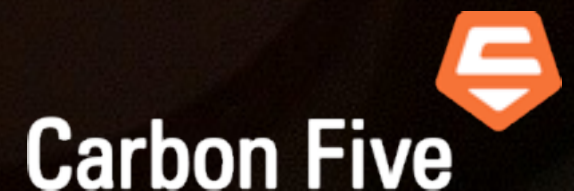


Mixing Lean UX & Agile Development

How to minimize risk, maximize flexibility, and create a loved product.

@chemphill
courtney@carbonfive.com
@carbonfive
#GOTOBerlin



Courtney Hemphill

Partner/Tech Lead

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We used to design and build desktop applications



Berkeley Breathed, *Bloom County*.
From <http://www.berkeleybreathed.com/>



Industrial
Revolution

Efficiency
at Scale



Digital
Revolution

Knowledge
at Scale

CHARLES & RAY

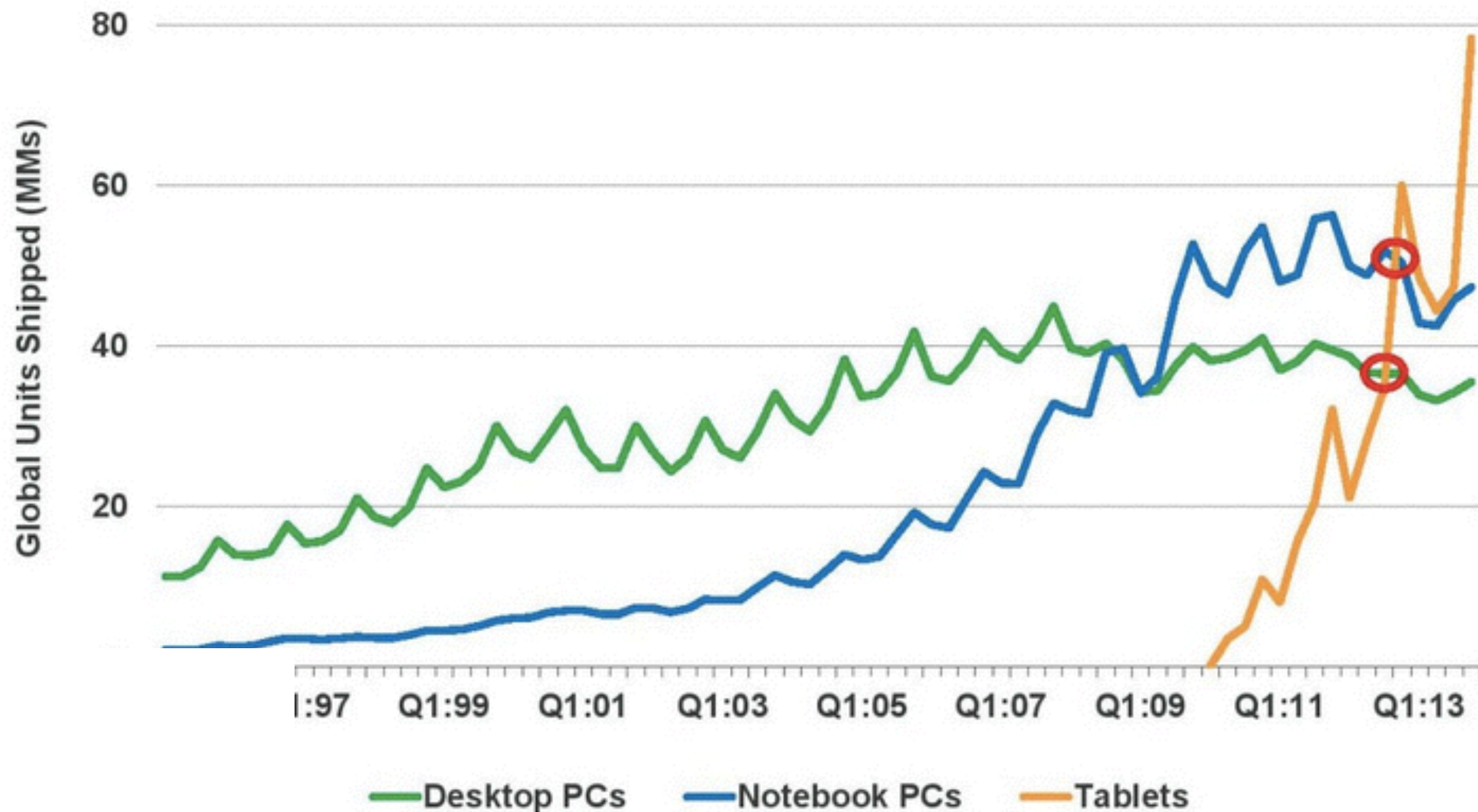
Eames



Multiple inputs and outputs



Global PC (Desktop / Notebook) and Tablet Shipments by Quarter Q1:95 – Q4:13



Source: Morgan Stanley Research. Note: Notebook PCs include Netbooks.



The future...

- AR/VR
- No-touch interfaces
- Cloud

The Rise of the Labs



- Intuit Horizons
- IBM Design Thinking
- Capital One Labs
- Walmart Labs
- Nordstrom Innovation
- UK Government Digital Service

Now we design and build:

Products

Services

Companies

Experiences

balance

transparency

passion

creativity

value

learning

experimentation

respect

growth

money

html5/css3

ruby

rapid prototyping

visual design

interaction design

Disappearing Boundaries

node.js

system operations

ethnography

postgres

data analysis

Carbon Five 

How do you keep up
with all that?

you don't have to.

we get by with a little
help from our friends.



Genentech



charles SCHWAB



Scôot
& Dogdle



Roles & Responsibilities

developer + designer + product owner

One team

Everyone participates

Conflicting perspectives
are required for creative
solutions.

MIT Building 20



The disrepair of Building 20 invited inhabitants to take intellectual risks.

“The edifice is so ugly...that it is impossible not to admire it, if that makes sense; it has 10 times the righteous nerdy swagger of any other building on campus, and at MIT, any building holding that title has a natural constituency.”

— FRED HAPGOOD

The “Magical Incubator”

Pixar Headquarters



The legacy of Steve Jobs

Cadence

Coup de pied
au corps

Coup de pied de
figure

Coup de pied
bas

Parade du
coup de pied
de figure

Dégager
une jambe prise

Coup d'arrêt

Ceinture de devant et parade

Techniques

Carbon Five



Sprints as Experiments

What is your highest risk,
highest reward feature?

Costs vs. Benefits

Place your epics or stories as a mechanism for prioritization



Deliverable whole

Always try to prioritize using a path to a full deliverable whole.

Just in Time Design

2
• Cards

Case Studies

BookRenter™

nib.ly

from

sharethrough®

Carbon Five 

APRIL
MAY

week 1

Monday

reflect & define

Tuesday

specify

Wednesday


build & refine

Thursday

build & refine

Friday

customer feedback!



Week
at a
Glance

Flexible Schedule

Monday

Charrette!

- MORE TESTS
- DAVE @ C5
- UX TESTING OF SHARETREE
- SHARETHROUGH STAFF
- WEEK PRESOS

- PAIR W/ ROB ONCE / WEEK
- IDENTIFY DESIGN RESOURCES

• VACATION

New Fun

Communication

GASLIGHT

AWESM RAMP-UP

DESIGN

WIREFRAME WALK-THROUGH

SPACE

UX TESTING

Testing

CODE

WRITE MORE TESTS

DB ALEX

TIME

Focus

-We

Retrospective

Product	Team and Comms process	Deploy process	Test users	Content	We will
I like user sign-up	I like the team working well the past week	I like the discussions on moving forward with process	I like that we are getting user feedback	I wish that we will improve the content process	We will keep track of everyone in Haley's spreadsheet
I like the VT backlog session	I like that boram is here	I like that chris deployed	I like that we have active ankle sprains	I like that we continue to do new protocols	We will make sure that everyone adds content info to spreadsheet right away
I like the signup process	I liked vacation	I like spending more time on VT definition	I like the feedback it's working		We will investigate ways of using the software to check who users are
I like the app working well	I liked working independently	I like that VT was better defined	I wish we could be better at content and that process		We will get Chris to walk through analytics
I like the process of getting product to users	I like the team communication	I like that we can now implement and test	I wish we had better organized comms between admin and users		We will look at all the feedback from users and synthesize and prioritize
I wish we were doing more product road map and definition	I liked meeting remotely	I wish we knew more about how we are going to do doctor feedback	I wish we could better optimize user feedback process		We will talk about gathering doctor feedback: purpose/goals, method
	I like working with Haley	I wish I better understood user needs			We will review process for QA on different devices
	I like working at 3:30am	I wish we had done more QA on the app			We will continue to refine content process
	I like not worrying about people's feelings	I wish that stories could get accepted faster			We will check in two weeks from now about whether Chris' product summary is helping
	I like the overall process	I wish we could do more small releases for non-content dependent features			We will review product roadmap
	I like setting agendas within TRx	I wish to have a schedule			We will continue to send out the We Wills from reflection
	I wish we had summaries for people who are out				We will introduce a Coyote Jar. Chase will make the jar.
	I wish I would drink afternoon coffee				We will make a larger content schedule for the protocols to get to market
					We will check in with Chris re: accepting stories

<http://stickies.io>

Review User Feedback

Stickies.io

skype testing - marnie

Courtney Hemphill

Logout

availability

if something told me she was available on skype right now i might be more likely to chat with her

wants an icon or a message to let me know this woman is on the other side of skype and is wanting me to contact her

if email wasn't there my first inclination would be to chat. since she is in australia i would want to chat since i didn't know time difference

would have sent an email to the speech therapist asking her when she could meet up via skype

search

went immediately to health and typed in a search but no vendors came up

i had her go back to homepage to do a search and we got some results

likes that she can see skype presence on search because she doesn't have to waste her time clicking through

pictures speak volumes and i'd rather contact the speech therapist in australia if i could see her photo

search results are easy to read and peruse

clicking on a tag from a person's profile shows search but doesn't show that it is a search for that tag

rate

like how the rate is shown but that i know an initial contact is not charged

rate helps both parties b/c i know i can or can not afford her and she won't get contacted by people that can not afford

stars only matter if i can read reviews.

refine

tried to refine to find more but nothing came up

doesn't know what status now on skype means in filters

once she did figure out what the skype filters meant she thought that was cool

Stickies

Audio

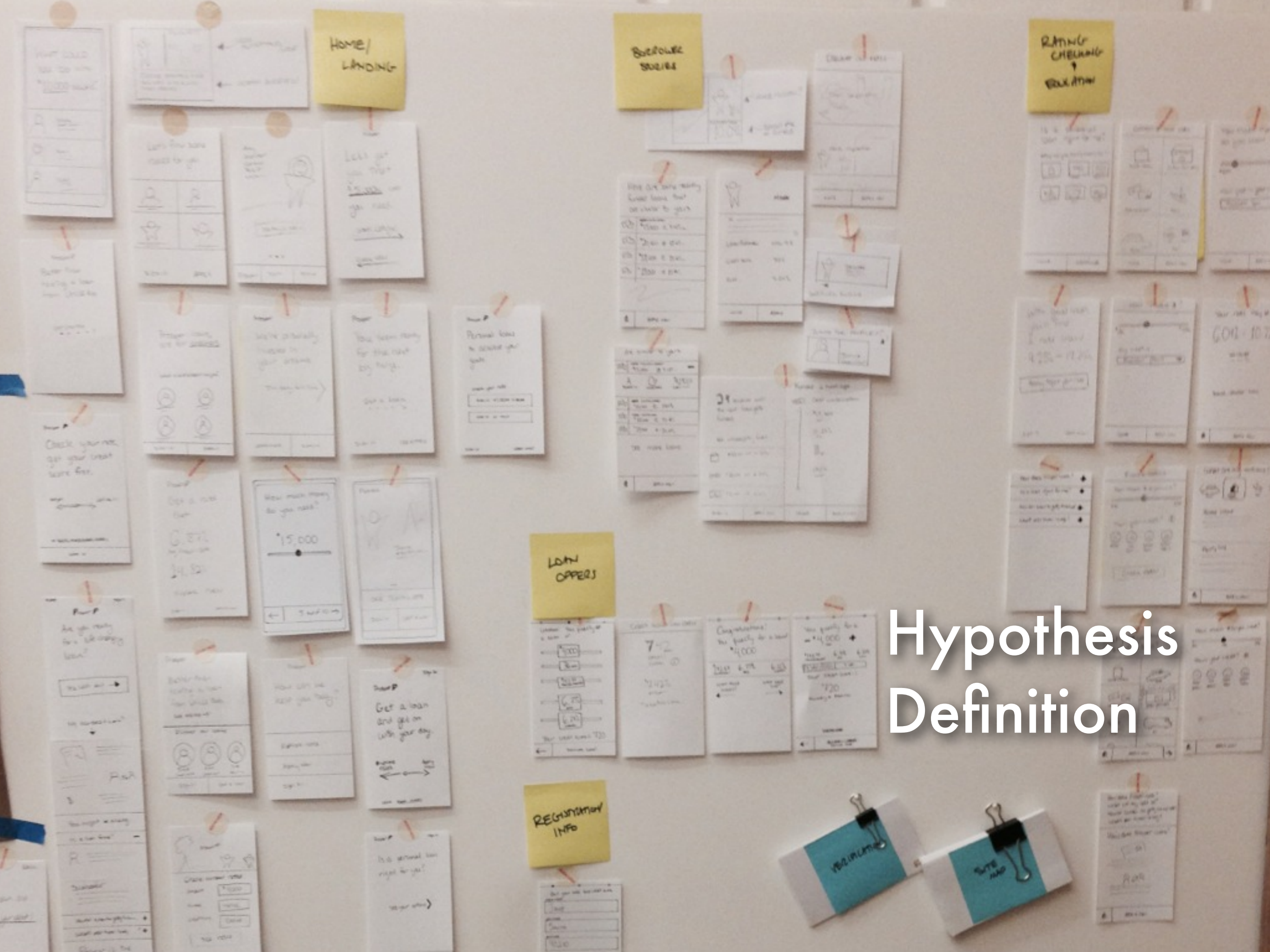
Video

Notes

<http://stickies.io>



Whiteboard
Wireframing



HOME/
LANDING

Borrower
Profile

RATING/
CHALLENGE
EXPLANATION

LOAN
OFFERS

REGISTRATION
INFO

Hypothesis
Definition

RESUME

DATE
NAME

Clean Up and Prep

Tuesday

The Art of Story Writing

Story Template

Title (one line describing the story)

Narrative:

As a [role]

I want [feature]

So that [benefit]

Acceptance Criteria: (presented as Scenarios)

Scenario 1: Title

Given [context]

And [some more context]...

When [event]

Then [outcome]

And [another outcome]...



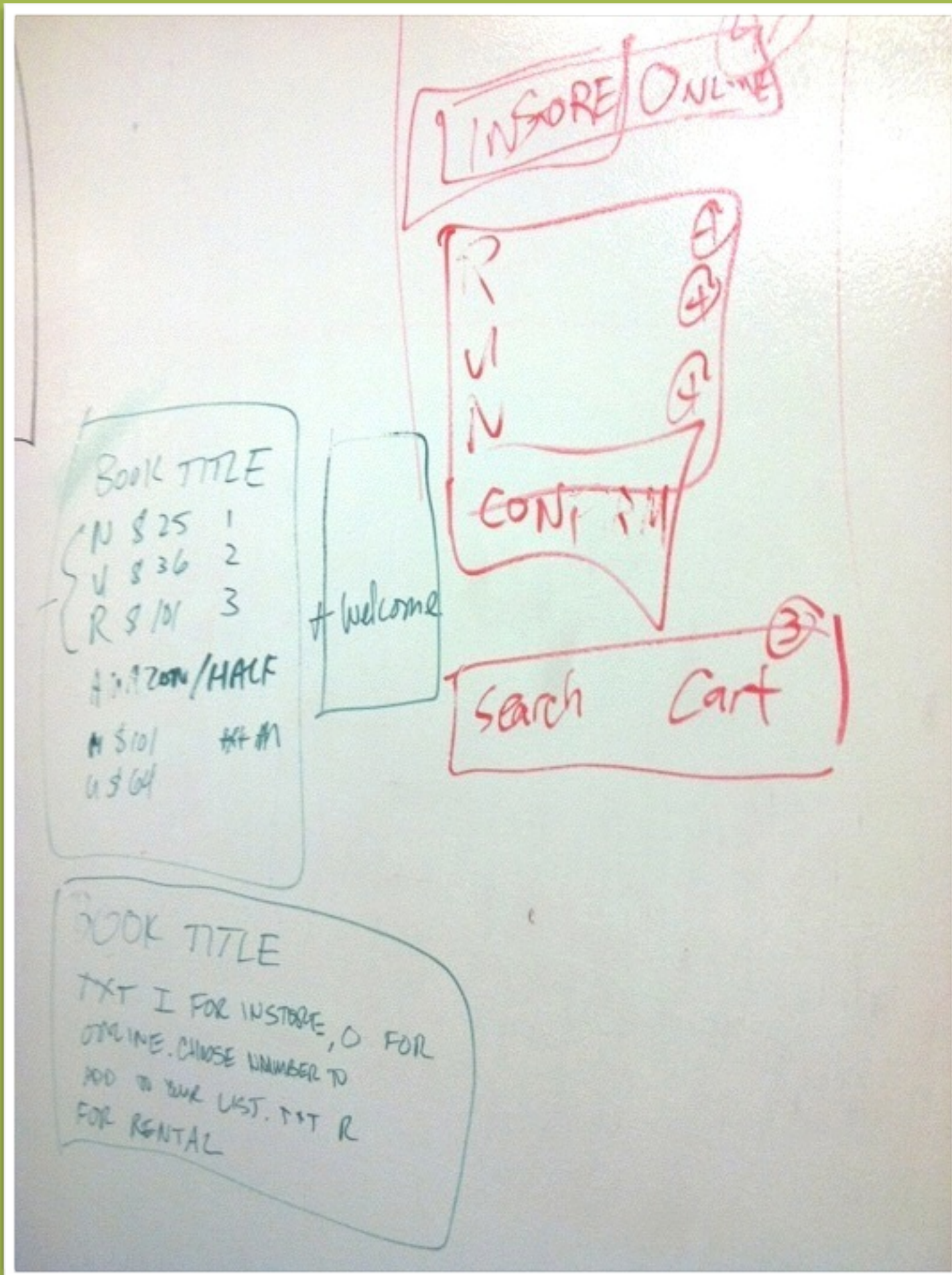
Story Mapping
<http://storymapper.io>

Wednesday
& Thursday

Feature Development

```
497 };
498 Plugin.prototype._slide = function(number) {
499     var $element, currentSlide, direction, duration, next, prefix, slidesControl, timing, transform, value,
500         _this = this;
501     $element = $(this.element);
502     this.data = $.data(this);
503     if (!this.data.animating && number !== this.data.current + 1) {
504         $.data(this, "animating", true);
505         currentSlide = this.data.current;
506         if (number > -1) {
507             number = number - 1;
508             value = number > currentSlide ? 1 : -1;
509             direction = number > currentSlide ? -this.options.width : this.options.width;
510             next = number;
511         } else {
512             value = this.data.direction === "next" ? 1 : -1;
513             direction = this.data.direction === "next" ? -this.options.width : this.options.width;
514             next = currentSlide + value;
515         }
516         if (next === -1) {
517             next = this.data.total - 1;
518         }
519         if (next === this.data.total) {
520             next = 0;
521         }
522         this._setActive(next);
523         slidesControl = $(".slidesjs-control", $element);
524         if (number > -1) {
525             slidesControl.children(":not(:eq(" + currentSlide + "))").css({
526                 display: "none",
527                 left: 0,
528                 zIndex: 0
529             });
530         }
531         slidesControl.children(":eq(" + next + ")").css({
532             display: "block",
533             left: value * this.options.width,
534             zIndex: 10
535         });
536         this.options.callback.start(currentSlide + 1);
537         // $.data(this, "pageProgress", 0);
538         if (this.data.vendorPrefix) {
539             prefix = this.data.vendorPrefix;
540             transform = prefix + "Transform";
541             duration = prefix + "TransitionDuration";
542             timing = prefix + "TransitionTimingFunction";
543             slidesControl[0].style[transform] = "translateX(" + direction + "px)";
544             slidesControl[0].style[duration] = this.options.effect.slide.speed + "ms";
545             return slidesControl.on("transitionend webkitTransitionEnd oTransitionEnd otransitionend MSTransitionEnd", function() {
546                 slidesControl[0].style[transform] = "";
547                 slidesControl[0].style[duration] = "";
548                 slidesControl.children(":eq(" + next + ")").css({
549                     left: 0
550                 });
551                 slidesControl.children(":eq(" + currentSlide + ")").css({
552                     display: "none",
553                     left: 0,
554                     zIndex: 0
555                 });
556                 $.data(_this, "current", next);
557                 $.data(_this, "animating", false);
558             });
559     }
560 }
```

Whiteboard Wireframing

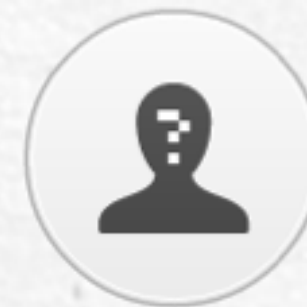




Female Node



Male Node



Anonymous Node



Video Node

Living Style Guide & Visual Assets



Designer/Developer Pairing



Town Crier
<http://bit.ly/2l3>

Print
<http://bit.ly/2lky>

Designer/Developer Pairing

Elements Resources Network Sources Timeline Profiles Audits Console

```
"stroke-width: 5px;"></path>
<path class="link root" d="M-150,209.38775510204079C-75,209.38775510204079 -75,38.775510204081634 0,38.775510204081634" style=
"stroke-width: 6px;"></path>
<path class="link root" d="M-150,209.38775510204079C-75,209.38775510204079 -75,221.0204081632653 0,221.0204081632653" style=
"stroke-width: 17px;"></path>
<path class="link root" d="M-150,209.38775510204079C-75,209.38775510204079 -75,403.26530612244903 0,403.26530612244903" style=
"stroke-width: 493px;"></path>
<path class="link" d="M0,403.26530612244903C75,403.26530612244903 75,54.285714285714285 150,54.285714285714285" style="stroke-
width: 1px;"></path>
<path class="link" d="M0,403.26530612244903C75,403.26530612244903 75,58.16326530612245 150,58.16326530612245" style="stroke-width:
1px;"></path>
<path class="link" d="M0,403.26530612244903C75,403.26530612244903 75,62.04081632653061 150,62.04081632653061" style="stroke-width:
```

> html body div#chart svg

Story Acceptance

(yay!)

	Start	<input type="checkbox"/>
	Start	<input type="checkbox"/>
	Start	<input type="checkbox"/>
	Finish	<input type="checkbox"/>
Accept	Reject	<input type="checkbox"/>

Friday

Customer Feedback Prep

What are you testing?

What methods will you use to test?

Broad or specific?

NEW
EDITION

ART IN THEORY

1900 - 2000

Harrison
&
Wood

ART101

SECTIONS: A, B

TITLE: ART IN THEORY 1900 - 2000: AN ANTHOLOGY OF CHANGING IDEAS
AUTHOR: CHARLES HARRISON/DR PAUL ... BINDING: PAPERBACK
EDITION: 2ND ISBN: 9780631227083

NEW:
\$57.95


USED:
\$35.95


RENT:
\$27.93



INSTANTLY COMPARE TEXTBOOK PRICES WITH YOUR PHONE:

Scan the code
Any QR scanner will do


auburn.scan.stg.txtbk.it
Use book code 7583

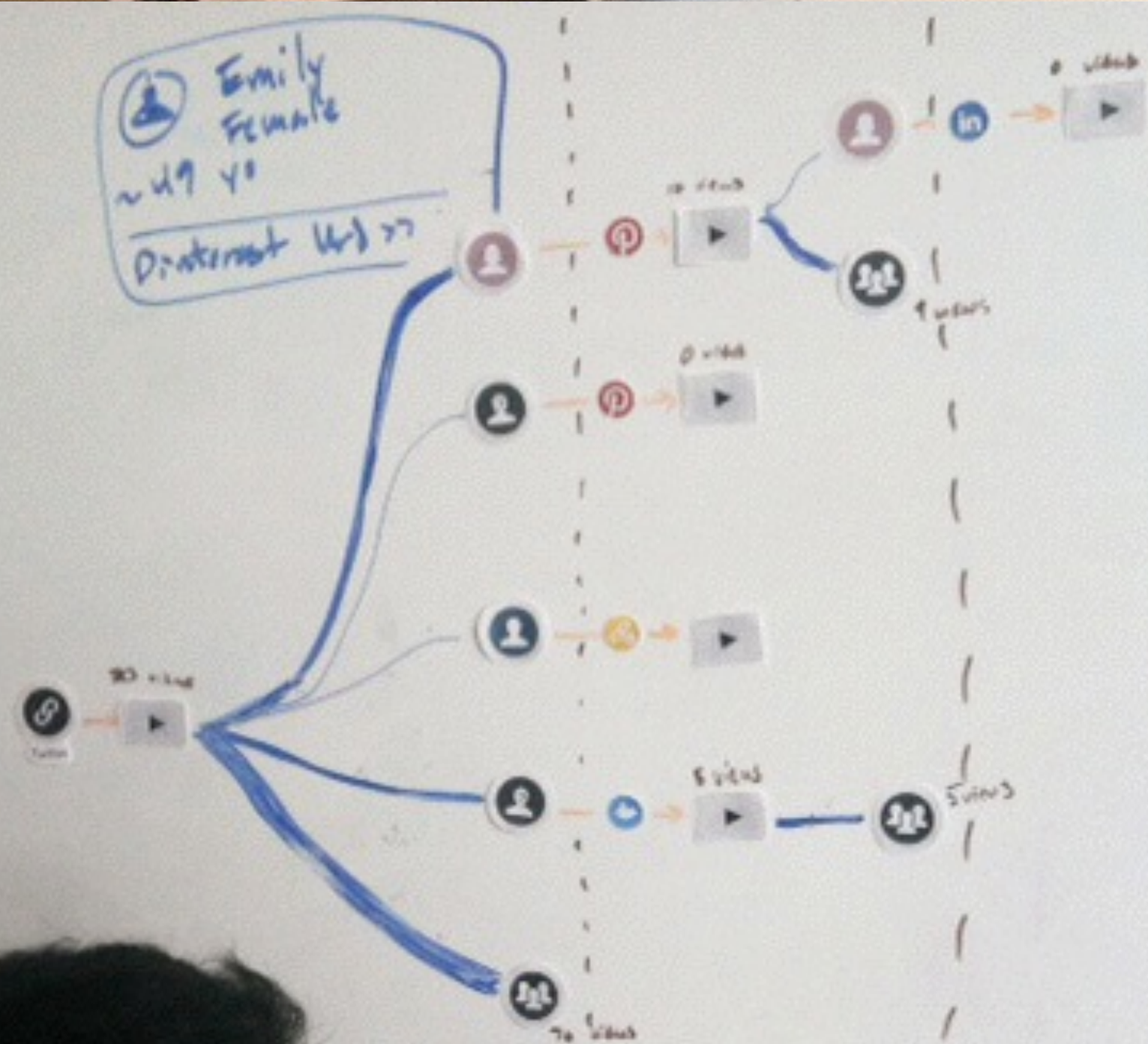

Text 7583 to 650-681-0854
You'll see prices shortly after

REQUIRED

Feedback
Session

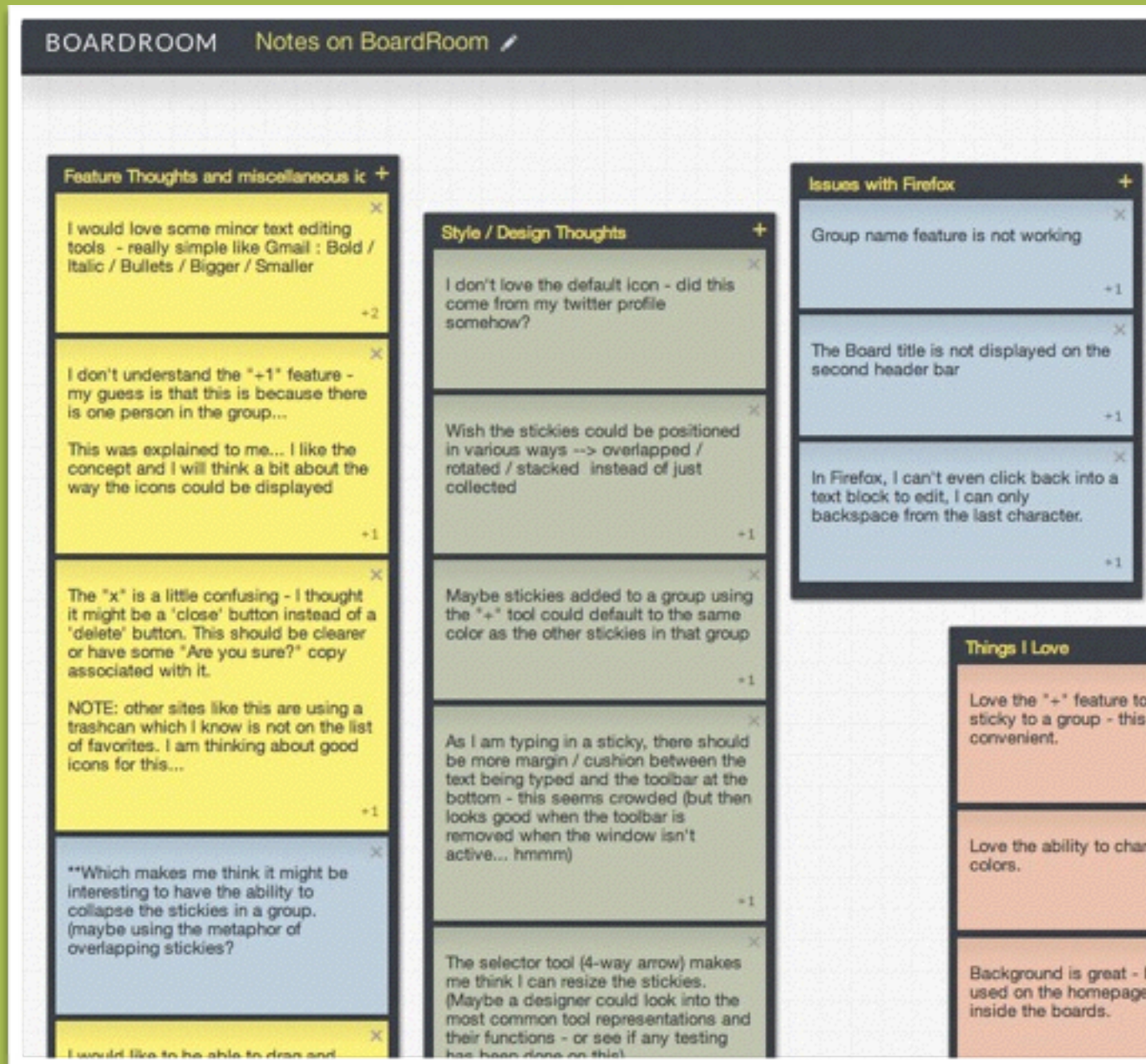


Five on
Friday



Hybrid
Prototyping

Capture User Feedback!



Stickies

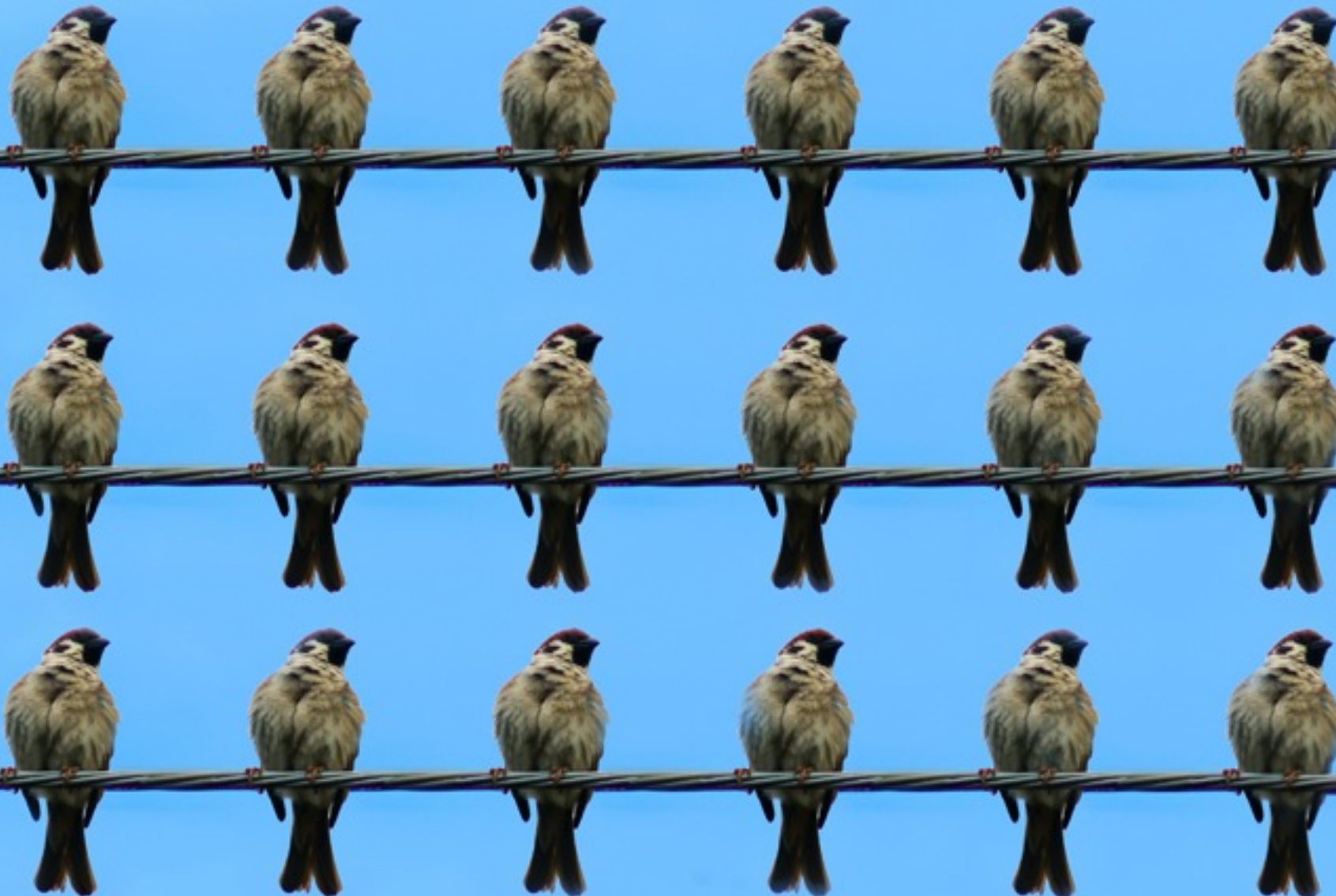
Audio

Video

Notes

<http://stickies.io>

Discipline



Conflict that arises
is critical
to innovation.

Foundations

Foundations

Conversations

story writing, milestone planning, acceptance

Foundations

Conversations

story writing, milestone planning, acceptance

Culture

cross-functional teams, design, and dev
integration

Foundations

Conversations

story writing, milestone planning, acceptance

Culture

cross-functional teams, design, and dev
integration

Cadance

short term solution-focused product
development

Thanks!



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