Agile Meets Design Thinking

△ Agile Manifesto

- → indivisual interactions _over_ process tools
- → working software _over_ comprehensive documentation
- → customer collaboration _over_ contract negotiation
- → responding to change _over_ following a plan

△ interdisciplinary collaboration is really at the heart of the successful practice of Agile

△ focus on the indivisuals with testable narratives

△ Agile user story structure

└→ As a [Persona]

I want to [do something]

so that I can [derive a reward]
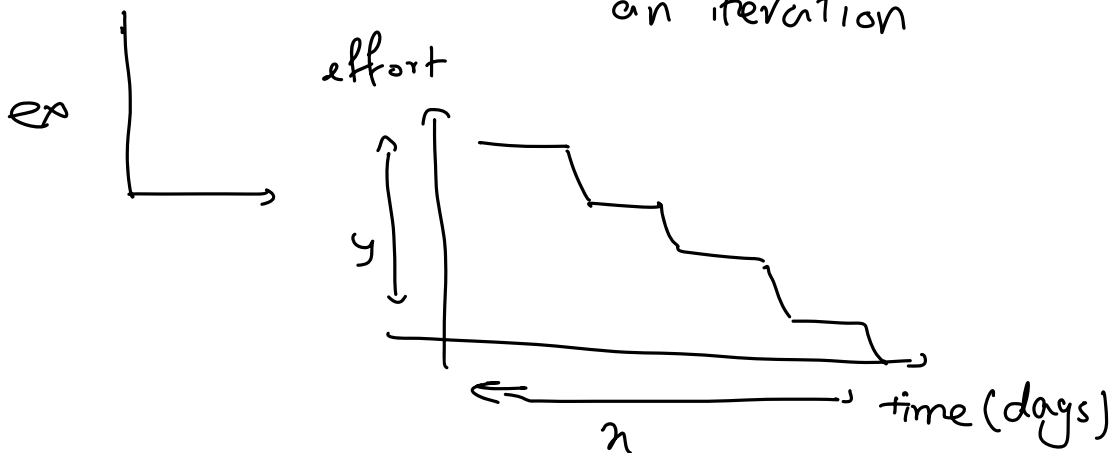
△ who is our user?

what jobs are we doing for them?

what desires or habits are we delivering for them?

△ Daily standup

└→ what did i accomplish yesterday?

└→ what will i accomplish today?

└→ what obstacles are impeding my progress?

△ Burn-down chart ⟶ progress over the course of an iteration

effect
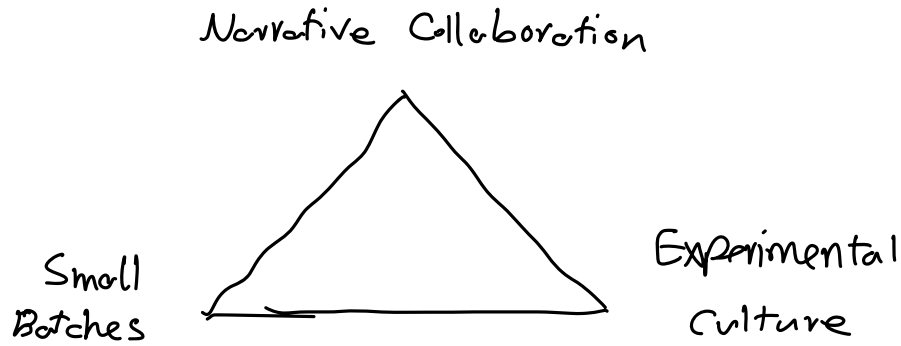

ex

effort

y

n

time (days)

n: amount of days in iteration (2-4 weeks)

y: total amount of stories' sizes

△ Extreme programming (XP) prededes the agile manifesto & it's more focused on coding methodoligies extended forward to project management practices

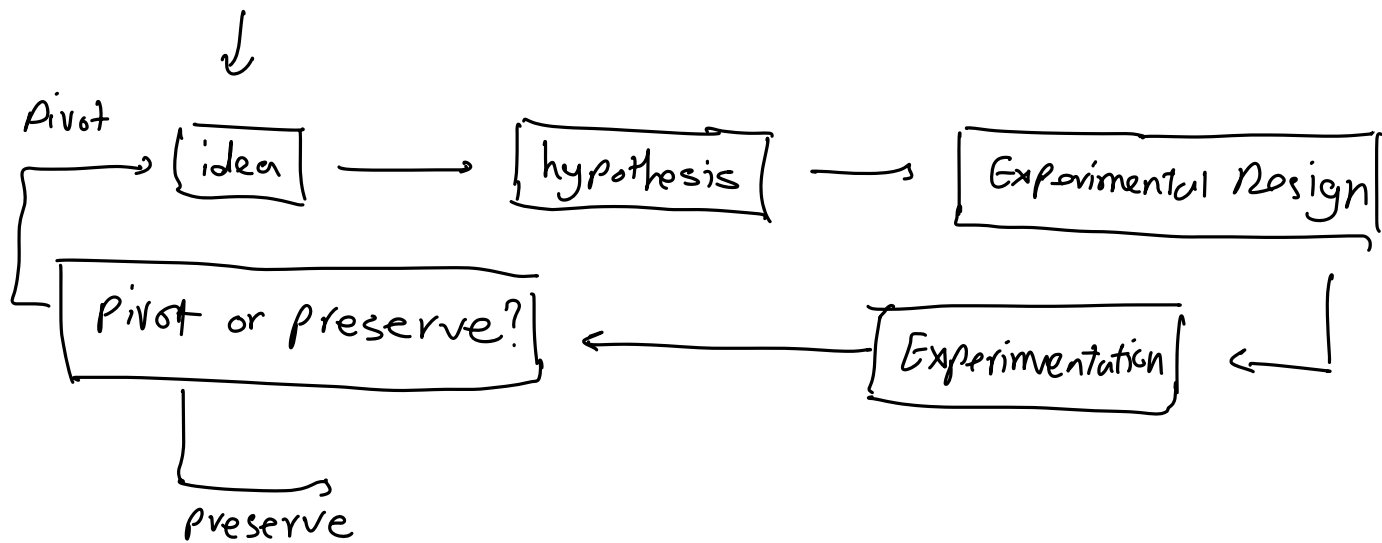△ Kanban is set of methods to reduce work-in-progress

⚠ Triangulating Successful Collaboration

Narrative Collaboration

Small Batches   Experimental Culture

◺ Agile / Not Agile

Area	Not Agile	Agile
understanding of valuable outcomes	Vague, Low	specific, high
Inputs	requirements	Narrative collaboration
Understanding of Users	Low, distant	high, close
Management	Localized Metrics	Team/project metrics
Blame - iness	High	Low
Collaboration	Infrequent & Formal	Frequent & Easy
Culture	plan	Experimentation
Testing and Validation	Few, Far between	Many, frequent

△ Experimentation Culture

Pivot

idea ⟶ hypothesis ⟶ Experimental Design

Pivot or preserve? ⟵ Experimentation ⟵

preserve

△ Assumption is testable but opinion is not

△ Persona

⟶ who is this user?

⟶ what makes them tick?

⟶ who is an example of such a person?
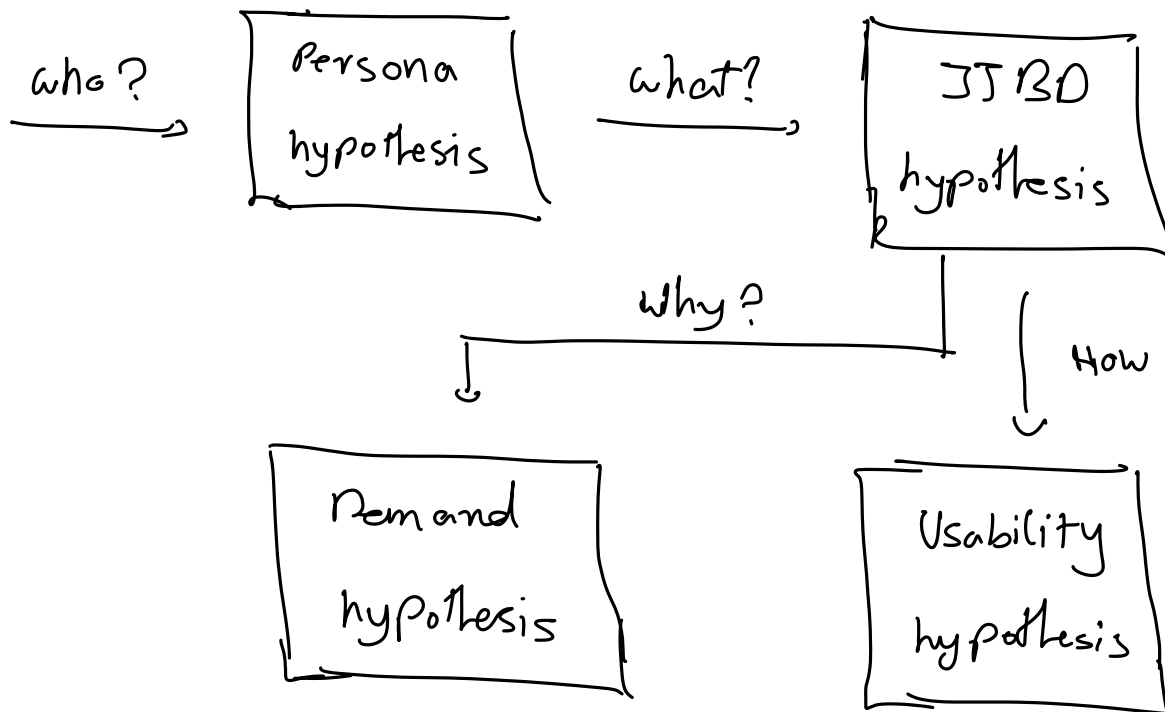
△ A "right problem" hypothesis

⟶ A certain "Persona" exists .... and they have a certain "JTBD (s)" ... where they're currently using certain "Alternatives" ... and I have a "value Proposition" that's better enough than the alternatives to cause the persona to act (purchase, use, etc.)

⚠️ A great Persona definition is

- vivid
- actionable
- Real
- identifiable
- exact
- detailed

⚠️ Persona hypothesis

- questions
  - Does this person exist?
  - Can you identify them?
  - Do you understand them really well?
  - what do they think / see / feel / do in your area?
- Tools
  - Photos
  - Think - See - Feel - Do
  - Discovery interviews
  - Story boards
  - Day in the life boards

⚠️

| who? → | **Persona hypothesis** | what? → | **JJ BO hypothesis** |

why? →

⚠️ Stories must be INVEST - able

- independant
- negotiable
- valuable
- estimable
- small
- testable

⚠ Coaching on stories

    └→ Encourage : How might we ... ?

    └→ Test : How would we test ?

    └→ sketch : Let's sketch it.

⚠ Usability and motivation are both linked to stories, but tested separately

⚠ every story is linked to a job-to-be-done

⚠ every job-to-be-done is linked to a proposition

⚠ every story is linked to a vivid persona

⚠ Day in the life exercise

    └→ we look at a few photos for a given persona

    └→ you make some guesses about them

    └→ There are no right answers but There is a right process : observe & infer

    └→ Objective : Get a feel for what's real: start to create something vivid