Mixing Lean UX & Agile Development

How to minimize risk, maximize flexibility, and create a loved product.

Carbon Five

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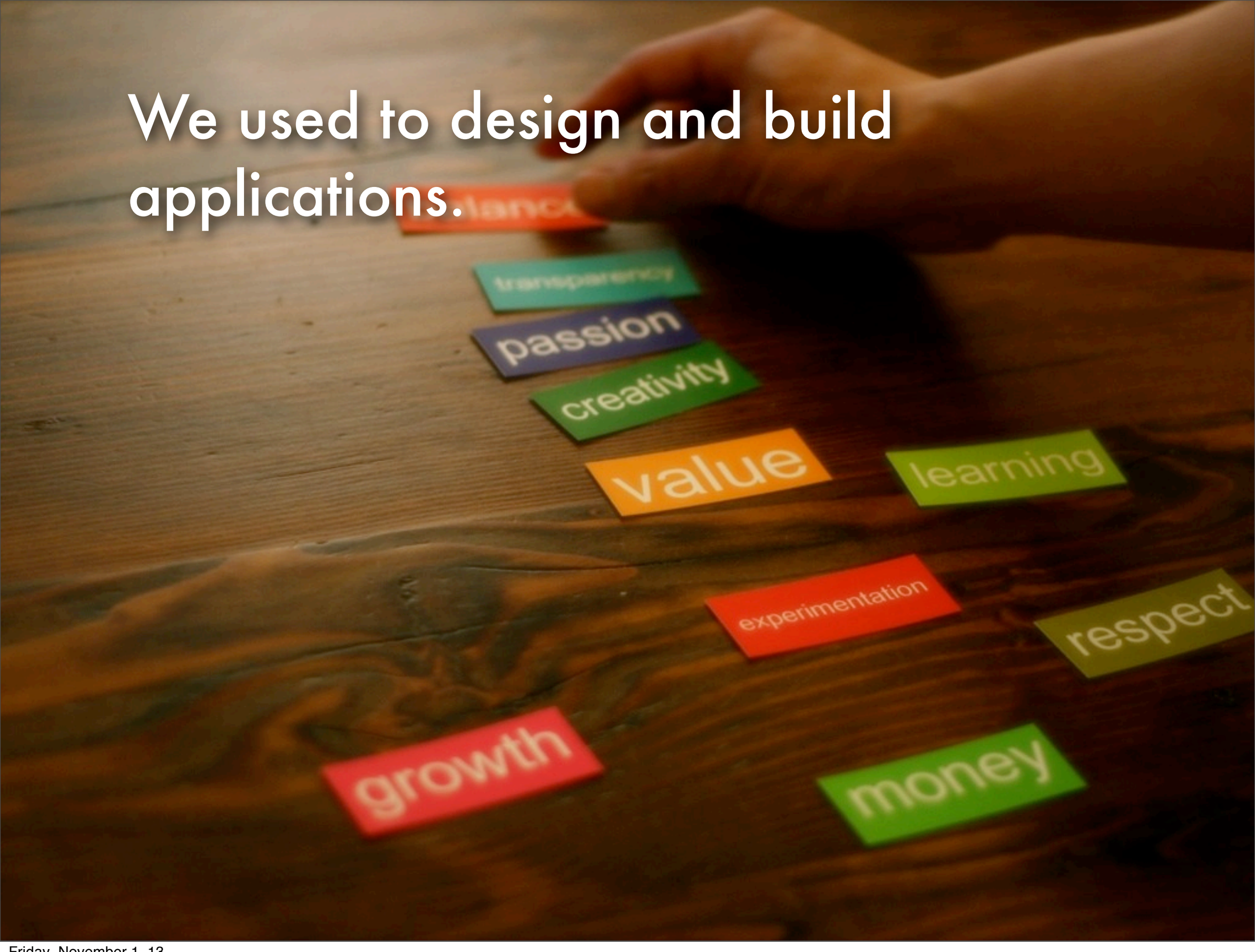
We used to design and build applications.



We used to design and build applications.

Now we design and build:

Products

Companies

Experiences

Services

Disappearing Boundaries

experience design

brand strategy

information architect

visual design

interaction design

Disappearing Boundaries

front-end development

system operations

database development

backend development

data analysis

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Emerging Technology

rapid prototyping

in browser design

living style guides

responsive design

html5 and canvas

Emerging Technology

offline apps

websockets

client side scripting

mobile

real time updates

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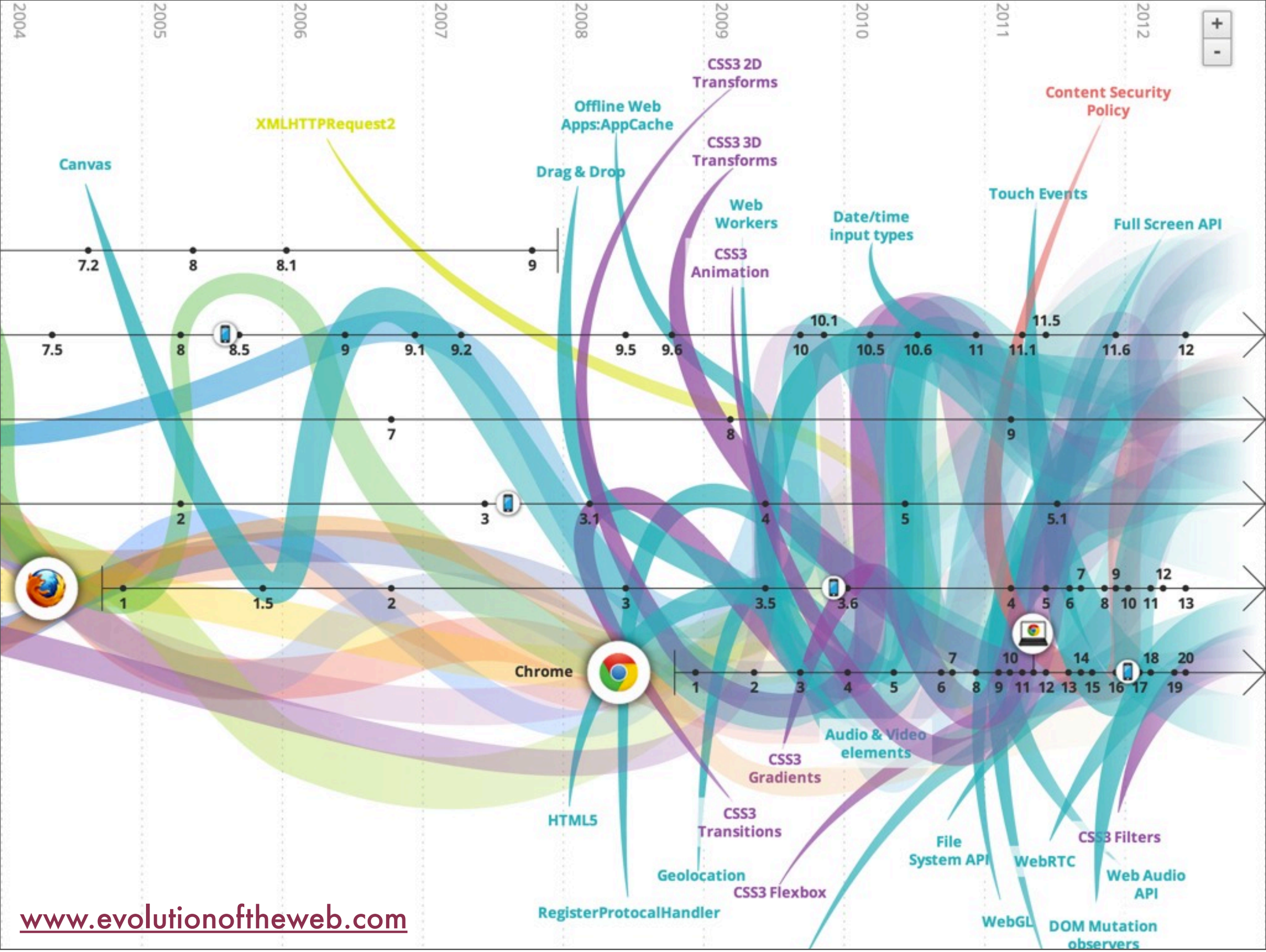
2004
2005
2006
2007
2008
2009
2010
2011
2012
+
-
CSS3 2D Transforms
Content Security Policy
Offline Web Apps:AppCache
XMLHTTPRequest2
CSS3 3D Transforms
Canvas
Drag & Drop
Web Workers
Touch Events
Date/time input types
Full Screen API
CSS3 Animation
7.2
8
8.1
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7.5
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19
20
Audio & Video elements
CSS3 Gradients
HTML5
CSS3 Transitions
File System API
WebRTC
CSS3 Filters
Web Audio API
Geolocation
CSS3 Flexbox
WebGL
DOM Mutation observers
RegisterProtocalHandler
www.evolutionoftheweb.com

How do you keep up with all that?

you don't have to...

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we get by with a little help from our friends...

Some stories about how we help our clients find their cadence.

A little about this we …

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Square

taskrabbit

Genentech

SFMOMA

Disney

charles SCHWAB

NATIONAL GEOGRAPHIC™

Scoot & Doodle

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Roles & Responsibilities

developer + designer + product owner

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One team

Everyone participates

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Conflicting perspectives are required for creative solutions.

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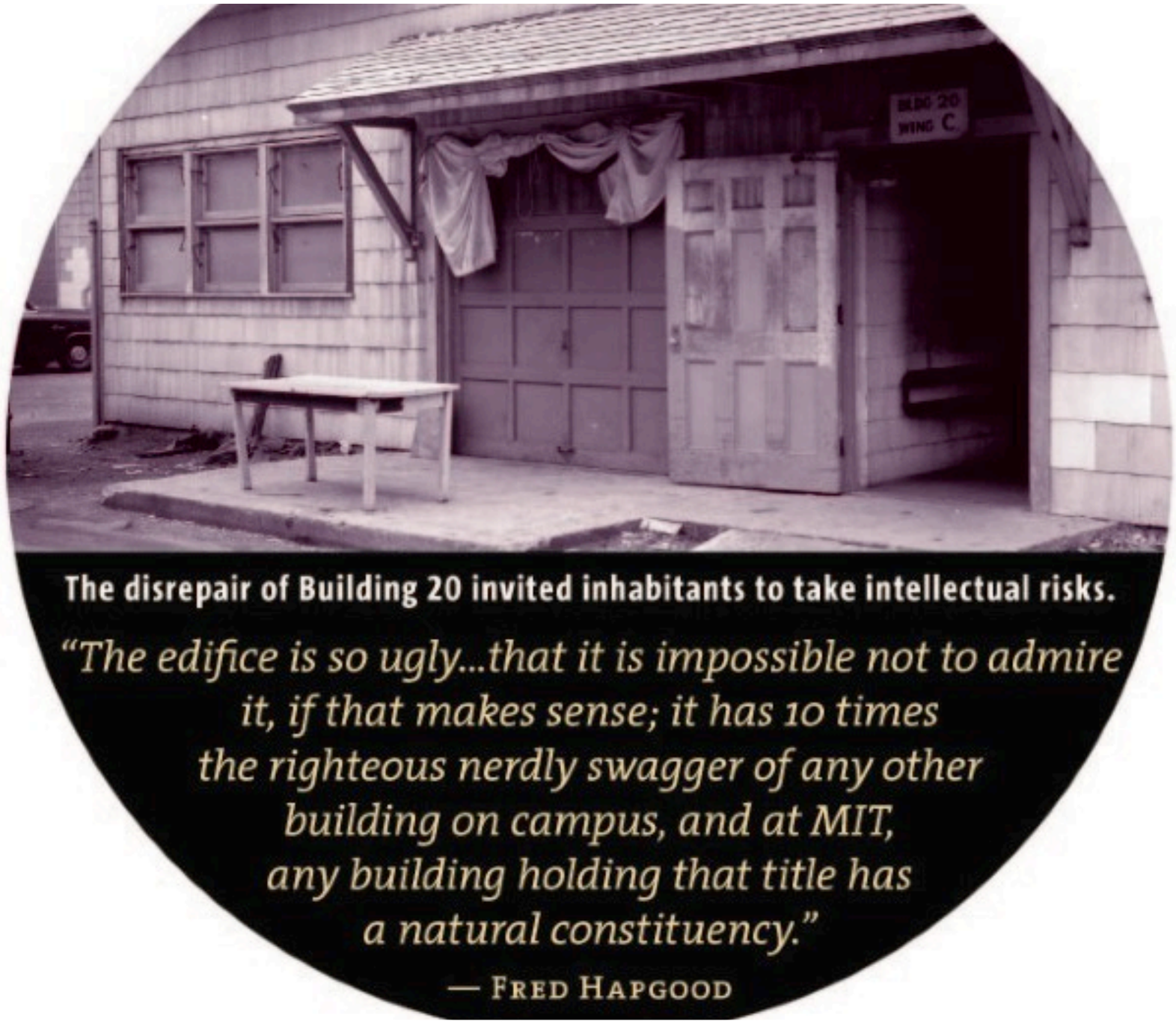
MIT Building 20



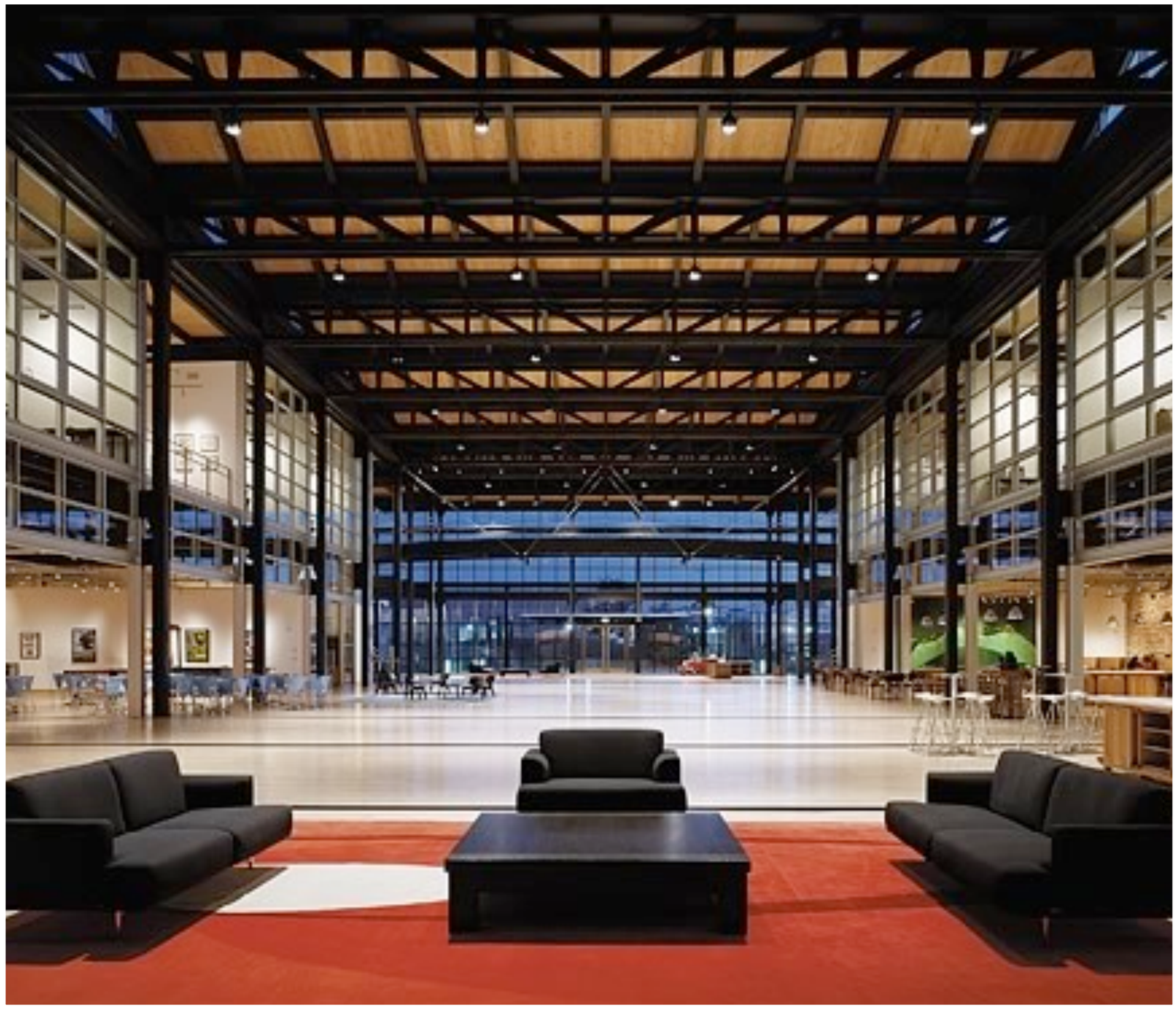
The disrepair of Building 20 invited inhabitants to take intellectual risks.

"The edifice is so ugly...that it is impossible not to admire it, if that makes sense; it has 10 times the righteous nerdly swagger of any other building on campus, and at MIT, any building holding that title has a natural constituency."

— FRED HAPGOOD

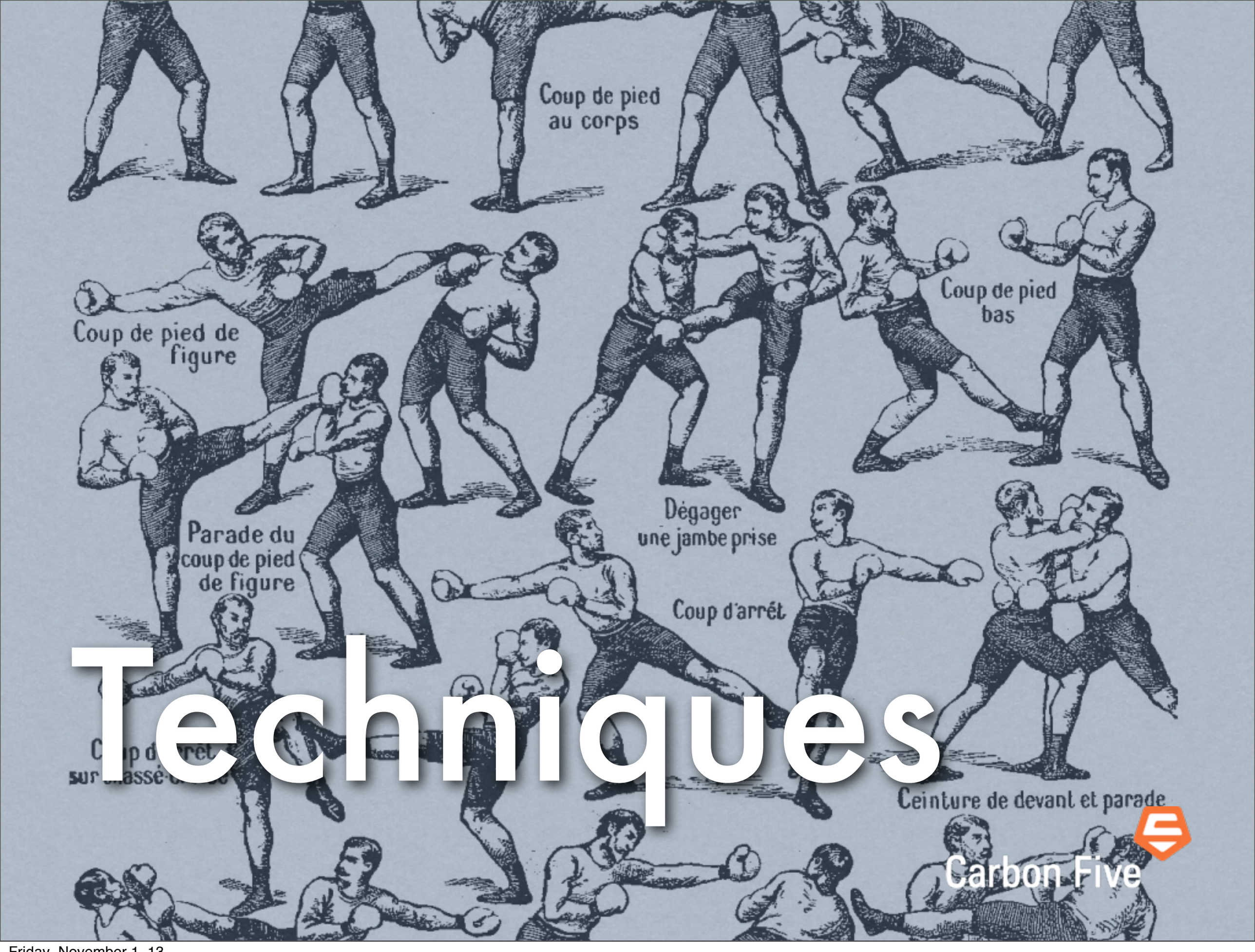
The "Magical Incubator"

Pixar Headquarters



The legacy of Steve Jobs

Cadence



Techniques

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Sprints as Experiments

What is your highest risk, highest reward feature?

Costs vs. Benefits

Place your epics or stories as a mechanism for prioritization

Get your stories straight

Deliverable whole

Always try to prioritize using a path to a full deliverable whole.

Just in Time Design

2 Cards

Case Studies

BookRenter™

nib.ly
from
sharethrough®

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APRIL
MAY

week 1

Monday

reflect & define

Tuesday

specify

Wednesday

build & refine

Thursday

build & refine

Friday

customer feedback!

Week at a Glance

Flexible Schedule

Monday

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Charrette!

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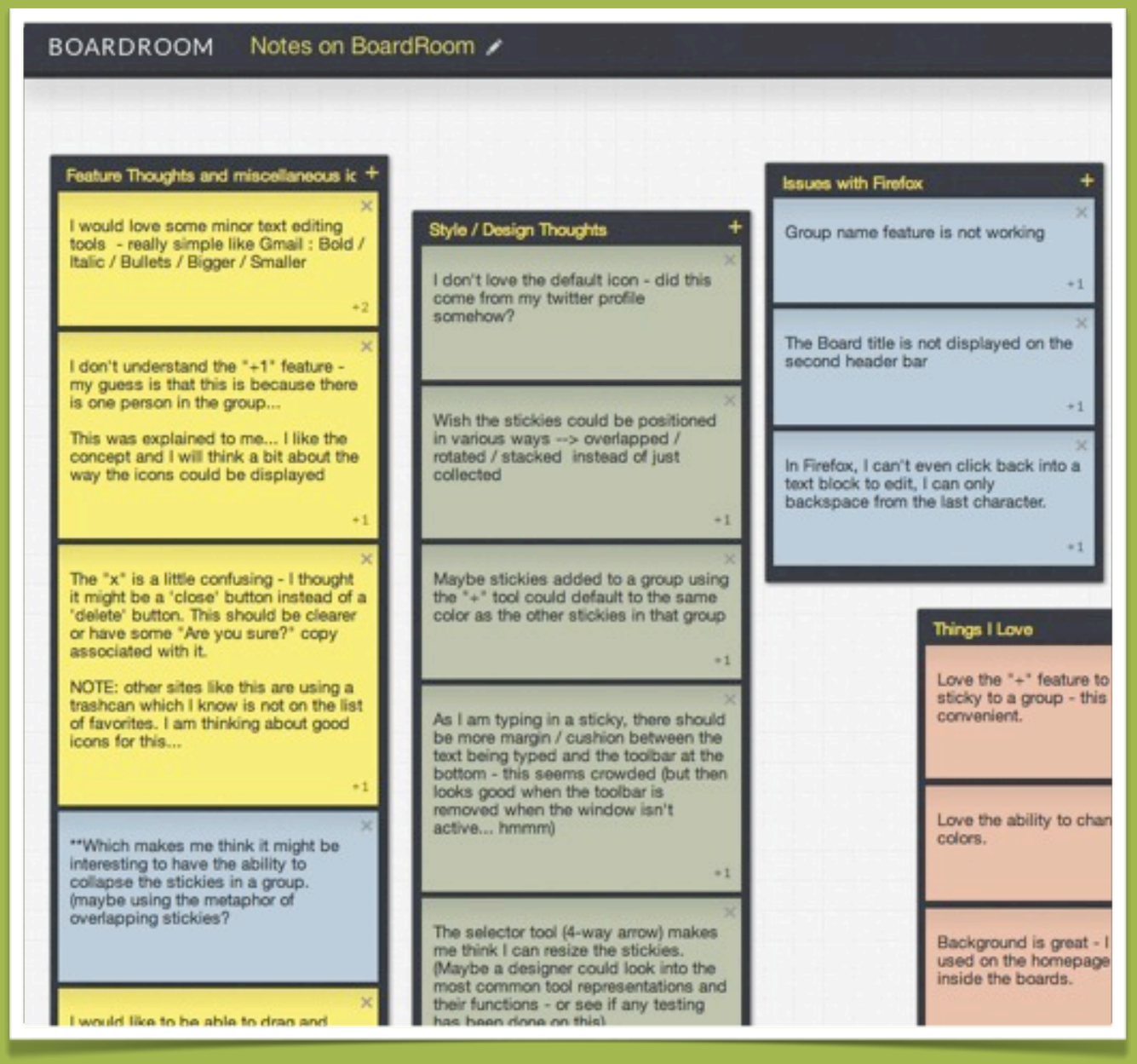
Retrospective

Capture Customer Feedback



stickies.io

Stickies

Audio

Video

Notes

RENT $-$$$
USED $-$$$
Whiteboard
Wireframing

Hypothesis Definition

Clean Up and Prep

Tuesday

The Art of Story Writing

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Story Template

Title (one line describing the story)

Narrative:
As a [role]
I want [feature]
So that [benefit]

Acceptance Criteria: (presented as Scenarios)

Scenario 1: Title
Given [context]
  And [some more context]...
When [event]
Then [outcome]
  And [another outcome]...

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Story Breakdown, Estimation & Prioritization

Pair Sketching

Story Mapping

http://storymapper.io

Wednesday & Thursday

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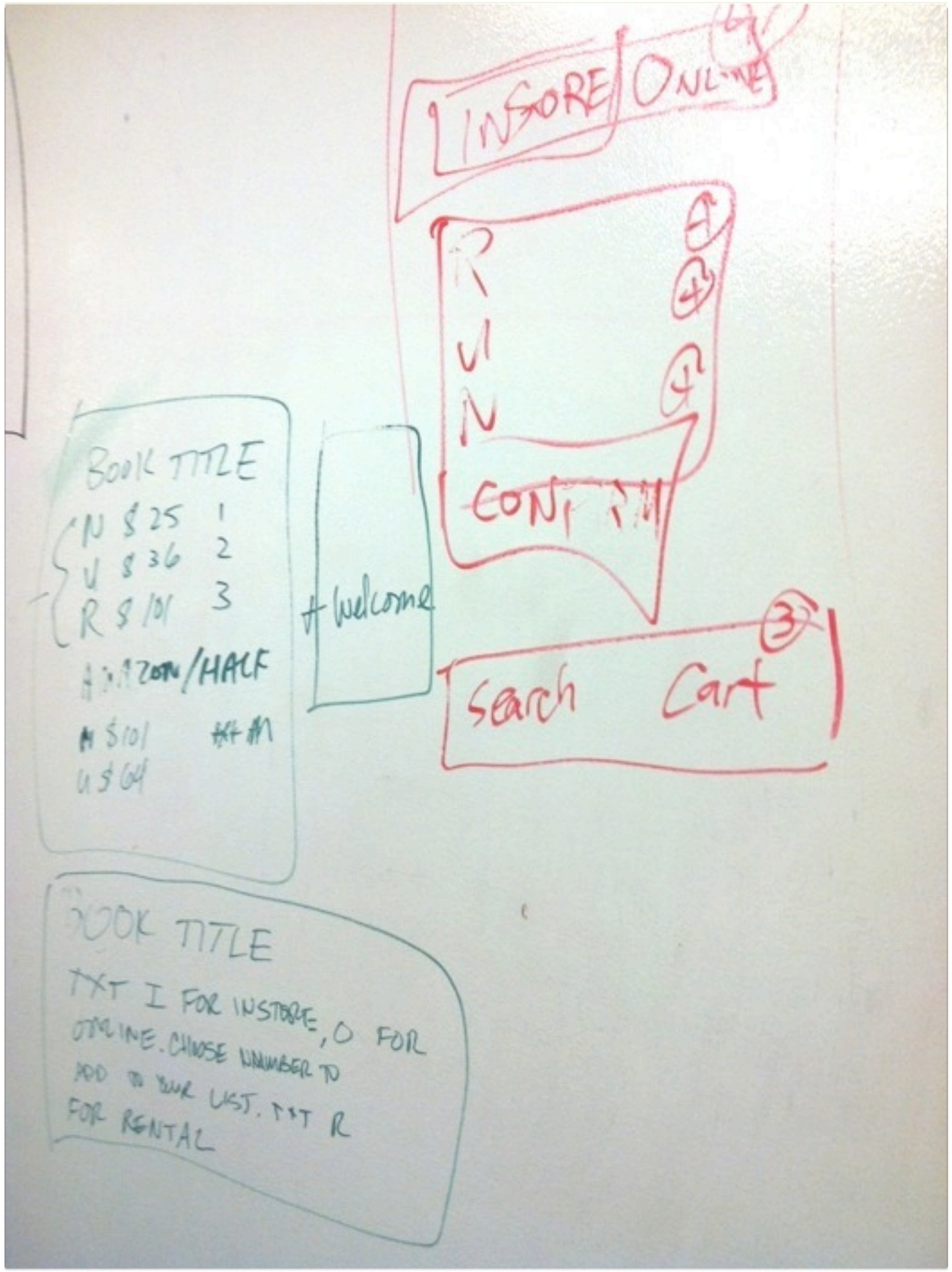
```
};
Plugin.prototype._slide = function(number) {
  var $element, currentSlide, direction, duration, next, prefix, slidesControl, timing, transform, value,
      _this = this;
  $element = $(this.element);
  this.data = $.data(this);
  if (!this.data.animating && number !== this.data.current + 1) {
    $.data(this, "animating", true);
    currentSlide = this.data.current;
    if (number > -1) {
      number = number - 1;
      value = number > currentSlide ? 1 : -1;
      direction = number > currentSlide ? -this.options.width : this.options.width;
      next = number;
    } else {
      value = this.data.direction === "next" ? 1 : -1;
      direction = this.data.direction === "next" ? -this.options.width : this.options.width;
      next = currentSlide + value;
    }
    if (next === -1) {
      next = this.data.total - 1;
    }
    if (next === this.data.total) {
      next = 0;
    }
    this._setActive(next);
    slidesControl = $(".slidesjs-control", $element);
    if (number > -1) {
      slidesControl.children(":not(:eq(" + currentSlide + "))").css({
        display: "none",
        left: 0,
        zIndex: 0
      });
    }
    slidesControl.children(":eq(" + next + ")").css({
      display: "block",
      left: value * this.options.width,
      zIndex: 10
    });
    this.options.callback.start(currentSlide + 1);
    // $.data(this, "pageProgress",0);
    if (this.data.vendorPrefix) {
      prefix = this.data.vendorPrefix;
      transform = prefix + "Transform";
      duration = prefix + "TransitionDuration";
      timing = prefix + "TransitionTimingFunction";
      slidesControl[0].style[transform] = "translateX(" + direction + "px)";
      slidesControl[0].style[duration] = this.options.effect.slide.speed + "ms";
      return slidesControl.on("transitionend webkitTransitionEnd oTransitionEnd otransitionend MSTransitionEnd", function() {
        slidesControl[0].style[transform] = "";
        slidesControl[0].style[duration] = "";
        slidesControl.children(":eq(" + next + ")").css({
          left: 0
        });
        slidesControl.children(":eq(" + currentSlide + ")").css({
          display: "none",
          left: 0,
          zIndex: 0
        });
        $.data(_this, "current", next);
```

Feature Development



Whiteboard Wireframing

Female Node

Male Node

Anonymous No

Video Node

Living Style Guide & Visual Assets

Designer/Developer Pairing

http://bit.ly/2i2

Town Crier
http://bit.ly/2i3

Print
http://bit.ly/2ky

Designer/Developer Pairing

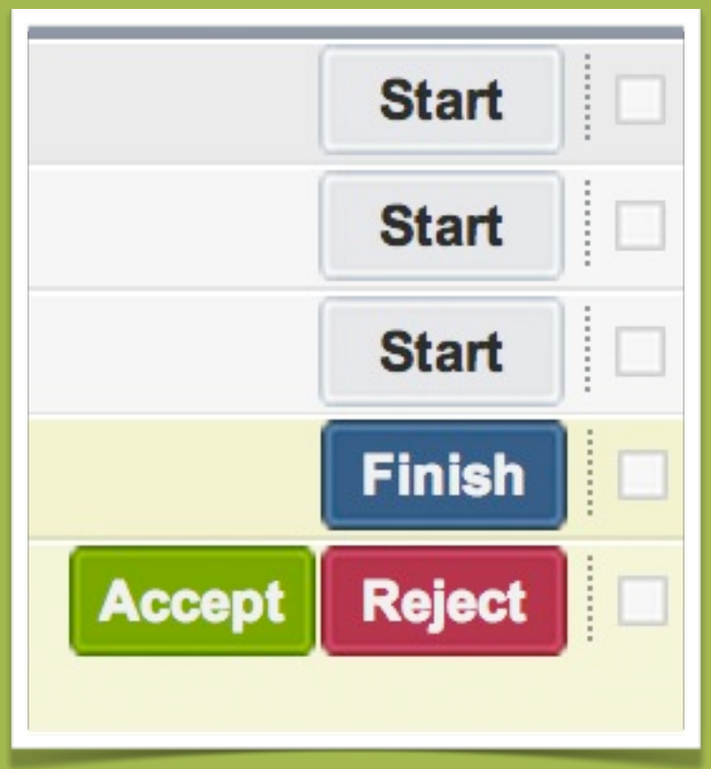
Elements Resources Network Sources Timeline Profiles Audits Console

```
"stroke-width: 5px;"></path>
<path class="link root" d="M-150,209.38775510204079C-75,209.38775510204079 -75,38.775510204081634 0,38.775510204081634" style=
"stroke-width: 6px;"></path>
<path class="link root" d="M-150,209.38775510204079C-75,209.38775510204079 -75,221.0204081632653 0,221.0204081632653" style=
"stroke-width: 17px;"></path>
<path class="link root" d="M-150,209.38775510204079C-75,209.38775510204079 -75,403.26530612244903 0,403.26530612244903" style=
"stroke-width: 493px;"></path>
<path class="link" d="M0,403.26530612244903C75,403.26530612244903 75,54.285714285714285 150,54.285714285714285" style="stroke-
width: 1px;"></path>
<path class="link" d="M0,403.26530612244903C75,403.26530612244903 75,58.16326530612245 150,58.16326530612245" style="stroke-width:
1px;"></path>
<path class="link" d="M0,403.26530612244903C75,403.26530612244903 75,62.04081632653061 150,62.04081632653061" style="stroke-width:
```

html body div#chart svg

Story Acceptance

(yay!)



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Friday

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Customer Feedback Prep

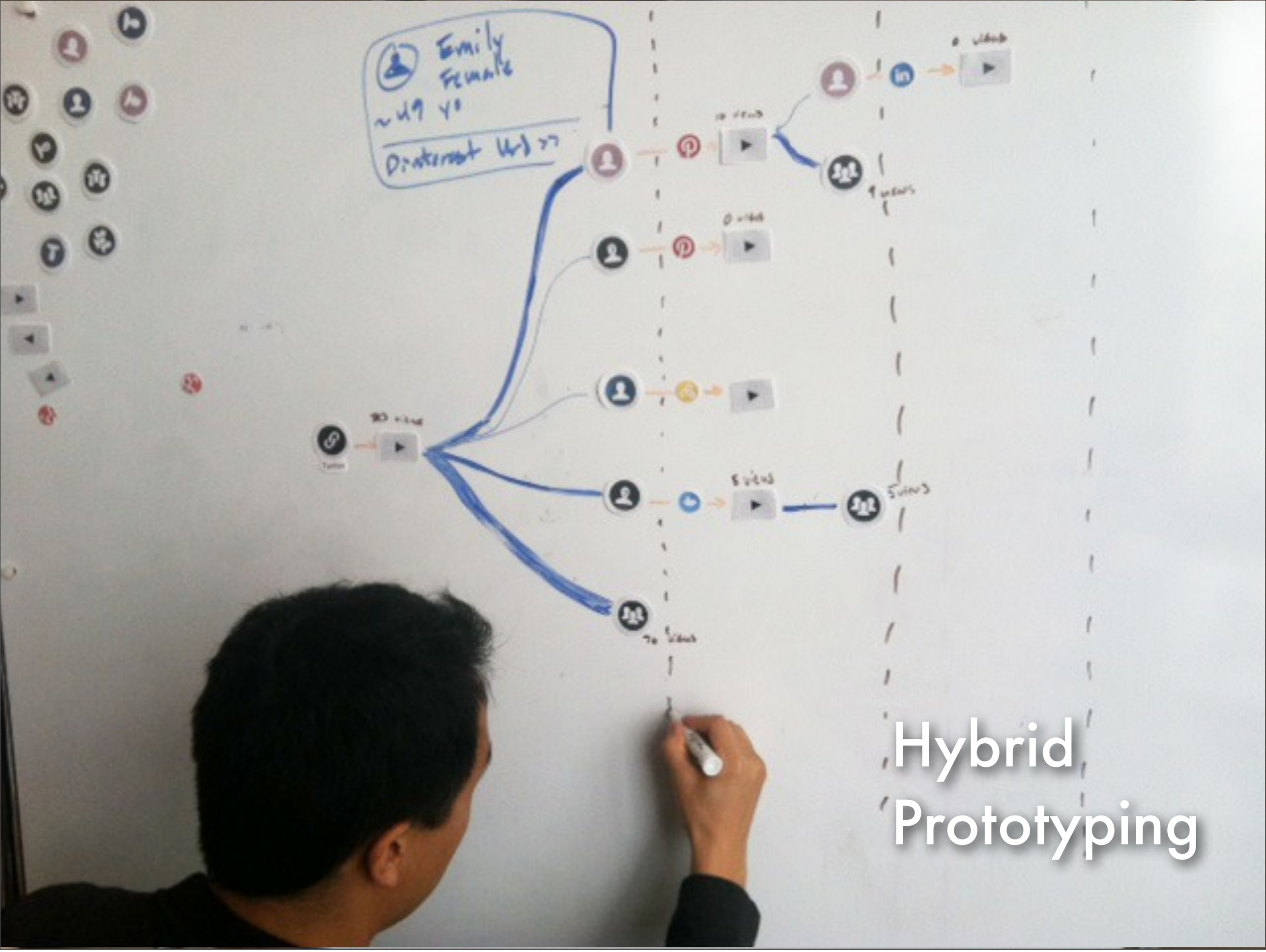
What are you testing?

What methods will you use to test?

Broad or specific?

Feedback Session

Five on
Friday


Emily
Female
~49 yo
Hybrid
Prototyping

Capturing Customer Feedback

Discipline
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Conflict that arises is critical to innovation.

Foundations

Foundations

Conversations

story writing, milestone planning, acceptance

Foundations

Conversations

story writing, milestone planning, acceptance

Culture

cross-functional teams, design, and dev integration

Foundations

Conversations

story writing, milestone planning, acceptance

Culture

cross-functional teams, design, and dev integration

Cadance

short term solution-focused product development

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Thanks!

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