

Mixing Lean UX & Agile Development

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

Courtney Hemphill

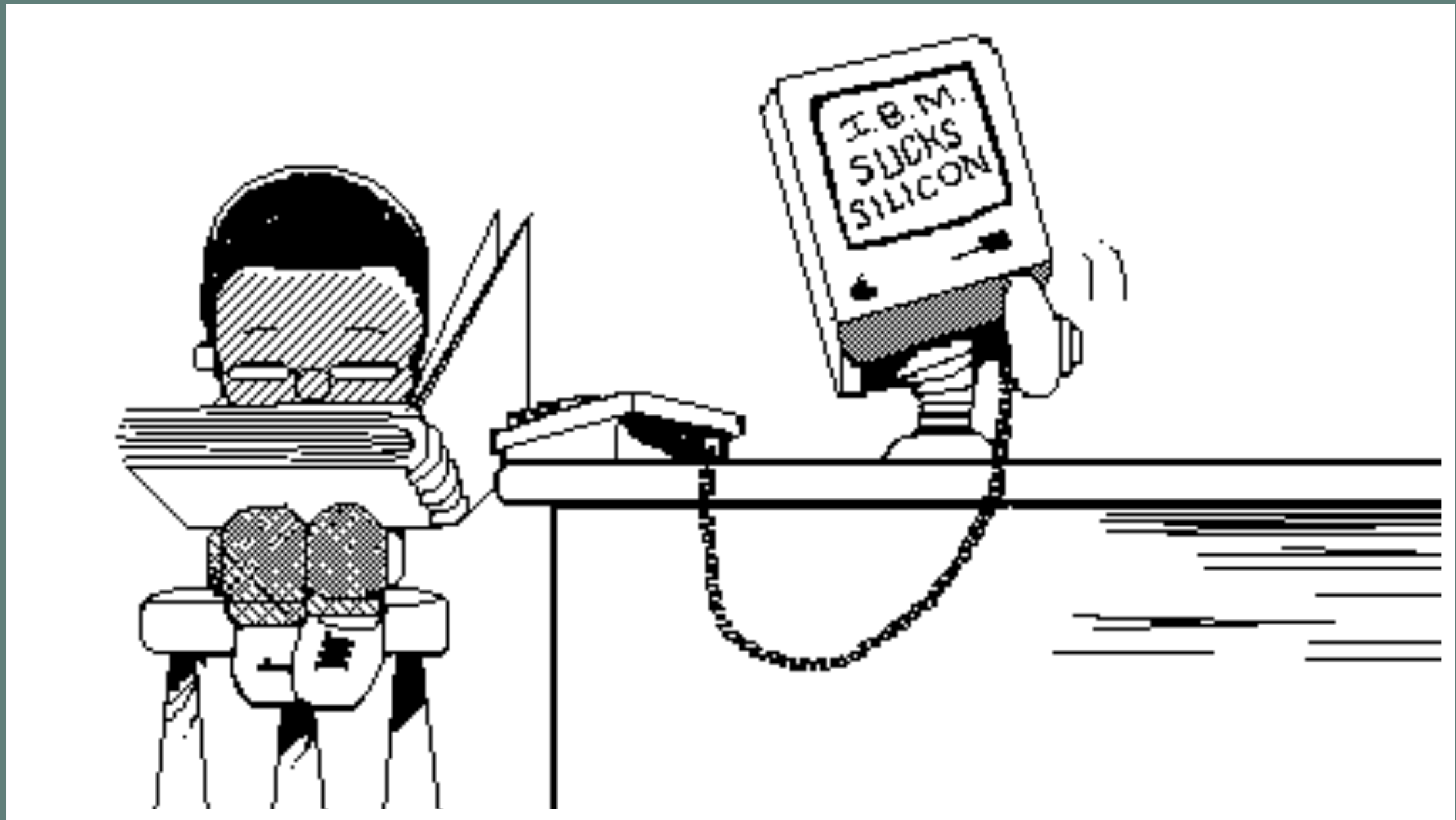
@chemphill

@carbonfive

courtney@carbonfive.com

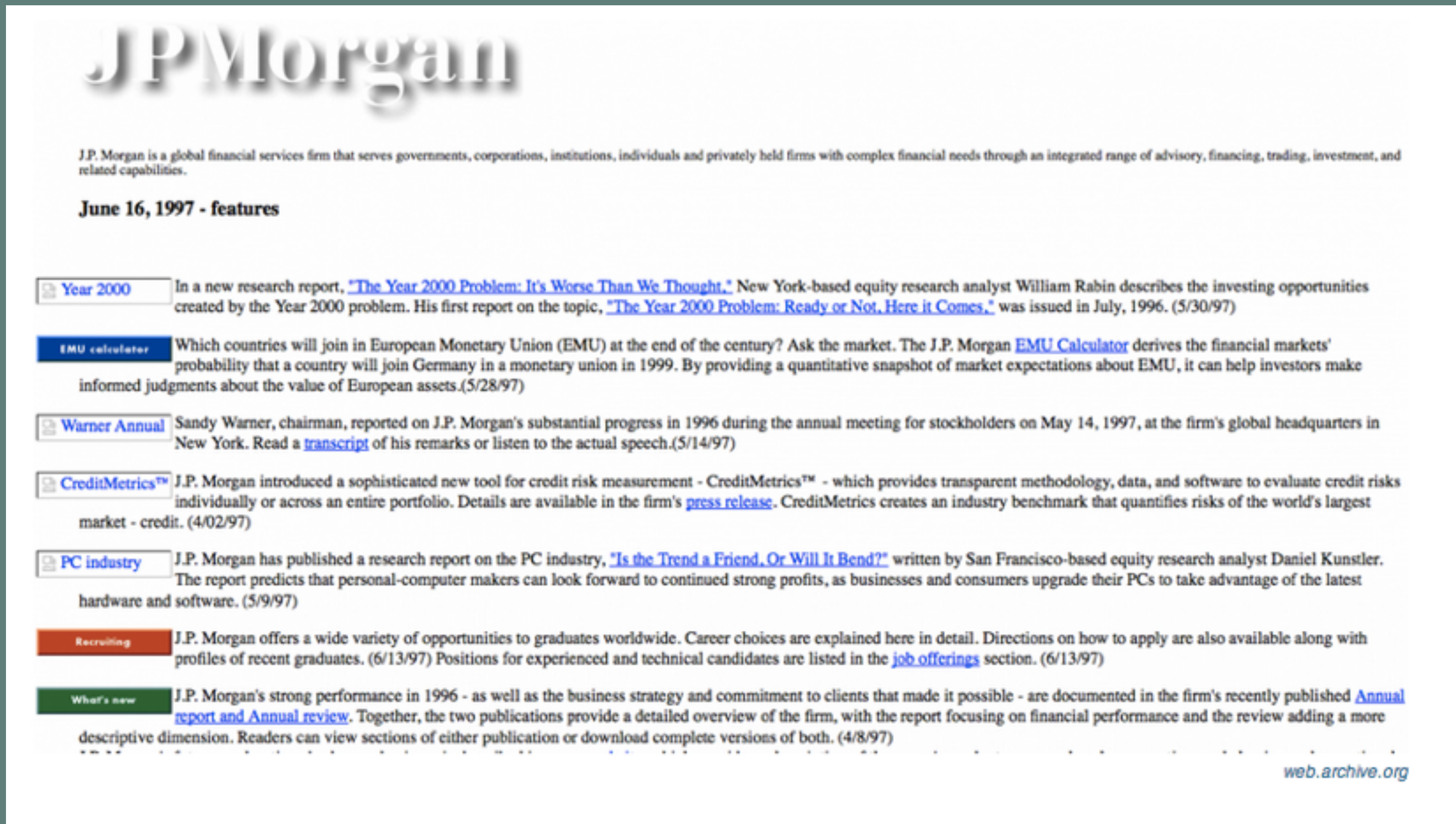


We used to design and build desktop applications



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

Then we connected our content



J.P. Morgan

J.P. Morgan is a global financial services firm that serves governments, corporations, institutions, individuals and privately held firms with complex financial needs through an integrated range of advisory, financing, trading, investment, and related capabilities.

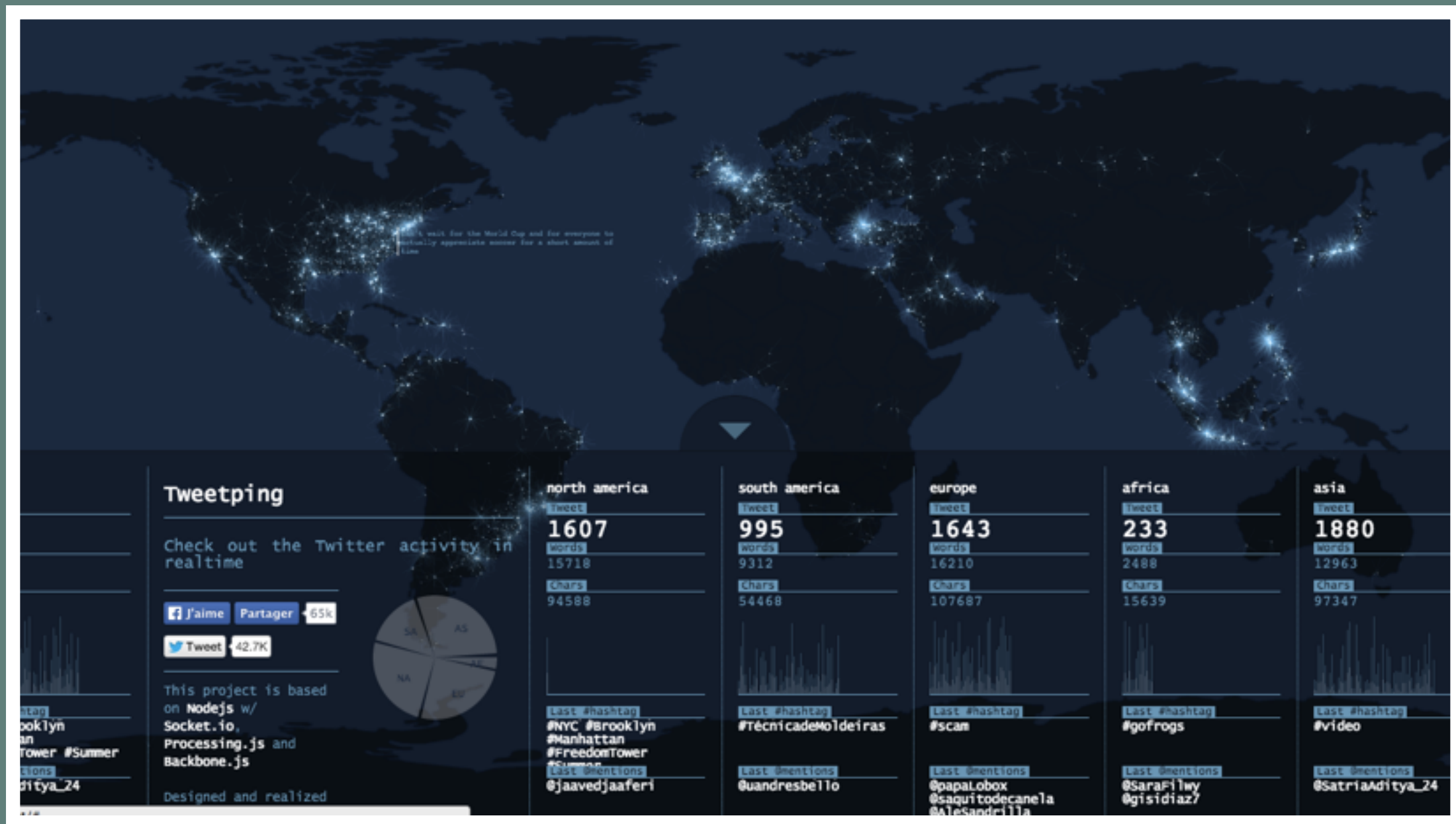
June 16, 1997 - features

- Year 2000** In a new research report, ["The Year 2000 Problem: It's Worse Than We Thought."](#) New York-based equity research analyst William Rabin describes the investing opportunities created by the Year 2000 problem. His first report on the topic, ["The Year 2000 Problem: Ready or Not, Here it Comes."](#) was issued in July, 1996. (5/30/97)
- EMU calculator** Which countries will join in European Monetary Union (EMU) at the end of the century? Ask the market. The J.P. Morgan [EMU Calculator](#) derives the financial markets' probability that a country will join Germany in a monetary union in 1999. By providing a quantitative snapshot of market expectations about EMU, it can help investors make informed judgments about the value of European assets. (5/28/97)
- Warner Annual** Sandy Warner, chairman, reported on J.P. Morgan's substantial progress in 1996 during the annual meeting for stockholders on May 14, 1997, at the firm's global headquarters in New York. Read a [transcript](#) of his remarks or listen to the actual speech. (5/14/97)
- CreditMetrics™** J.P. Morgan introduced a sophisticated new tool for credit risk measurement - CreditMetrics™ - which provides transparent methodology, data, and software to evaluate credit risks individually or across an entire portfolio. Details are available in the firm's [press release](#). CreditMetrics creates an industry benchmark that quantifies risks of the world's largest market - credit. (4/02/97)
- PC industry** J.P. Morgan has published a research report on the PC industry, ["Is the Trend a Friend, Or Will It Bend?"](#) written by San Francisco-based equity research analyst Daniel Kunstler. The report predicts that personal-computer makers can look forward to continued strong profits, as businesses and consumers upgrade their PCs to take advantage of the latest hardware and software. (5/9/97)
- Recruiting** J.P. Morgan offers a wide variety of opportunities to graduates worldwide. Career choices are explained here in detail. Directions on how to apply are also available along with profiles of recent graduates. (6/13/97) Positions for experienced and technical candidates are listed in the [job offerings](#) section. (6/13/97)
- What's new** J.P. Morgan's strong performance in 1996 - as well as the business strategy and commitment to clients that made it possible - are documented in the firm's recently published [Annual report and Annual review](#). Together, the two publications provide a detailed overview of the firm, with the report focusing on financial performance and the review adding a more descriptive dimension. Readers can view sections of either publication or download complete versions of both. (4/8/97)

web.archive.org

web.archive.com, Wayback Machine
From <http://web.archive.com>

Then we connected ourselves



Tweetping
From <http://tweetping.net/>

Now we connect everything



Now we design and build:

Products

Services

Companies

Experiences

balance

transparency

passion

creativity

value

learning

experimentation

respect

growth

money

Disappearing Boundaries

experience design

brand strategy

information architect

interaction design

visual design

Disappearing Boundaries

front-end development

system operations

database development

backend development

data analysis

Carbon Five 

Emerging Technology

rapid prototyping

3D printing

living style guides

responsive design

html5 and canvas

Emerging Technology

offline apps

websockets

client side scripting

mobile

big data





Internet of Everything

Homes, Museums, Cars, Hospitals ...

How do you keep up
with all that?

you don't have to.

we get by with a little
help from our friends.

A little about this we ...

Carbon Five



Genentech



charles SCHWAB



Scôot
& Doodle



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?

Get your stories straight

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

DB
ALEX

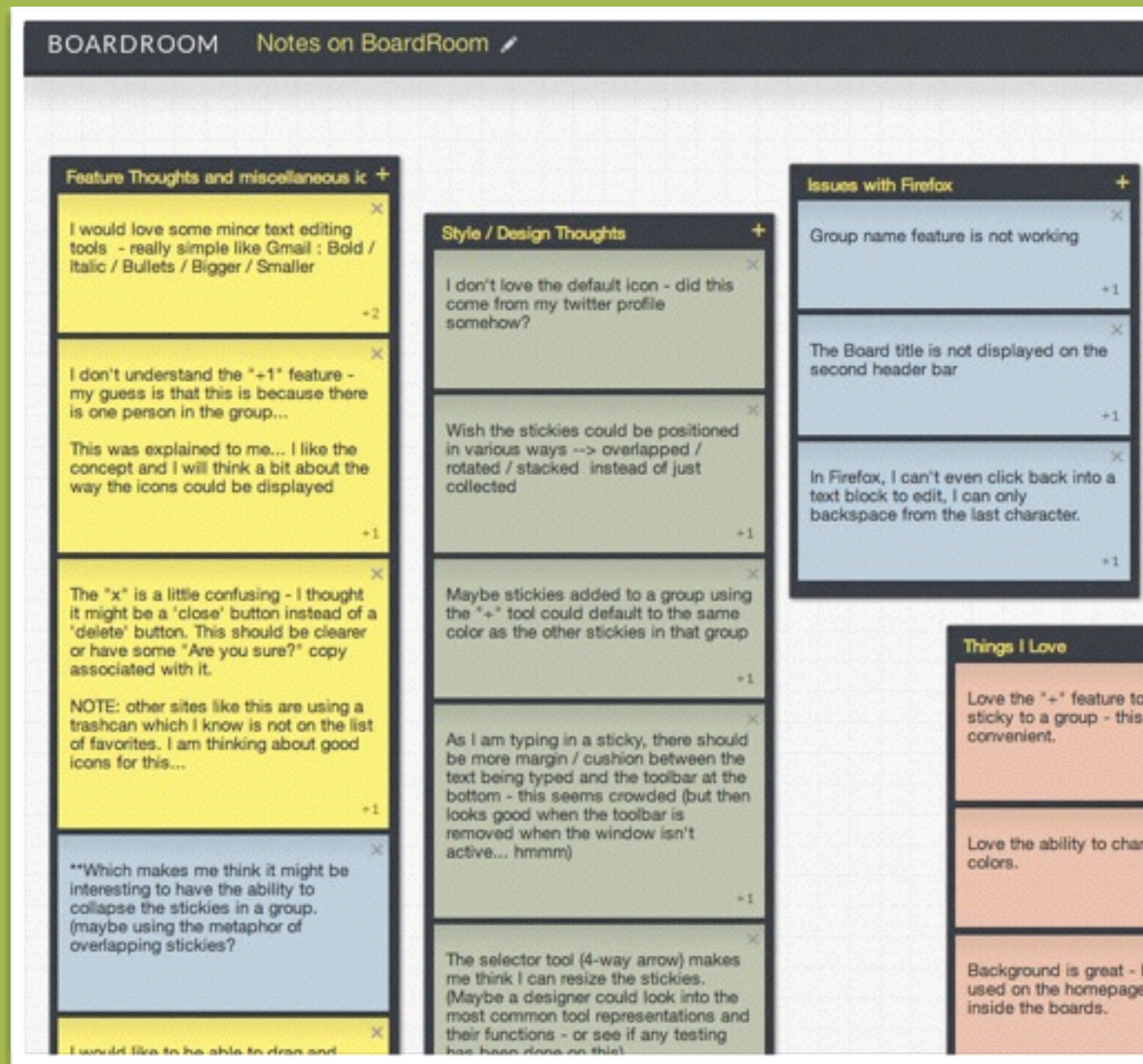
TIME

Focus

-We

Retrospective

Review User Feedback



Stickies

Audio

Video

Notes

<http://stickies.io>



Whiteboard
Wireframing

Hypothesis Definition



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]...



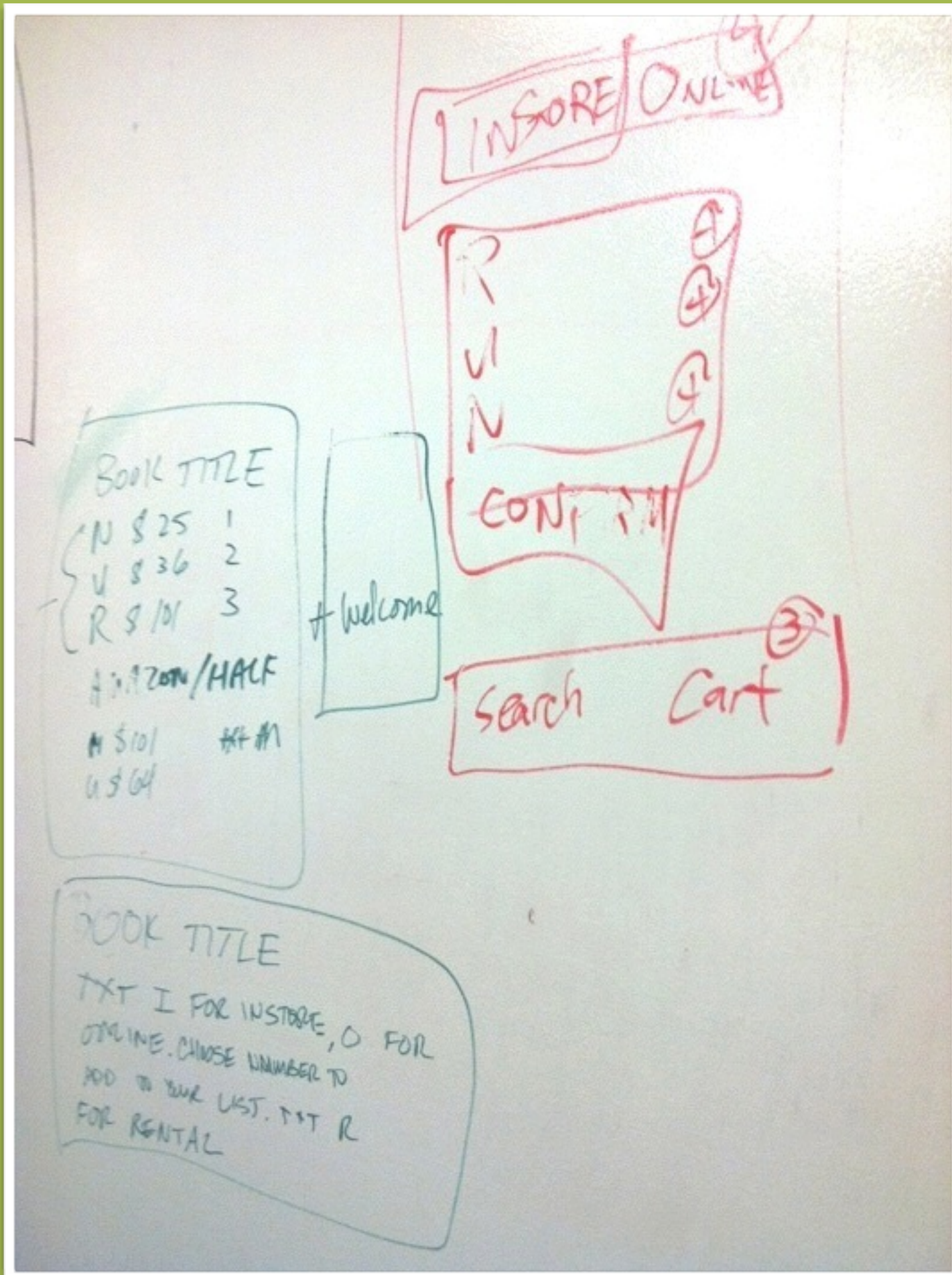
Story Mapping
<http://storymapper.io>

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

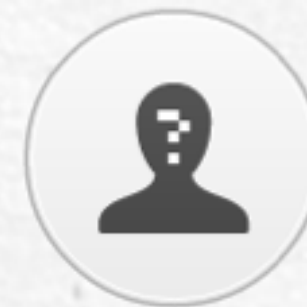




Female Node



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



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


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

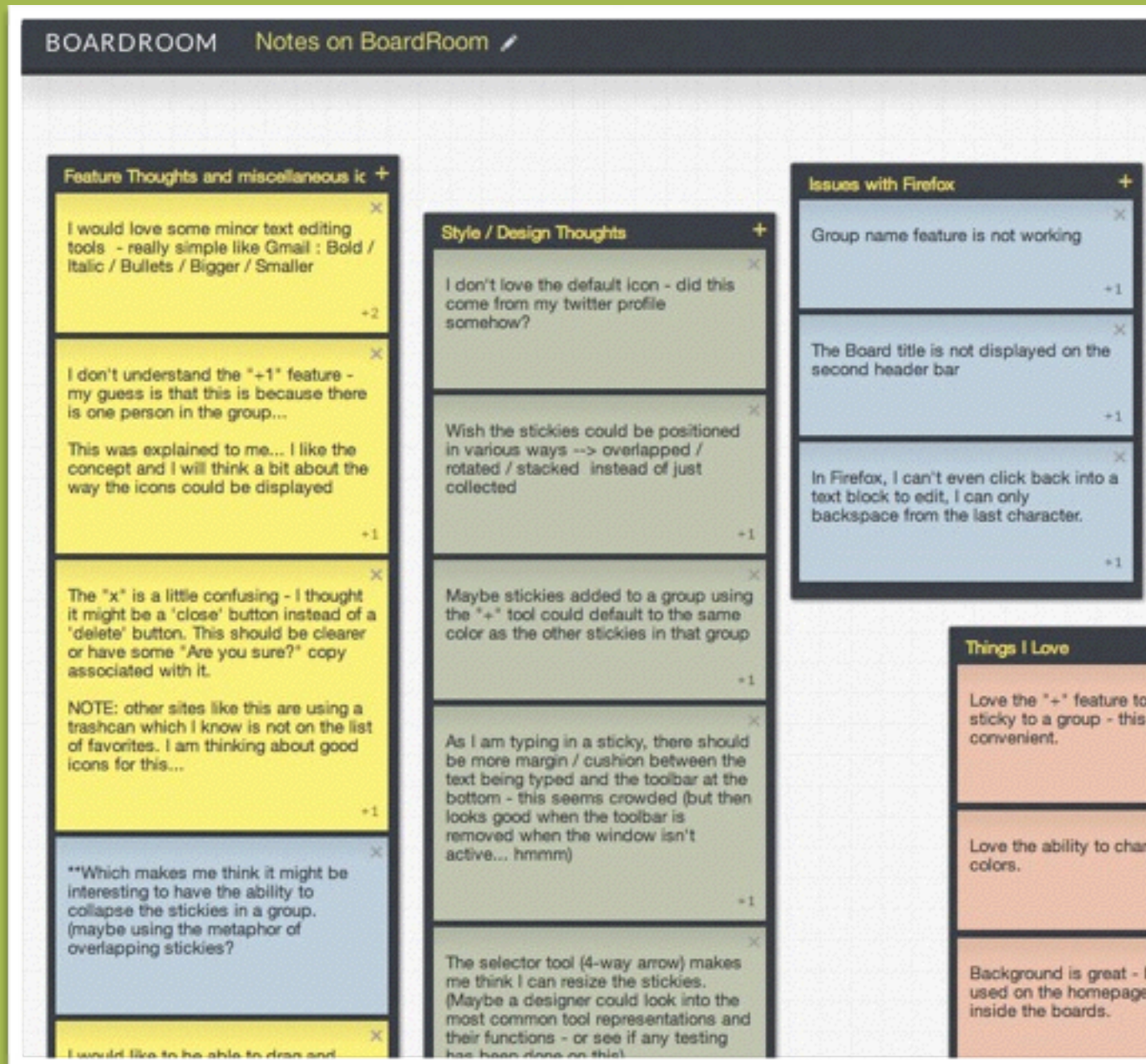
REQUIRED

Feedback
Session



Five on
Friday

Capture User Feedback!



Stickies

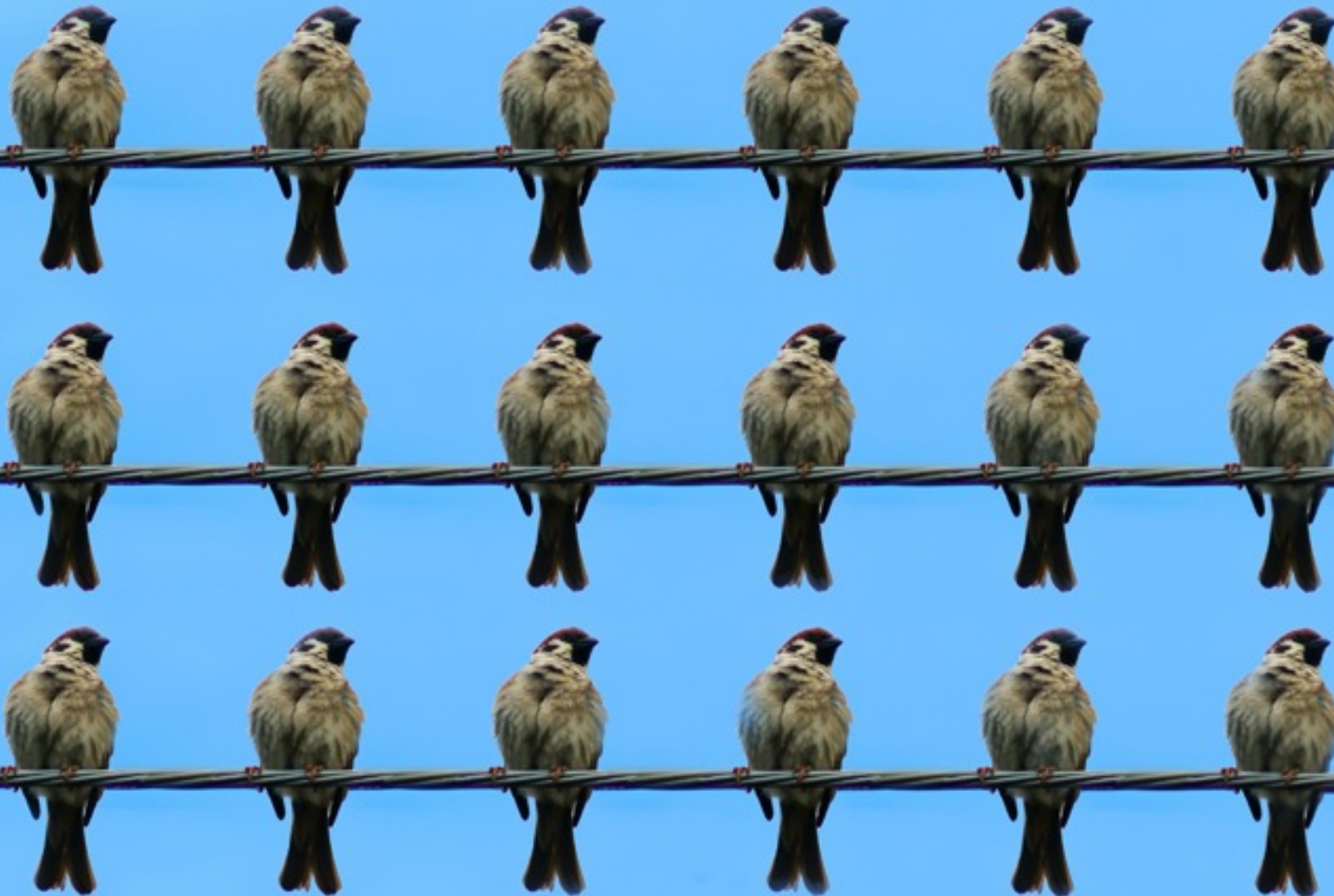
Audio

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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