

User eXperience 2011

UX в Scrum: Итерация ноль для проектирования продуктов

Асхат Уразбаев
7 / 10 / 2011



Проектировщик интерфейсов и agile разработчик

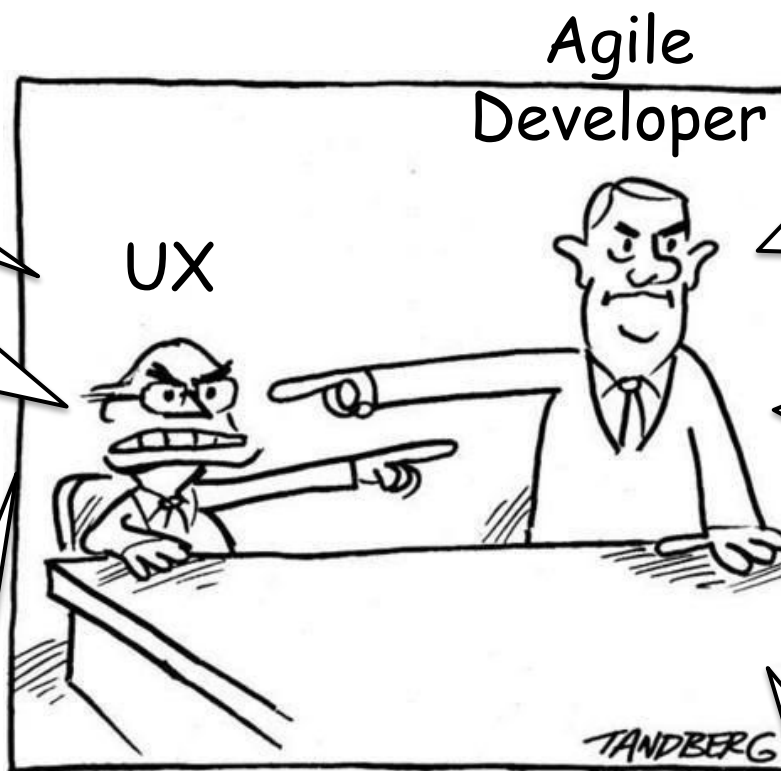


Противоречия

Нет общей
картины

Вечные
переделывания

Быстрая победа
и мучительное
доделывание



Big Design Up
Front!

User Centered Design
очень тяжелый

Фиксировать User
Interaction перед
кодированием долго
и дорого

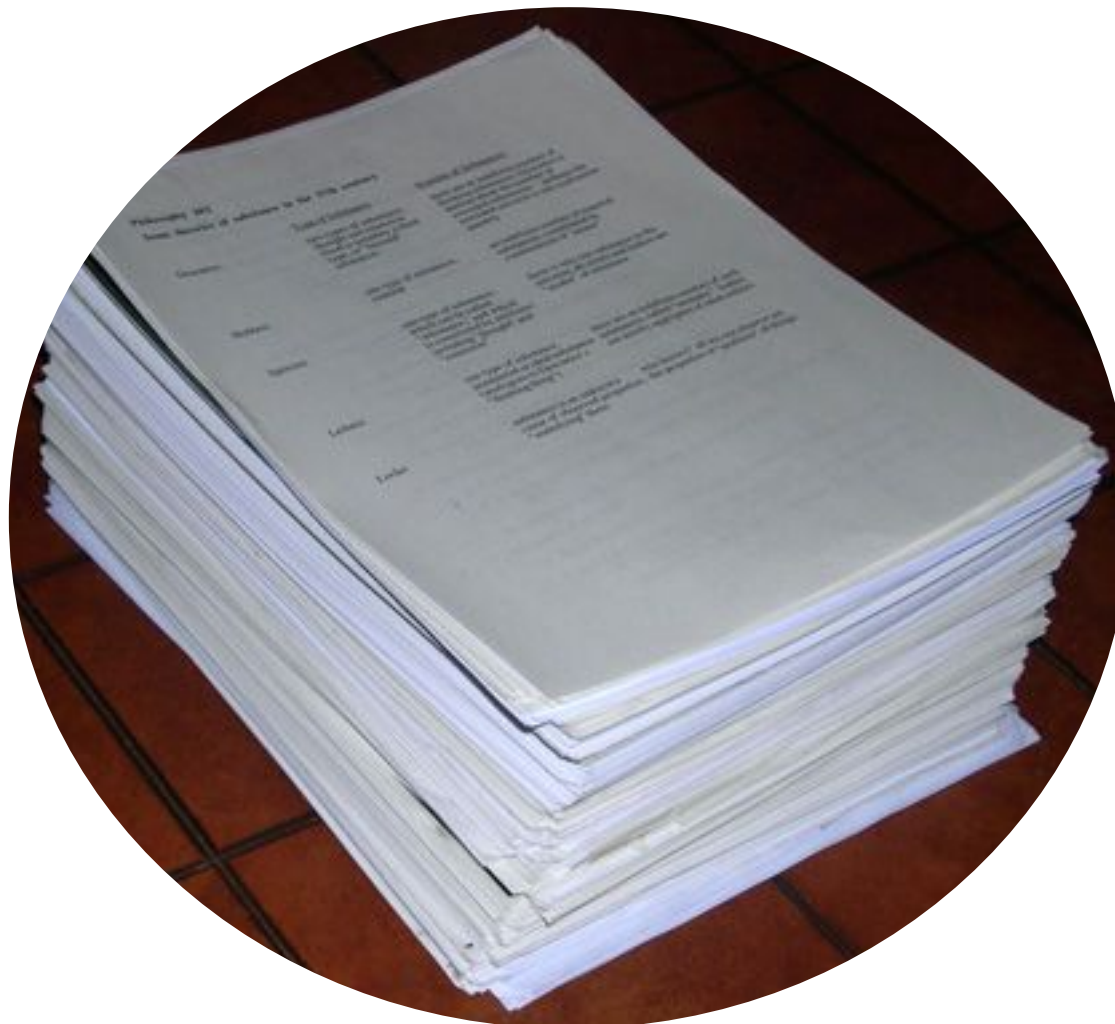
Общее



Учиться у
пользователей

Итеративность у нас в
крови

Тестировать
реальную систему
лучше, чем прототип



**Как много проектирования нужно выполнить
заранее?**

Process Agility and Software Usability: Toward Lightweight Usage-Centered Design

Larry L. Constantine
Constantine & Lockwood, Ltd.
University of Technology, Sydney

The minimal up-front design for user interfaces is not very big. You need to establish three things:

Задачи пользователя и структура частей интерфейса

1. an overall organization for all the parts of the user interface that fits with the structure of user tasks

Схема навигации

2. a versatile common scheme for navigation among all the parts;

UI Guidelines

3. a visual and interaction scheme that provides a consistent look-and-feel to support user tasks.

<http://www.foruse.com/articles/agiledesign.pdf>

Big
Design Up
front



Big
Picture Up
Front

Нулевая итерация: быстрый старт



Нулевая итерация

Vision

Pragmatic
с

Personas
Feature

Generation
on

Story
Mapping

Architectural
Workshop

UI
Workshop

Estimating
&

Release
Planning

2-10 дней

- Vision
- Pragmatic Personas
- Feature Generation
- Story Mapping
- Architectural Workshop
- UI Workshop
- Estimating & Release Planning
- GO

GO!

Vision

Vision
Pragmatic
Personas
Feature
Generation
on
Story
Mapping
Architectural
Workshop
Workshop
Estimating &
Release
Planning

GO!



Команда:

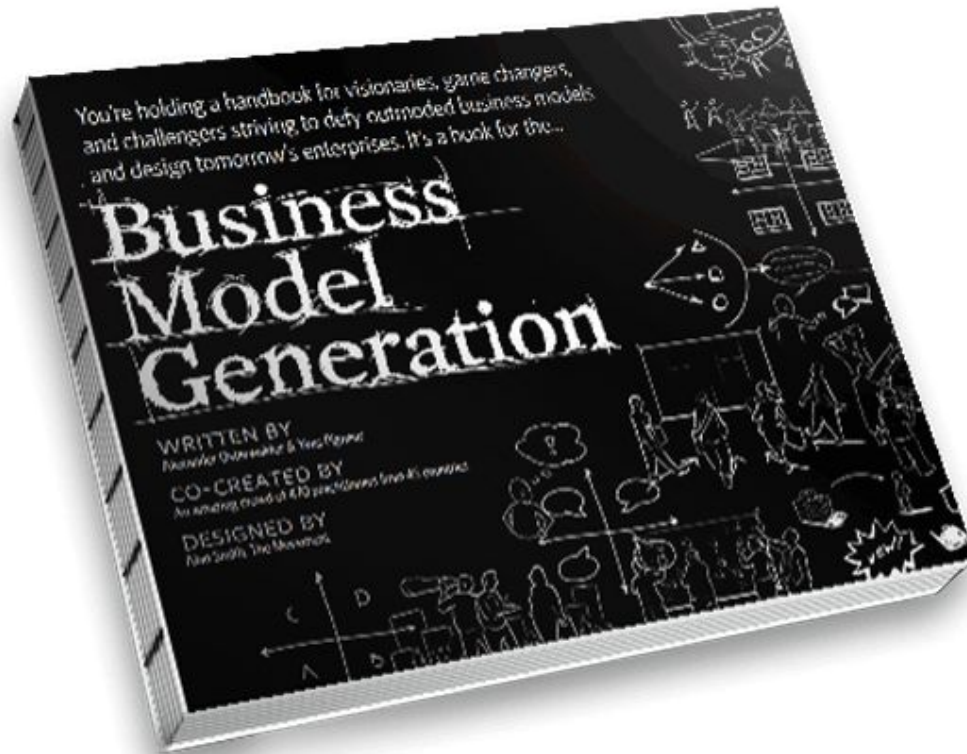
Цели:	Code	deploy	Priority	Заказчик/SH	
* Разработать дизайн на 2 экран	MS	Deploy	High	-	MS, BS
* Поддержка 3 экранов	BS	Low	Low	-	BS
		Med	Med	-	BD, MS
		Very low	Very low	-	MS, CRM

ог:
~ 11:00

архитектура	План

Business Model Generation

<http://businessmodelgeneration.com>



Alex

Osterwalder

User experience 2011

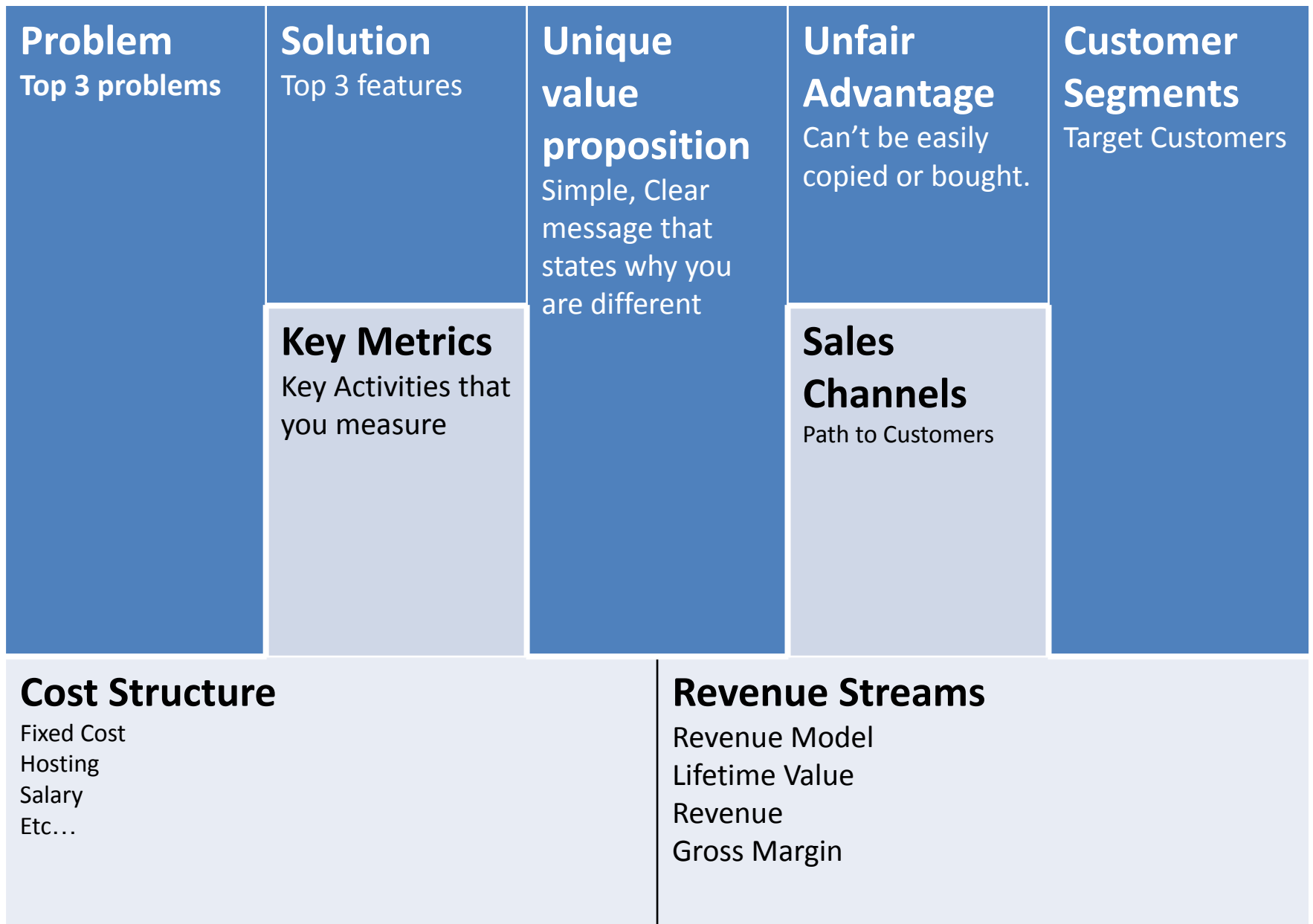
Vision
Pragmatic
Personas
Feature
Generation
on
Story
Mapping
Architectural
Workshop
Workshop
Estimating &
Release
Planning

GO!

Lean StartUp Canvas

Ash Maurya ©

Vision
Pragmati
C
Personas
Feature
Generati
on
Story
Mapping
Architect
ural
Worksho
ϕ
Worksho
ϕ
Estimati
ng &
Release
Planning

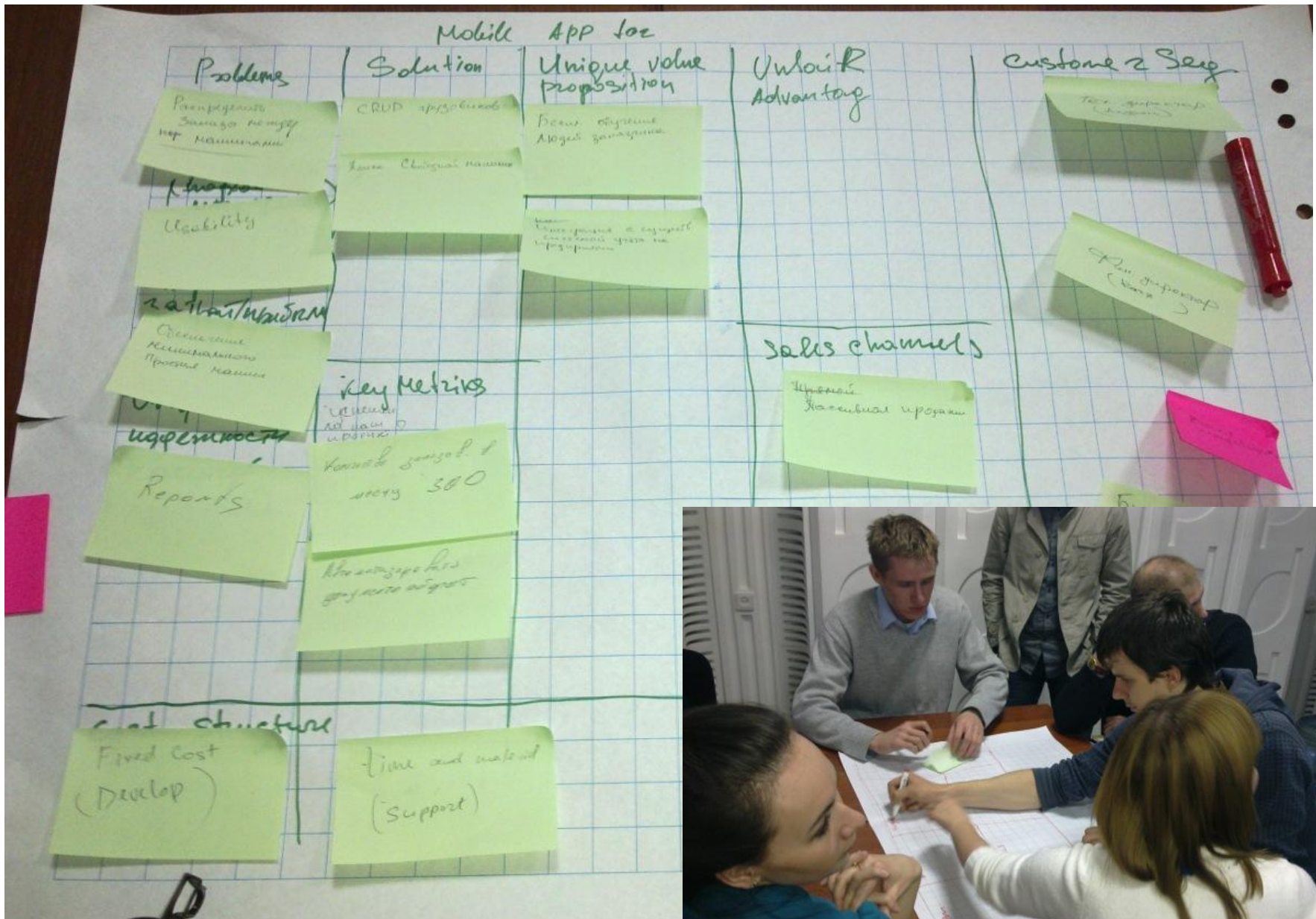


GO!

Canvas

Vision
Pragmatic
Personas
Feature
Generation
Story
Mapping
Architectural
Workshop
Workshop
Estimating
& Release
Planning

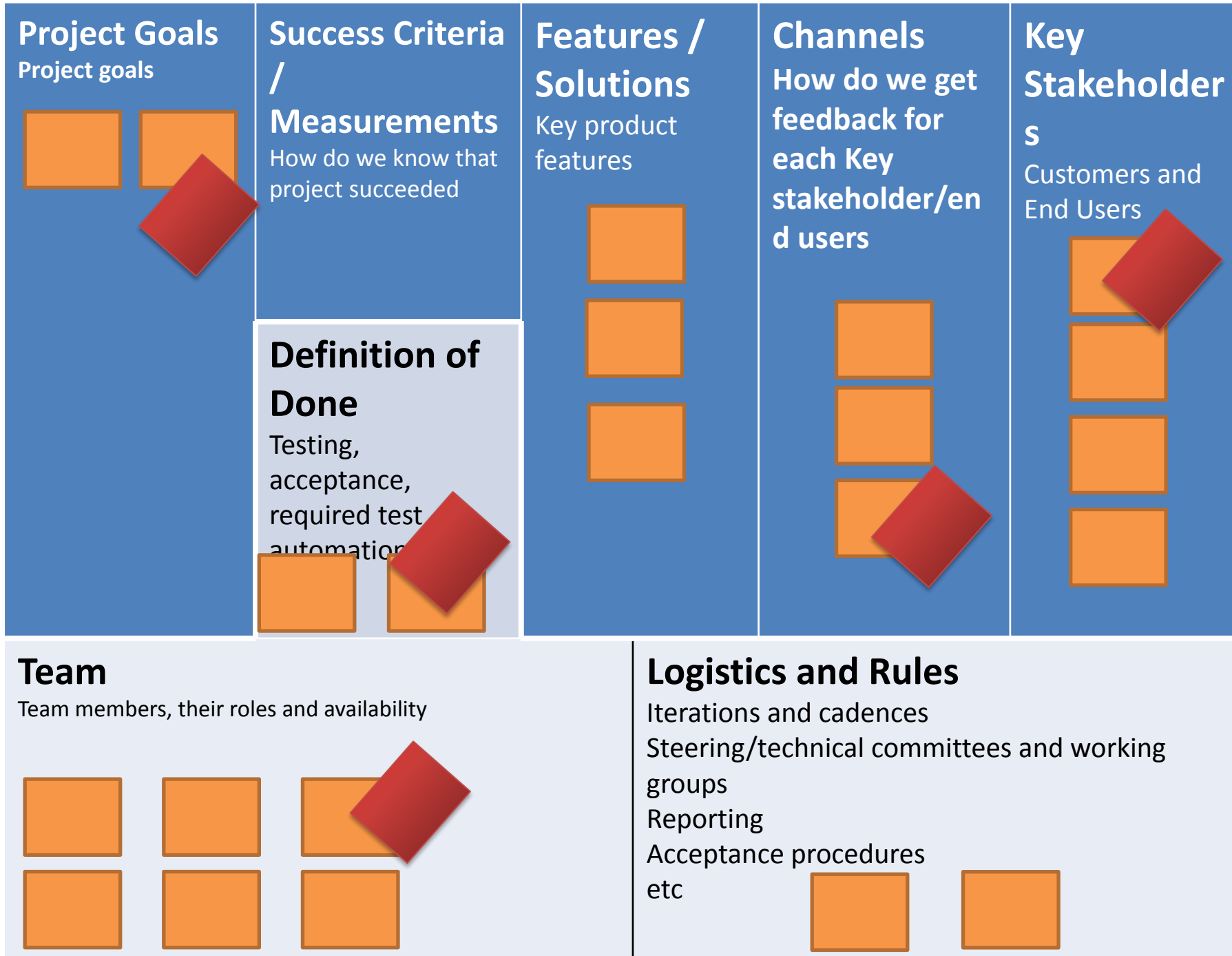
GO!



Release Canvas © Scrumtrek

Vision
 Pragmatic
 Personas
 Feature
 Generation
 Story
 Mapping
 Architectural
 Workshop
 Workshop
 Estimating &
 Release
 Planning

 GO!



Валидация

- Обсуждать с реальными пользователями
- Приглашать экспертов



GO!

Vision
Pragmati
c
Personas
Feature
Generati
on
Story
Mapping
Architect
ural
Worksho
p
Worksho
p
Estimati
ng &
Release
Planning

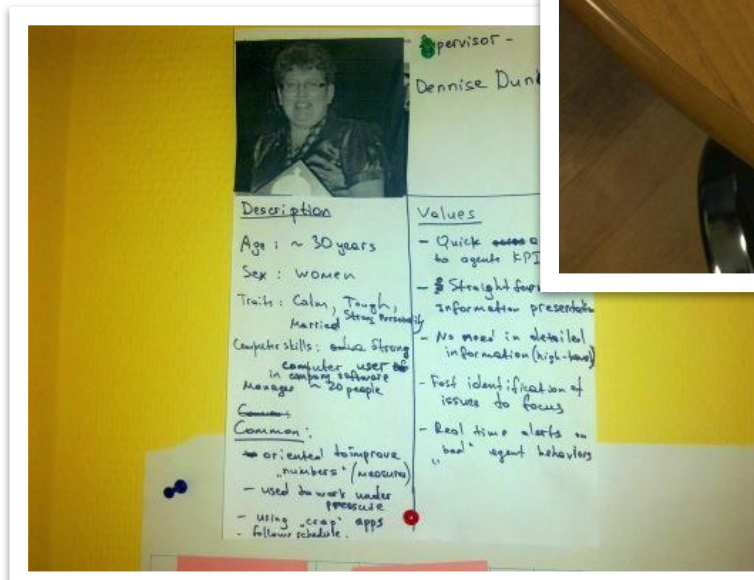
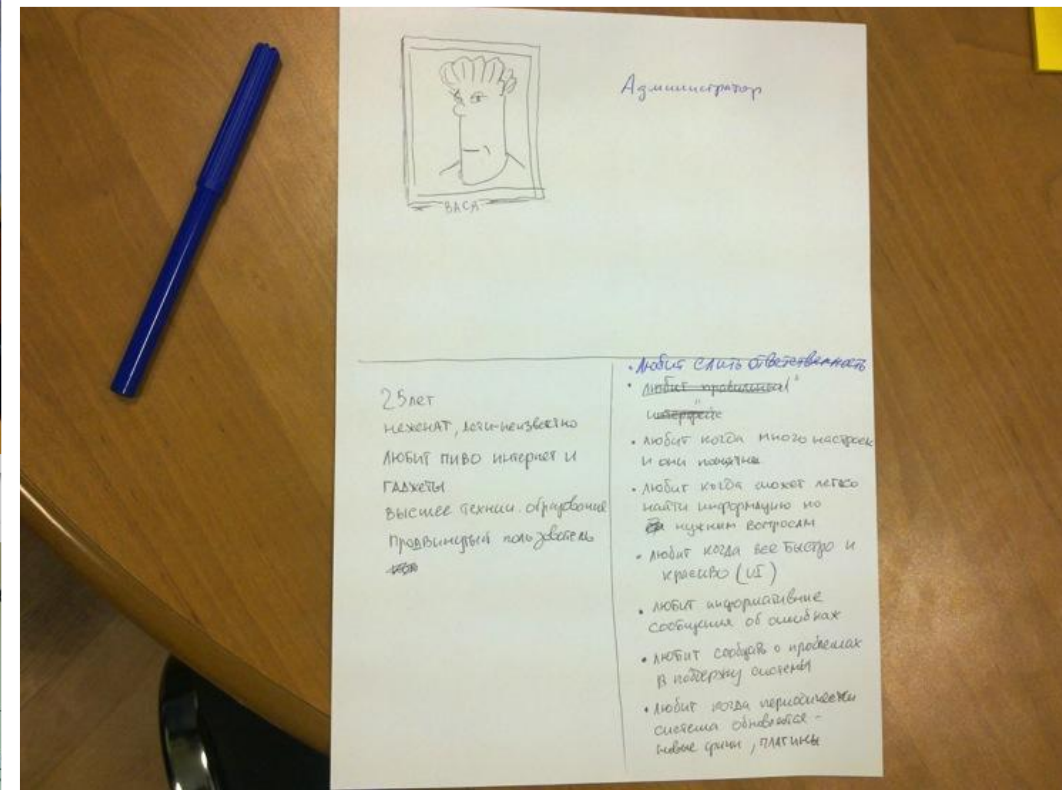
GO!



2011

Pragmatic Personas

Vision
Pragmatic
Personas
Feature
Generation
on
Story
Mapping
Architectural
Workshop
Workshop
Estimating &
Release
Planning



GO!

Vision
Pragmatic
Personas
Feature
Generation
Story
Mapping
Architectural
Workshop
Workshop
Estimating &
Release
Planning

GO!



Vlad

beauty salon owner

- * 30 years
- * founder & co-owner
- * uses phone & MS office

Mac, iPhone, android etc.

Без
реальных
имен

Окружение
важно

Problems

- * How do I calculate & account for income & outcome?
- * How do I calc salaries & bonuses of my workers
- * How to forecast expenses for the next months?

Values & Fears

- * Simple & easy to use
- * Fear of illegal access
- * Fear of tax police
- * mobile version
- * No need to install

Нет смысла
писать
очевидные
вещи

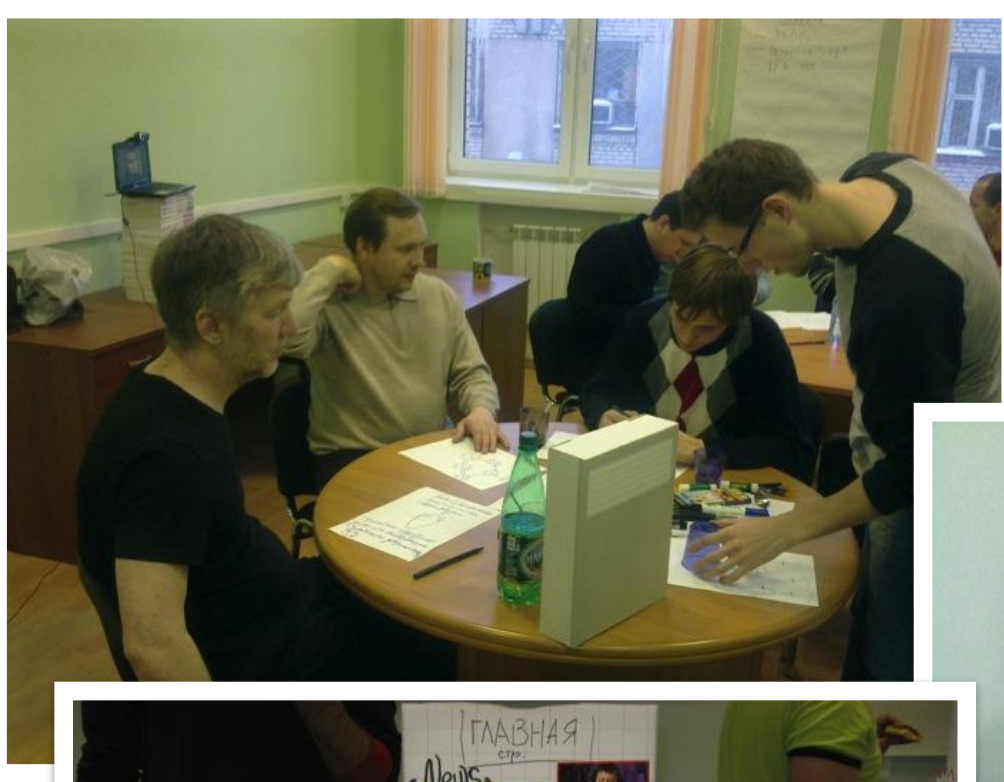
Описывать
опасения

Проблемы
- а не
решения

Вопросы
для
проблем

Инновационные игры для исследований пользователя

Vision
Pragmatic
Personas
Feature
Generation
on
Story
Mapping
Architectural
Workshop
Workshop
Estimating &
Release
Planning



GO!

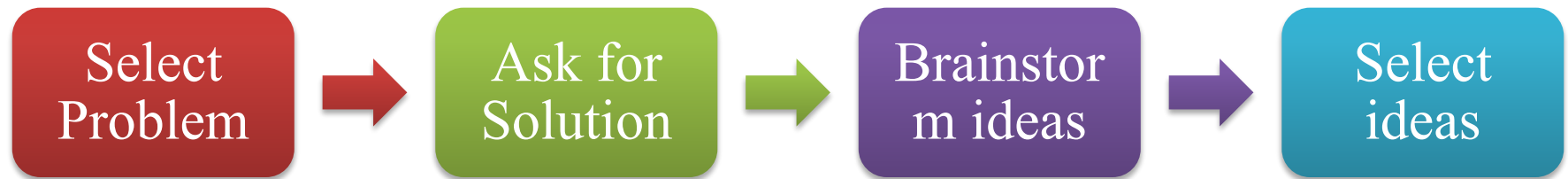
Спрашивать пользователя о фичах может быть опасно :)

Vision
Pragmatic
Personas
**Feature
Generation**
on
Story
Mapping
Architectural
Workshop
UI
Workshop
Estimating &
Release
Planning



GO!

Цели сформулировать вопросы упрощают мозговой штурм



Vision
Pragmatic
Personas
**Feature
Generation**
Story
Mapping
Architectural
Workshop
Workshop
Estimating &
Release
Planning

GO!

Инновационные игры для feature generation

Приглашаем пользователей

- Product Tree
- Buy a Feature
- 20 to 20

ITEM	TEAM			ONLINE
	A	B	C	
GAME CURRICULUM		✓		
FIND TEACHER				
R-T CONSULTAC				
PHOTO/VIDEO	✓	✓	✓	✓
GAME GEM STORE		✓		✓
PLAY TEST			✓	
DONATIONS	✓		✓	
WRITE GAMES				
FIND POPULAR		✓		
ZIP & GO				✓
POWERFUL SEARCH	✓	✓	✓	✓
USER TAGGING	✓			✓
IMPROVE USABILITY	✓	✓	✓	✓
LINKS TO SIMILAR GAMES	✓		✓	

GO!

Story Mapping

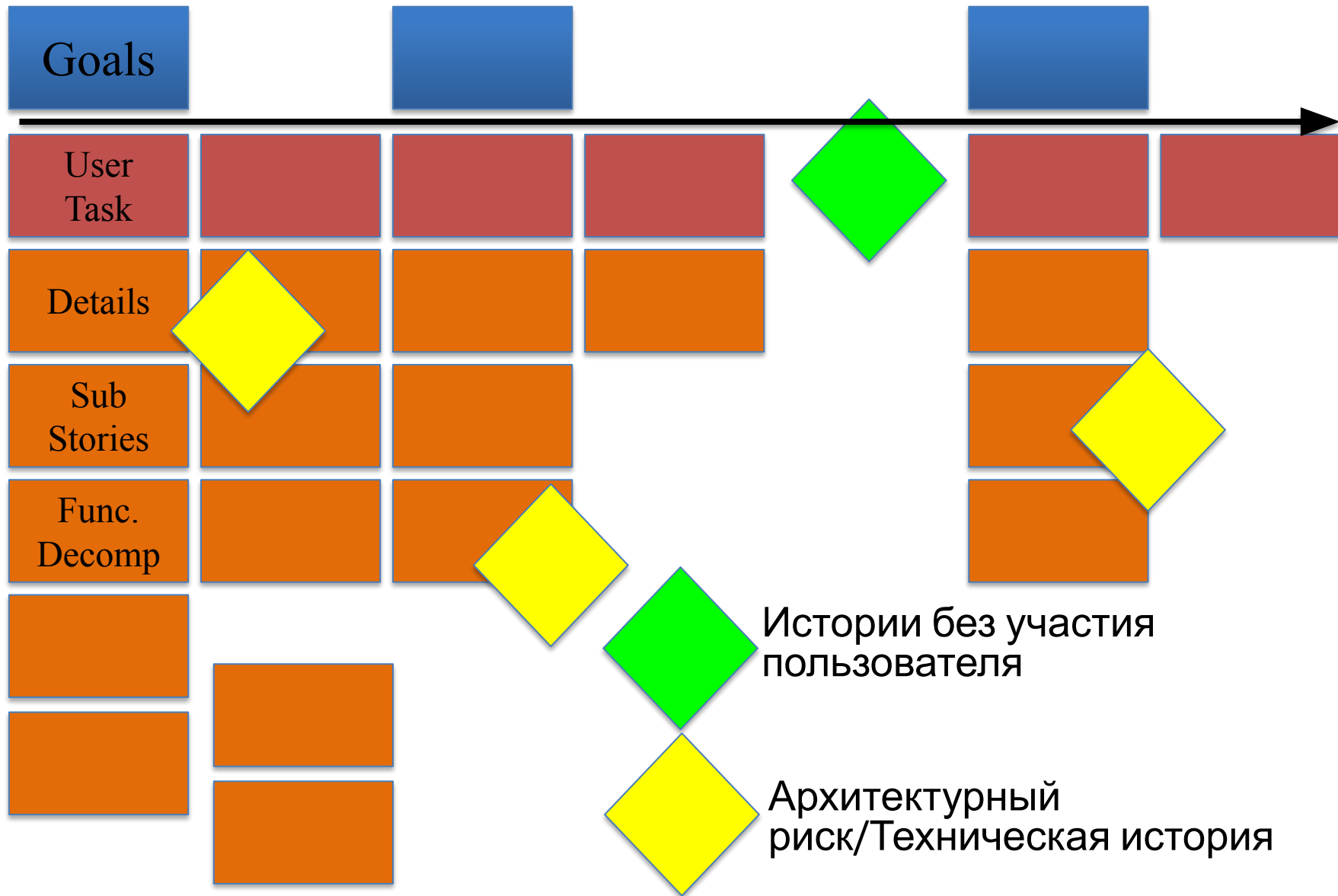
Vision
Pragmatic
Personas
Feature
Generation
Story Mapping
Architectural
Workshop
Workshop
Estimating &
Release
Planning



GO!

Story Map

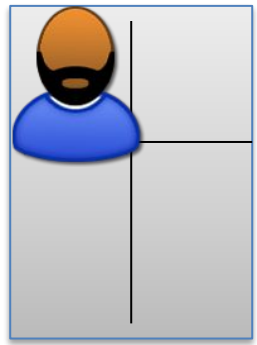
Vision
Pragmatic
Personas
Feature
Generation
on
**Story
Mapping**
Architectural
Workshop
UI
Workshop
Estimating &
Release
Planning



Истории без участия
пользователя

Архитектурный
риск/Техническая история

GO!



Create travel story

Login

Create travel

Upload photos

Annotate photos

Create View

Share

Backbone (скелет)

Open ID

Travel name

1 photo at a time

Add description

Slideshow

Link to twitter

FB login

Auto-name

Multi upload

Geo info

PDF to print

Export to FB

twitter login

Import from picasa

Draw on photo

Printing companies

Import from Dropbox



приоритезаци

Vision Pragmatic

Personas Feature Generation

Story Mapping Architectural

Workshop UI Workshop

Estimating & Release Planning

GO!

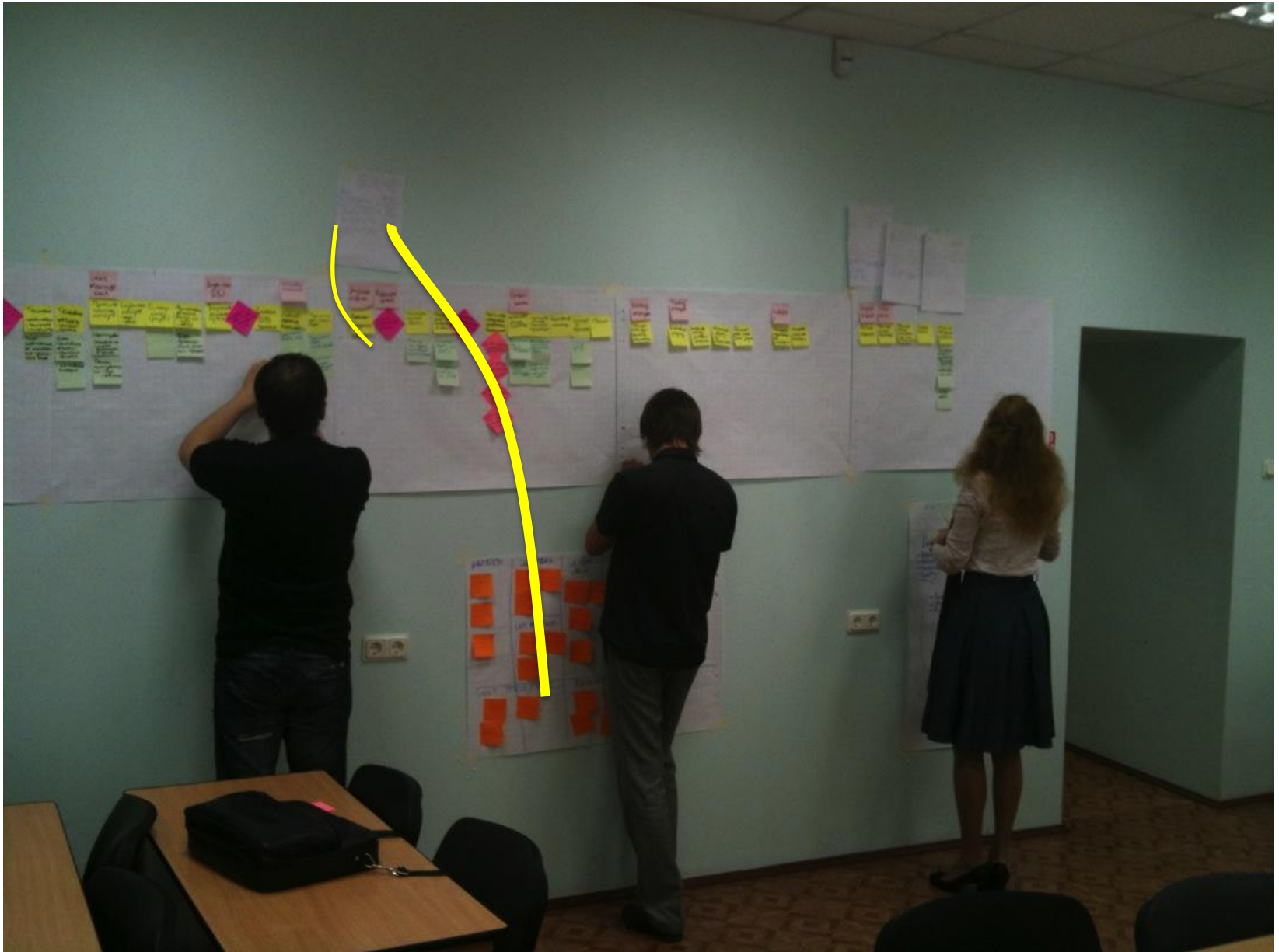
Vision
Pragmatic
Personas
Feature
Generation
Story
Mapping
Architectural
Workshop
Workshop
Estimating &
Release
Planning



GO!

Валидация требует дисциплины

Vision
Pragmatic
Personas
Feature
Generation
on
**Story
Mapping**
Architectural
Workshop
UI
Workshop
Estimating &
Release
Planning



GO!

Изобретайте ваш story map

Vision
Pragmatic
Personas
Feature
Generation
on
**Story
Mapping**
Architectural
Workshop
Workshop
Estimating &
Release
Planning



GO!

Story map для этого доклада

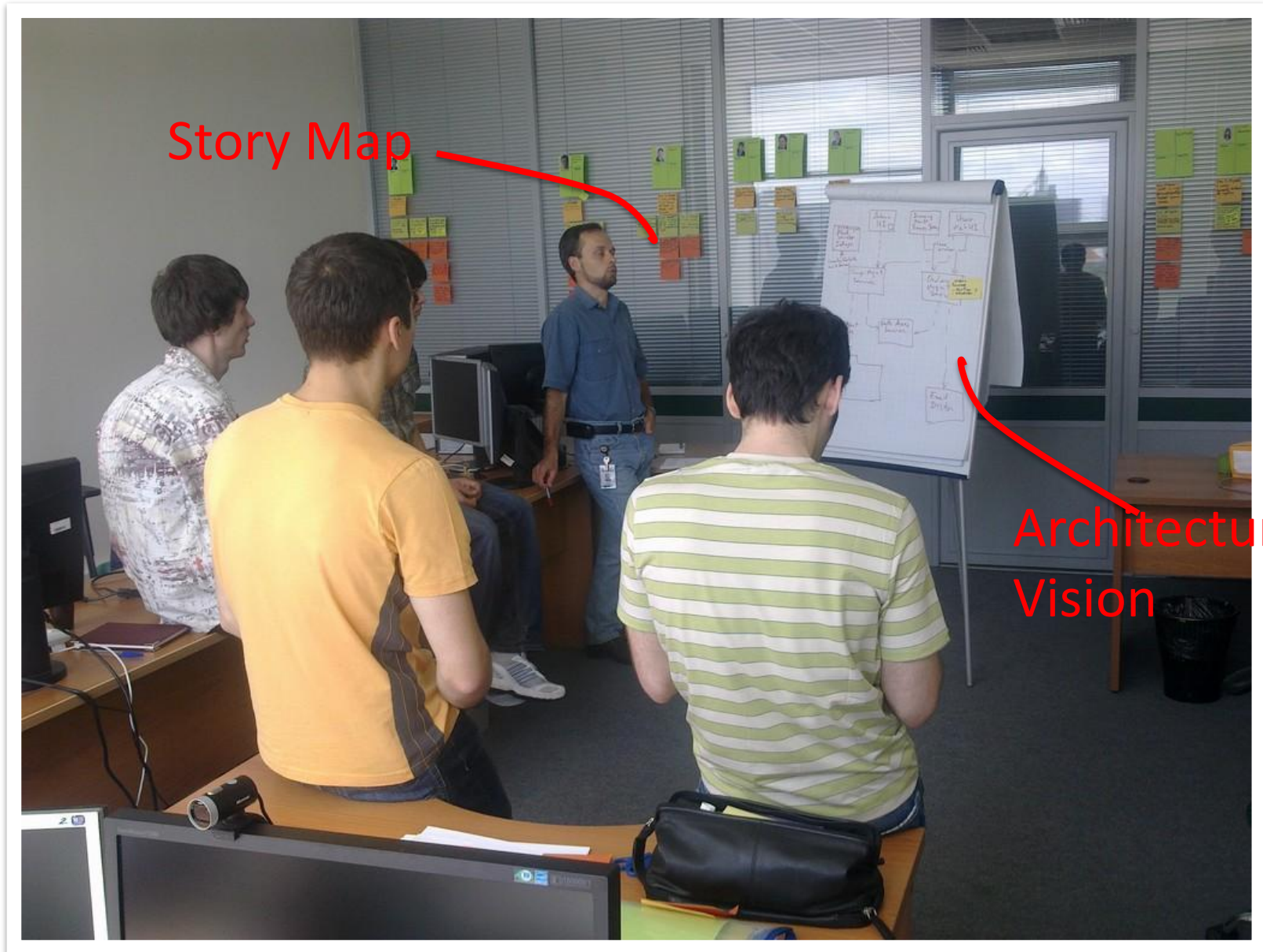
Vision
Pragmatic
Personas
Feature
Generation
on
**Story
Mapping**
Architectural
Workshop
Workshop
Estimating &
Release
Planning

GO!



Architectural Workshop

Vision
Pragmatic
Personas
Feature
Generation
on
Story
Mapping
Architectural
Workshop
Workshop
Estimating &
Release
Planning



Story Map

Architecture
Vision

GO!

Цель архитектурного воркшопа

- Инфраструктурные истории
- Имеющийся технологический долг



- Architectural Workshop
- Story Mapping

Vision
Pragmatic
Personas
Feature
Generation
Story
Mapping
Architectural
Workshop
Workshop
Estimating &
Release
Planning

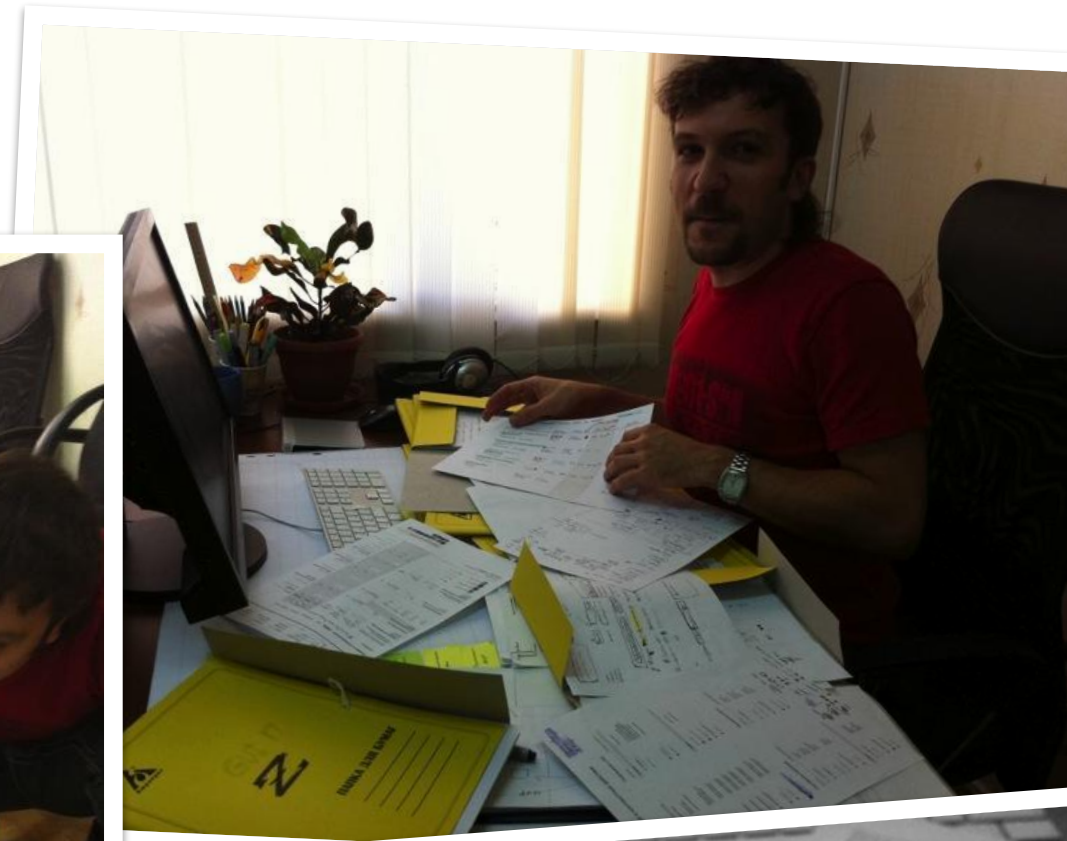
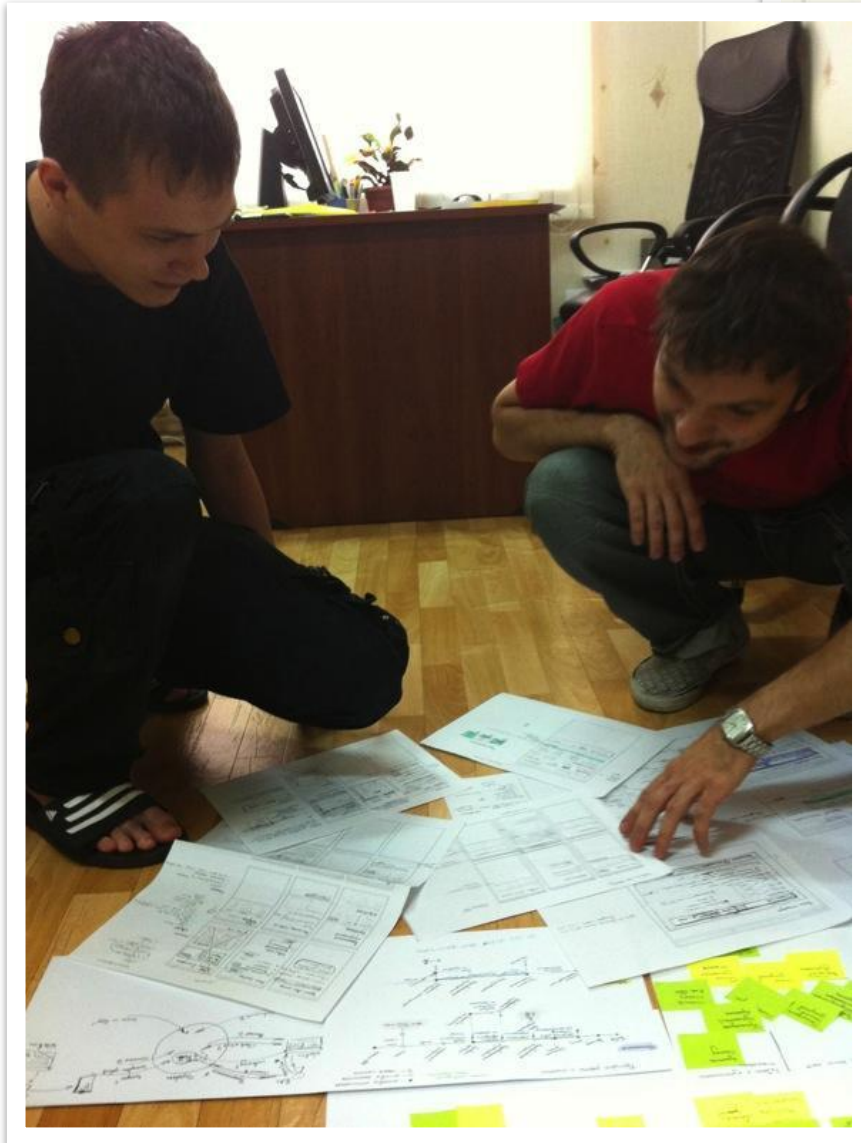
GO!

UI Workshop

Vision
Pragmatic
Personas
Feature
Generation
on
Story
Mapping
Architectural
Workshop
UI
Workshop
on
Estimating &
Release
Planning

GO!

Sha



2011

UI sketch board

Vision
Pragmatic
Personas
Feature
Generation
Story
Mapping
Architectural
Workshop
UI
Workshop
Estimating &
Release
Planning



GO!

<http://www.targetprocess.com/>

User eXperience ^{Ru} 2011

Оценка и планирование релиза

Vision
Pragmati
с
Personas
Feature
Generati
on
Story
Mapping
Architect
ural
Worksho
p
Worksho
Estimati
ng &
Release
Planning



- $S = 2, M=4, L=8$
- $XL=16$ for epics
- $XS=1$ for legacy bugs

GO!

1) Оценка историй

Vision
Pragmatic
Personas
Feature
Generation
Story
Mapping
Architectural
Workshop
Workshop
Estimating &
Release
Planning



GO!

2) Ревью

Vision
Pragmatic
Personas
Feature
Generation
Story
Mapping
Architectural
Workshop
Workshop
Estimating
&
Release
Planning



GO!

3) Создание плана релиза

Vision
Pragmatic
Personas
Feature
Generation
Story
Mapping
Architectural
Workshop
Workshop
Estimating &
Release
Planning



GO!

3) Создание плана релиза

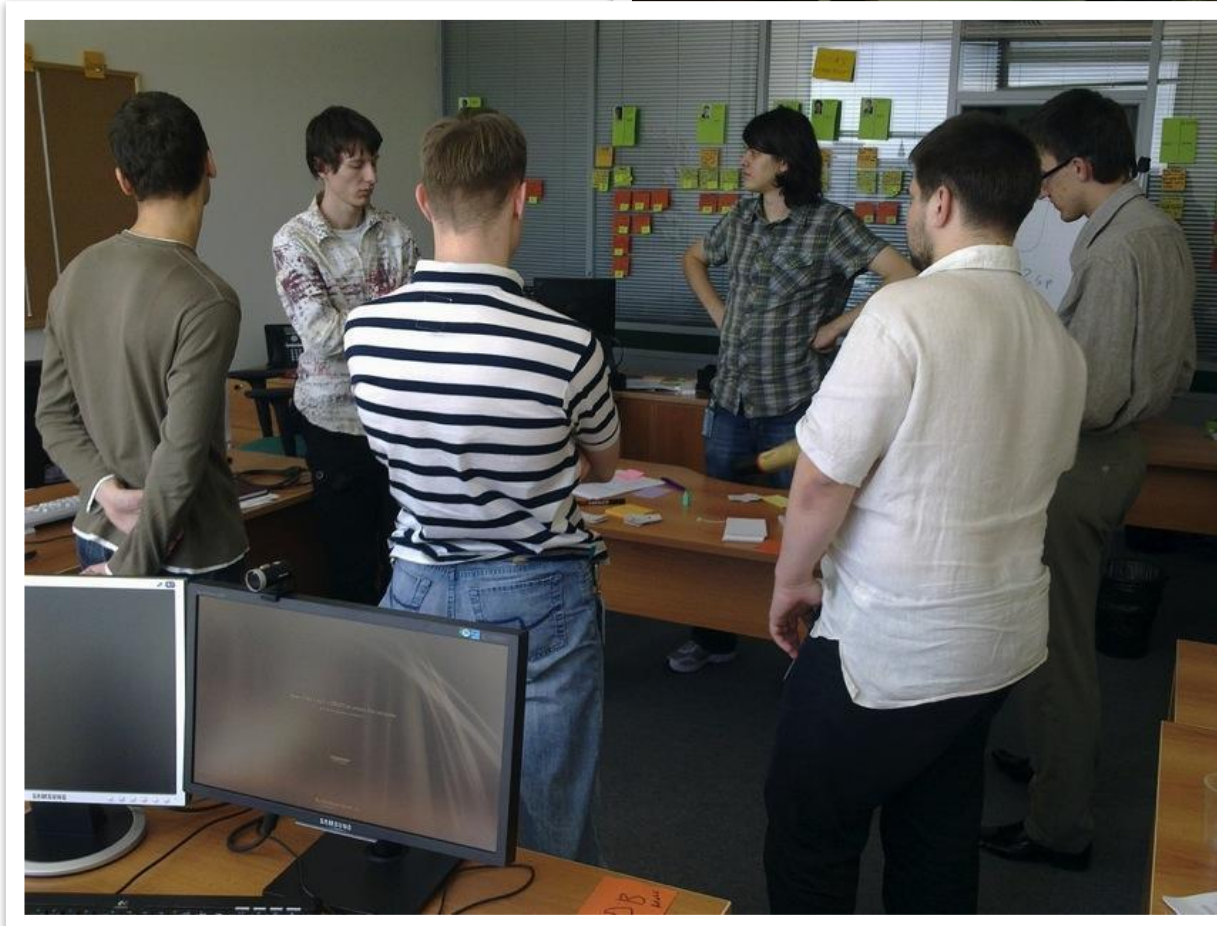
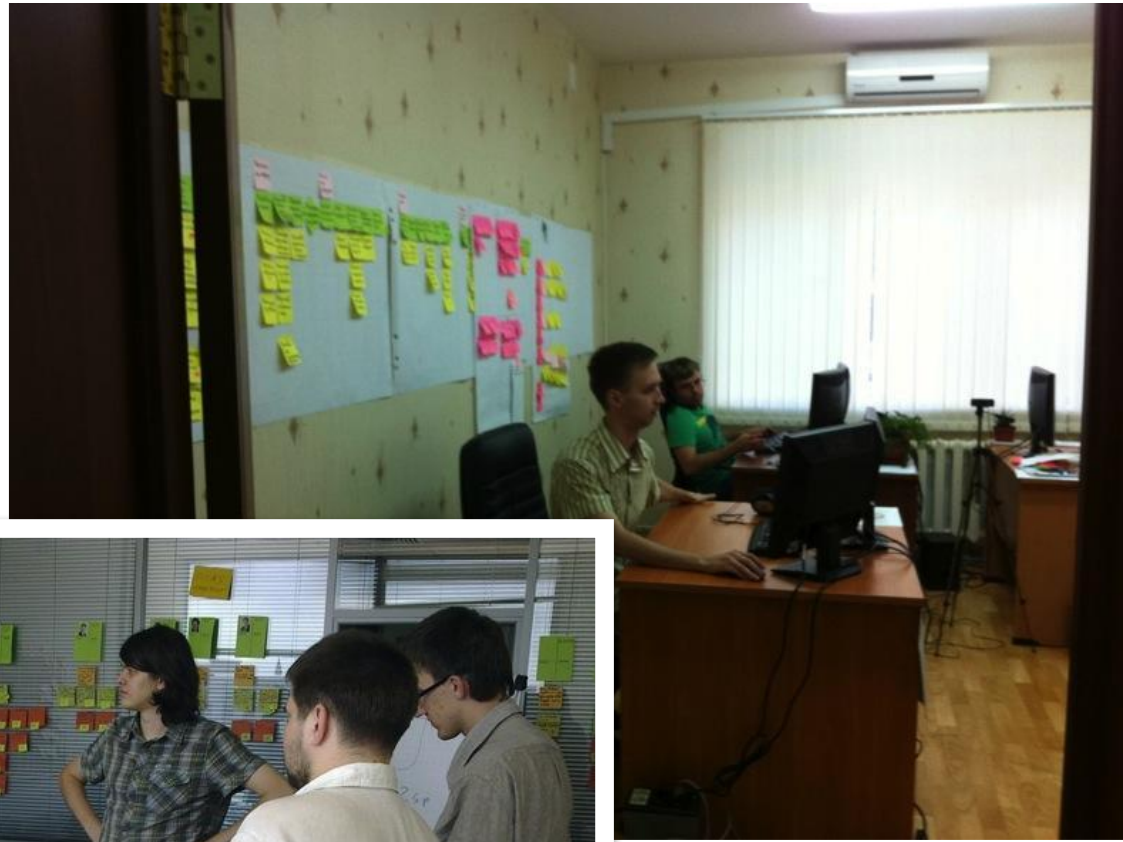
Vision
Pragmatic
Personas
Feature
Generation
Story
Mapping
Architectural
Workshop
UI
Workshop
Estimating &
Release
Planning



GO!

War room

Vision
Pragmatic
Personas
Feature
Generation
on
Story
Mapping
Architectural
Workshop
UI
Workshop
Estimating &
Release
Planning



GO!

Поместите все в комнату команды

Vision
Pragmatic
Personas
Feature
Generation
Story
Mapping
Architectural
Workshop
Workshop
Estimating &
Release
Planning



GO!

Отслеживайте прогресс на story map

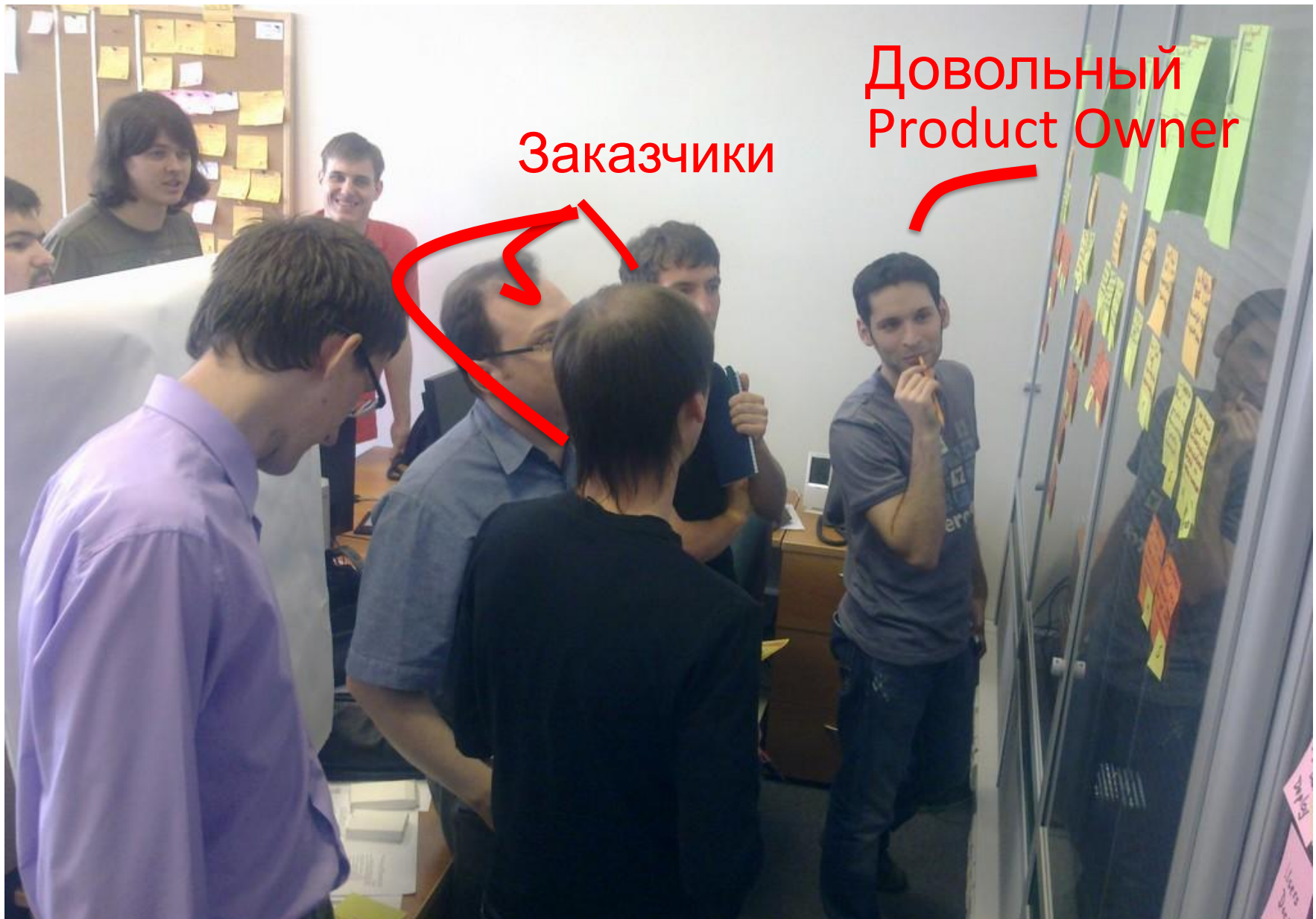
Vision
Pragmatic
Personas
Feature
Generation
Story
Mapping
Architectural
Workshop
Workshop
Estimating &
Release
Planning



GO!

Валидируйте историю с заказчиком

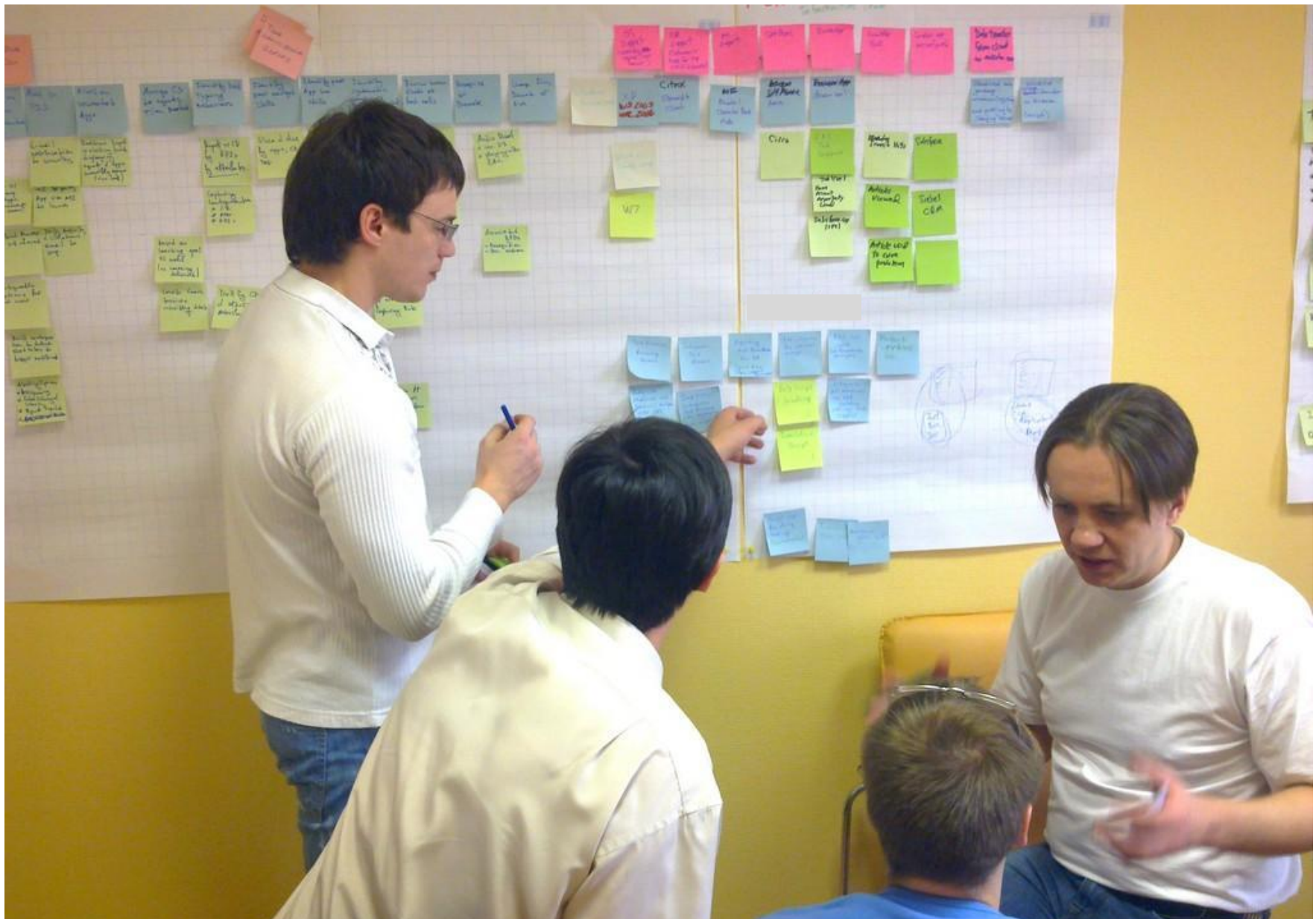
Vision
Pragmatic
с
Personas
Feature
Generation
on
Story
Mapping
Architectural
Workshop
UI
Workshop
Estimating
&
Release
Planning



GO!

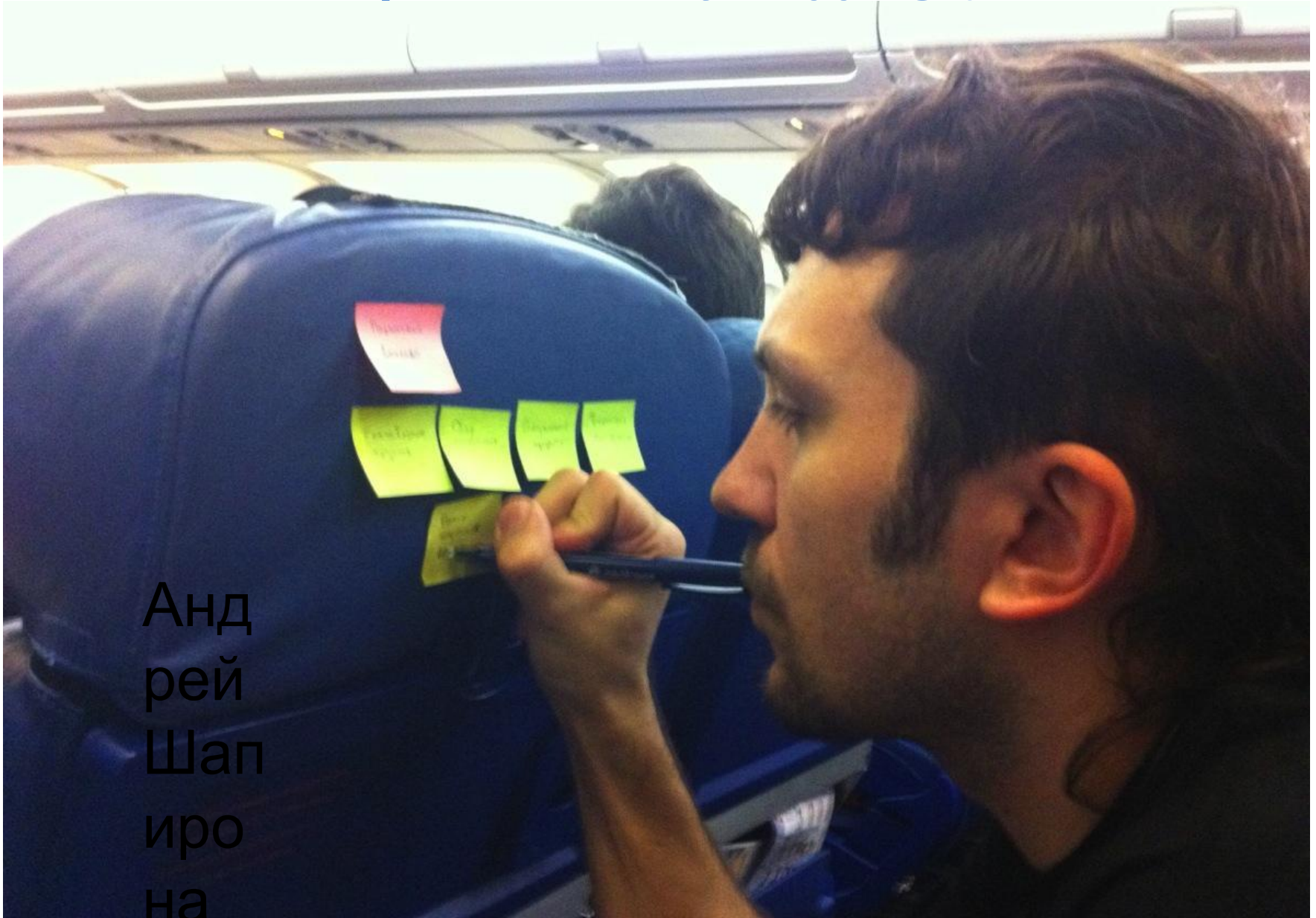
Story Map для эпика

Vision
Pragmatic
с
Personas
Feature
Generation
on
Story
Mapping
Architectural
Workshop
UI
Workshop
Estimating &
Release
Planning



GO!

Всегда есть время на story mapping ;)



Андрей Шапирона

пути
к

GO!



Jeff Patton

<http://agileproductdesign.com>

User eXperience 2011

Thank you
Спасибо за внимание

