The UX Connection

Driving Innovation on an Agile Project
Back up and rethink

What’s the job of UX anyway?
The job of UX

Deliver the right experience for users

The system does what I want, in a way I understand, so I can achieve what I am trying to do

NOPE
The job of UX

Deliver the right experience for users

The system does what I want, in a way I understand, so I can achieve what I am trying to do.

The system does what I didn’t know I wanted, in a way I can adopt without struggle, to achieve a goal I care about.

(but I didn’t know you could help with it)
Iterative design is great for improving how I do what I’m doing to make the *task* better.

Innovation is about inventing something different for me to do to make my *life* better.
Having a vision

- Like a flag on the hill
- Keep in sight when you’re up to your ass in alligators
- BUT Agile doesn’t help drain the swamp
- In fact Agile is the swamp—by design

When you’re up to your ass in alligators...

...it’s hard to remember you came to drain the swamp
Agile mitigates against strategic thinking

* Stories break design up—intentionally
* A 2-week cycle encourages short-term thinking
  - Feed the beast
  - Anything you can’t do in 2 weeks (really 1.5, or 1) isn’t worth doing
* Lean UX increases connection with development at cost of advance work
Company mission and skill

The timeline:

* 1997 - Steve jobs returns to apple
* 1998 - iMac released; Newton released and fails
* 1999 - Apple registers iphone.org
* 2001 - iPod & OSX
* 2002 - Apple files for iPhone trademark
* 2003 - 23 million iTunes downloads
* 2005 - Video iPod
* 2007 - iPhone launched
… which requires field research

- You don’t know what users need until you know them
- You don’t know them until you’ve seen their life and walked in their shoes
- ∴ field research through Contextual Inquiry
… embedded in user-centered design

* Drive the understanding of users all the way through to product details
Because you aren’t going to get it right the first time
And you can’t discover emergent requirements unless you see the new design *in situ*
The job of UX

- Do the user research
- Drive the strategic vision
- Design a coherent system
- Craft good UIs
- Support the implementation
But it won’t all fit in a sprint

* Separate UX sprints dovetail with dev sprints
* UX Scrum backlog items deliver business value
* UX backlog items include stories for every type of UX work
  * Including implementation—dups dev story/task
In one iteration

Allocate story points to all aspects of UX every single sprint
User research used to produce this
Now it produces this
Leverage low-fi

- Contextual Inquiry – paper and pen
  - No videotape no audiotape no script no no no
- Sketches
- Storyboards
- Wireframes
- Paper prototypes – use Post-its
  - No usability lab
    - ⚫ no predefined tasks
      - ⚫ no 1-way mirror
        - ⚫ no ⚫ no ⚫ no

*It’s better anyway*
Configure Guest Access

Guest Portal®

Portal not connected

![Connect...](image)

Sponsored Access is enabled
ToS required and devices registered

Self Registration is not enabled

Diagram of Guest Experience

- Guest Login
- Guest ToS
- Change Password
- Device Registration
  - Failure
  - Success

Guest Types
+ Guest Type

- Daily - access expires at end of day
- Consultant - access expires after set date

Sponsored Access Settings

- Guest ToS is [required]
- From a separate page
- On first login
- Every login
- Account Creation page

- Employee ToS is [required]
- From a separate page
- On first login
- Default Employee ToS.txt

Device Registration is [enabled]
and information is stored in the Endpoint Identity Group: DefaultIDGroup

Client Provisioning is [disabled]

After guest is authenticated,
Send them to [success page]

Credential Delivery options can be edited in the Sponsor Groups,
located in the Sponsor Portal.

Close
Life of a feature

- Need identified in user research
- Integrated with strategy
  - May iterate to prove business
- Built into architecture
  - May iterate with rough prototypes to get structure right
- Designed
  - Wireframes, more detailed paper prototypes
- Implemented
  - May test and iterate final look
Step 1

1. Choose roles: 1 interviewer to 1 user
   • Count off around the table

2. Each interviewer take a different focus
   • Where did it happen? Home, work, car, coffeeshop?
   • The sequence of what happened—step by step
   • Who was involved—how were decisions made
   • Why do we care? What kind of traveller are we?
   ➢ Choose an interesting trip
   ➢ Write down key findings
10-minute brainstorm!

- What should you do for the best travel app
- 1 person sketches ideas
- Do several ideas – 2-3 minutes each
- Let different people sketch
Step 3

Review and discuss. List:

- ~5 key big ideas
  - What will make a difference to users?
  - What is transformative?

- ~5 cool features or interactivity
  - What’s cool or sexy?

- ~5 unknowns, issues, or uncertainties
  - Where might we get in trouble?
  - Where do we need more research?
1. Break into teams of 2-4 and write stories
2. **Epics** to capture overall approach, major features
3. **UX stories** where you need more data, prototyping, or design work
4. **Development** stories to capture immediate work for developers
   - Delivering useful value
   - Within a sprint