Agile and User Centered Design Integration – A Maturity Perspective

Introduction

Although there is a growing body of literature on Agile User Centered Design Integration (AUCDI), yet there is an absence of a study that synthesize AUCDI challenges that are attributed to agile, user centered design, or AUCDI, this study can be of immense benefits since it will help organizations identify its shortage areas and accommodate project and organizational characteristic by offering guidance for determining if an organization is sufficiently mature for AUCDI, the most appropriate AUCDI practices to adopt for a particular project or organization and the potential difficulties/challenges that could develop during the AUCDI process and how to handle it or plan for improvement.

I have analyzed AUCDI challenges based on a number of methods including, an empirical study of 14 interviews that were conducted in 2009, and a systematic literature review and analysis of published research papers and experience reports which discussed lessons learned, best practices, successful and unsuccessful AUCDI attempts.

I have also conducted 2 empirical studies via applying 2 different usability maturity models on a number of pivotal AUCDI case studies to investigate the existence of a relationship between usability/user centered design maturity level and the success of AUCDI. I have also investigated the usefulness/suitability of usability maturity models in the domain of AUCDI. I have produced a report on both maturity models that included a comparison, mapping, and critique of models, and models’ findings. Finally, I provided general observations to the suitability of usability maturity models in the agile domain in general and in the AUCDI context in particular.

The result of this work was developing a conceptual model of AUCDI challenges and a preliminary AUCDI capability maturity model.

Objectives

The goal of this session is to utilize Agile User Centred Design - Capability Maturity Model (AUCDI-CMM) in order to achieve the following:

1) Introduce AUCDI – CMM Components.
2) Use AUCDI Capability Model in conducting current state analysis as a first step towards identifying organizational strengths and weaknesses that affect AUCDI and accommodating project and organizational characteristics.
3) Use AUCDI assessment guidelines in interpreting the assessment.
4) Evaluating the assessment results and planning for improvement.
Presentation Format

We will alternate presentation of AUCDI-CMM and its components, open discussion, and exercises for participants to apply the model on their organizations’ and projects’.

9:00-10:00 AUCDI- CMM presentation and example

10:00-10:15 Break

10:15-11:00 Exercise 1- Participants using AUCDI reference model, assessment process and performance scale to determine their organization’s and project’s AUCDI maturity levels

11:00- 11:45 Exercise 2 – participants using the AUCDI assessment guidelines to interpret the findings and identify results (identify impediments to successful adoption of AUCDI practices and basis for planning and implementing improvement action)

11:45-12:00 Structured debriefing and summing up results

Learning Outcomes

- Identify the evaluation criteria of agile user centered design integration that determine AUCDI maturity levels.
- Assess organization's and project’s AUCDI potential (strengths and weaknesses).
- Identify impediments to successful adoption of AUCDI practices.
- Provide clear guidance for achieving higher AUCDI maturity levels.
- Generalize and extract insights from their own and each other’s experience

Attendees

This session is intended for attendees at any skill level from novice to master who are either user centered design practitioners who worked/plan to work in agile projects or technical agile practitioners who worked/plan to work in agile projects that attempts to integrate usability or user experience.

- Attendees’ job roles
  - User centered design practitioners (usability engineers, interaction designers, usability interface engineers, user experience engineers, etc).
  - Technical agile practitioners including project managers, technical managers, team leaders, software engineers, agile coaches, or scrum masters.

Presenter

Dina Salah is a final year PhD student in the Department of Computer Science at the University of York working under the supervision of Professor Richard Paige. Her
research focus is on how to bridge the gap between user centered design and agile software development processes.

**Presentation History**

This topic is my PhD thesis so I have presented it in a number of departmental milestones including my qualifying dissertation exam, upgrade and my thesis seminar.

I have also 3 conference papers (slightly related to the topic) as follows:

- **Conference Papers**

I have also been invited to deliver the following talks (slightly related to the topic):

- **Invited Talks**

**References**

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