

User eXperience^{Ru} 2011

UX в Scrum: Итерация ноль для проектирования продуктов

Асхат Уразбаев
7 / 10 / 2011



Проектировщик интерфейсов и agile разработчик

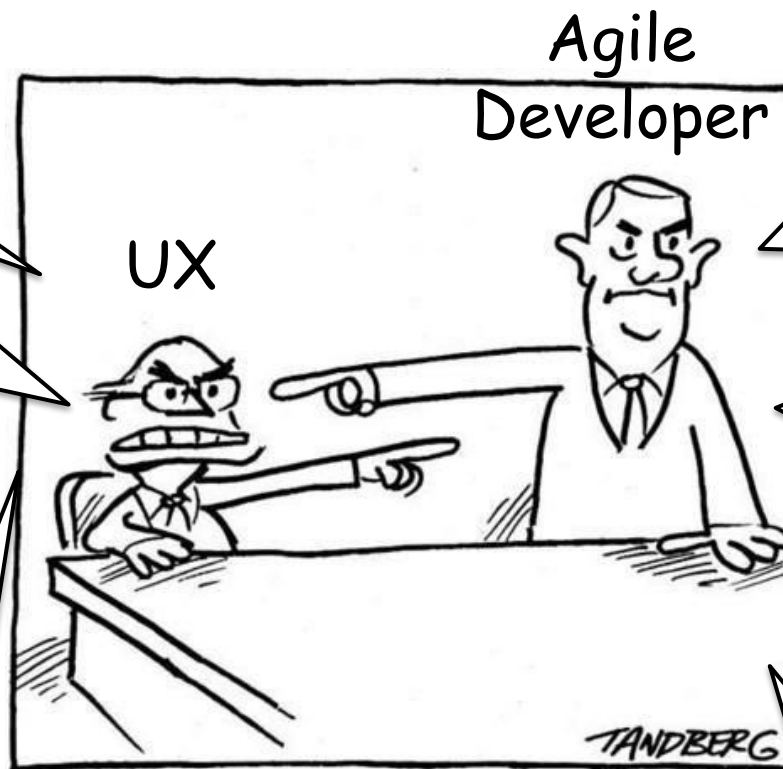


Противоречия

Нет общей
картины

Вечные
переделывания

Быстрая победа
и мучительное
доделывание



Big Design Up
Front!

User Centered Design
очень тяжелый

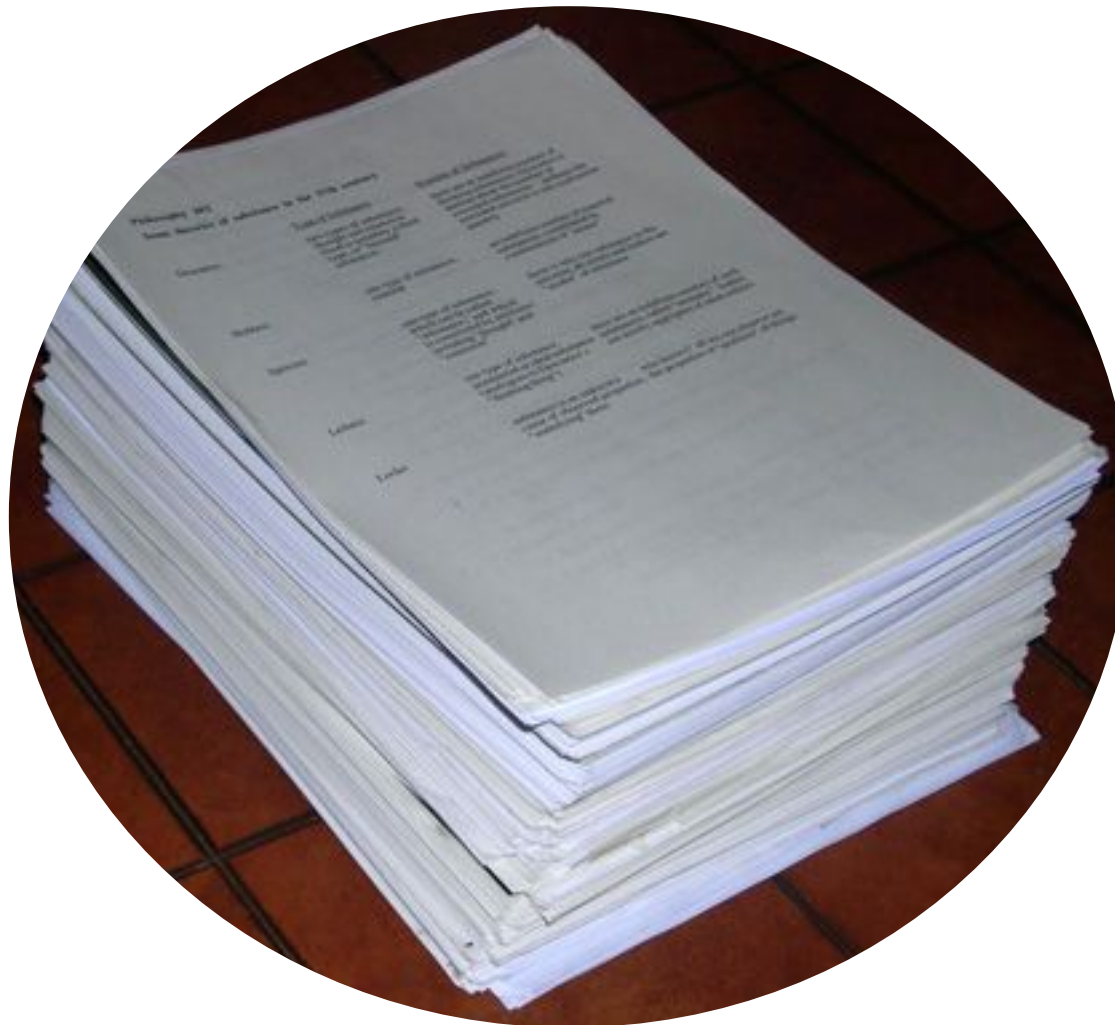
Фиксировать User
Interaction перед
кодированием долго
и дорого



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!

Vision

Vision
Pragmatic
Personas
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GO!



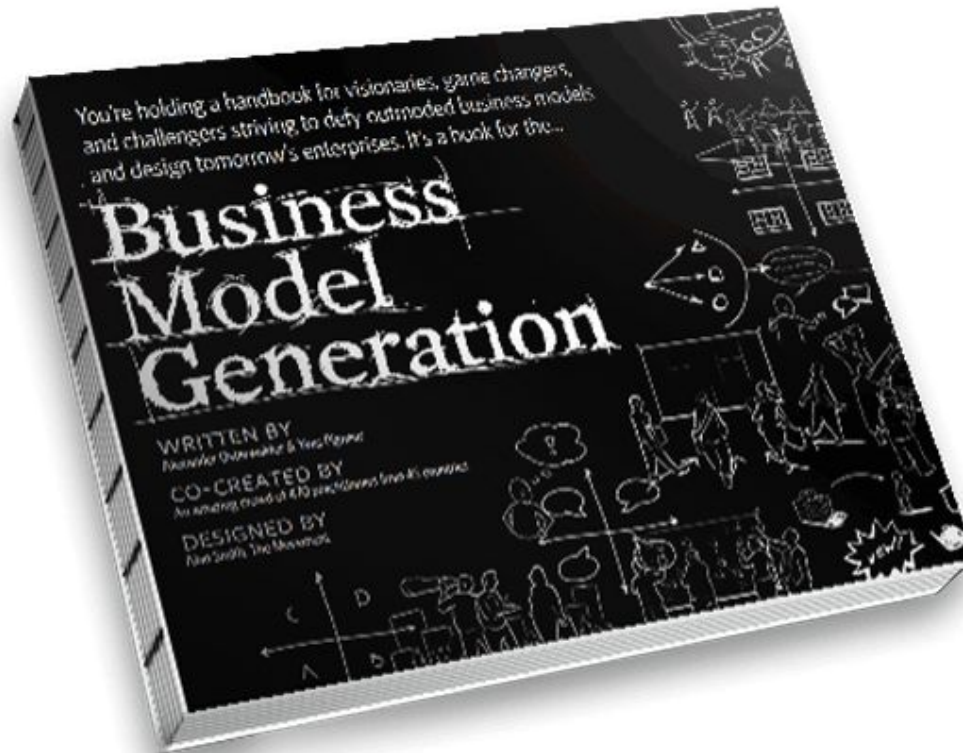
Команда:

Code	deploy	Priority	Заказчик/SH	
* Разработать дизайн на 2 экран	NBS	High	-	МБ, BS
* Поддержка 3 экранов	BS	Low	-	BS
		Med	-	BD, NB
		Very low	-	NB, CRM
			-	архитектура
			-	План

og: ~ 11:00

Business Model Generation

<http://businessmodelgeneration.com>



Alex

Osterwalder

User experience 2011

Vision
Pragmatic
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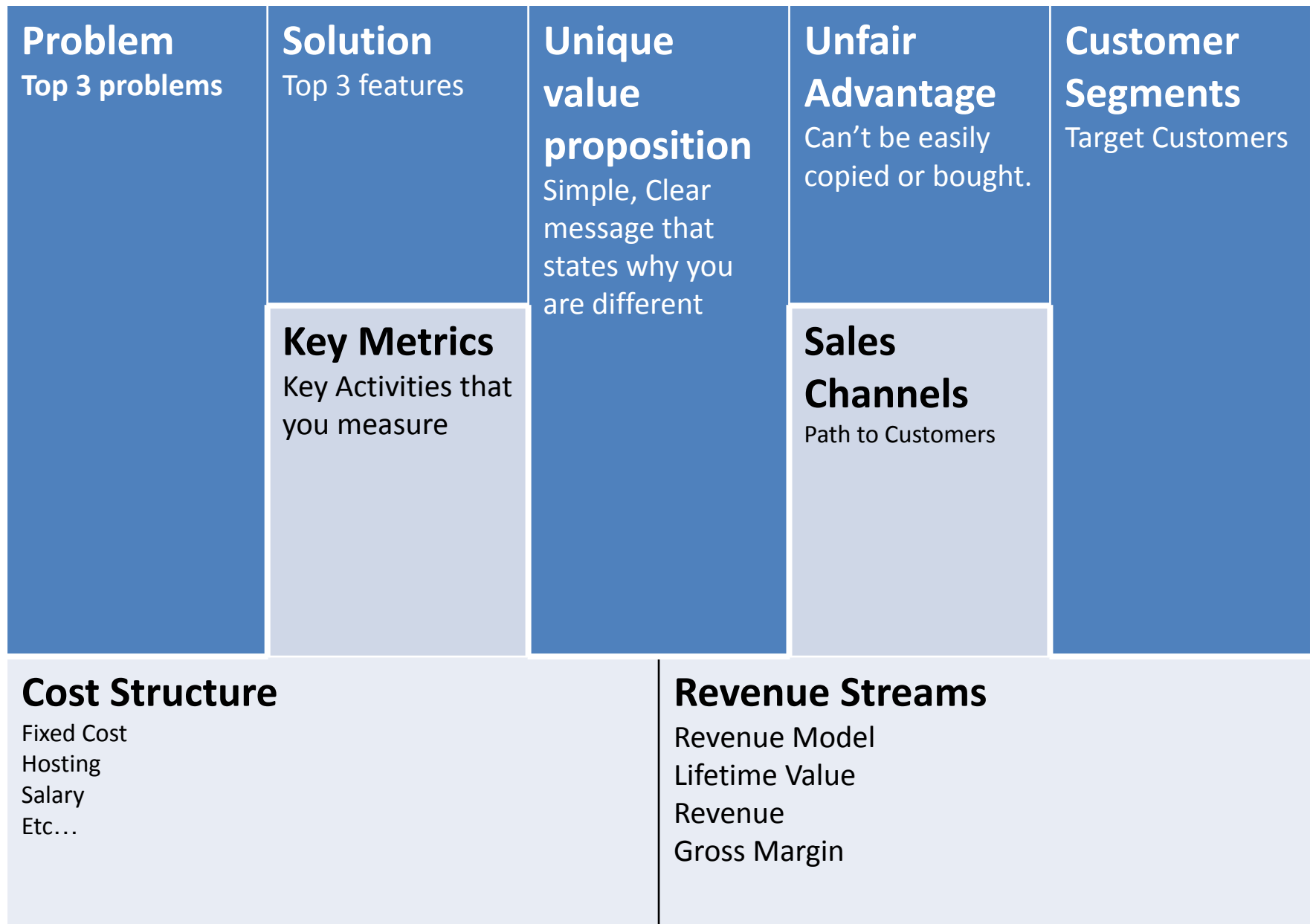
GO!

Lean StartUp Canvas

Ash Maurya ©

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GO!



Mobile App for

Problems	Solution	Unique value proposition	Unlock Advantage	Customer & Seg
Проблемы Зависимость от интернета	CRUD приложения	Решит проблему Алгоритмическая		Тех. специалисты Университет
Идеи Usability	Легкая, интуитивная	Легко обучаемая Алгоритмическая		Решит проблему Университет
Зависимость от интернета				
Специализация Клиентская Продукт на рынке	Key Metrics		Sales channels	
Удобство	Удобство использования		Использование интернет-услуг	
Reports	Контроль качества и скорости			
	Алгоритмическая структура данных			
Cost structure				
Fixed Cost (Develop)	Time and material (Support)			



Vision
Pragmatic
Personas
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Release Canvas © Scrumtrek

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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

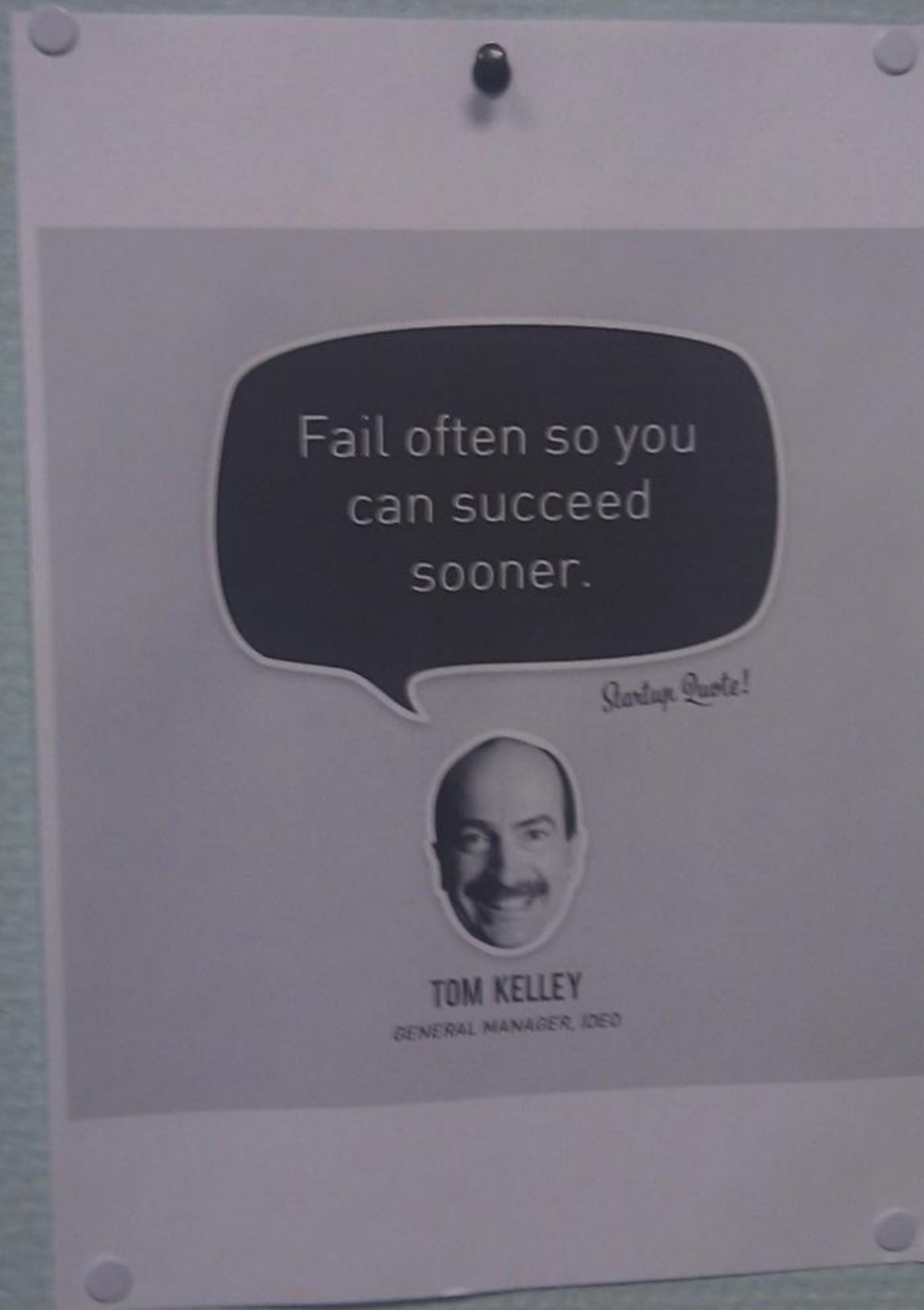
- Обсуждать с реальными пользователями
- Приглашать экспертов



GO!

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GO!

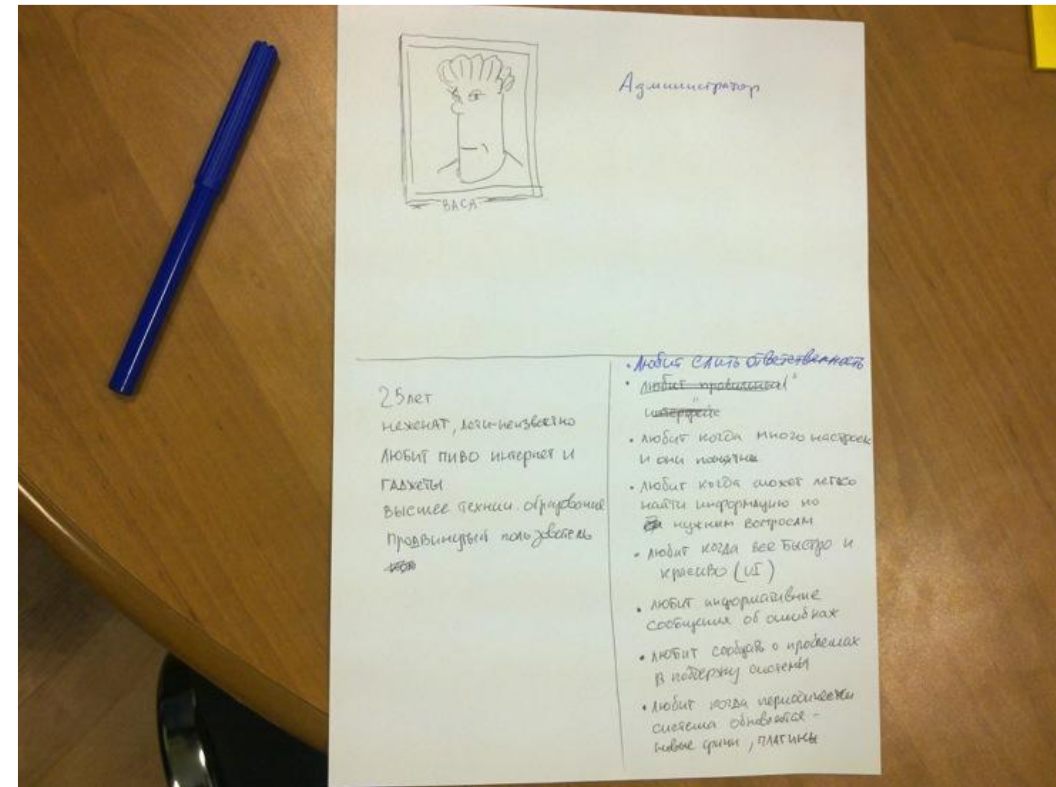


2011

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 version
- * No need to install

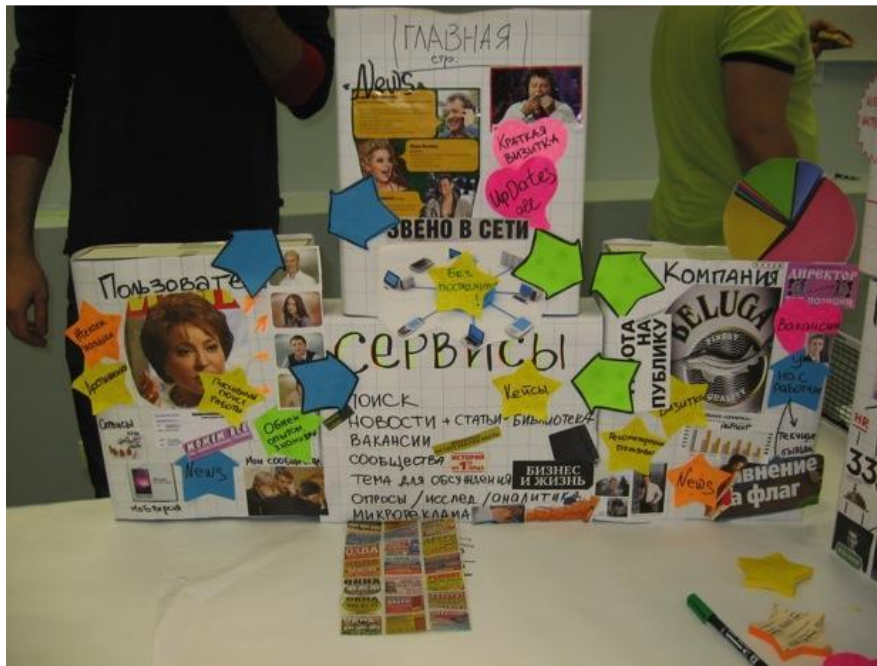
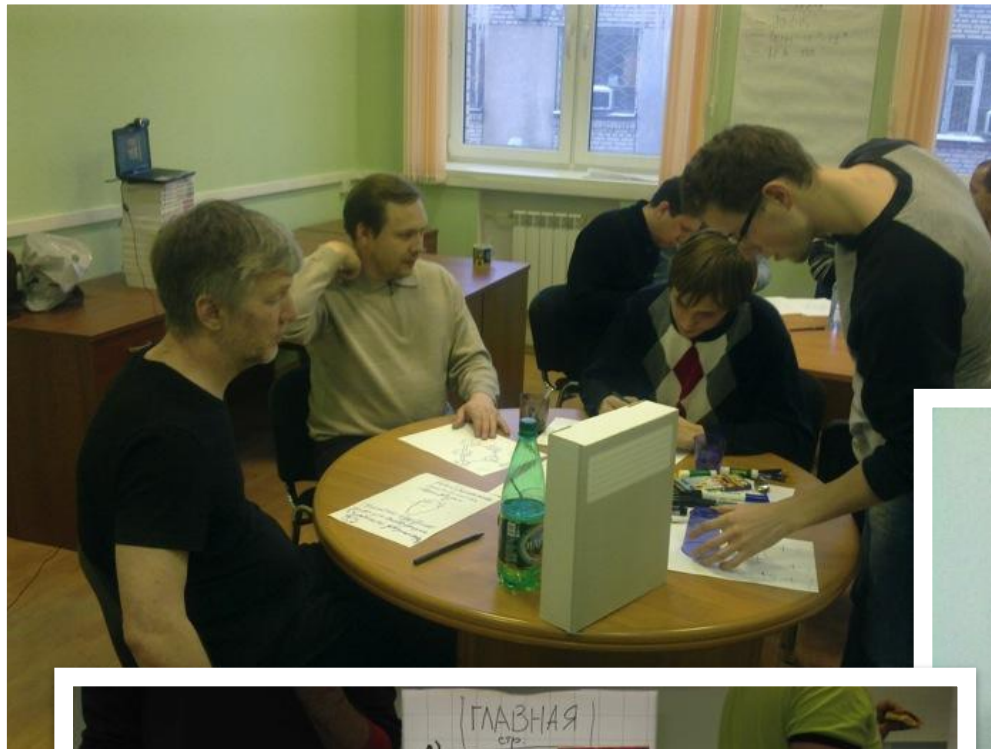
Нет смысла
писать
очевидные
вещи

Описывать
опасения

Инновационные игры для исследований пользователя

Vision
Pragmatic
Personas
Feature
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GO!



user eXperience ^{Ru} 2011

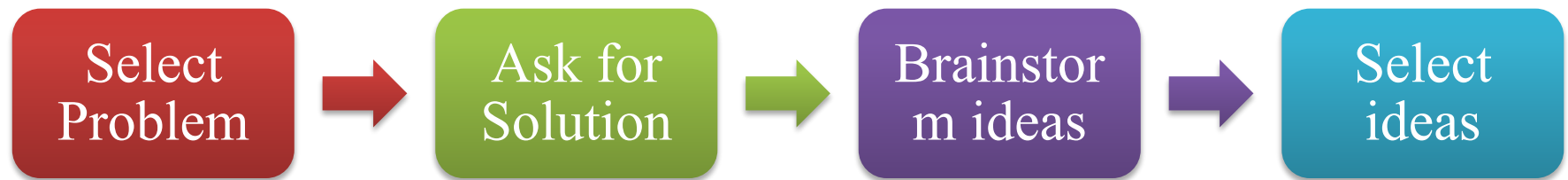
Спрашивать пользователя о фичах может быть опасно :)

Vision
Pragmatic
Personas
**Feature
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GO!

Легко сформулированные вопросы упрощают мозговой шторм



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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

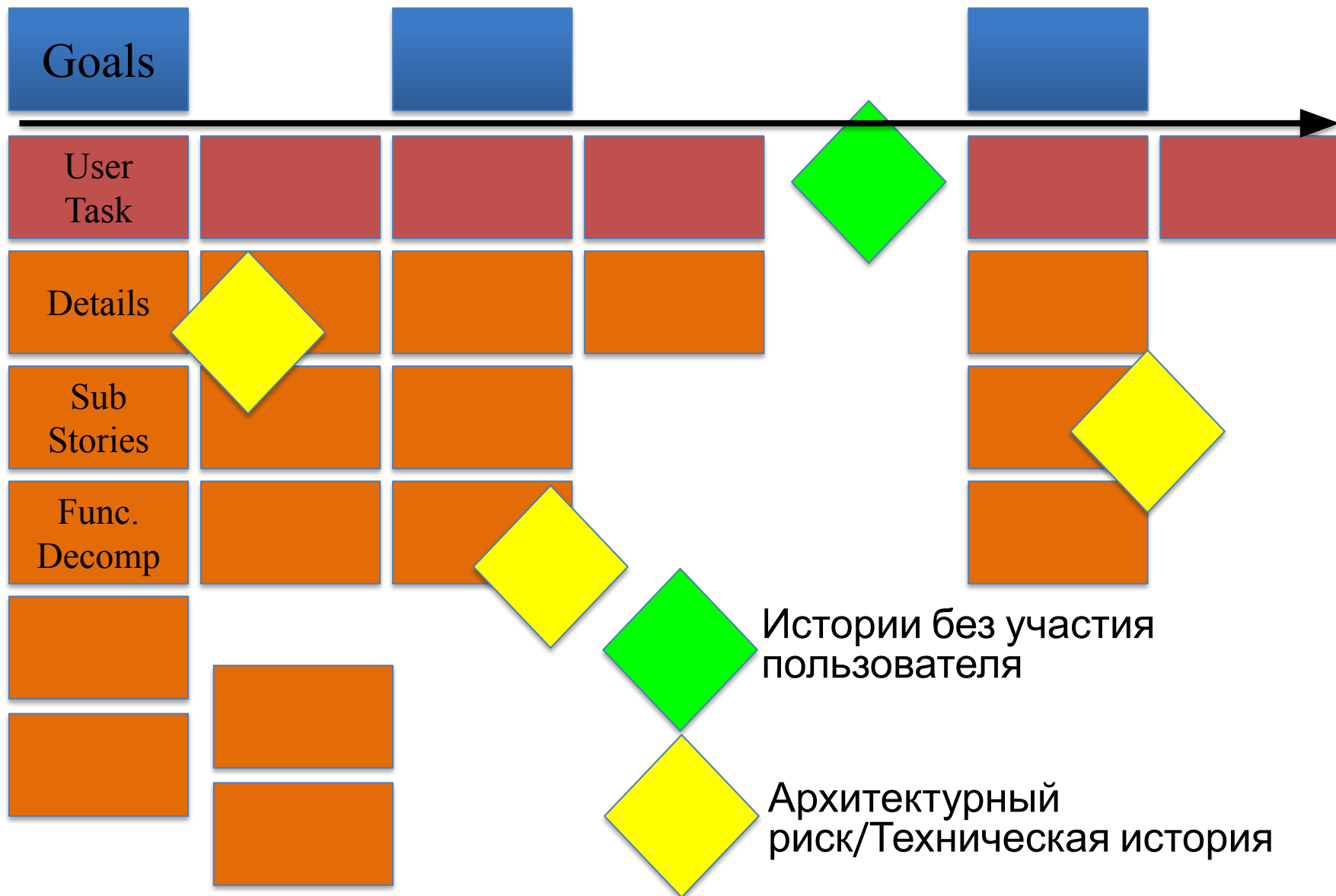
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GO!



Story Map

Vision
Pragmatic
Personas
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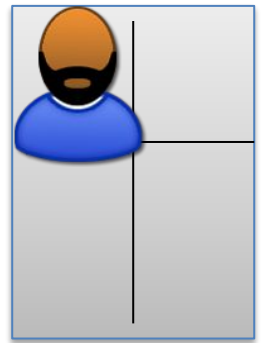


GO!

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



приоритезаци

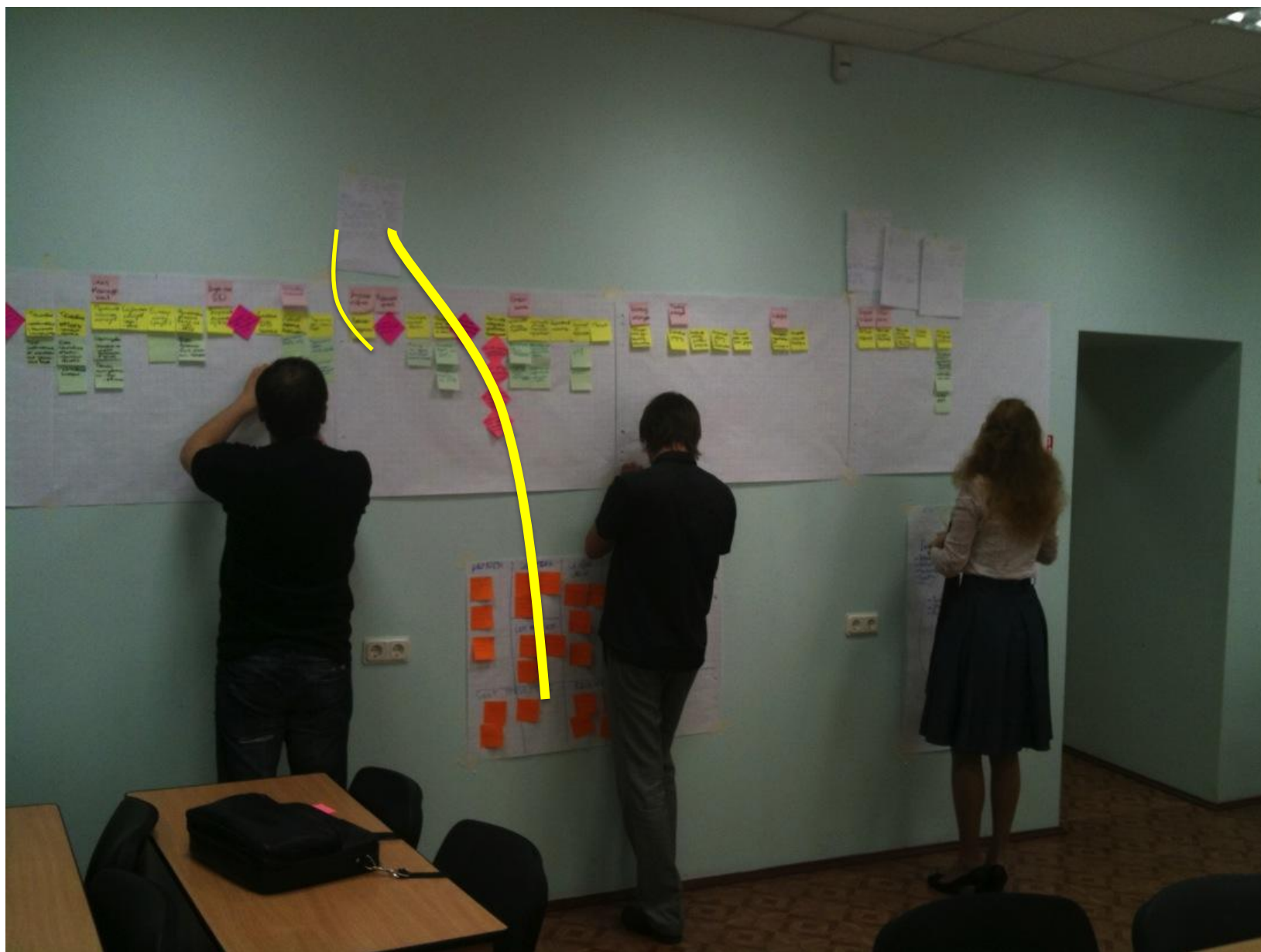
Vision
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GO!

Валидация требует дисциплины

Vision
Pragmatic
Personas
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GO!

Изобретайте ваш story map

Vision
Pragmatic
Personas
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**Story
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GO!

Story map для этого доклада

Vision
Pragmatic
Personas
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**Story
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GO!



Architectural Workshop

Vision
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GO!



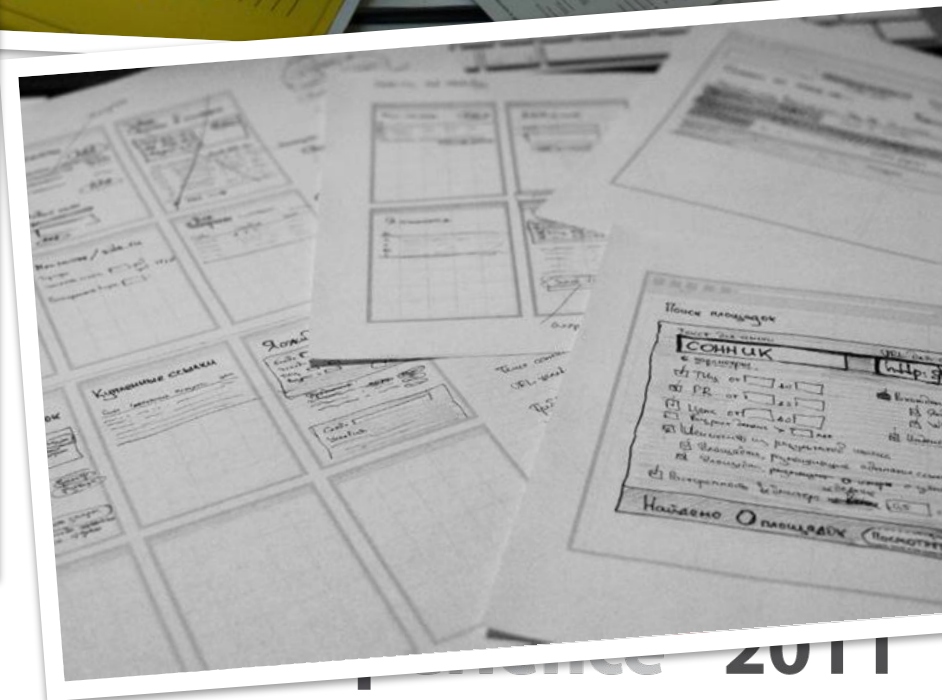
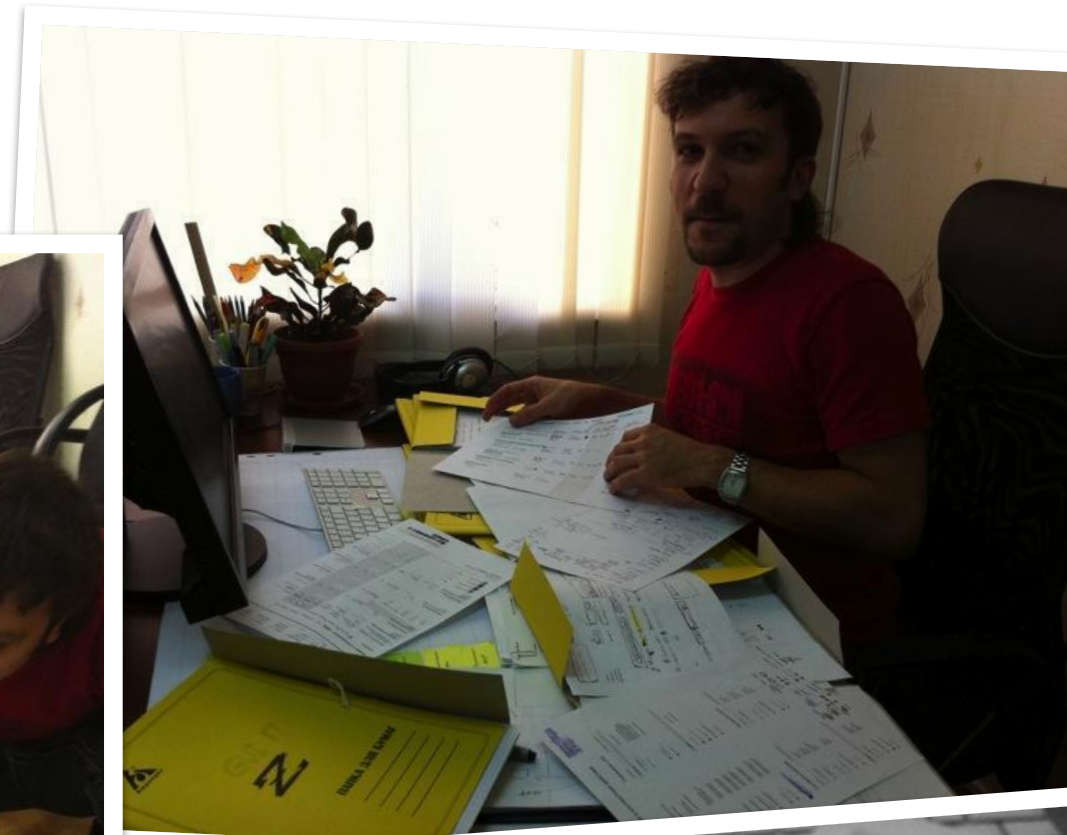
Цель архитектурного воркшопа

- Инфраструктурные истории
- Имеющийся технологический долг



- Architectural Workshop
- Story Mapping

GO!



GO!

Sha

UI sketch board

Vision
Pragmatic
Personas
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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
Personas
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GO!



2) Ревью

Vision
Pragmatic
Personas
Feature
Generation
on
Story
Mapping
Architectural
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UI
Workshop
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GO!



3) Создание плана релиза

Vision
Pragmatic
Personas
Feature
Generation
on
Story
Mapping
Architectural
Workshop
Workshop
Estimating &
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GO!



3) Создание плана релиза

Vision
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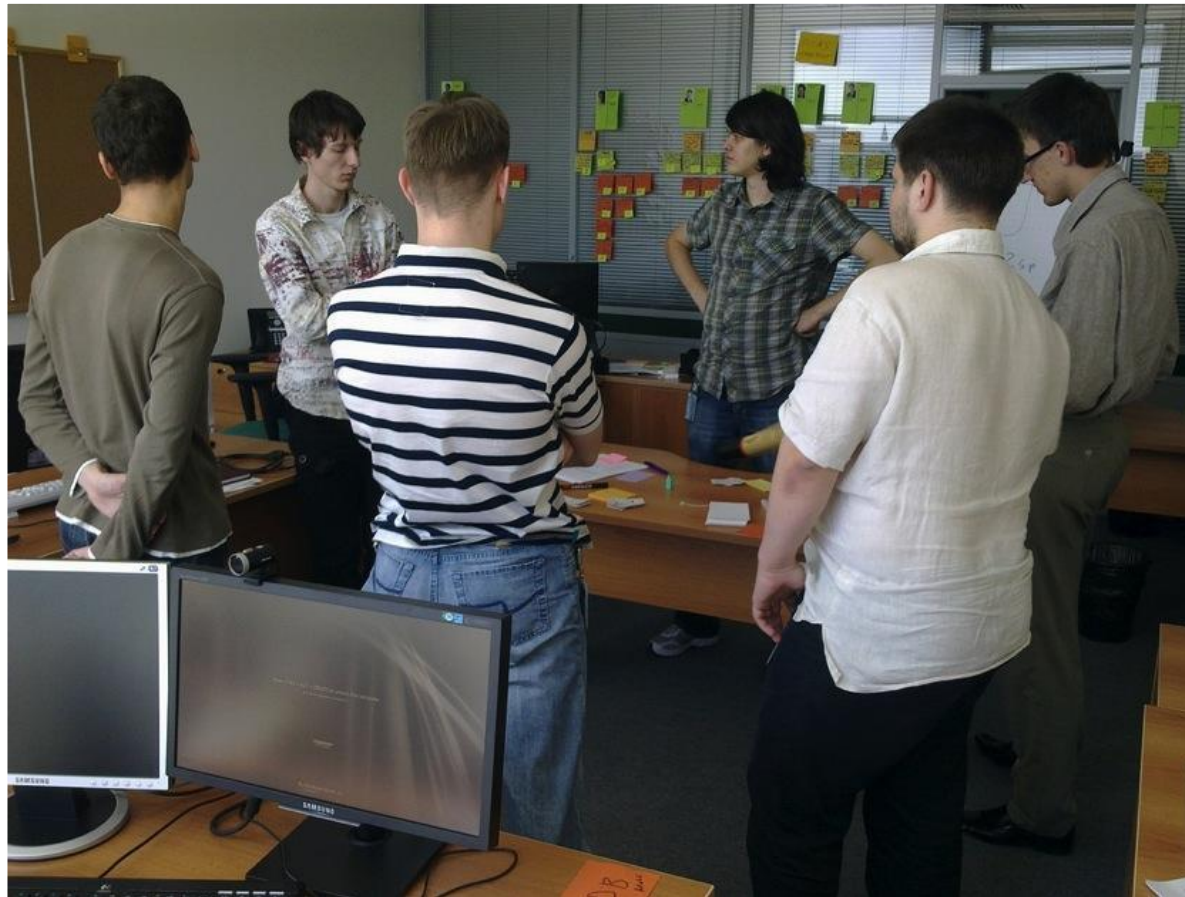
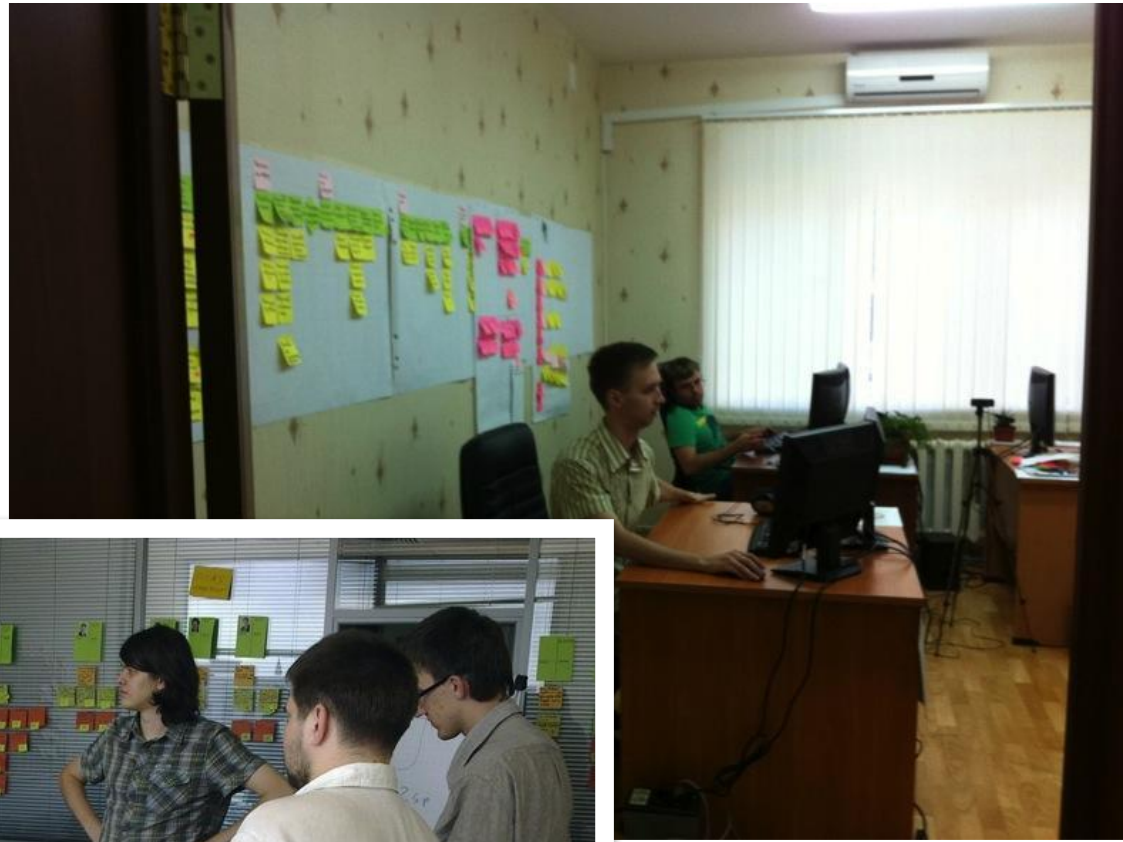


GO!

War room

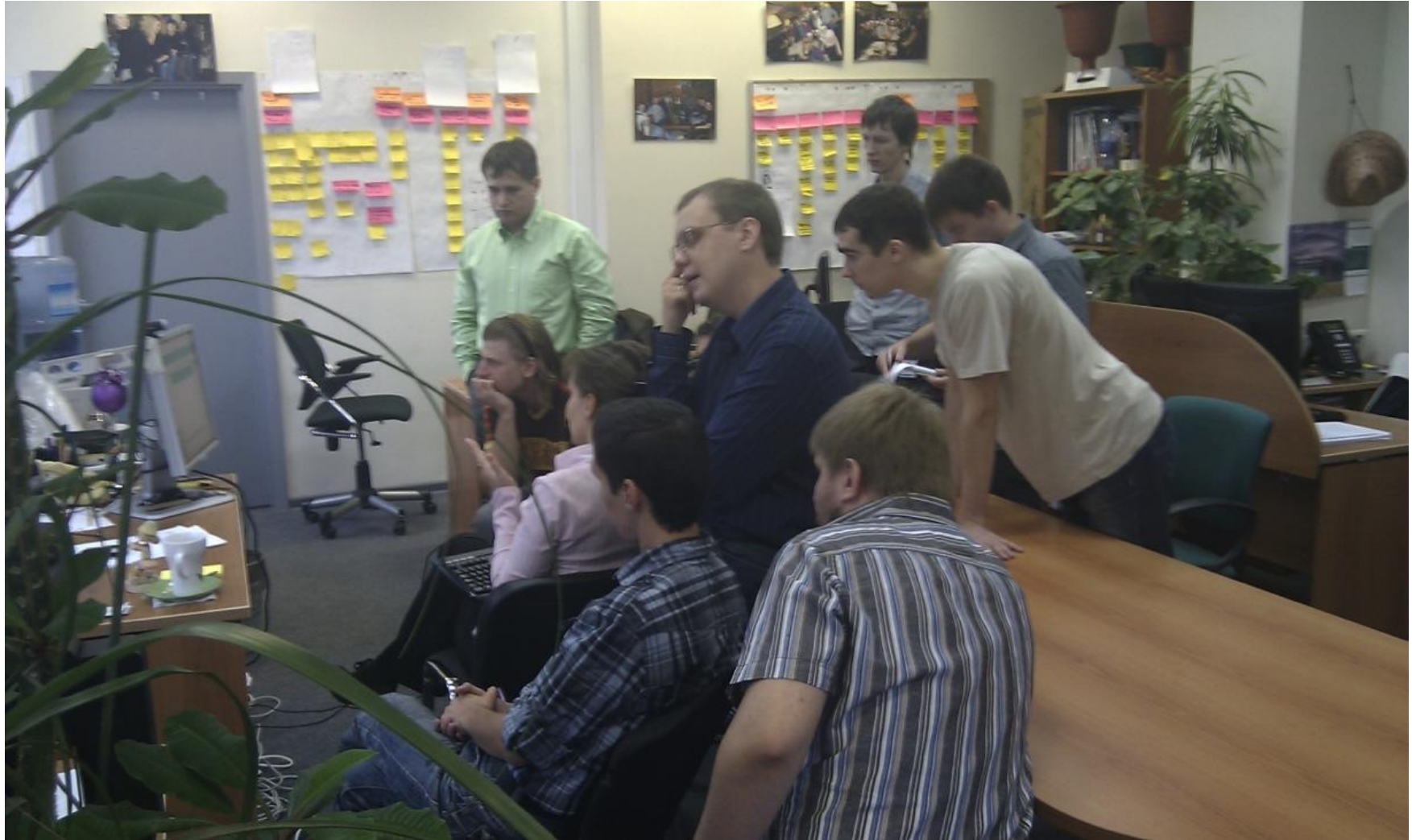
Vision
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GO!



Поместите все в комнату команды

Vision
Pragmatic
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GO!

Отслеживайте прогресс на story map

Vision
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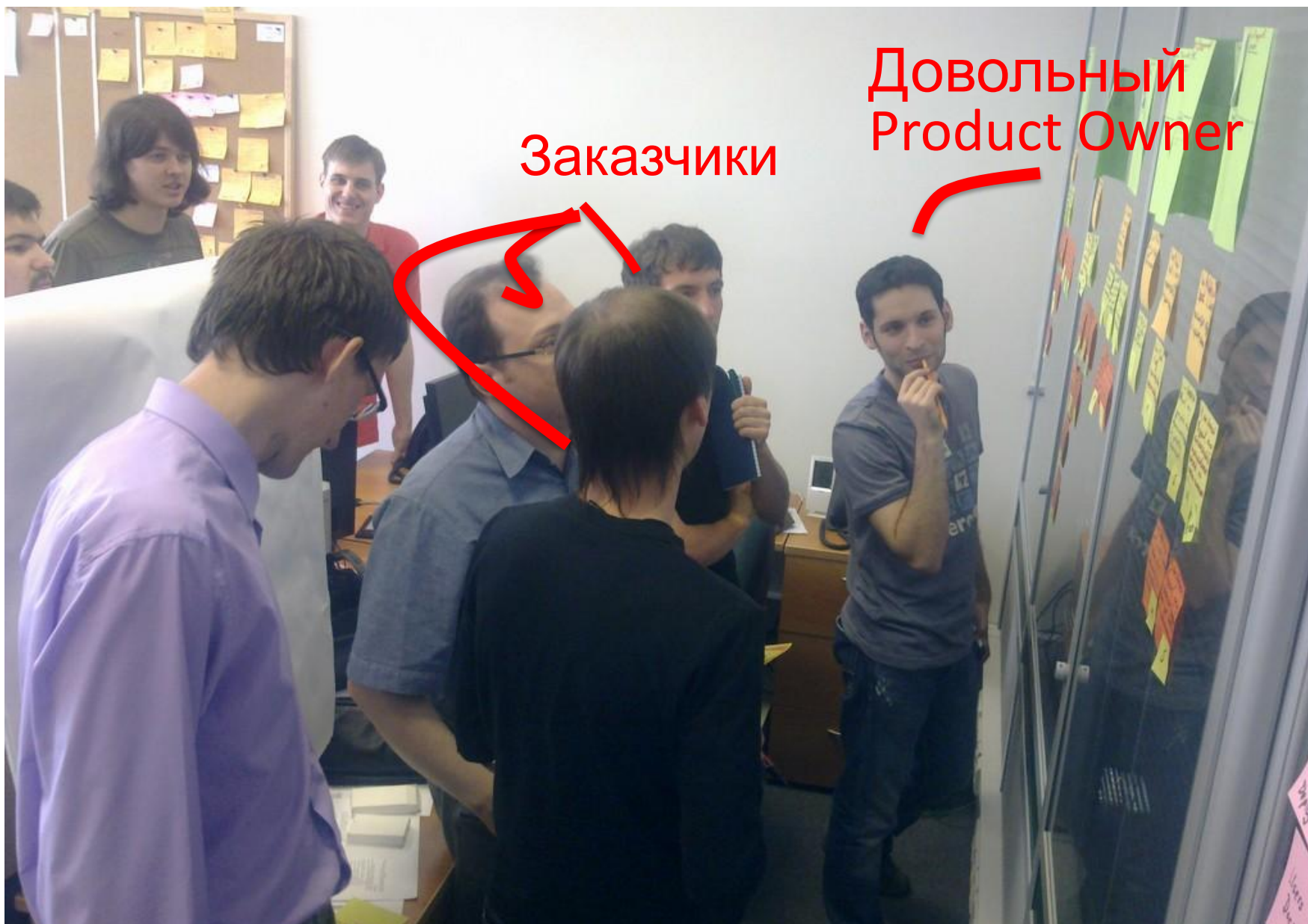
GO!



Валидируйте историю с заказчиком

Vision
Pragmatics
Personas
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GO!



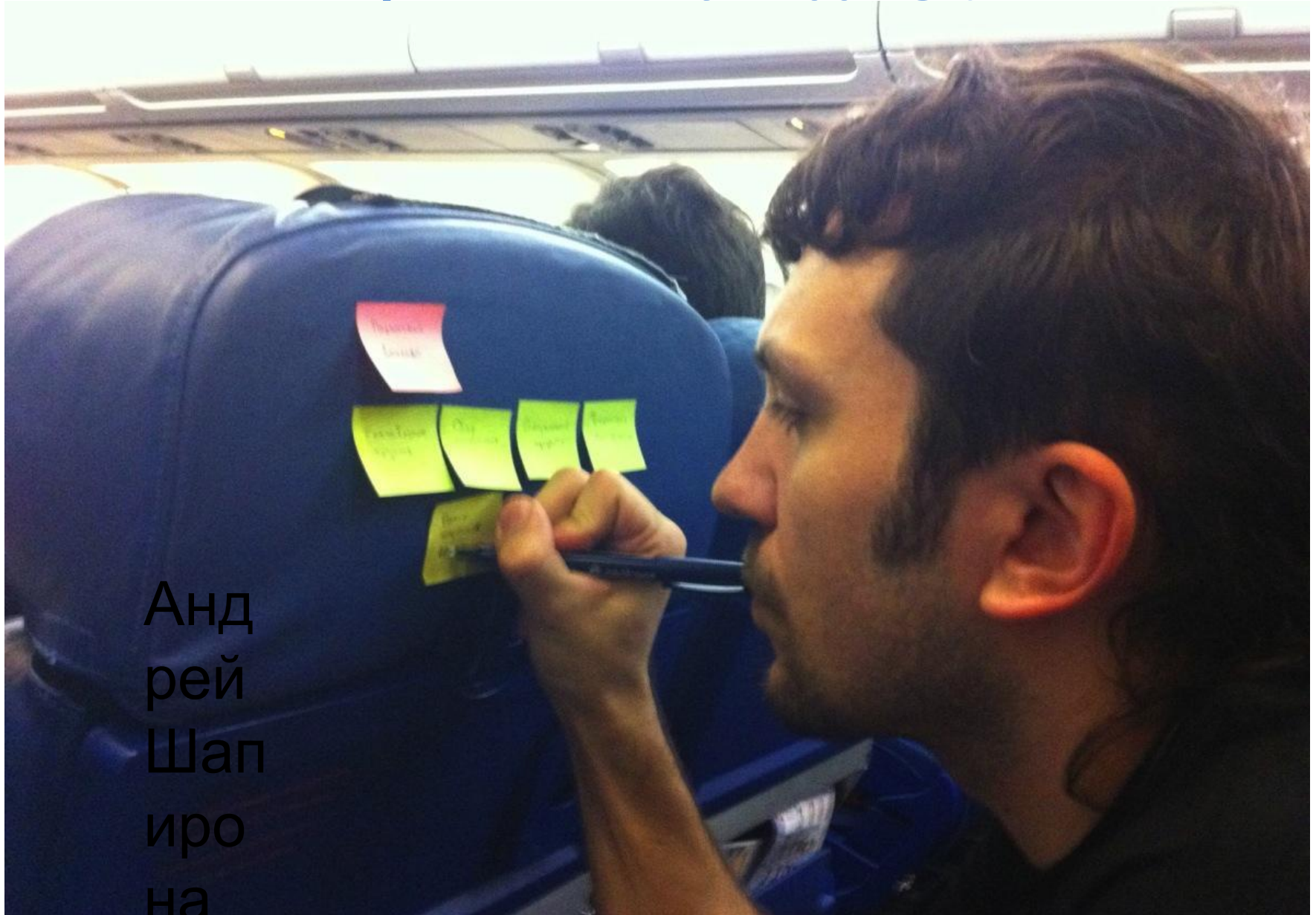
Story Map для эпика

Vision
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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

