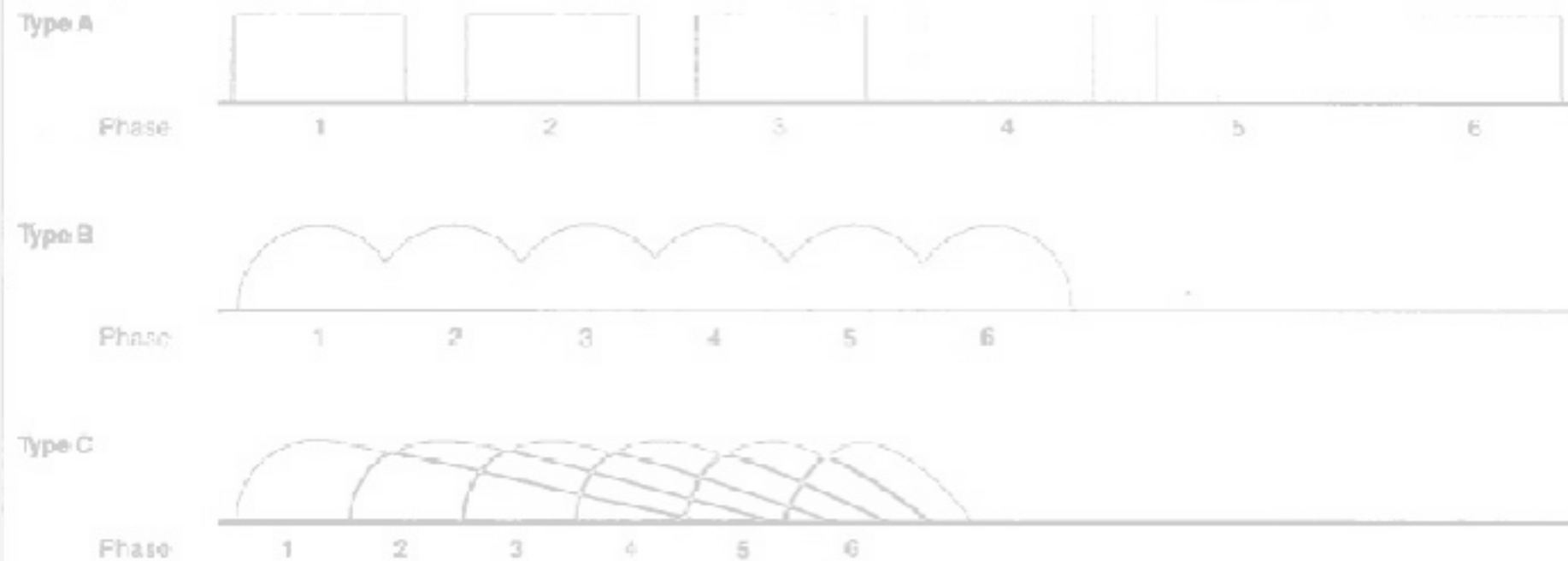


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Exhibit I
Sequential (A) vs. overlapping (B and C)
phases of development





Traditional Relay Race

- Collaboration is not built into the game.
- One big crossing of the finish line.



Agile Rugby Game

- Intensive and continuous collaboration is core to the game.
- Win the game by reaching the goal line again and again.

UX Rugby in Practice

Team Communication

Detailed Design

Designing while Building

Research



A Relay Race Meeting

Not designed for collaboration.

Slow debugging of issues, differences in understanding.



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A Rugby Game Meeting Workshop

An intensive passing game across roles/perspectives.

Iterating toward shared understanding.

Collaboration-Centered Design

A shift toward facilitation as a core skill set.

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Buy a Feature

Cardstorming

Collaborative Chartering

Design Studio

Dotvoting

Experience Mapping

Ideation Clearinghouse

Paired Interviews

Product Box

Product Road Map

Provisional Personas

Speed Boat

Story Mapping

and many more...



Traditional UX

Design, Usability



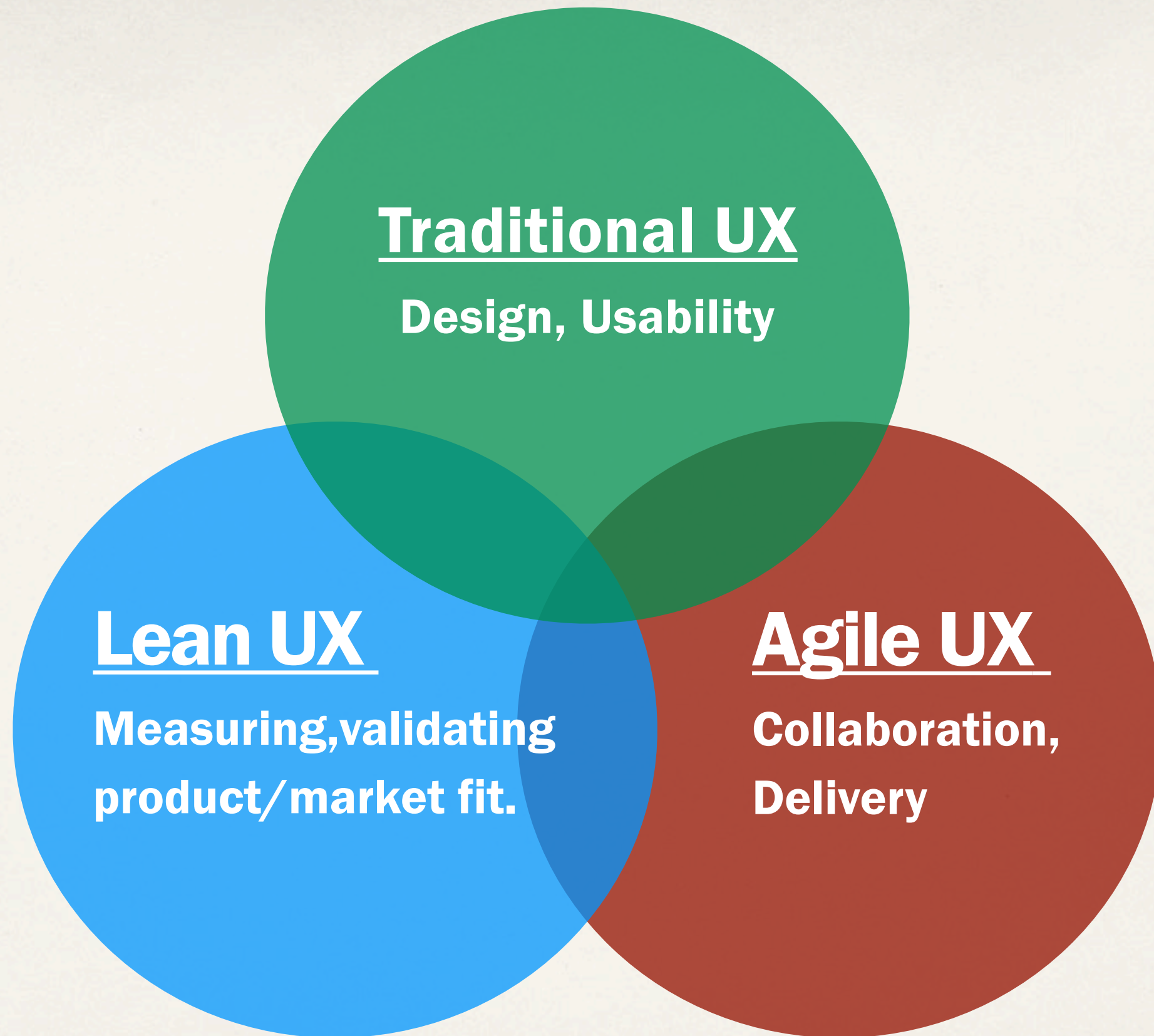
A Venn diagram consisting of two overlapping circles. The top-left circle is green and contains the text 'Traditional UX' and 'Design, Usability'. The bottom-right circle is red and contains the text 'Agile UX' and 'Collaboration, Delivery'. The overlapping area in the center is a darker shade of green.

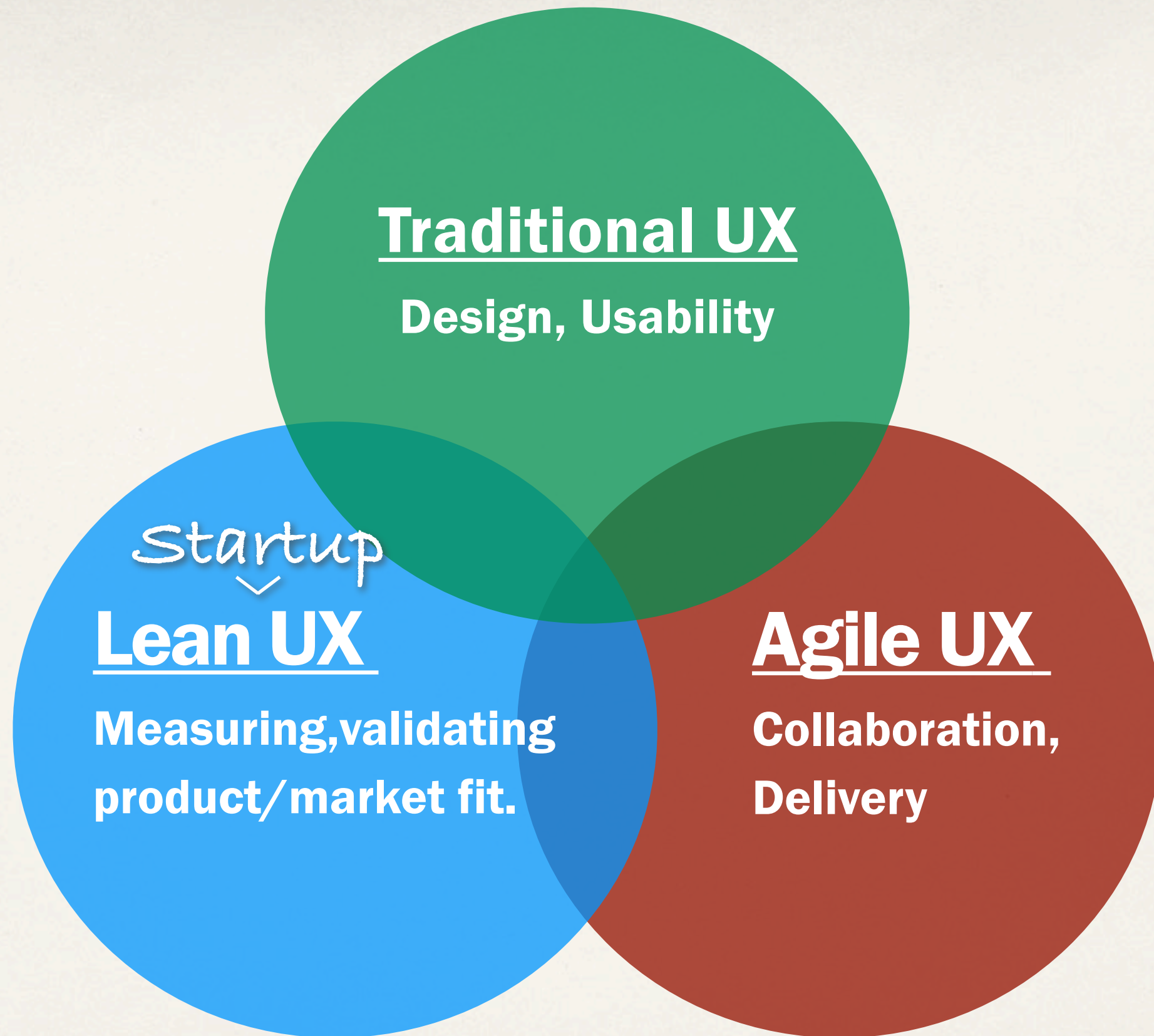
Traditional UX

Design, Usability

Agile UX

**Collaboration,
Delivery**





Ideation Clearinghouse

Capturing the imagined final product. Can be completed in an hour or less.

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**Focus/
Boundaries**



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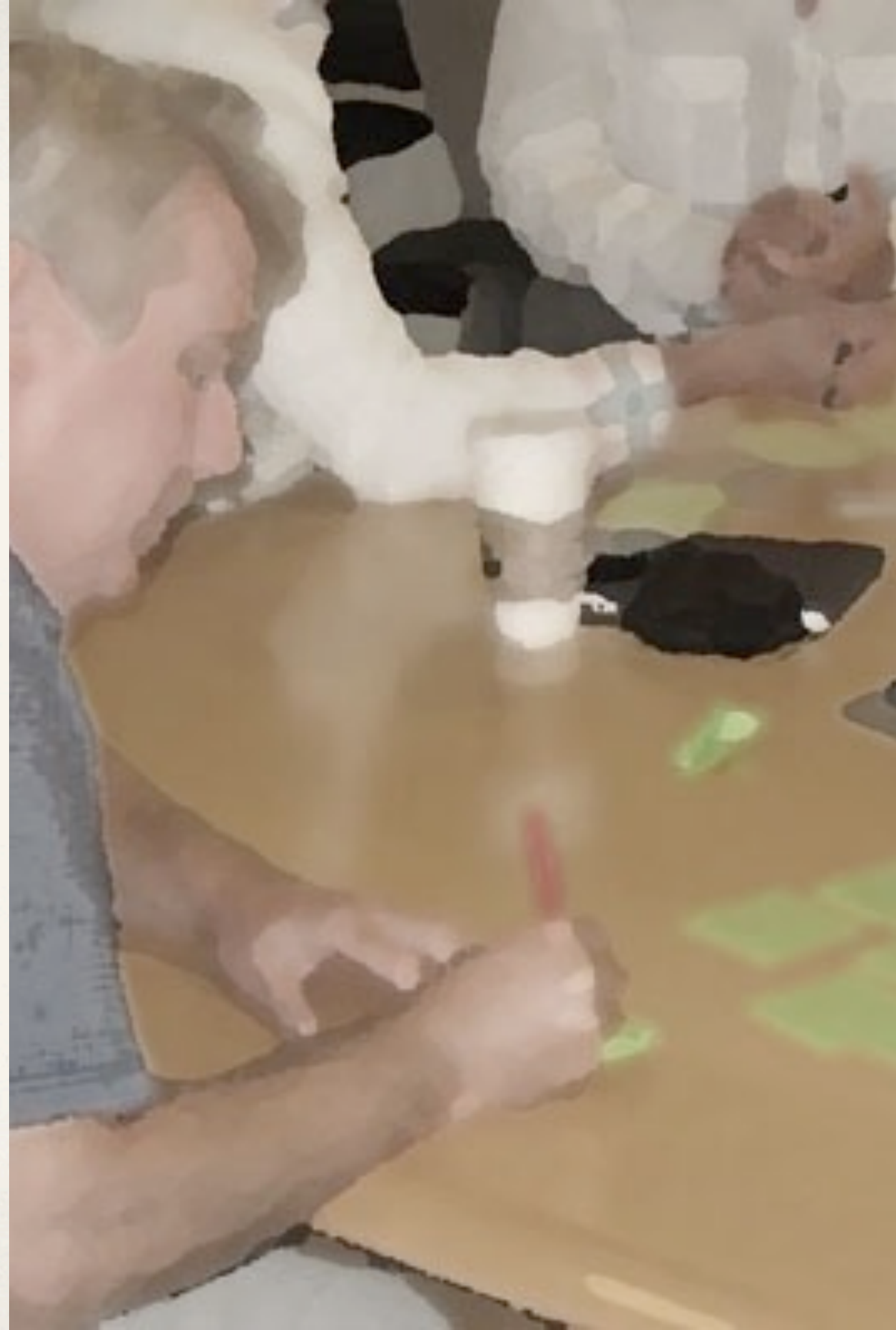


**Warmup/
Raw Materials**



Cardstorming

- Warms up brain and hands.
- 3-5 minute timebox.
- Each participant writes as many features they can think of on separate stickies.
- Becomes a feature palette for sketching.



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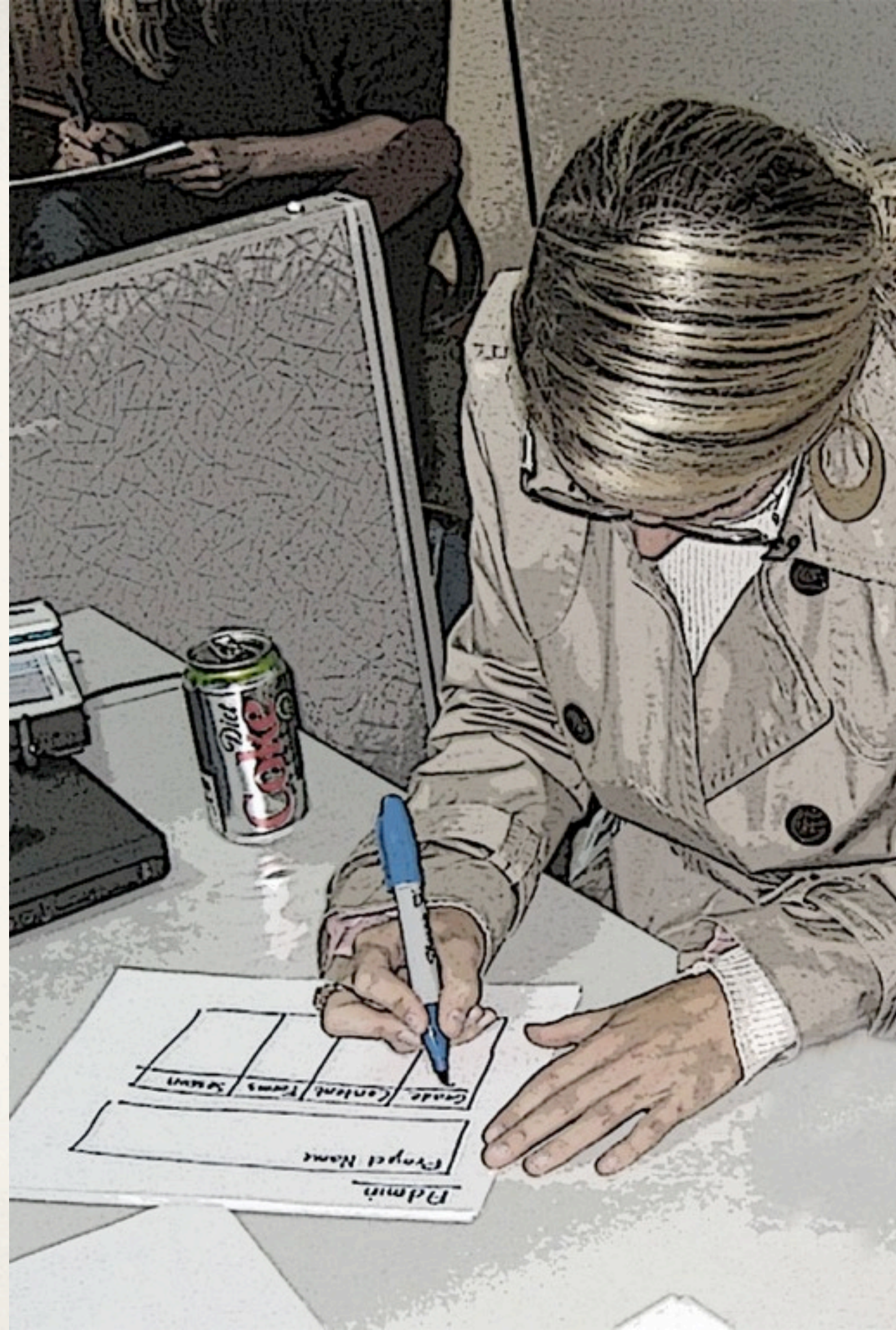


**Sketching
Timebox**



Sketching Timebox

- 5m timebox.
- Ensure safety.
- Everyone in the room sketches.
- Sketch individually.
- No rules.
- Clarify that this is research, not design.



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Critique

Critique

- 2m round-robin, then open crit.
- Take careful notes, attach to the respective sketches.
- Look for and work to resolve vision differences.



Designing with Workshops

Learning, applying, and recombining workshop patterns.



**Focus/
Boundaries**



**Warmup/
Raw Materials**

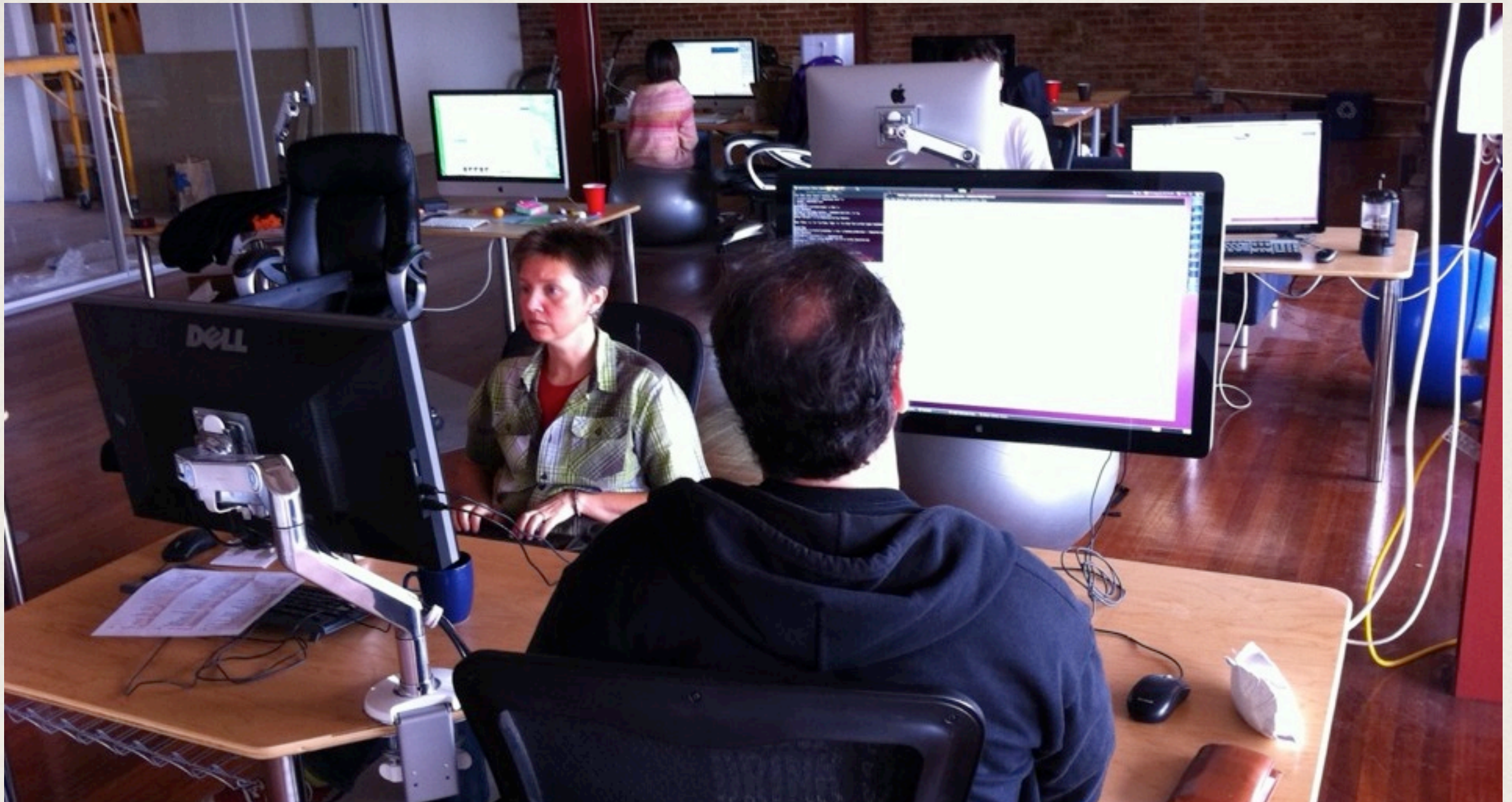


**Sketching
Timebox**



Critique

Detailed Design



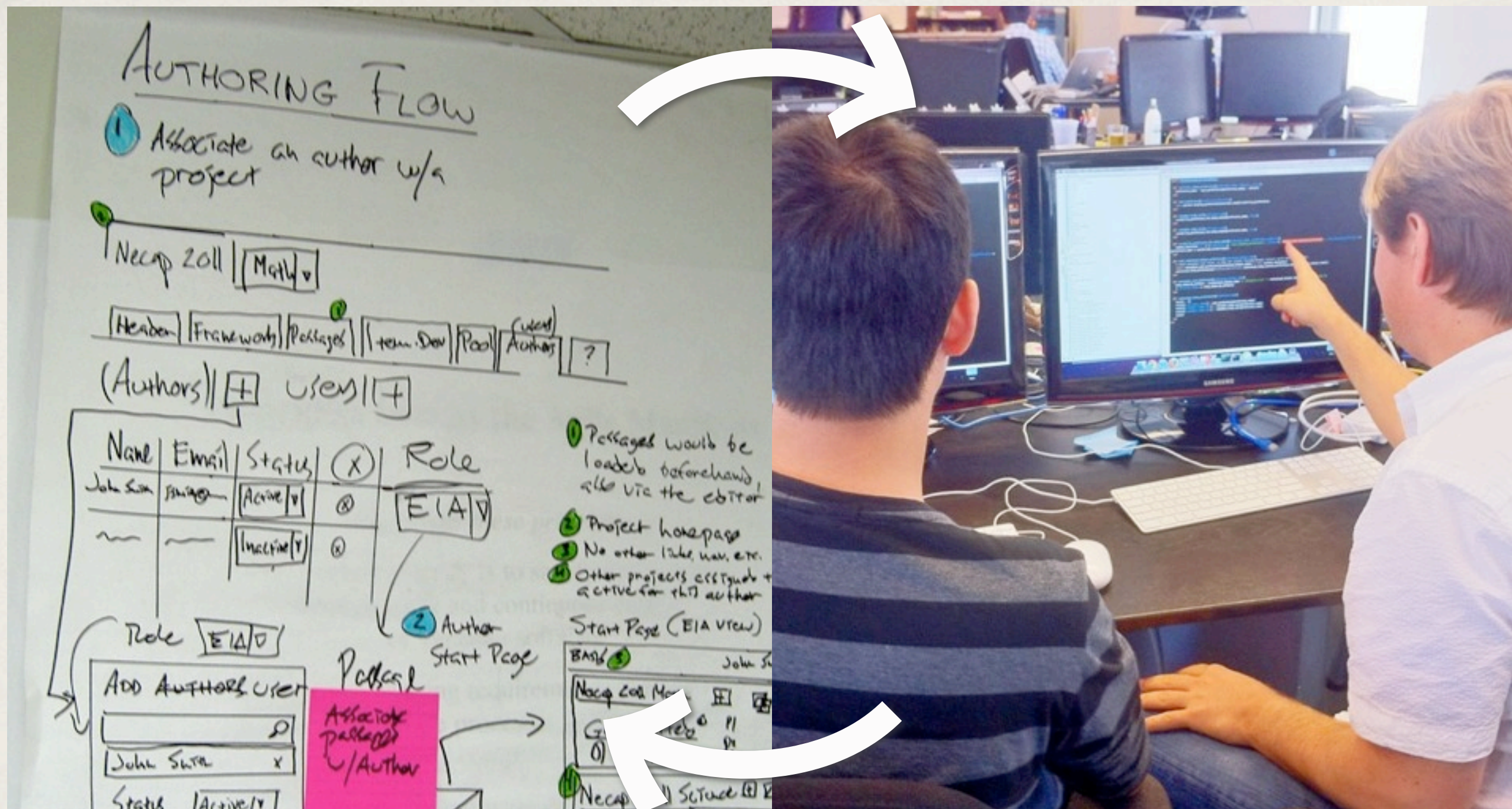
Tete-a-tete Pairing at NeedFeed: <http://nerdfeed.needfeed.com/blog/2011/10/pairing-desks/>

Pairing

An intensive one-on-one passing game.

Continuous problem debugging and knowledge distribution.

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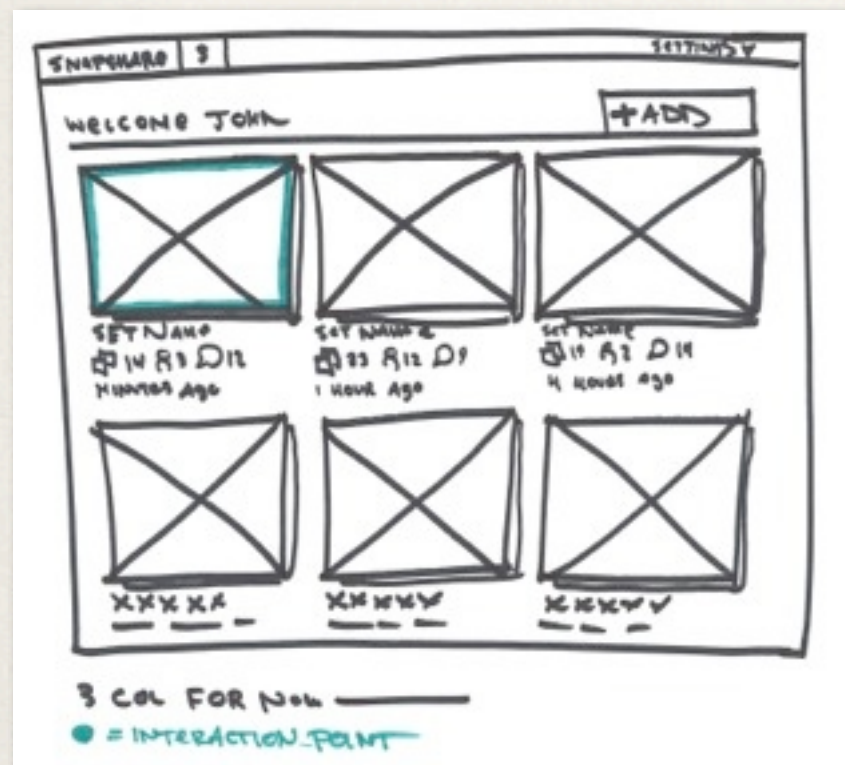


Mike Long, Thoughtworks Studios

X-Pairing

Designing in multiple dimensions simultaneously.

Better collaboration means less/lighter documentation.



paper



build



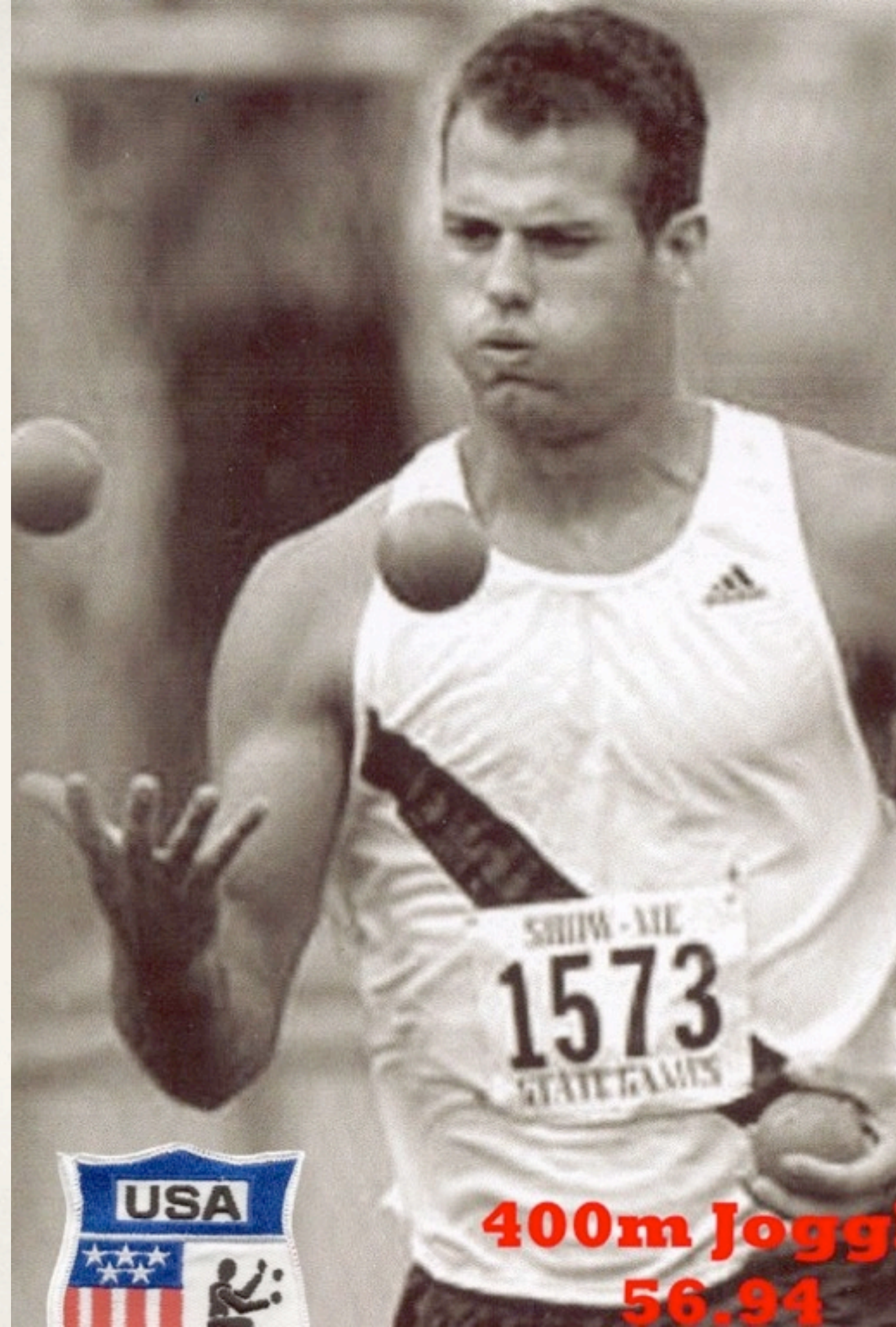
html/css

A cross-dimensional passing game
Each medium/perspective informs the other.

Designing while Building

Designing while Building

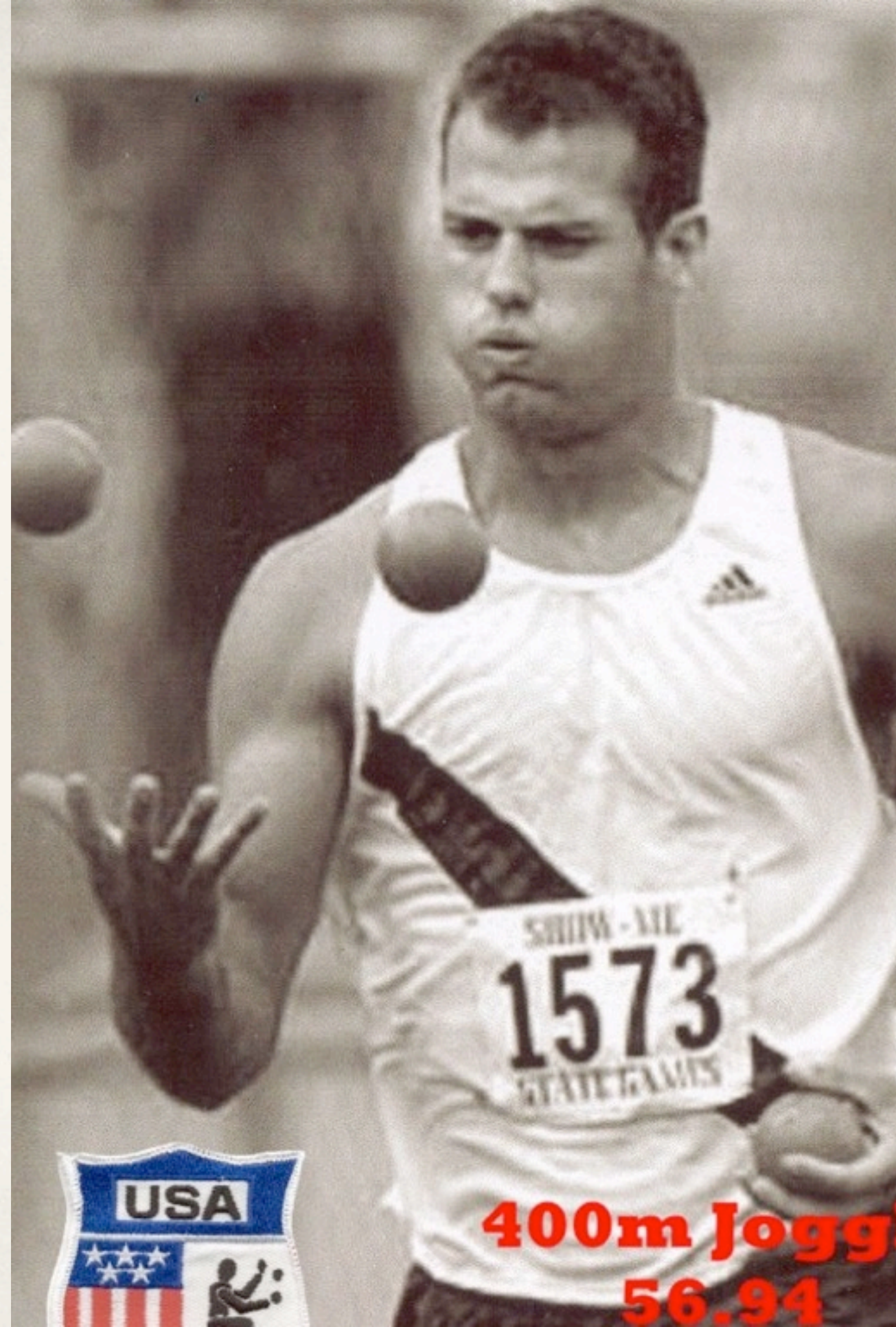
- Supporting the current sprint
- Preparing for the next sprint
- Maintaining a whole product



Designing while Building

- Supporting the current sprint
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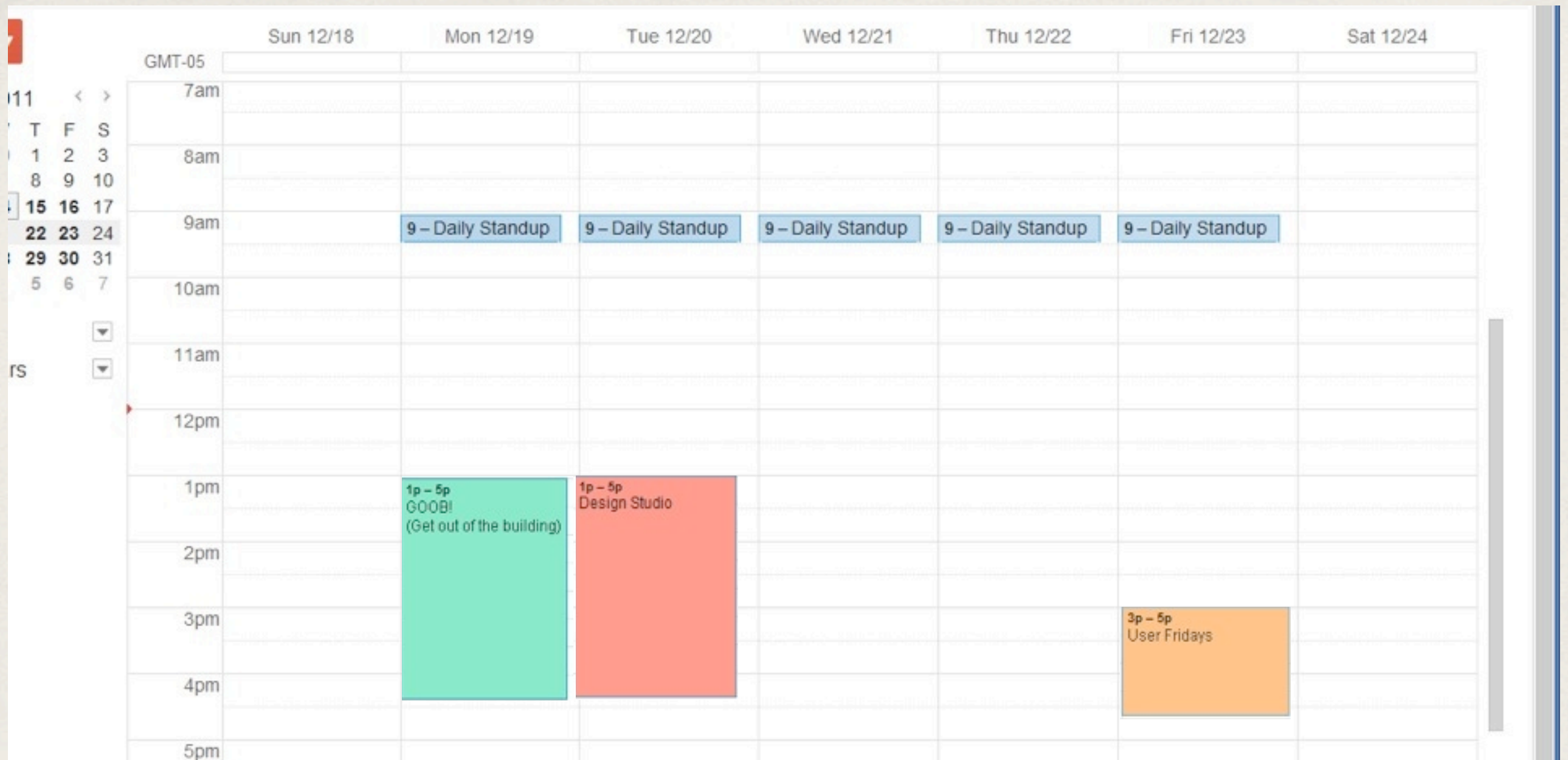
More a logistics than design challenge.



	Sun 12/18	Mon 12/19	Tue 12/20	Wed 12/21	Thu 12/22	Fri 12/23	Sat 12/24
GMT-05							
7am							
8am							
9am		9 - Daily Standup	9 - Daily Standup	9 - Daily Standup	9 - Daily Standup	9 - Daily Standup	
10am							
11am							
12pm							
1pm							
2pm							
3pm							
4pm							
5pm							

Automate Collaboration with Cadences

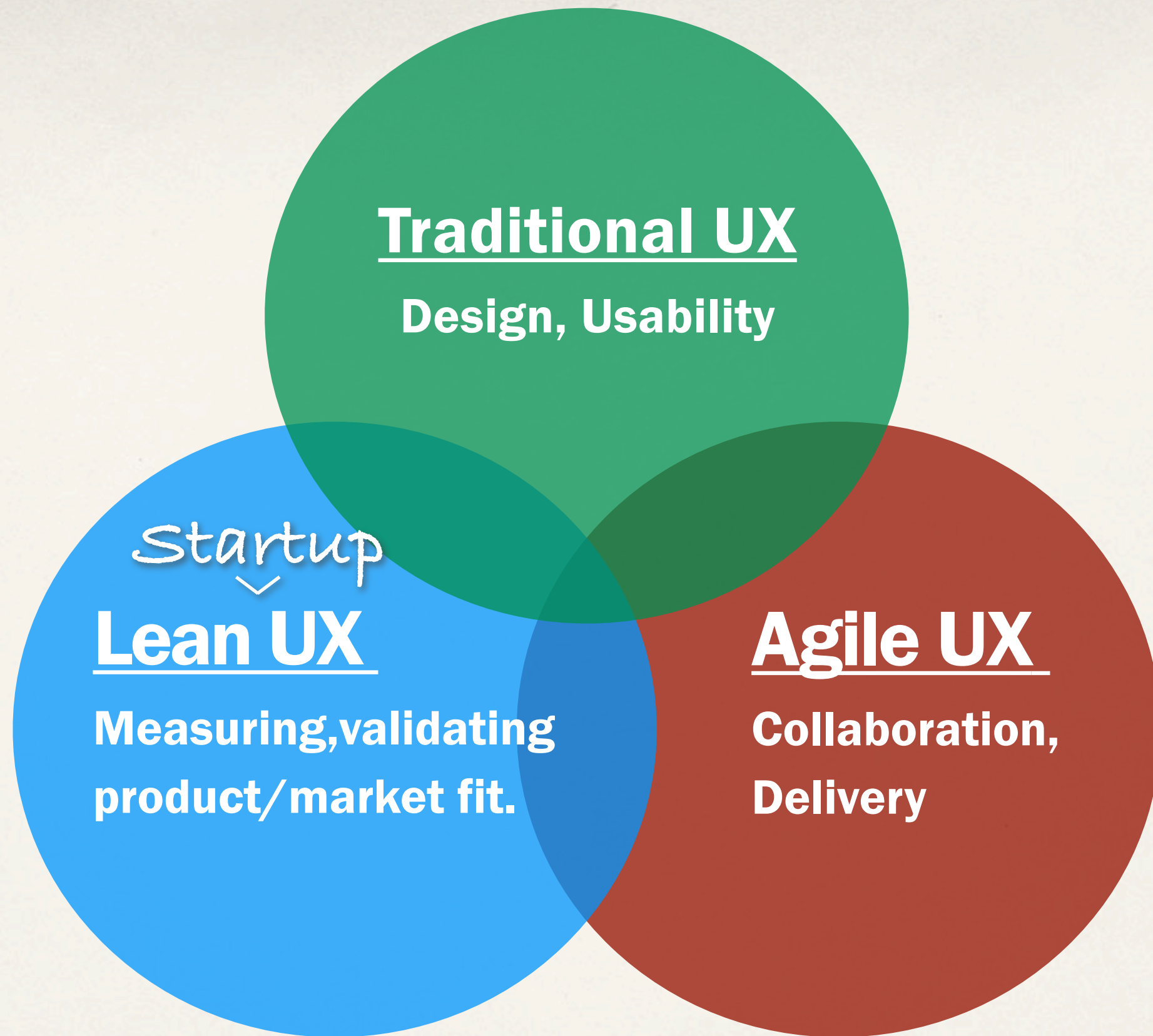
Apply Agile approach to planning to help ensure whole team is designing together.
Can also be applied to field research, usability testing and other UX activities.

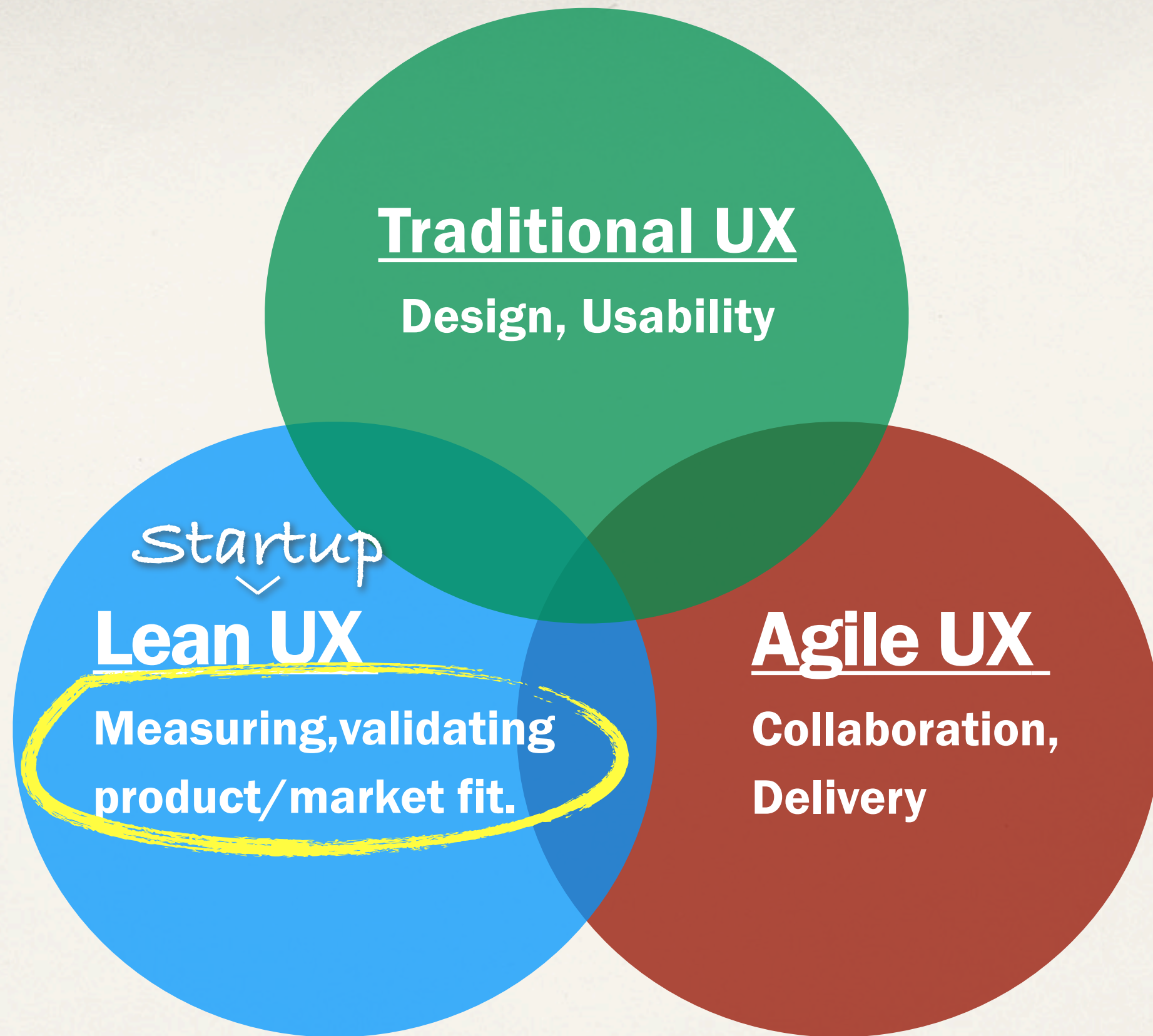


Automate Collaboration with Cadences

Apply Agile approach to planning to help ensure whole team is designing together.
Can also be applied to field research, usability testing and other UX activities.

Research





Agile says...

SHIPPING = DONE

**SHIPPING IS ONLY
THE BEGINNING**

Customer Development:

“Is this user-friendly?” vs “Would you pay for this?”

Learning to Play UX Rugby...

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**making
software**



**making
software**

Learning to Play UX Rugby...



making
software



making
software

Keep doing what you're doing, but do it smaller, faster and continuously.

—William Pietri

Thanks!

@andersramsay

andersramsay.com

designingwithagile.com