

# User eXperience 2011

## UX в Scrum: Итерация ноль для проектирования продуктов

Асхат Уразбаев  
7 / 10 / 2011



# Проектировщик интерфейсов и agile разработчик

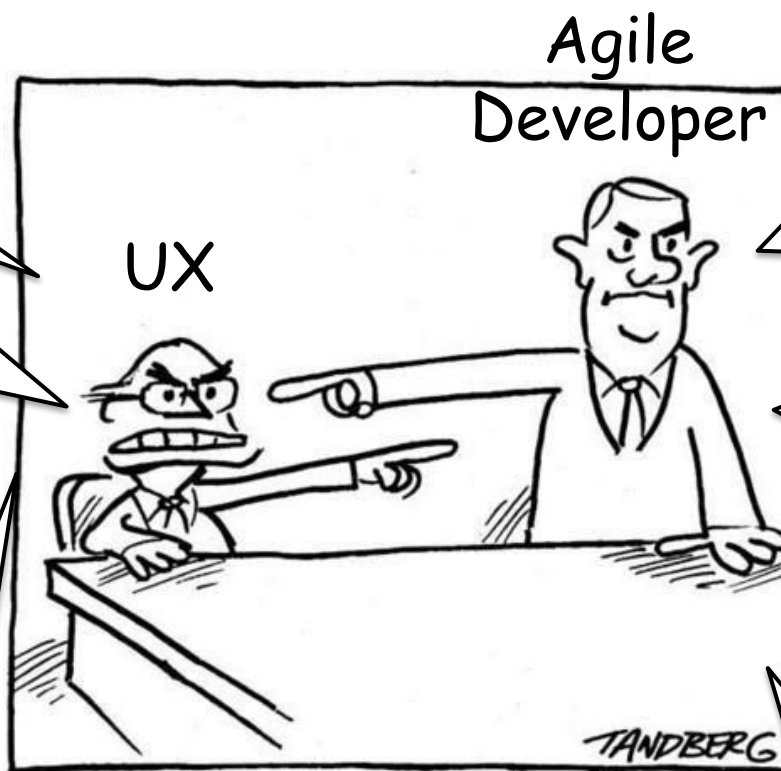


# Противоречия

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

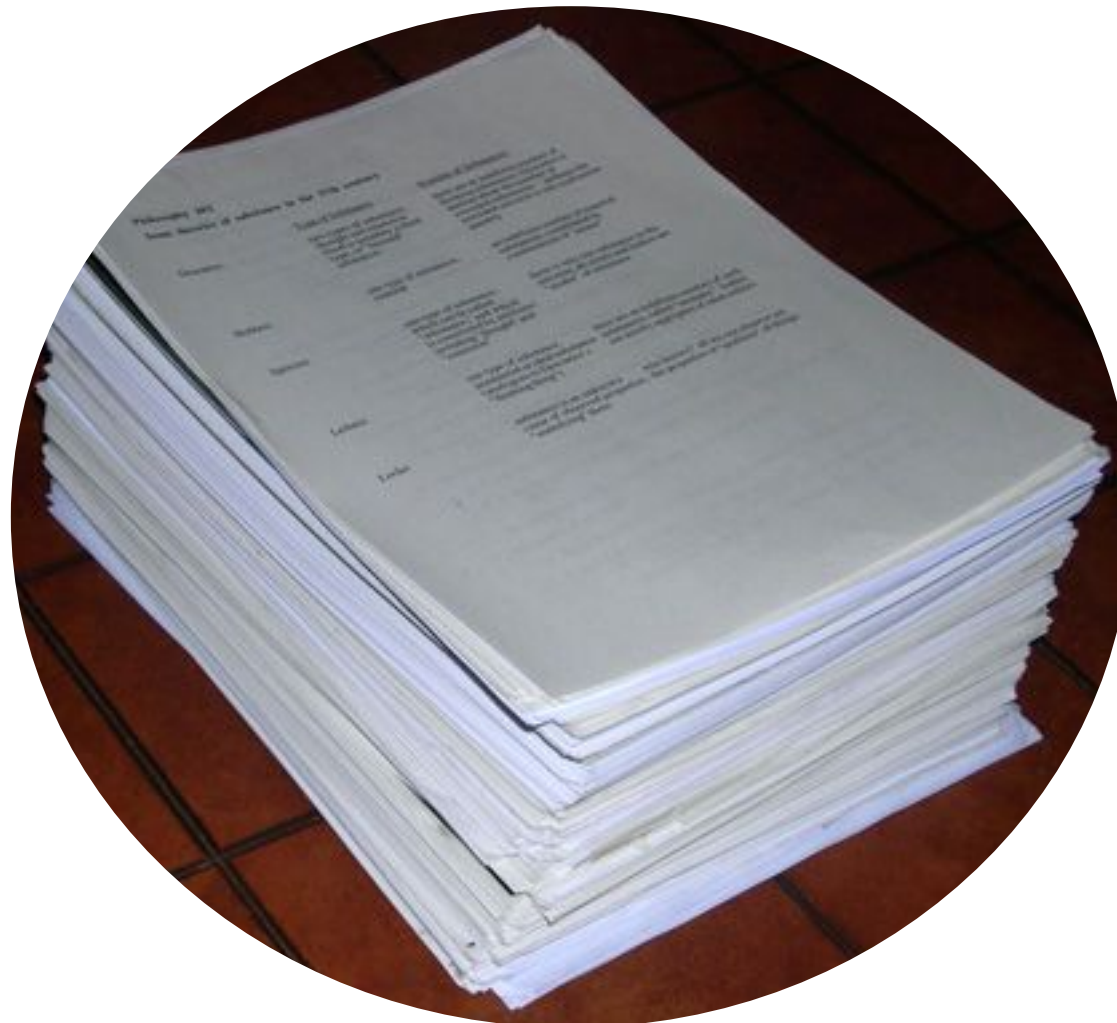
## Общее



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!



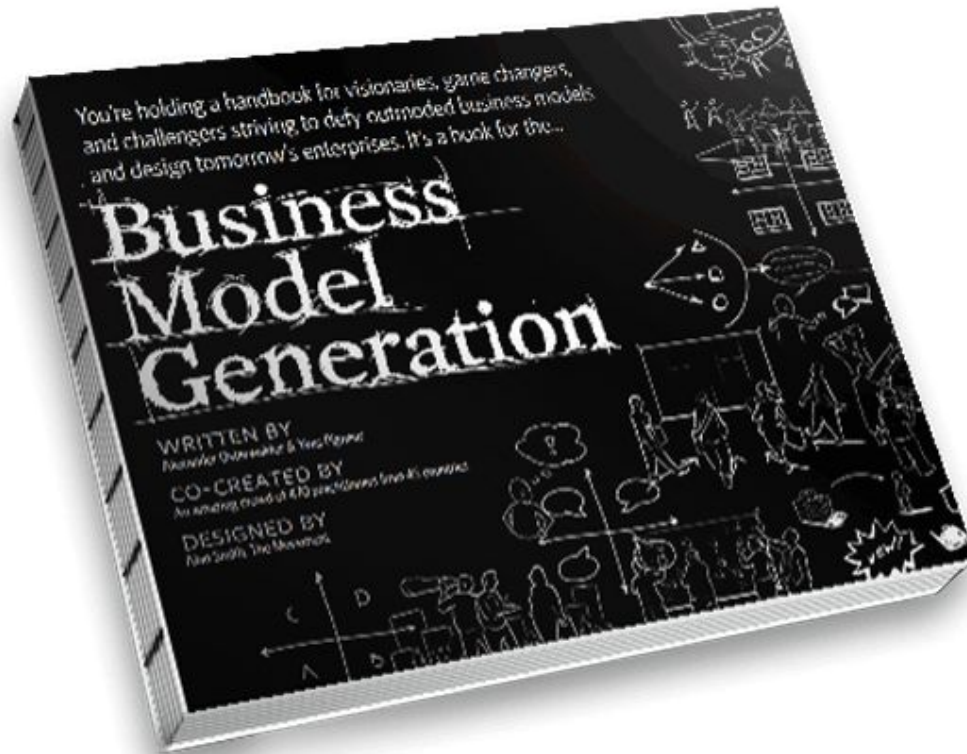
Команда:

Цели:	Code	deploy	Priority	Заказчик/SH		
* Разработать дизайн на 2 экран	MS	Deploy	High	-	MS, BS	Монитор Фин. деп.
* Поддержка 3 экранов	BS	Low	Low	-	BS	Дизайн (Summer)
		Med	Med	-	BD, MS	Анна Сидорова Price
		Very low	Very low	-	MS, CRM	Тема Коды Summer
					архитектура	Павел

ог:  
~ 11:00

# Business Model Generation

<http://businessmodelgeneration.com>



Alex

Osterwalder

User experience 2011

Vision  
Pragmatic  
Personas  
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Workshop  
Workshop  
Estimating &  
Release  
Planning

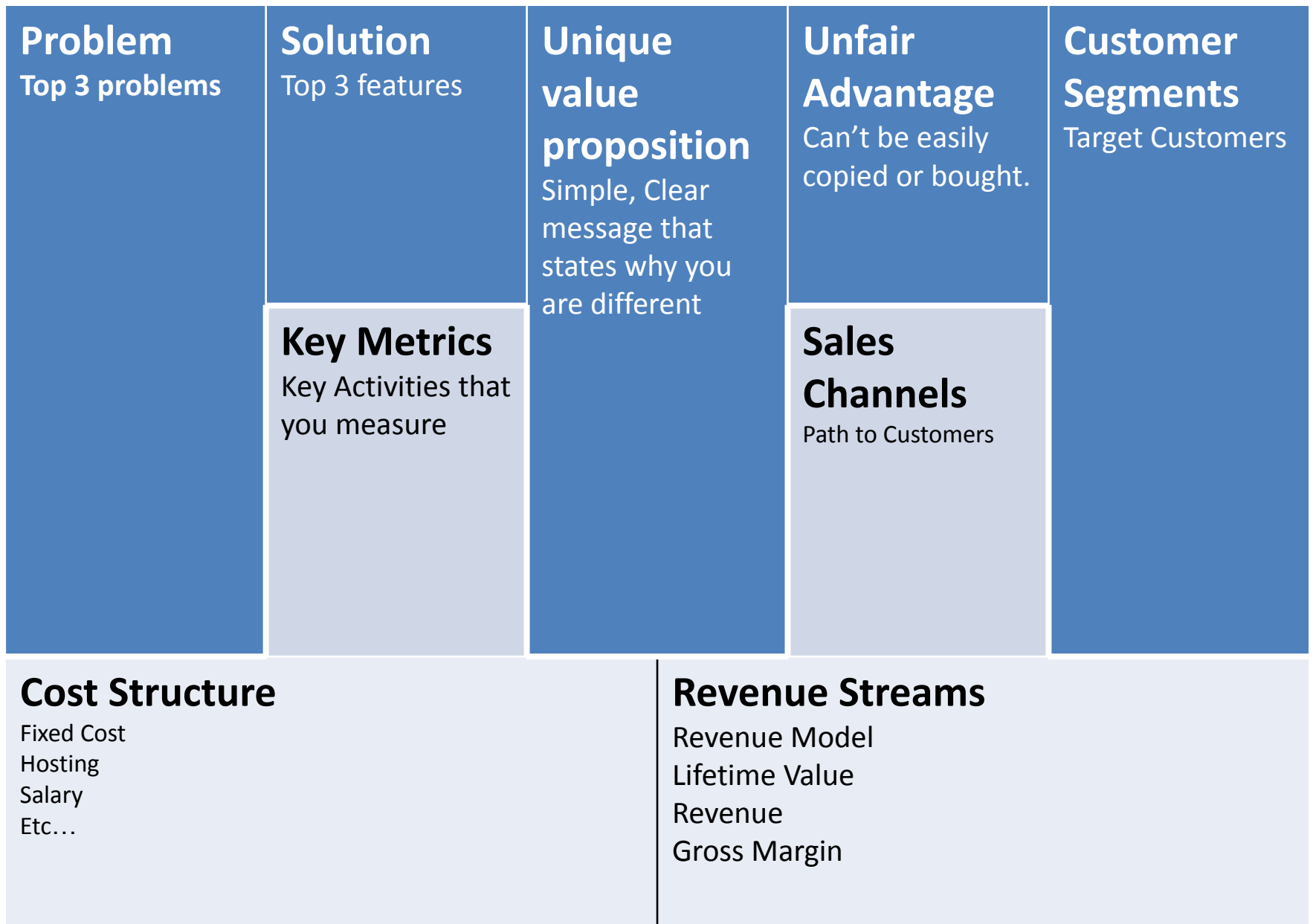
GO!

# Lean StartUp Canvas

Ash Maurya ©

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Release  
Planning

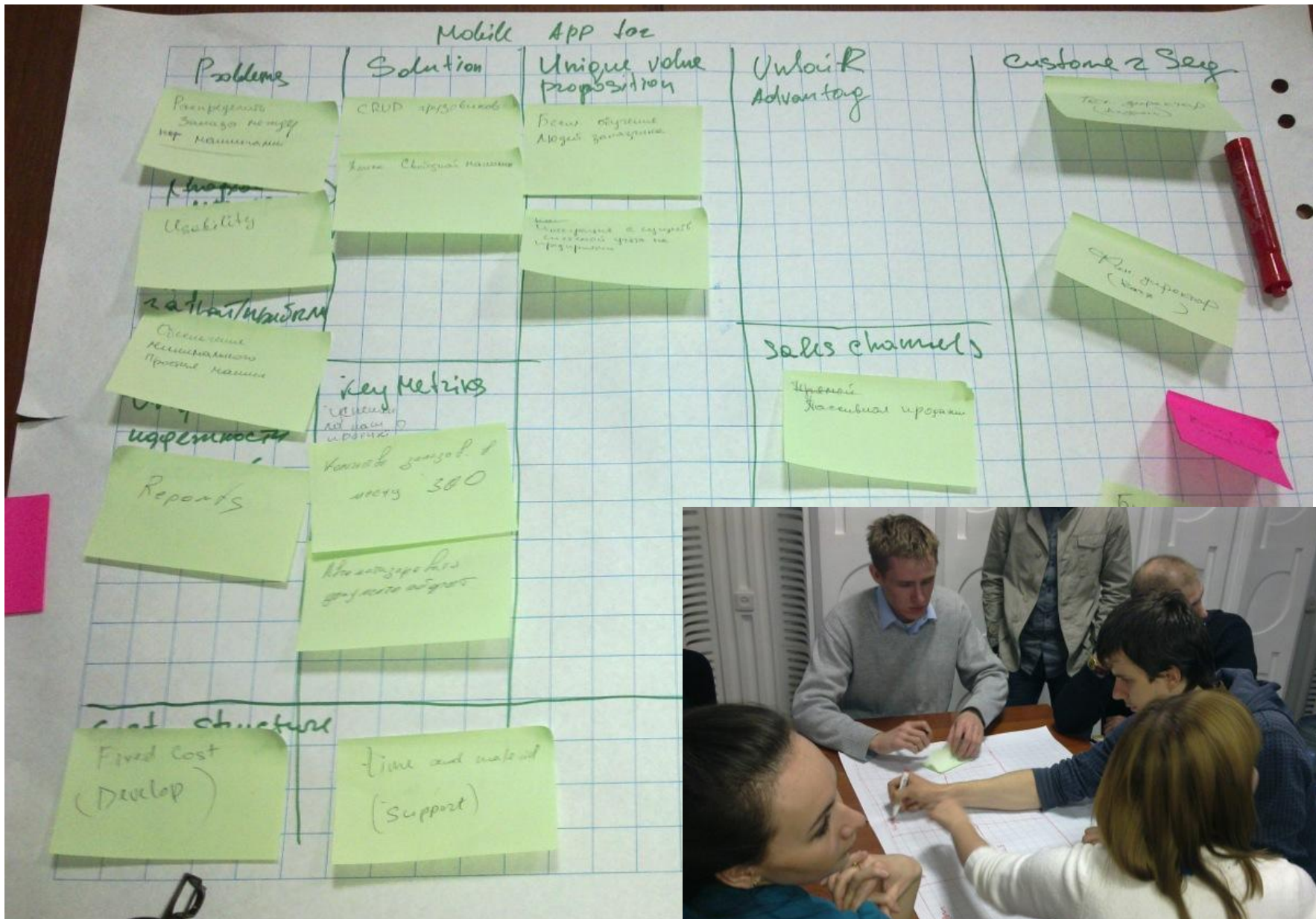
GO!



# Canvas

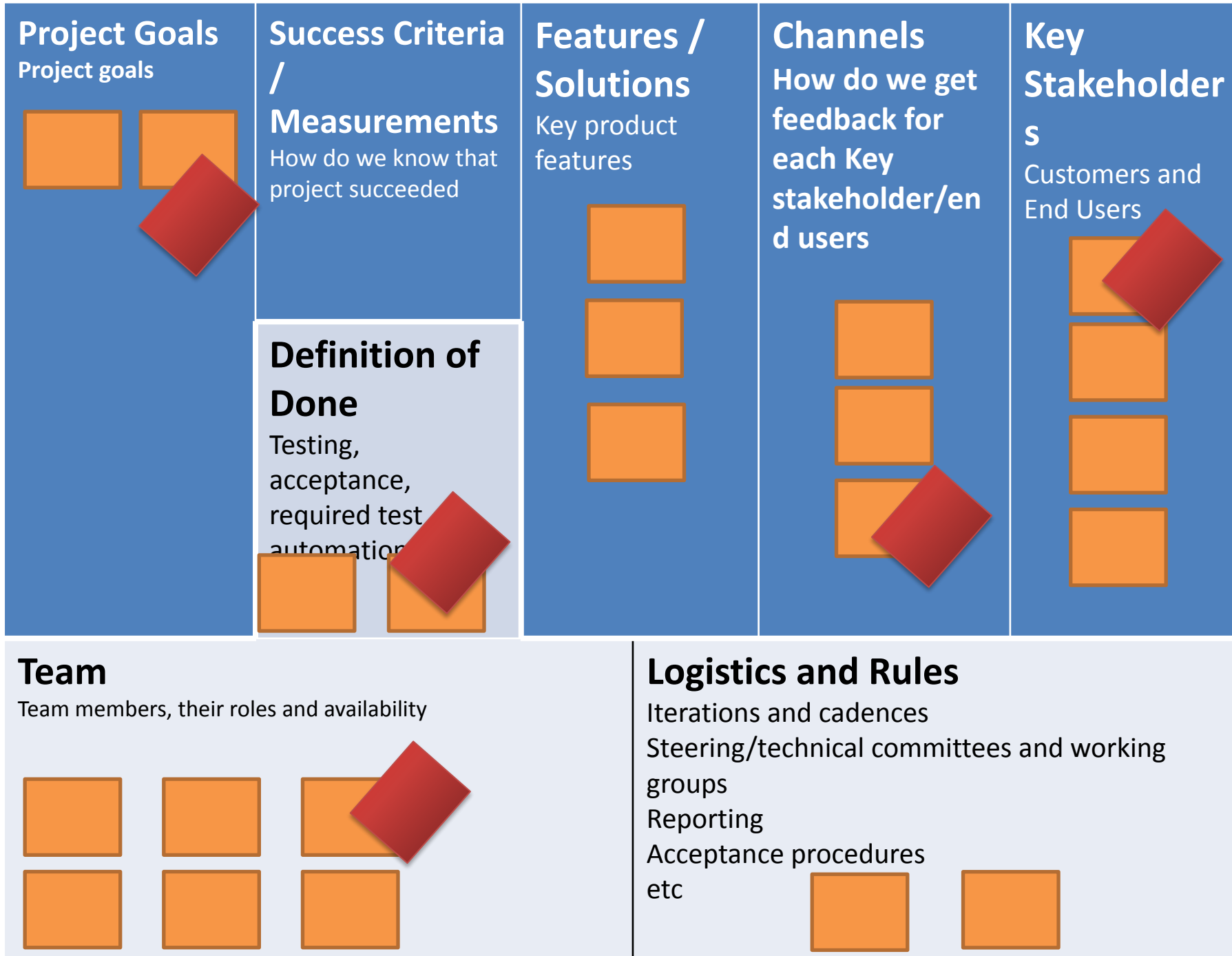
Vision  
Pragmatic  
Personas  
Feature  
Generation  
Story  
Mapping  
Architectural  
Workshop  
Workshop  
Estimating &  
Release  
Planning

GO!



# Release Canvas © Scrumtrek

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



# Валидация

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

- Обсуждать с реальными пользователями
- Приглашать экспертов



GO!

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

GO!



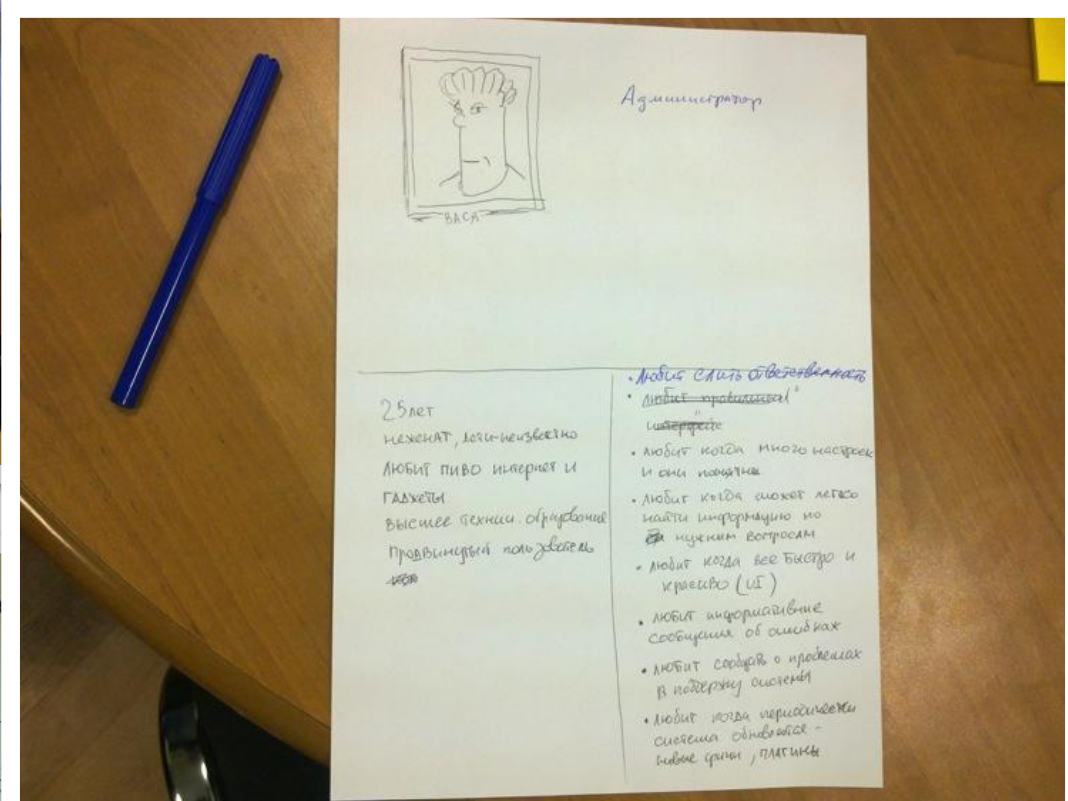
2011



# Pragmatic Personas

Vision  
Pragmatic  
Personas  
Feature  
Generation  
on  
Story  
Mapping  
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Workshop  
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GO!



Vision  
Pragmatic  
Personas  
Feature  
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Architectural  
Workshop  
Workshop  
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GO!



Vlad

beauty salon ow

- \* 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?

Проблемы  
- а не  
решения

## 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

Вопросы  
для  
проблем

# Инновационные игры для исследований пользователя

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

GO!



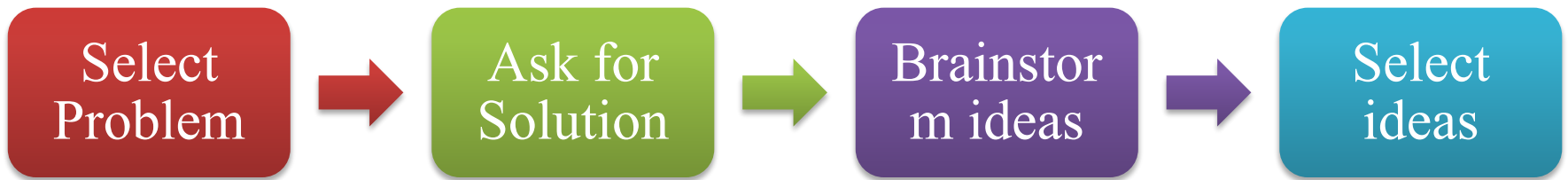
# Спрашивать пользователя о фичах может быть опасно :)

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



GO!

# Цели сформулировать вопросы упрощают мозговой штурм



Vision  
Pragmatic  
Personas  
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Workshop  
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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

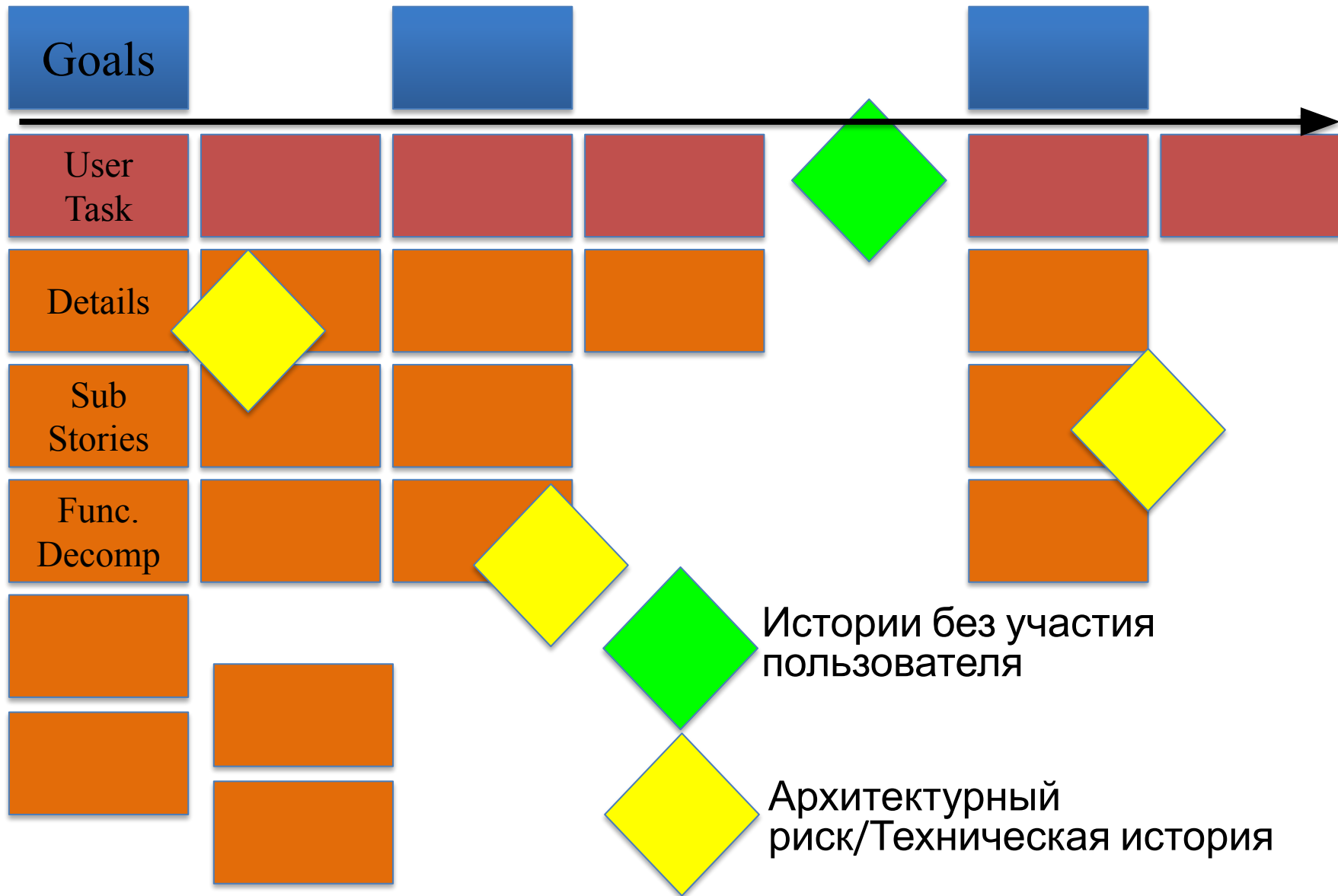
Vision  
Pragmatic  
Personas  
Feature  
Generation  
**Story Mapping**  
Architectural  
Workshop  
Workshop  
Estimating &  
Release  
Planning



GO!

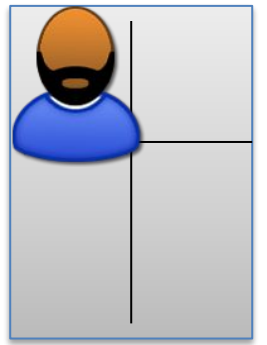
# Story Map

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



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!

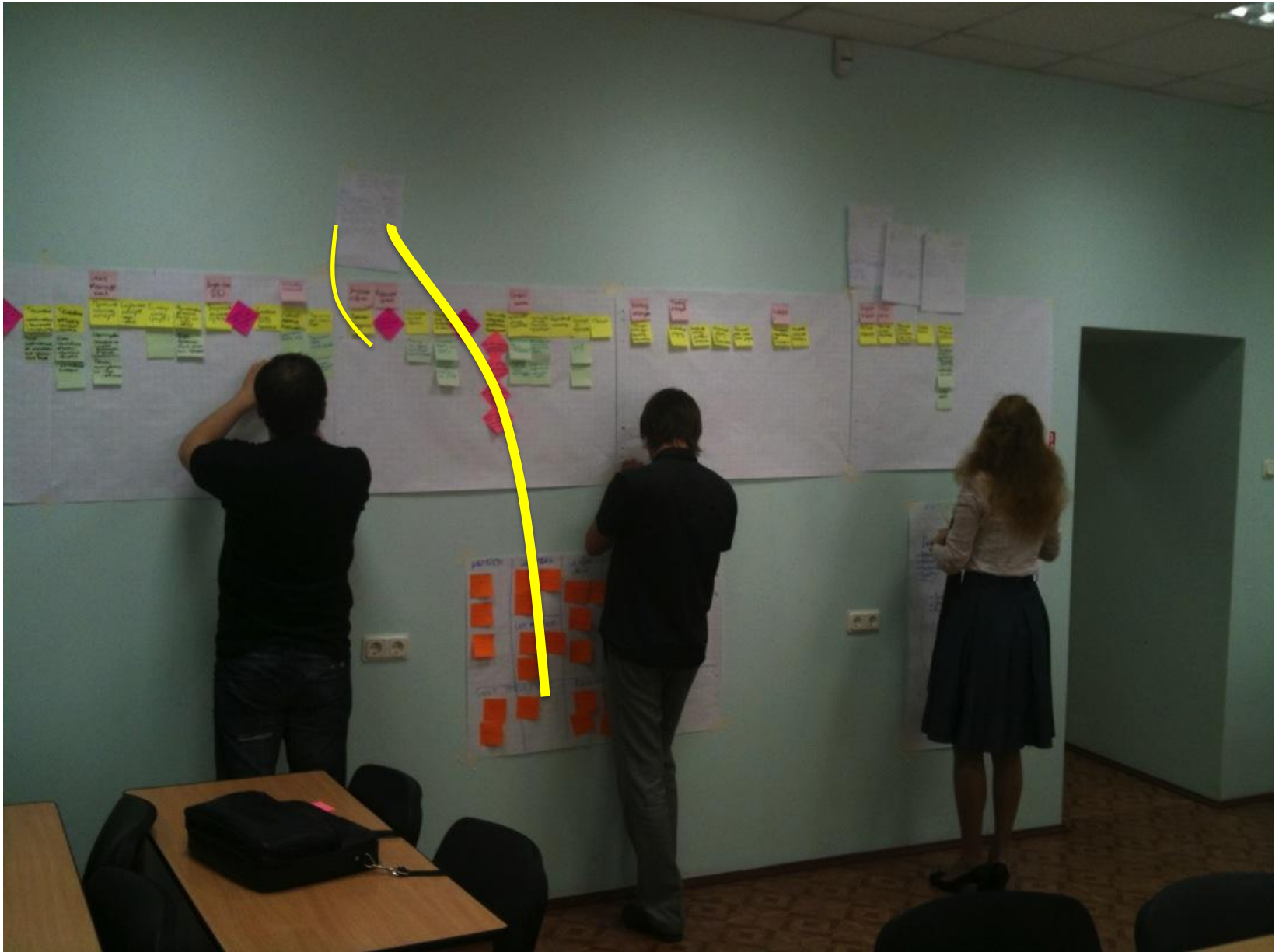
Vision  
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Story  
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Architectural  
Workshop  
Workshop  
Estimating &  
Release  
Planning



GO!

# Валидация требует дисциплины

Vision  
Pragmatic  
Personas  
Feature  
Generation  
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**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

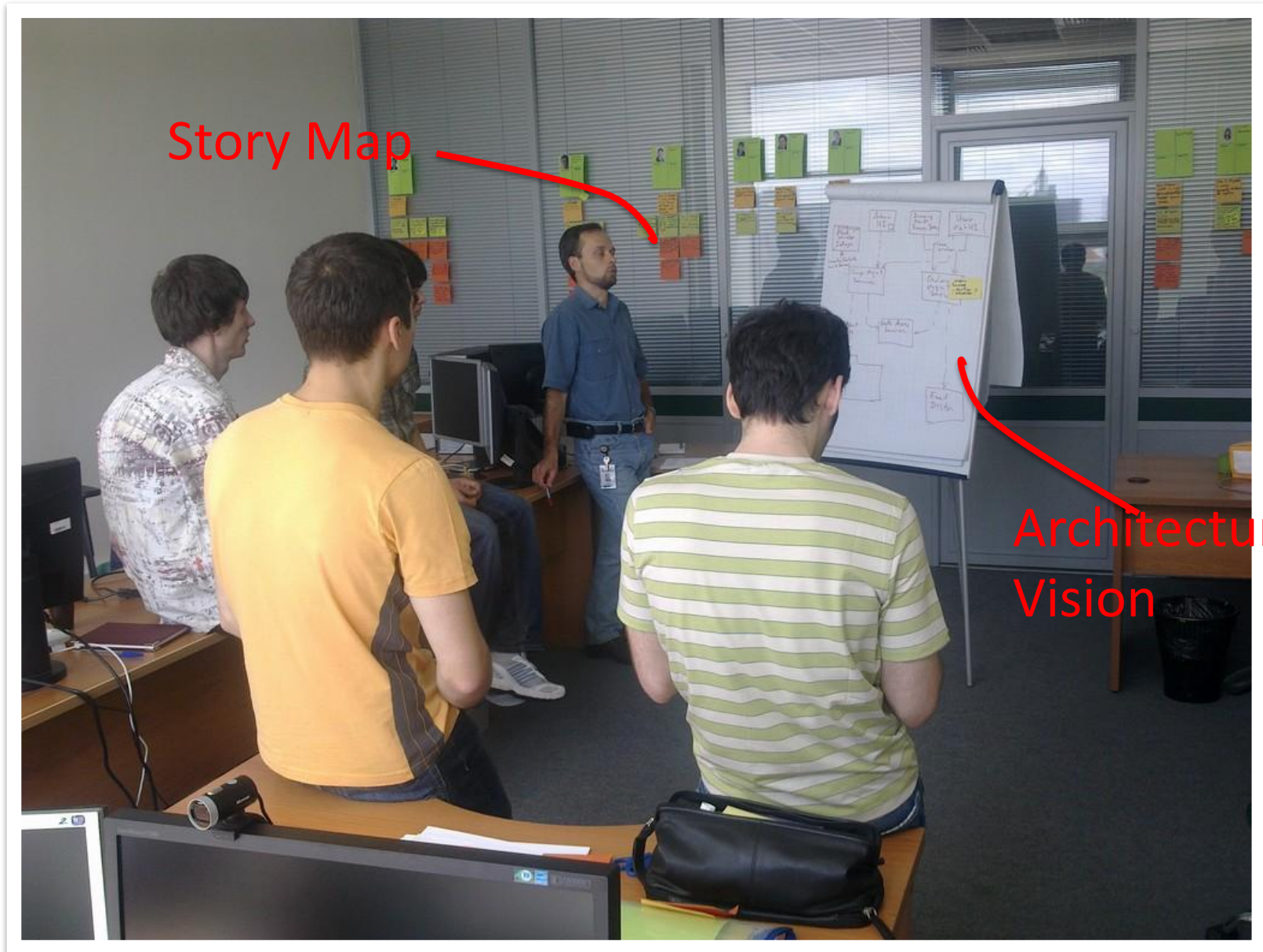
Vision  
Pragmatic  
Personas  
Feature  
Generation  
on  
**Story  
Mapping**  
Architectural  
Workshop  
Workshop  
Estimating &  
Release  
Planning

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



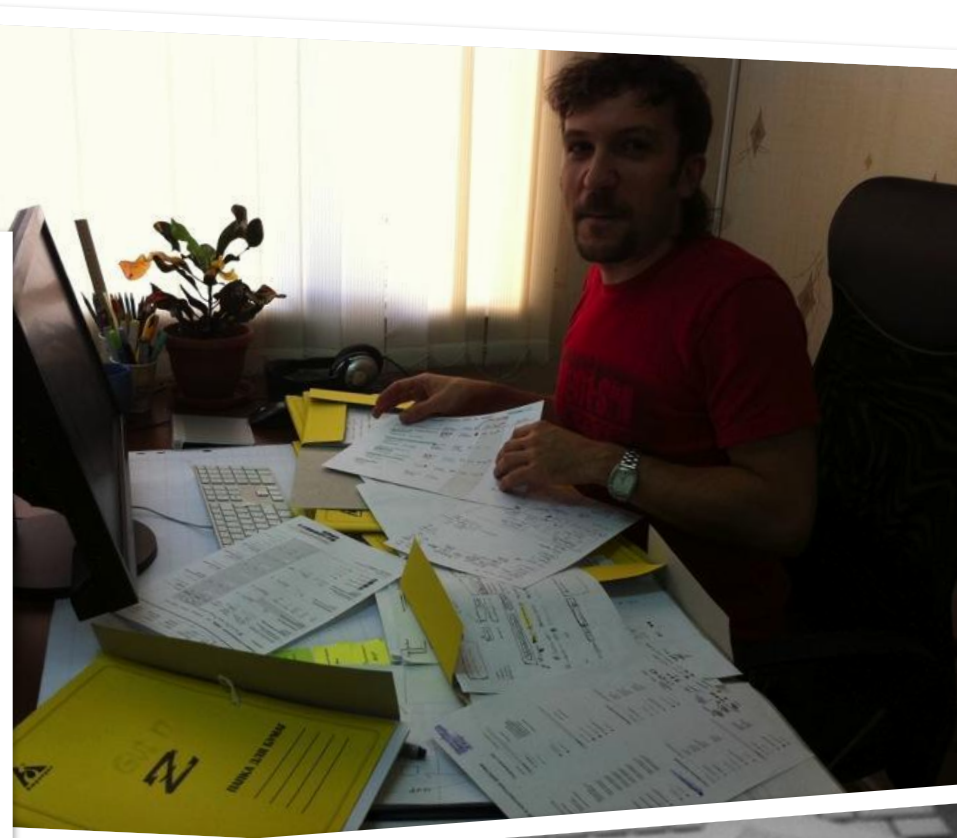
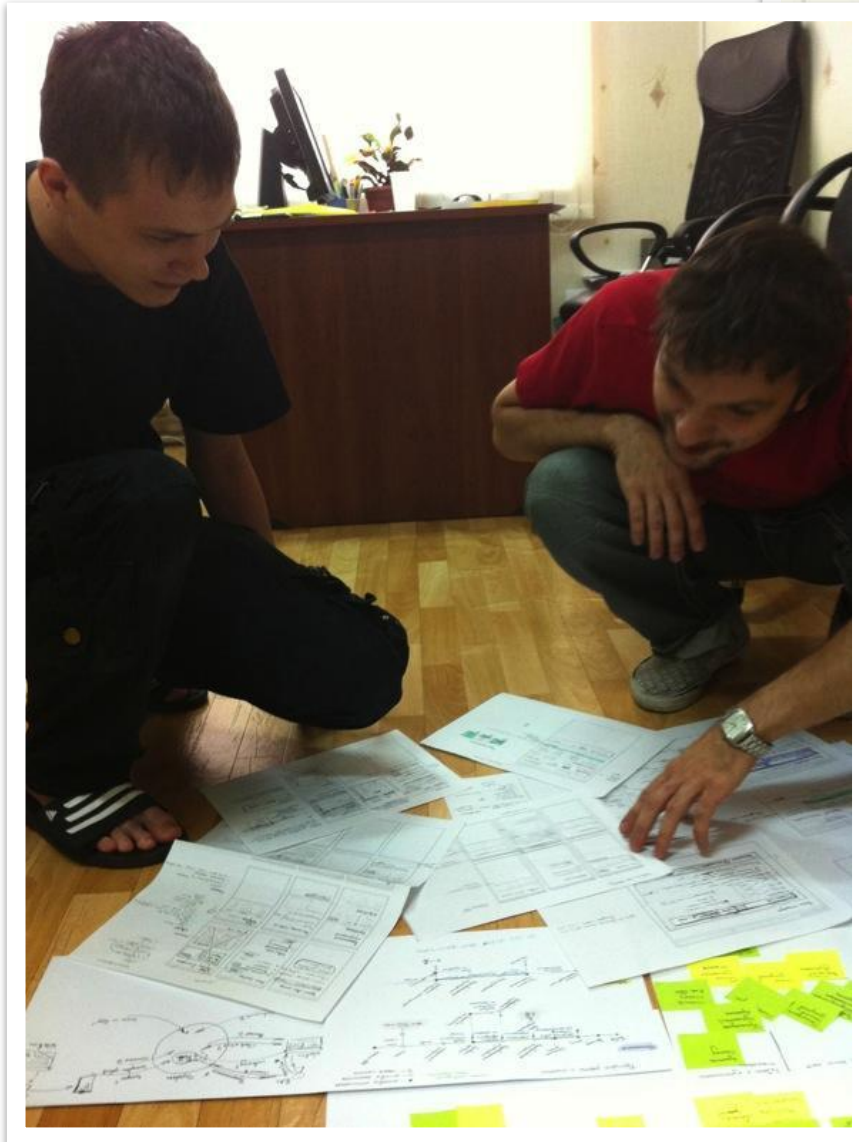
- Architectural Workshop
- Story Mapping

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

GO!

# UI Workshop

Vision  
Pragmatic  
Personas  
Feature  
Generation  
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Story  
Mapping  
Architectural  
Workshop  
UI  
Workshop  
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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/>

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# Оценка и планирование релиза

Vision  
Pragmati  
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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

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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

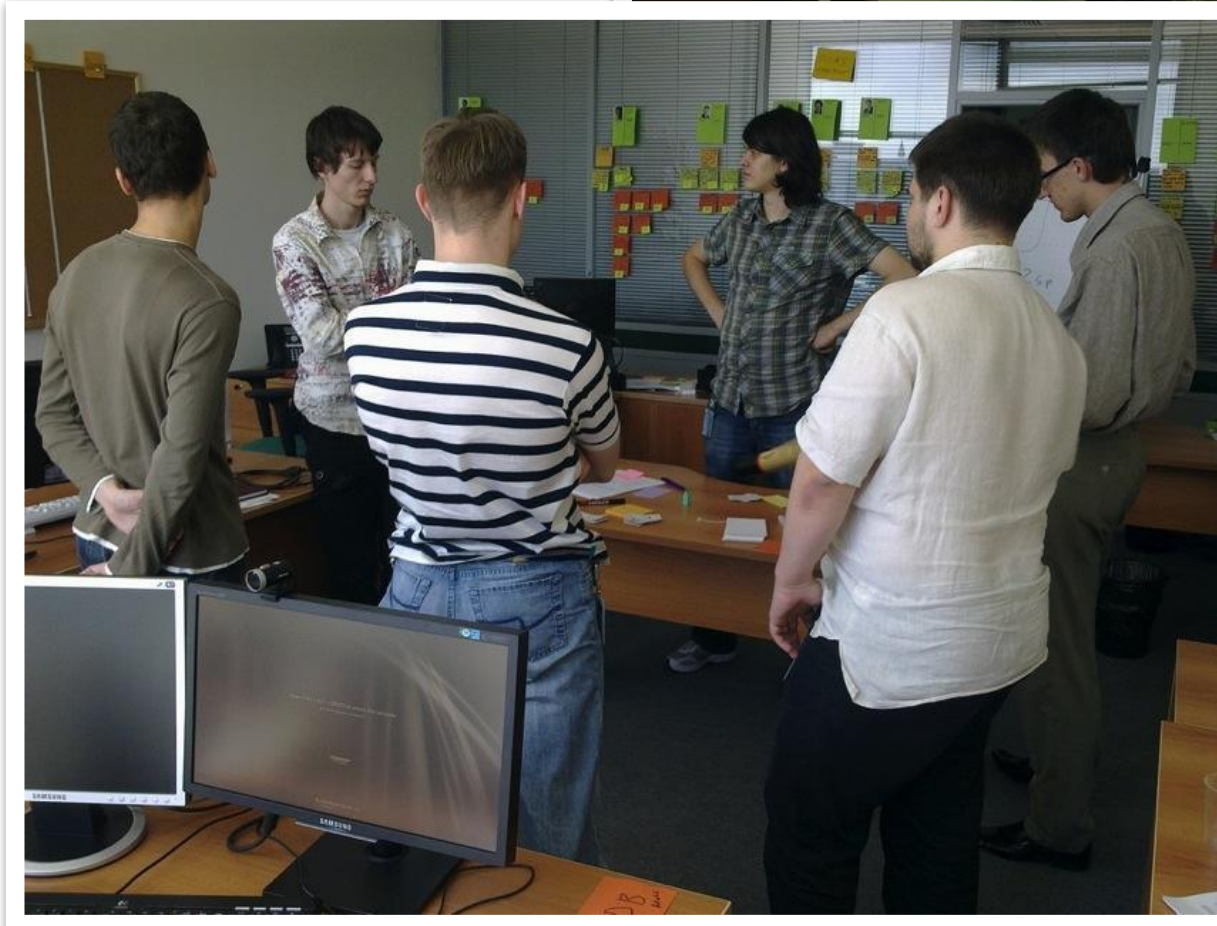
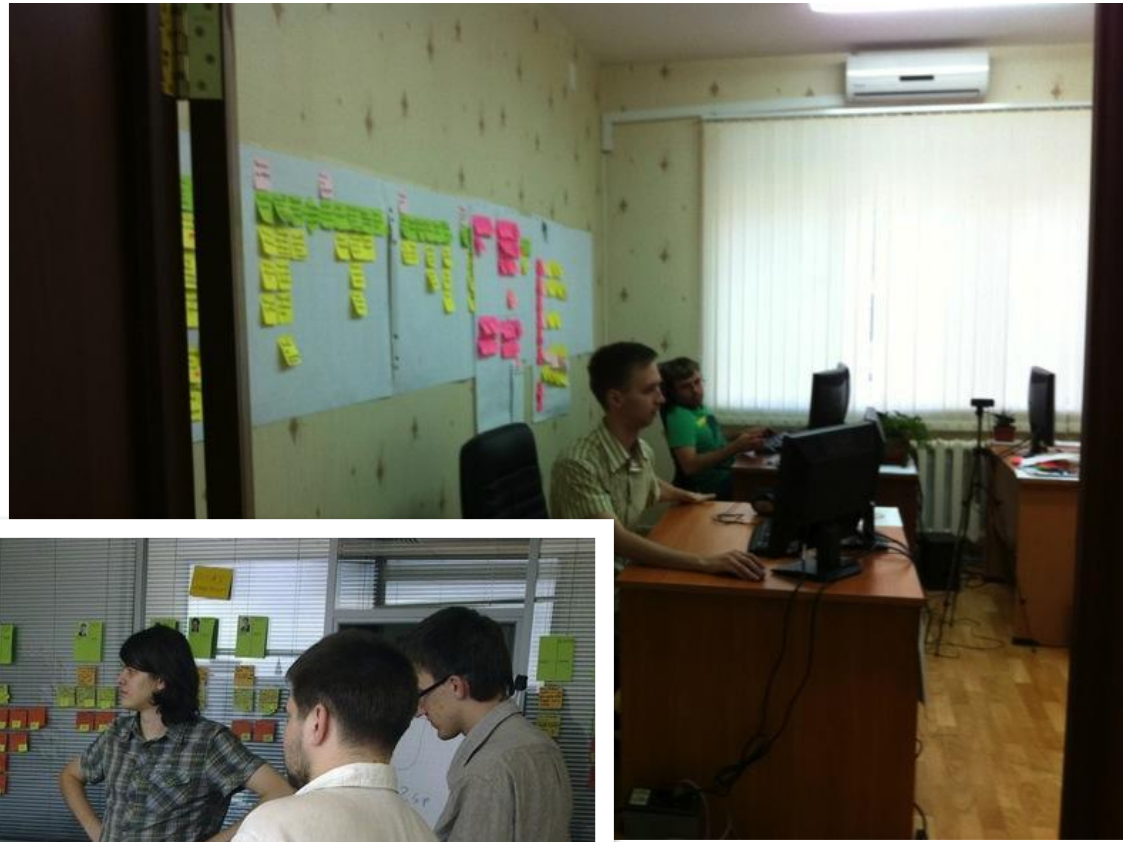
Vision  
Pragmatic  
Personas  
Feature  
Generation  
Story  
Mapping  
Architectural  
Workshop  
UI  
Workshop  
Estimating &  
Release  
Planning



GO!

# War room

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



GO!

# Поместите все в комнату команды

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



GO!

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# Отслеживайте прогресс на story map

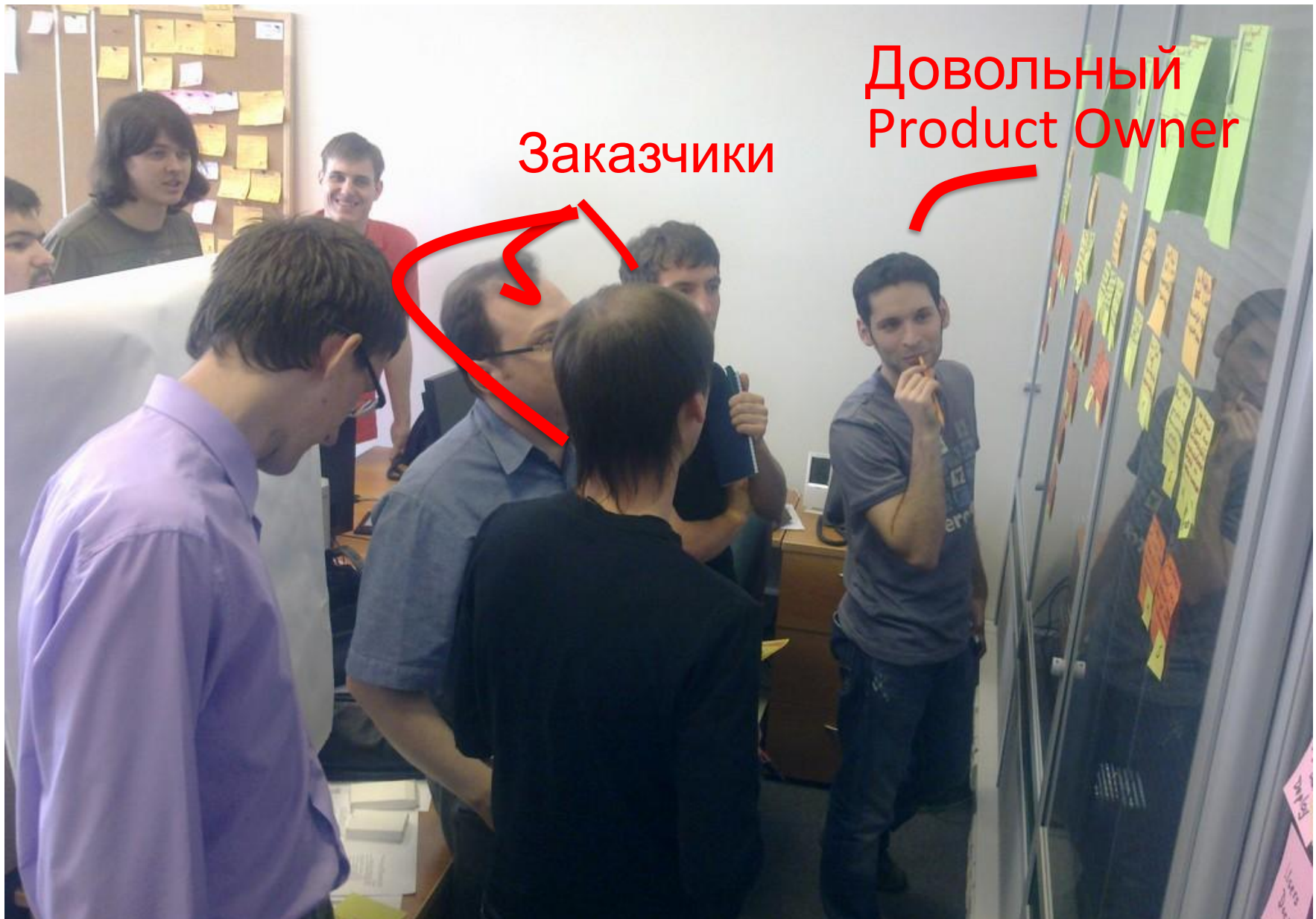
Vision  
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Story  
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Planning



GO!

# Валидируйте историю с заказчиком

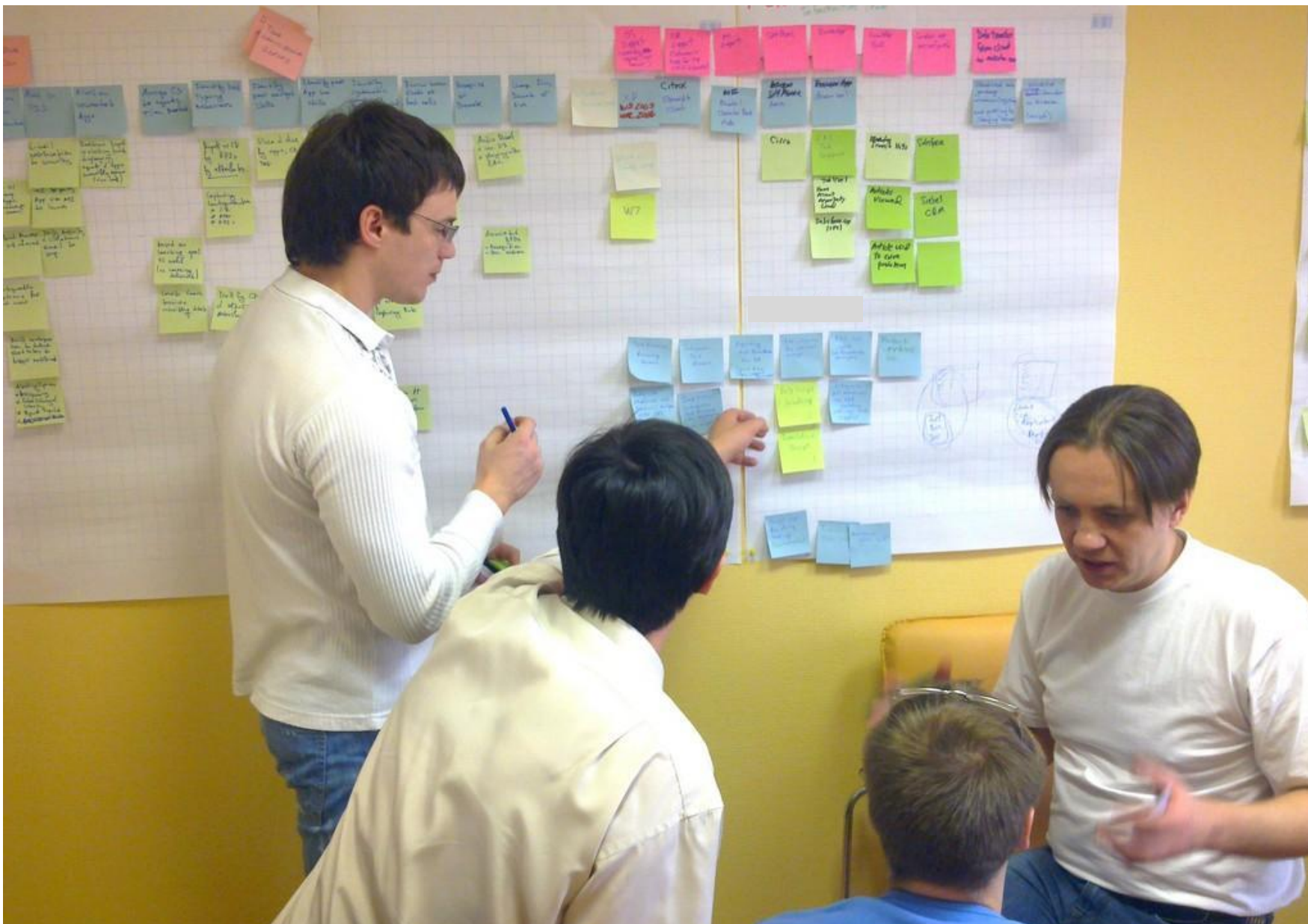
Vision  
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Estimating &  
Release  
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GO!

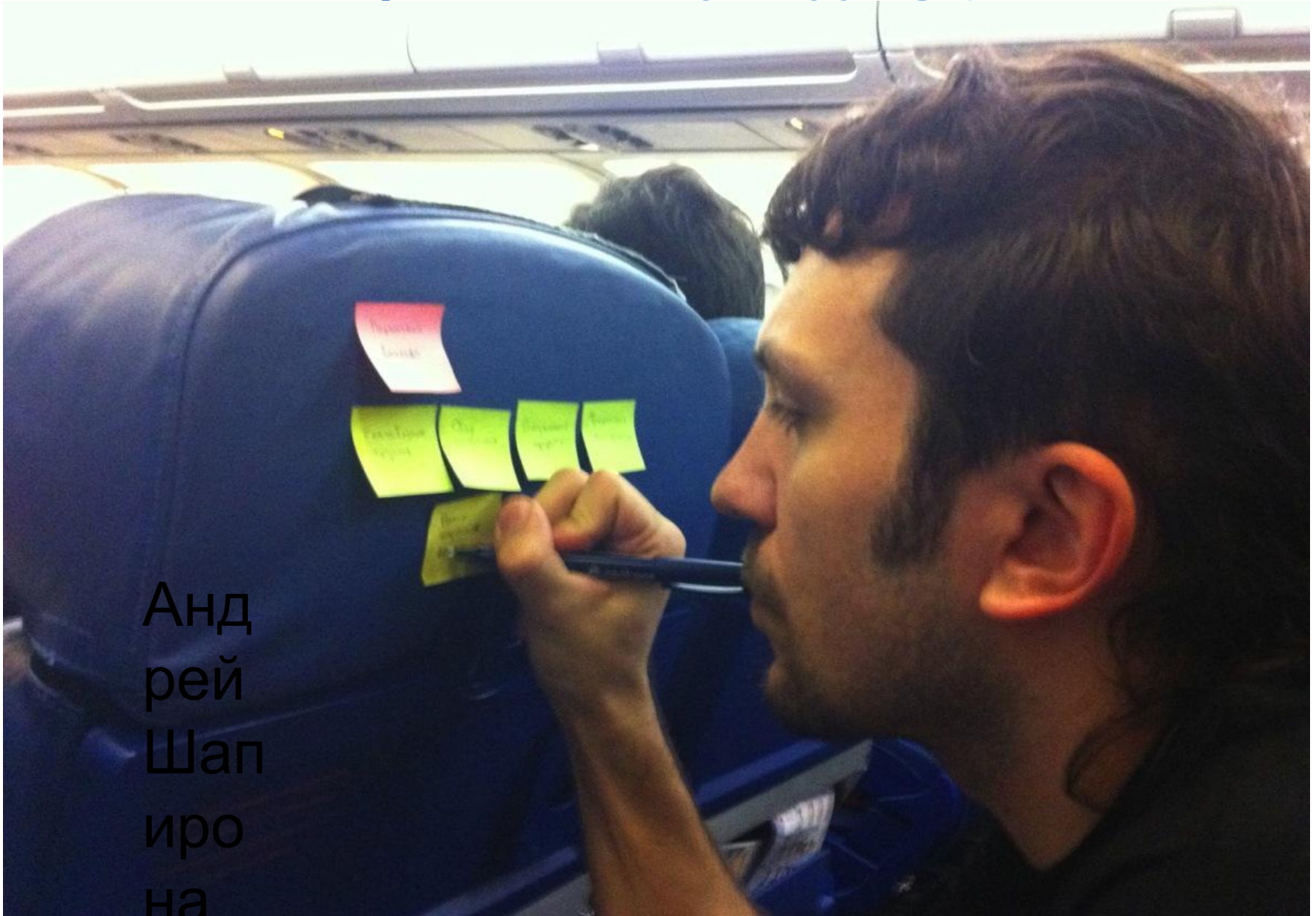
# Story Map для эпика

Vision  
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Story  
Mapping  
Architectural  
Workshop  
UI  
Workshop  
Estimating &  
Release  
Planning



GO!

# Всегда есть время на story mapping ;)



Андрей Шапирона

пути  
к

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

GO!



Jeff Patton

<http://agileproductdesign.com>

# User eXperience 2011

Thank you  
Спасибо за внимание

