

# IT'S ALL ABOUT PEOPLE HOW AGILE AND UX CAN PLAY WELL TOGETHER

Johanna Kollmann  
*Sidekick Studios*

INTERNATIONAL  
SOFTWARE DEVELOPMENT  
CONFERENCE

[gotocon.com](http://gotocon.com)

A close-up photograph of two hands clasped together in a supportive grip. The hands are light-skinned, and the background is blurred, showing hints of an outdoor setting with greenery and a building.

# *It's about people*

How Agile and UX can play well together

Johanna Kollmann  
@johannakoll

GOTO Copenhagen, 2012







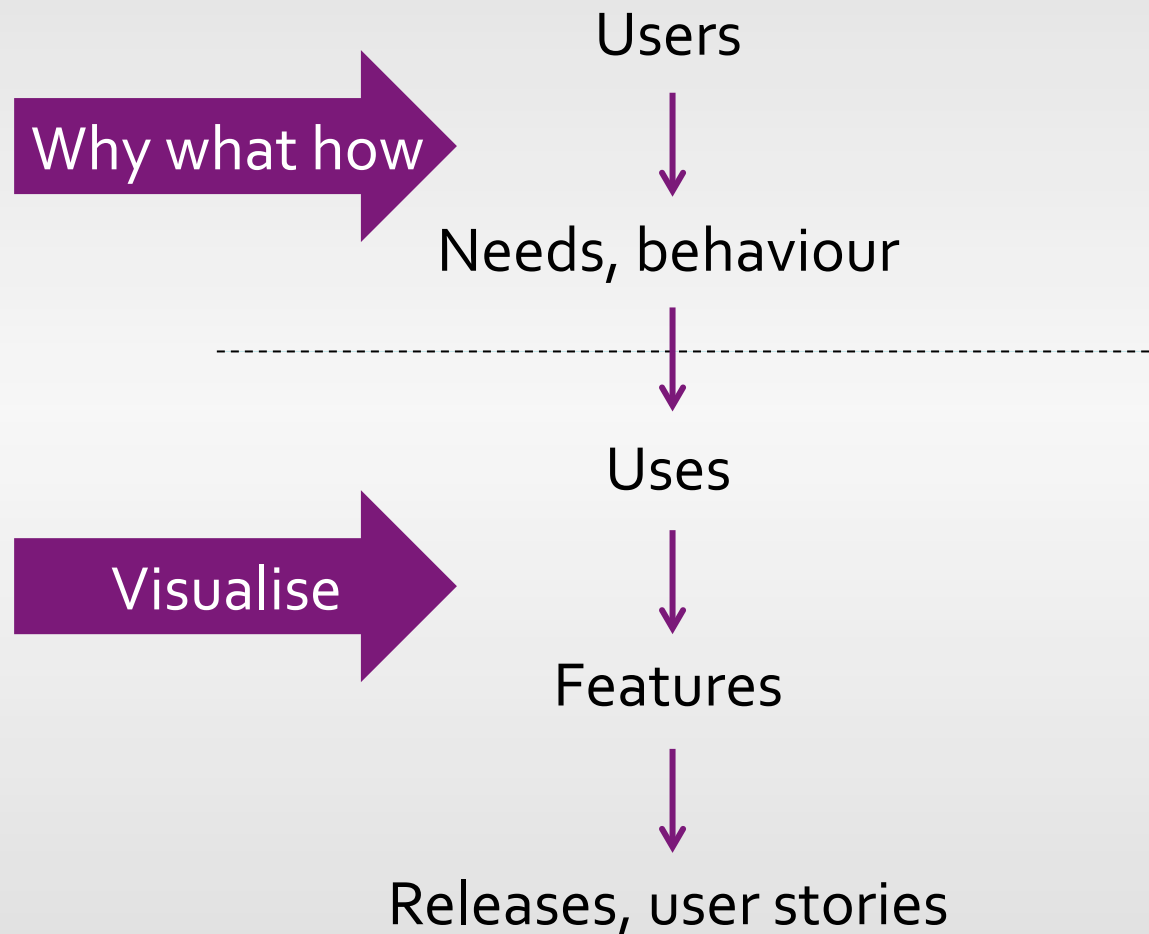
Photo by Stina Jonsson: <http://www.flickr.com/photos/stinajonsson/3932774410/>



# UX? Agile?

*(Defining the d\*mn thing)*

# *User Experience != User Interface*



Adapted from Kate Rutter, LUXr



# ***Agile Manifesto (2001!!)***

Individuals and interactions over processes and tools

Working software over comprehensive documentation

Customer collaboration over contract negotiation

Responding to change over following a plan



“Making great software quickly, it turns out, requires collaborating really really effectively with those pesky non-binary entities called people.

While basically silent about UX design, Agile thinking offers a fundamental paradigm shift about how to interact and communicate with your project team and beyond. ”

~ Anders Ramsay



A vibrant rainbow arches across a clear blue sky, its colors vivid and bright. Below the rainbow, a lush green field stretches across the foreground, with a large, leafy tree standing prominently on the right side. In the background, a line of trees and a few distant structures are visible under the same sky. The overall scene is peaceful and hopeful.

Make something that matters.  
Together.



เขตก่อสร้าง

DANGER

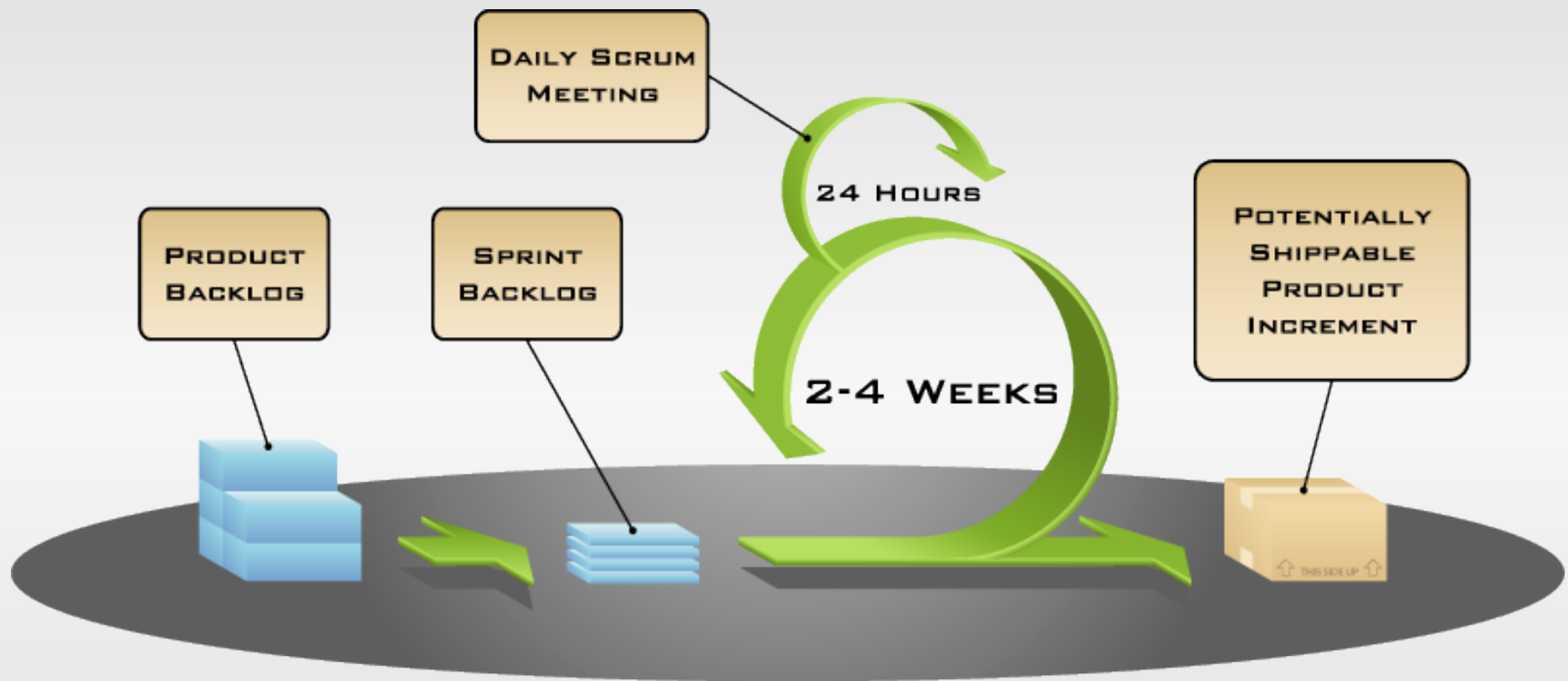
อันตราย

บริษัท ส.บุญมีฤทธิ์ วิศวกรรม จำกัด



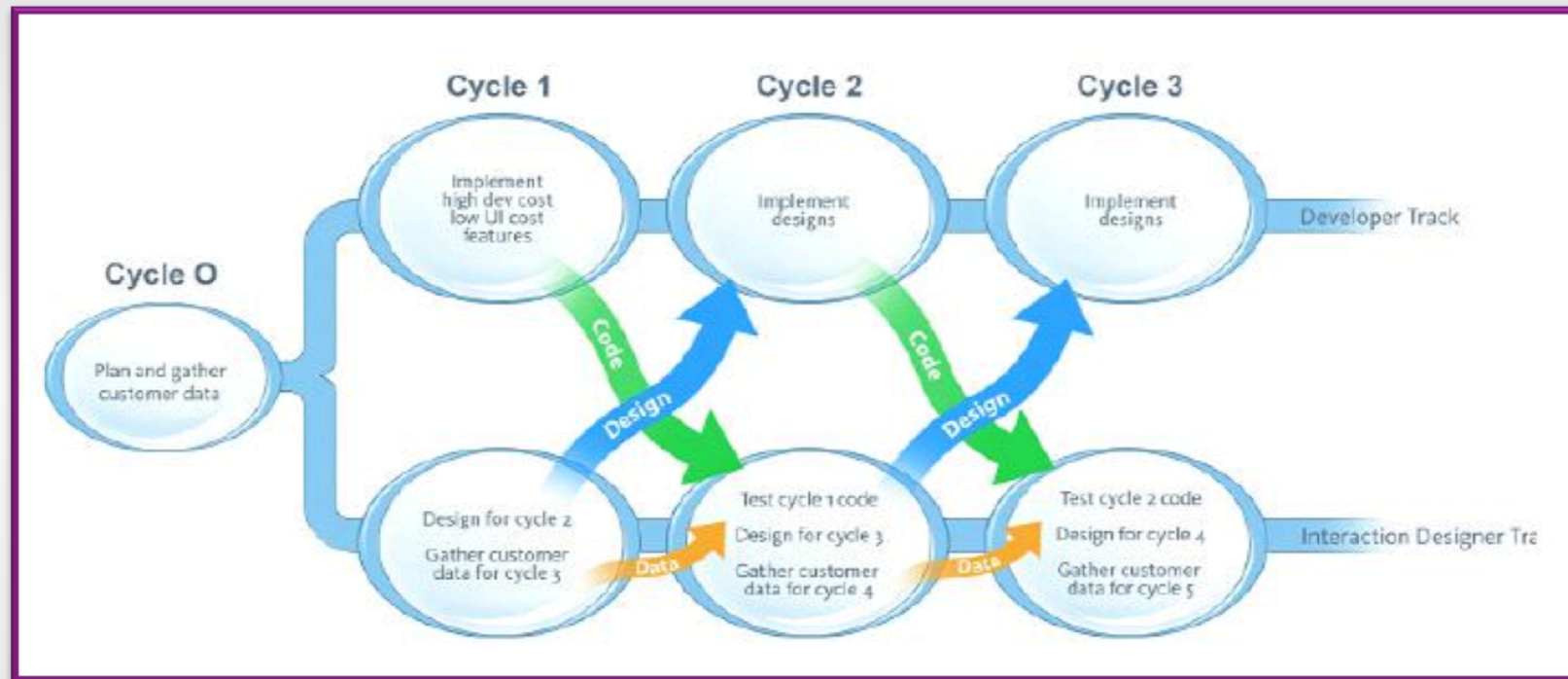
# Challenges

*(Burned children fear the fire)*



COPYRIGHT © 2005, MOUNTAIN GOAT SOFTWARE





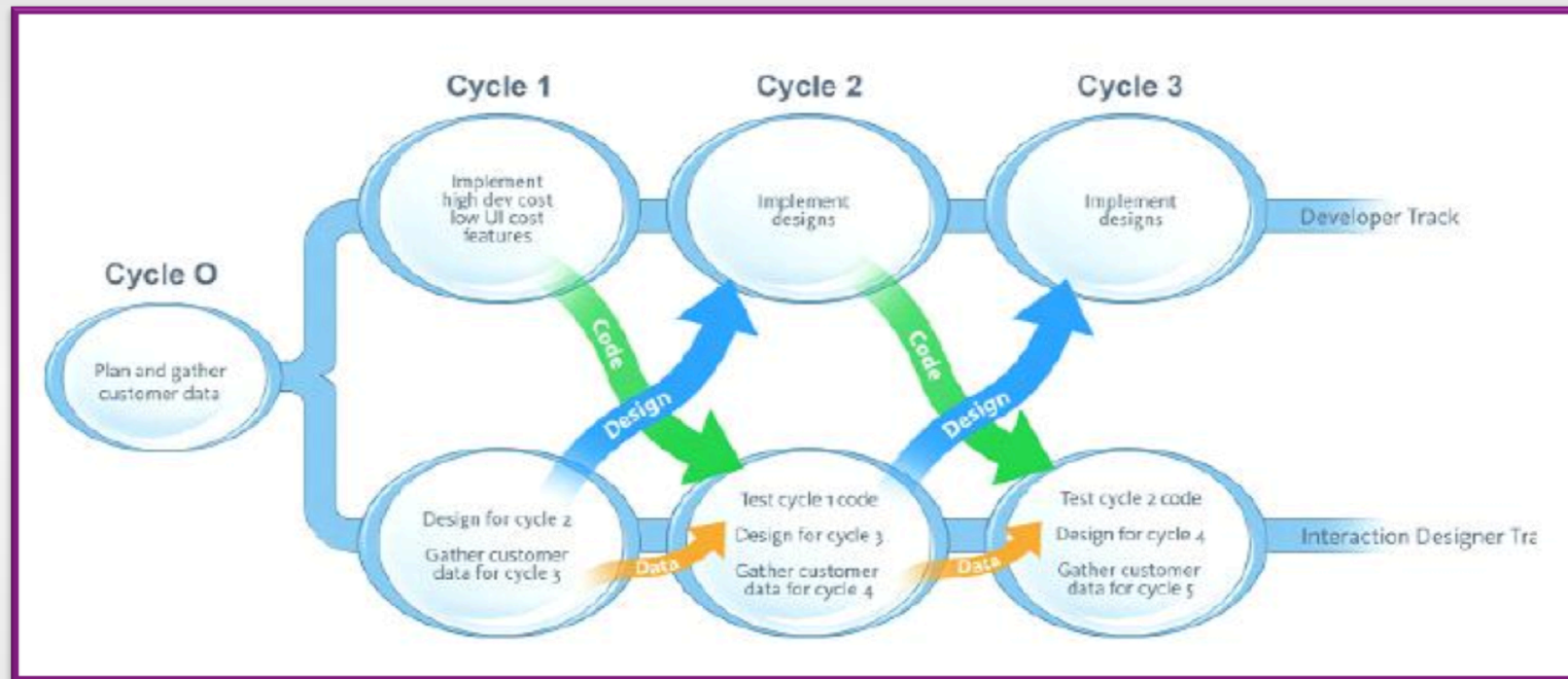
'Case Study of Customer Input For a Successful Product', Lynn Miller (2005)

“This whole designing ahead thing is driving me crazy. I’m supposed to have detailed designs ready for the next sprint, which starts in a few days, but I can’t get the developers to stop coding and spend some time whiteboarding the UI, because they’re heads down finishing the current sprint and want to match or beat their velocity from the previous sprint.

So now, the same thing that happened last sprint will happen this sprint: the developers build what I give them, which ends up being only half-baked in terms of UX because we didn’t really collaborate on it and because I had to rush my work to not fall behind, and yet they call it Done because they built everything I put in the wireframes.

I can’t keep up. I’m just one UX Designer and they’re a whole team of developers. Man, I miss the good old waterfall days...”

*Quote taken from <http://www.andersramsay.com/2010/08/22/designing-ahead-the-good-the-bad-and-the-ugly>*



'Case Study of Customer Input For a Successful Product', Lynn Miller (2005)






## Beware!

Mini-waterfalls

Silos create bottlenecks

Process over product

Perceived cost of collaboration



Research is the first thing to get  
compromised.

Photo by Kristina Alexanderson <http://www.flickr.com/photos/kalexanderson/5421517469/>

# Making it work

*(UX Research tips. Collaboration hacks.)*



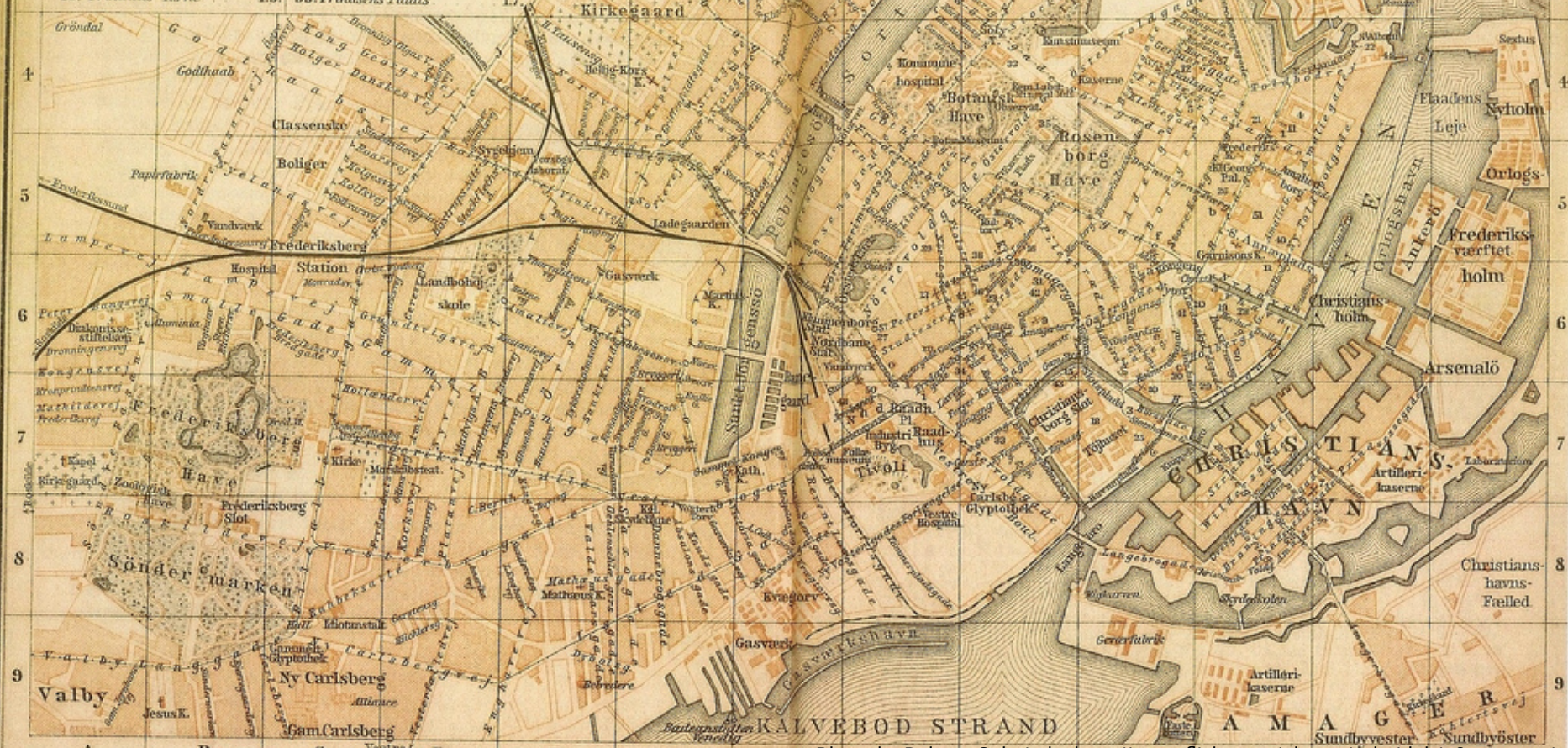
**It's about people: customers**



1. Antropologiskt Museum	L.A.
2.	
3. Börsen	K.7
4. Frederiks Hospital	L.M.4
5. Frimurerlogen	K.4
Frederiks Kirke	L.5
7. Frelvers Kirke	L.M.7
8. Frue Kirke	I.6.
9. Helligaands Kirke	I.6.
10. Holmens Kirke	K.7.
11. Katholsk Kirke	L.4.
12. S. Pauls Kirke	KL.4.
13. S. Petri Kirke	H.6.
14. Reformert Kirke	I.5.
15. Slot Kirke.	I.6.
16. Trinitatis Kirke	L.6.

C	D	E	F
17. Kirurgisk Akademi	L.4.	34. Raad-og Domhus	
18. Kongl. Bibliotek	K.7.	35. Rosenberg Slot	
19. " Malerisamling	L.6.	36. Runde Taarn	
20. Charlottenborg Slot <small>(Kunstskole)</small>	L.6.	37. Søkadet Akademi	
21. Højskolebygning	L.4.	38. Synagoge	
22. Meteorologisk Institut	M.4.		
23. Metropolitanskole	L.6.	39. Folketeater	
24. Mineralogisk Museum	H.6.	40. Kunstteater	
25. Ministerier	K.7.	41. Kongl. Theater	
26. Moltkes Palais	L.5.	42. Telegraf	
27. Musikonservatorium	H.6.	43. Thorvaldsens Museum	
28. Mynt	L.6.		
29. Navigationskole	L.7.		
30. Nationalbank	K.6.		
31. Postkontor	L.6.		
32. Polyt. Lærestalt	L.4.		
33. Prindsens Palais	L.7.		

H.I.6. 41. Goldbod  
 I.4. 42. Universitet  
 I.5. 43. Univers. Bibliothek  
 I.4. 44. Zoologisk Museum  
 I.5. 45. Circus  
 H.5. 50. Theatrar Teater  
 I.5. 51. Concertpaleet  
 K.6.  
 I.6.  
 I.6.7  
 St. Georgs-Spital  
 St. Nikolai-Spital  
 St. Katharine-Spital  
 St. Petri-Spital  
 St. Marien-Spital  
 St. Johannis-Spital  
 St. Georgs-Kirche  
 St. Nikolai-Kirche  
 St. Katharine-Kirche  
 St. Petri-Kirche  
 St. Marien-Kirche  
 St. Johannis-Kirche  
 St. Georgs-Platz  
 St. Nikolai-Platz  
 St. Katharine-Platz  
 St. Petri-Platz  
 St. Marien-Platz  
 St. Johannis-Platz  
 St. Georgs-Strasse  
 St. Nikolai-Strasse  
 St. Katharine-Strasse  
 St. Petri-Strasse  
 St. Marien-Strasse  
 St. Johannis-Strasse  
 St. Georgs-Graben  
 St. Nikolai-Graben  
 St. Katharine-Graben  
 St. Petri-Graben  
 St. Marien-Graben  
 St. Johannis-Graben  
 St. Georgs-Brücke  
 St. Nikolai-Brücke  
 St. Katharine-Brücke  
 St. Petri-Brücke  
 St. Marien-Brücke  
 St. Johannis-Brücke  
 St. Georgs-Tor  
 St. Nikolai-Tor  
 St. Katharine-Tor  
 St. Petri-Tor  
 St. Marien-Tor  
 St. Johannis-Tor  
 St. Georgs-Wand  
 St. Nikolai-Wand  
 St. Katharine-Wand  
 St. Petri-Wand  
 St. Marien-Wand  
 St. Johannis-Wand  
 St. Georgs-Mauer  
 St. Nikolai-Mauer  
 St. Katharine-Mauer  
 St. Petri-Mauer  
 St. Marien-Mauer  
 St. Johannis-Mauer  
 St. Georgs-Friedhof  
 St. Nikolai-Friedhof  
 St. Katharine-Friedhof  
 St. Petri-Friedhof  
 St. Marien-Friedhof  
 St. Johannis-Friedhof







"How do we know if it's done? should be  
How do we know if it's good?"

~ Lane Halley



# ***(Some) research methods***

	Quantitative	Qualitative
Generative	Surveys Interviews	Contextual inquiry Mental models Interviews Diary studies
Evaluative	Automated card sort Surveys Automated studies Analytics A/B Testing Multi-variant testing	Usability testing Moderated card sort Wizard of Oz



Make it a habit.



@semanticwill

Semantic Will

#ux #usability At it again. Observing  
observers observing the mothafucking  
user experience #AgileUX  
[instagr.am/p/Kmj5A/](https://www.instagram.com/p/Kmj5A/)



Instagram

Flag this media

GOTO Copenhagen 2012- @joha

18 Aug via [Instagram](#) ☆ Favorite ↺ Retweet ↻ Reply



# Test what you got

Sketches

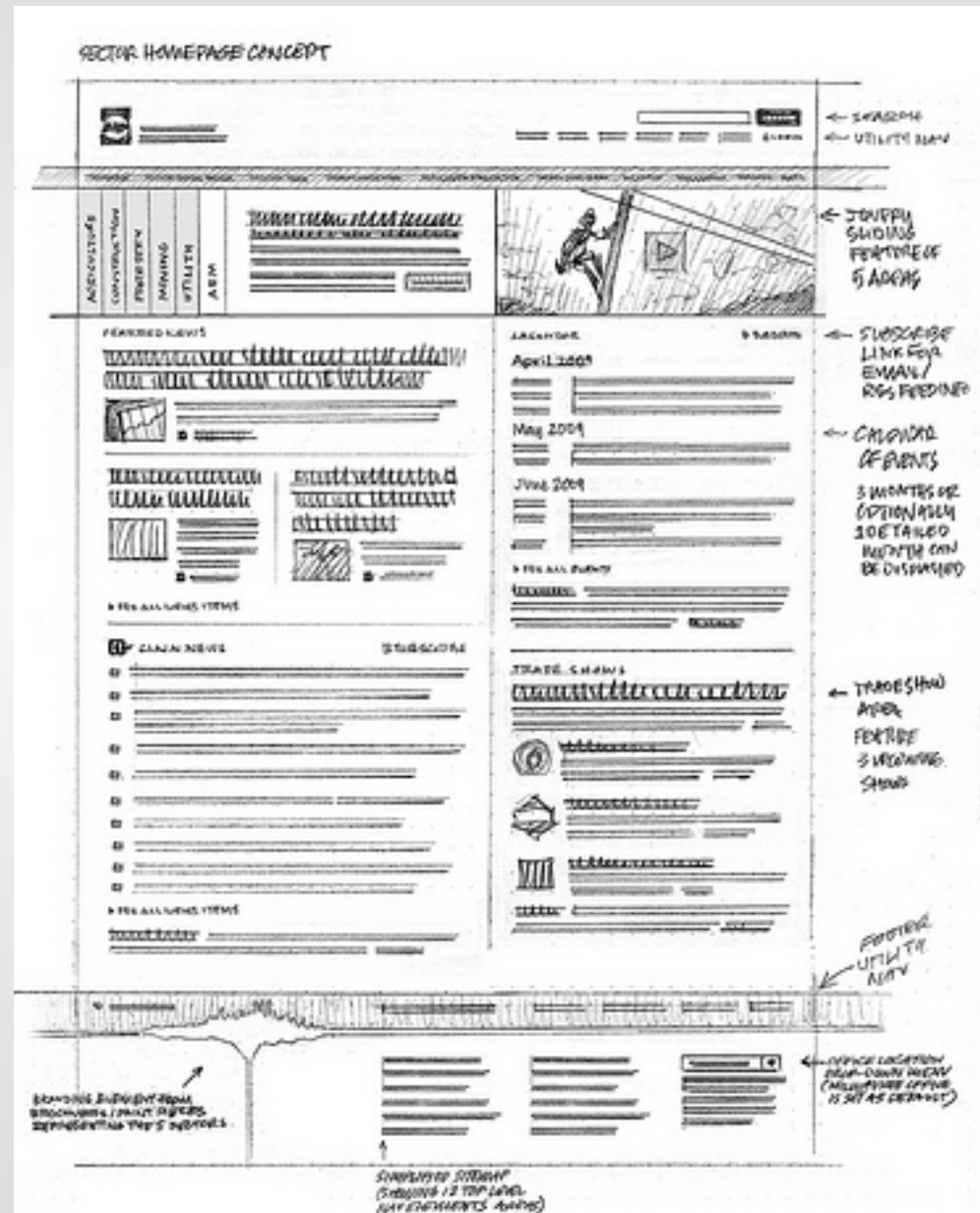
Wireframes

Mockups (not clickable)

Mockups (clickable)

HTML prototype

Code





## Access barriers?

Remote research

Proxy researchers: train your sales team

Guerrilla approach

Quantitative data

# Making it work

*(UX Research tips. Collaboration hacks.)*

**It's about people: the team**





Us vs Them is over.

Photo by Bogac Erguenc: <http://www.flickr.com/photos/sozesoze/320117614/>





Photo by Dnnya17: <http://www.flickr.com/photos/dnnya/2628246374/>





Photo by Boston Public Library: [http://www.flickr.com/photos/boston\\_public\\_library/5703905054/](http://www.flickr.com/photos/boston_public_library/5703905054/)

# *A collaborative design process*

There are many ways of getting the team involved

- Design Studio
- Story Mapping
- KJ Technique
- Collaborative Sketching Exercises
- and many more! (I'll have links to resources!)





Make it a habit.

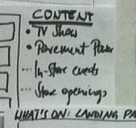


# Information radiators





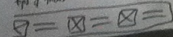
The image shows two hand-drawn sketches of book layouts. The left sketch is a page with a title 'Book the first' at the top left, a date '1890' in the center, and a large 'X' over the main text area. The right sketch is a page with a title 'Book the first' at the top left, a date '1890' in the center, and a large 'X' over the main text area. Both sketches are on lined paper and include a small '1890' at the bottom left.

[illegible][illegible]

- Quilting
- Article
- Shape like
- Links to it
- Making game
- Gallery also color <sup>16</sup>
- Horn from Shop - idea of the web


10 minutes  
 ▶ FEAT & RICH  
 ▶ in-one-page  
 ▶ no page-logs

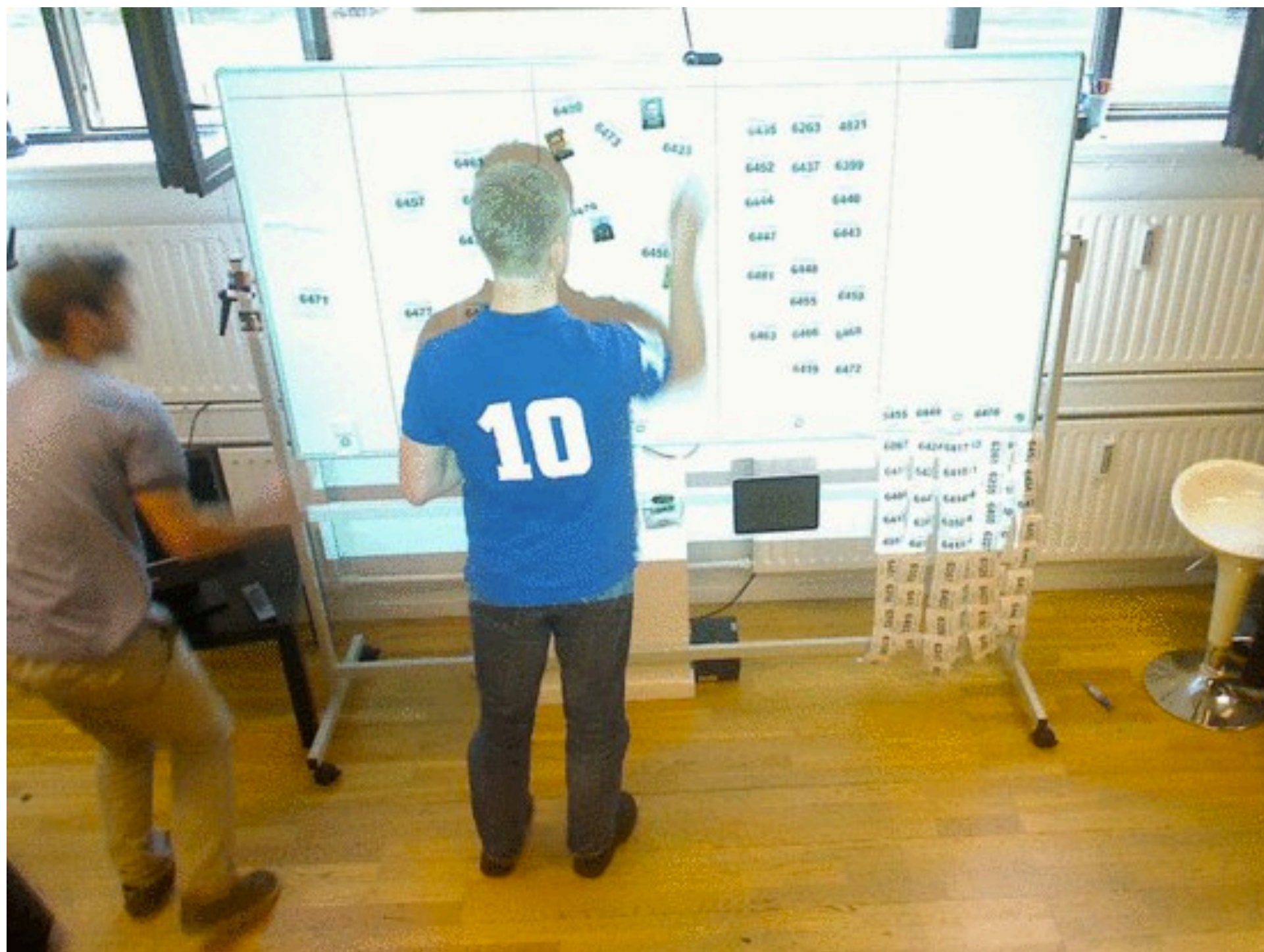
TYPE LOOK  
 Drafts  
 Editorial  
 How to wear it articles  
 Craft & better tool (show)  
 Vote who pulls look of week / vote looks  
 tips & tricks





# ***KANBAN-KA board***

?		✓



**Make things for people, with people**



A user-centered design approach  
involves people.

**Throughout.**

**Continuously.**

# Agile is built around teams

Responsibilities and competencies over roles

Expertise over interest

No ego

Don't value process over outcome

Customers.  
Values and team culture.  
Vision.

# *A selection of resources (1)*

*Case Study of Customer Input For a Successful Product*, Lynn Miller (2005)

*5 Users every Friday*, Tom Illmensee & Alyson Muff, Agile 2009 Proceedings

*Learning to play UX rugby*, Anders Ramsay, <http://slidesha.re/GPfKow>

*Beyond Staggered Sprints: Integrating User Experience and Agile*, Jeff Gothelf,  
<http://slidesha.re/9Pq3qb>

*Designing the user experience in an agile context*, Johanna Kollmann, <http://bit.ly/p3NmWI>

*Undercover User Experience*, Cennydd Bowles & James Box

*How to build the integrated scrum board*, Ole H. Kristensen, <http://b.qr.ae/JHeMgR>

*Test everything you got regardless of its polish or fidelity*, Jeff Gothelf, <http://bit.ly/n6qjTI>



# *A selection of resources (2)*

*It's Our Research: Getting Stakeholder Buy-In for UX Research Projects* , Tomer Sharon

*Introduction to Design Studio Methodology*, Will Evans,

<http://uxmag.com/articles/introduction-to-design-studio-methodology>

*The KJ Technique: A Group Process for Establishing Priorities*, Jared M. Spool,

[http://www.uie.com/articles/kj\\_technique/](http://www.uie.com/articles/kj_technique/)

*The new user story backlog is a map*, Jeff Patton,

[http://www.agileproductdesign.com/blog/the\\_new\\_backlog.html](http://www.agileproductdesign.com/blog/the_new_backlog.html)

Collaboration games: <http://gogamestorm.com>,

<http://innovationgames.com/resources/the-games/>