LEE JORDAN 2021 /

AGILE UX TIPS!

UX / DESIGN VERSION OF THE AGILE MANIFESTO

WE ARE UNCOVERING BETTER WAYS

OF CREATING THE BEST EXPERIENCES

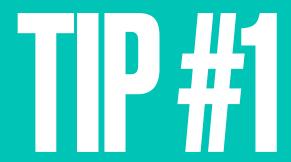FOR OUR USERS

BY DOING IT

AND HELPING OTHERS DO IT.

WE VALUE:

PEOPLE OVER WORKFLOWS, APPROVALS AND TOOLS

USABLE PRODUCTS OVER DESIGNS AND MOCKUPS

QUICK FEEDBACK AND CREATIVITY OVER FOLLOWING A PLAN

THAT IS, WHILE THERE IS VALUE IN THE ITEMS ON THE RIGHT, WE VALUE THE ITEMS ON THE LEFT MORE.

TIP #1

Start with a conversation.

1. WHAT DO THE DESIGNERS AND UX TEAM MEMBERS CARE ABOUT?

2. WHAT PAIN ARE THEY EXPERIENCING?

3. WHAT ARE THEIR IMPEDIMENTS?

TIP #2

We must be user driven in the choices we make, so we can deliver the most value for the customer with what we have right now.

TIP #3

What is the feedback loop like right now between designers and developers? End users and the teams creating the solutions?

TIP #4

Ask why.

TIP #5

Discover what the goal is and make it visible to everyone.

TIP #6

Bring people together to iterate on designs and ideas as a cross-functional team

TIP #7

Champion interactive communication: Slack channels, ad-hoc discord chats, "design power hour" feedback sessions...

TIP #8

Coach teams on powerful questions to create new ideas, resolve conflict, encourage reflection and expose assumptions.

- "What is another way?"
- "What do we want?"
- "Why is that important to x?"
- "What would happen if...

TIP #9

Look at reported bugs, trends, user feedback and other results from users with designers.

TIP #10

Designers and developers should be working together daily for the users.
How can you get them mixed in to each other's work and encourage tighter feedback loops?