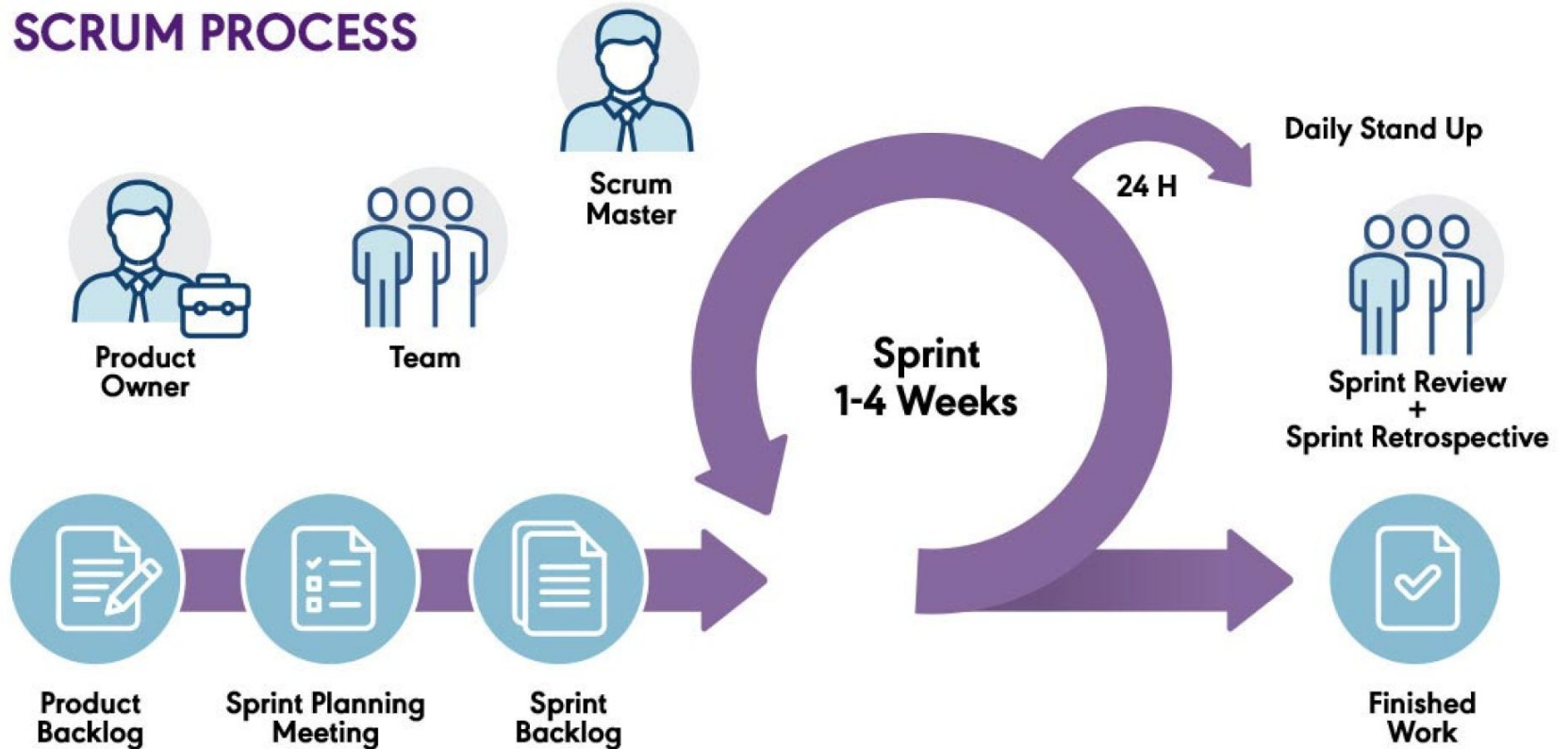


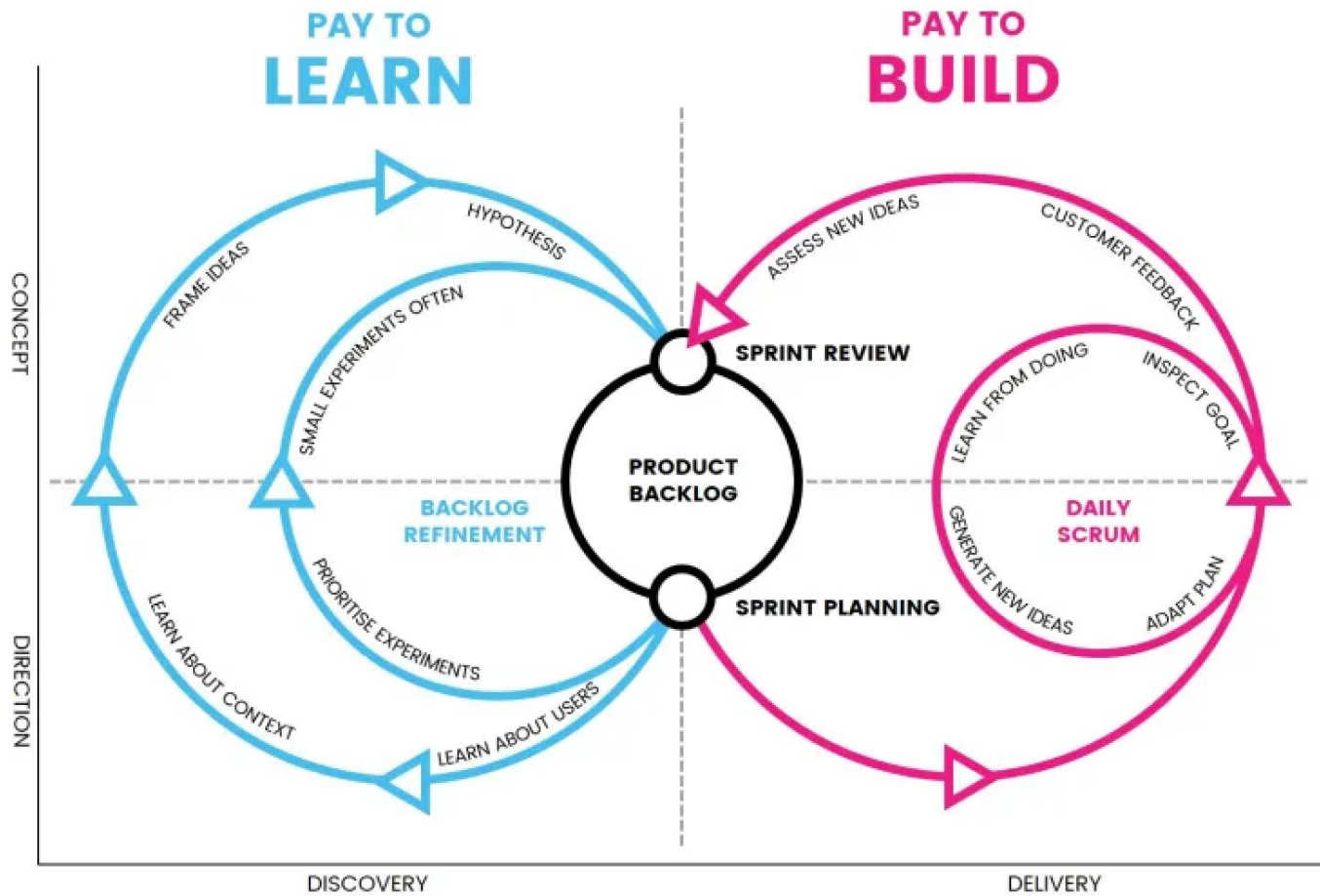
Agile teams

- How we can we make Dev and Design Teams work in agile?
- Design Sprint



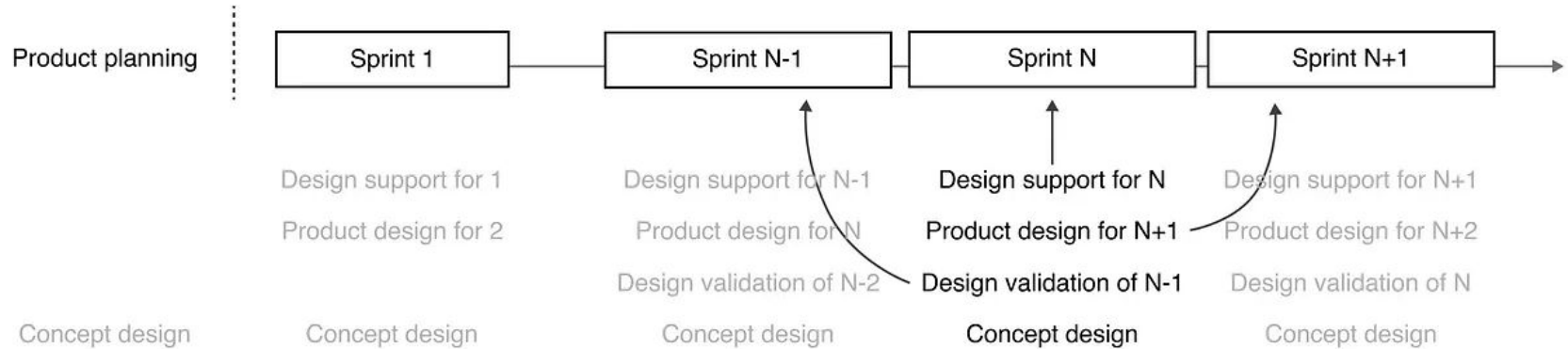
SCRUM PROCESS





💪 Roles of a designer

- ✓ **concept design**
- ✓ **product design**
- ✓ **design support**
- ✓ **design validation.**

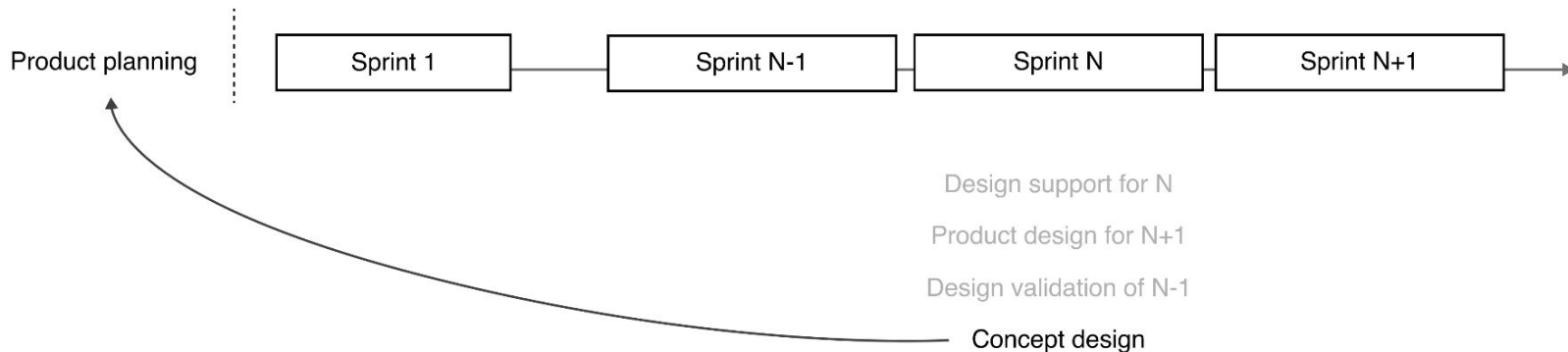


💪 Four roles of a designer

✅ concept design

The first **conceptual designs** are usually designed outside the fast-paced sprint cycles of the development. Quite often this concept design phase runs in **parallel with the development, yet outside the development team**.

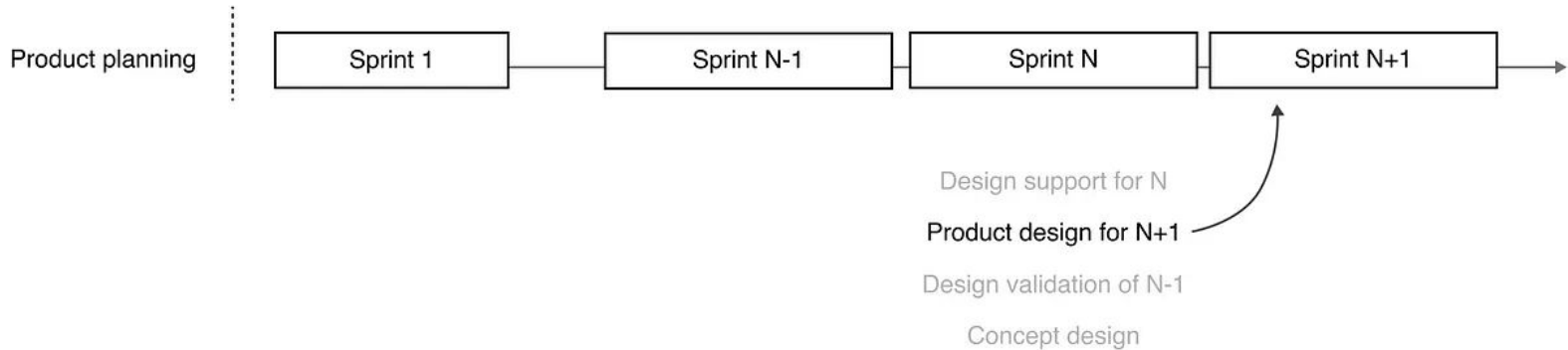
- Setting the UX vision for the product
- Overall concept design: research, design, prototyping, validation
- Working closely with the product management (PO) with product definition
- Helping to split the designs into manageable parts and roadmaps for the product backlog
- Identity design and branding



💪 Four roles of a designer

✅ product design

The detailed designs should be mostly ready before the implementation starts.
The developers can get right to work without needing to wait for the designs to be finished. **Any significant design changes during the implementation will mean unnecessary re-work for the developers.**

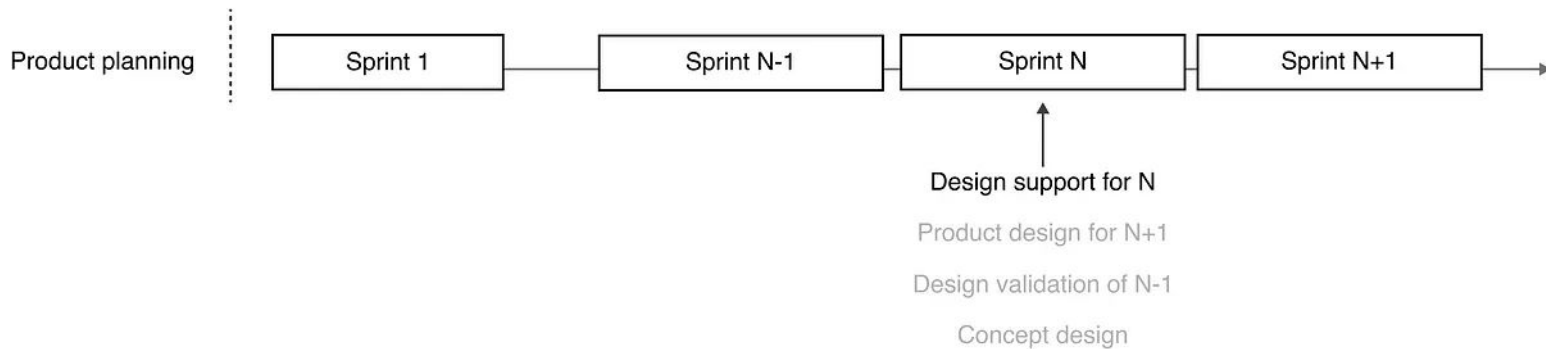


💪 Four roles of a designer

✅ design support

The detailed designs should be mostly ready before the implementation starts.

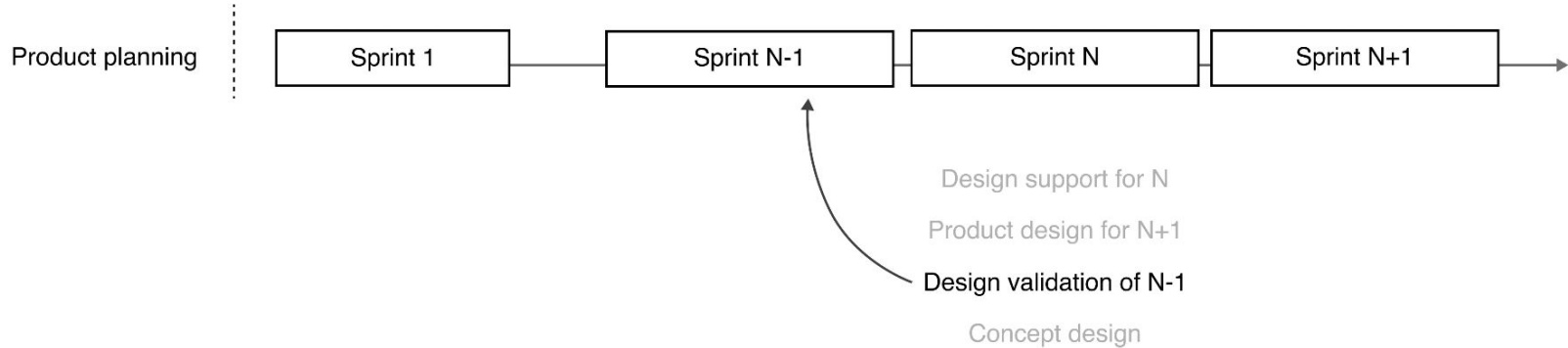
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💪 Four roles of a designer

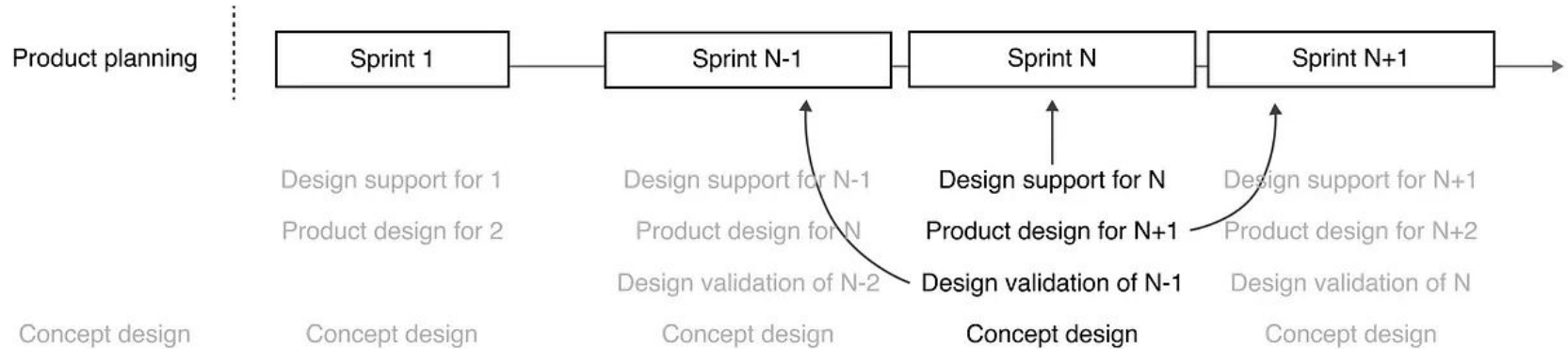
✅ design validation

It is a good idea to include this into the “**definition of done**” — implementation is not ready until it has been reviewed and okayed by the designer.



💪 Roles of a designer

- ✓ **concept design**
- ✓ **product design**
- ✓ **design support**
- ✓ **design validation.**





Emergent Design

EDUF (enough design up front)

Agile methodologies require a new way of thinking which has been described as emergent design.

Emergent design aims to do the opposite as BDUF — minimal or no design up front so we can get to shipping, testing, and validating as quickly as possible.

Minimal so we can get to shipping, testing, and validating in a sprint.

✓ Design and development happen in parallel, which facilitates tremendous cross-team collaboration and rapid problem-solving.

✓ Design is only implemented if it's proven by data to succeed. Uncertainty about design effectiveness is removed.

This methodology fits to “Just In time” sprint

● Design cannot be judged or validated until it's built and usable in the real world.

● We can't fully understand the problem or its ideal solution without a lot of testing and learning.



Big Design Up Front

Big Design Up Front is an approach where the design is completed and perfected up-front, before its implementation is started.



UX operating under Waterfall rules, while Development works under Agile



Design is not as easily tested and validated, because no part of it is fully functional until near the end of the linear process.



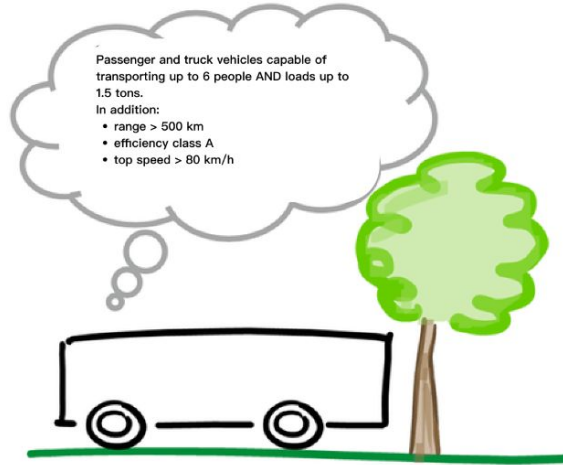
Doesn't take advantage of new learnings or better solutions that may arise during later stages of the waterfall process.

NDUF



No design up-front

EDUF



Passenger and truck vehicles capable of transporting up to 6 people AND loads up to 1.5 tons.

In addition:

- range > 500 km
- efficiency class A
- top speed > 80 km/h

Enough design up-front

BDUF



Diésel engine, 6 cylinders, 1.6l displacement, consumption <5l/100 km, power 230 kW
8-speed gearbox, leather sports seats
seat heating, 4-zone air conditioning
electric windows, central locking
tinted windows, tank volume > 40l, 22" rims
gloss paint Grass green, height 1545mm,
wheelbase 2766mm,...

Big design up-front

Design Sprint

✓ **Monday** - Understand & Map the problem statement

✓ **Tuesday** - Define, Explore & Sketch (Pm / Designer)

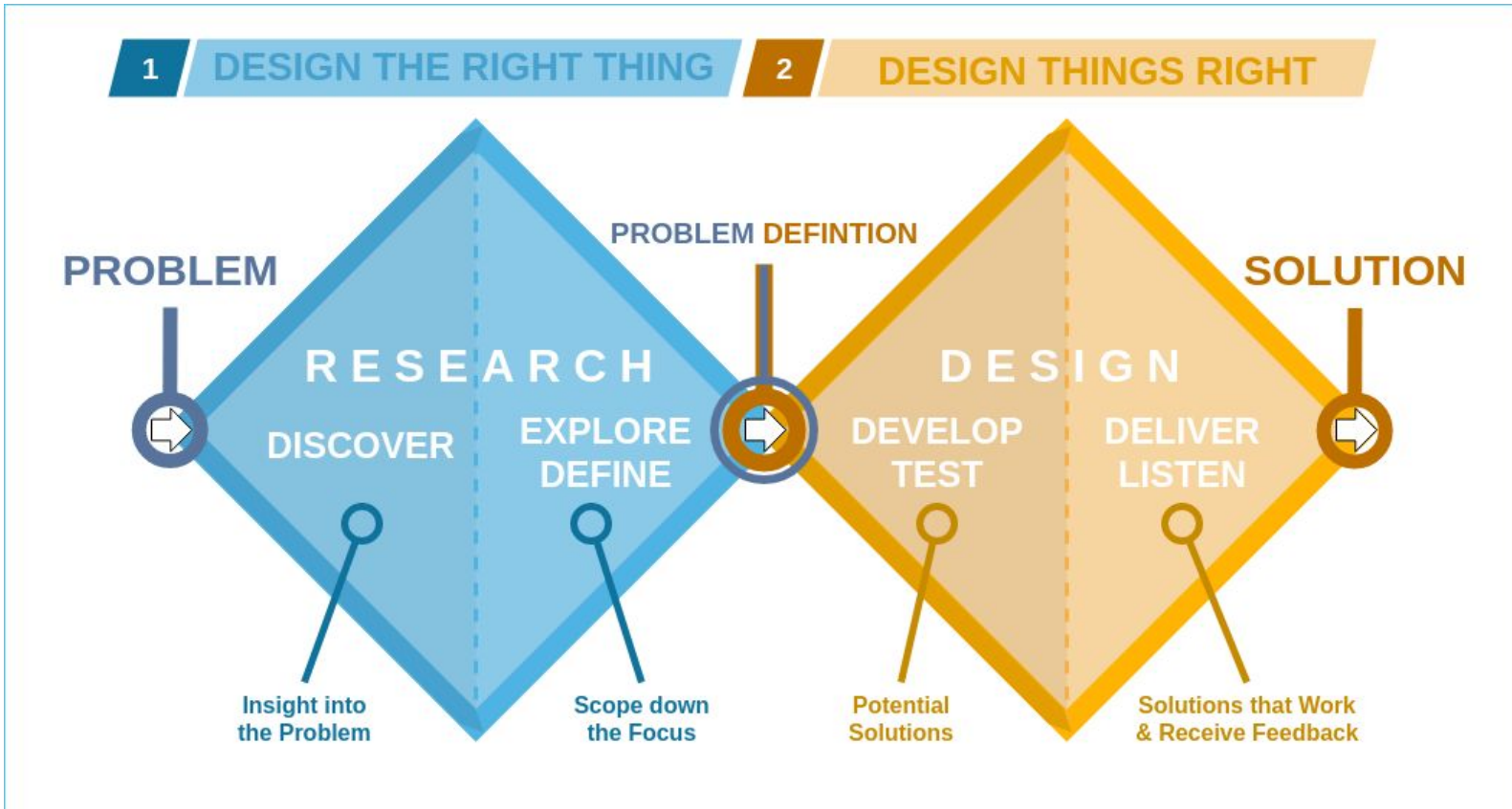
✓ **Wednesday** - Define, Explore & Sketch (Pm / Designer)

✓ **Thursday** - Prototype (Designer)

✓ **Friday** - Test and validate (Pm / Designer)

● Sync with the PM on daily bases, short updates, discussing
big changes, problems, not such as (Smaller font size, etc)

Double Diamond methodology



🙏 Thank you

