

User eXperience^{Ru} 2011

UX в Scrum: Итерация ноль для проектирования продуктов

Асхат Уразбаев
7 / 10 / 2011



Проектировщик интерфейсов и agile разработчик

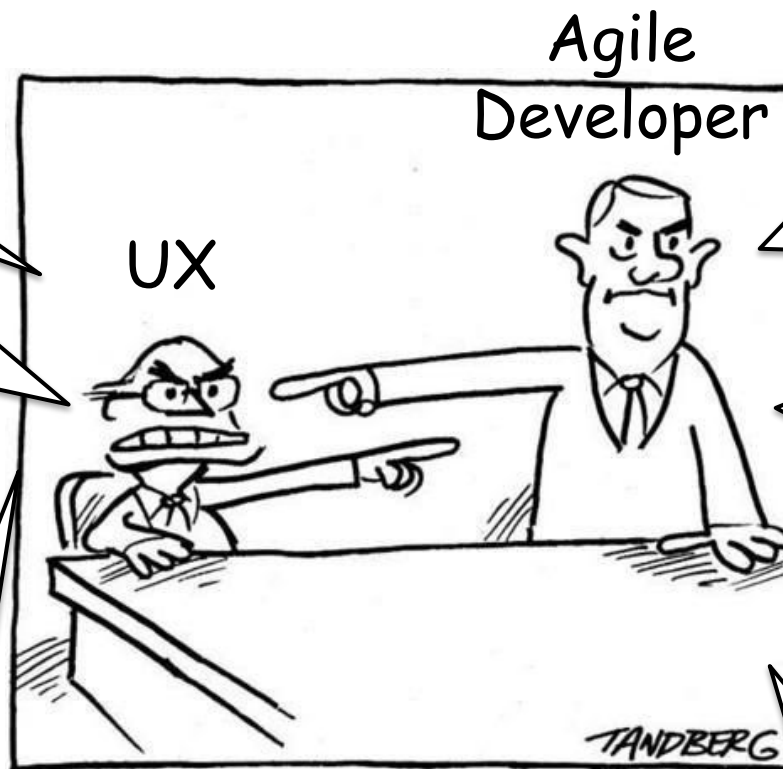


Противоречия

Нет общей
картины

Вечные
переделывания

Быстрая победа
и мучительное
доделывание



Agile
Developer

Big Design Up
Front!

User Centered Design
очень тяжелый

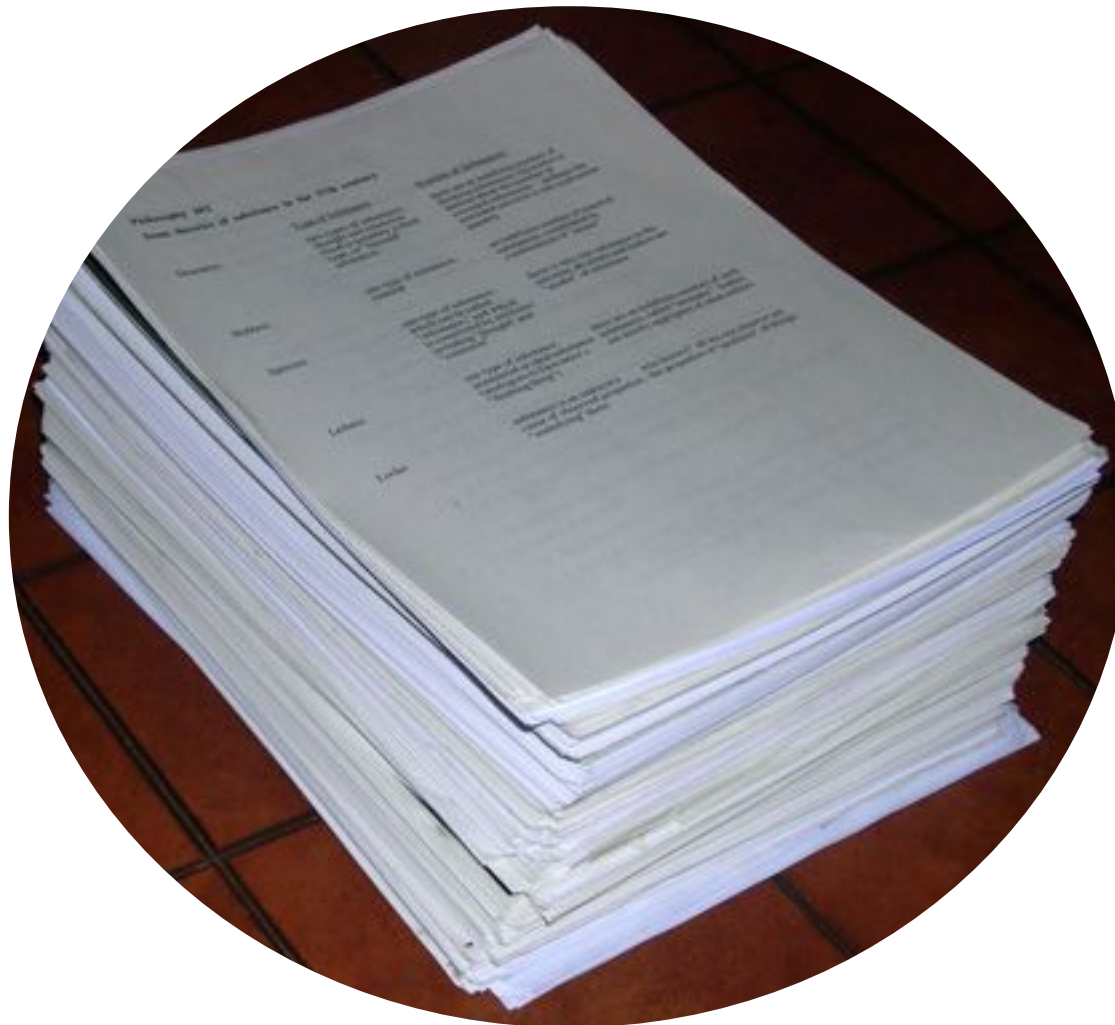
Фиксировать User
Interaction перед
кодированием долго
и дорого



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

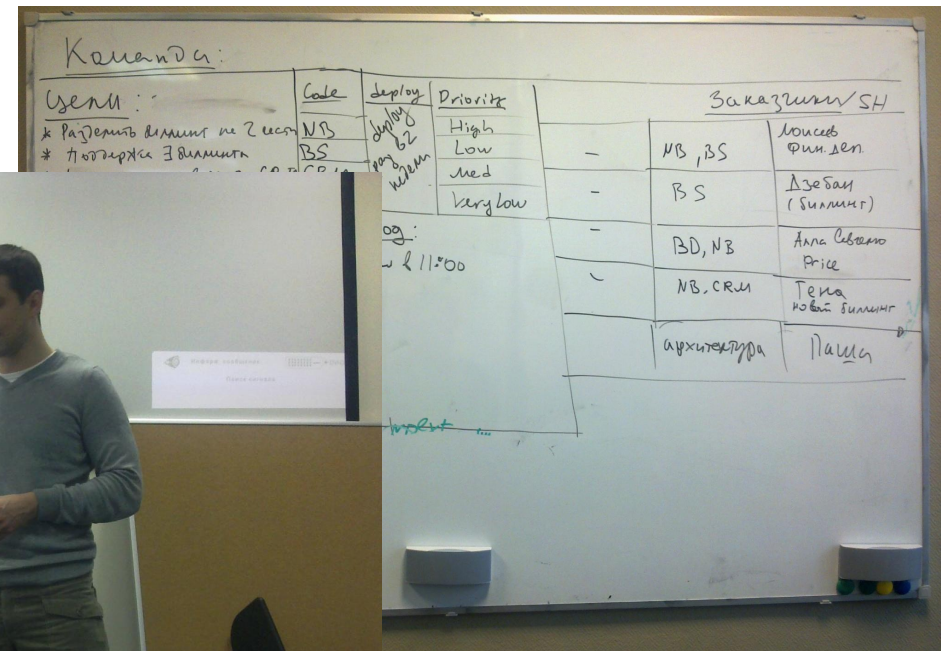
Vision
Pragmatic
Personas
Feature
Generation
Story
Mapping
Architectural
Workshop
UI
Workshop
Estimating
&
Release
Planning

2-10 дней

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

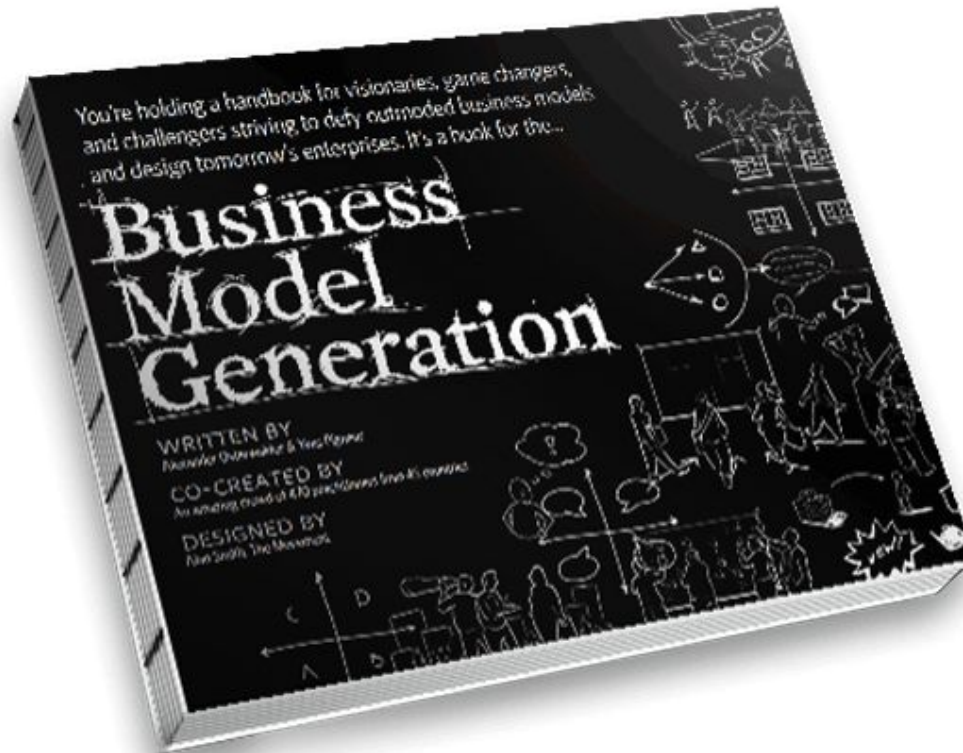
GO!

GO!



Business Model Generation

<http://businessmodelgeneration.com>



Alex

Osterwalder

User experience 2011

Vision
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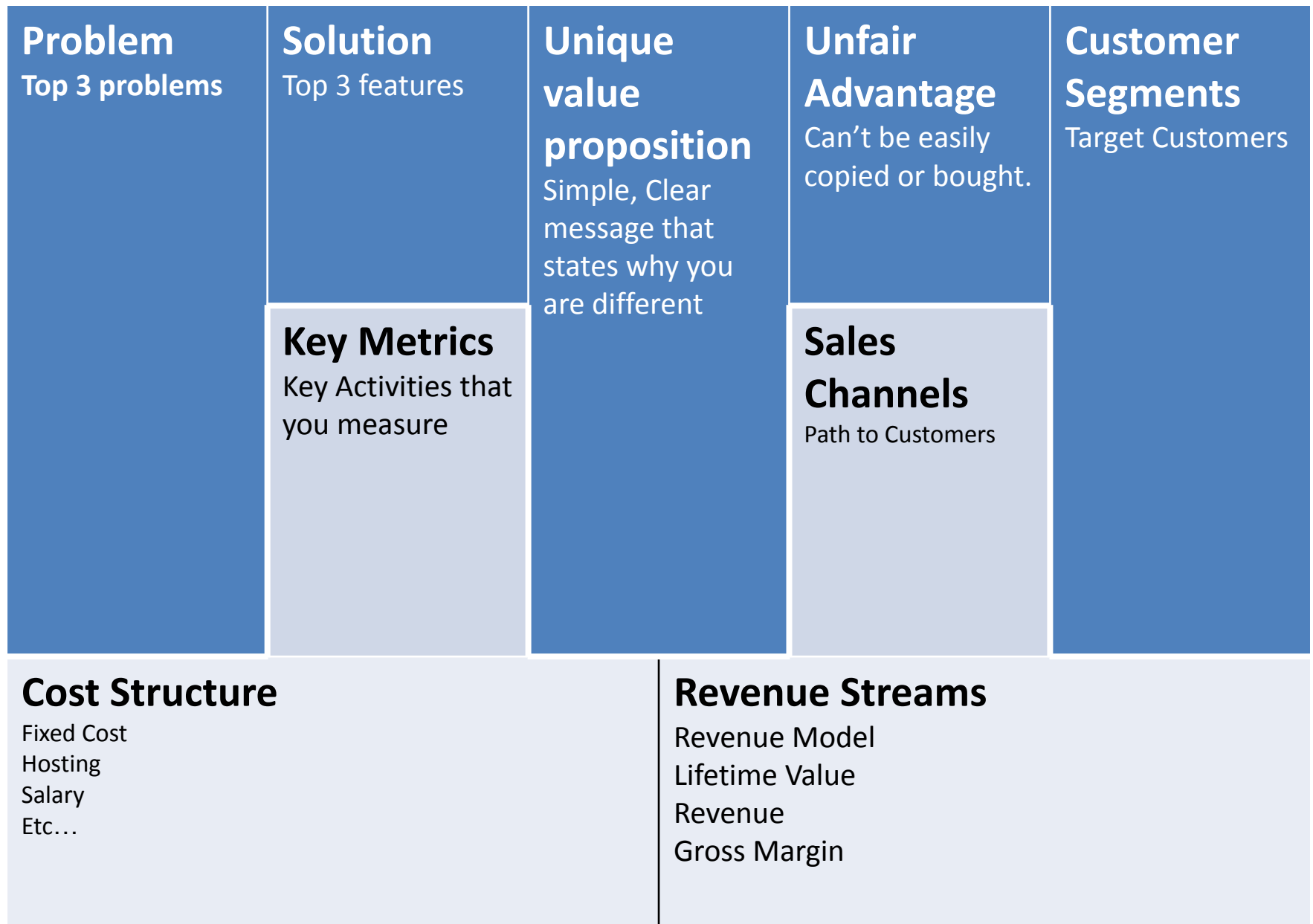
GO!

Lean StartUp Canvas

Ash Maurya ©

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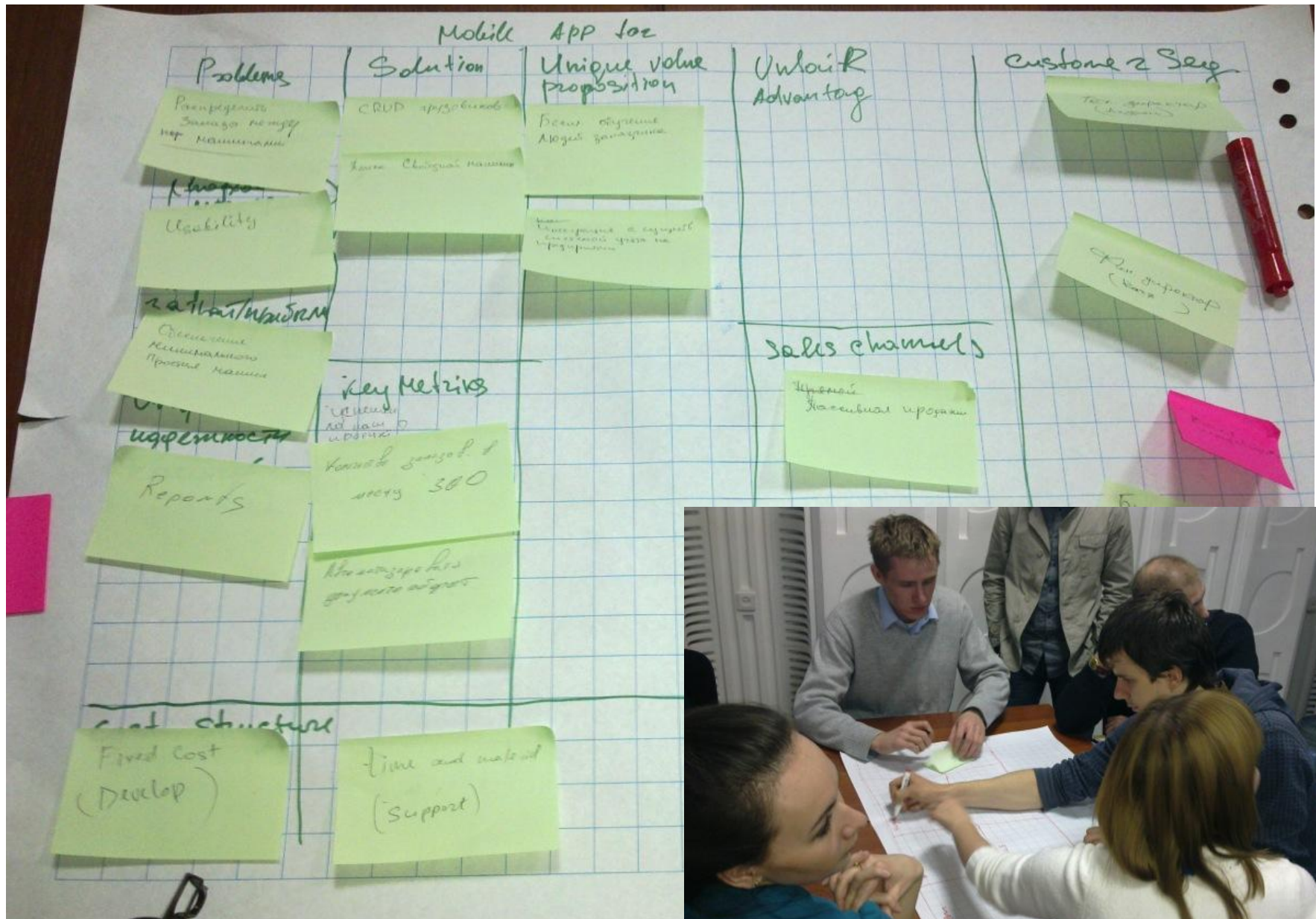
GO!



Canvas

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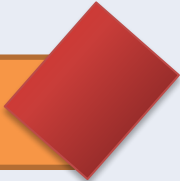
GO!



Release Canvas © Scrumtrek

Vision
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GO!

Project Goals Project goals	Success Criteria / Measurements How do we know that project succeeded	Features / Solutions Key product features	Channels How do we get feedback for each Key stakeholder/end users	Key Stakeholders Customers and End Users
  	  	  	   	    
Team Team members, their roles and availability       		Logistics and Rules Iterations and cadences Steering/technical committees and working groups Reporting Acceptance procedures etc  		

Валидация

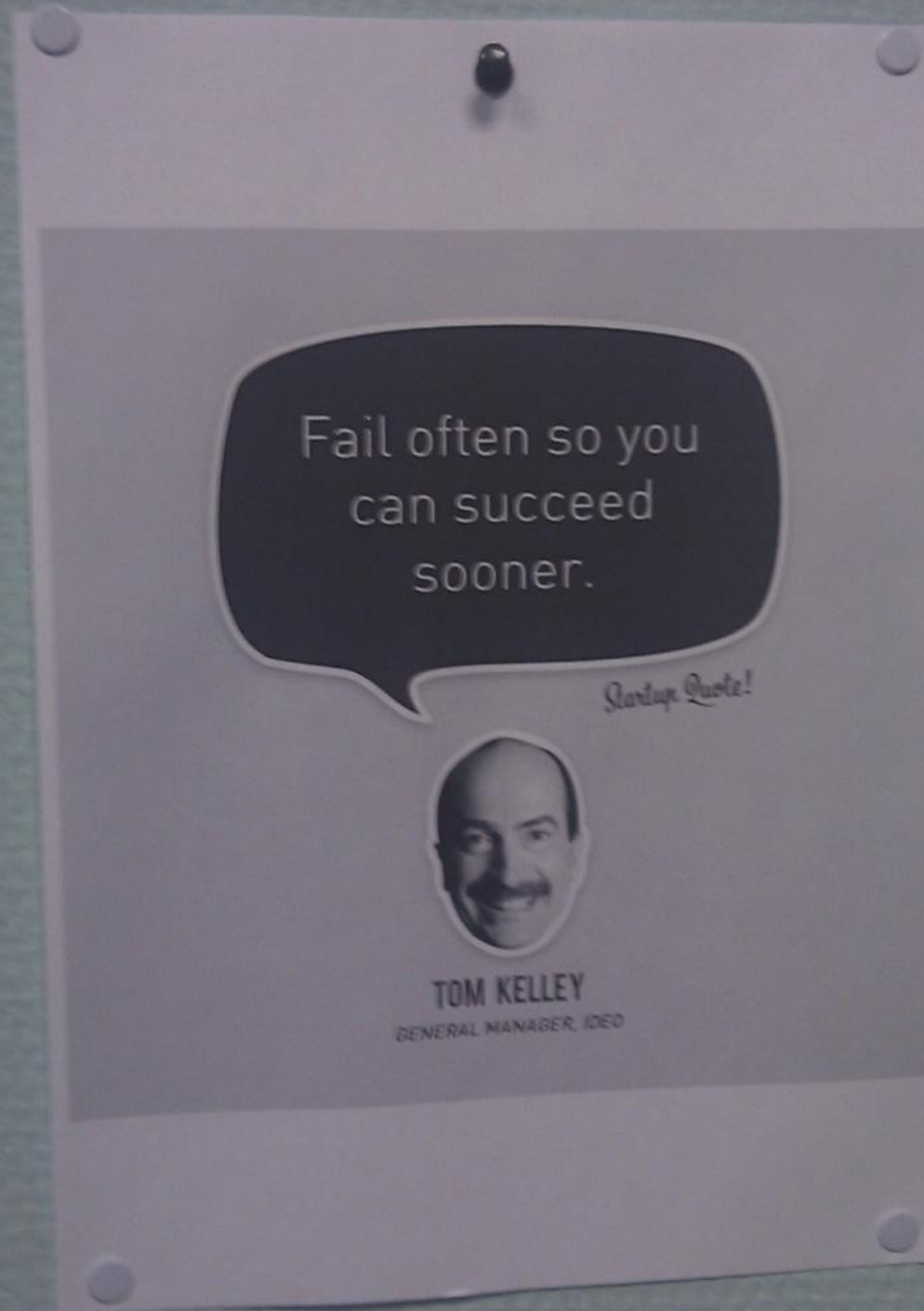
- Обсуждать с реальными пользователями
- Приглашать экспертов



GO!

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GO!

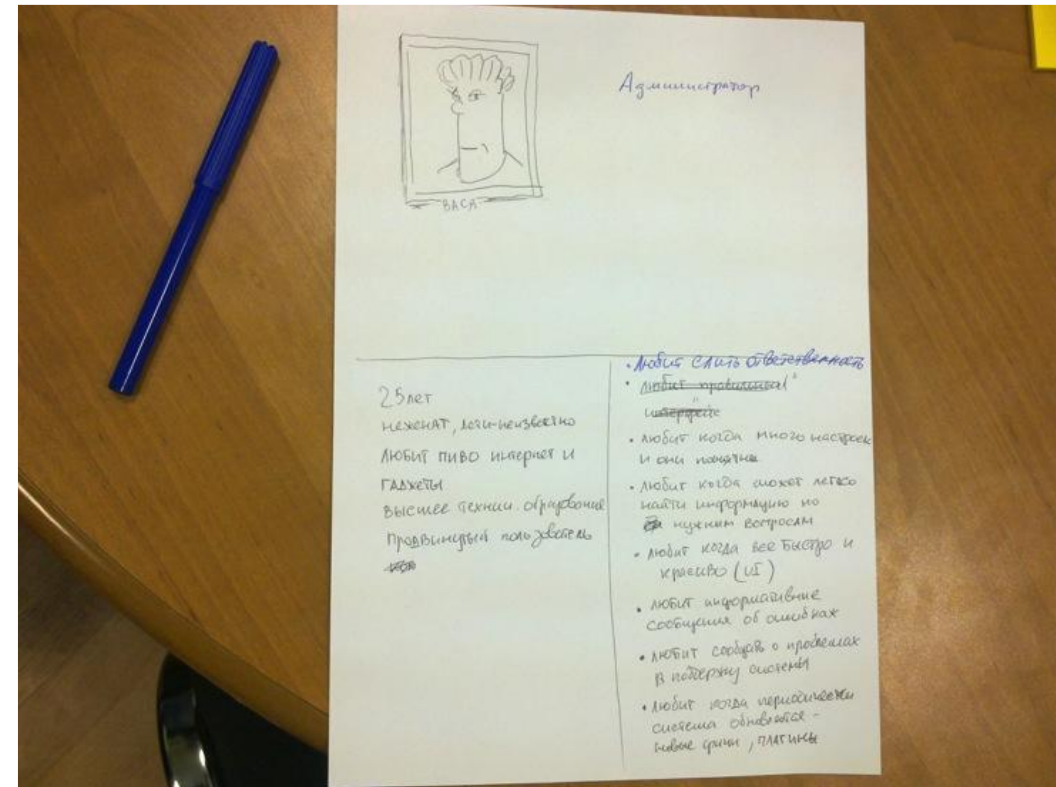


2011

Pragmatic Personas

Vision
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GO!





Vlad

Без
реальных
имен

beauty salon ow

- * 30 years
- * founder & co-owner
- * uses phone & MSoffice
- * Mac, iPhone, android etc.

Окружение
важно

Проблемы
- а не
решения

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?

Вопросы
для
проблем

Values & Fears

- * Simple & easy
to use
- * Fear of illegal
access
- * Fear of tax
police
- * Mobile ver.
- * No need to
install

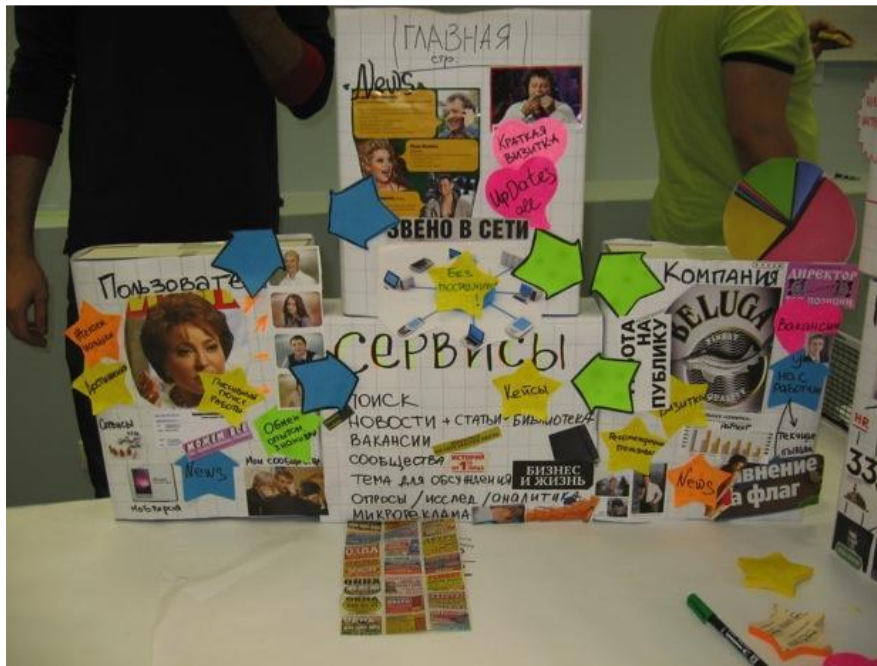
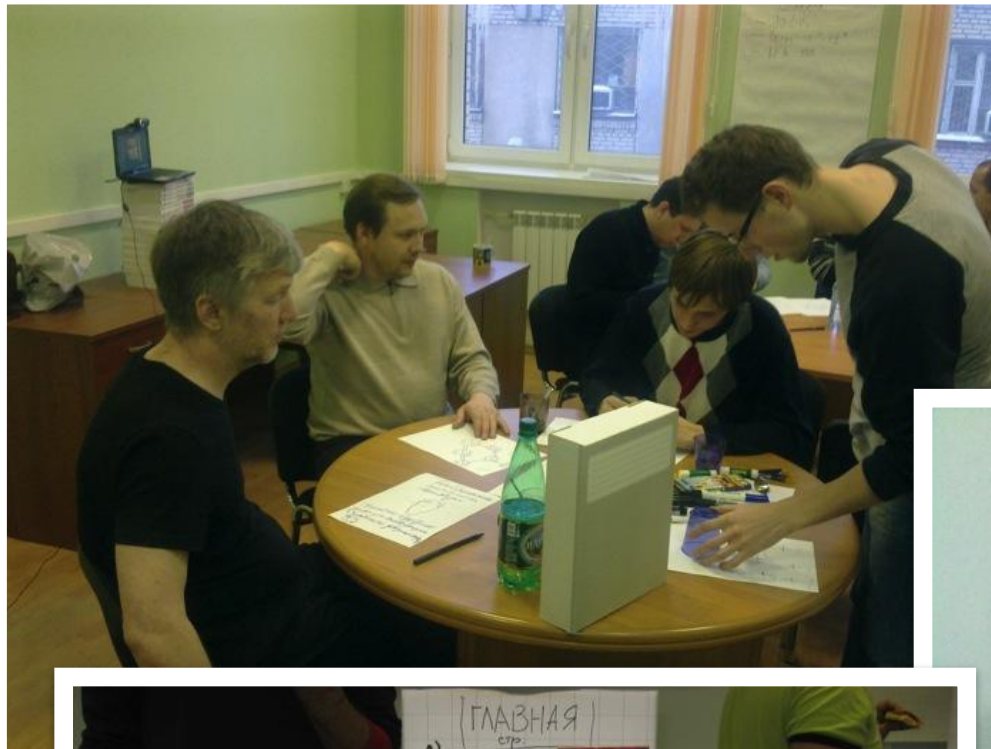
Нет смысла
писать
очевидные
вещи

Описывать
опасения

Инновационные игры для исследований пользователя

Vision
Pragmatic
Personas
Feature
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GO!



user eXperience ^{Ru} 2011

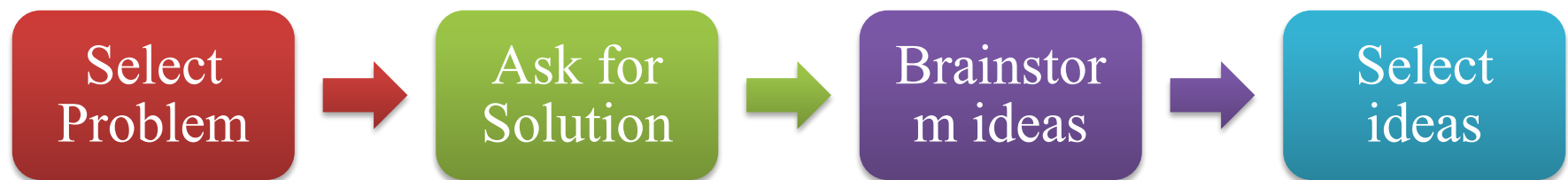
Спрашивать пользователя о фичах может быть опасно :)

Vision
Pragmatic
Personas
**Feature
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GO!

Легко сформулированные вопросы упрощают мозговой шторм



Vision
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GO!

Инновационные игры для feature generation

Приглашаем пользователей

- Product Tree
- Buy a Feature
- 20 to 20

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

GO!

Story Mapping

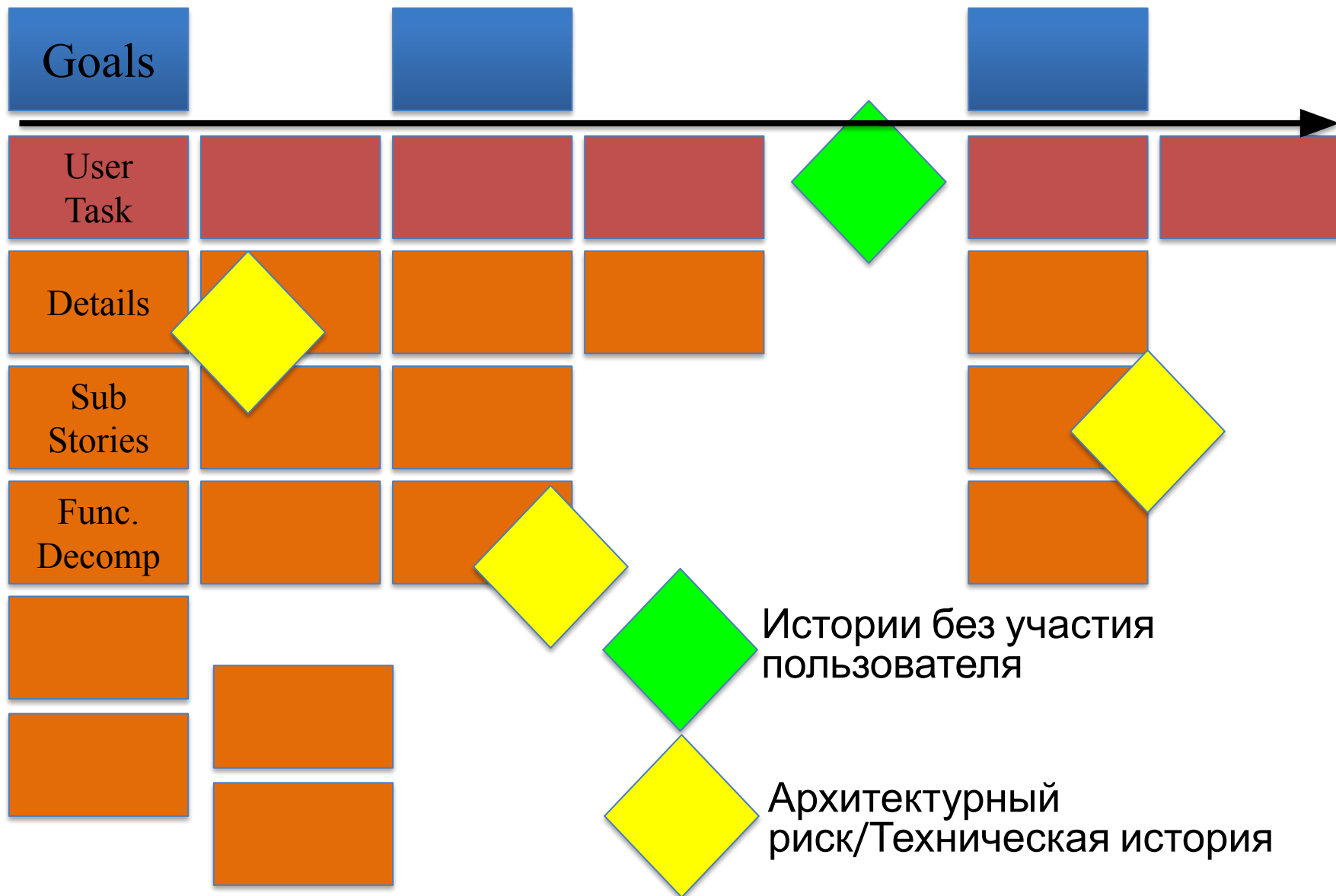
Vision
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GO!



Story Map

Vision
Pragmatic
Personas
Feature
Generation
on
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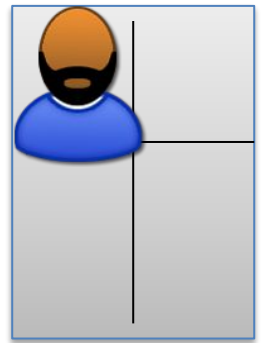


GO!

Vision
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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-n
ame

Multi
upload

Geo
info

PDF to
print

Export to
FB

twitter
login

Import
from
picasa

Draw on
photo

Printing
companies

Import
from
Dropbox

↓ приоритезации

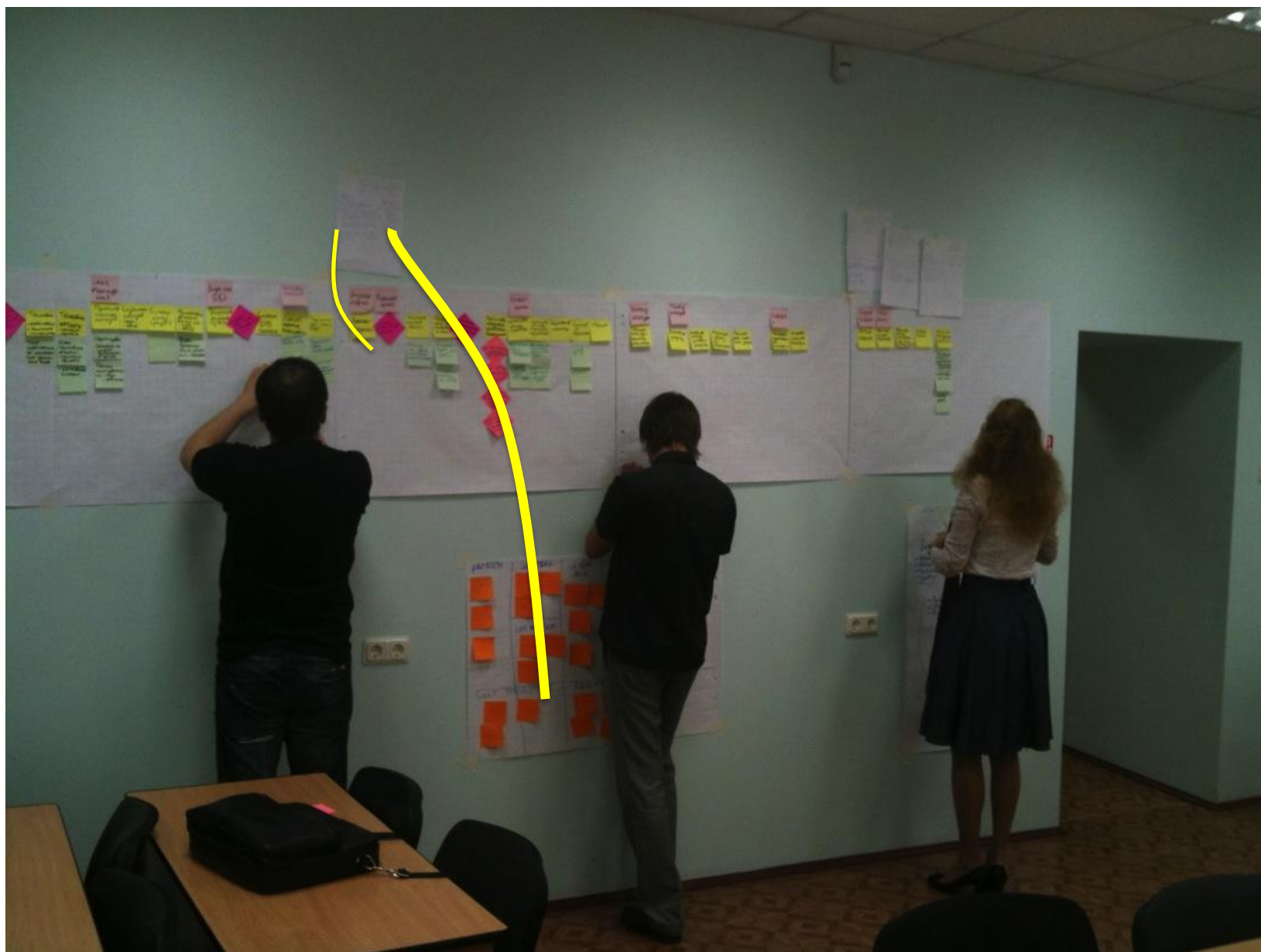
Vision
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GO!

Валидация требует дисциплины

Vision
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GO!

Изобретайте ваш story map

Vision
Pragmatic
Personas
Feature
Generation
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**Story
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GO!

Story map для этого доклада

Vision
Pragmatic
Personas
Feature
Generation
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**Story
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GO!



Architectural Workshop

Vision
Pragmatic
Personas
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GO!



Цель архитектурного воркшопа

- Инфраструктурные истории
- Имеющийся технологический долг



- Architectural Workshop
- Story Mapping

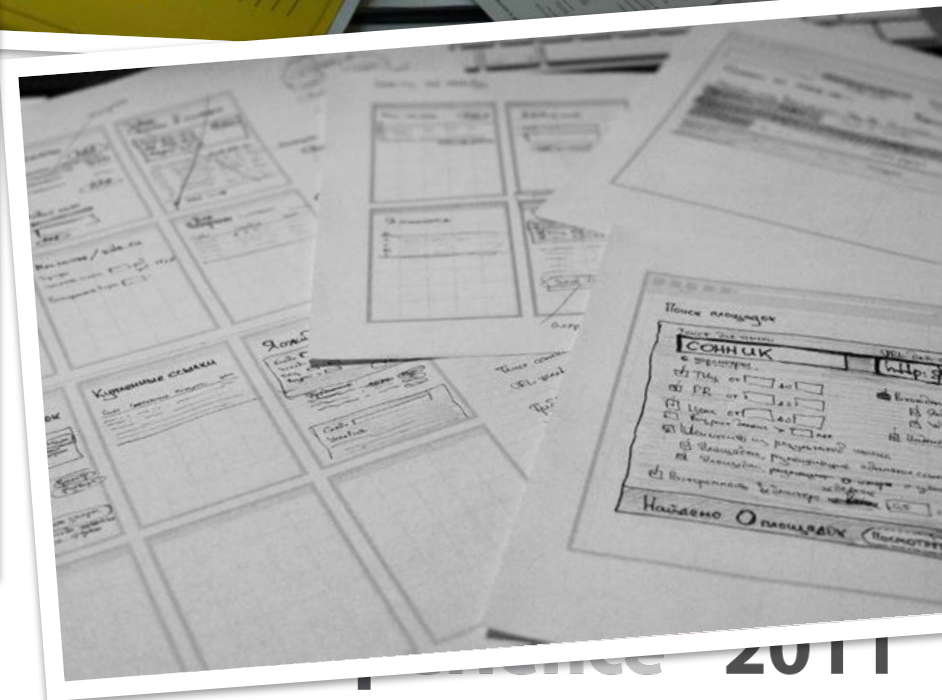
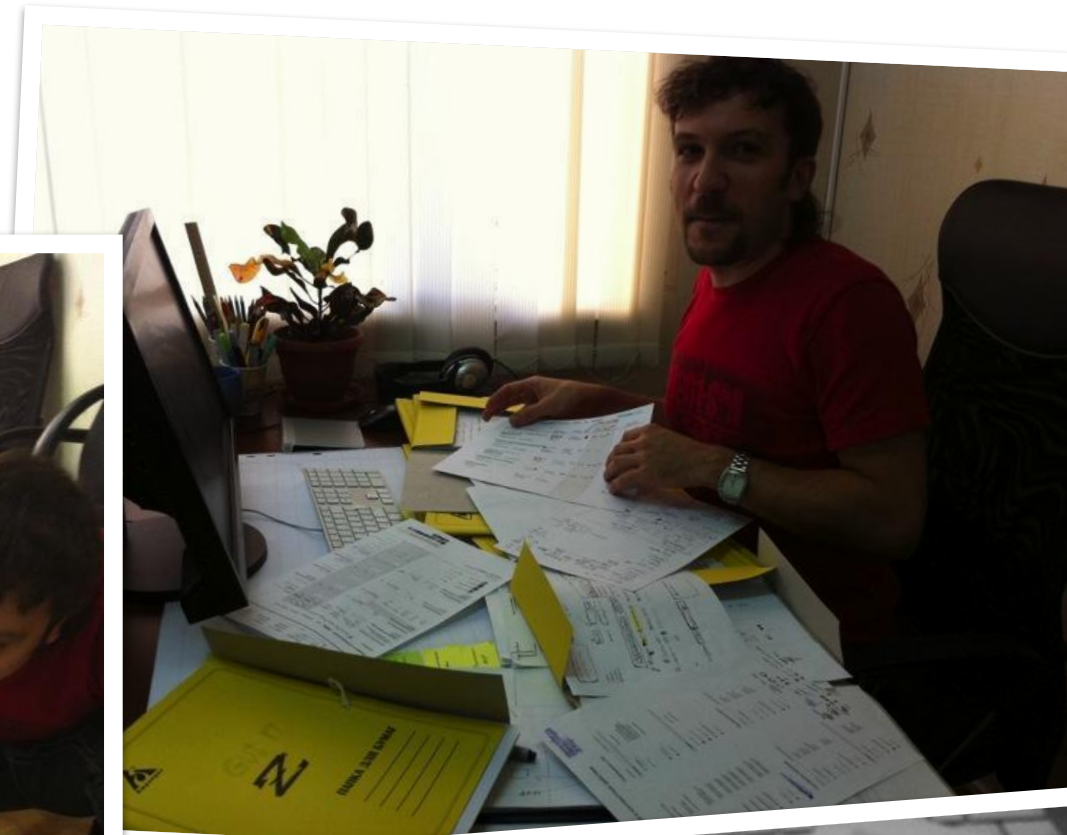
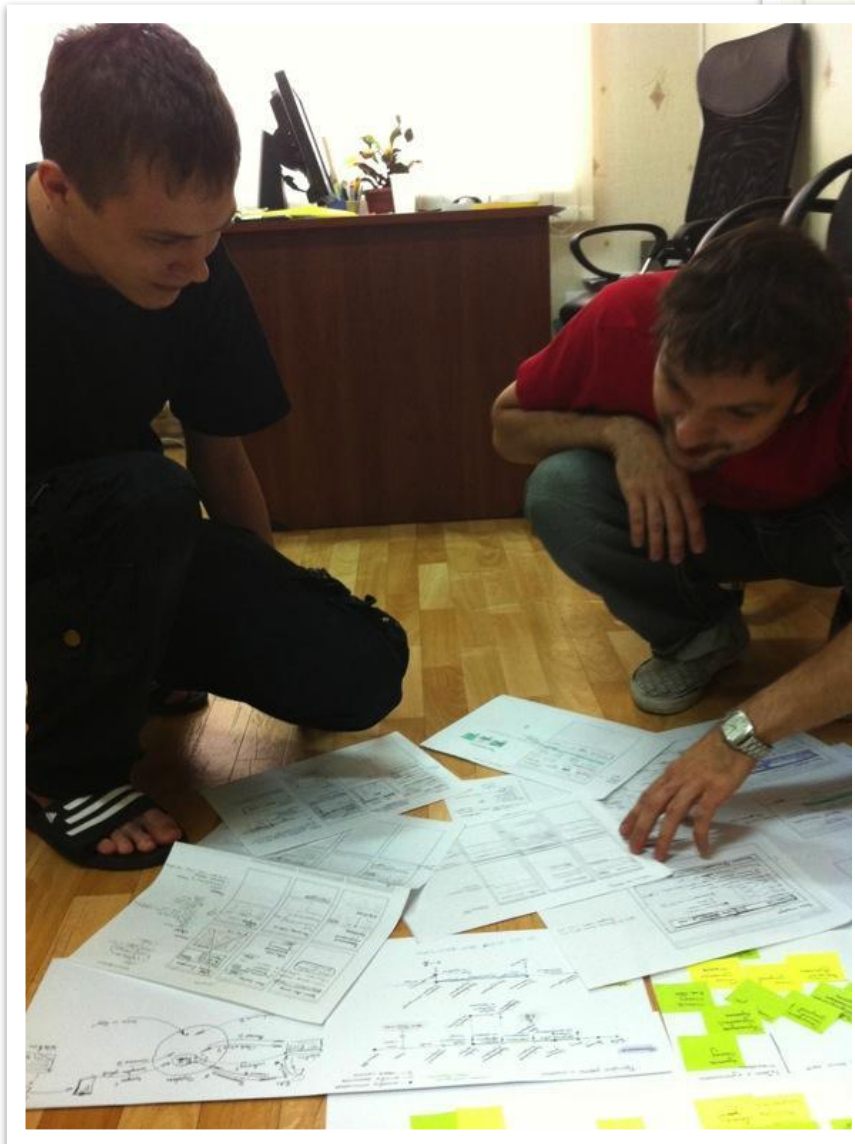
GO!

UI Workshop

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Pragmatic
Personas
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GO!

Sha



UI sketch board

Vision
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GO!

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

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Оценка и планирование релиза

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

GO!

1) Оценка историй

Vision
Pragmatic
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GO!



2) Ревью

Vision
Pragmatic
Personas
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Mapping
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GO!



3) Создание плана релиза

Vision
Pragmatic
Personas
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GO!



3) Создание плана релиза

Vision
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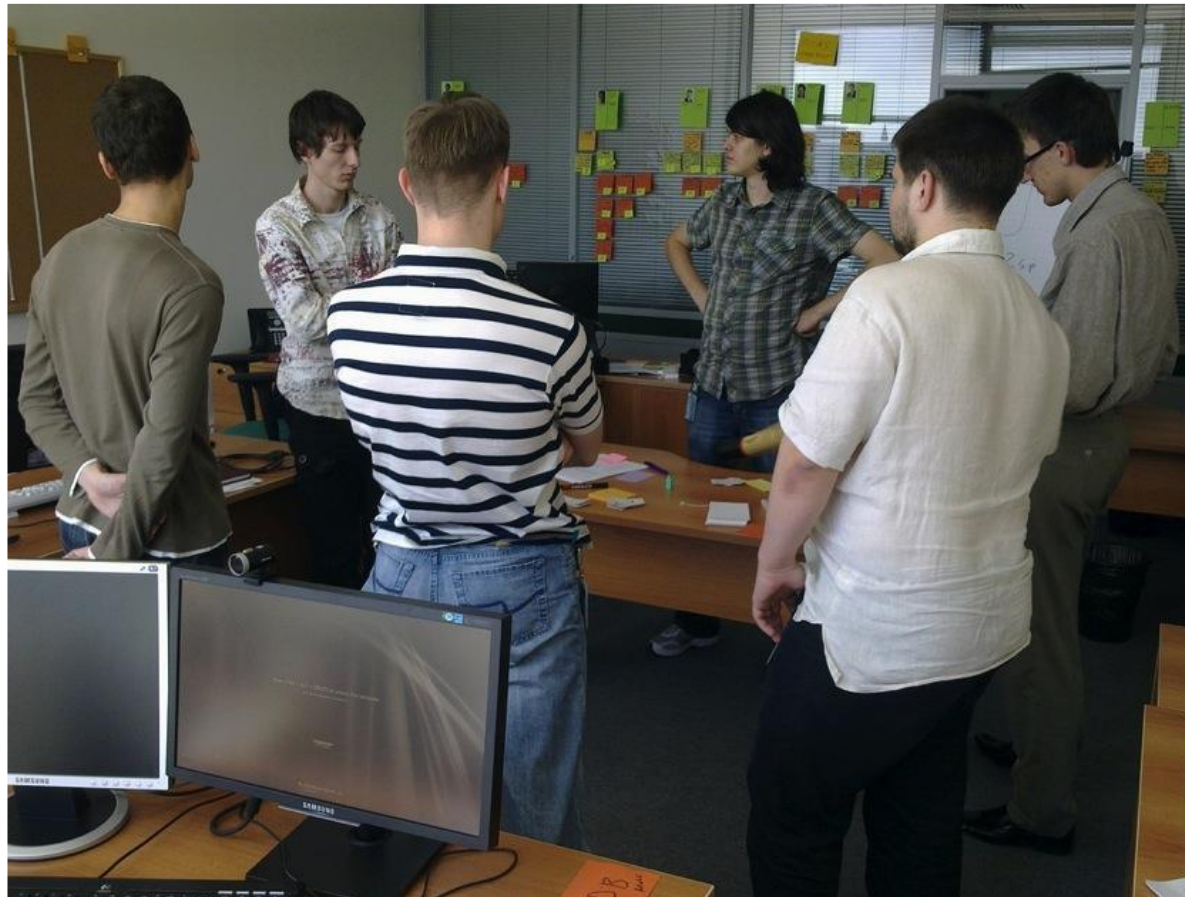
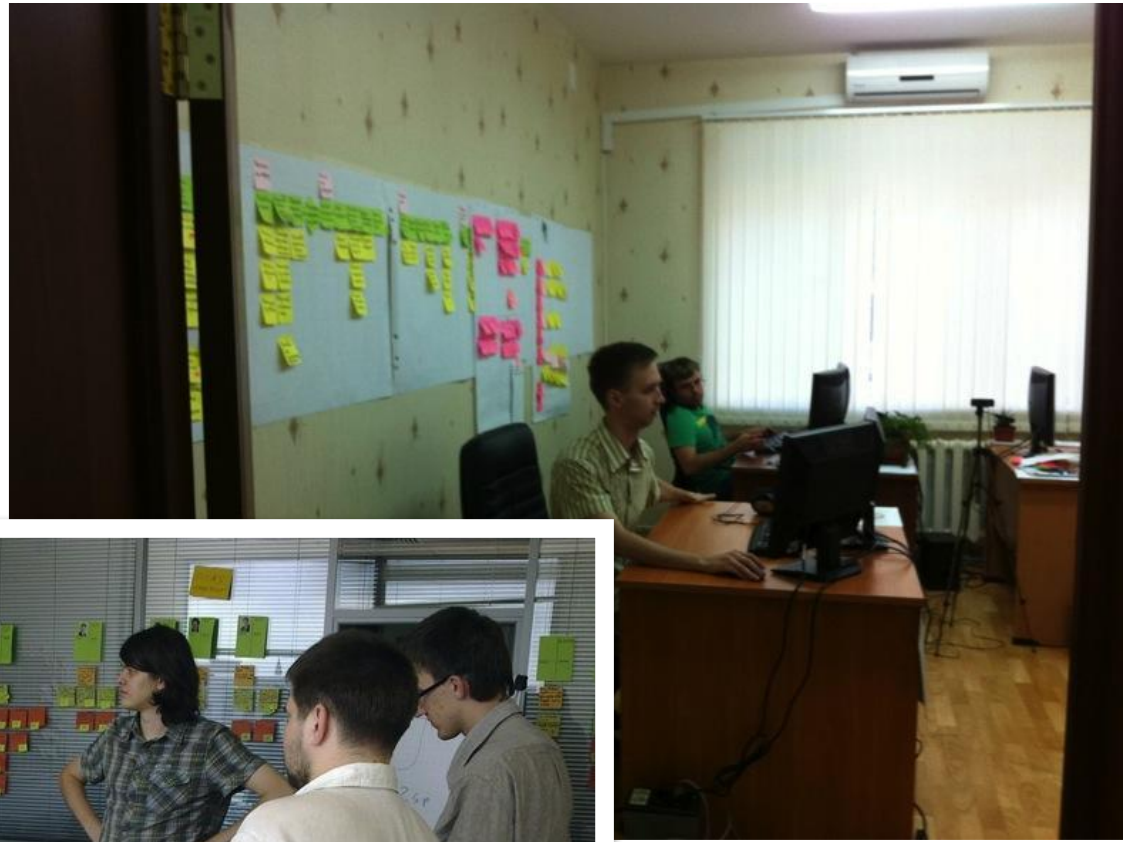


GO!

War room

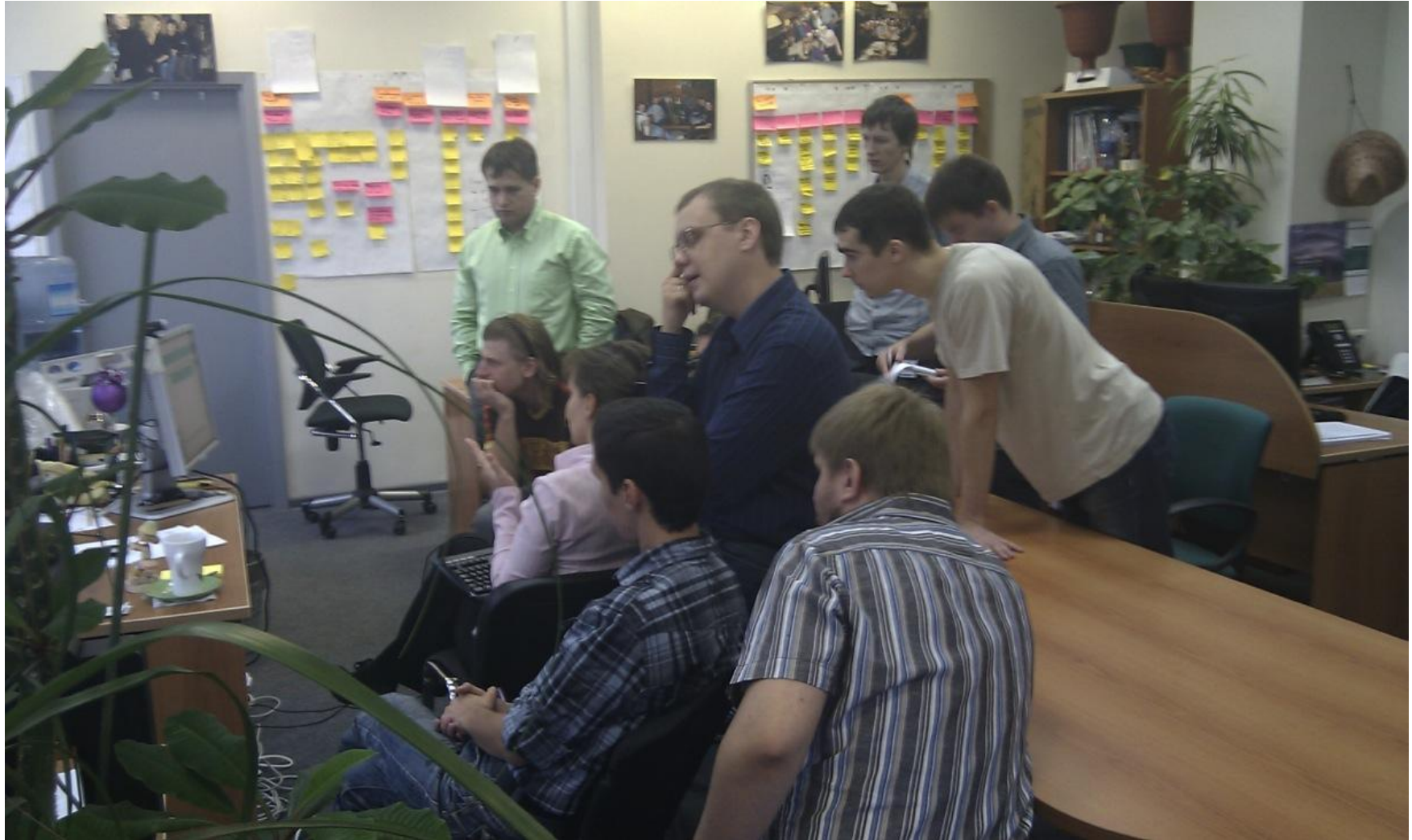
Vision
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GO!



Поместите все в комнату команды

Vision
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GO!

Отслеживайте прогресс на story map

Vision
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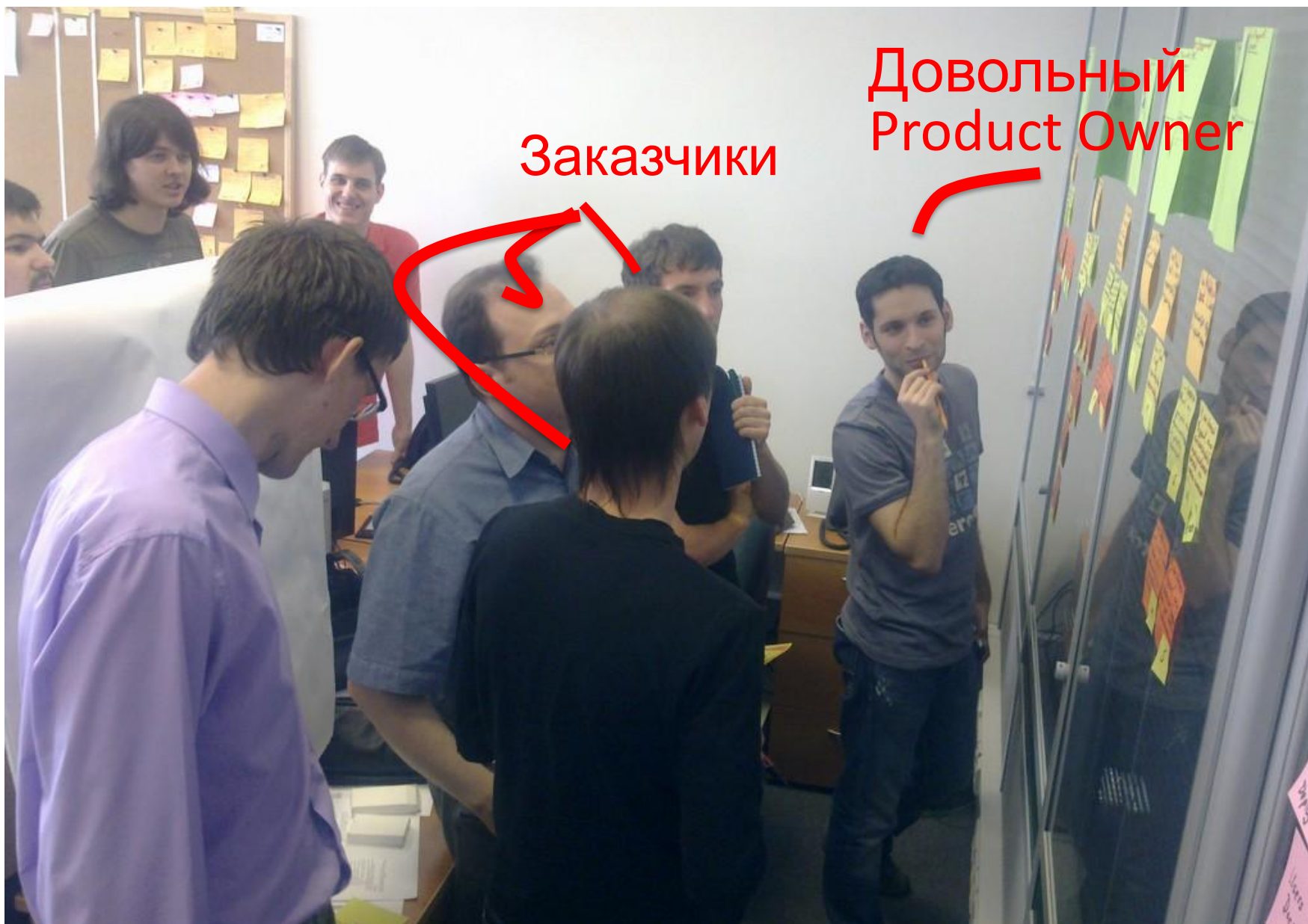
GO!



Валидируйте историю с заказчиком

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GO!



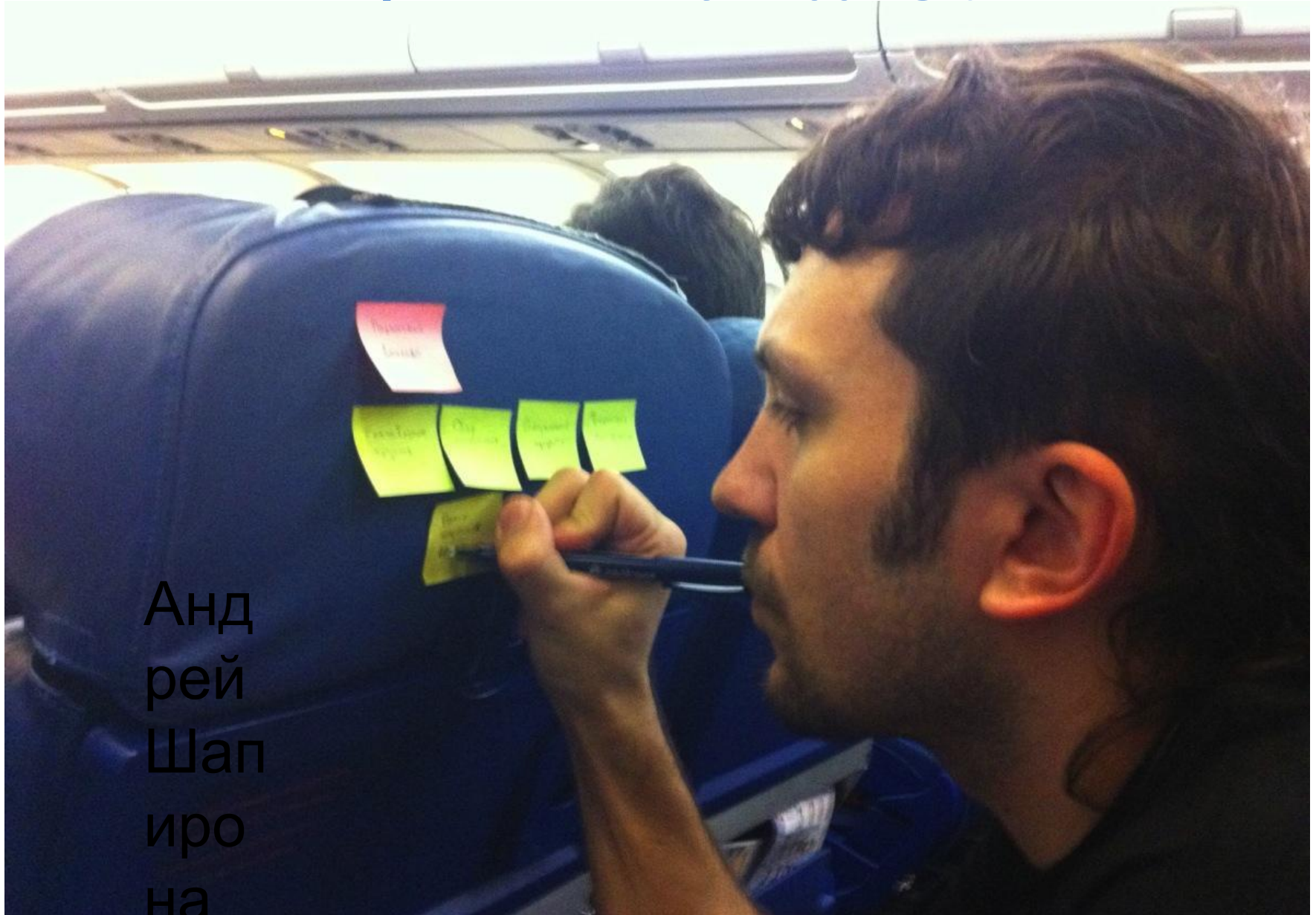
Story Map для эпика

Vision
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Personas
Feature
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GO!



Всегда есть время на story mapping ;)



Андрей
Шапирона

пути
к

GO!

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Jeff Patton

<http://agileproductdesign.com>

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Thank you
Спасибо за внимание

