LESSONS LEARNED INTEGRATING UX INTO AGILE TEAMS

Brian Sobus
About Me

I am an Agile Methodologist & Practitioner, a Software Developer, and a Software Director based in Raleigh, NC.

In these roles and a few others, I’ve helped guide companies, teams, and individuals in their development, careers, and decisions.

I am President and Principal Developer for Snowglobe Software Development, Inc. and the Director of Interactive for Centerline Digital in Raleigh.
UX versus Usability versus UI

http://www.wired.com/magazine/2012/01/ff_ux/ Copyright Wired Magazine
My First Try
Cross-Functional Team

QA
Dev
Dev
UX

Legacy Product

QA
Dev
Dev
UX

New Product

QA
Dev
Dev
UX

One Product

2

QA
Dev
Dev

QA
Dev
Dev
I Know it All Now!

http://www.flickr.com/photos/jainbasil/4889471879/
KEEP CALM, WE ARE ALL MAD HERE

http://www.flickr.com/photos/mandy-c/7173657635/in/set-72157627126760470
Really Make it an Agency

Sprint Team A

UX and Usability

Sprint Team B

Sprint Team C

Other Priorities
As for me, all I know is that I know nothing.
-- Socrates

I can't go back to yesterday because I was a different person then.
-- Alice
Agile is About Team

http://www.flickr.com/photos/possumgirlpics/5284813529/
UX is Valuable
The Mad Hatter: Have I gone mad?

Alice: I’m afraid so. You’re entirely bonkers. But I’ll tell you a secret. All the best people are.
How do you integrate UX?

- No one answer
- But I do have an inclination
THANK YOU FOR COMING

brians@snowglobesoftware.com
Session Notes

At the end of the session, I asked the audience what they have seen work when it comes to integrating UX into Agile teams. The group shared a lot, and we looked at a number of different models. In the end, for many companies, I think a hybrid model could work best.

In the hybrid model, the teams would always have a UX member, and these teams would pull research, look-ahead work, and long running work as part of an Agile process. However, in order to ensure a shared vision across all teams, the UX members would meet as part of a larger Scrum of Scrums-like meeting/group that would discuss the body of work as a whole, and maintain brand integrity.

The following slides contain the raw comments that were shared…
The Raw Data

- Kanban seems to work better. Scrum seems to force work ahead.
- Limit the amount of research space and look-ahead.
- Having Architects be coupled to UI produces better design.
- Story – Tactical and Incremental (Little).
  Design – Strategic (Big)
- Better Done-ness Criteria!
- Virtual Agency (Center of Excellence), but UX is still a part of their team.
- Goal is to study and experiment. Create a more centric focus. Every Friday, do a study.
- Make sure you are solving the RIGHT problems in User Stories. Create a UX-focused Cross-Functional team.
- Remove the divide between documentation and collaboration (ex, take wireframes away).
- Working with UX on a team makes things more relaxed.
- UX as a pig caused the team to slow down. UX as a chicken caused them to become a stakeholder. Now, the team moves faster and the Product Owner decides what UX work goes into the team.
- Pig and Chicken is BS because it creates an artificial divide within the company.
- No Hand-offs!
- Look at Salesforce’s Office Hours concept for their UX teams.
- When scaling, a hybrid needs to exist which creates a Distributed but Governed model.
- Empower and trust the developers. Open up early work for everyone.
- Too many cooks can create a design-by-committee feel. To avoid, you need a champion role.