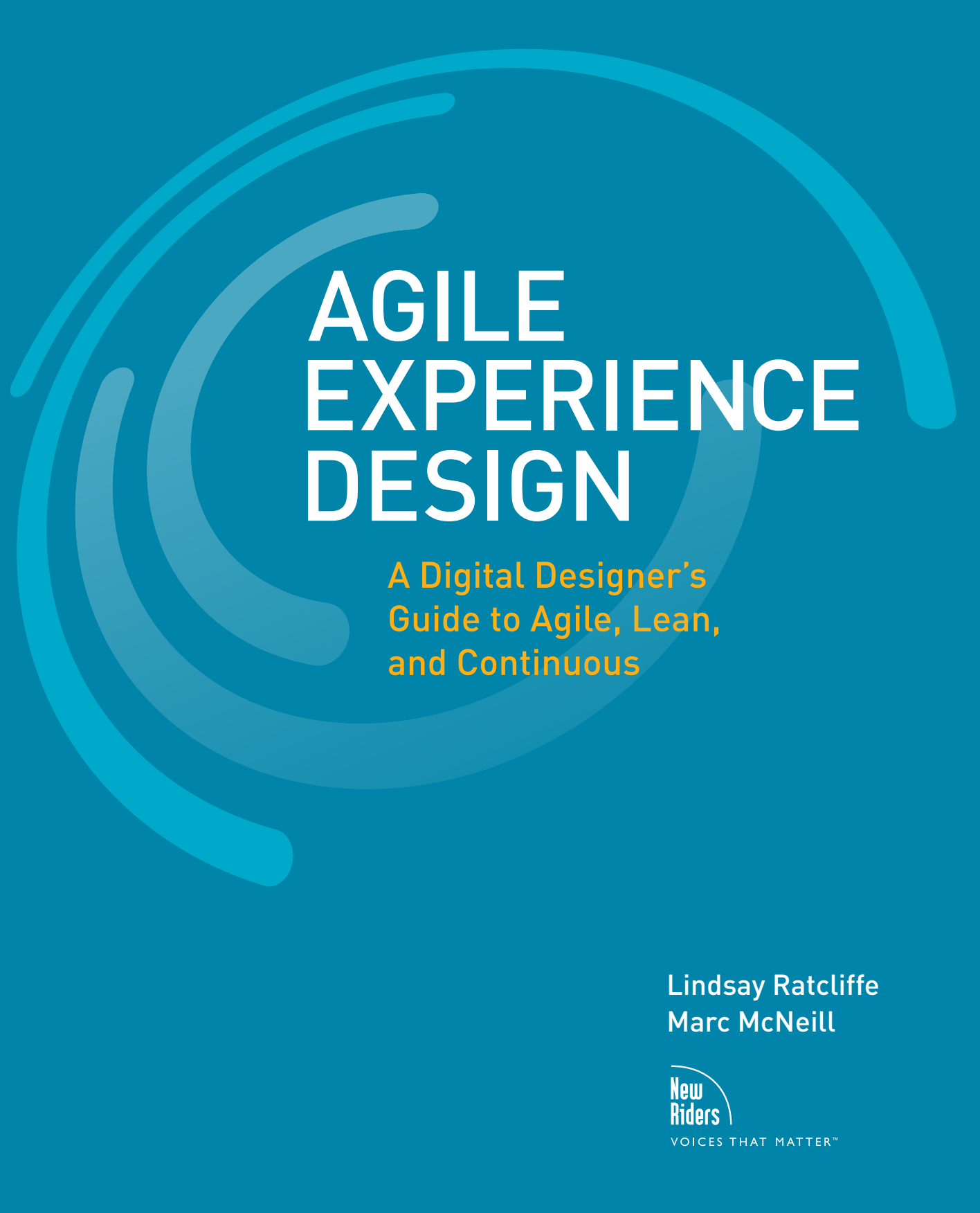


AGILE EXPERIENCE DESIGN

A Digital Designer's
Guide to Agile, Lean,
and Continuous

Lindsay Ratcliffe
Marc McNeill



AGILE EXPERIENCE DESIGN

A Digital Designer's
Guide to Agile, Lean,
and Continuous

Lindsay Ratcliffe
Marc McNeill

New
Riders

VOICES THAT MATTER™

Agile Experience Design: A Digital Designer's Guide to Agile, Lean, and Continuous

Table of Contents

CONTENTS

PART ONE: LOOKING AT AGILE AND WHY DESIGNERS SHOULD CARE

CHAPTER 1 REDESIGNING DESIGN

- Creative heroes and IT villains
- Dont shoot the messenger
- Design in a vacuum
- Life and time has moved on
- A manifesto for agile experience design
- Make it collaborative, iterative, and intense
- Make the vision real
- Continuously develop the detail
- Make the design responsive
- What are we waiting for?

CHAPTER 2 THE WATERFALL HAS DRIED UP

- Current state
- Agile deconstructed
- Agile experience design
- Redefining done
- In summary
- Coming next

CHAPTER 3 IM A DESIGNER, WHY SHOULD I CARE?

Table of Contents

Is agile anti-design?
A big design challenge
Where design fits
Who are designers?
In summary
Coming next

CHAPTER 4 SETTING THE SCENE

An agile experience design project
Agile team structure and the role of the designer
The agile project environment
Agile project communication
Agile project management
In summary
Coming next

PART TWO: HOW TO DESIGN COMPELLING EXPERIENCES AND DELIVER THEM QUICKLY

CHAPTER 5 GET READY TO GO

Identifying the problem and the solution
How do we do it?
The role of models in the process
Who do we need?
How are we going to structure our time?
Were together, what now?
In summary
Coming next

CHAPTER 6 AGILE DISCOVERY

Getting started
Three is of collaborative discovery
Business Intentions

Table of Contents

Customer insights
Implementation
Bringing it all together
In summary
Coming next

CHAPTER 7 ENVISIONING SUCCESS

Creating creative
Make it happen
Idea generation
Refine
Explore
Validate
Pivot
In summary
Coming next

CHAPTER 8 ELABORATION: READY, STEADY, BUILD

The minimum viable product
User stories
Goals and journeys
Estimation
In summary
Coming next

CHAPTER 9 INTO DEVELOPMENT

Iterations: The heartbeat of delivery
Working as a team
Design documentation
Working with the product owner
Working in iterations
In summary

Table of Contents

Coming next

CHAPTER 10 BEYOND AGILE TO CONTINUOUS

What does launch look like?

Beyond releases to continuous improvement

Listen and measure

Do the numbers add up?

In summary

Coming next

PART THREE: THE TOOLBOX

Affinity mapping

Analytics

As-is experience design review

As-is/to-be process mapping

Camera as documentation

Collaborative design

Competitor review

Context scenarios

Contextual inquiry

Customer experience/journey map

Customer testing

Design review meeting

Elevator pitch

Ethnographic research

Hot air balloon

Idea generation

Information design

Insights

Table of Contents

Look inside

Me and my shadow

Personas

Product box

Prototyping

Retrospective

Showcase

Stand-up

Storyboarding

Story map

Task analysis

Trade-off sliders

INDEX