eXperience Design (Ways of Working)

Emiliano Martinez-Rivera
Lead Experience Designer

Where does the experience design process fit in an agile development?
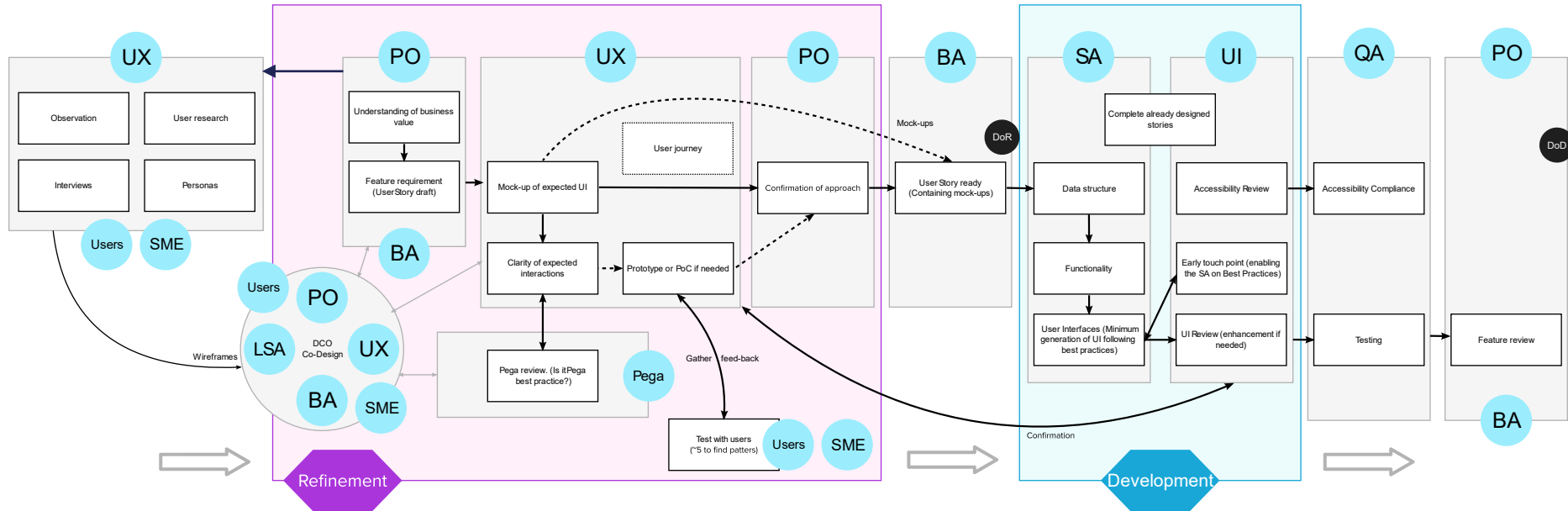
Typical UX involvement

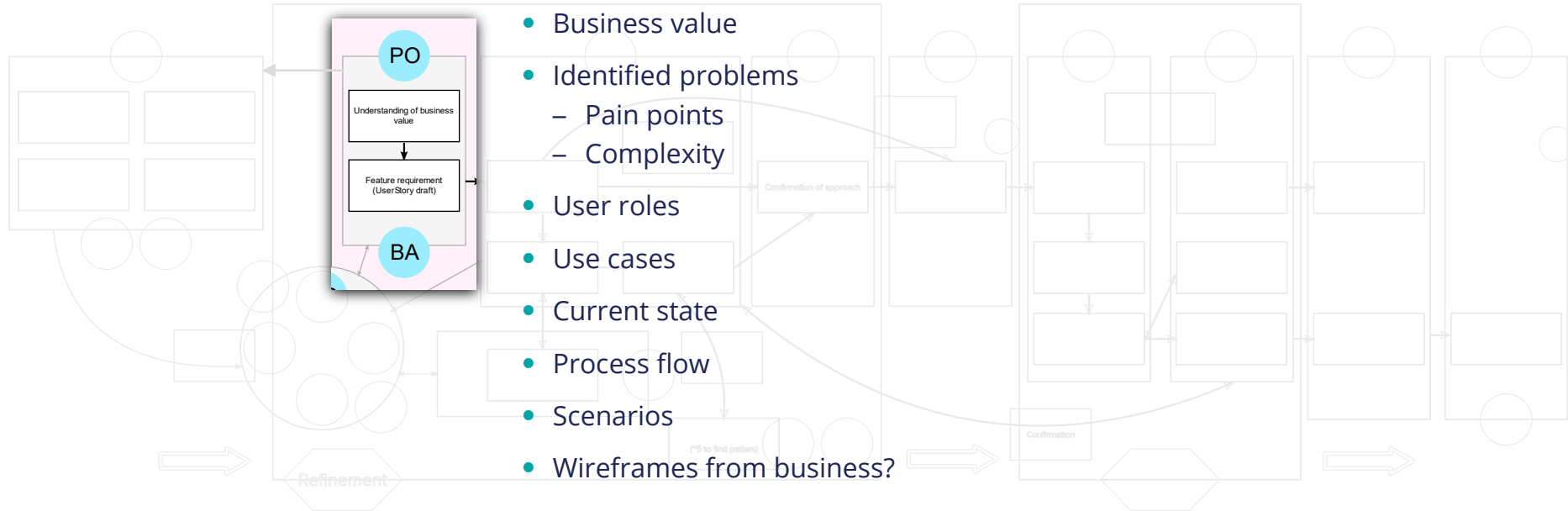DCO → Backlog → Mockup → Build → Adoption? → Refactor

Improved UX involvement

DCO

Co-Design Session → Prototype → User Test → Backlog → Build → ROI

PEGA

XD involvement schema

Is there no OOTB solution to the problem?

Refinement

UX
- Observation
- User research
- Interviews
- Personas

Users SME

Users PO LSA DCO Co-Design UX BA SME

Wireframes

PO
- Understanding of business value
- Feature requirement (UserStory draft)

BA

UX
- Mock-up of expected UI
- User journey
- Clarity of expected interactions
- Prototype or PoC if needed
- Pega review. (Is itPega best practice?)

Pega

Test with users (~5 to find patters)

Users SME

Gather feed-back

PO
- Confirmation of approach

BA
- Mock-ups
- User Story ready (Containing mock-ups)

DoR

Development

SA
- Complete already designed stories
- Data structure
- Functionality
- User Interfaces (Minimum generation of UI following best practices)

UI
- Accessibility Review
- Early touch point (enabling the SA on Best Practices)
- UI Review (enhancement if needed)

Confirmation

QA
- Accessibility Compliance
- Testing

PO
- Feature review

BA

DoD

4

Gather initial requirements

How to help users do their job

PO

Understanding of business value

Feature requirement (UserStory draft)

BA

- Business value

- Identified problems
  - Pain points
  - Complexity

- User roles

- Use cases

- Current state

- Process flow

- Scenarios

- Wireframes from business?

Understand the user's needs

Empathise with them and their journey

- Understanding of the users and their roles
- Creation of Personas
- Understanding of the user's journey
- Initial ideas in wireframes

UX

| Observation | User research |
| Interviews | Personas |

Users   SME

DCO/Co-Design

Working with BA, PO, LSA and SME to verify the proposal

- Wireframes help make sure the approach is aligned with the expectations
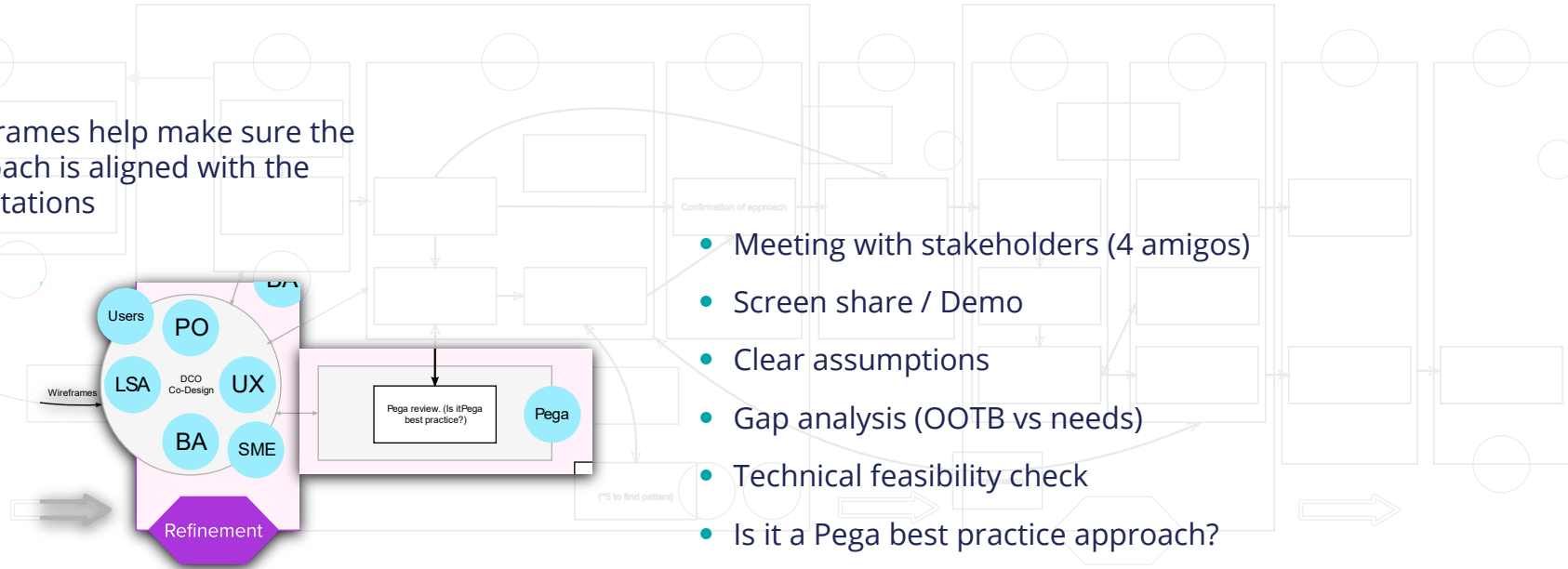
- Meeting with stakeholders (4 amigos)

- Screen share / Demo

- Clear assumptions

- Gap analysis (OOTB vs needs)

- Technical feasibility check

- Is it a Pega best practice approach?

- Run the Personas through their expected journeys for approach validation

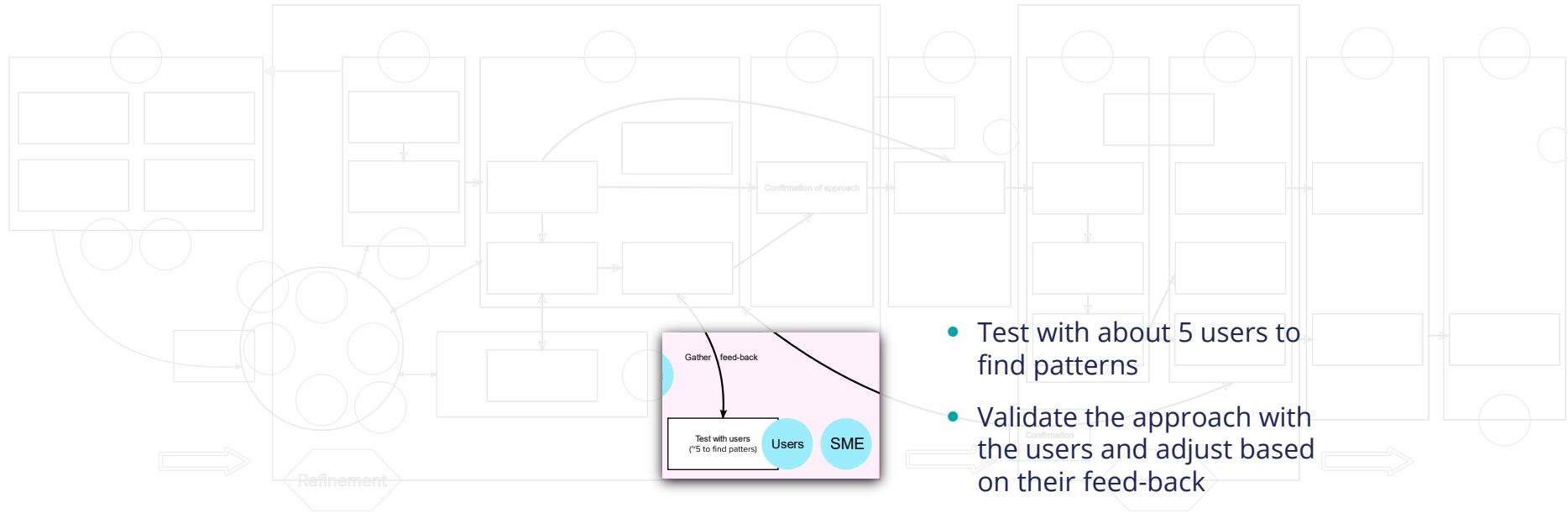# User eXperience Designer

Proceeding with the gathered information
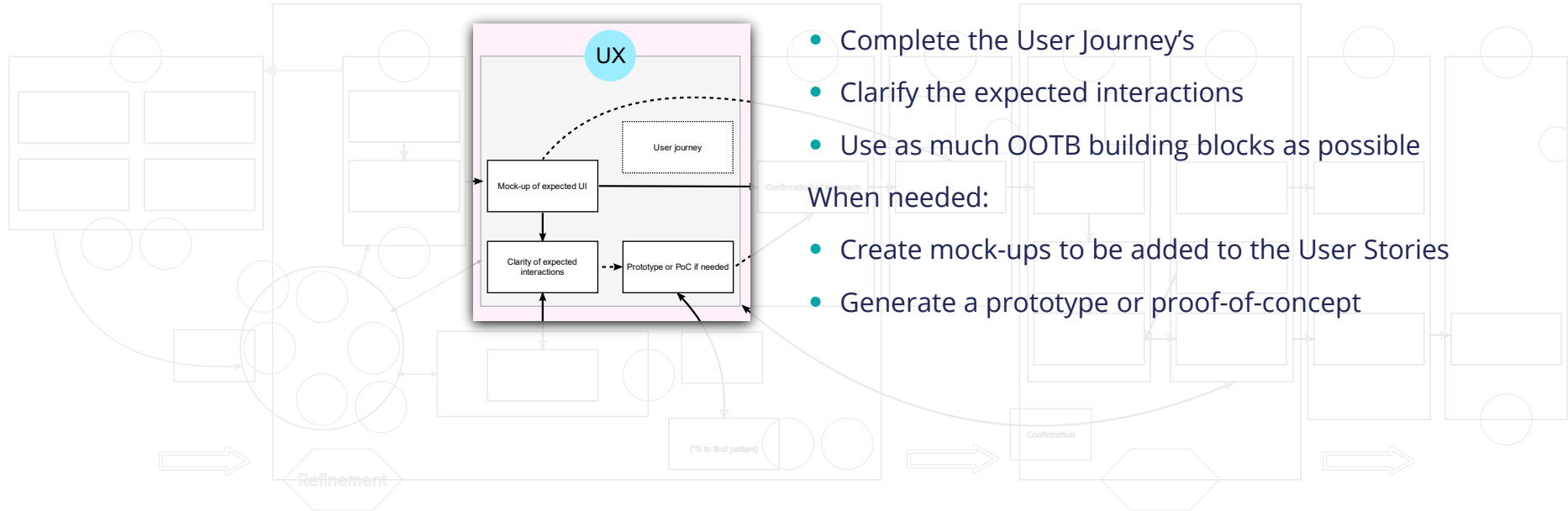
- Complete the User Journey's
- Clarify the expected interactions
- Use as much OOTB building blocks as possible

When needed:

- Create mock-ups to be added to the User Stories
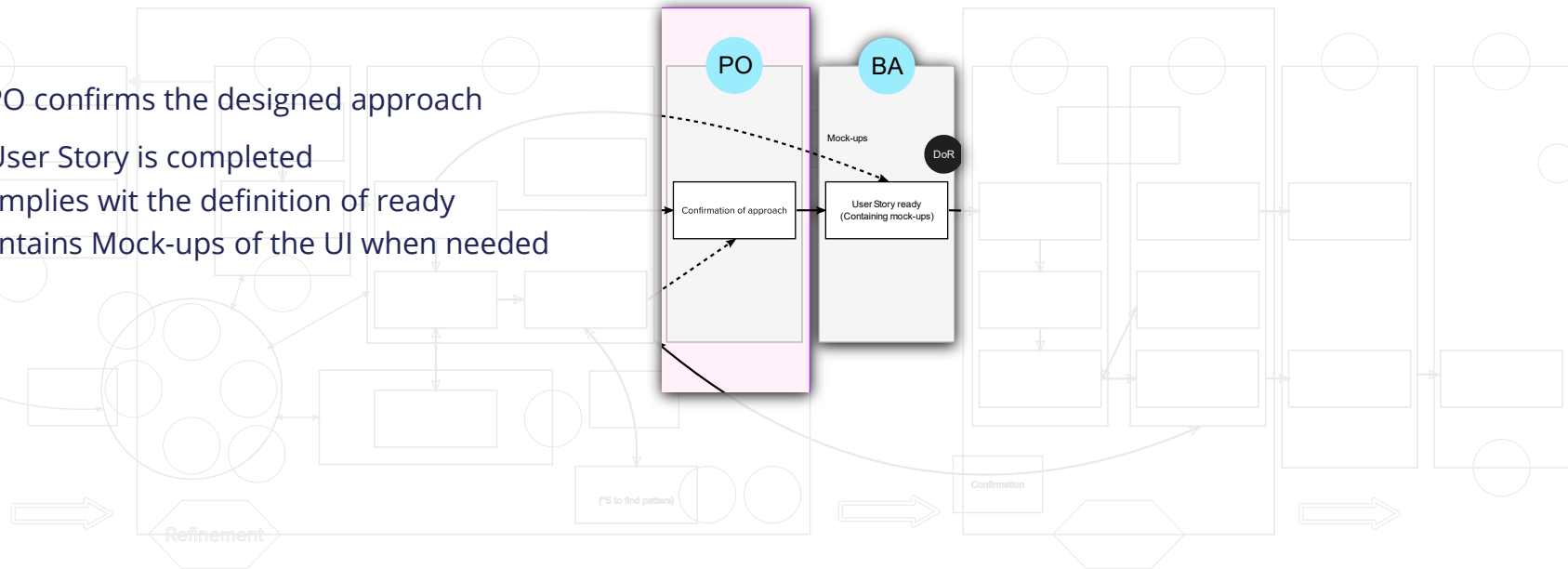- Generate a prototype or proof-of-concept

Validate approach

Gather feed-back from users

Gather   feed-back

Test with users
(~5 to find patters)

Users

SME

- Test with about 5 users to find patterns

- Validate the approach with the users and adjust based on their feed-back

PEGA

# The approach is confirmed, and the US is refined

Backlog ready

- The PO confirms the designed approach
- The User Story is completed
  - Complies wit the definition of ready
  - Contains Mock-ups of the UI when needed

PO

BA

Mock-ups

DoR

Confirmation of approach

User Story ready
(Containing mock-ups)

("S to find patient)

Refinement

Confirmation

Development begins

Implementation confirmed by the UX team

- The development can be shared with SA and UI roles

- System Architects take on the more technical development

- SAs and IU developers align on best practices

- UID reviews and enhance UI developed by SAs

- Follow accessibility best practices

- Confirm with UX that the implementation is as expected.
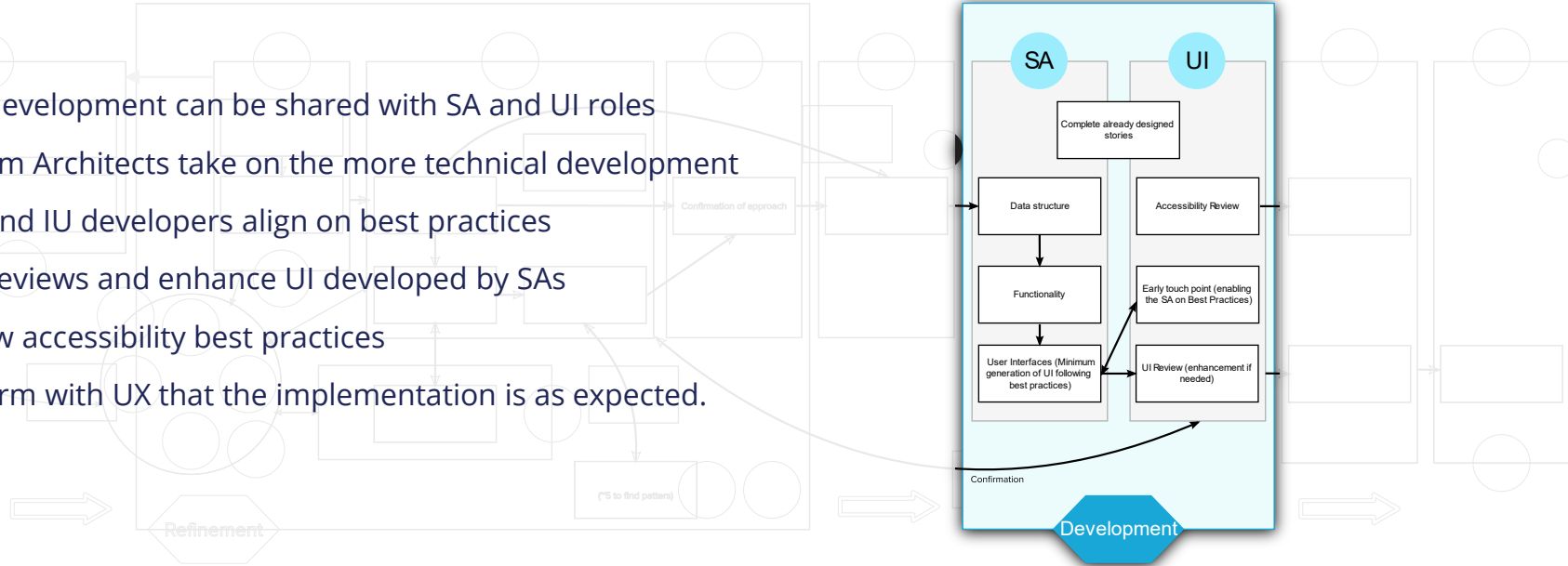
The implementation is tested

Quality assurance and PO review

- The tester checks that the implementation complies with the User Story
- The accessibility tester makes sure that the implementation is compliant
- If it passes the tests, then the US is set for review for the PO and/or BA
- They have the final word regarding the Definition of Done

QA

PO

DoD

Accessibility Compliance

Testing

Feature review

BA
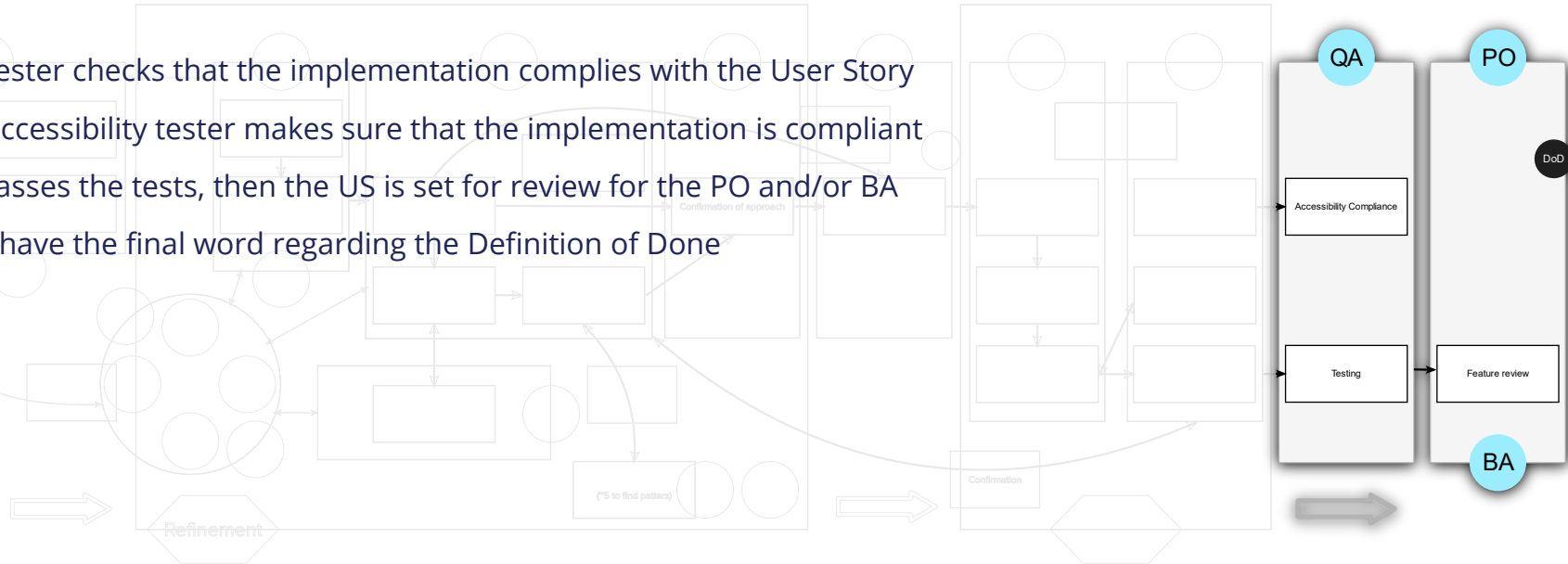
Following this process ensures that the right user-centric approach is implemented.

Summary

This framework is my personal recommendation for the approach needed for success.

It is flexible and adaptable to the requirements of a feature, but we are mindful of the need to stick to the standards where possible for a Minimum Lovable Product.

Where possible Out-of-the-Box feature will be shared in order to reduce the need to build wireframes, mock-ups or prototypes.

Take it with a grain of salt. No all the steps and tasks are always required each time.

As with everything Agile, we can review and change the process in order to improve as we progress through the project.