Agile User Experience Design

Agile Executive Forum
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Our Agile Evolution

• Introduced Agile solution delivery methodology in 2009
• One year program of training and project pilots
• Officially graduated Agile to be one of the standard solution delivery methodologies in 2010
• Established a centralized team and resources to enable and support the use of Agile
  – Criteria for when to apply Agile
  – On-line resource offering a framework for agile projects, training resources, support tools
  – Coaching services
Varying levels of exposure to agile across the organization

Resources are seldom 100% dedicated to a single project

Co-location is a rarity

Many ‘agile’ projects are hybrids

Have an agile enablement center, but limited capacity for direct team coaching
User Experience Design at Fidelity

- User Experience Design is an established practice and well integrated into our waterfall methodology
- UXD team is centrally organized and physically distributed
- Our focus is **digital** user experience design
- Our capabilities include:
  - User research
  - Information architecture
  - Visual design
  - Content strategy and development
  - Usability testing
  - Design development
Goal Today

To share what’s helped us succeed in agile user experience design:

1. Setting the team up to succeed
2. Optimizing user involvement
3. Building the user experience
What level of agile maturity are you working with?

- How aggressive in defining UXD as part of the process will we need to be?
- Questions to consider:
  - Why agile?
  - What are the metrics for success?
  - Are UXD activities being easily integrated into the overall plan?
  - How are stories crafted?
  - Are roles & responsibilities clearly defined?
  - Be wary of ‘waterfall baggage'
## Story Model

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<th>Creative</th>
<th>Technology</th>
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- **Non-functional creative stories**
- **Non-functional development stories**
- **Functional development stories**
You're welcome to comment on my work

- 非常满意
  - Greatly satisfied
- 满意
  - Satisfied
- 时间太长
  - Checking time too long
- 态度不好
  - Poor customer service
Optimizing User Involvement

Client workspaces...

Agile Challenges

• Access to users – investment professionals
• Lack of flexibility
• Sensitivity, security, privacy
Optimizing User Involvement

Employing participatory design techniques like Design Thinking
Usability Testing

• When?
• How?
• What do we leave behind?
Building the User Experience

All about tightening this cycle:

Goals:
• Reduce cycle time
• Reduce the need for design specifications
• Reduce/eliminate fit n’ finish issues – ‘why can’t we build it right the first time?’
• Increase the quality of the delivered user experience
WE'RE GOING TO TRY SOMETHING CALLED AGILE PROGRAMMING.

THAT MEANS NO MORE PLANNING AND NO MORE DOCUMENTATION. JUST START WRITING CODE AND COMPLAINING.

I'M GLAD IT HAS A NAME. THAT WAS YOUR TRAINING.