Using Design Methods to Establish Healthy DevOps Practices

Aras Bilgen
Digital Transition Consultant
Yayy! DevOps!
Oh yes, jenkins, Terraform, kubernetes...
Processes
OH YES, Continuous delivery, test automation...
Culture!
Well... Can you just setup jenkins and not touch anything else?
Here is the data that shows the importance of...
### EYE-OPENING EXCUSES

<table>
<thead>
<tr>
<th>Reason</th>
<th>Company Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>We did our digital transformation last year.</td>
<td>These are from smaller companies.</td>
</tr>
<tr>
<td>We did the DevOps project last year.</td>
<td>These are from bigger companies.</td>
</tr>
<tr>
<td>This project is approved as a tool change project.</td>
<td>Smaller IT department, so they can be nimbler than us.</td>
</tr>
<tr>
<td>We don’t have time to change processes.</td>
<td>Bigger IT department, so that they can allocate more resources for this.</td>
</tr>
</tbody>
</table>
Umm... jenkins?
Design methods...
What is the role of design?

Design makes things look nice
What is the role of design?

Design makes things work better
What is the role of design?

Design reframes problems
Designers...

Work Directly with Actual Users
Designers...

Work with Actual Users
Designers...

Work Directly with Actual Users
Welcome Ambiguity
Designers...

Welcome to ambiguity.

Work directly with actual users.
Designers...

Work Directly with Actual Users
Designers...

Work Directly with Actual Users
Welcome Ambiguity
Give Form to Ideas
Designers...

Work Directly with Actual Users

Welcome Ambiguity

Give Form to Ideas
Designers work directly with actual users.

Welcome ambiguity. Give form to ideas.

Michael's Journey Map

Find contact information for an agency or elected official.

Stage of Journey

1. Identifies Information Need
   - Seeks help
   - Seeks again
   - Looks again
   - Looks again

Activities

- Has a question because he hires new employees
- Goes to Google and searches for "tax filing for business"
- Clicks "How it works" in IRS.gov or in IRS "Help and Answers"
- Goes back to Google and searches for "IRS phone number"
- Clicks on USA.gov "Contact IRS to report a scam"
- Calls at 844-504-5691
- Holds for an hour before hanging up
- Sings USA.gov's "Have a question? Have a problem?"
- USA.gov agent tells her the IRS at 800-829-1040 and hangs

Feelings and Trends

- Built to expand his business but worries about mandated requirements
- Happy he can find the information in one search
- Annoyed at the amount of information and confused
- Ready to try again
- Wishing to find a phone number

Potential Opportunities for Improvement

- Partner with national industry (TAX, Taxpayers, etc.)
- Call of information with IRS
- IRS API and connect with the CAFES (Customer Assistance Center)
- Agents can provide status of refund for consumers

Aspirations

“I love making things that people feel connected to and it’s a bonus that I can get paid for it.”

Business

- Selling arts and crafts (soap, candles, radishes, etc.)

Business Growth Drivers

- WOM
- Family
- Friends
- Craft Fairs

Mindset

“Making a website isn’t something I’ve ever thought about doing myself. I don’t even know where to start.”

Confidence Building a Website

- Very High
- High
- Medium
- Low
- Very Low

Needs for a Website

“My daughter’s keep telling me I have to have a website and I want to start selling outside of craft fairs.”

Mediation

“The technology is amazing. I’ve hired designers in the past and I don’t want to go down that road again. Plus, I don’t have a big budget for this.”

How Weibly Uniquely Serves

1. Gives her confidence that even she can do it.
2. Offers affordable and approachable tools for first-time website and business owners.
3. Saves time as she can focus on hobbies and doing what she loves.
Designers...

Work Directly with Actual Users
Welcome Ambiguity
Give Form to Ideas
Co-create in a Safe Setting
Designers…

Welcome to the world of design. As designers, we work directly with actual users.

Give form to ideas. Co-create in a safe setting.
Designers...

Work Directly with Actual Users
Welcome Ambiguity
Give Form to Ideas
Co-create in a Safe Setting
Experiment & Revise
Designers...

Work Directly with Actual Users
Welcome Ambiguity
Give Form to Ideas
Co-create in a Safe Setting
Experiment & Revise
Designers…

Experiment & Revise

Work with Actual Users

Welcome Ambiguity

Co-create in a Safe Setting

Give Form to Ideas
Designers...

Work Directly with Actual Users
Welcome Ambiguity
Give Form to Ideas
Co-create in a Safe Setting
Experiment & Revise

...to learn about unspoken, deep user needs
Work with Actual Users
Welcome Ambiguity
Give Form to Ideas
Co-create Safely
Experiment & Revise
Show me your architecture!!
Can we understand you as a human first?
İş Bank
Largest private bank in Turkey. 25,000 employees, 1,300 branches.
Bank of the West / Morgan Stanley Private

Huawei
Global telecom company with 180,000 employees, 1,500 in Turkey.
Interviews
Challenge Mapping Workshops
Diary Studies
İş Bank

Reconsidered their approach to DevOps, rattled the silos a little, serious investment in measurement and test automation.

Huawei

Crafted pipeline and supporting processes at the same time, worked these new structures into enterprise standards.
DESIGN PRINCIPLES

Work with Actual Users
Welcome Ambiguity
Give Form to Ideas
Co-create in a Safe Setting
Experiment & Revise

DESIGN METHODS

Interviews
Diary Studies
Process Workshops
Challenge Mapping
...and many more
Dishonest consultants are a big problem
But we are not designers...
Aras Bilgen

Design executive who shipped products that are used by over 160 million people worldwide. Global industry experience and strong academic background in user experience design, product management, financial services, e-commerce, open source, and building design teams. Driven by diligent thinking, close-knit teams, and flawless execution that create large-scale solutions while it meets both the user and business needs.

Experience

Design Trainer and Coach, Istanbul, Turkey, April 2018

Combine my professional design experience with my academic background to build the design skills of your teams. I have experience in training and coaching a wide range of skills, including designers, product managers, business analysts, agile teams, front-end developers, managers, and executives.

Senior Vice President, Experience Design and Development Department, Garanti BBVA, Istanbul, Turkey, September 2016 – April 2018

I lead a team of 80 designers and front-end developers responsible for making sure that all internal and external systems in Garanti and its subsidiaries had thoughtfully designed digital experiences that were delivered flawlessly. These included mobile apps, web sites, ATM software, desktop apps, kiosks, and chatbots. My team owned the corporate design library, training program for new designers, and developed with BBVA.

Product Director, (CloudScape), Istanbul, Turkey, October 2015 – April 2015

CloudScape is the world’s most-awarded software & tickets site. I oversee product planning and provided vision for the customer experience across all digital channels. My team created end-to-end digital experience for CloudScape on the web and mobile.

Product Group Manager, Monitise MSA, Istanbul, Turkey, February 2014 – February 2015

I lead a product team that manages cloud-based mobile products for financial institutions and retailers across the world. My team was responsible for product discovery, opportunity assessment, and future planning for cloud-based e-commerce, authentication, and identity protection products. Clients include Royal Bank of Scotland, Santander, Barclays, and RSA.

Product Group Manager, Postime, Istanbul, Turkey, May 2011 – February 2014

I established user experience design capabilities in Postime and fostered a culture that puts the end user needs at the center of product efforts. We delivered mobile banking applications, websites, enterprise workflows for banks and e-commerce companies. Clients include Smbank, TSB, TopKlaj, Zgup, Aliya, Turkcell, and Turkish Airlines.

User Experience Planner, Intel Corporation, USA, April 2011 – March 2011

I managed the user experience requirements and the design scope for Tizen Smartphone, Time Traveler, MeIZU Tablet, and MeIZU’s Assistant projects. Tizen and MeIZU were Intel’s largest mobile OS efforts in collaboration with Samsung and Nokia, each project having teams over 1,500 people. I researched expectations from program planners, designers, engineering teams, and business representatives distributed across United States, United Kingdom, France, Finland, and China.
Mindset matters more than background
You can’t dockerize your manager
Using Design Methods to Establish Healthy DevOps Practices

- Work with Actual Users
- Welcome Ambiguity
- Give Form to Ideas
- Co-create Safely
- Experiment & Revise

**In-person interviews** and **collaborative workshops** are two good starting points. We use other methods too:

digitaltransition.kloia.com

aras@kloia.com

@arasb on Twitter
Mostly on LinkedIn
kloia is a solution provider that moves you onto the new-era in DevOps, Cloud and architecture.