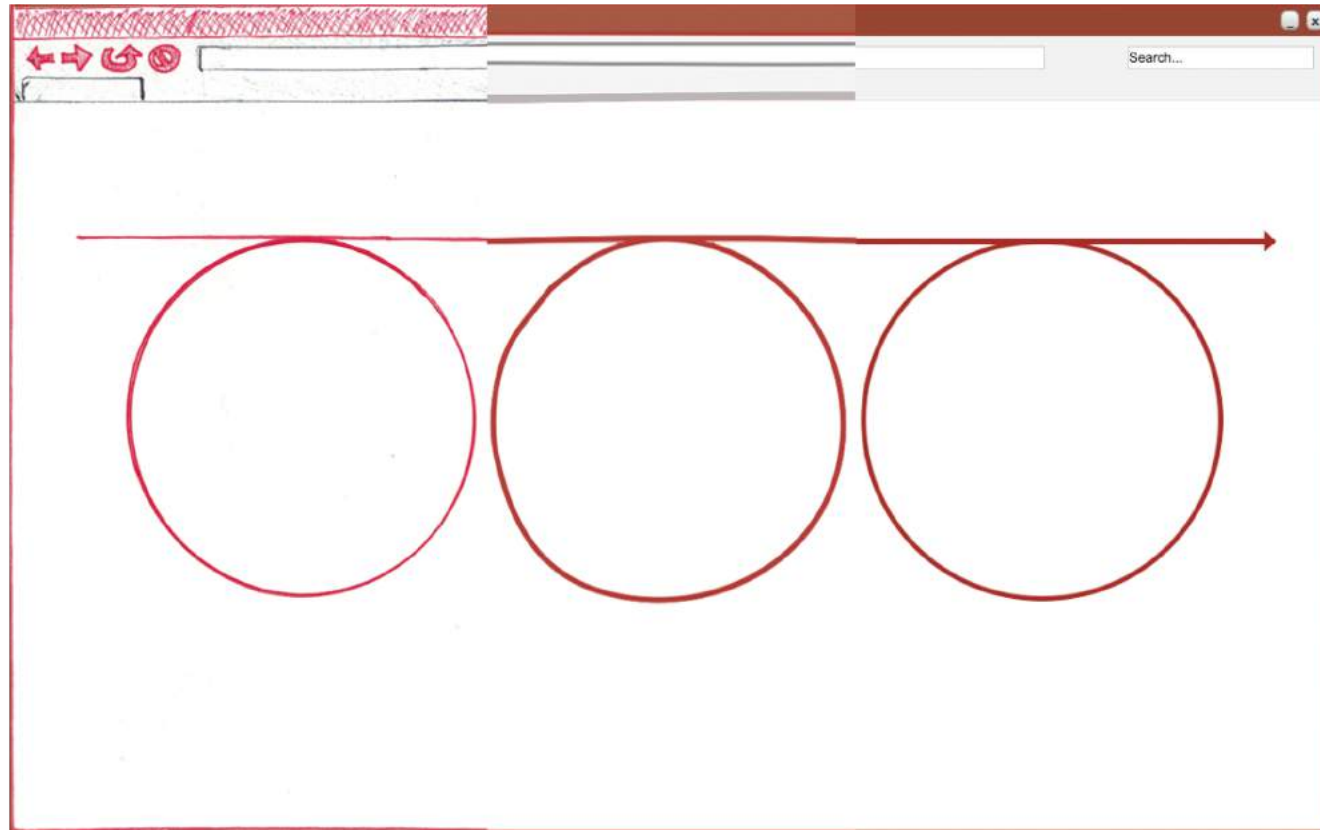
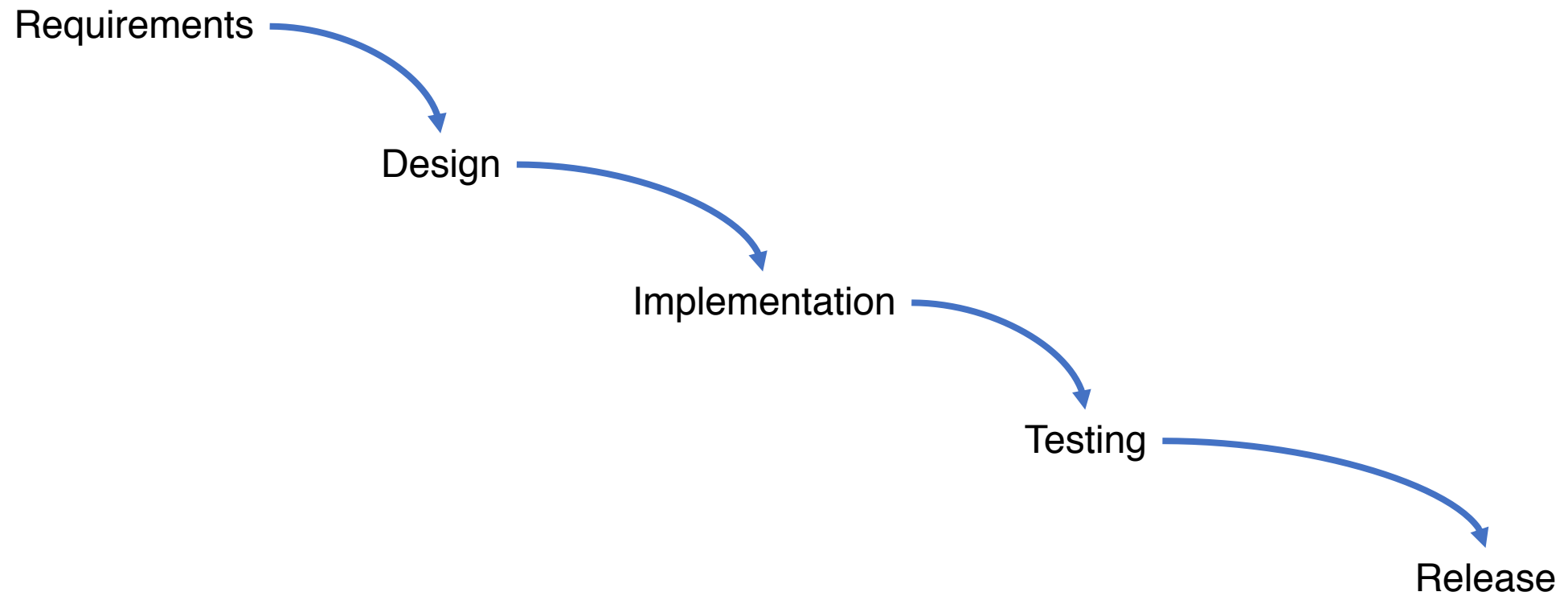


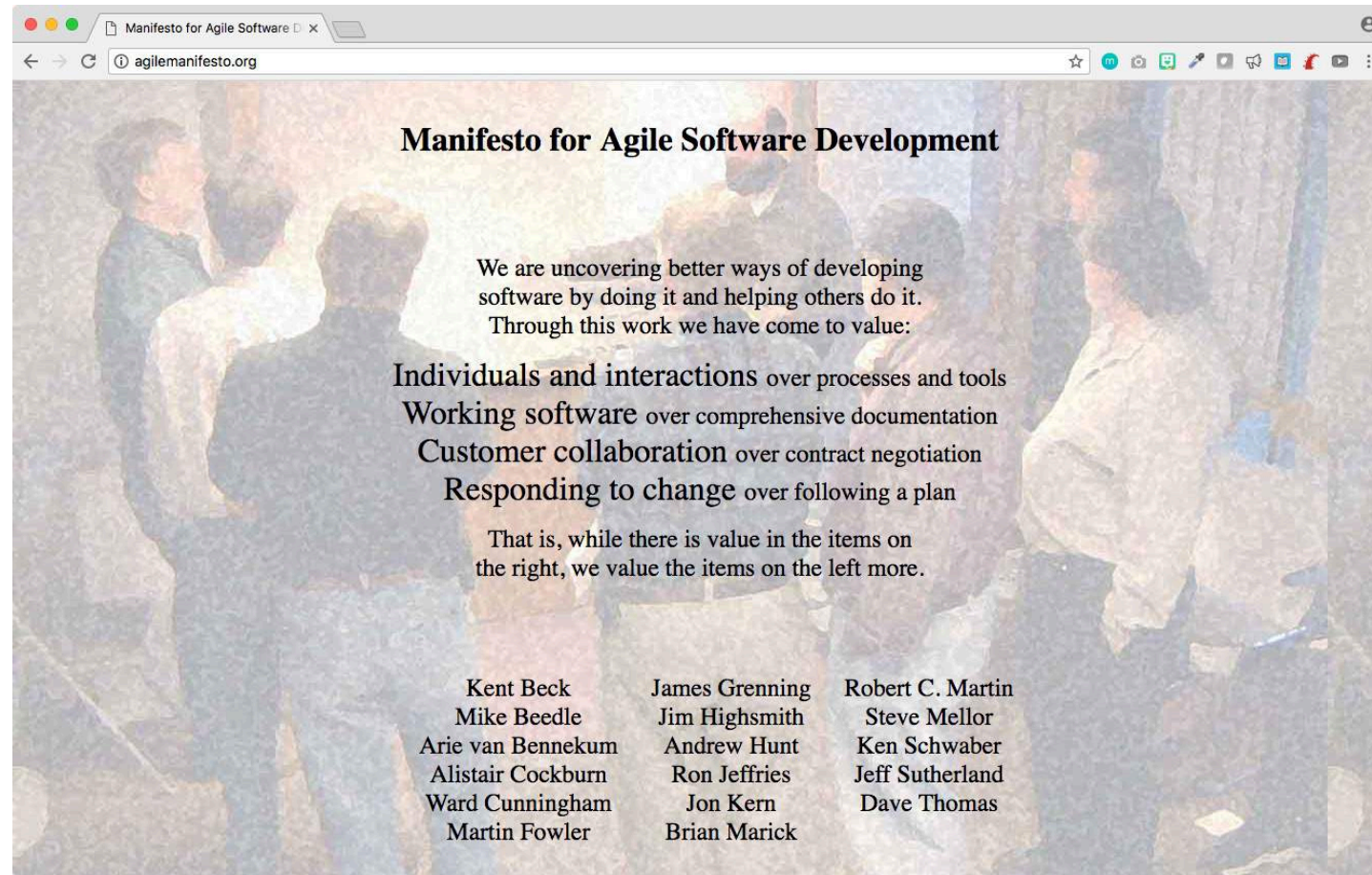
Agile UX: Designing for Users on the Run



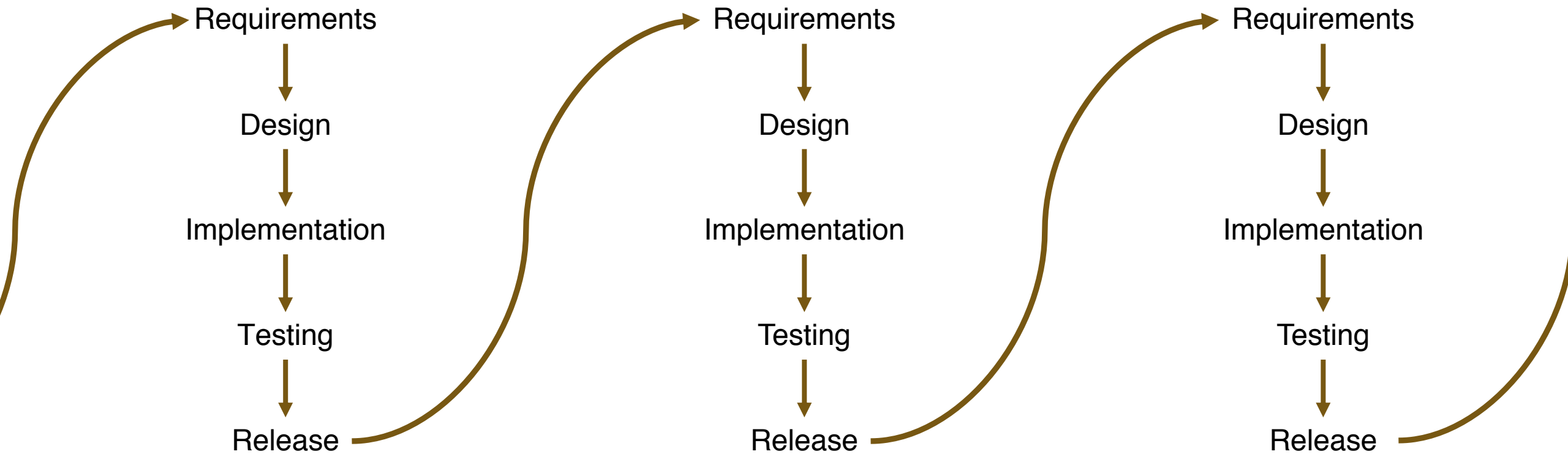
The Waterfall



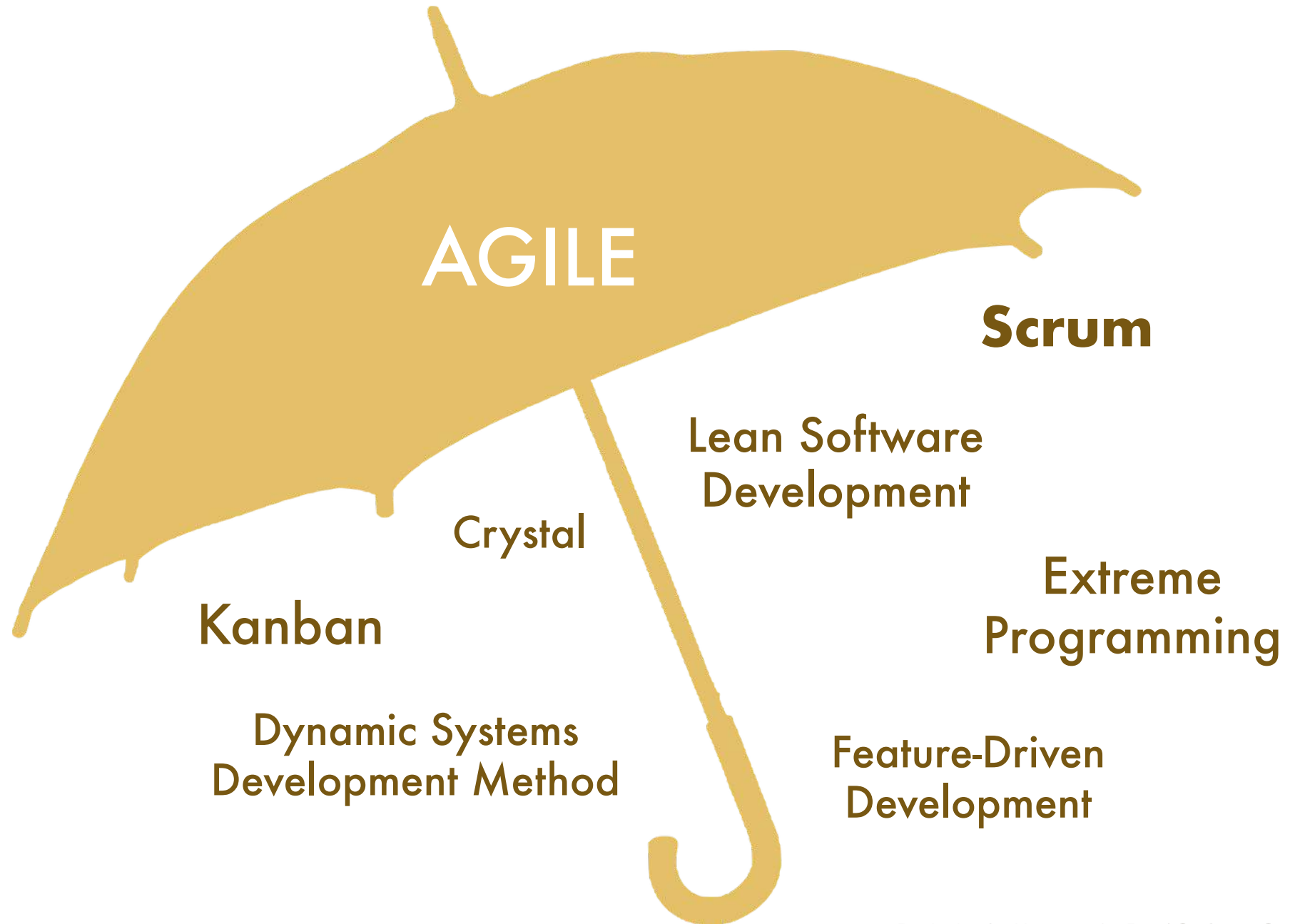
The Birth of Agile Software Development



Agile Software Development



Agile Models



UX was just not that into **Agile**

Agile came as a white knight,
saving **software development**
from the evil **Waterfall**,
leaving **UX** behind



Can they ever get along?

On the surface, they can't:

UX Design is **thorough** and **holistic** in nature, while

Agile is **iterative** and **incremental**



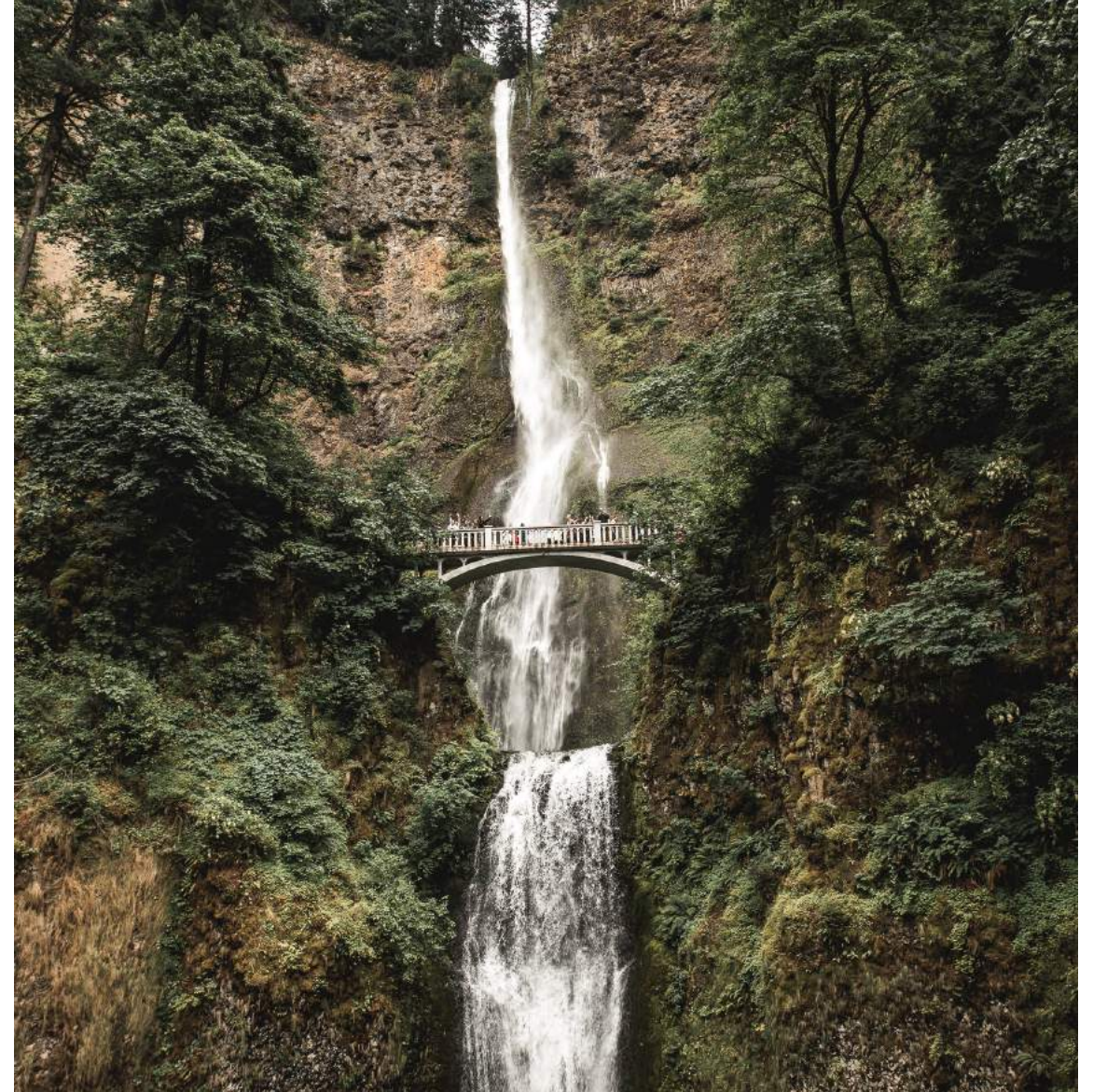
Agile UX: bringing the two together

1. Bridge the Gap
2. UX to Work ahead of Dev
3. User-Centered Agile Artifacts
4. Rapid, Lean, and Appealing Deliverables
5. Regular User Tests



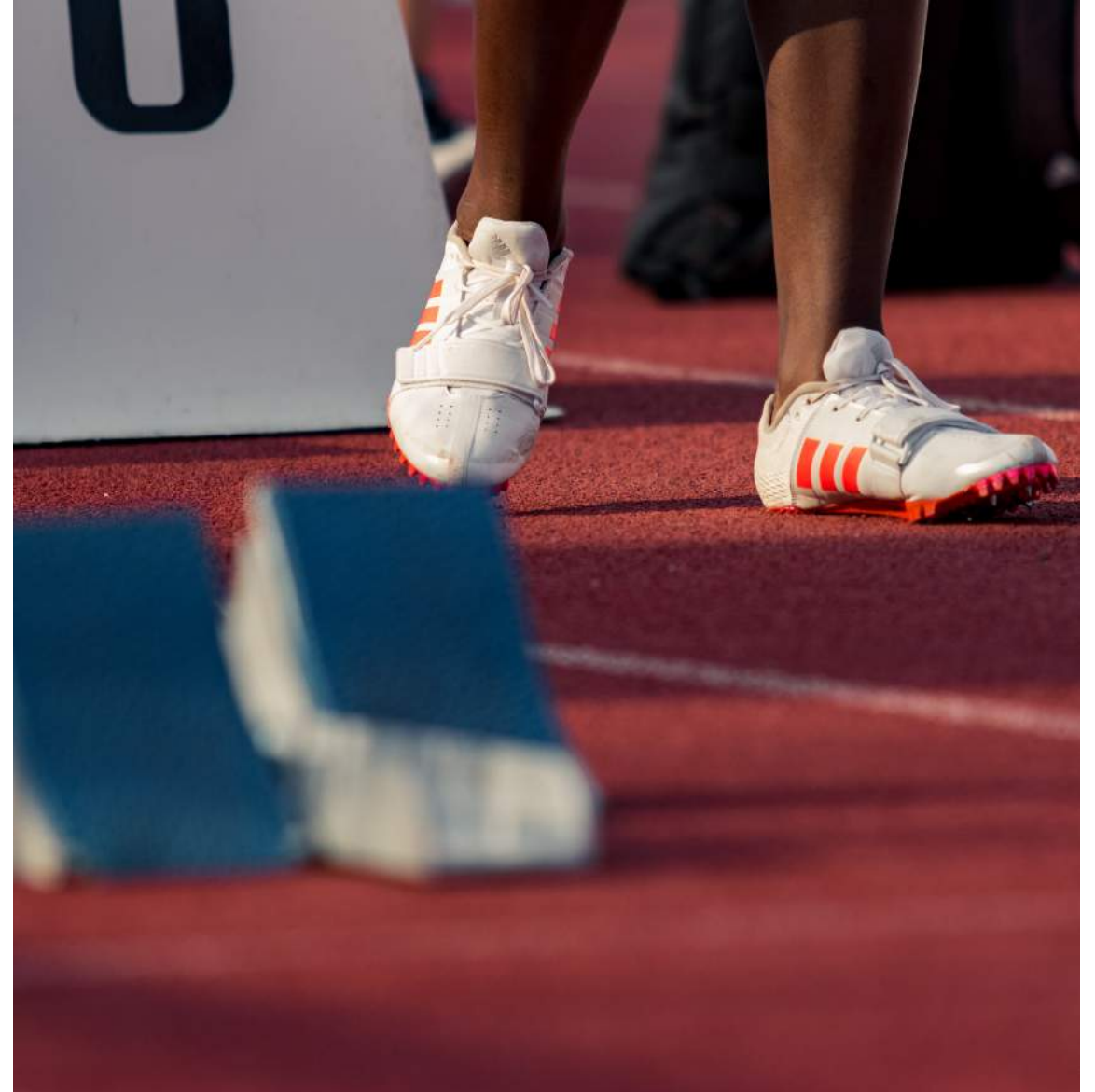
1. Bridge the Gap

- Aligned **expectations** between UX and Dev
- Regular **participation** in Agile ceremonies
- Assigned **gatekeeping** role



2. UX to Work ahead of Dev

- UX to work outside current sprint:
 - during **sprint X-1**, UX **prepares** material for sprint X
 - during **sprint X**, UX **supports** Dev
 - during **sprint X+1**, UX **verifies** sprint X's release
- The power of **Sprint 0**



3. User-Centered Agile Artifacts

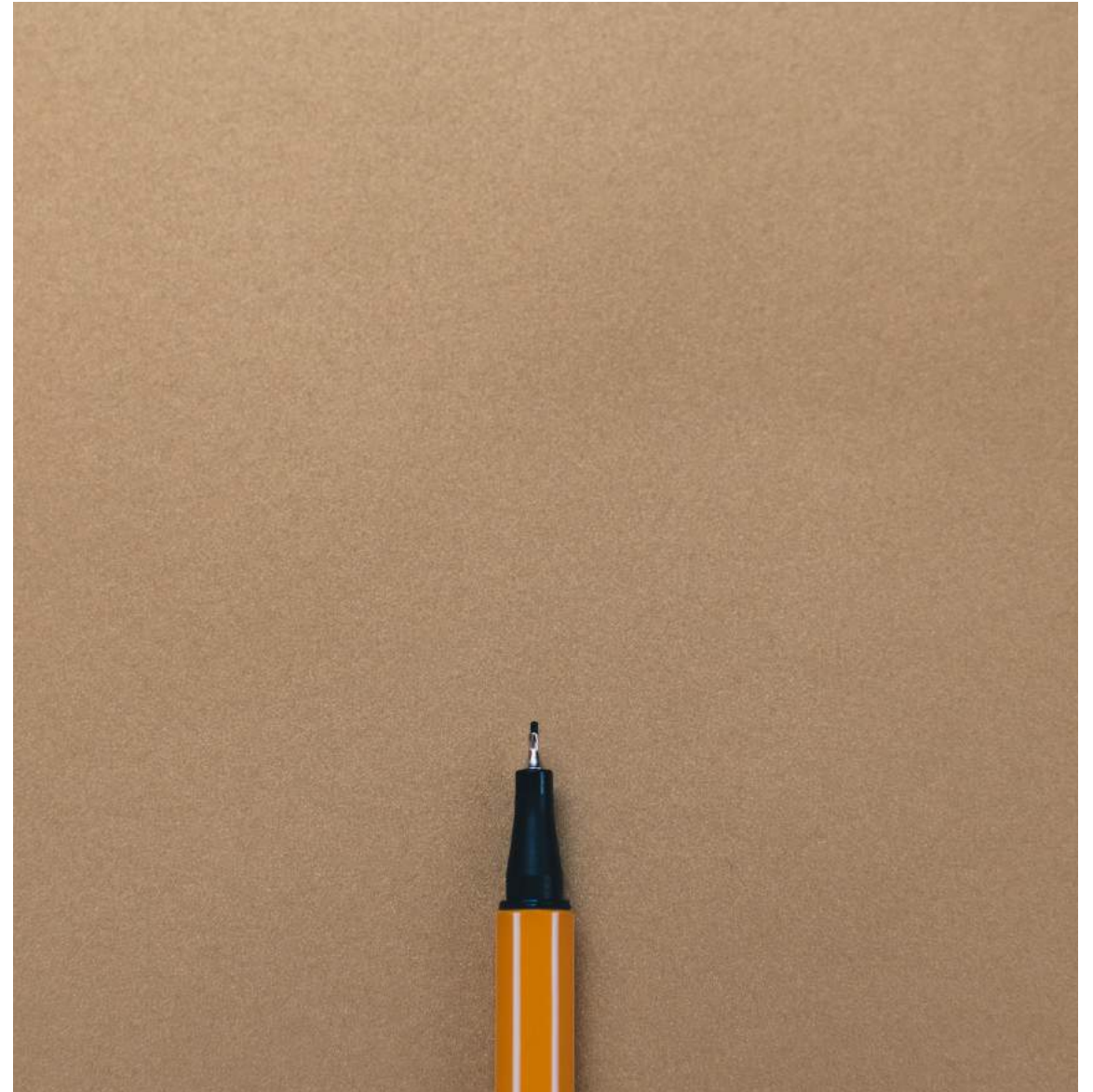
- User-centered **Backlog** and **Definition of Done**
- UX's **Definition of Done** = Dev's **Definition of Ready**



4. Rapid, Lean, and Appealing Deliverables

UX deliverables should be:

- **rapid** enough, that creating them do not take too much time
- **lean** enough, that they are modifiable and expandable
- **appealing** enough, that they grab stakeholders' attention



5. Regular User Tests

A time slot allocated in every sprint for user test, because :

- there is **always** something to test;
- „**discount tests**“ are better than no tests;
- participation and engagement from stakeholders lead to wide **UX awareness**



Some Key Takeaways

- 🏃 Design **drives**: *designers to lay the foundation for upcoming Dev work*
- 📎 Share **early**, share **often**: *designers to be comfortable with sharing WIPs*
- 🔄 Be less **Agile** and more **agile**: *Agile is a framework, agile is a mindset*
- 📈 Embrace **feedback**, celebrate **failures**: *humility and mistakes propel growth*

Questions or ideas?

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