

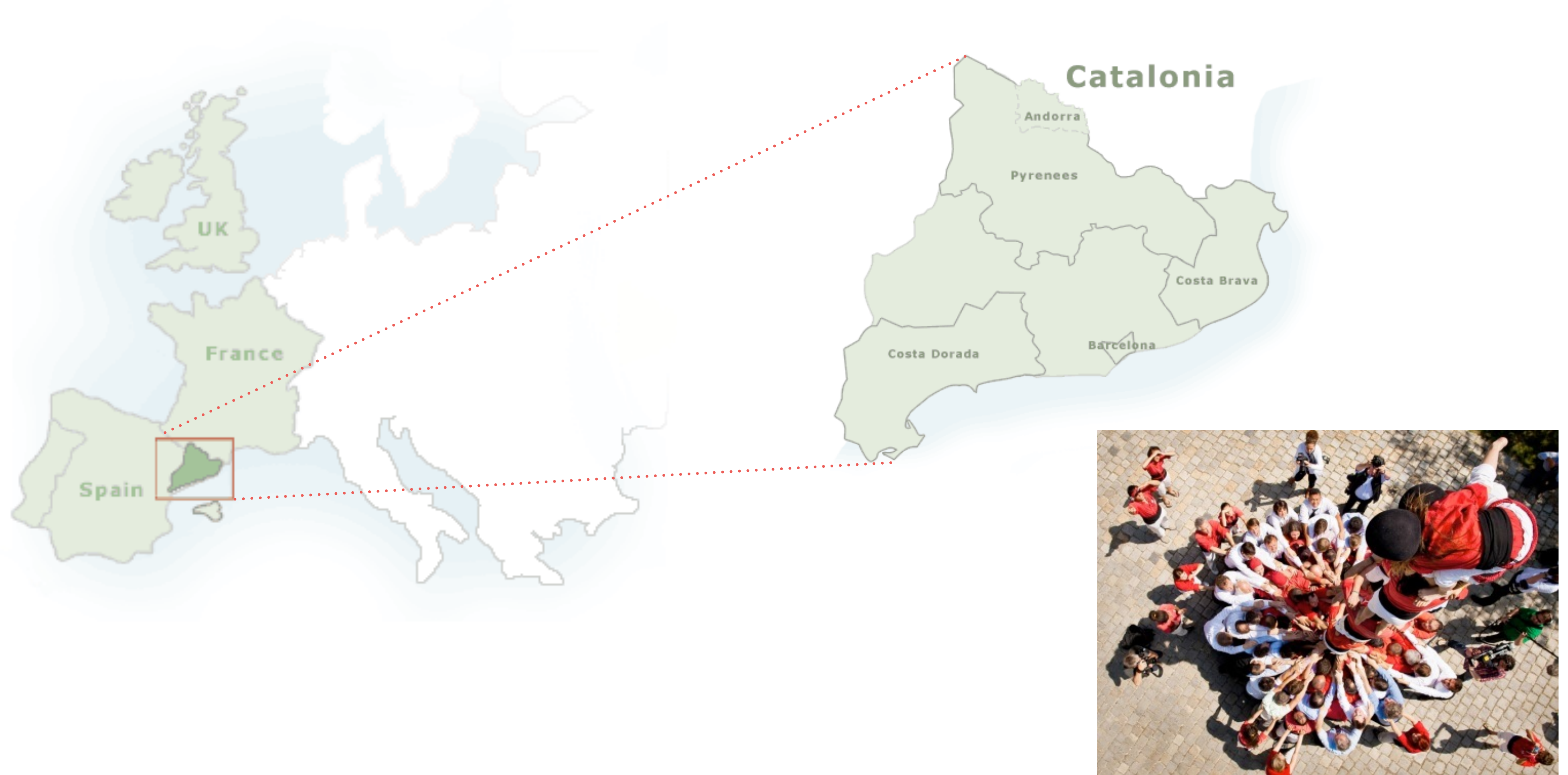
Building a great Lean UX Team

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@quicola #leanux #designthinking @ibmdesign

Catalonia's popular tradition: Castells (human tower)



Castellers



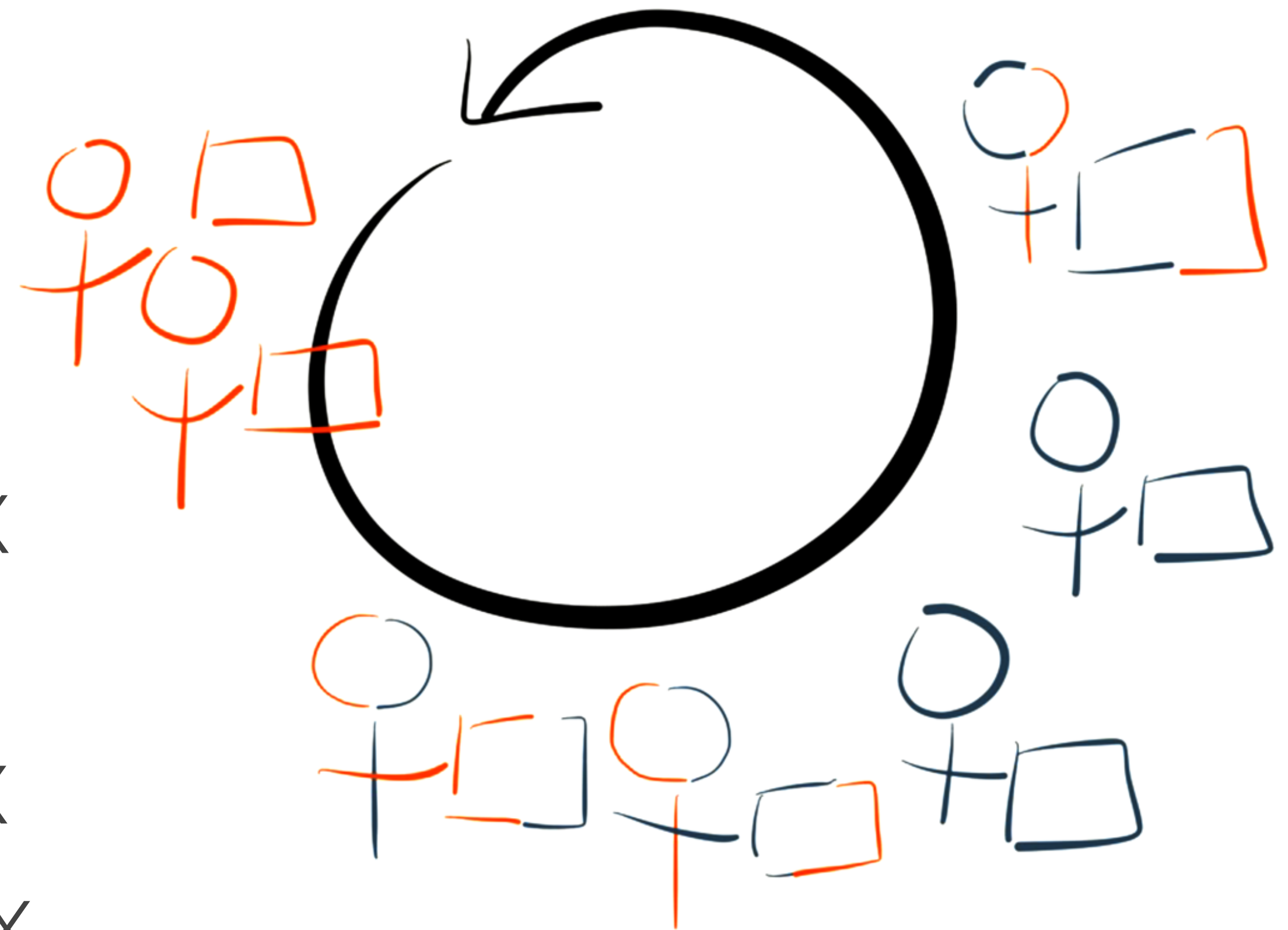
bit.ly/W9w8D0

Embracing failure



Lean UX Team

1. Cross-functional team - Agile
2. User-centric design and development - UX
3. Just-in-time (minimize waste) - Lean
4. Maximize learning - Agile, Lean startup, UX
5. Validate and iterate - Agile, Lean startup, UX



What does it take to build a great Lean UX team?

Great Lean UX team's secret sauce

1. A leader with a clear and strong Lean UX team vision



Great Lean UX team's secret sauce

1. A leader with a clear and strong Lean UX team vision
2. T-shaped designers and developers



Great Lean UX team's secret sauce

1. A leader with a clear and strong Lean UX team vision
2. T-shaped designers and developers
3. The right corporate culture and team core values



1

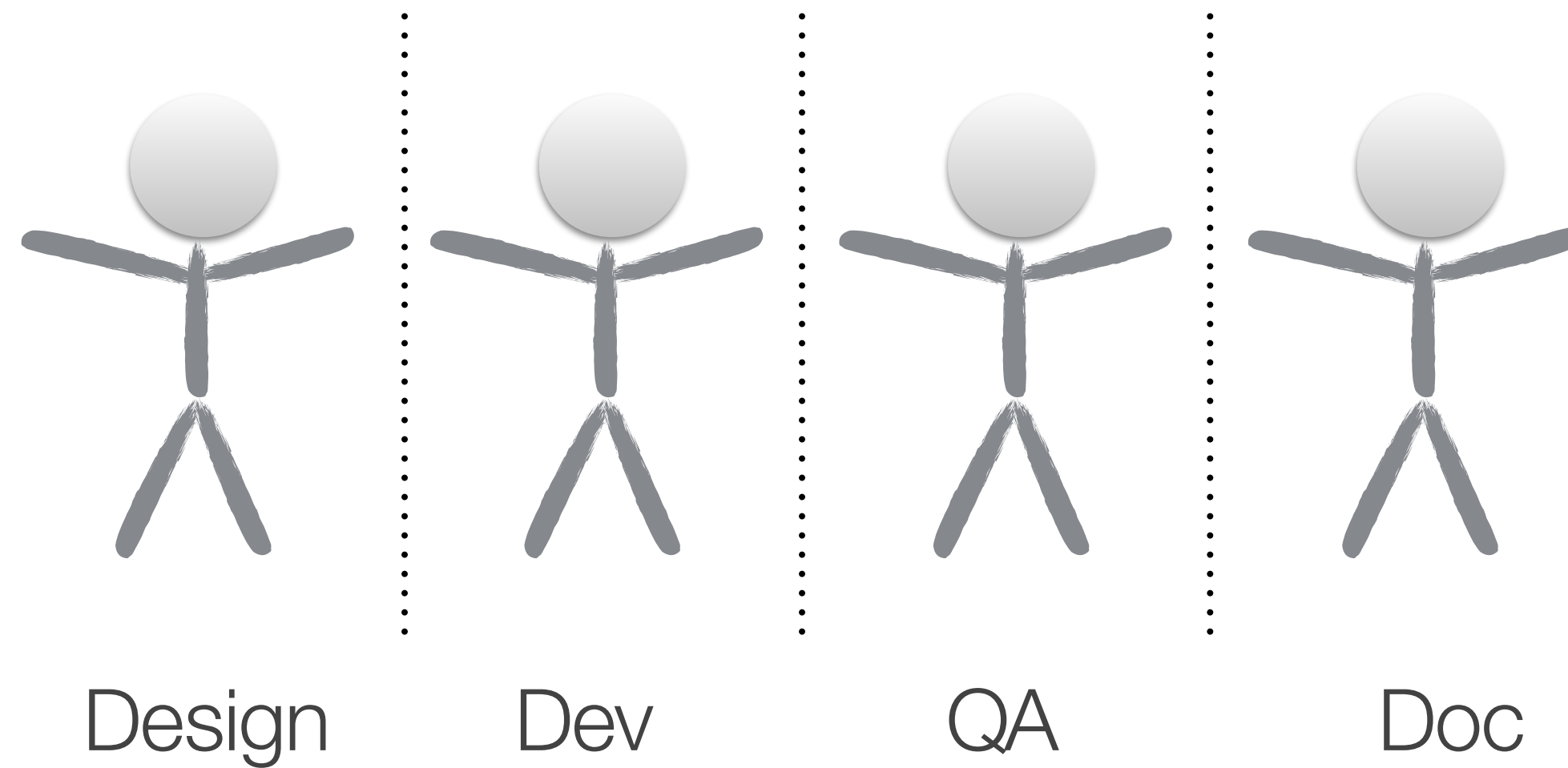
Form follows function... or does it?

Form = team (organizational) structure

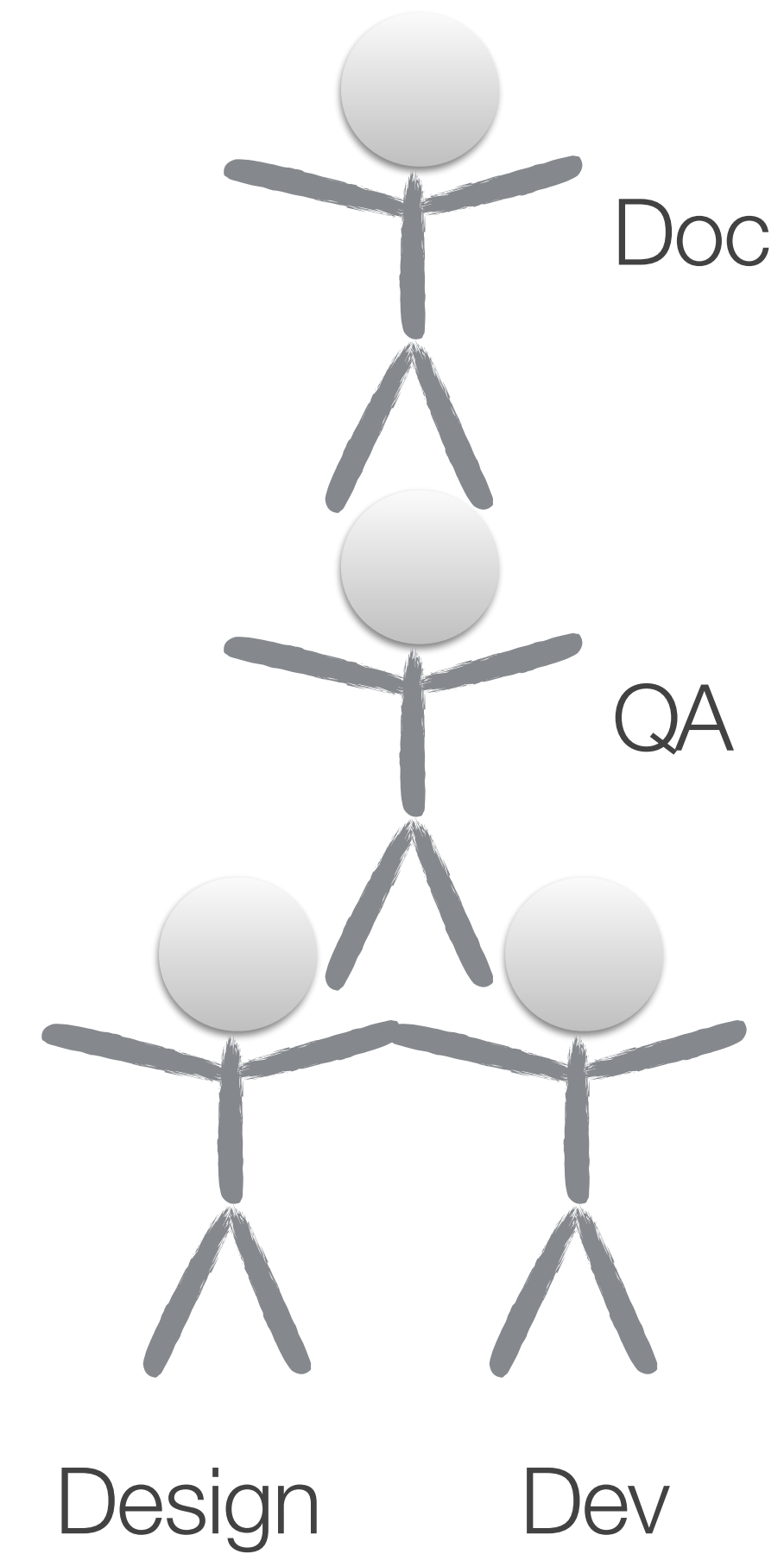
Function = primary goal, reason of existence

Form = team (organizational) structure

Form A - Independent functions
(silos)

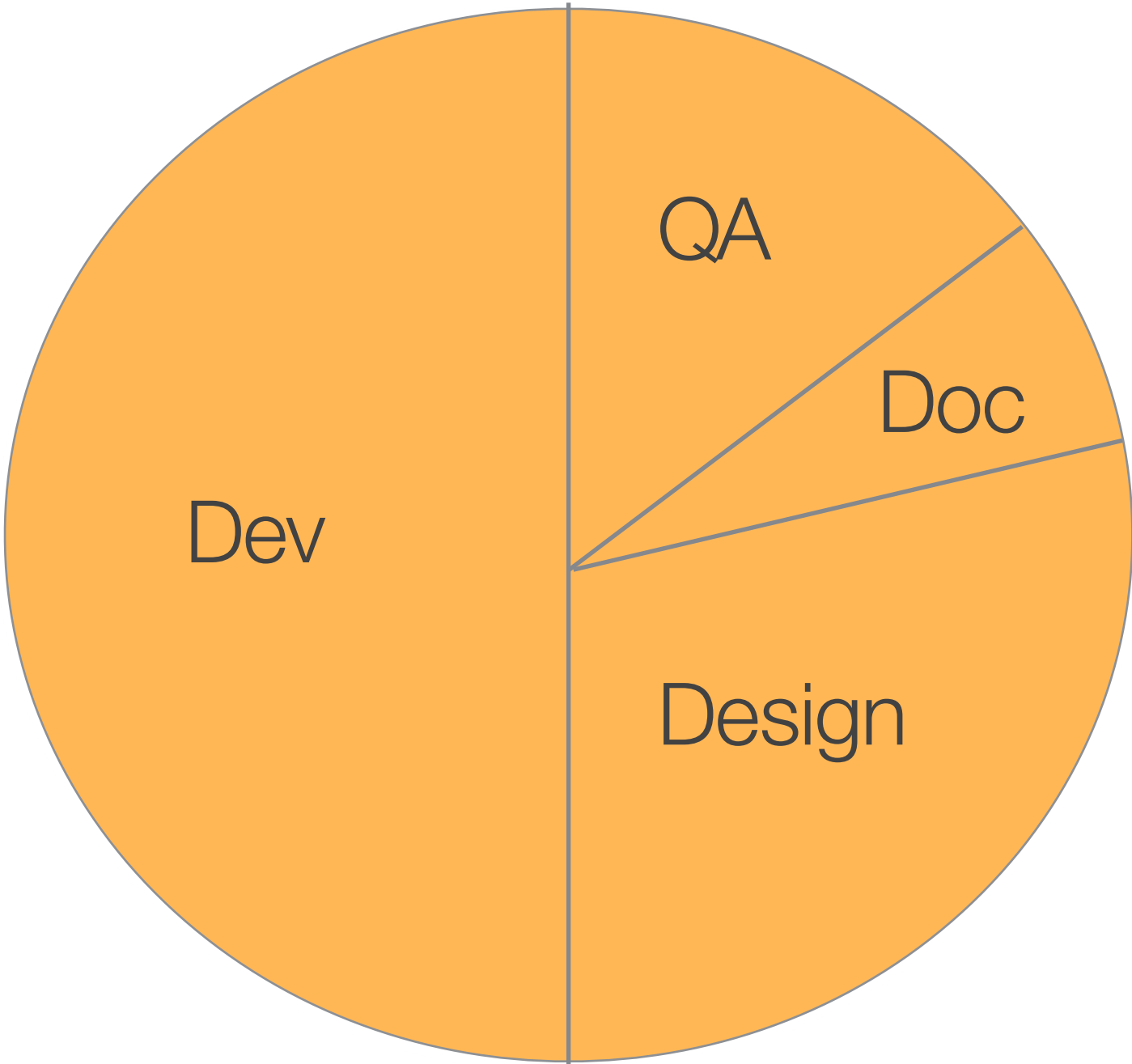


Form B - Tower

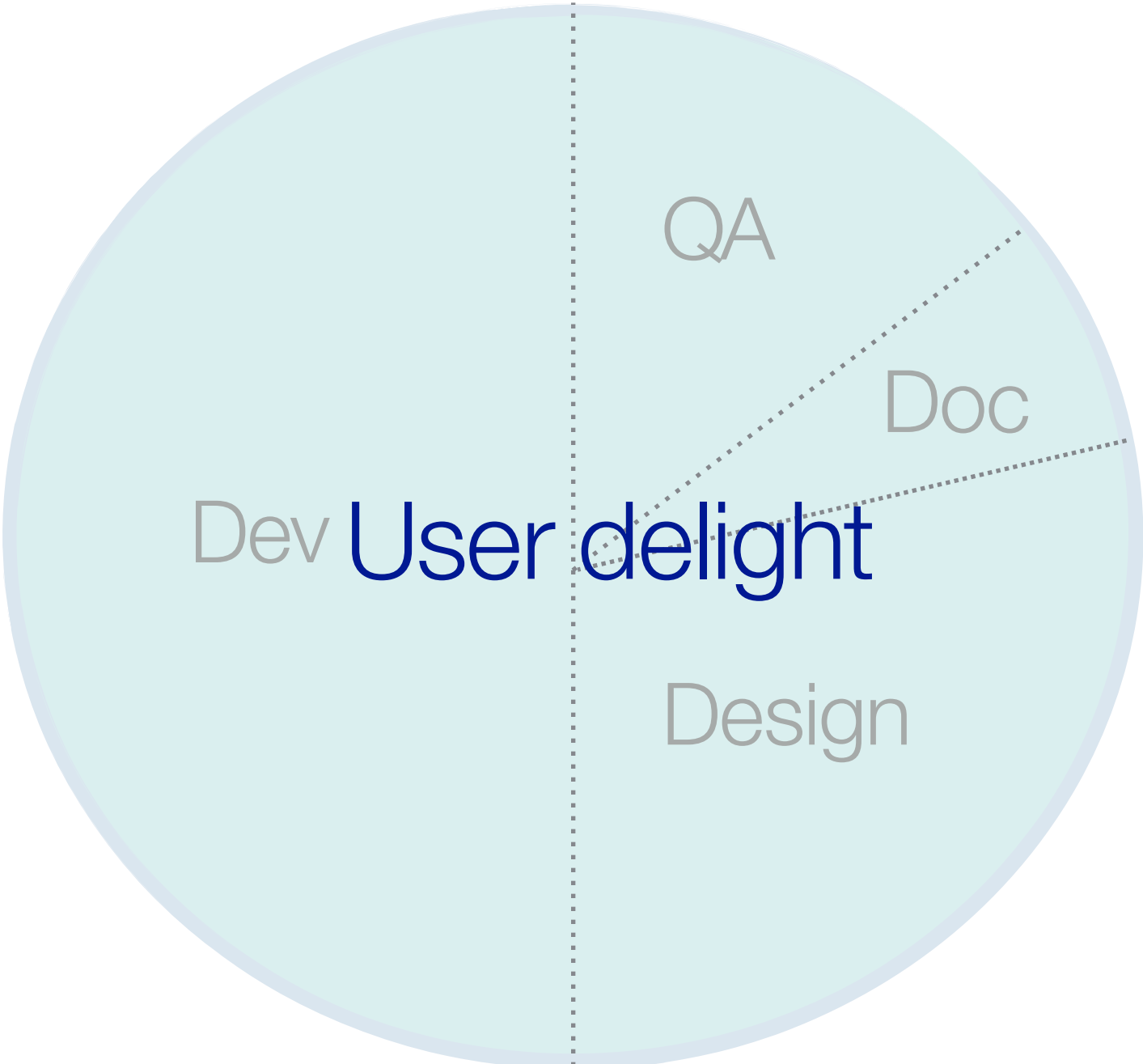


Function = primary goal, reason of existence

Function A - Independent goals



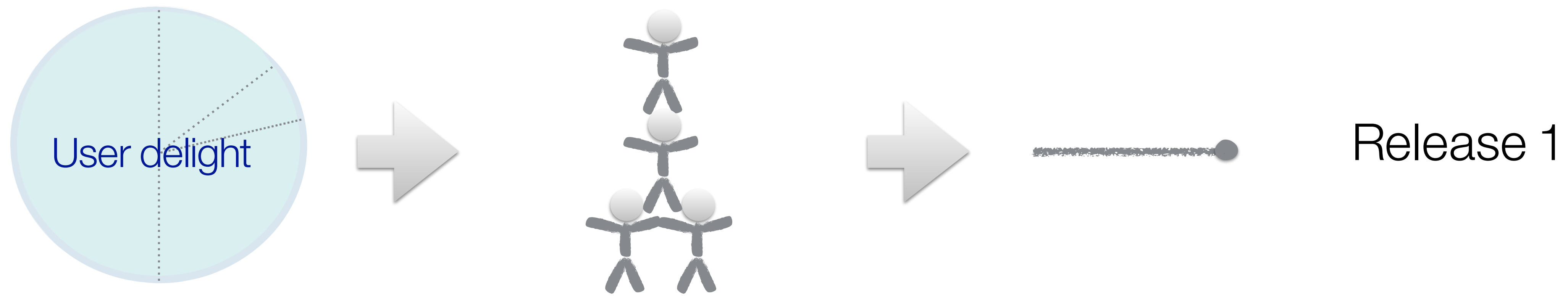
Function B - Focus on user delight



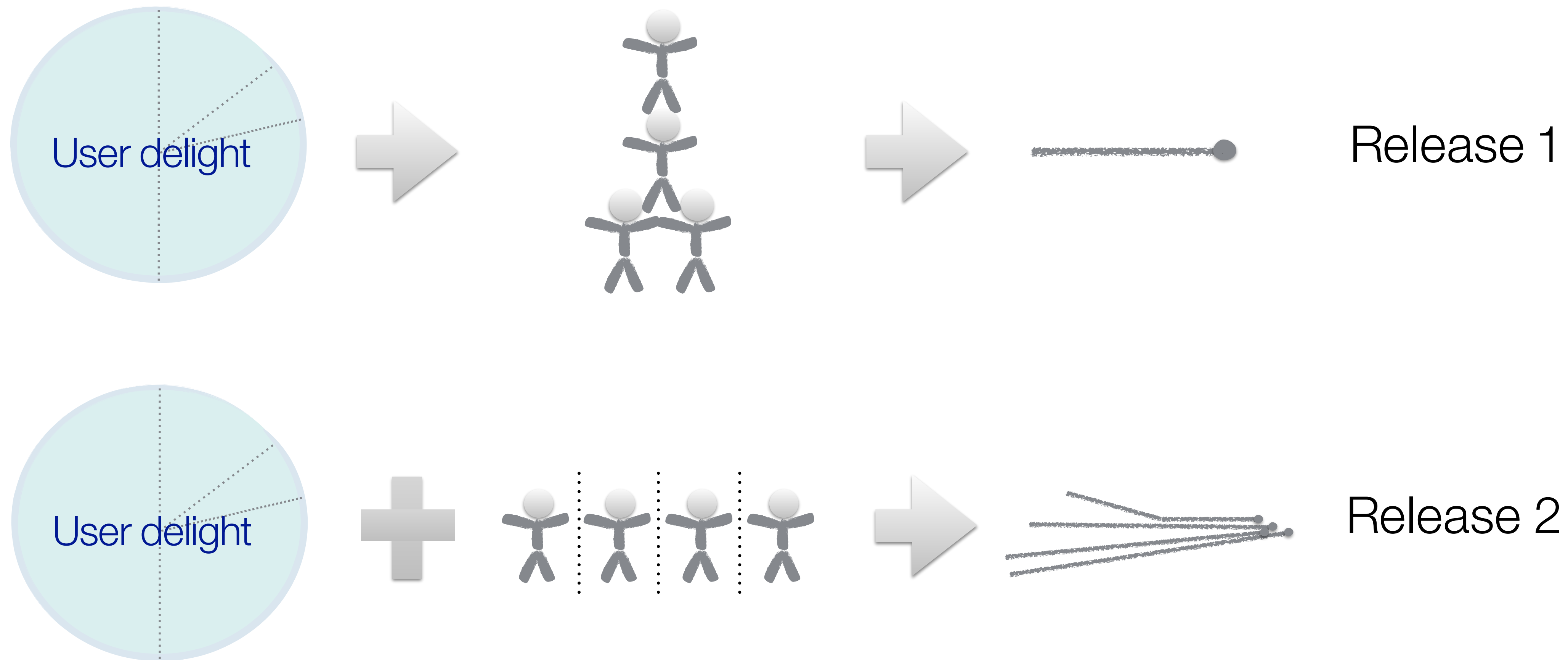
Outcomes



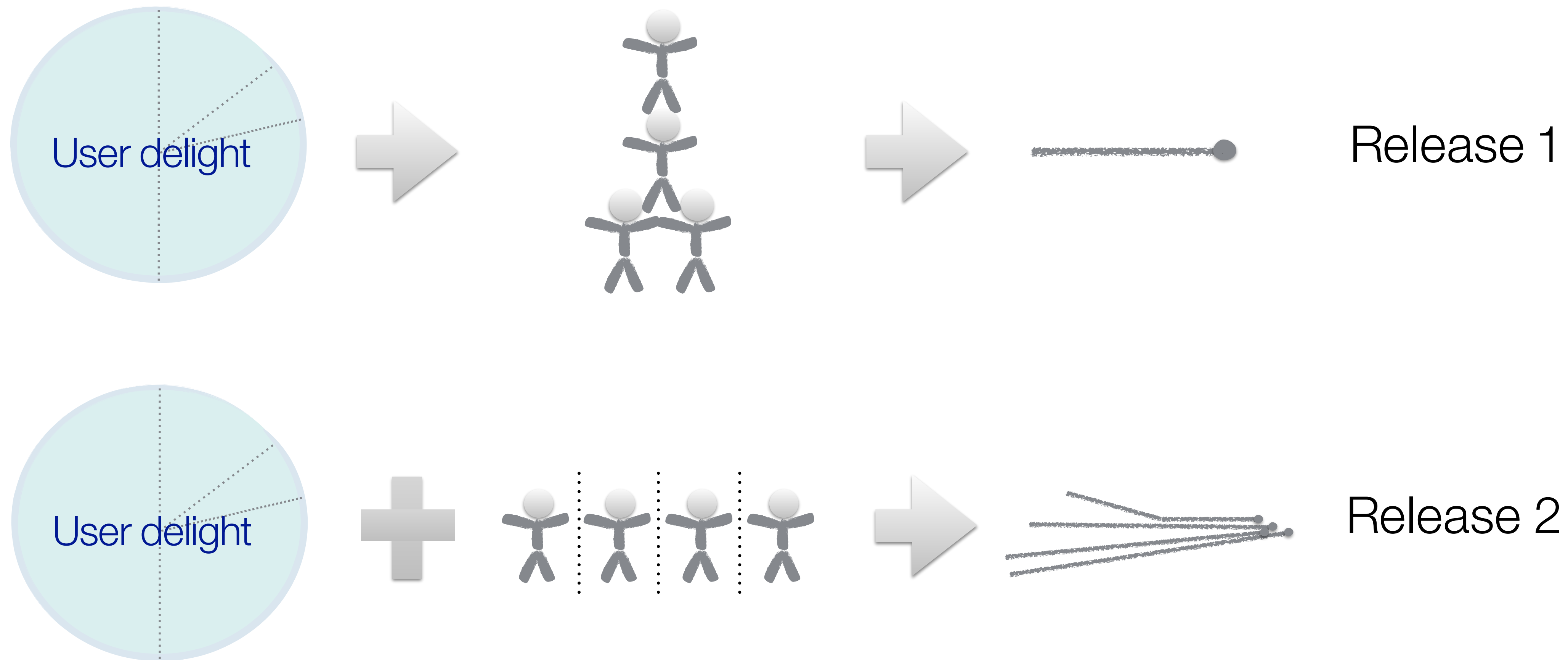
Real world example



Real world example



Outcome follows form (instead of function)



Lean UX team's secret ingredient #1

A single leader with a clear vision and understanding of what a Lean UX team is and how it operates

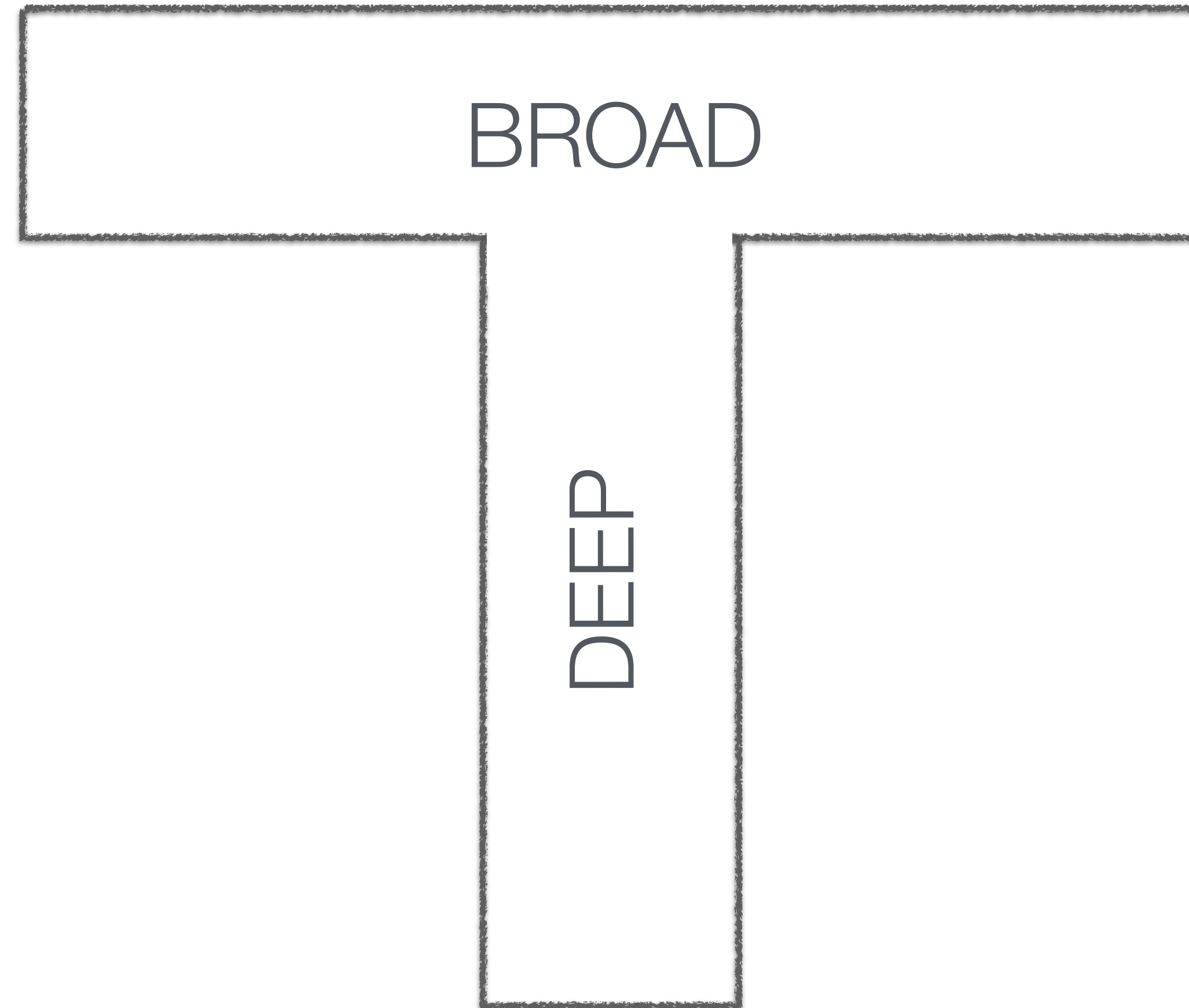


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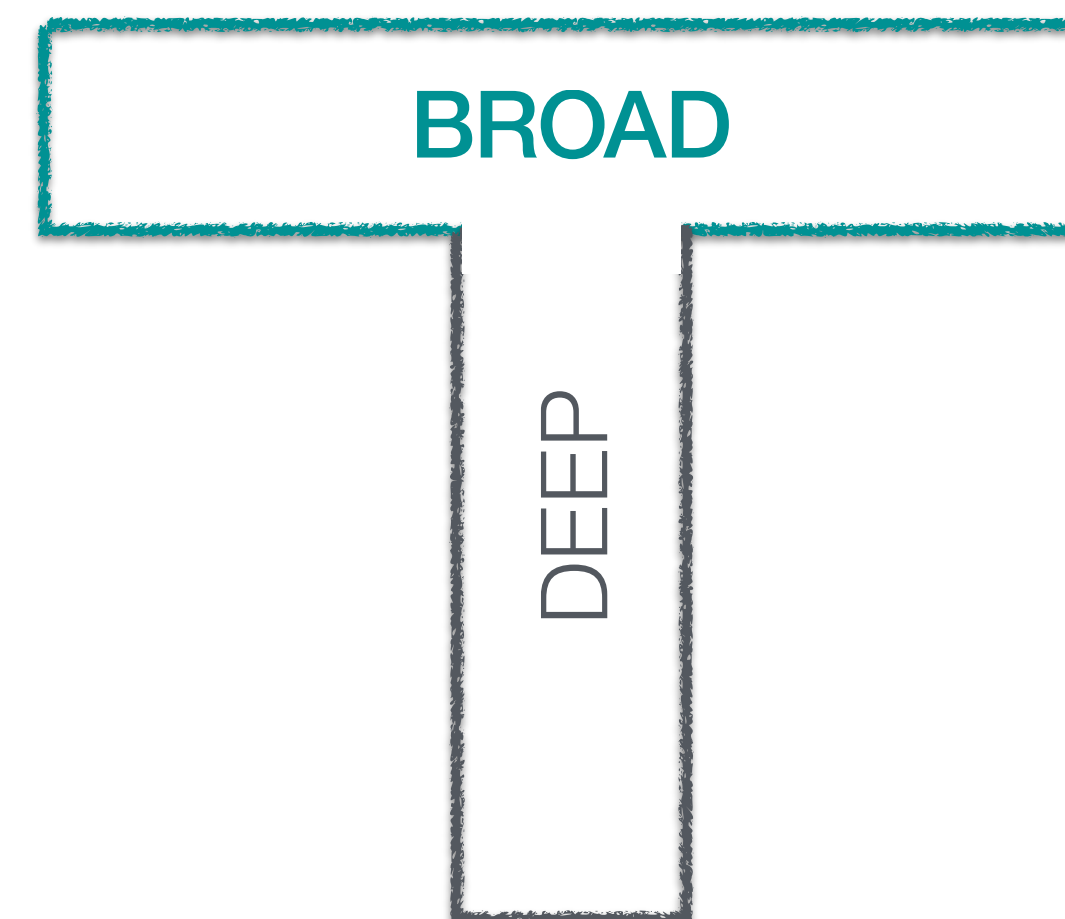
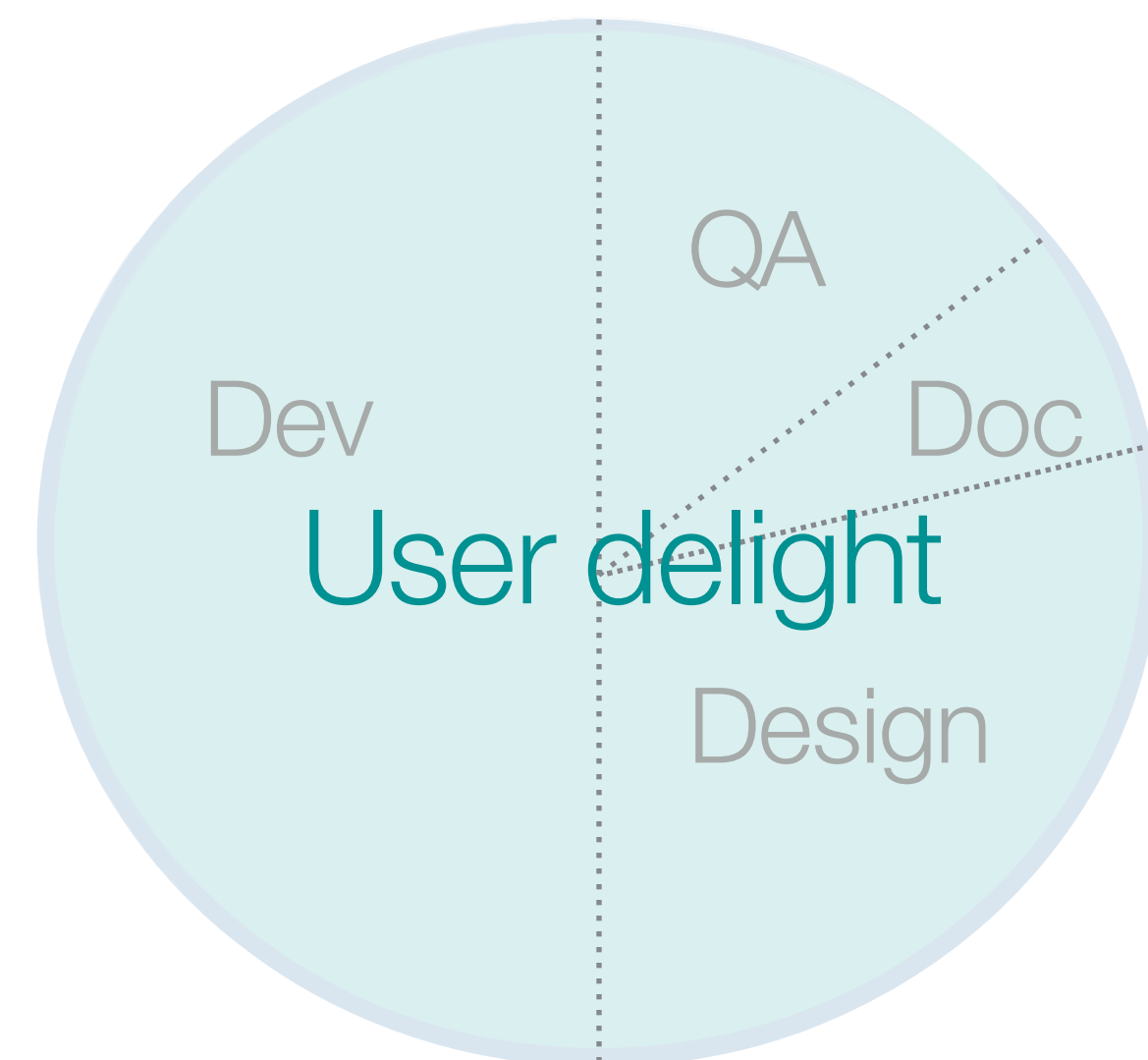
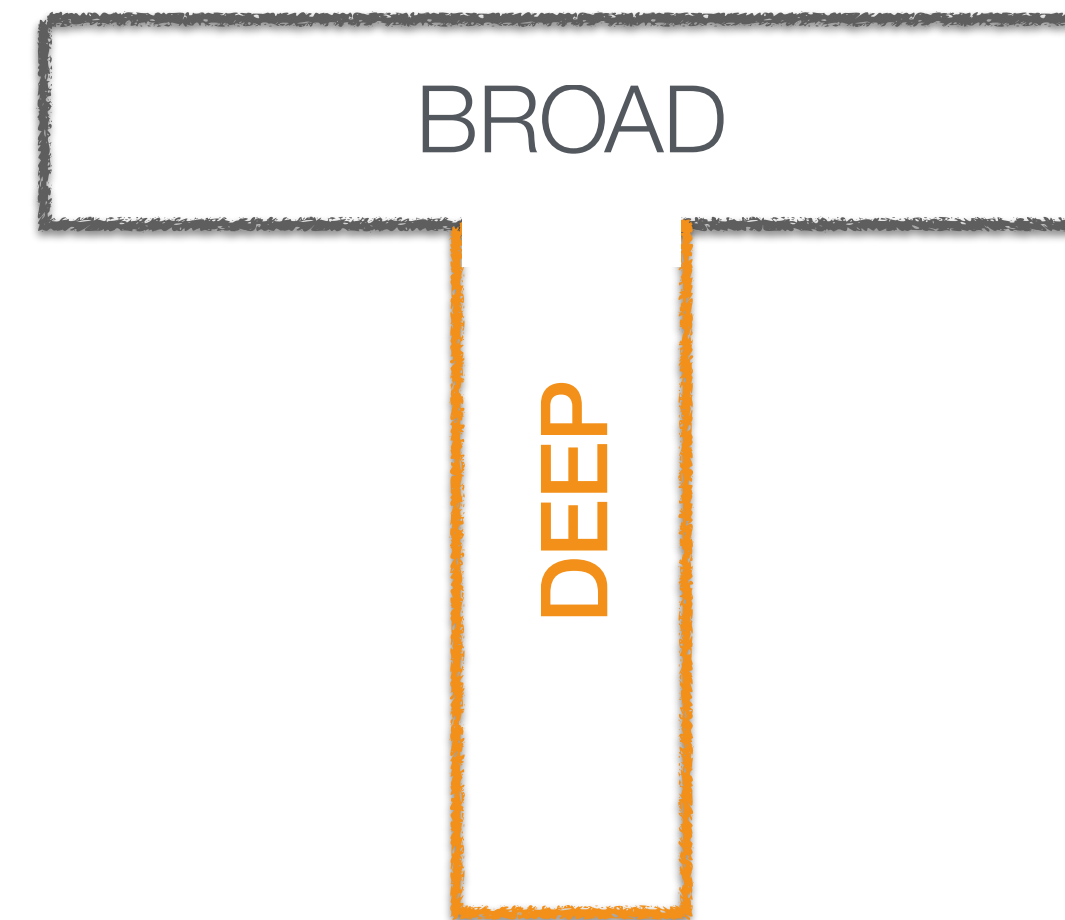
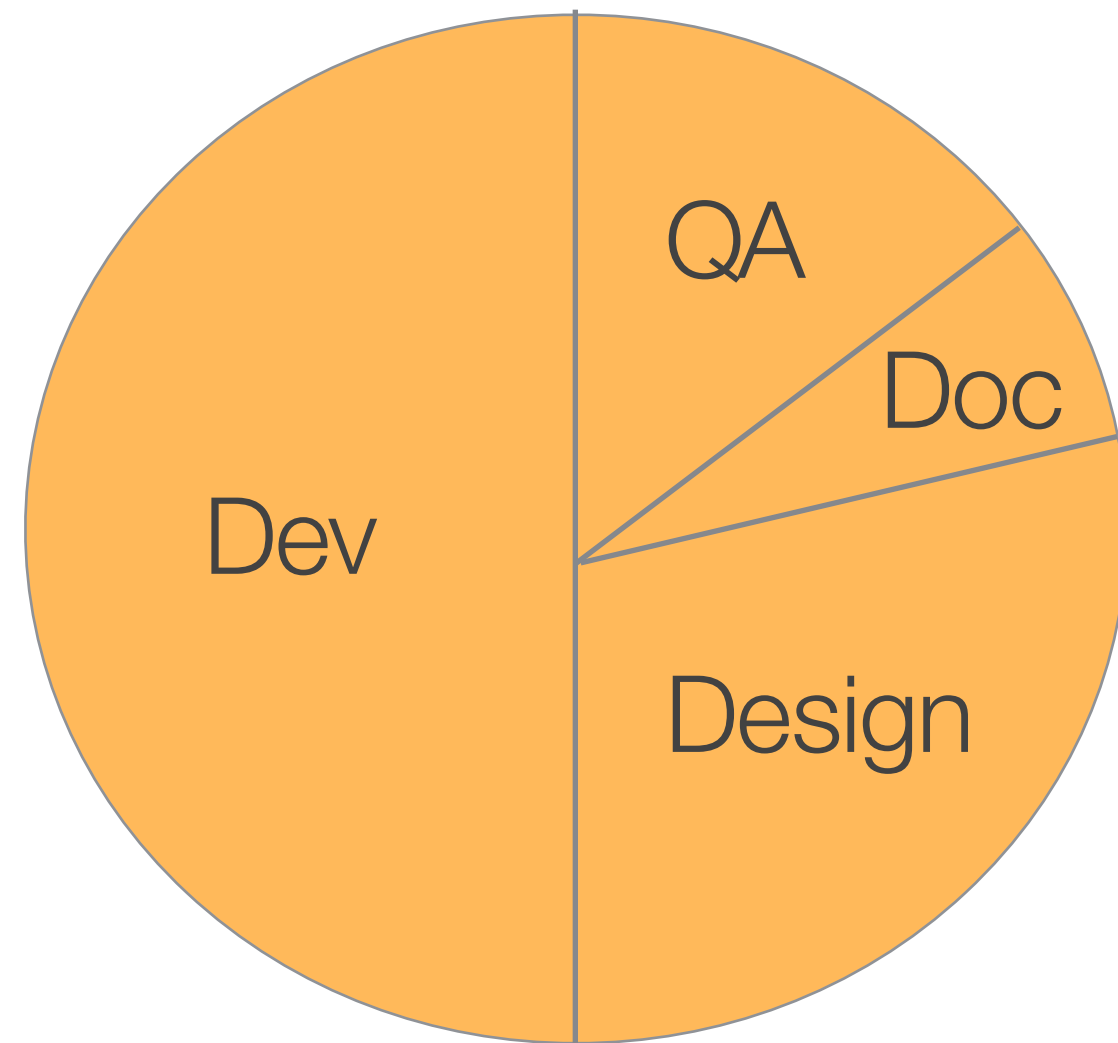
T-shaped designers
and developers
who fit in



T-shape professionals



What are we emphasizing when we state team's goal as disjoint vs joint?



Specialized Skills

- Design
 - user research
 - user experience
 - interaction design
 - visual design
- Development
 - front-end
 - application
 - back-end
- QA
 - UI and UX tester
 - application tester
 - backend tester

Productive skill overlap (great for pairing + directions to grow professionally)

- Design
 - User research & user experience
 - ux & ix
 - interaction design & visual design
- Design - Dev
 - Visual design & front-end dev (esp. CSS, also html, javascript)
 - User experience & front-end and application development
 - User experience & application and backend development
- Development
 - front-end & application
 - application & back-end
- QA
 - UI/UX tester & UX/UI designer
 - UI/UX tester & visual designer
 - Application tester & front-end /application dev
 - Backend tester & application/backend dev

Lean UX team's secret ingredient #2

T-shaped designers, developers and testers that complement each other and fit in



3

Culture and Values



Team Core Values

- Open and honest communication - **radical collaboration**
- **Passion** - quality, focus on the user
- **Balance** - design and code quality vs speed, work-life balance
- **Continuous improvement**
- **Just-in-time** (start low-res and iterate; minimize waste)
- **Design Thinking** - user-centric methods to innovate

IBM Design Thinking is a framework for
delivering great user experiences
to our clients.

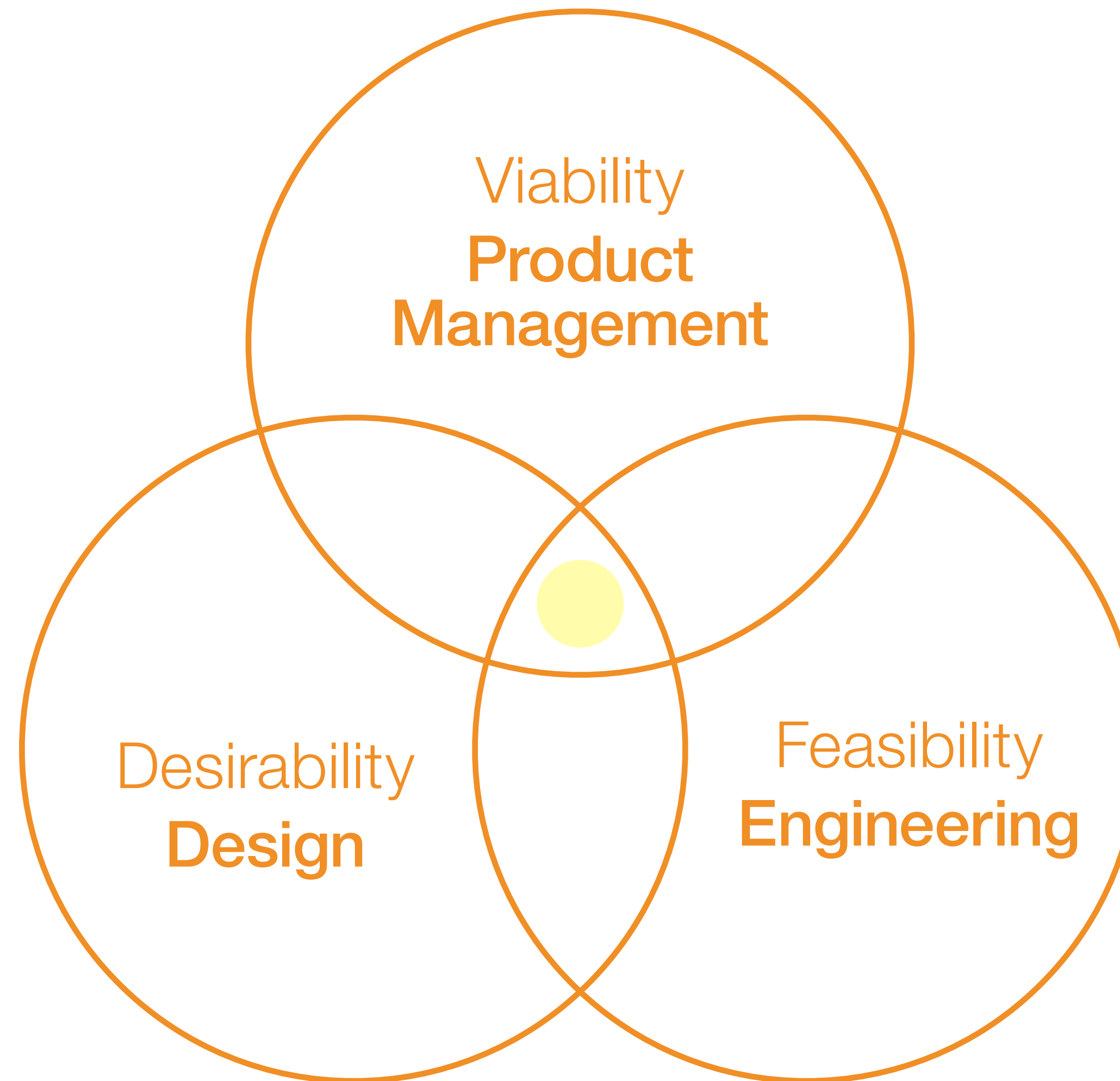
This is not a user experience



This is a user experience

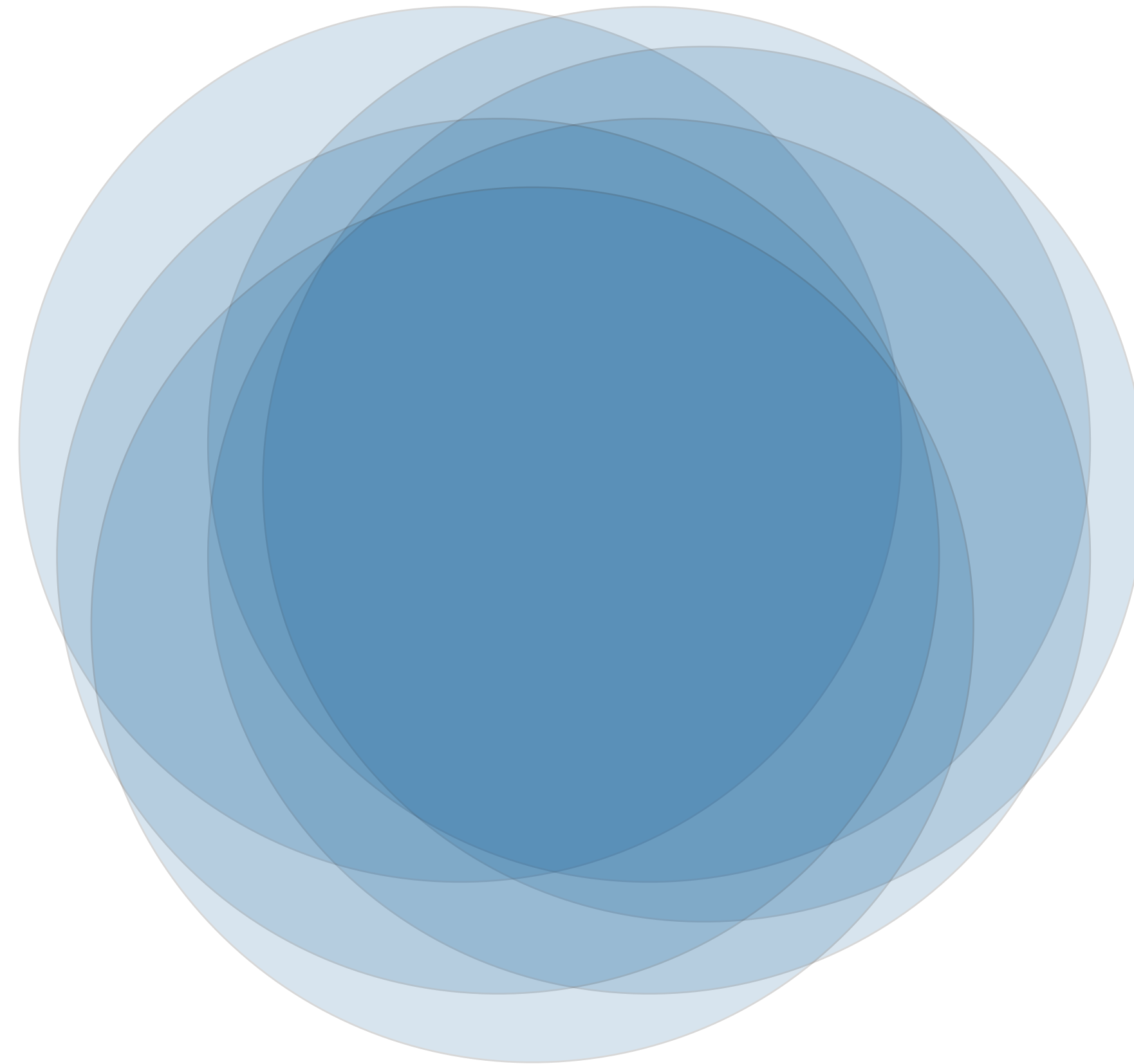


IBM Design Thinking = Cross-functional collaboration to innovate

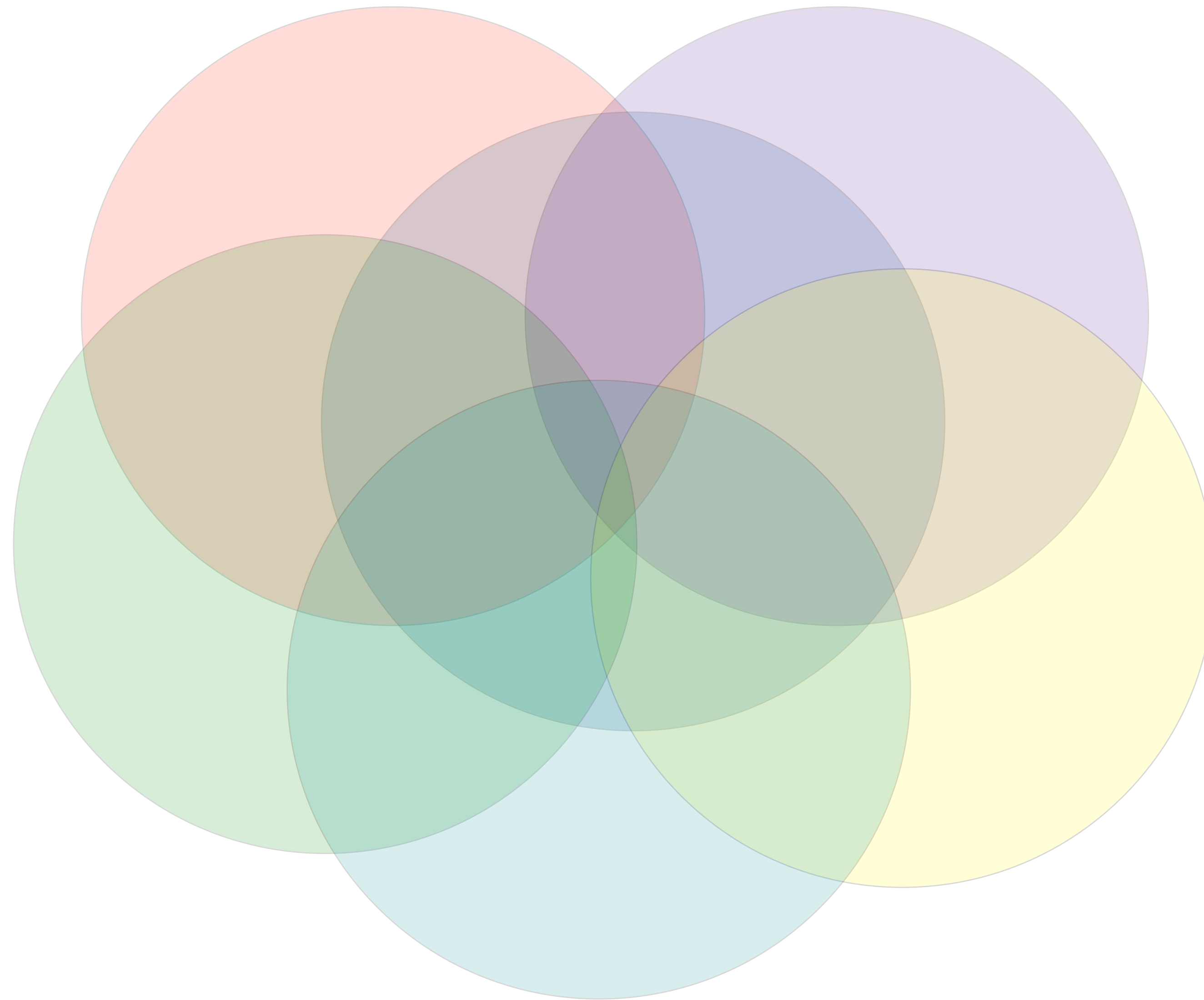


Hiring new team members

Maximum overlap to foster alignment



Thoughtful diversity to foster both collaboration *and* creativity



How can you influence team culture?

- Hiring T-shape developers that complement each other (Lean UX lead & team)
- Training and coaching (Lean UX lead)
- Orchestrating work to allow team members to both shine and learn from each other (Lean UX lead)
- Team building activities (team & Lean UX lead)

What happens when there isn't a set of core values shared by the team and/or the right corporate culture?

**When Culture and
shared values are
lacking...**



3 key ingredients for a Great Lean UX Team

1. A leader with a clear and strong Lean UX team vision
2. Team of T-shaped professionals
3. The right culture and core values



Feeling after a Release!



Including our users...



Thanks!

@quicola

#leanux

#designthinking @ibmdesign

