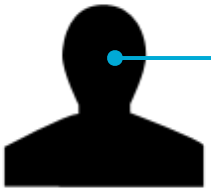
HELLO, EXPERIENCE DESIGN

AGILE TOUR 2011 November
Ho Chi Minh City



ThoughtWorks®

Zichuan Xiong

ThoughtWorks China

Experience Design Regional Lead

Topics

- Where is this coming from?
- What is Experience Design?
- How to integrate Experience Design into Agile delivery?
- Q&A

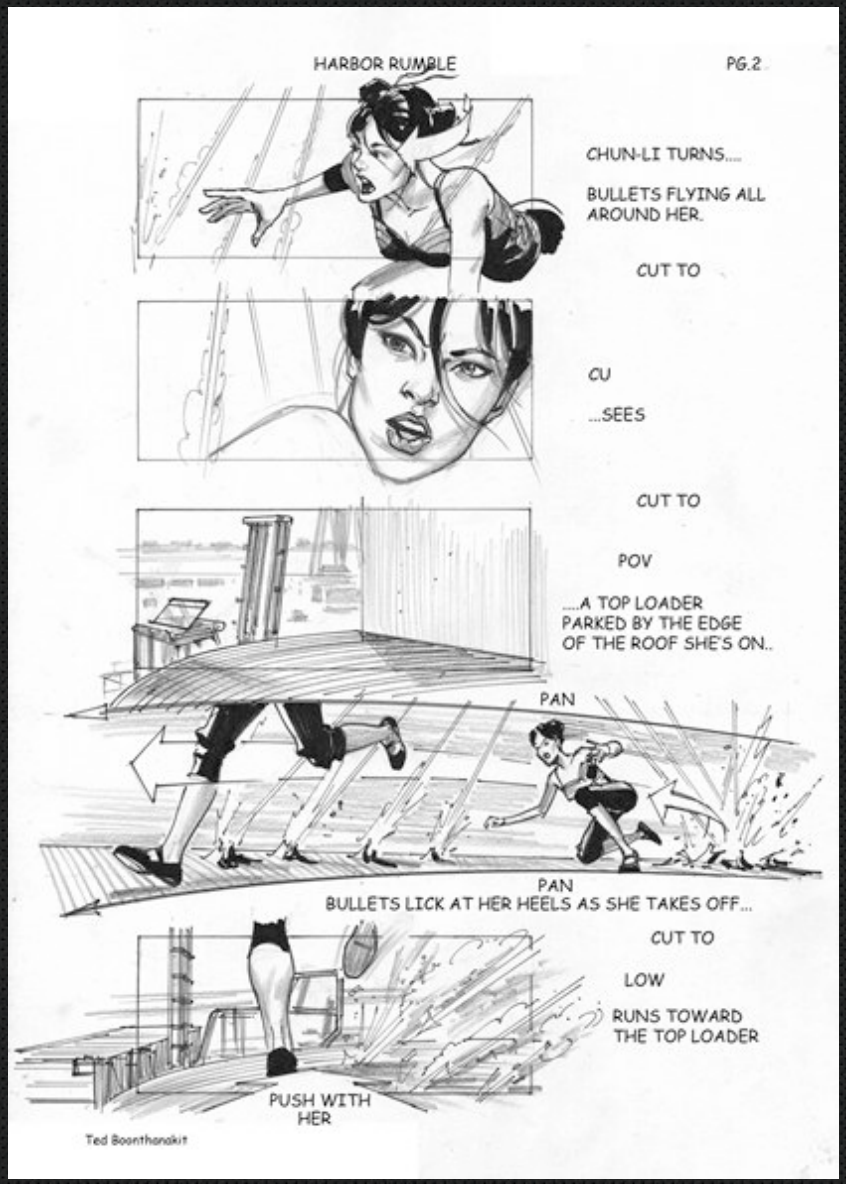
Where is this coming from

I started my ThoughtWorks life 4 years ago

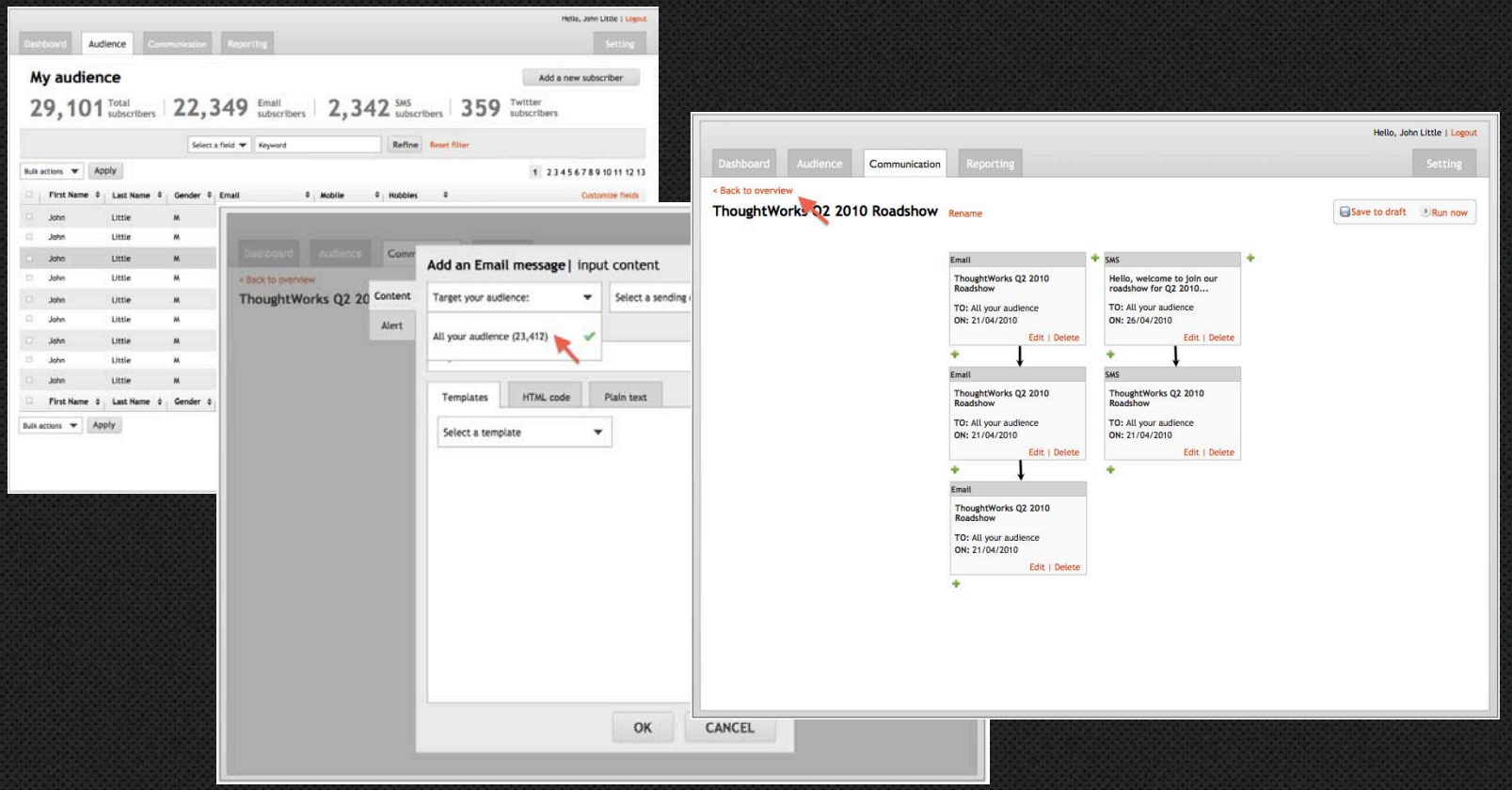
As a rookie

My first project was a pre-sale

How can I
contribute?



I got inspired by movie story board



I did these stuff

Clients loved it

After that, I joint, and started leading many project Inceptions

By the way, what is inception?

The Inception is our process of "inceptioning"
every stakeholder to have a common picture,
which drives actions that everyone agrees.

Dream -> Plan

We found the practices we did in our Inceptions are sharing very similar principles.

Year 2010, we thought we could theme them together as we did the similar to Agile development practices.

We call it Experience Design

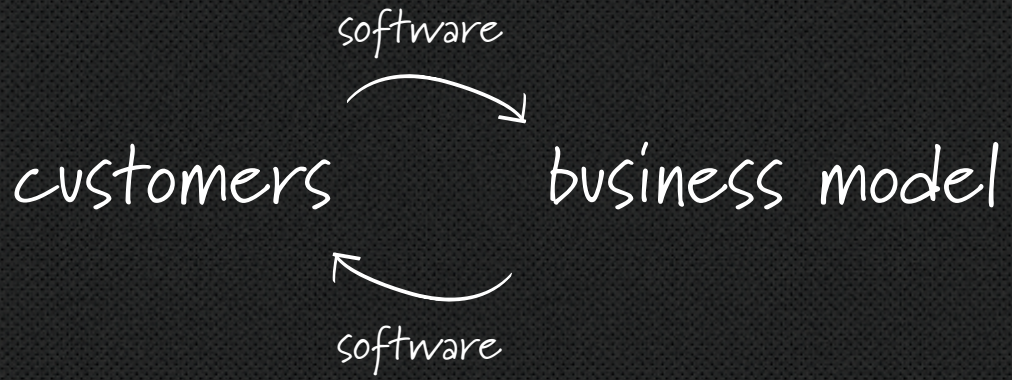
So what is Experience Design

Experience design (XD) is

the practice of designing products, processes, services, events, and environments with a focus placed on the quality of the user experience and culturally relevant solutions, with less emphasis placed on increasing and improving functionality of the design.

source: http://en.wikipedia.org/wiki/Experience_design

Now, software is not just application or tool, it's a service which links your customers and your business model



Product provides functionalities, while service provides experience

comprehensive functionality

expected and delighted experience

product

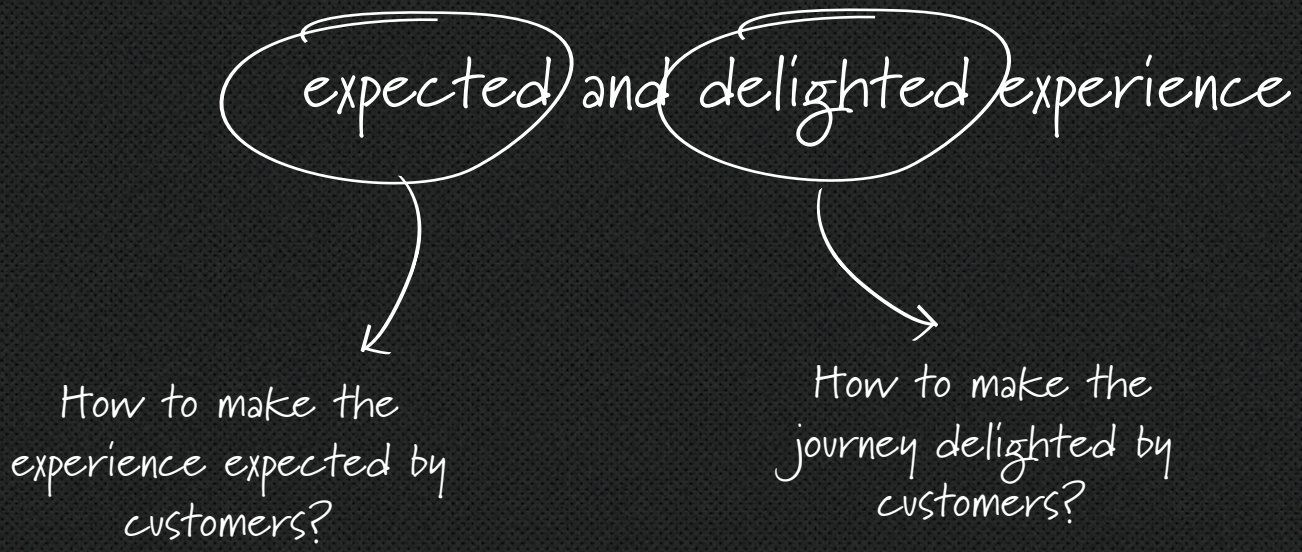
service

if software is more a service

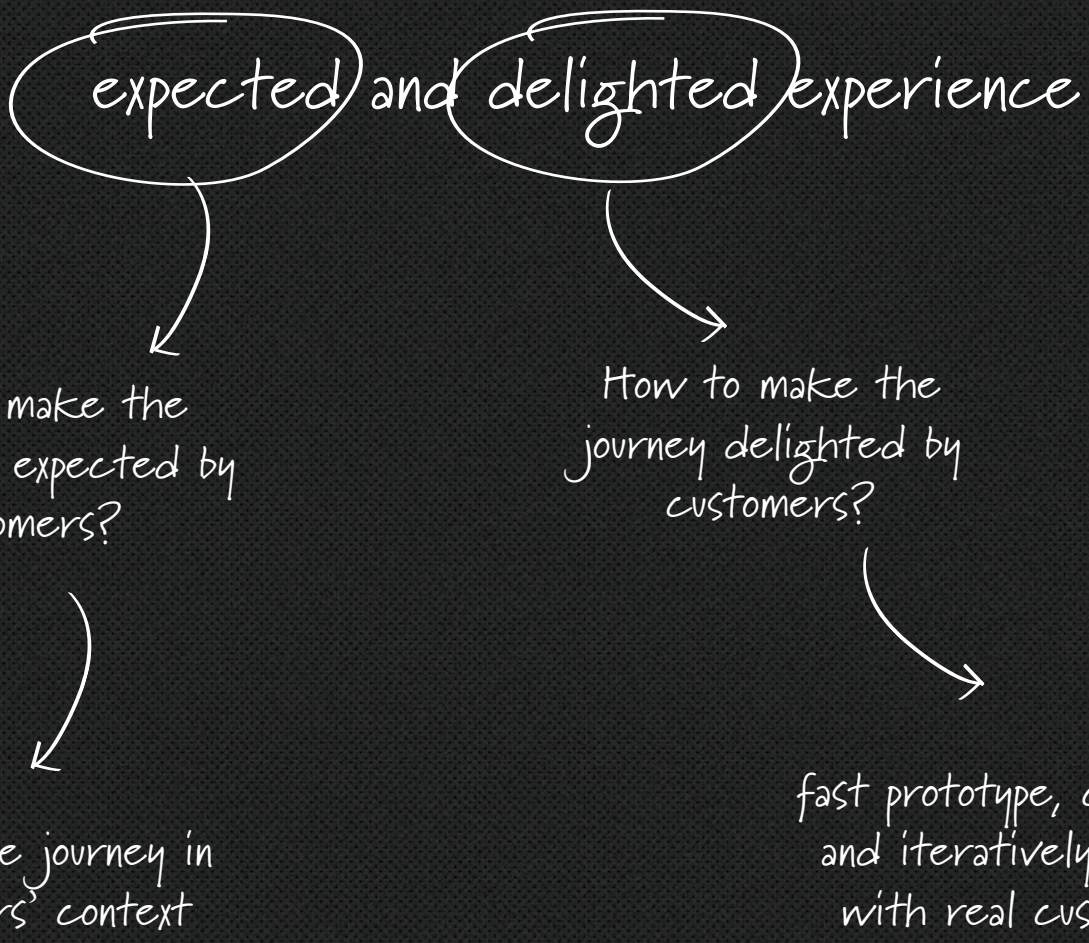
I am culturally motivated
to be in that experience

I feel happy when I am
experiencing it

Design Challenges



Experience Design Solutions

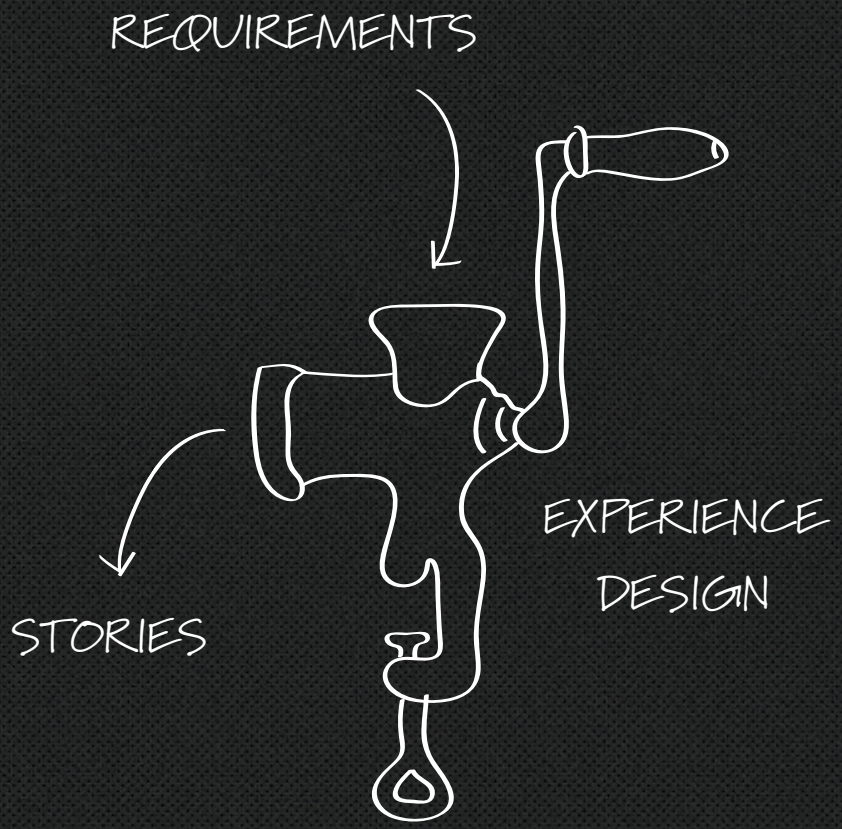


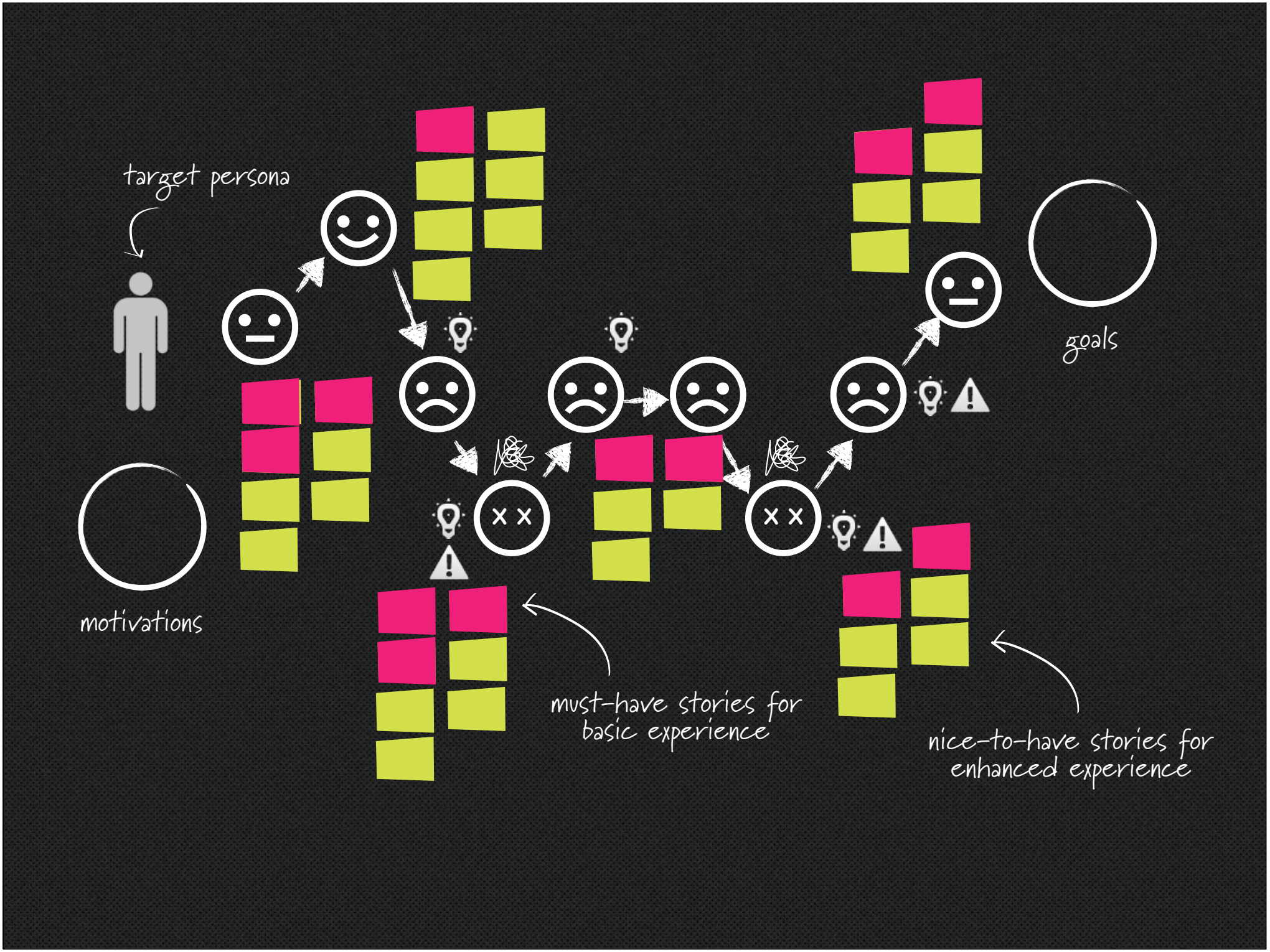
How to integrate into an Agile delivery process?

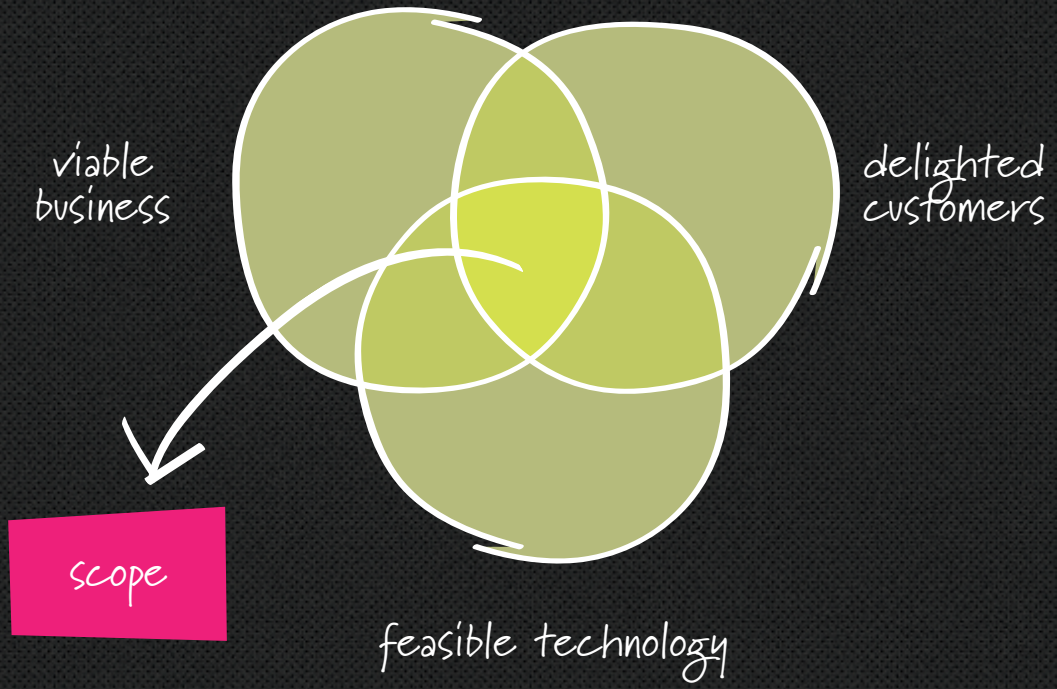
6 tips

TIP ONE

Stop talking about requirement list, use experience design to kickoff your project

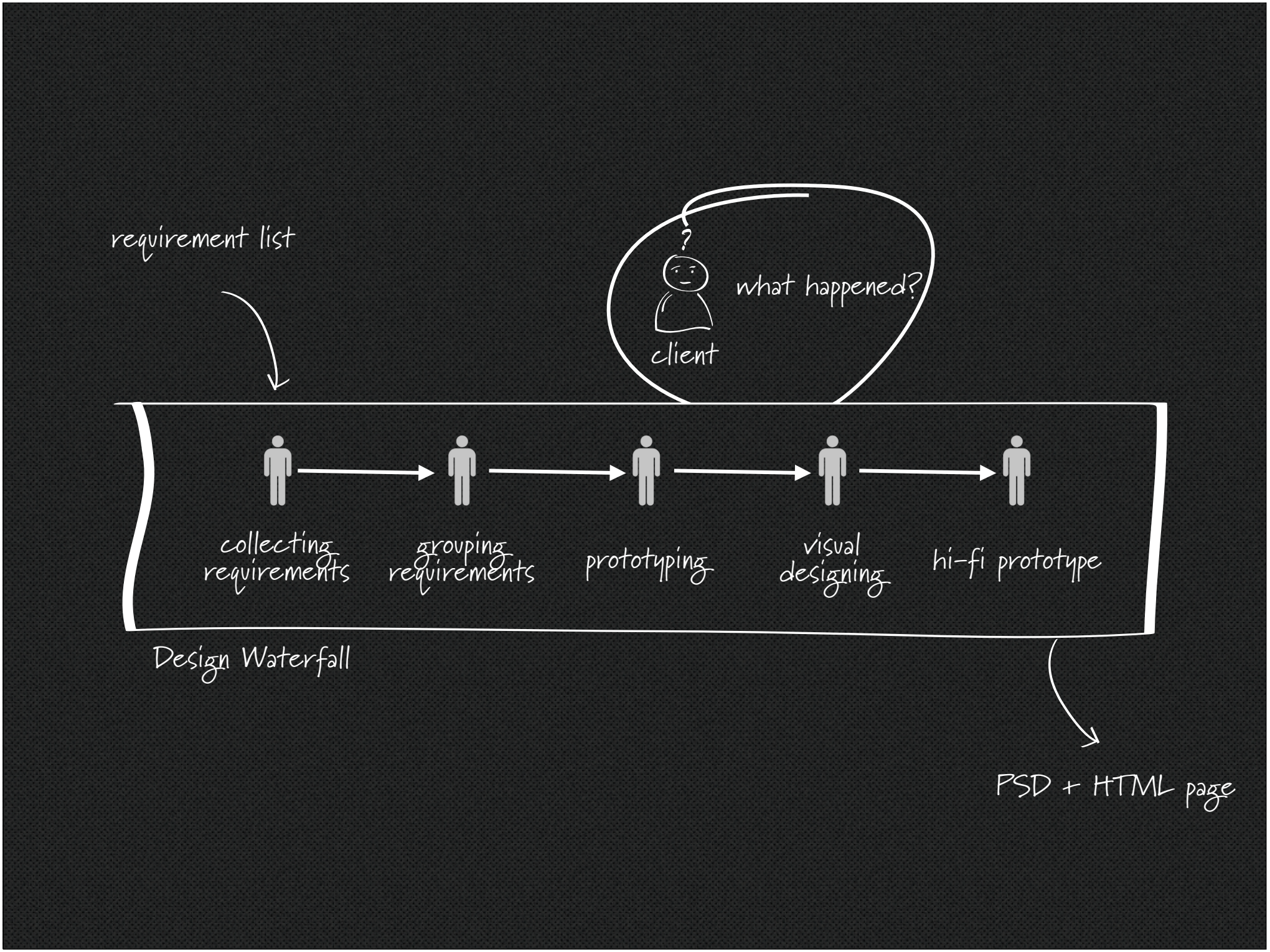

REQUIREMENTS
EXPERIENCE
DESIGN
STORIES

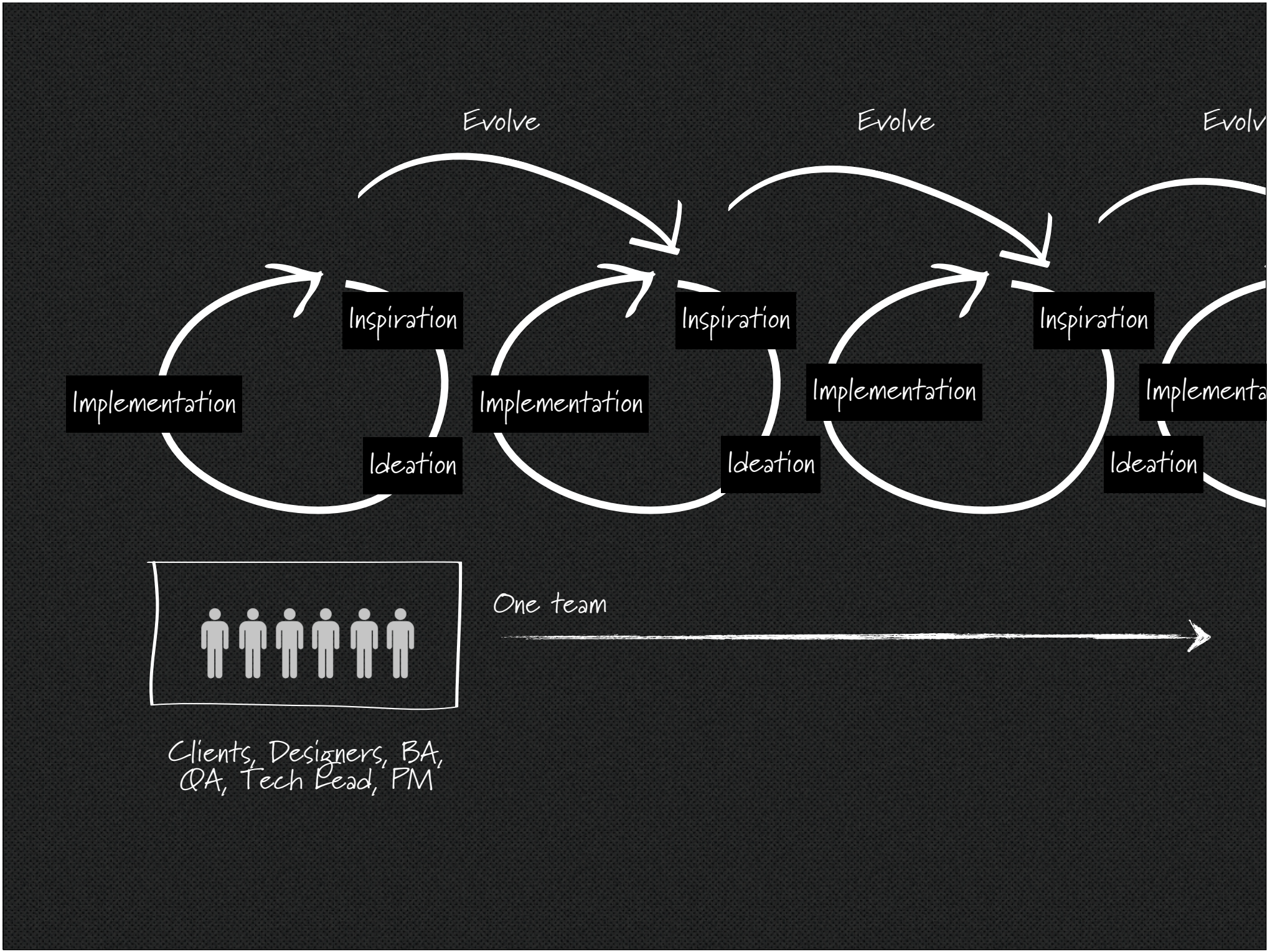

target persona
motivations
goals
must-have stories for basic experience
nice-to-have stories for enhanced experience


viable
business
delighted
customers
scope
feasible technology

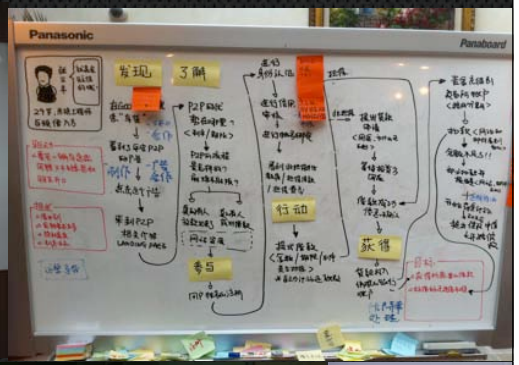
TIP TWO

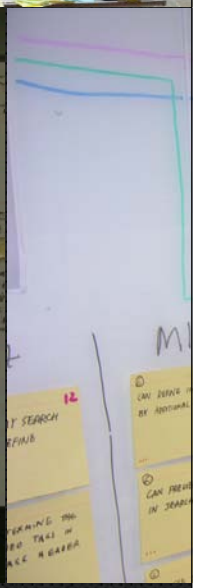
De-mystify design process


requirement list
?
what happened?
client
collecting requirements
grouping requirements
prototyping
visual designing
hi-fi prototype
Design Waterfall
PSD + HTML page


Evolve
Evolve
Evolv
Inspiration
Inspiration
Inspiration
Implementation
Implementation
Implementation
Implementa
Ideation
Ideation
Ideation
One team
Clients, Designers, BA,
QA, Tech Lead, PM

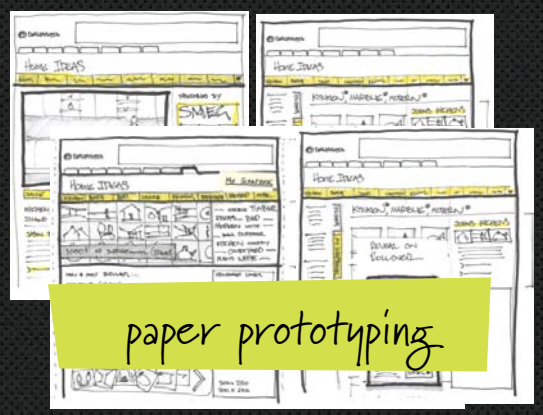
Visualising everything during the design process with your team (inc. your clients)

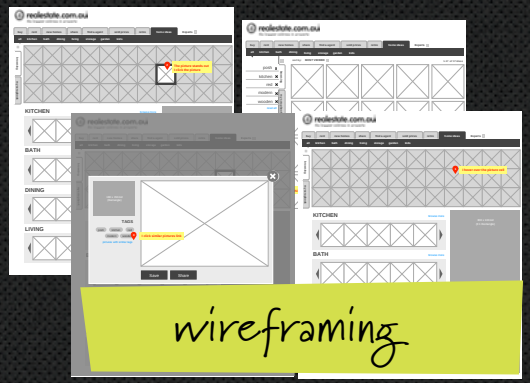


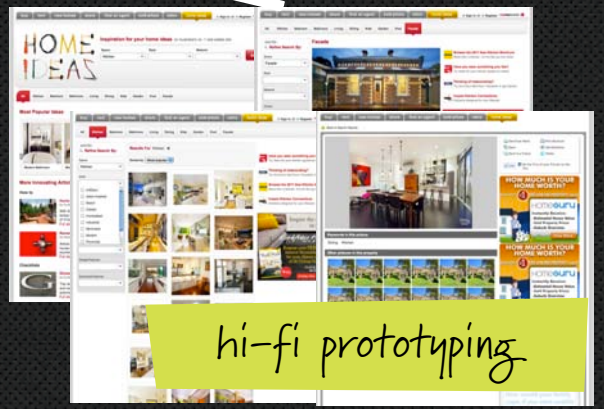


TIP THREE

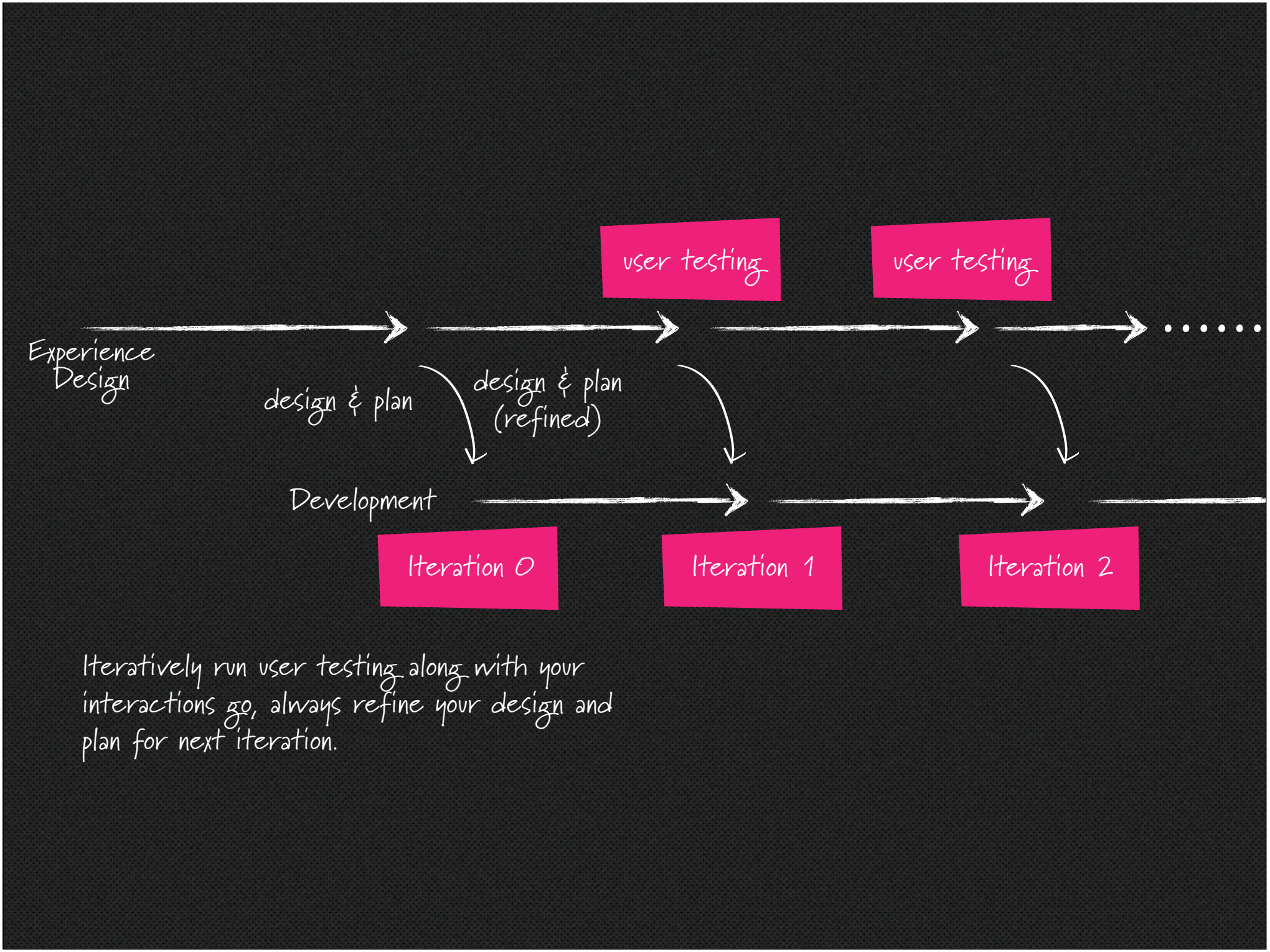
Test your design continually and iteratively with real customers





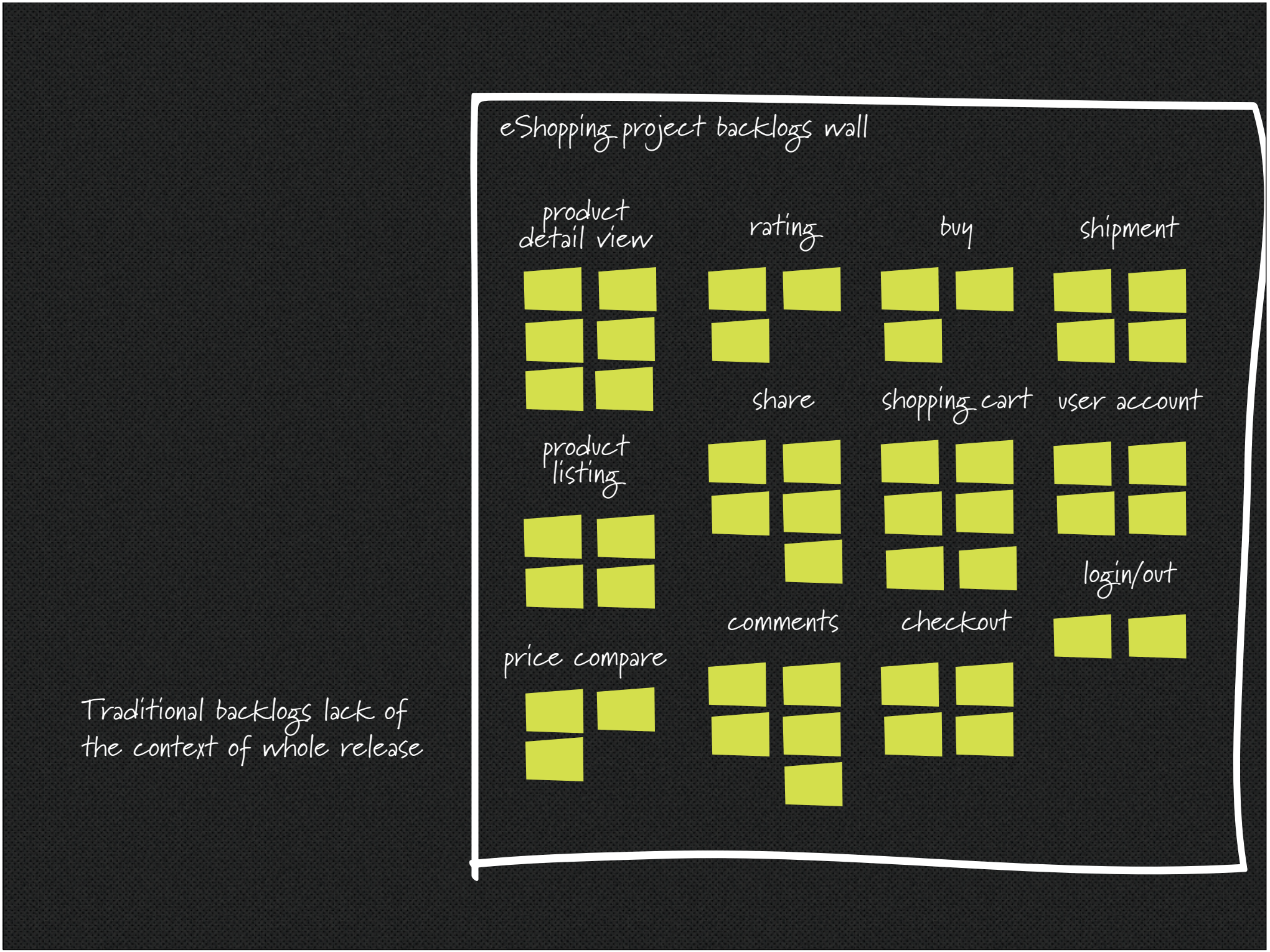


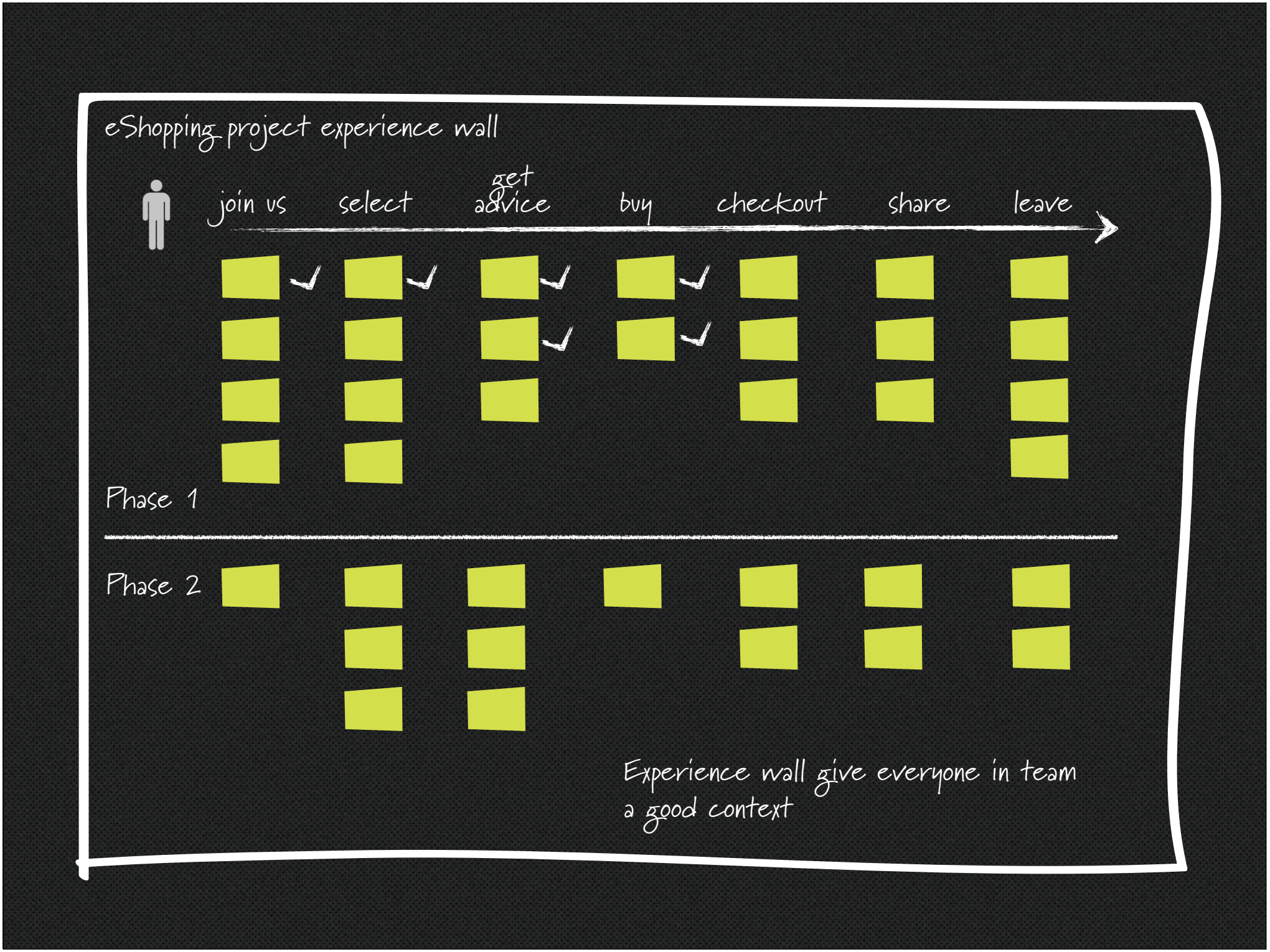
Continually refine your prototype, and test them with real users frequently


user testing
user testing
Experience Design
design & plan
design & plan (refined)
Development
Iteration 0
Iteration 1
Iteration 2
Iteratively run user testing along with your interactions go, always refine your design and plan for next iteration.

TIP FOUR

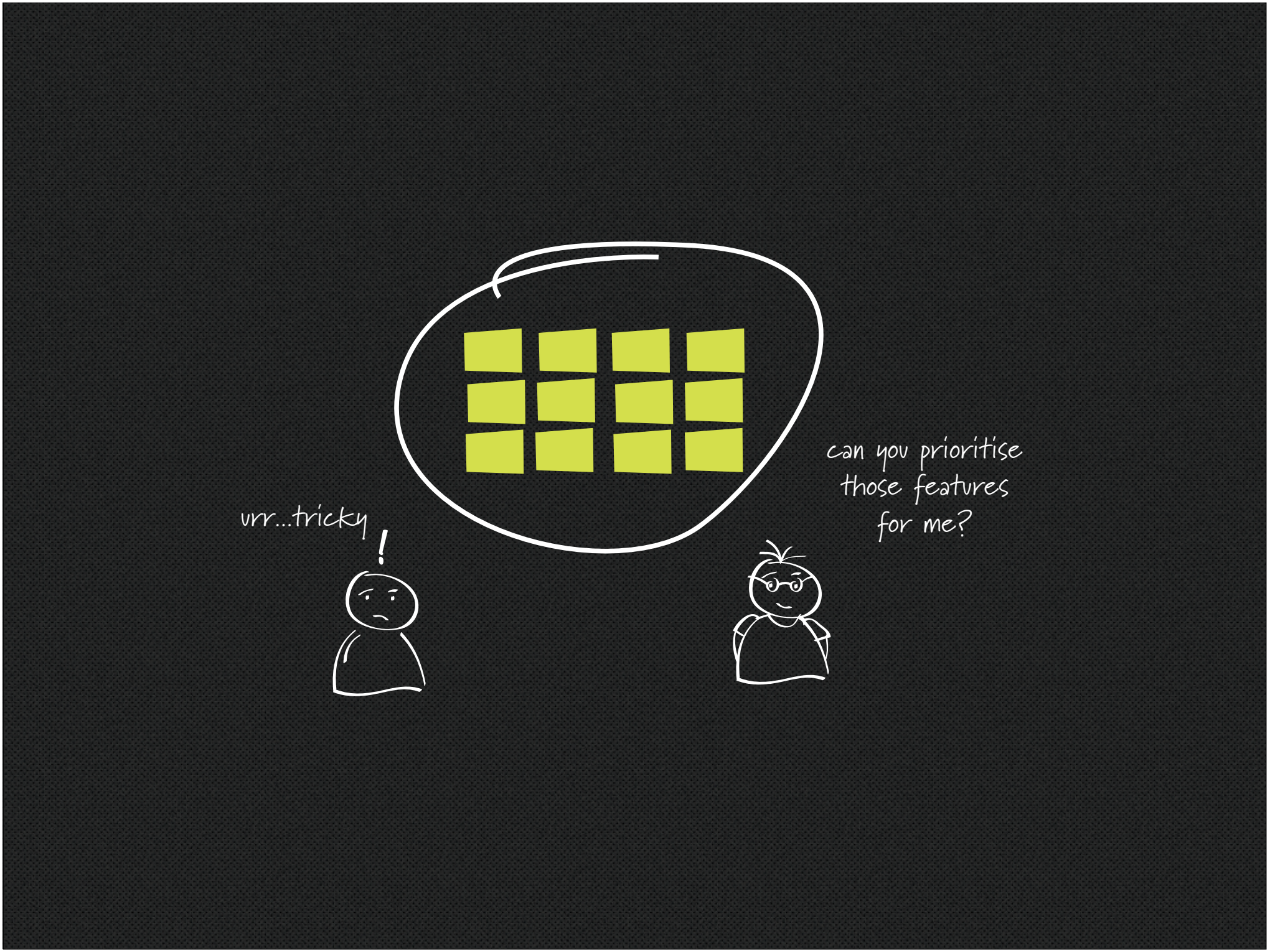
Experience map to replace your product backlogs wall

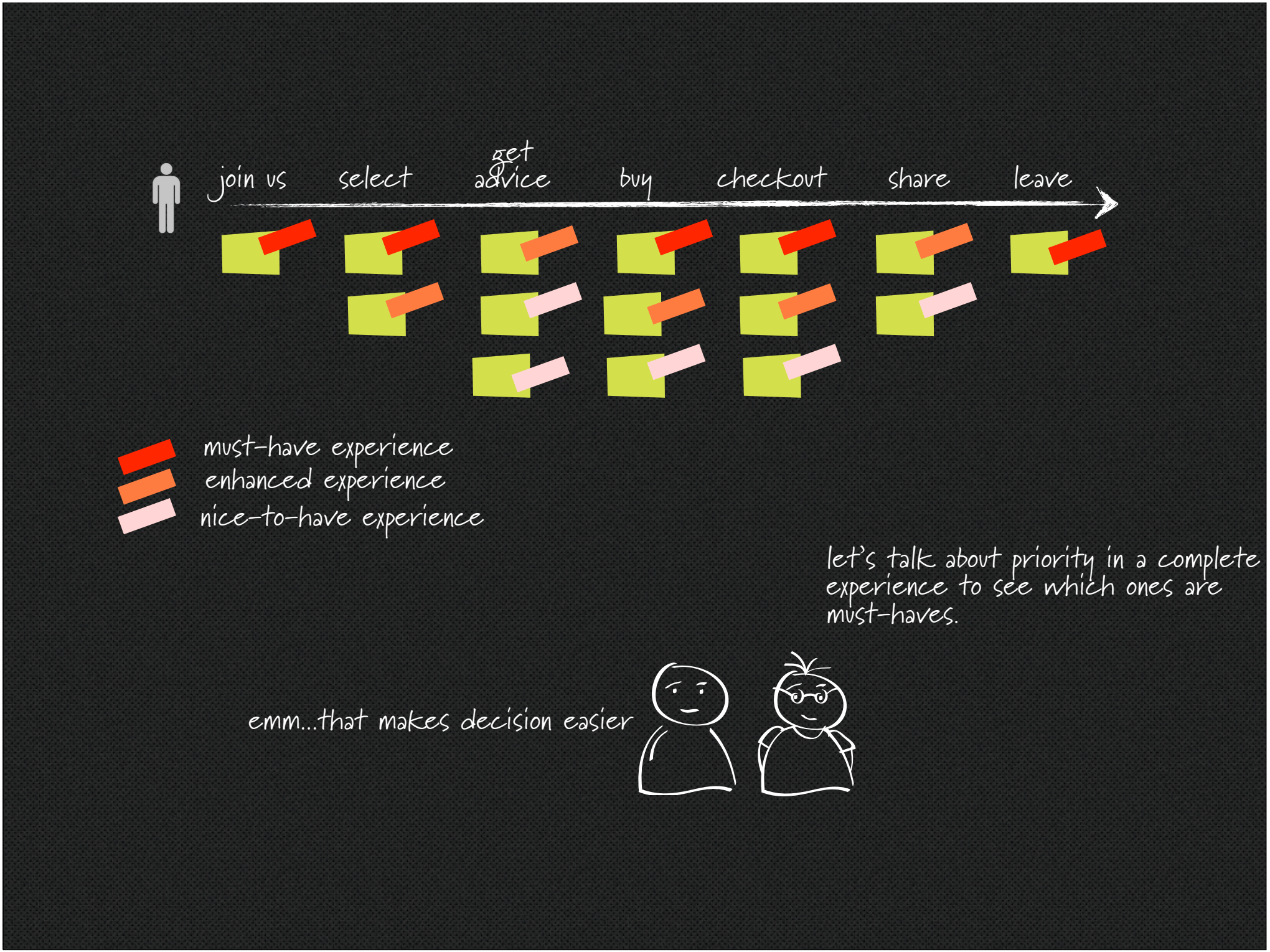

eShopping project backlogs wall
product detail view
rating
buy
shipment
share
shopping cart
user account
product listing
login/out
comments
checkout
price compare
Traditional backlogs lack of the context of whole release


eShopping project experience wall
join us
select
get advice
buy
checkout
share
leave
Phase 1
Phase 2
Experience wall give everyone in team a good context

TIP FIVE

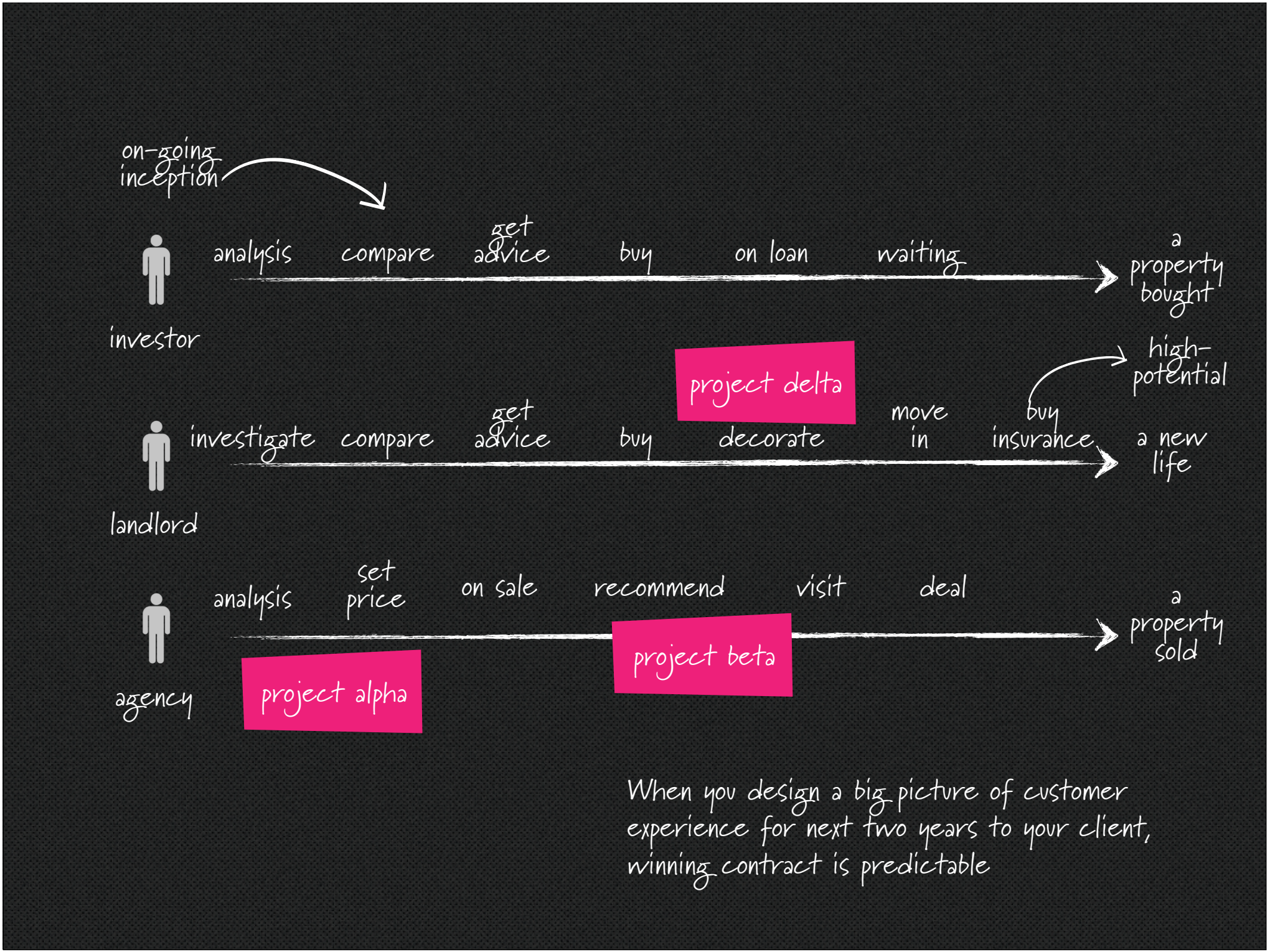
Prioritise in the context of designed experience


can you prioritise those features for me?
urr...tricky


join us
select
get advice
buy
checkout
share
leave
must-have experience
enhanced experience
nice-to-have experience
let's talk about priority in a complete experience to see which ones are must-haves.
emm...that makes decision easier

TIP SIX

Win more contracts by new customer experience


on-going inception
investor
analysis
compare
get advice
buy
on loan
waiting
a property bought
landlord
investigate
compare
get advice
buy
project delta
decorate
move in
buy insurance
high-potential
a new life
agency
analysis
set price
project alpha
on sale
recommend
project beta
visit
deal
a property sold
When you design a big picture of customer experience for next two years to your client, winning contract is predictable