

Lean product design at Amplify

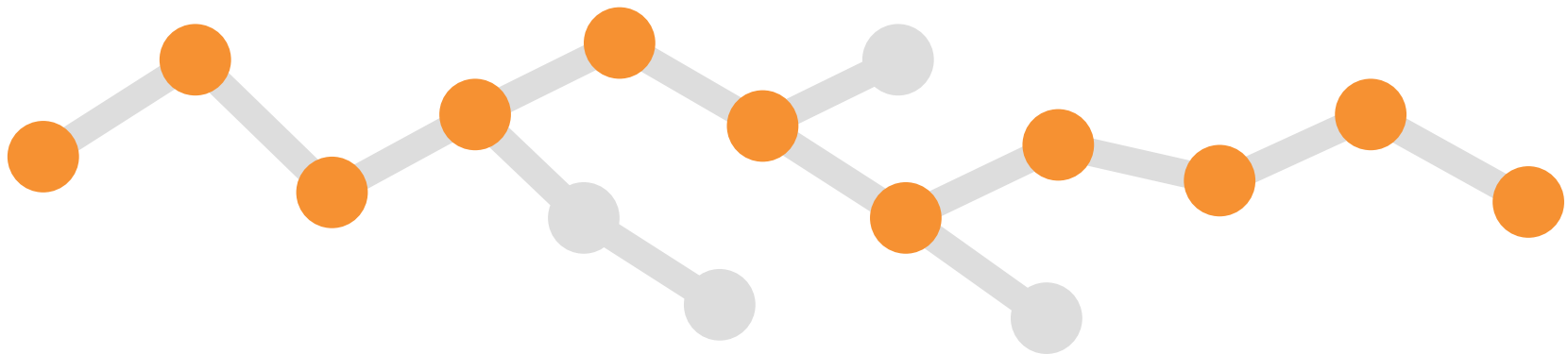
Scaling from 6 to 60

Natalie Hollier and Joe McLean

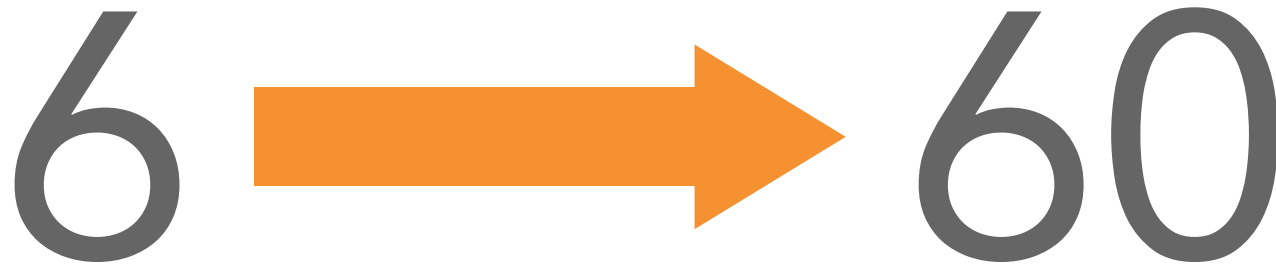


What do we mean by Lean Product design?

- Continuously changing & evolving the product
- Prototyping, testing & feedback
- Pivoting based on learnings



Lean has different challenges at different project phases and team sizes.

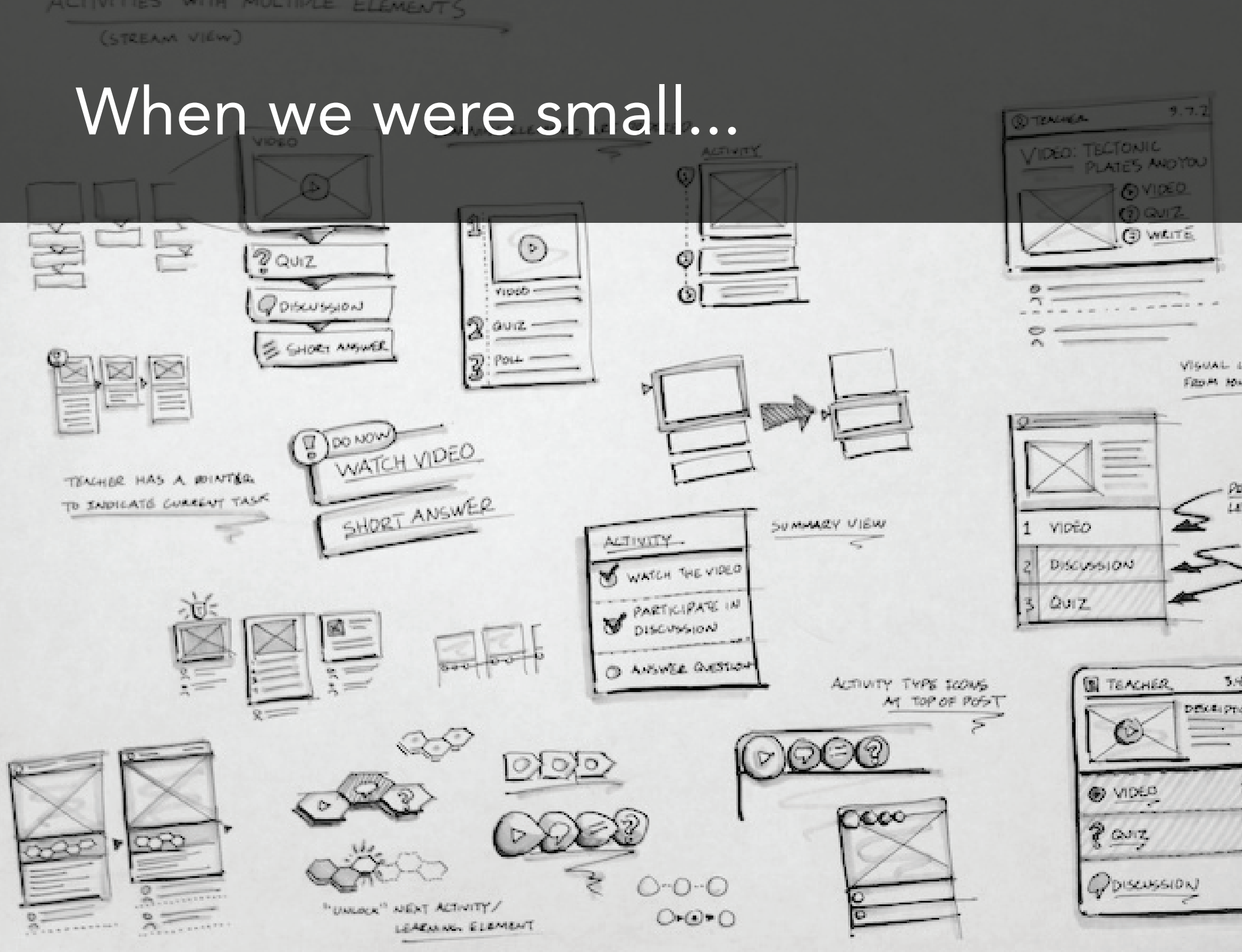


- finding a starting point
- moving fast
- lots of uncertainty & unknowns

- pressure to plan
- many potential features
- changing is hard
- many more decision makers

AMBITIOUS MISSION

When we were small...

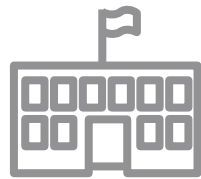


When we were small...

SKETCH-TO-CODE
DESIGNER-DEV PAIRING
LIGHT VISUAL DESIGN
TIGHT COLLABORATION
DESIGN WALL

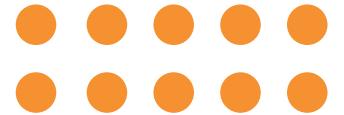


1 PRODUCT



1 SCHOOL

10 PEOPLE





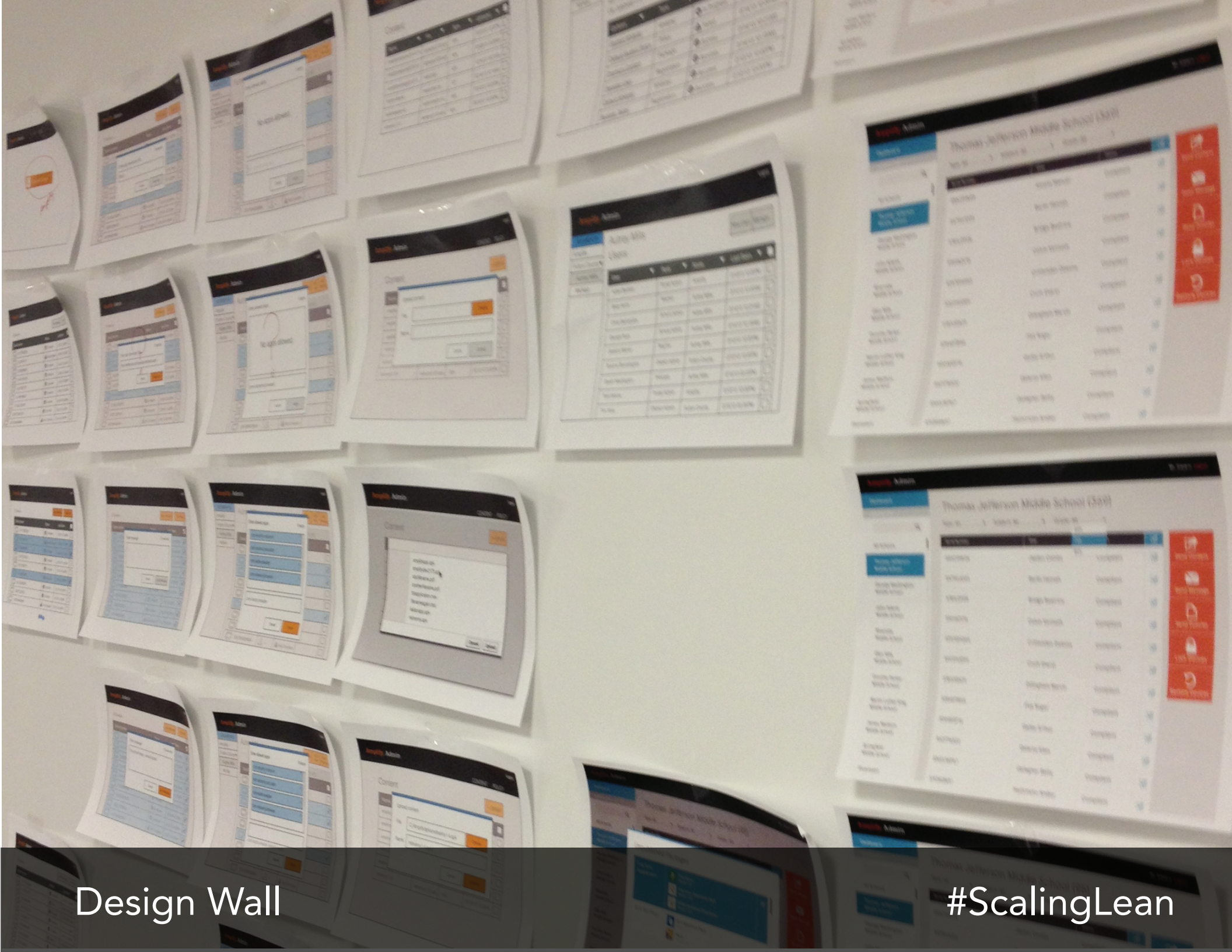
Sketch-to-code, design-dev pairing

#ScalingLean



Tight collaboration

#ScalingLean



Design Wall

#ScalingLean

As we grew...



As we grew...

FLAT UI

STYLE TILES

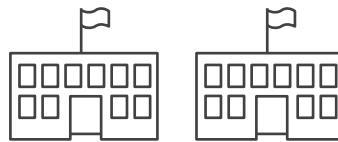
ICON FONT

LIVE STYLES

STYLE GEM

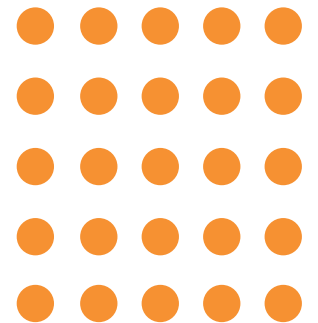


2 PRODUCTS



2 SCHOOLS

25 PEOPLE



SCHOOLS

All Schools 3

DISTRICT EXPAND ▼

School Name Goes Here

Short School Name

DISTRICT MINIMIZED ◀

LONG DISTRICT NAME MINIMIZED ◀

Select version ▼

version 1.16

version 1.8

unknown

Primary

Pressed

Secondary

✉

↗

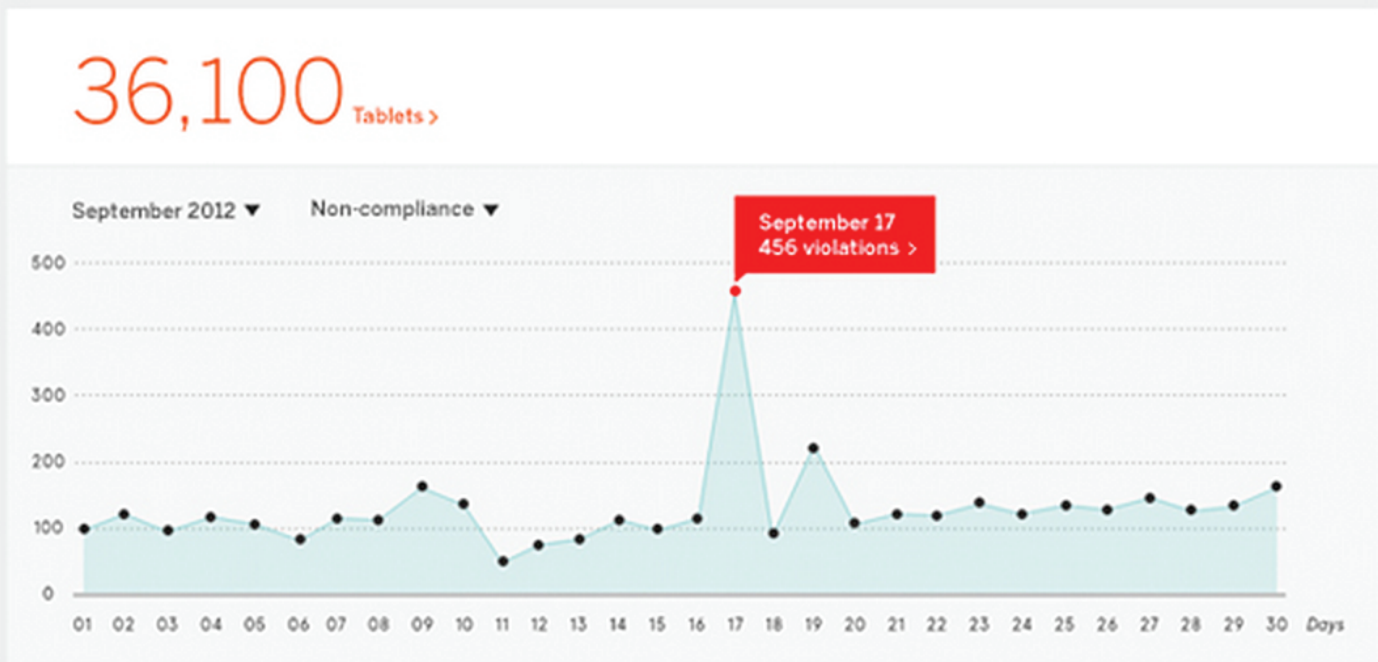
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Disabled

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| ☰ | <input type="checkbox"/> | 1 | Lorem ipsum dolor sit amet | ◀ Mar 24 | TH? | | 🔗 |
| ☰ | <input type="checkbox"/> | 2 | Lorem ipsum dolor sit amet | ◀ Mar 24 | PDF | | 🔗 |
| ☰ | <input type="checkbox"/> | 3 | Lorem ipsum dolor sit amet | | PPT | | 🔗 |
| ☰ | <input type="checkbox"/> | 4 | Lorem ipsum dolor sit amet | ◀ Mar 24 | PDF | | 🔗 |

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|-------------------------------------|------------|-----------------|-----------------------|------------|---------|
| <input checked="" type="checkbox"/> | CT52YHK25 | Ahrens North | Kennedy Junior Hig... | Locate | nt |
| <input type="checkbox"/> | CT52YHK26 | Bertha Bermudez | Kennedy Junior Hig... | Lock | nt |
| <input type="checkbox"/> | CT52YHK27 | — | — | Unsecure | nt |

| | | |
|--|--|---|
|  fa-star-o |  fa-subscript |  fa-suitcase |
|  fa-sun-o |  fa-superscript |  fa-tablet |
|  fa-tachometer |  fa-tag |  fa-tags |
|  fa-tasks |  fa-terminal |  fa-thumb-tack |
|  fa-thumbs-down |  fa-thumbs-o-down |  fa-thumbs-o-up |
|  fa-thumbs-up |  fa-ticket |  fa-times |
|  fa-times-circle |  fa-times-circle-o |  fa-tint |
|  fa-toggle-down (alias) |  fa-toggle-left (alias) |  fa-toggle-right (alias) |
|  fa-toggle-up (alias) |  fa-trash-o |  fa-trophy |
|  fa-truck |  fa-umbrella |  fa-unlock |
|  fa-unlock-o |  fa-unsorted (alias) |  fa-upload |
|  fa-user |  fa-video-camera |  fa-volume-down |
|  fa-volume-off |  fa-volume-up |  fa-warning (alias) |
|  fa-wheelchair |  fa-wrench | |

*example from Font Awesome

```

144 <style name="NormalButton.Black">
145     <item name="android:background">@drawable/btn_selector_black</item>
146     <item name="android:textColor">@color/btn_text_black</item>
147 </style>
148 <style name="NormalButton.Global">
149     <item name="android:background">@drawable/btn_selector_global</item>
150     <item name="android:textColor">@color/btn_text_global</item>
151 </style>
152 <style name="NormalButton.Global.MediumText">
153     <item name="android:background">@drawable/btn_selector_global</item>
154     <item name="android:textColor">@color/btn_text_global</item>
155     <item name="android:textSize">16sp</item>
156     <item name="android:textColor">@color/dark_grey</item>
157     <item name="android:lineSpacingMultiplier">1.3</item>
158 </style>
159
160 <style name="JoinSessionButton" parent="header_text">
161     <item name="android:layout_width">600dp</item>
162     <item name="android:layout_height">150dp</item>
163     <item name="android:background">@drawable/btn_selector_orange</item>
164     <item name="android:textColor">@color/btn_text_orange</item>
165 </style>
166
167 <style name="teacher_console_button">
168     <item name="android:layout_width">150dp</item>
169     <item name="android:layout_height">115dp</item>
170     <item name="android:background">@drawable/primary_grey_button_selector</item>
171     <item name="android:clickable">true</item>
172 </style>
173 <style name="teacher_console_icon">
174     <item name="android:layout_width">wrap_content</item>
175     <item name="android:layout_height">wrap_content</item>
176     <item name="android:layout_alignParentTop">true</item>
177     <item name="android:layout_centerHorizontal">true</item>
178     <item name="android:layout_marginTop">15dp</item>
179     <item name="android:textColor">@color/white</item>
180     <item name="android:textSize">62sp</item>
181     <item name="font">icon</item>

```

```

1 source 'https://rubygems.org'
2
3 ruby '2.0.0'
4
5 gem 'rails', '4.0.0'
6 gem 'sass-rails', '~> 4.0.0'
7 gem 'uglifier', '>= 1.3.0'
8 gem 'coffee-rails', '~> 4.0.0'
9 gem 'haml-rails'
10 gem 'bootstrap-sass', '~> 2.3.2.0'
11 gem 'bootstrap_forms'
12 gem 'hirb'
13 gem 'bcrypt-ruby', '~> 3.0.0'
14 gem 'carrierwave'
15 gem 'fog'
16 gem 'kaminari'
17 gem 'protected_attributes'
18 gem 'shared_styles'
19
20 group :test, :development do
21   gem 'rspec-rails'
22   gem 'rspec-mocks'
23   gem 'pry-rails'
24 end
25
26 group :test do
27   gem 'factory_girl_rails'
28   gem 'database_cleaner'
29 end
30
31 group :development do
32   gem 'sqlite3'
33   gem 'taps'
34 end
35
36 group :production do
37   gem 'pg'
38   gem 'rails_12factor'
39 end
40

```

*code sample from personal project, not Amplify

Style Gem

#ScalingLean

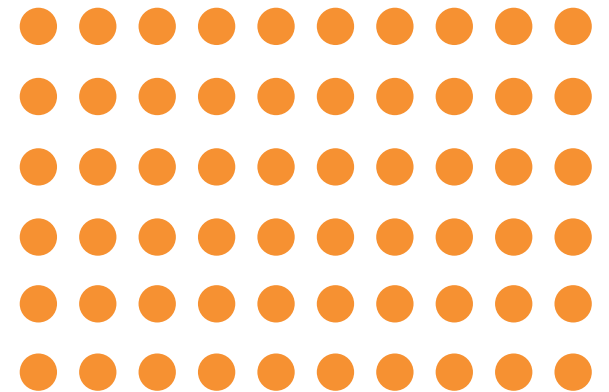
As we became a large team...



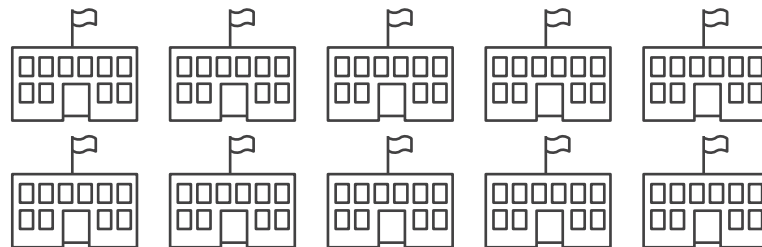
As we became a large team...

GOAL-ORIENTED TEAMS
EMBEDDED DESIGNERS
PROBLEM DEFINITION
ORGANIZATION MINDSET

60 PEOPLE



3 PRODUCTS



10+ SCHOOLS

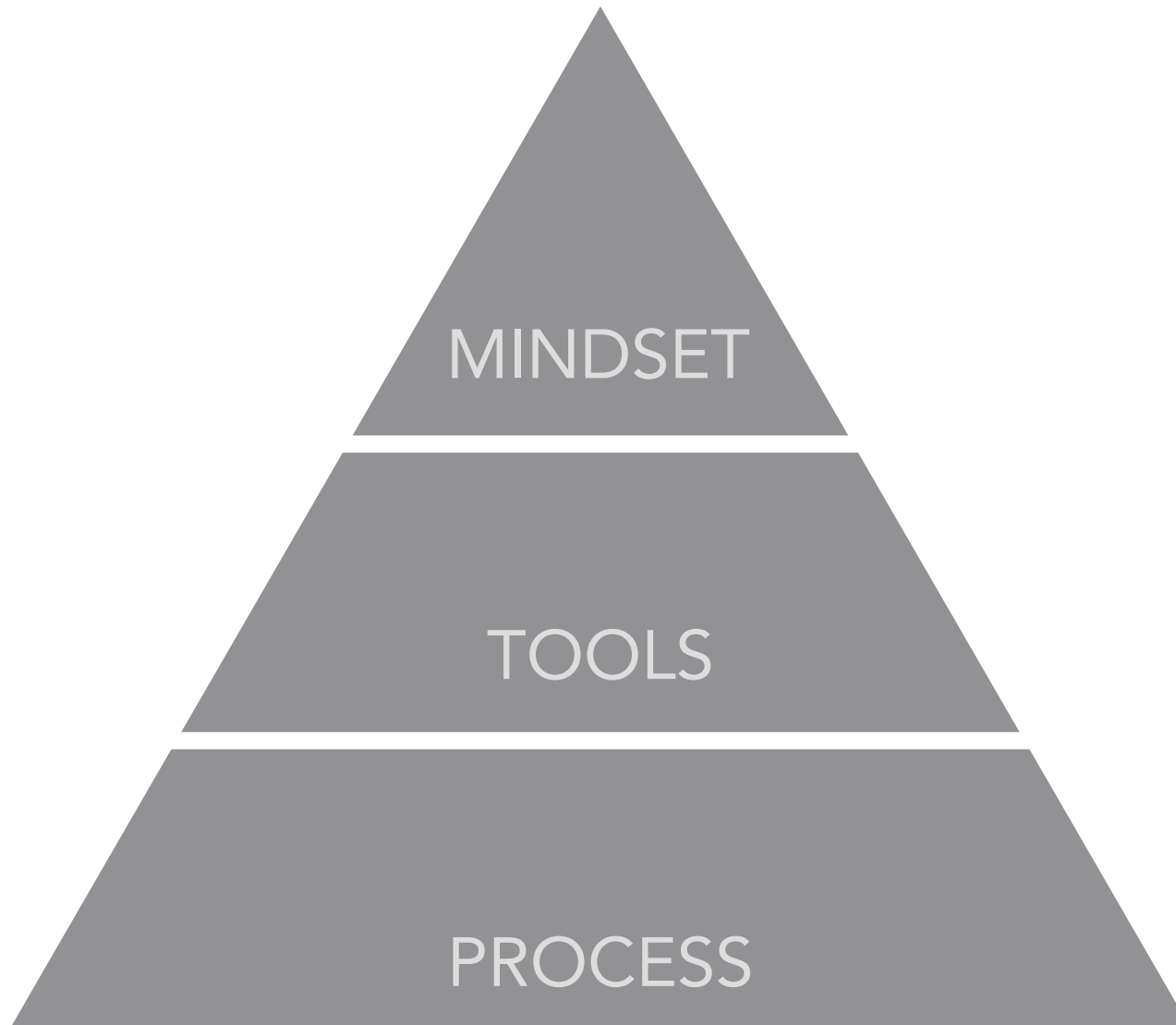




Problem Definition Workshop

#ScalingLean

Doing Lean » Being Lean



TRUST
HUMILITY
COURAGE

Think big.
Start small.
Move fast.