

The logo for 'ag;)e days' is displayed in white text on a dark blue speech bubble background. The text is arranged in two lines: 'ag;)e' on the top line and 'days' on the bottom line. The semicolon in 'ag;)e' is stylized with a closing parenthesis. The speech bubble has a tail pointing towards the bottom-left corner.

ag;)e
days

**Внедрение Agile
в банке ВТБ24,
и интеграция UX и
UI**

**в процесс
разработки
интерфейсов**

Гореминский
Алексей

ВТБ24

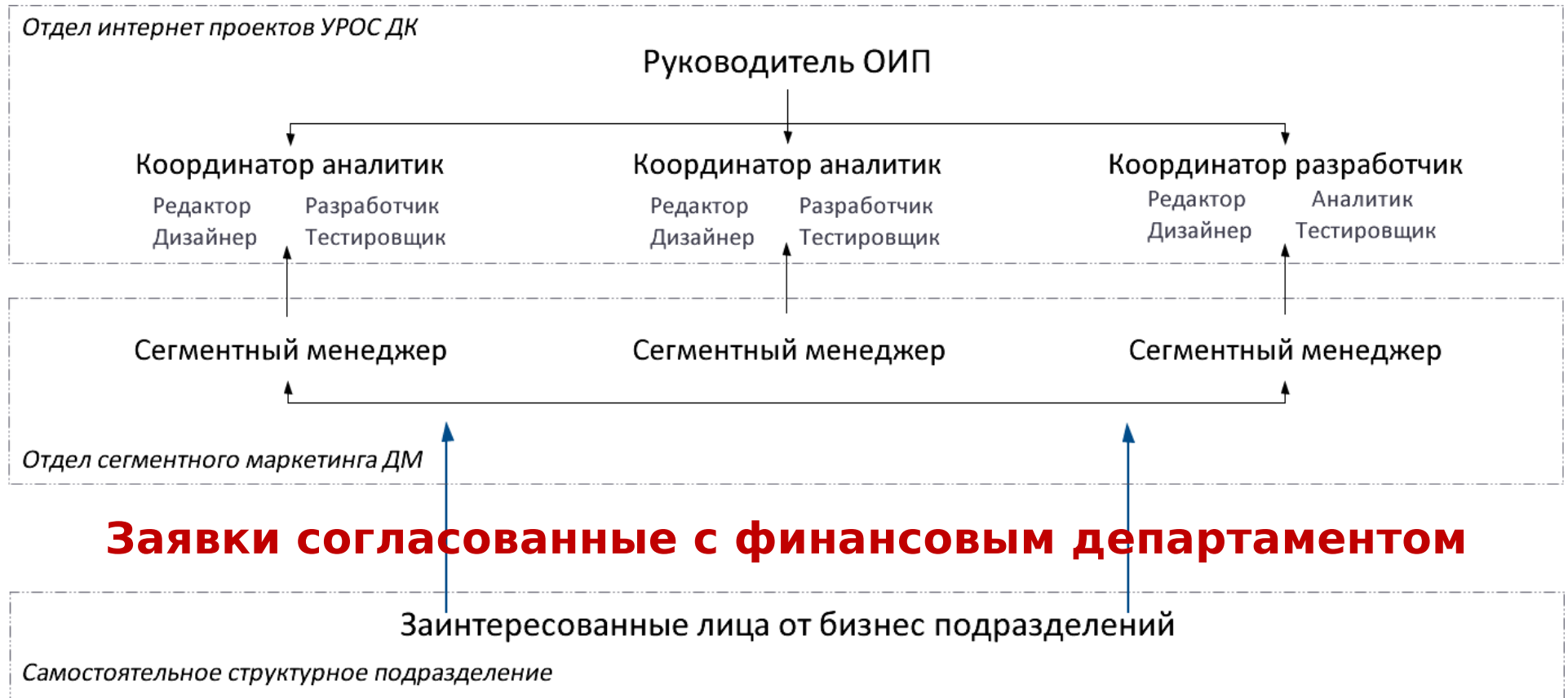


Типы договоров

	Fix Price	T&M	T&M&R
Сроки	Фиксированы	Фиксированы	Фиксированы
Цена	Фиксирована	Фиксирована предельная цена договора	Фиксирована предельная цена договора
Функциональност ь	Фиксирована	Не фиксирована	Не фиксирована
Оплата	Поэтапно или после завершения работ	Только внедренная функциональност ь	Только внедренная функциональность
Производительност ь			Фиксирована минимальная производительность подрядчика
Объем			Фиксирован минимальный объем заказа в отчётный период



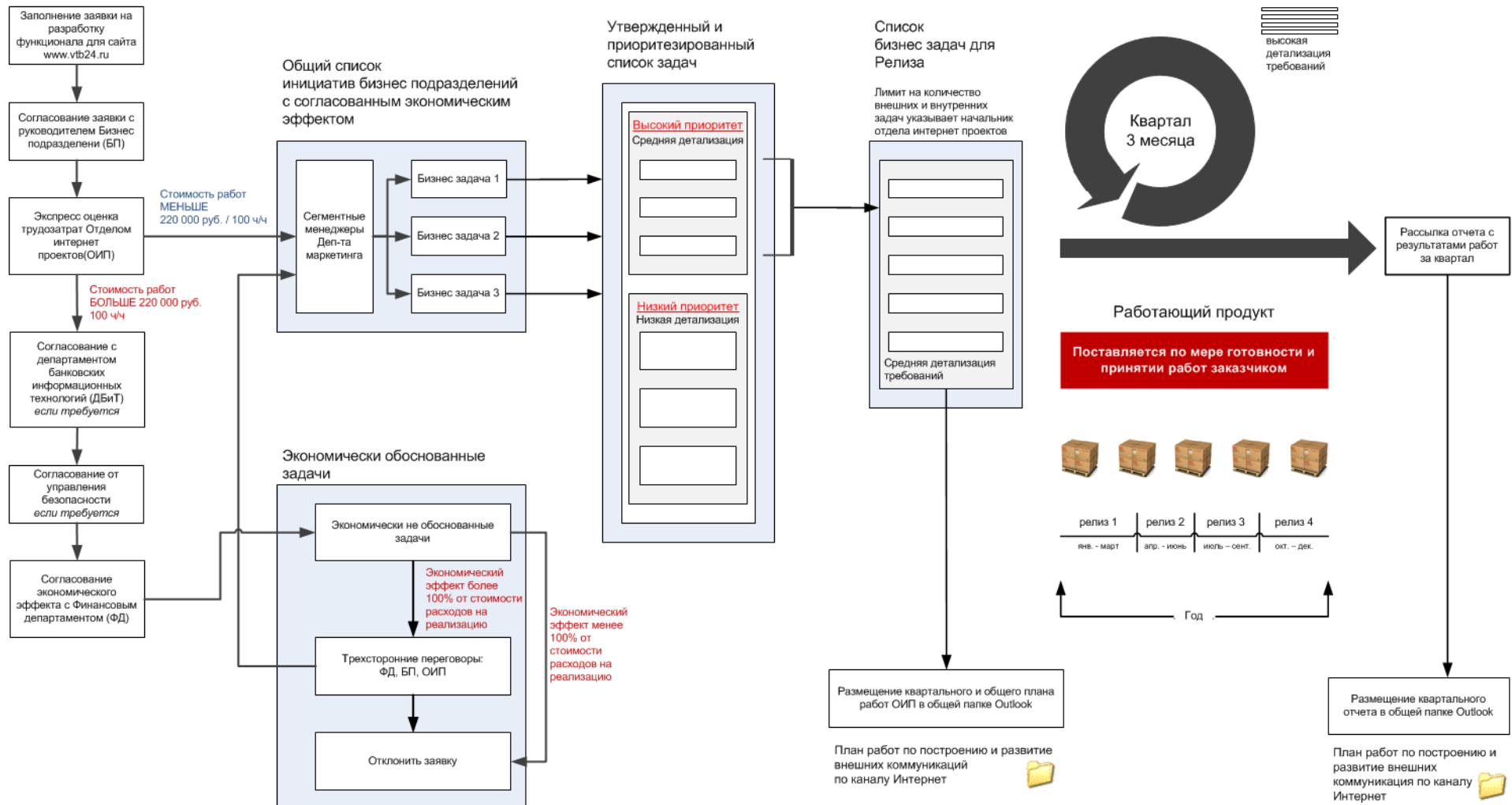
Диаграмма взаимодействия с ОИП



Аналитик = Бизнес-аналитик + Системный аналитик +
Проектировщик



Порядок работы с требованиями v.2





Правила сортировки

Очередность сортировки	Описание сортировки	Тип сортировки
1	Инициатор задачи	по возрастанию
2	Экономический эффект	по убыванию
3	Трудозатраты в ч/ч	по возрастанию
4	Дата подачи заявки	по возрастанию



Оценка трудозатрат и сроков

“Классическая”

Задача 1	декомпозиция	5 чел/дней
Задача 2	декомпозиция	12 чел/дней
Задача 3	декомпозиция	7 чел/дней
...
Задача X	декомпозиция	23 чел/дней

**Тратится много времени на
детализацию задач и производство
оценки**



Оценка трудозатрат и сроков

“Майками”

S	M	L
Задача 1	Задача 3 = 7 чел/дней	Задача 2
...
Задача K	Задача N	Задача M

Задача 1 сложнее чем задача 3?

Размер:	XS	S	M	L	XL	Задача 1 = $5 * (7 / 8)$
Сложность:	3	5	8	13	21	

Задача 1 = 4 дня



Определяем объем задач для релиза

Суммарная оценка сложности **110**

Параметры	Значение	Отклонение
Скорость команды (усл. ед/нед):	15	3
Поступление новых задач после демо фич (усл. ед/нед):	5	5





Трудозатраты на аналитику

Задача	Простая	Сложная	Очень сложная
	1 - 100	101 - 400	Свыше 400ч/ч
Разработка	9дней	24	63
Юзабилити тестирование	9	15	28
Согласование, круг	один	3	8



Итерация 0

Статистика		Поведение и посещаемость
Лучшие фичи		Анализ конкурентов на Российском и мировом рынке
Маркетинг		Качественные и количественные исследования, Опросы, Финансовые отчеты
Сбор требований	бизнес-	Интервью и наблюдения

Инструменты

Business Model Generation, Story Mapping, Use cases, Персоны, Юзабилити-тесты, Фокус-группы, Глубинные интервью



Персоны

Как их не надо делать



Dimitri

- 35 years old, Samara
- Construction worker, divorced
- 14 000 rubles/month
- Savings: 15000 rubles
- Feature Phone, Desktop

Sensible and practical minded, Dimitri is working for a construction company and preparing to finance his daughter through college.

Household finances

"I work as a construction worker in a company with my brother. I live in a rented apartment outside the city area. My ex-wife lives in our old apartment with our daughter. My daughter will be leaving for university soon to study linguistics and the cost of her education is something that I've been preparing for since she was young."

Lifestyle

"I'm a pretty straightforward guy and I want my financial things go smoothly. Of course sometimes it would be great not to have to look so carefully at the finances each week, but then I have my brother to share those worries with."

Goals & Aspirations

"I get quite small salary and with a daughter, there's always something to invest in. As I mentioned, there's my daughter's education which I am currently saving for. Now when I am divorced I am also planning to travel more."

Household Income



Financial Outlook



Device Ownership



Attitude to Online Services



Attitude to Trust



As a user...

"I'm very traditional, I like to keep things the way they are and stick to things I know. I'm very practically oriented so I'm only interested in what benefits me or my business."

"Financial management is a lot of work. I would appreciate solutions that make everyday tasks easier but I'm not much for finding out about or learning new things, it all tends to be rather complex. In general I want services which tell me what to do and show me how to do it. Security is also a concern for me, I never feel completely safe with all of these new things and what they are all about."

"If it wasn't for my daughter I'd be completely lost with online banking and technology in general, I really need someone to help me take care of those things. You can't teach an old dog new tricks and to be honest I'm actually not that interested."

Attitude towards loyalty programs

- Wants to get instant rewards and discounts from loyalty programs



Dimitri

- Salary and savings account
- Customer for 6 years
- Occasional use of online banking

Banking experience

"When it comes to household expenses, previously my wife took care of the shopping and payed the bills, but now I need to learn how to balance the books."

"I recently set up a new account for my daughter, this was required with a specific bank for her to pay the University fees and it means she starts to take responsibility for the first time."

Remote banking challenge

"I do seem to spend a lot of time sorting out what's gone out, and what's come in. Sometimes it is difficult to understand how much I can really save this month so anything that could help with that would be great."

"When it comes to online banking, I have tried it a couple of times when my daughter showed me how to make a transfer into her account. She's way ahead of me when it comes to the internet. For me, I am a practical guy, I have a phone to make calls and a computer to send emails, I don't have to time to check out the benefits of all these sites compared to the risks - after all, how do you know who you're dealing with?"

Preferred Channels

- BRANCH
 - Information & advice
 - Checking balance
 - Checking rates
 - Comparing options
 - Payments & transfers
 - Authorisation
 - Cash withdrawal
 - Cash deposit

- ATM
 - Cash withdrawal

- ONLINE
 - Account balance
 - Payments & transfers (with assistance)

- PHONE
 - Calling the bank



to
alty
alue
in
v
jes
t.
ward
any

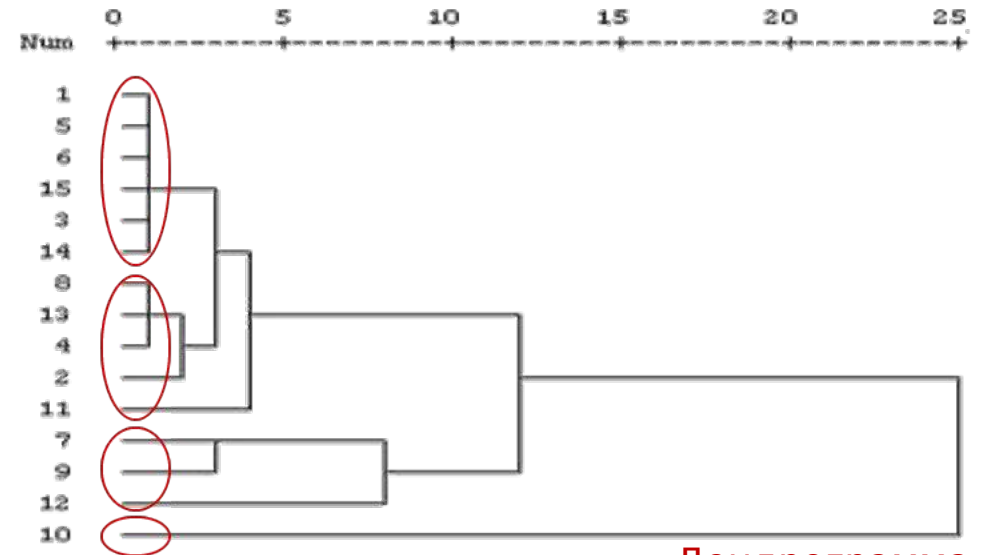
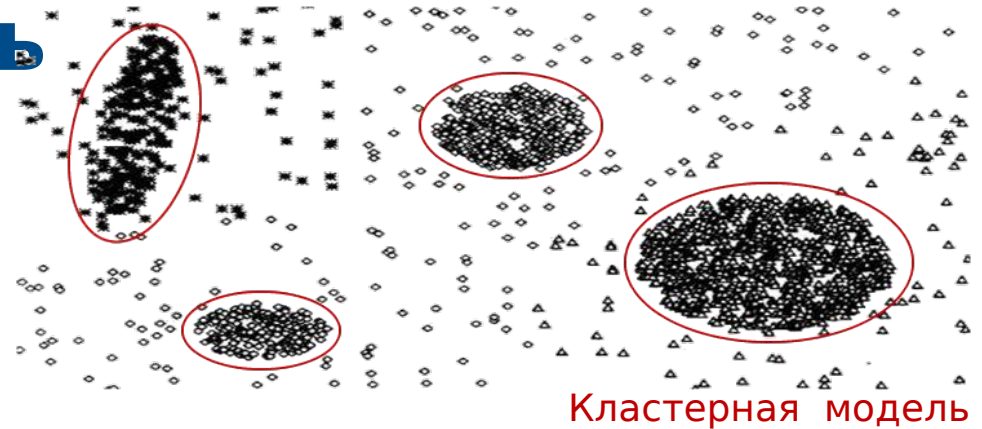


Персоны

Как их надо делать

- Гипотеза
- Архетипы персонажей
- Их атрибуты
- Делим на кластеры
- Описываем
- Пишем сценарии
- Создаем фичи

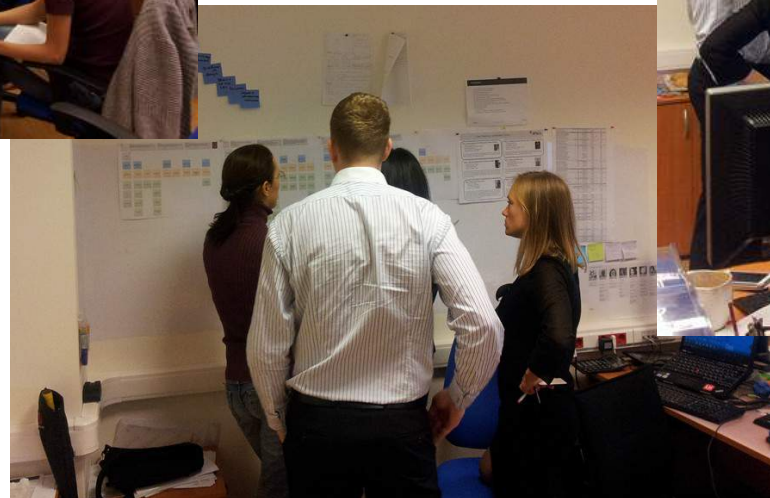
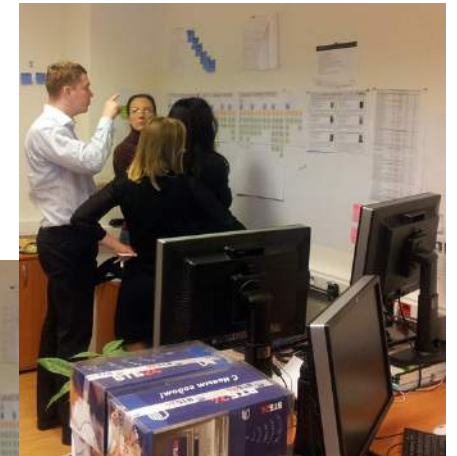
Персонажи — не реальные люди





Персоны

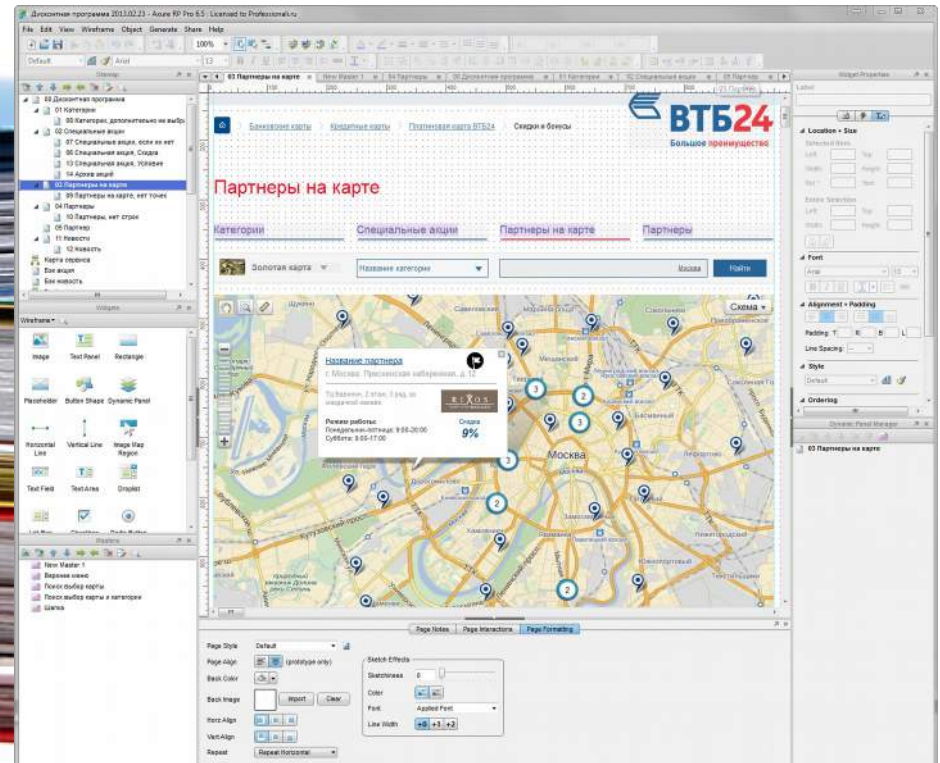
Опыт неудач и побед





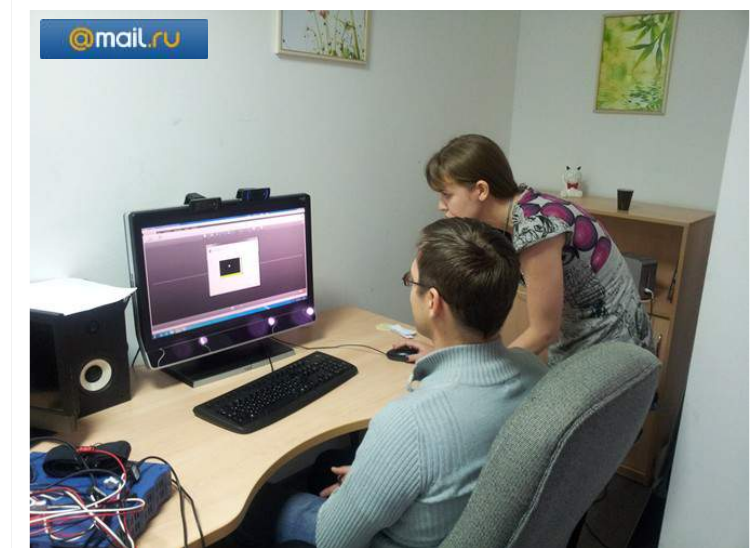
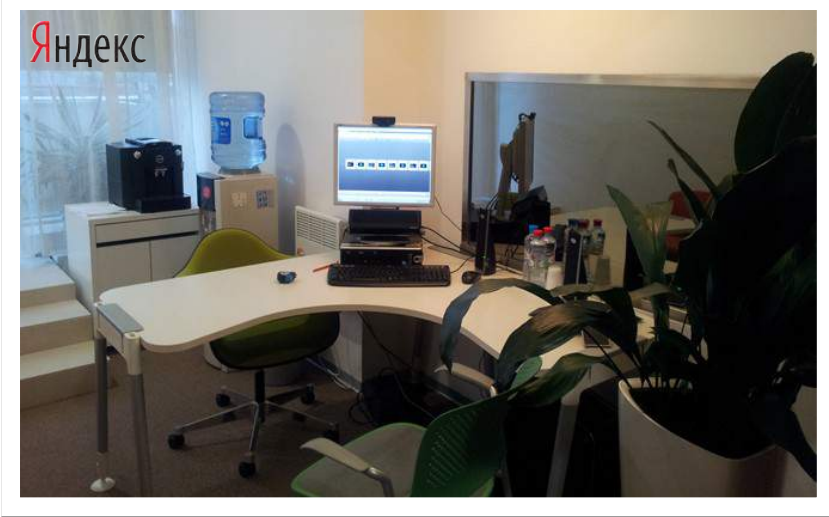
Концептуальная модель

Техническая документация **VS**
Прототипы





Планы



Вопросы?



Лайер Дмитрий

Email: lainerds@vtb24.ru
didiasc@gmail.com

Skype: didia_sc



Гореминский Алексей

Email: goreminskiyau@vtb24.ru
adv.algor@gmail.com

Skype: al-gor.ru



VTB24

Большое преимущество