

Adopting User Experience in An Agile Environment

*Delivers value by creating products that
are useful, usable and desirable*

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Sumonthip (Moni) Gmitro

Who Am I?

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Sumonthip (Moni) Gmitro, UXMC



- User Experience (UX) Designer at Boeing
- UX Research and Design in aviation and healthcare industries
- Lean UX to support Agile development environment
- Facilitate User-Centered Design workshops
- Lead Boeing User Experience Community of Excellence

Agenda

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- What is **UX** ?
- Agile environment without **UX**
- Why does **UX** matter?
- **UX** with Agile
- What do we do next?

What is UX?

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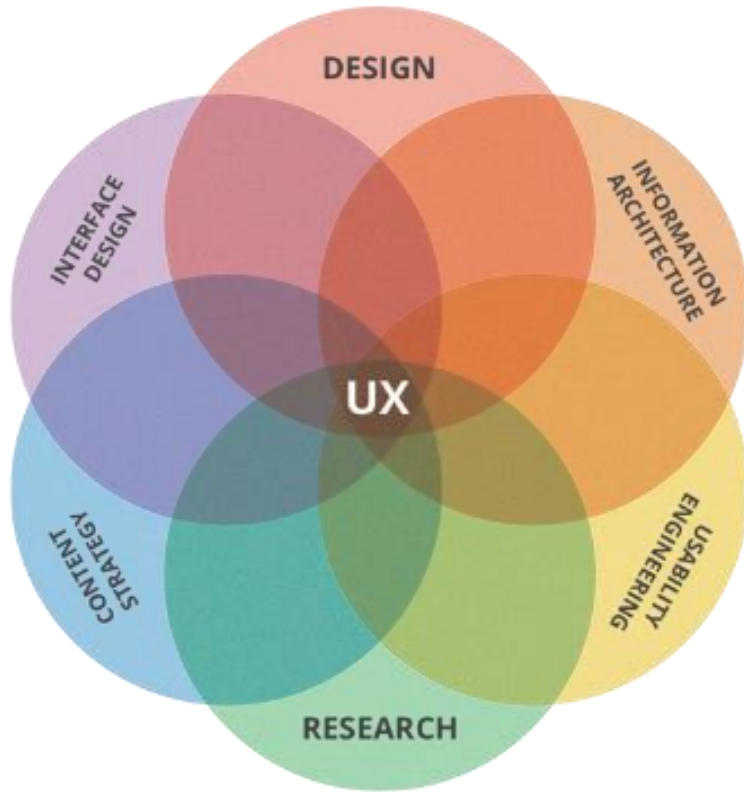
Server Error

404 - File or directory not found.

The resource you are looking for might have been removed, had its name changed, or is temporarily unavailable.

What is UX?

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"Person's perceptions and responses resulting from the use and/or anticipated use of a product, system or service."

– International Organization for Standardization

"User experience" encompasses all aspects of the end-user's interaction with the company, its services, and its products.

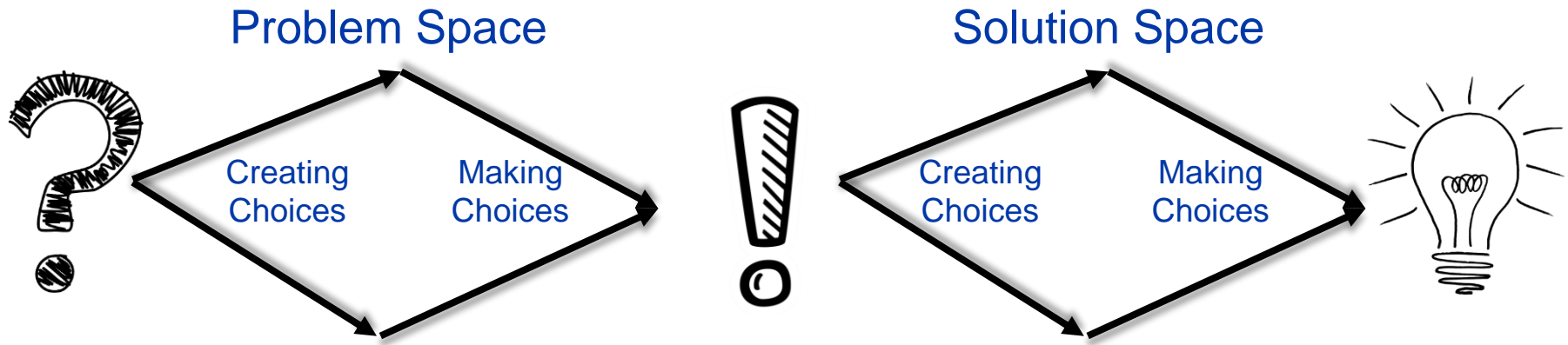
- Don Norman, Nielsen Norman Group

"How you feel about every interaction you have with what is in front of you in the moment you are using it."

- Moni Gmitro

What is UX process?

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Empathize



Define



Ideate



Prototype



Test

Adopting Agile

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We're going to try something called Agile Programming?

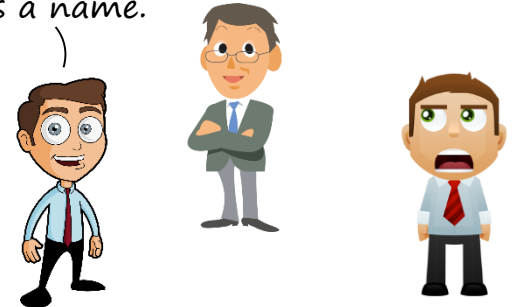


That means no more planning and no more documentation. Just start writing code and complaining.



That was your training.

I'm glad it has a name.



Adopting Agile - Continued

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The project status is
"yellow light."



In user testing, we found that
the product locks up every
twelve seconds. The interface is
incomprehensible and the
manual is pure fiction.



I Think it's
clear what we
need to do...

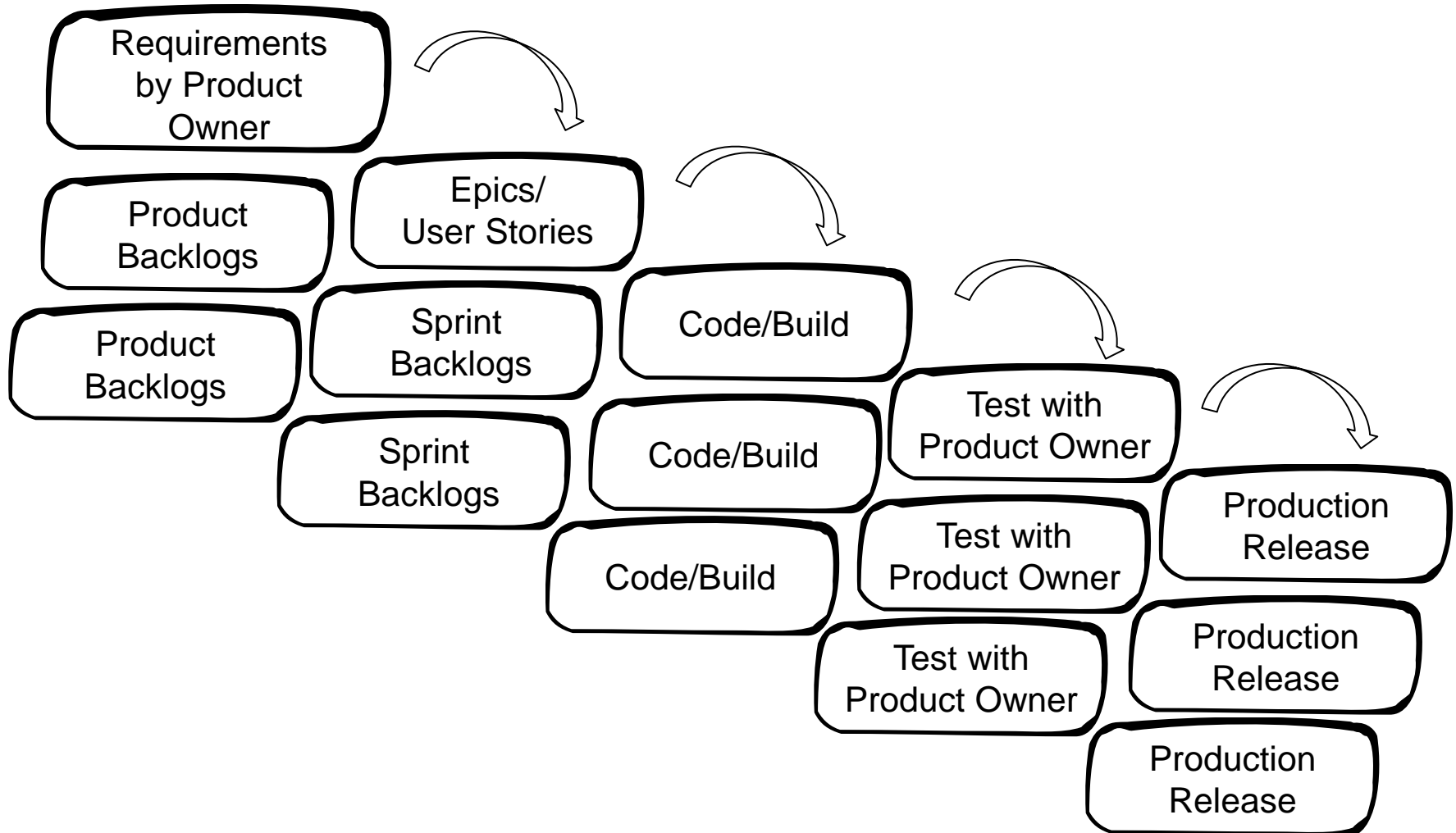


Ship it and hope
somebody writes
a "Dummies"
book about it



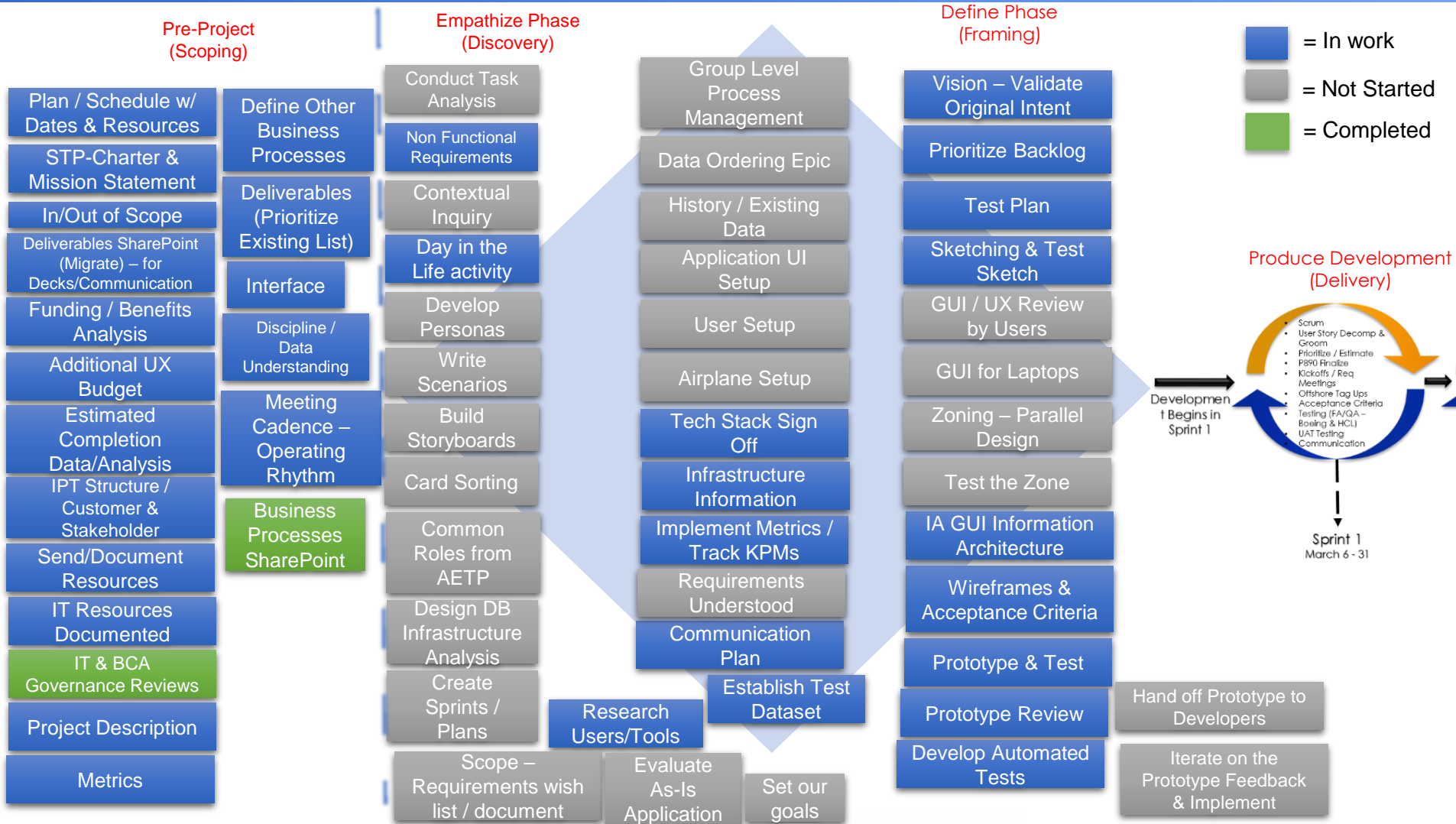
Adopting Agile Without UX

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Adopting Agile Without UX Case Study

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Adopting Agile Without UX Case Study

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- 62 product planning tasks were recognized
- ~ 3.2% of the tasks were **completed**
- ~ 56.5% of the tasks were **being worked on**
- ~ 40.3% of the tasks were **not started**

*****The team had less than 10 days before coding*****

Adopting Agile Without **UX** Case Study

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- **UX** specialist got brought into the project right before team started coding
- **UX** evaluation results showed that...
 - Team did not have sufficient data to start coding
 - Existing wireframe is based on a proven to be bad UI pattern
 - Product Owner did not feel like team needed to work with end-users
 - User stories were created based on a Product Owner's decision
 - End-users did not feel like the MVP aligns with their objectives

Agile Without UX Is Not An Option

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- Agile is here to stay
- One of Agile Challenges is
 - Absence of User Research & Usability Testing
 - *“We work under internally imposed deadlines and sometimes need to push things out without testing, which is suboptimal for users.”* Julia, UX Designer
 - *“It’s really hard to make usability testing happen. We are short-staffed and don’t have a primary researcher. We’ve borrowed someone from marketing, but he doesn’t know the product enough or abide by our philosophy of ‘we love our users’.”* Julia, UX Designer
 - *“We don’t have time to run user testing.”* Victor, Software Engineer

Reference: <https://www.nngroup.com/articles/doing-ux-agile-world/>

User Research & User Testing

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Can users use my app?



Running A Smooth UX Agile Team

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Pre-Project

What goals do we want to achieve (Use Cases)?

Discovery

What problem are solving? What for?

Framing

How will we solve the problem?

Delivery

Is the solution working?

Exploratory user research, Insights, Personas, Value proposition

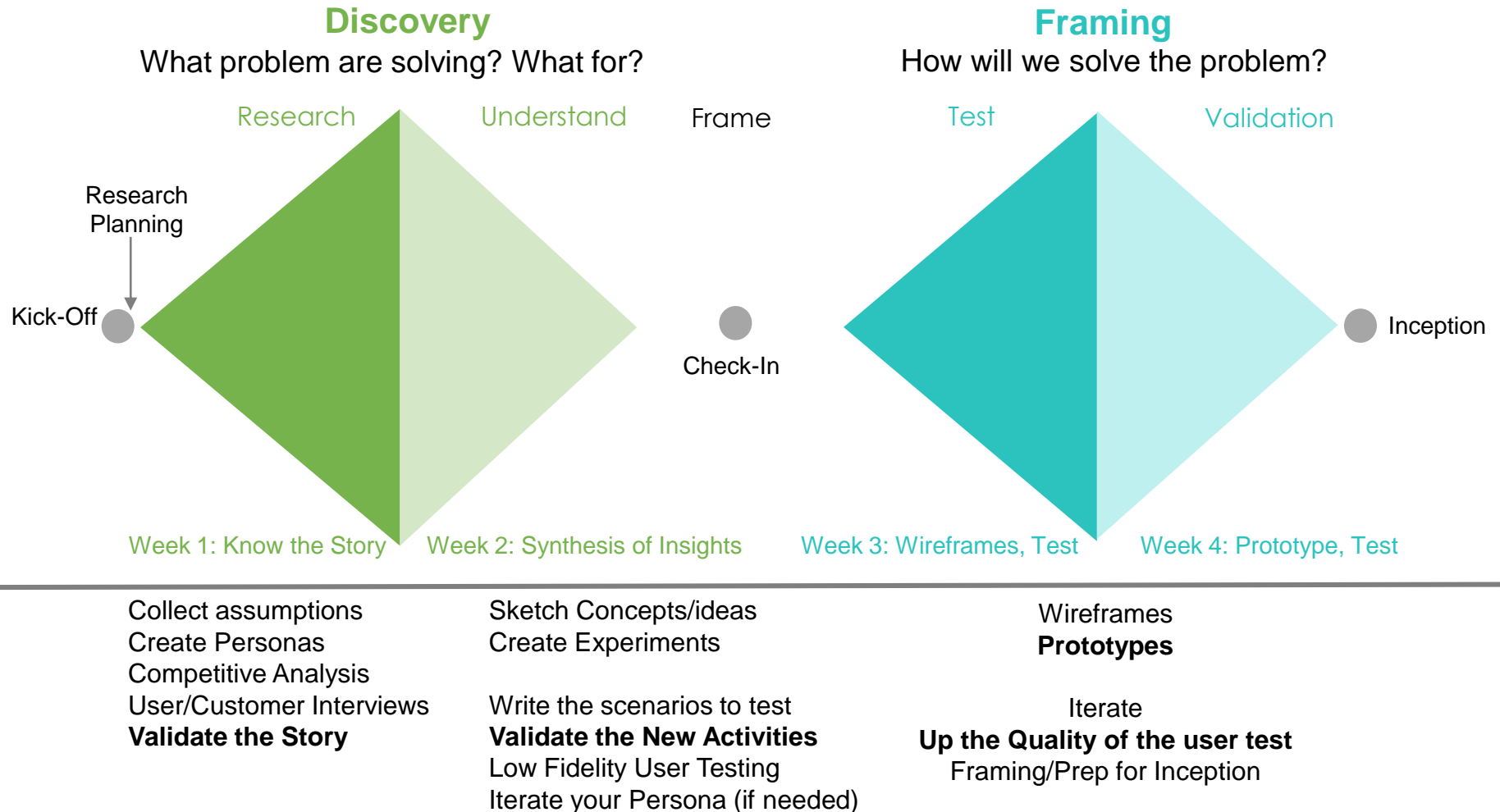
Ideate, Synthesize, Shape system

Continued User Research

Design & Development

Running A Smooth UX Agile Team

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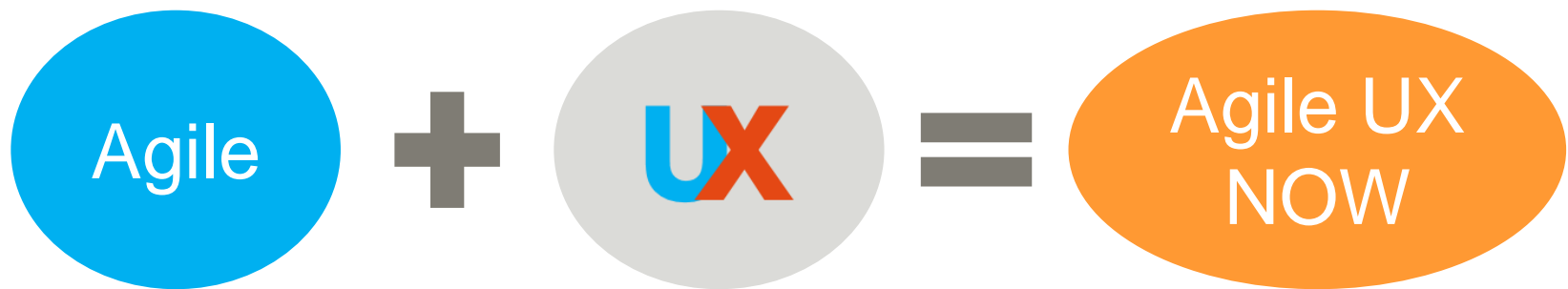
Case Study - Results

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- Team quickly identified a list of users
- Tested the wireframes with users
- Feedback became backlogs
- Backlogs got incorporated and prioritized into the Sprint to ensure the team deliver Minimum Viable Product that is useful, usable and desirable to end-users
- Product Owner saw the value and became an advocate of UX
- End-users & stakeholders are more willing to stay engaged
- We released the product on time with minimal change requests


What Do We Do Next?

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What Do We Do Next?

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- **Keep Teams Consistent**
- **Be Proactive Not Reactive**
- **Have a Dedicated Scrum Master, Especially at the Beginning**
- ** Must Work at Least One Step Ahead of the Sprint**

In conclusion

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- Agile will continue to gain momentum as organizations discover the benefits.
- **UX** professionals must adapt to Agile and **UX** processes
- The Agile user-experience process is more than just being a thoughtful designer
- Don't allow user research to run away from you during the compressed timeline of the Agile process



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