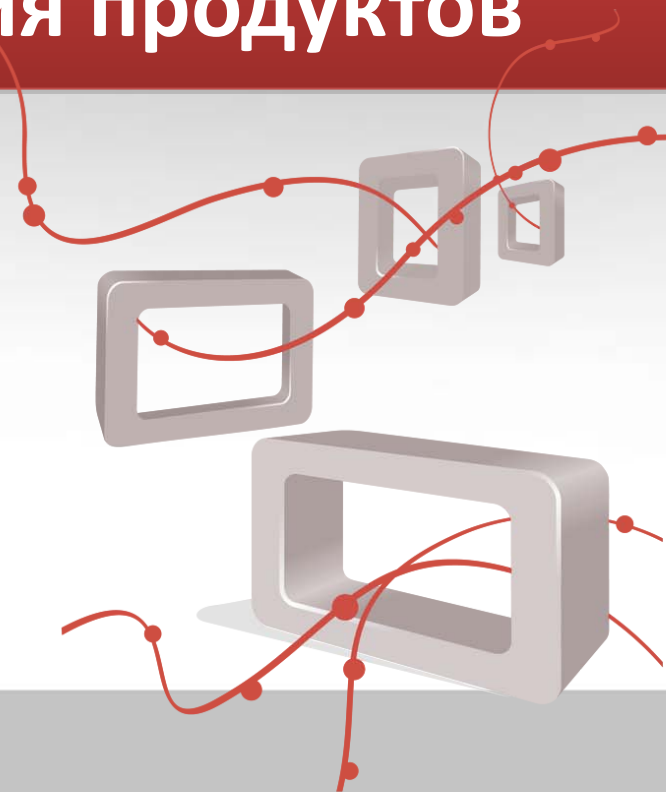


# User eXperience <sup>Ru</sup> 2011

## UX в Scrum: Итерация ноль для проектирования продуктов

Асхат Уразбаев  
7 / 10 / 2011



## Проектировщик интерфейсов и agile разработчик

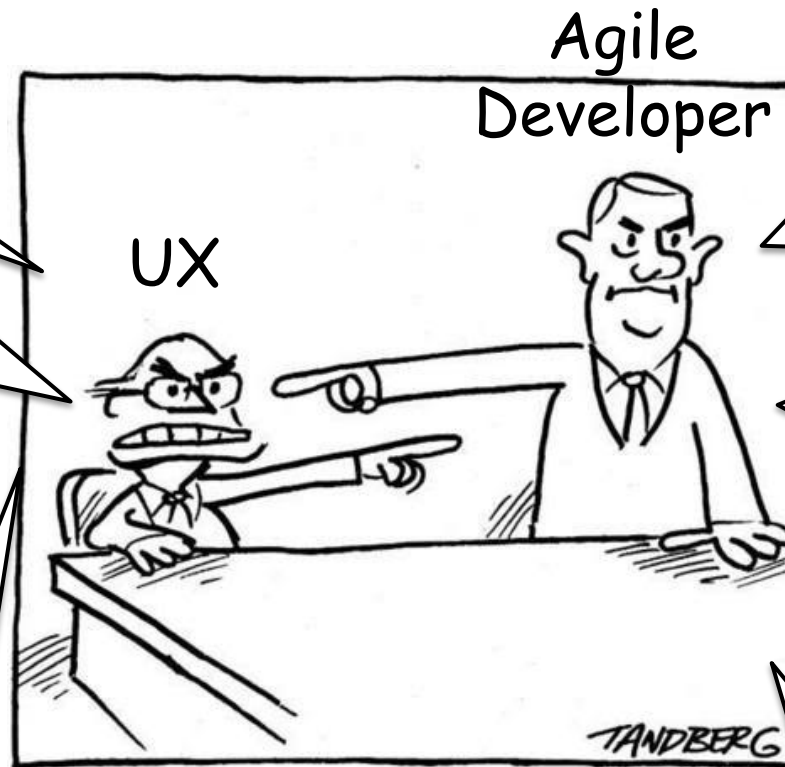


# Противоречия

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

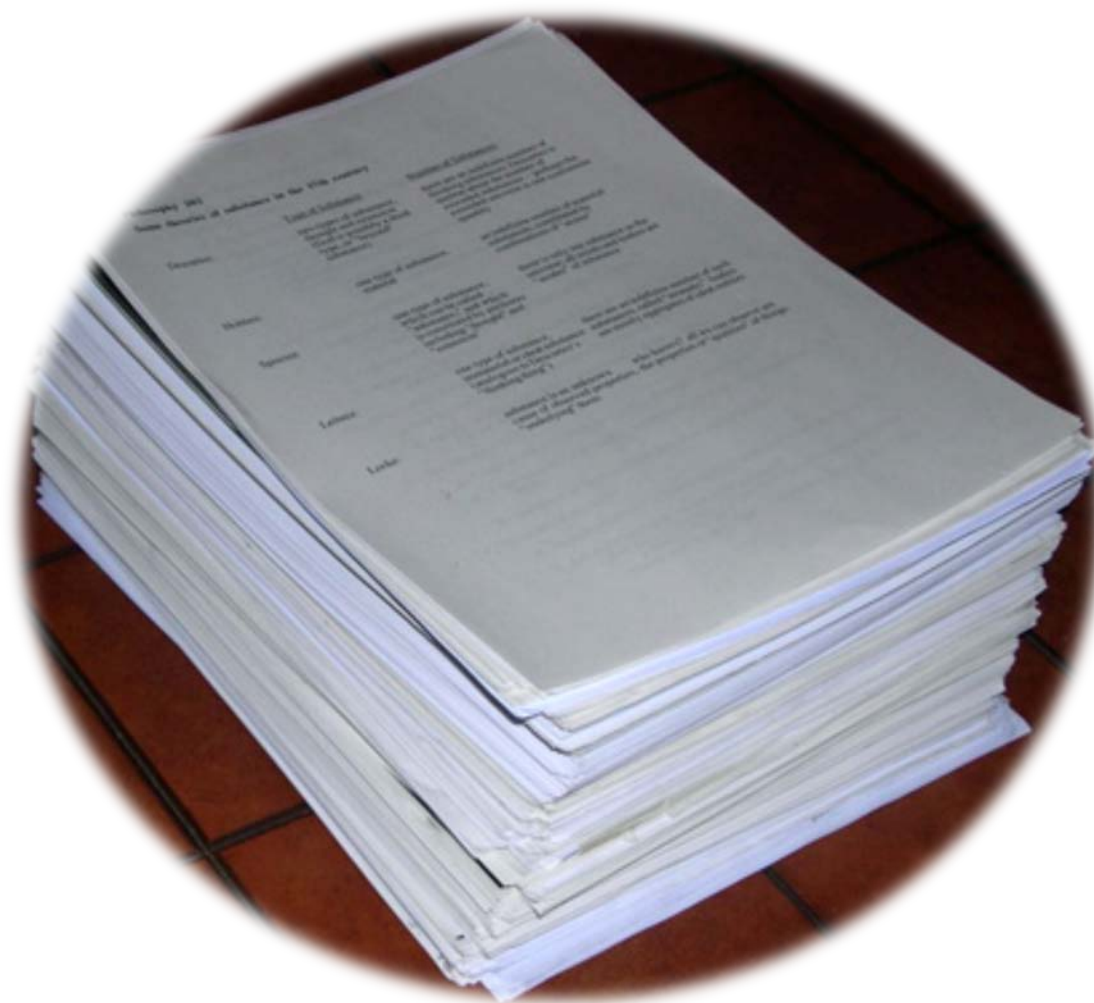
## Общее



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  
Personas

2-10 дней

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

Feature  
Generation

Story  
Mapping

Architectural  
Workshop

UI Workshop

Estimating &  
Release  
Planning

GO!

# Vision

## Vision

Pragmatic  
Personas

Feature  
Generation

Story  
Mapping

Architectural  
Workshop

UI Workshop

Estimating &  
Release  
Planning

GO!



Команда:

| Code | deploy   | Priority | Заказчик/SH |                 |
|------|----------|----------|-------------|-----------------|
| NBS  | High     | High     | MB, BS      | Иванов Иван     |
| BS   | Low      | Low      | BS          | Джедан (Summer) |
|      | Med      | Med      | BD, NB      | Анна Ивановна   |
|      | Very low | Very low | NB, CRM     | Тема Юрьевич    |
|      |          |          | архитектура | Павел           |

ог:  
~ 11:00

# Business Model Generation

<http://businessmodelgeneration.com>

Vision

Pragmatic  
Personas

Feature  
Generation

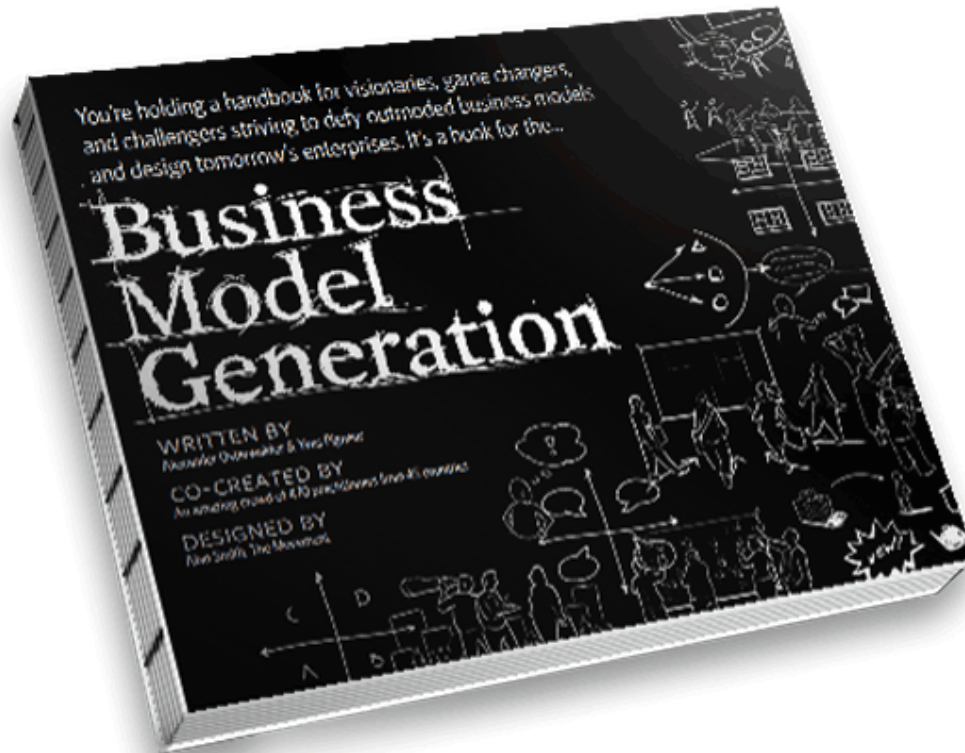
Story  
Mapping

Architectural  
Workshop

UI Workshop

Estimating &  
Release  
Planning

GO!



Alex

Osterwalder  
User experience 2011

# Lean StartUp Canvas

Ash Maurya ©

## Vision

Pragmatic  
Personas

Feature  
Generation

Story  
Mapping

Architectural  
Workshop

UI Workshop

Estimating &  
Release  
Planning

GO!

|  |   |  |  |  |
|--|---|--|--|--|
| <b>Problem</b><br>Top 3 problems                                   | <b>Solution</b><br>Top 3 features                     | <b>Unique value proposition</b><br>Simple, Clear message that states why you are different | <b>Unfair Advantage</b><br>Can't be easily copied or bought.                         | <b>Customer Segments</b><br>Target Customers |
|  | <b>Key Metrics</b><br>Key Activities that you measure |  | <b>Sales Channels</b><br>Path to Customers   |  |
| <b>Cost Structure</b><br>Fixed Cost<br>Hosting<br>Salary<br>Etc... |   |  | <b>Revenue Streams</b><br>Revenue Model<br>Lifetime Value<br>Revenue<br>Gross Margin |  |



# Canvas

Vision

Pragmatic  
Personas

Feature  
Generation

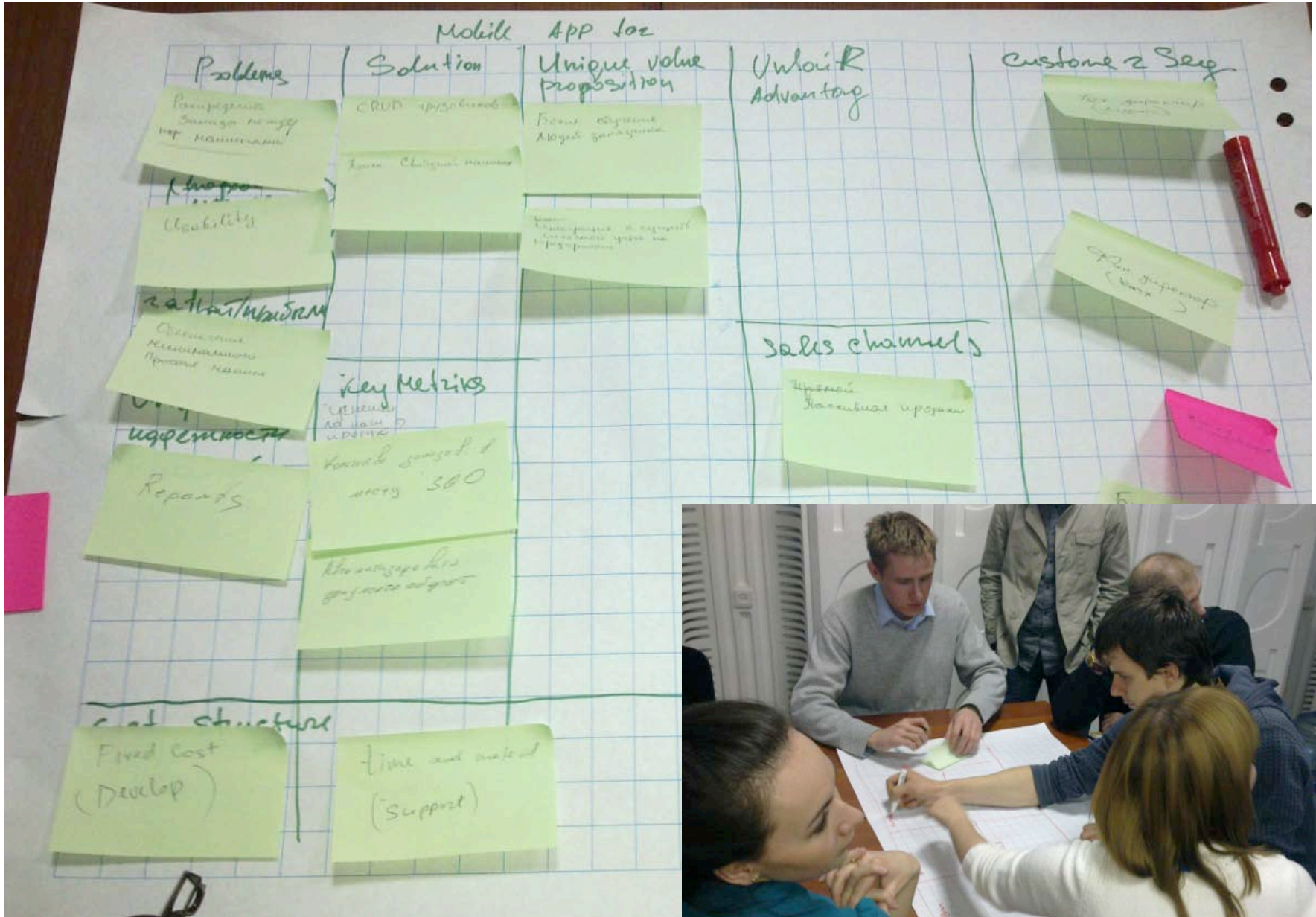
Story  
Mapping

Architectural  
Workshop

UI Workshop

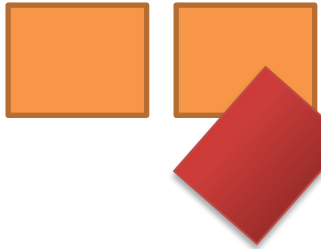

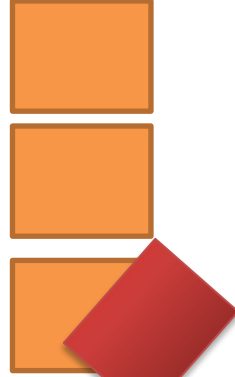
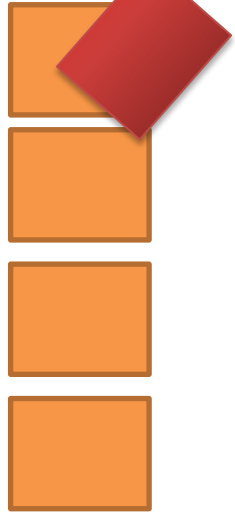
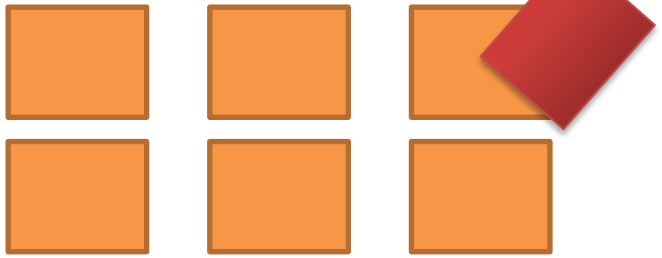

Estimating &  
Release  
Planning

GO!



# Release Canvas © Scrumtrek

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

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



# Валидация

## Vision

Pragmatic  
Personas

Feature  
Generation

Story  
Mapping

Architectural  
Workshop

UI Workshop

Estimating &  
Release  
Planning

GO!

- Обсуждать с реальными пользователями
- Приглашать экспертов



**Vision**

Pragmatic  
Personas

Feature  
Generation

Story  
Mapping

Architectural  
Workshop

UI Workshop

Estimating &  
Release  
Planning

GO!



# Pragmatic Personas

Vision

Pragmatic  
Personas

Feature  
Generation

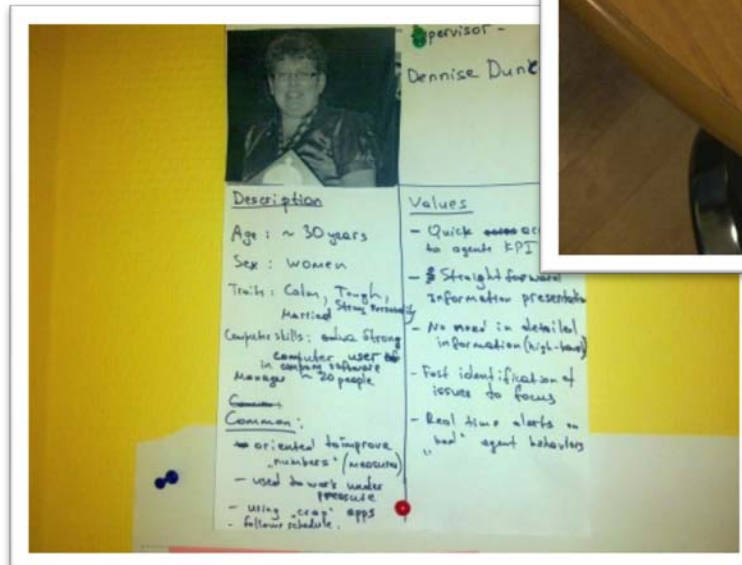
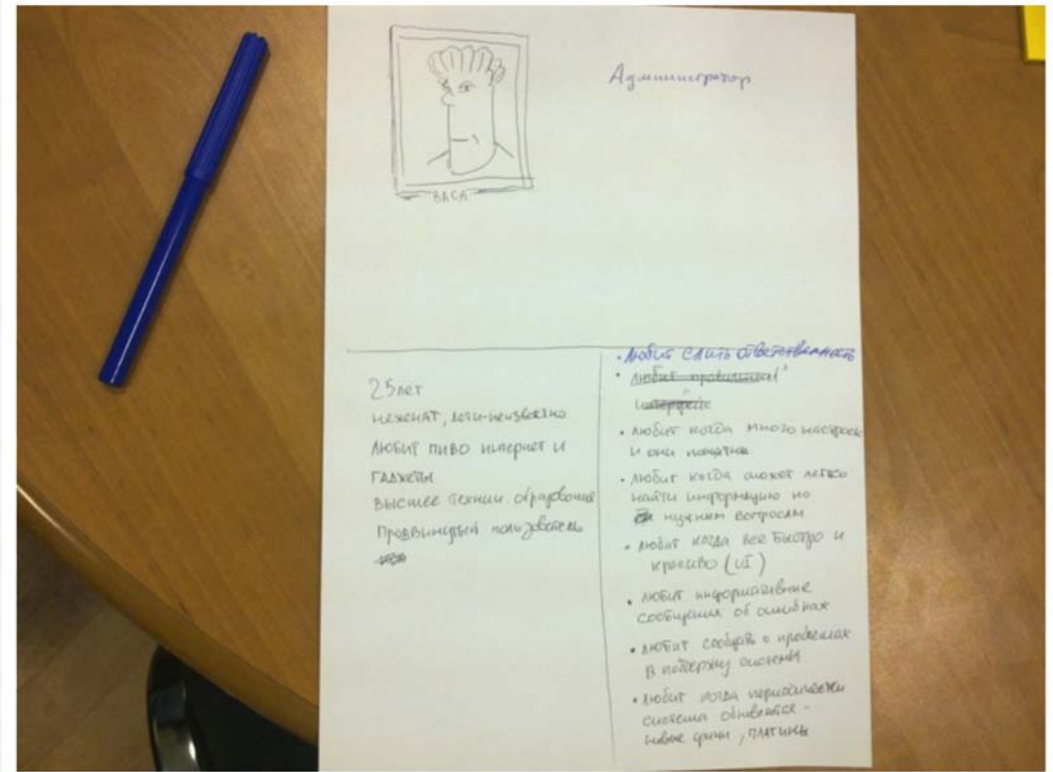
Story  
Mapping

Architectural  
Workshop

UI Workshop

Estimating &  
Release  
Planning

GO!





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



Vlad

Без реальных  
имен

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

Окружение  
важно

Problems

Values & Fears

Проблемы  
- а не  
решения

\* 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?

\* Simple & Easy  
to use

\* Fear of illegal  
access

\* Fear of ta  
police

\* mobile ver

\* No need to  
install

Нет смысла  
писать  
очевидные  
вещи

Описывать  
опасения

Вопросы  
для  
проблем

# Инновационные игры для исследований пользователя

Vision

Pragmatic  
Personas

Feature  
Generation

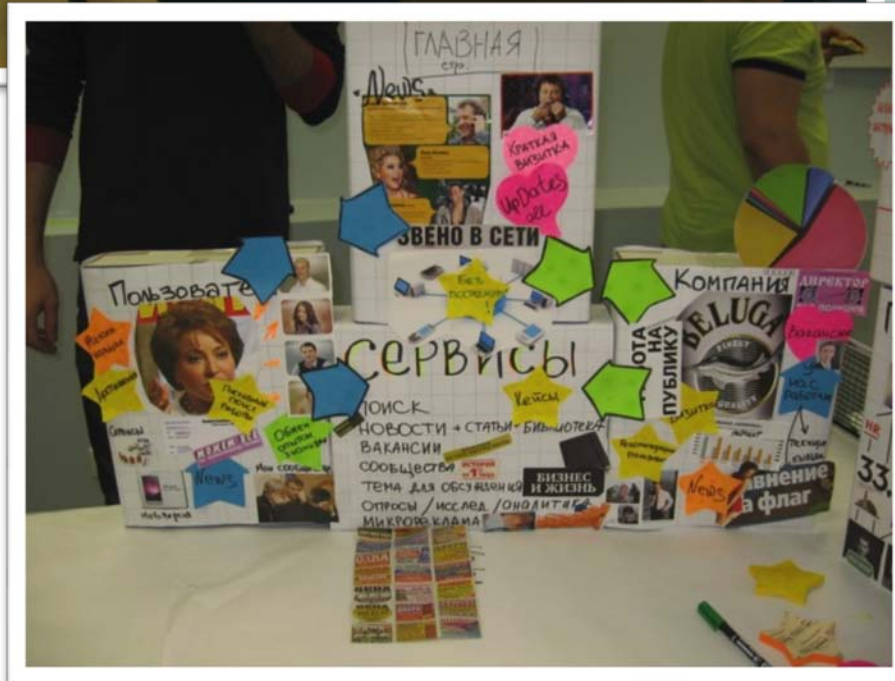
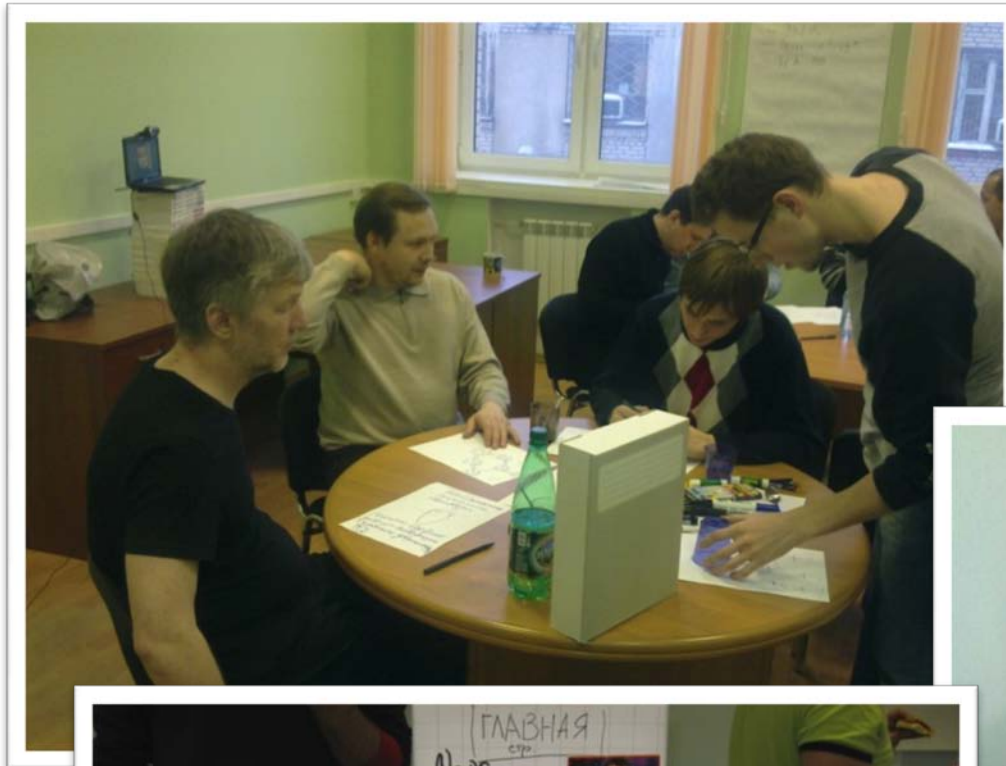
Story  
Mapping

Architectural  
Workshop

UI Workshop

Estimating &  
Release  
Planning

GO!



# Спрашивать пользователя о фичах может быть опасно :)

Vision

Pragmatic  
Personas

Feature  
Generation

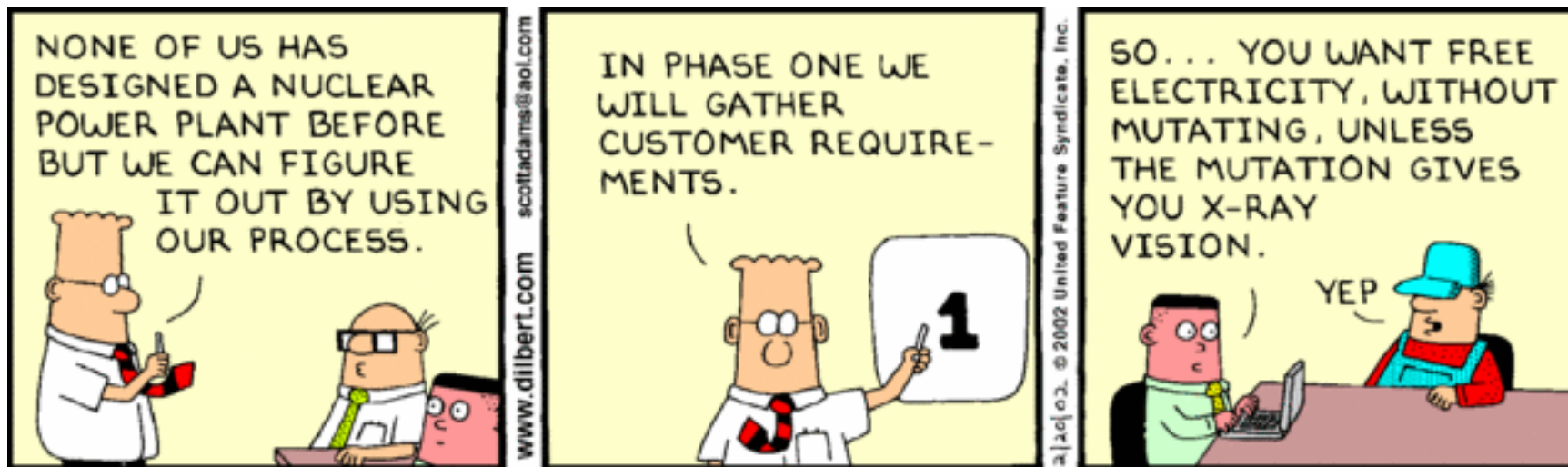
Story  
Mapping

Architectural  
Workshop

UI Workshop

Estimating &  
Release  
Planning

GO!





# Ясно сформулированные вопросы упрощают мозговой штурм

Vision

Pragmatic  
Personas

**Feature  
Generation**

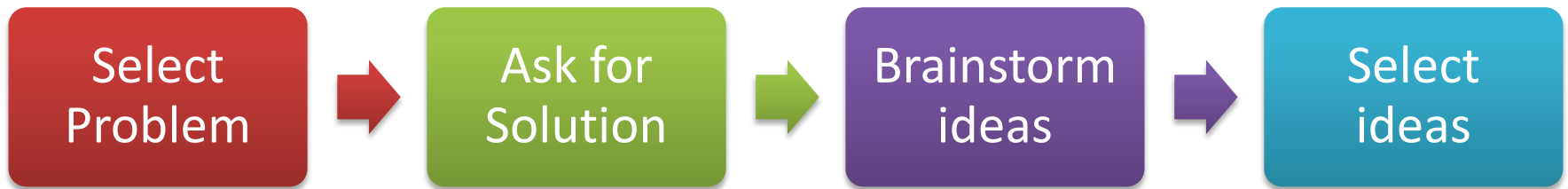
Story  
Mapping

Architectural  
Workshop

UI Workshop

Estimating &  
Release  
Planning

GO!



# Story Mapping

Vision

Pragmatic  
Personas

Feature  
Generation

**Story  
Mapping**

Architectural  
Workshop

UI Workshop

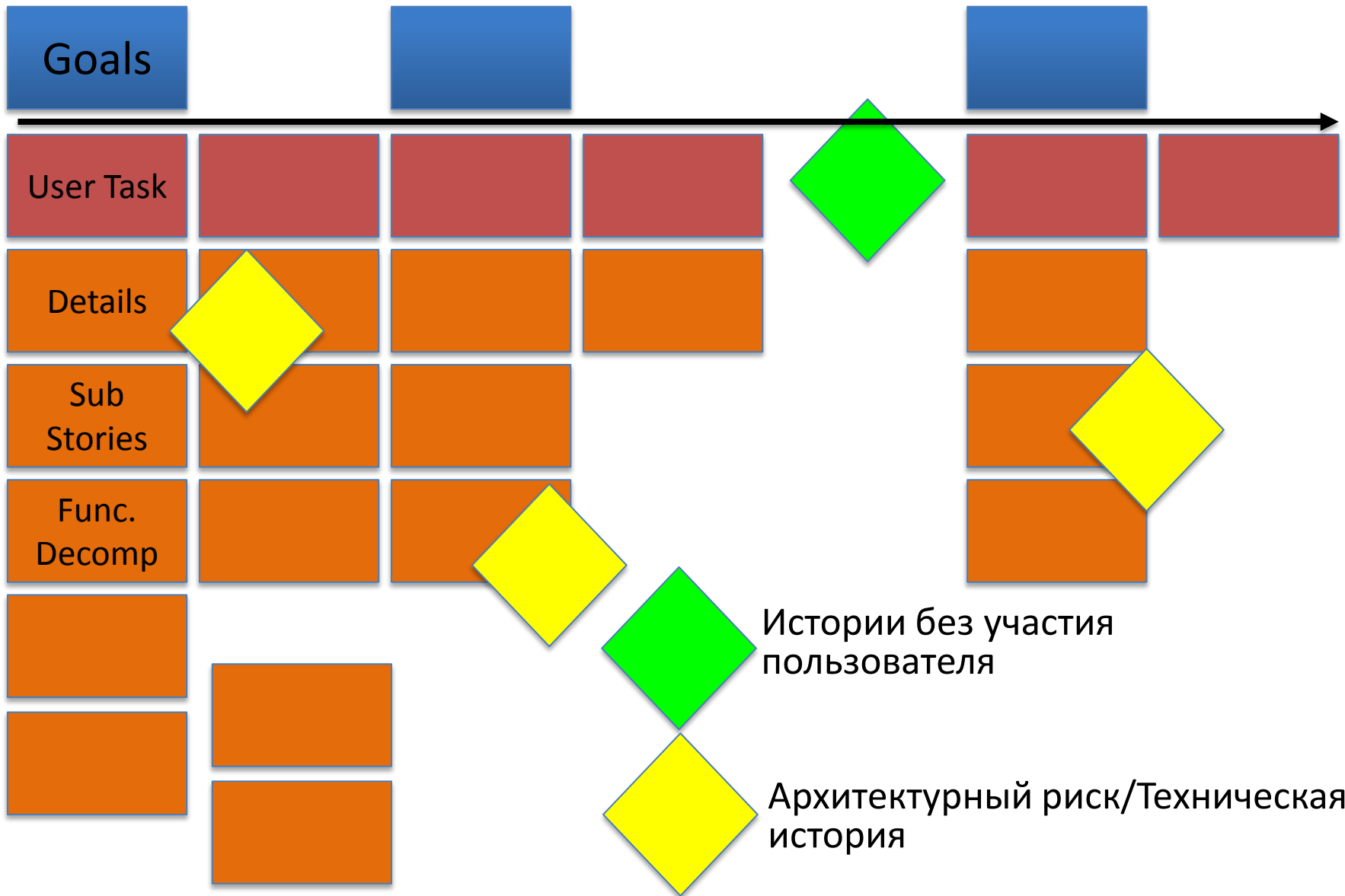
Estimating &  
Release  
Planning

GO!

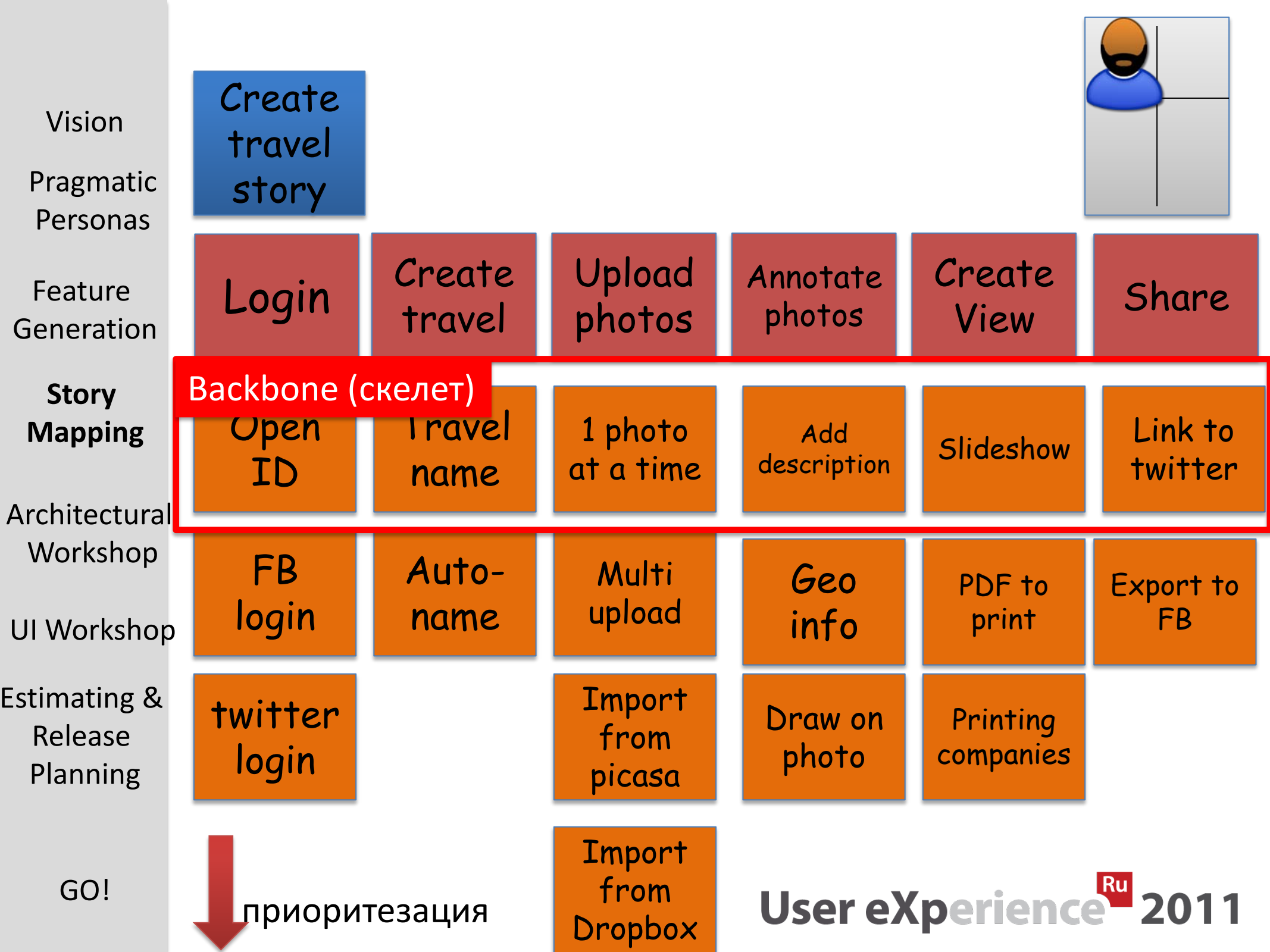
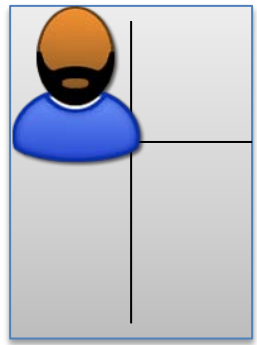


# Story Map

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



Истории без участия пользователя  
 Архитектурный риск/Техническая история





Vision

Pragmatic  
Personas

Feature  
Generation

Story  
Mapping

Architectural  
Workshop

UI Workshop

Estimating &  
Release  
Planning

GO!



# Валидация требует дисциплины

Vision

Pragmatic  
Personas

Feature  
Generation

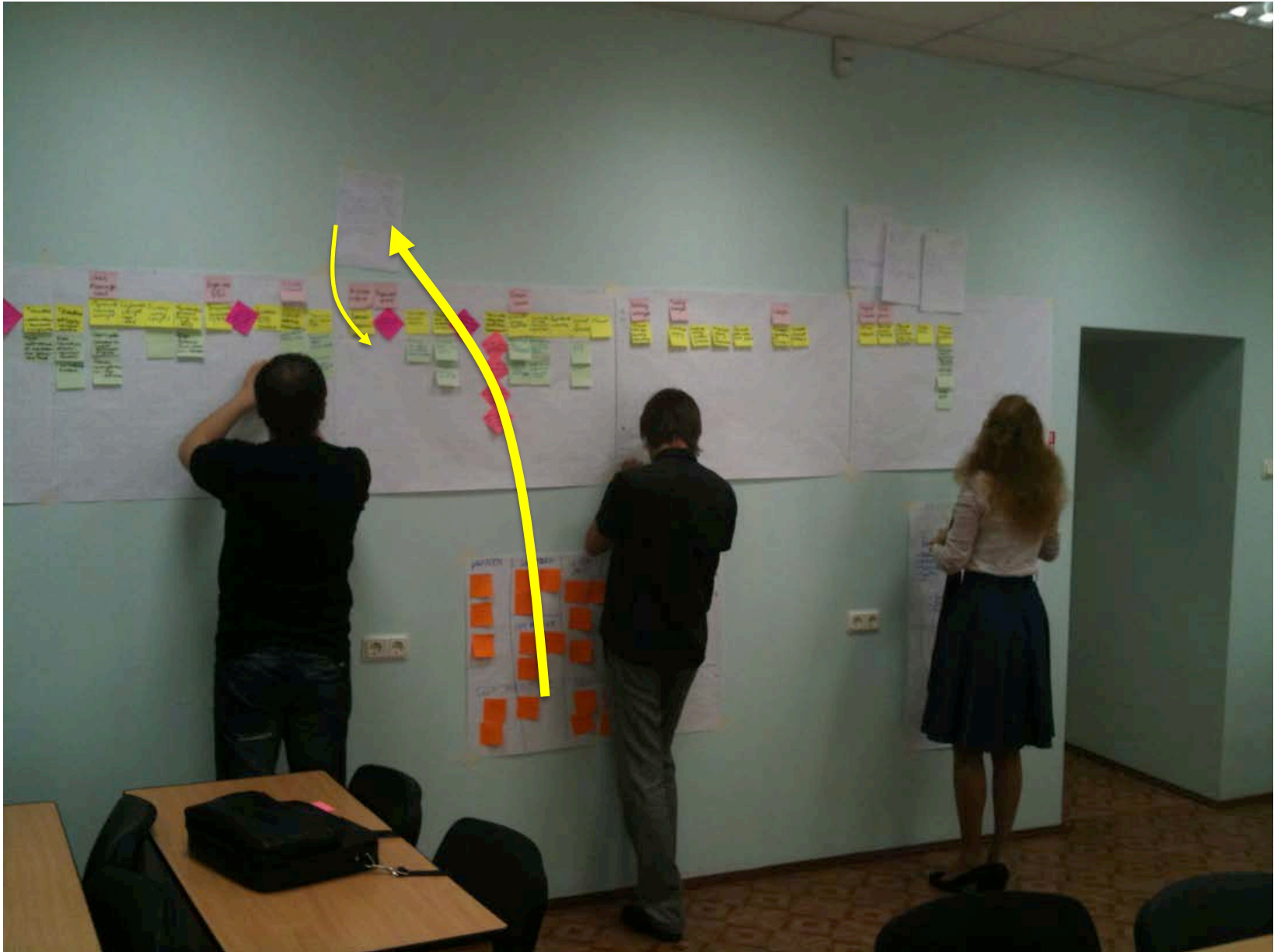
**Story  
Mapping**

Architectural  
Workshop

UI Workshop

Estimating &  
Release  
Planning

GO!





# Story map для этого доклада

Vision

Pragmatic  
Personas

Feature  
Generation

**Story  
Mapping**

Architectural  
Workshop

UI Workshop

Estimating &  
Release  
Planning

GO!



# Architectural Workshop

Vision

Pragmatic  
Personas

Feature  
Generation

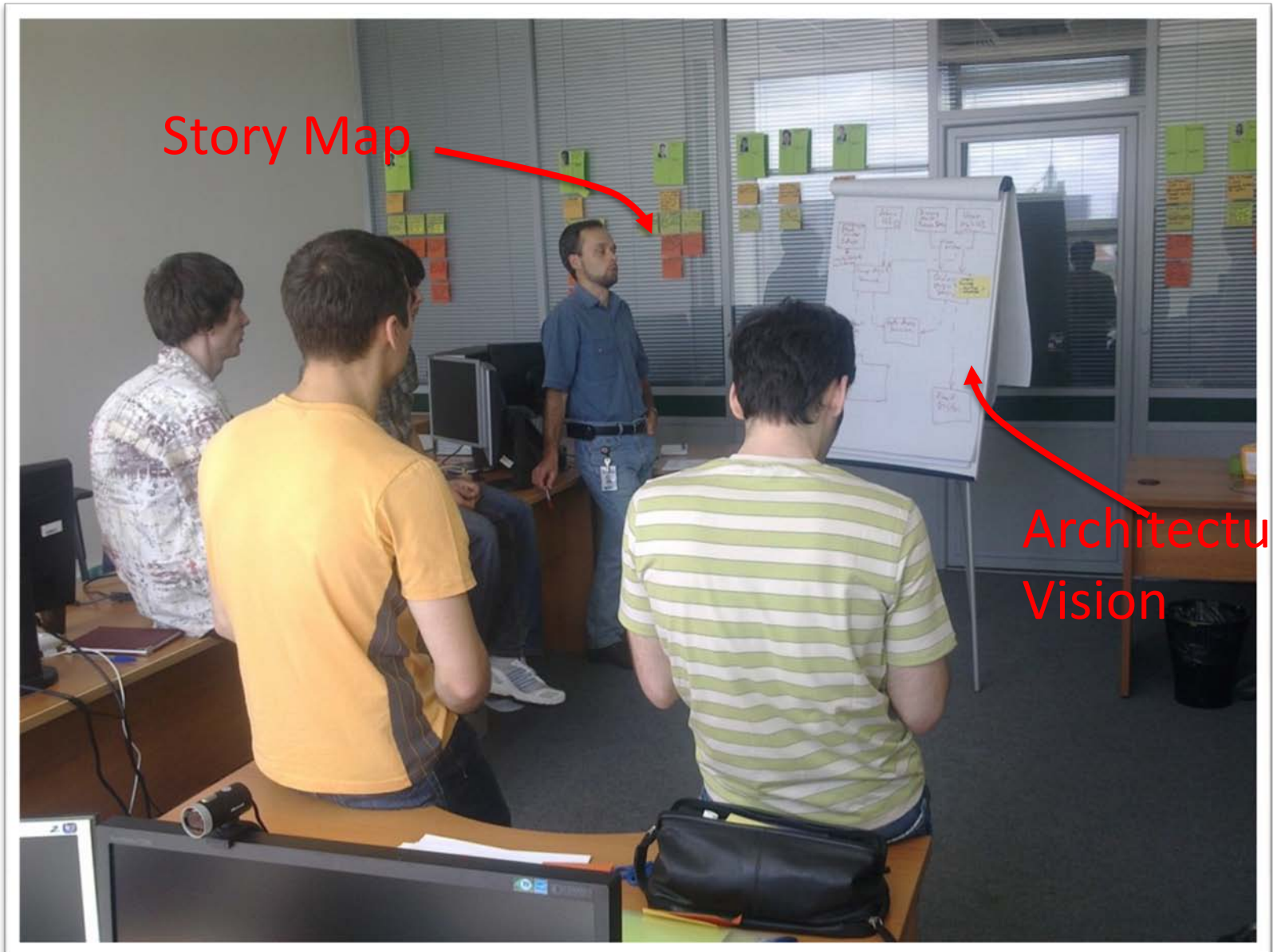
Story  
Mapping

**Architectural  
Workshop**

UI Workshop

Estimating &  
Release  
Planning

GO!



## Цель архитектурного воркшопа

Vision

Pragmatic  
Personas

Feature  
Generation

Story  
Mapping

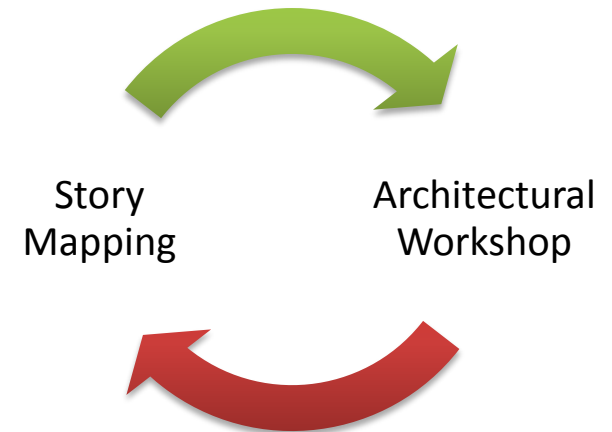
**Architectural  
Workshop**

UI Workshop

Estimating &  
Release  
Planning

GO!

- Инфраструктурные истории
- Имеющийся технологический долг





# UI Workshop

Vision

Pragmatic  
Personas

Feature  
Generation

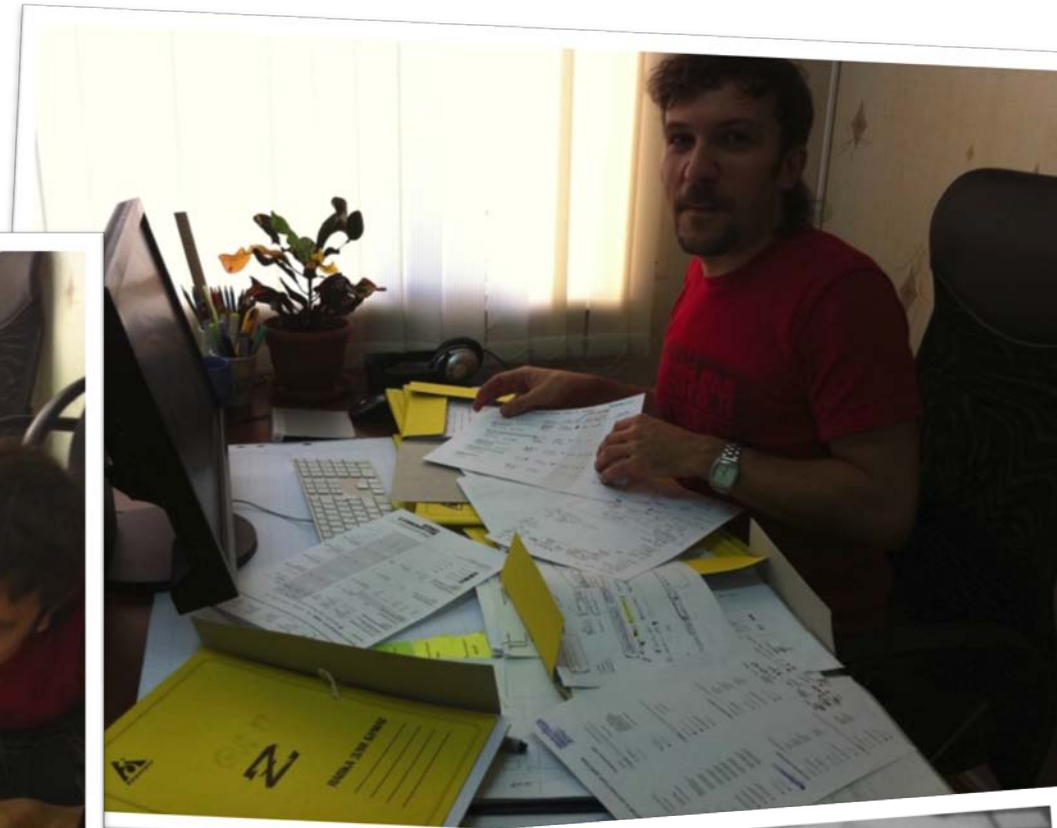
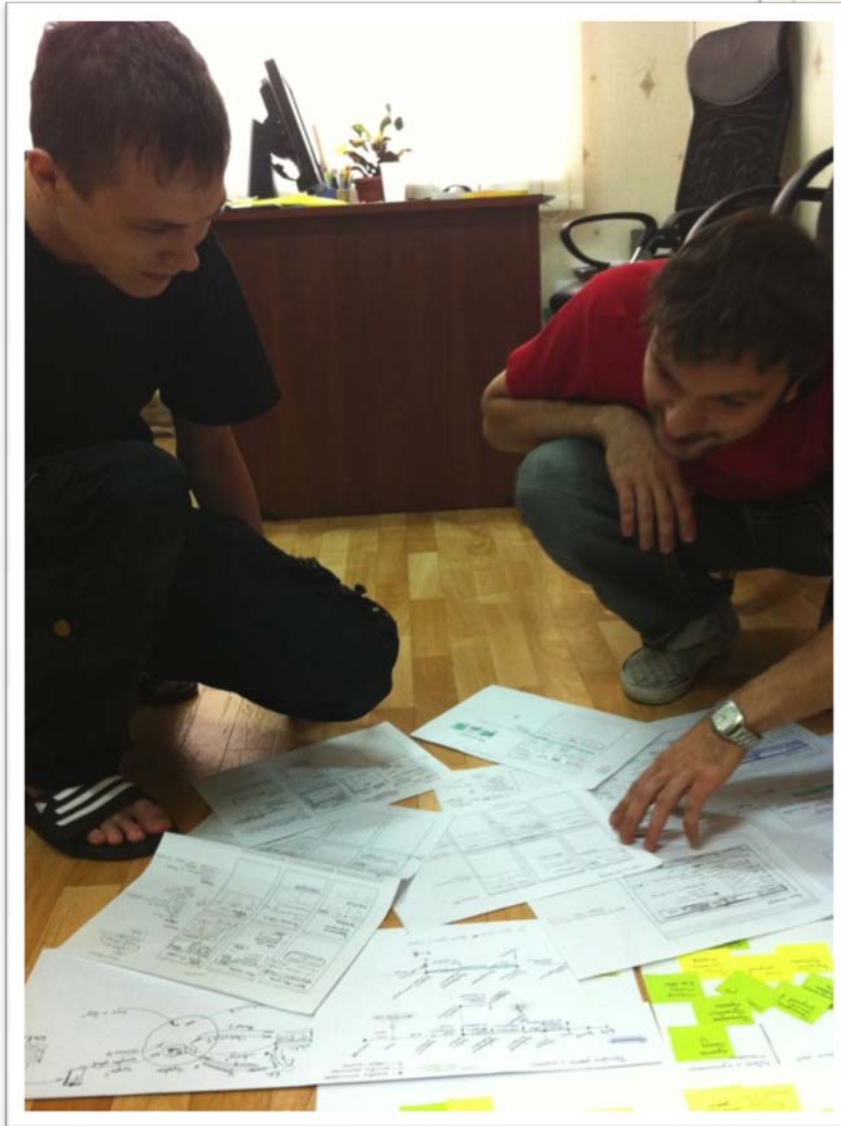
Story  
Mapping

Architectural  
Workshop

**UI Workshop**

Estimating &  
Release  
Planning

GO!



**Andrey Shapiro ©**

Experience 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 <sup>Ru</sup> 2011

# Оценка и планирование релиза

Vision

Pragmatic  
Personas

Feature  
Generation

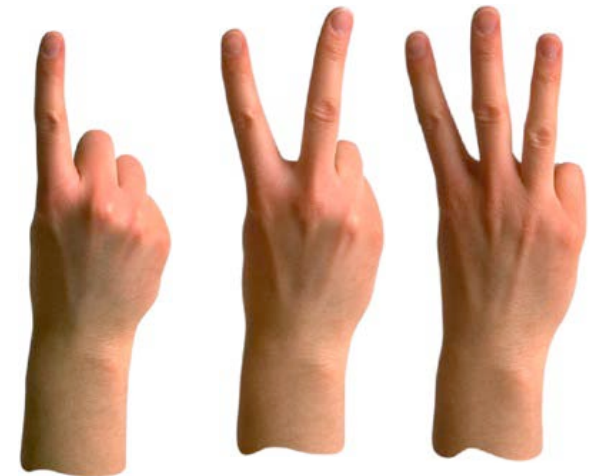
Story  
Mapping

Architectural  
Workshop

UI Workshop

Estimating &  
Release  
Planning

GO!



S

M

L

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



# 1) Оценка историй

Vision

Pragmatic  
Personas

Feature  
Generation

Story  
Mapping

Architectural  
Workshop

UI Workshop

Estimating &  
Release  
Planning

GO!



## 2) Ревью

Vision

Pragmatic  
Personas

Feature  
Generation

Story  
Mapping

Architectural  
Workshop

UI Workshop

Estimating &  
Release  
Planning

GO!





### 3) Создание плана релиза

Vision

Pragmatic  
Personas

Feature  
Generation

Story  
Mapping

Architectural  
Workshop

UI Workshop

Estimating &  
Release  
Planning

GO!



### 3) Создание плана релиза

Vision

Pragmatic  
Personas

Feature  
Generation

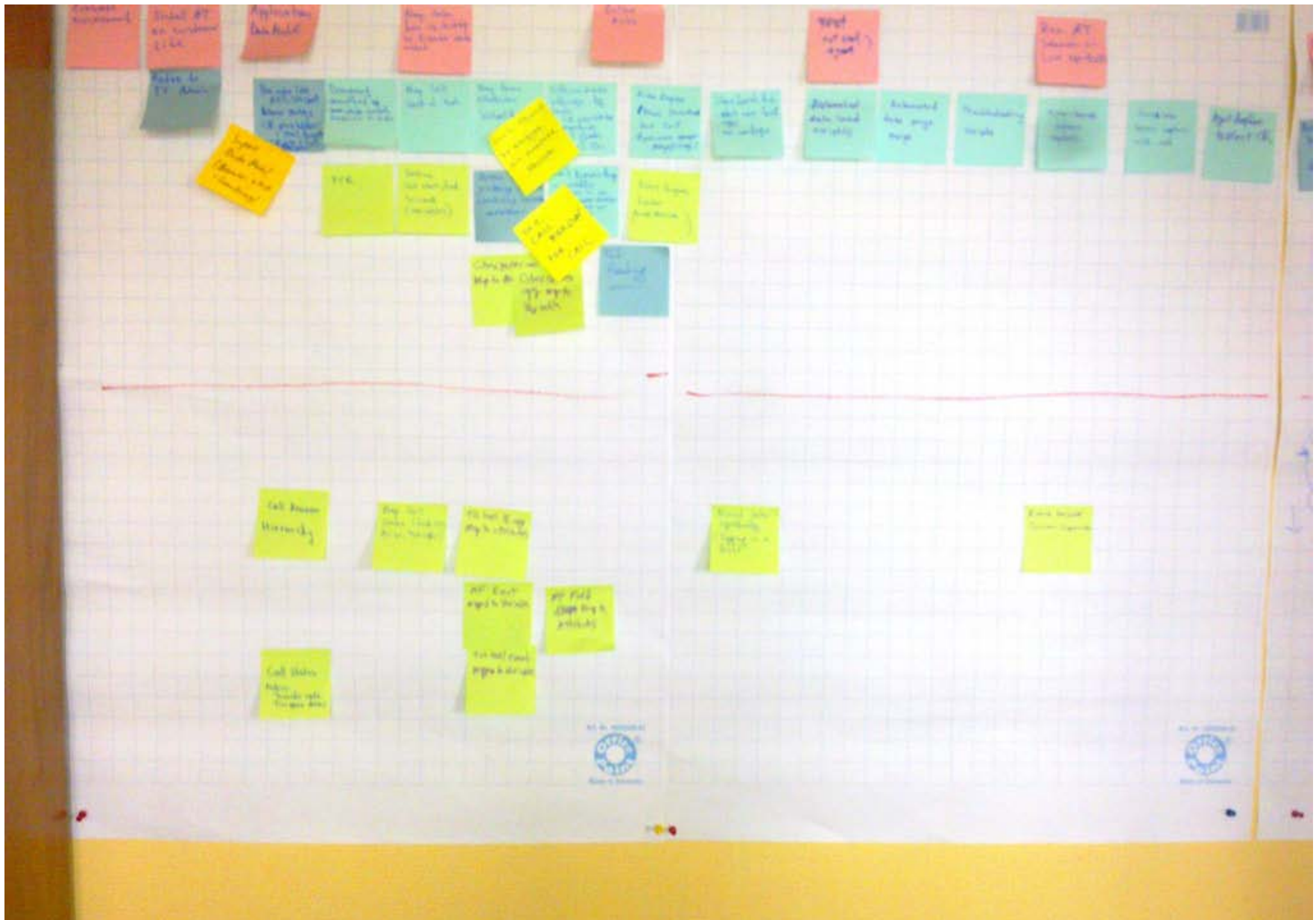
Story  
Mapping

Architectural  
Workshop

UI Workshop

Estimating &  
Release  
Planning

GO!





# War room

Vision

Pragmatic  
Personas

Feature  
Generation

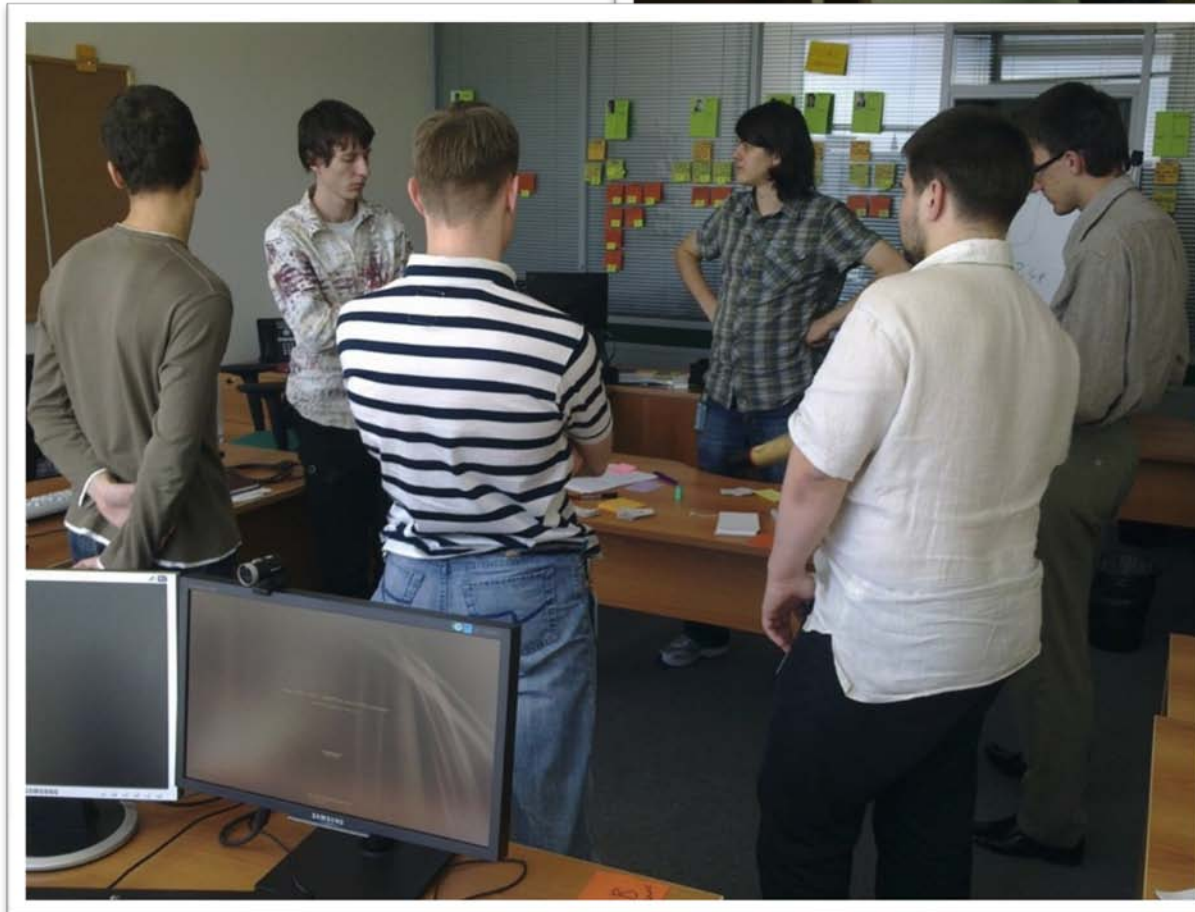
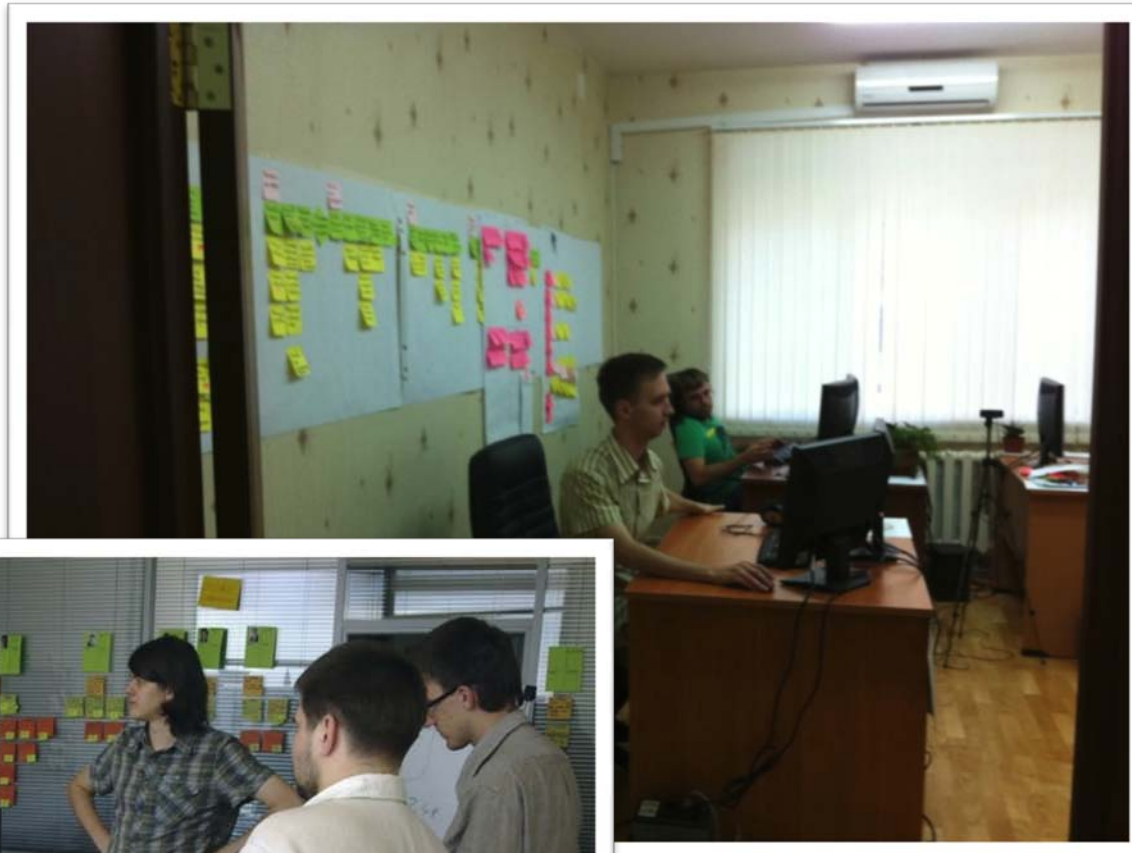
Story  
Mapping

Architectural  
Workshop

UI Workshop

Estimating &  
Release  
Planning

GO!





# Поместите все в комнату команды

Vision

Pragmatic  
Personas

Feature  
Generation

Story  
Mapping

Architectural  
Workshop

UI Workshop

Estimating &  
Release  
Planning



**GO!**

# Отслеживайте прогресс на story map

Vision

Pragmatic  
Personas

Feature  
Generation

Story  
Mapping

Architectural  
Workshop

UI Workshop

Estimating &  
Release  
Planning

GO!





# Валидируйте историю с заказчиком

Vision

Pragmatic  
Personas

Feature  
Generation

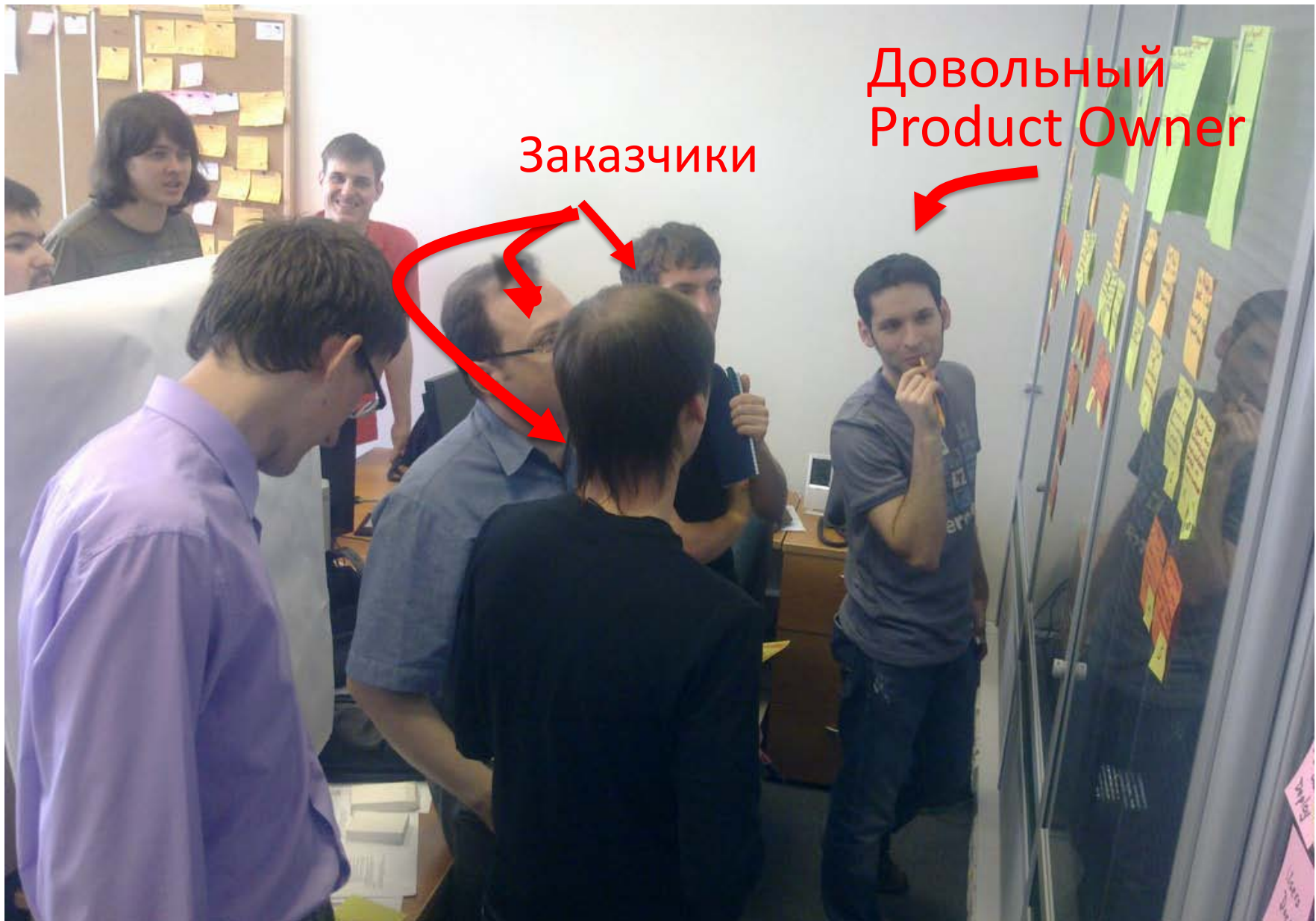
Story  
Mapping

Architectural  
Workshop

UI Workshop

Estimating &  
Release  
Planning

GO!



# Story Map для эпика

Vision

Pragmatic  
Personas

Feature  
Generation

Story  
Mapping

Architectural  
Workshop

UI Workshop

Estimating &  
Release  
Planning

GO!





## Всегда есть время на story mapping ;)

Vision

Pragmatic  
Personas

Feature  
Generation

Story  
Mapping

Architectural  
Workshop

UI Workshop

Estimating &  
Release  
Planning



Андрей Шапиро на пути к заказчику

GO!

User eXperience<sup>Ru</sup> 2011



Jeff Patton

<http://agileproductdesign.com>

# User eXperience 2011

Thank you  
Спасибо за внимание

