The UX Design Process in Scrum

A gentle introduction

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We are presenting the fundamentals
of a **UX Design** process for a **Scrum team**
as generically as possible,

so that you may conceive it in your own
<context>, come up with your own
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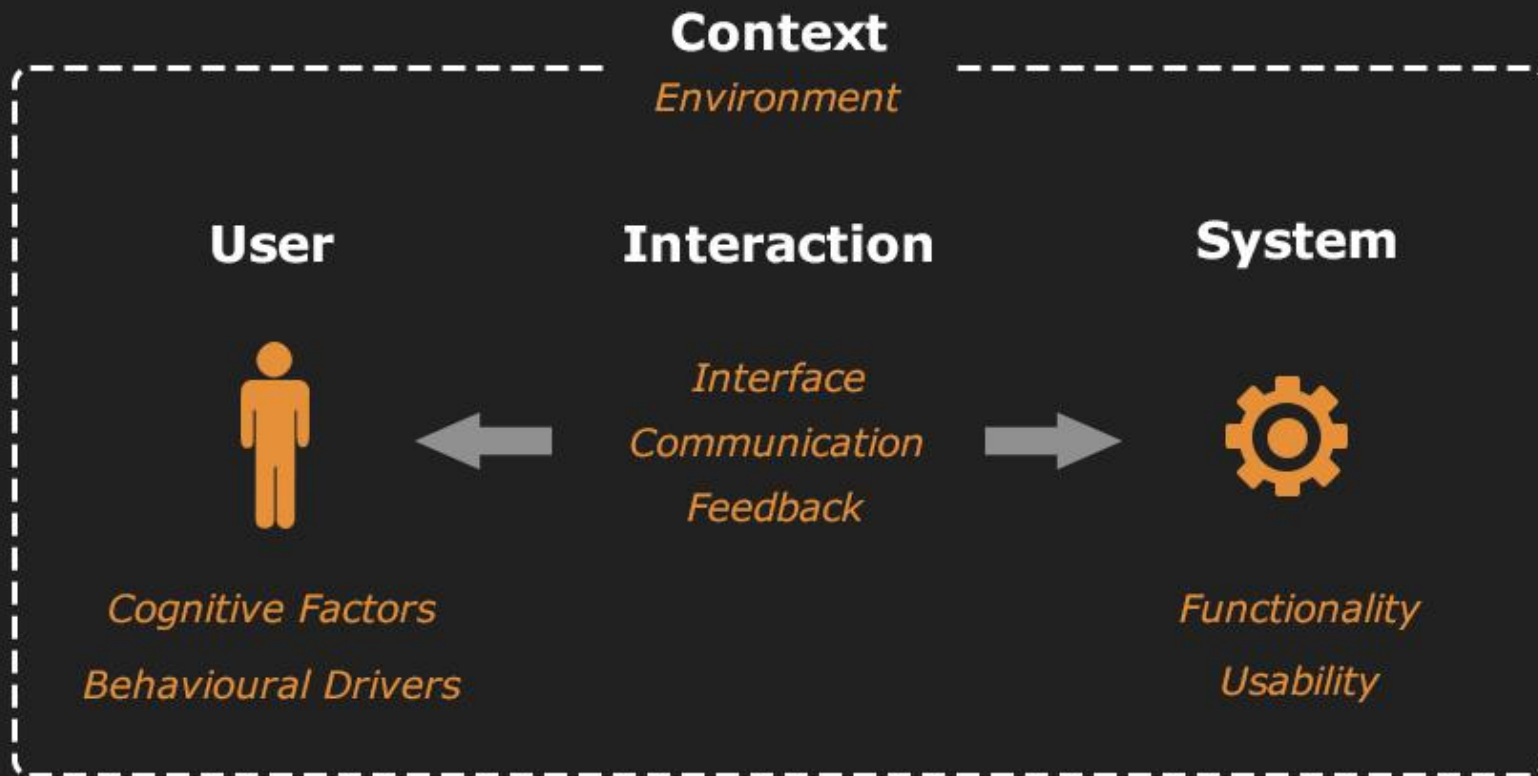We are here to get us to
**think, discuss and ask ;
-)**

UX

What is User Experience?

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

Jakob Nielsen & Donald Norman,
"The Definition of User Experience"

In other words...

User Interface   is part of the User Experience
when interacting with a product or service.
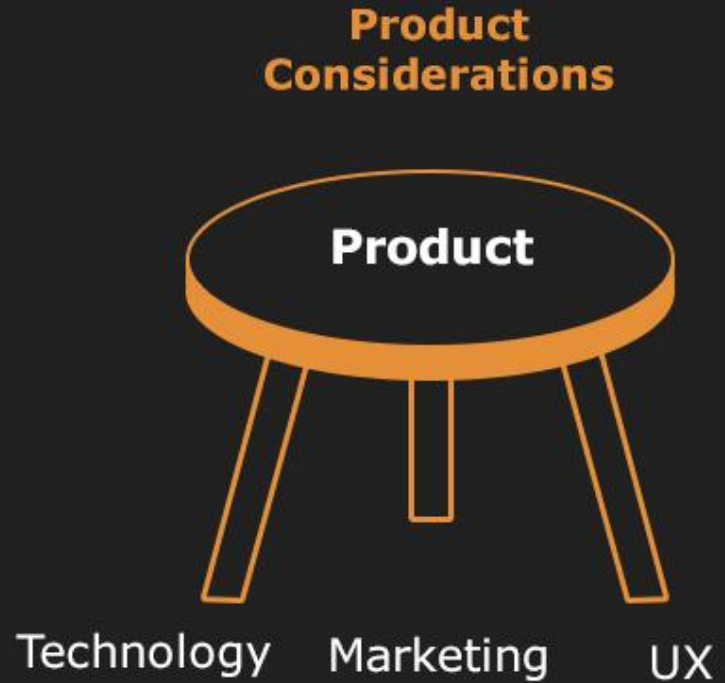
Usability   is a quality attribute of that UI
and is defined by Learnability, Efficiency,
Memorability, Errors and Satisfaction.

A **UX designer**   designs a UX but is not the only
one who influences that UX.

UX design is not the only thing which influences UX

Product
Considerations

Product

Technology Marketing UX

The Business Case

Donald Norman, 1998
"The Invisible Computer"

How can you tell what is good UX?

UX

is measurable

good

UX

Design

is not a matter
of opinion or taste!

correct

UX
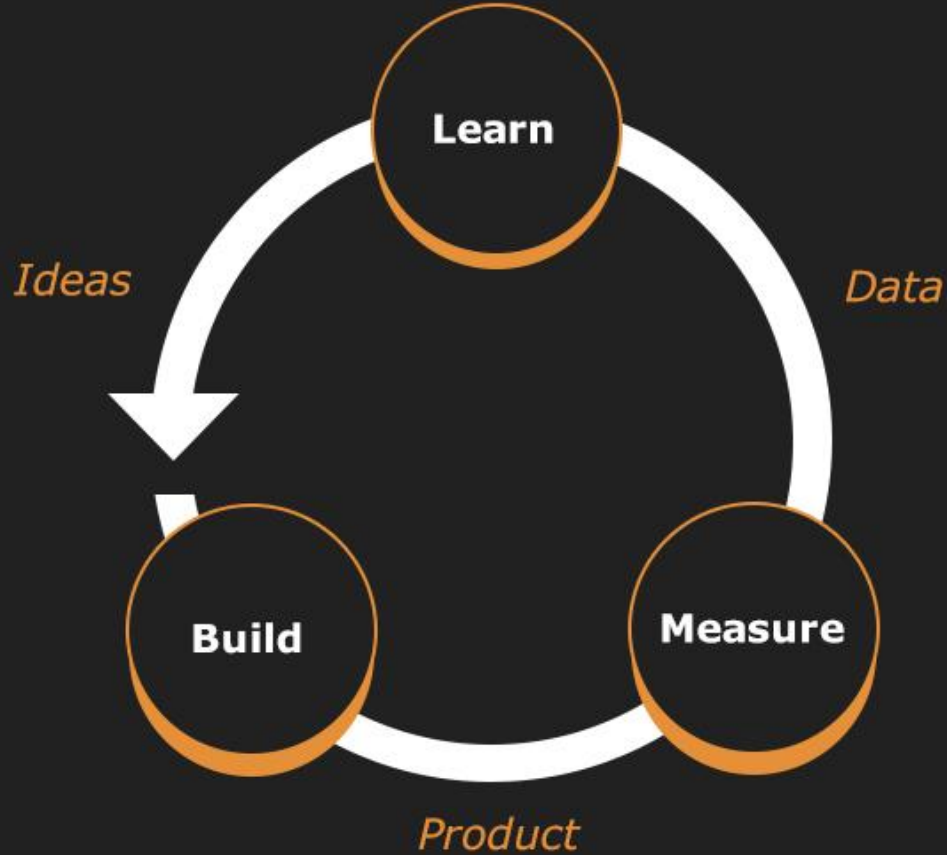## Design

is *evidence* based

EFFICIENCY

Task Completion Measurement

Improve User Journey

Task Completion Comparison

Our familiar Lean loop
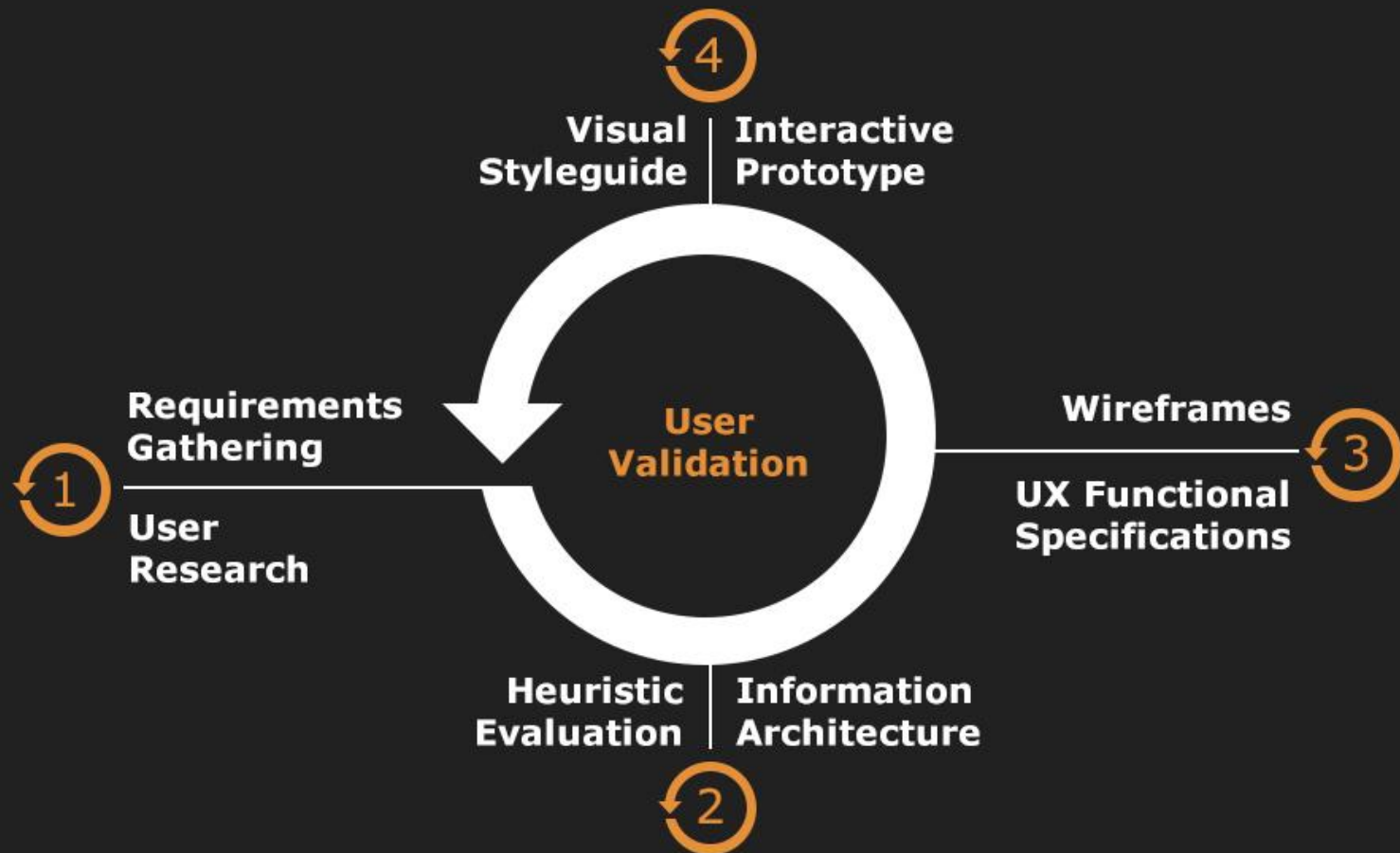

Jeff Gothelf, 2013
"Lean UX"

good

UX

is methodically
designed

A Very Basic UX Design Process
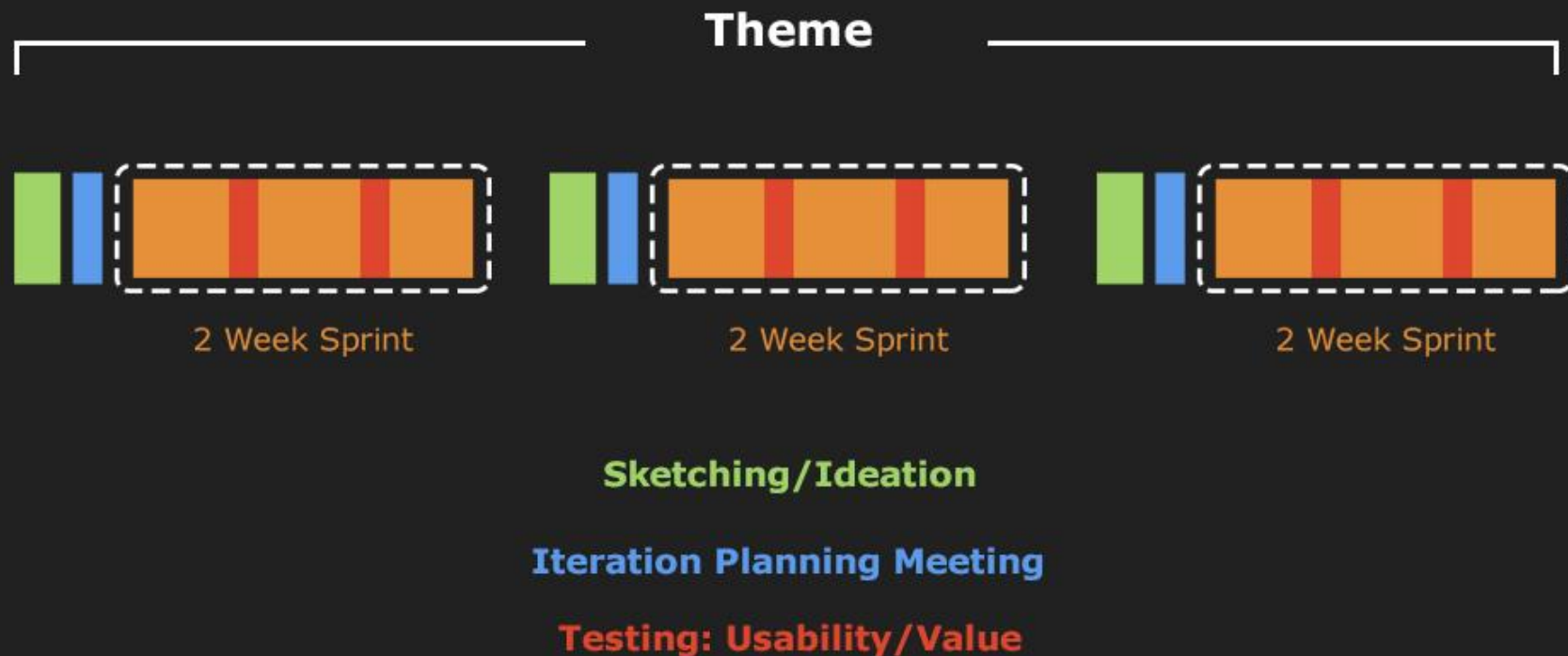
modern

UX
Design
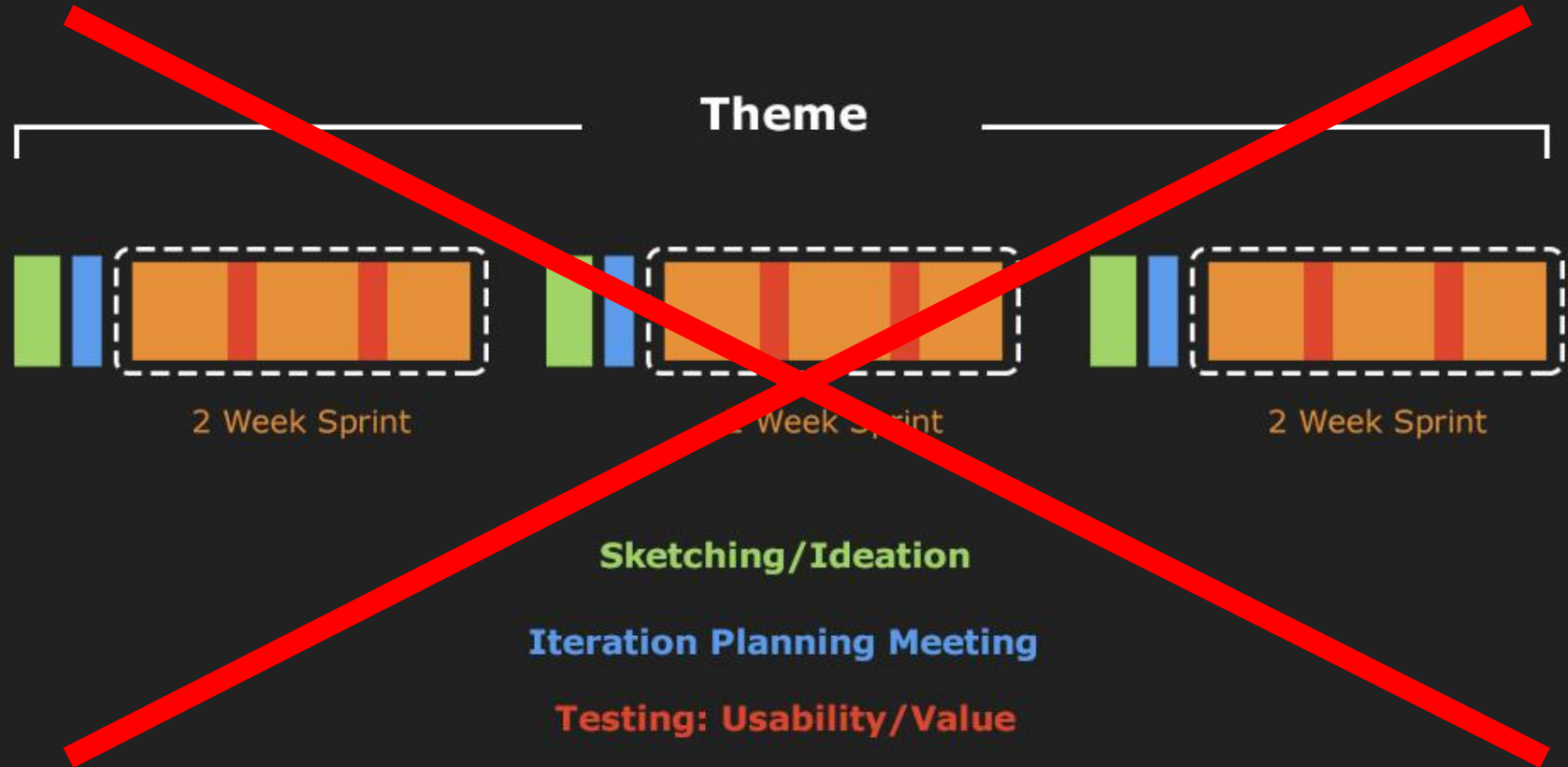
follows **Lean** principles

modern

UX

Design

follows **Lean** principles
and so does **Scrum**

An example...

An example... to avoid!

Scrum events

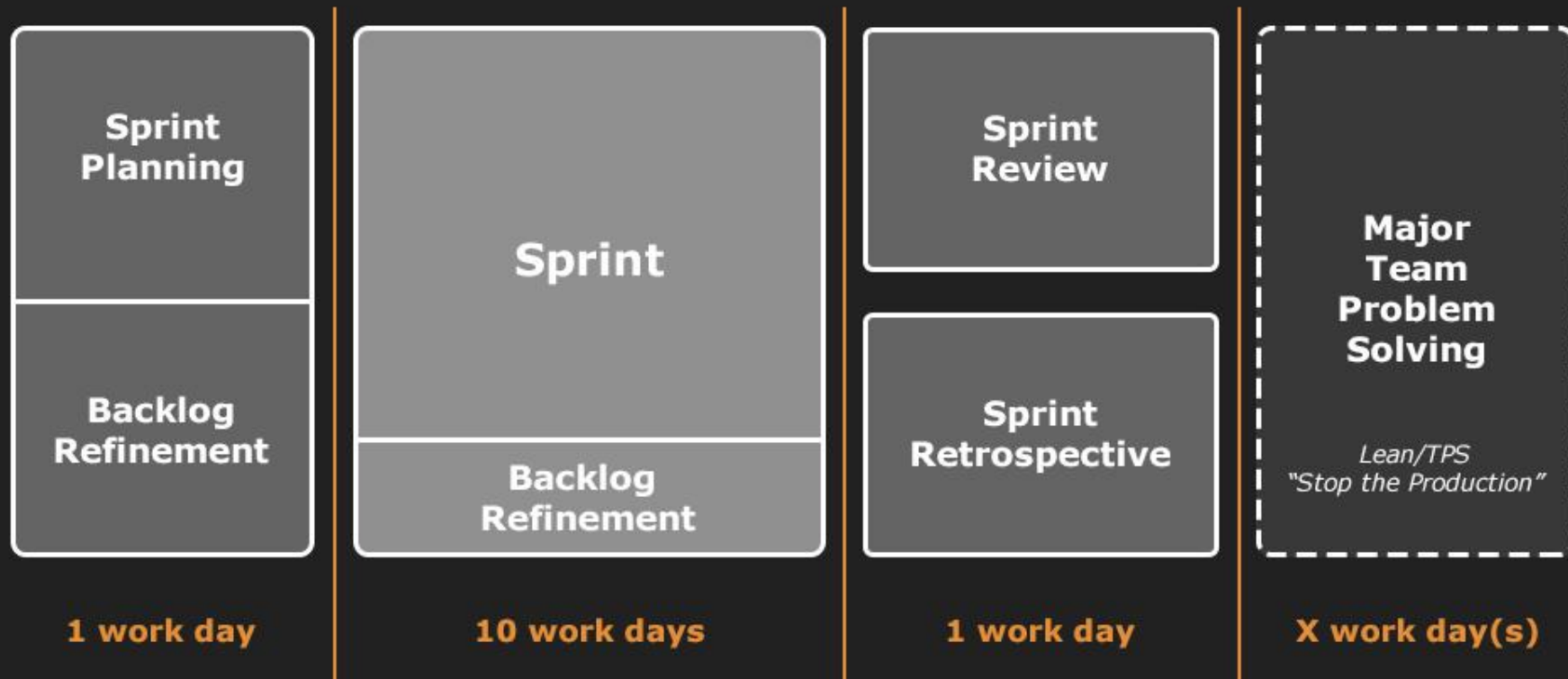|	
Sprint Planning	**4-8 hrs**
Daily Scrum	**5-15 mins**
Sprint	**15-30 days**
Sprint Review	**2-4 hrs**
Sprint Retrospective	**1-3 hrs**

Backlog refinement

"usually consumes
no more than **10% of the capacity**
of the Development Team"

Ken Schwaber & Jeff Sutherland, 1991-2013
"The Scrum Guide"

A better example

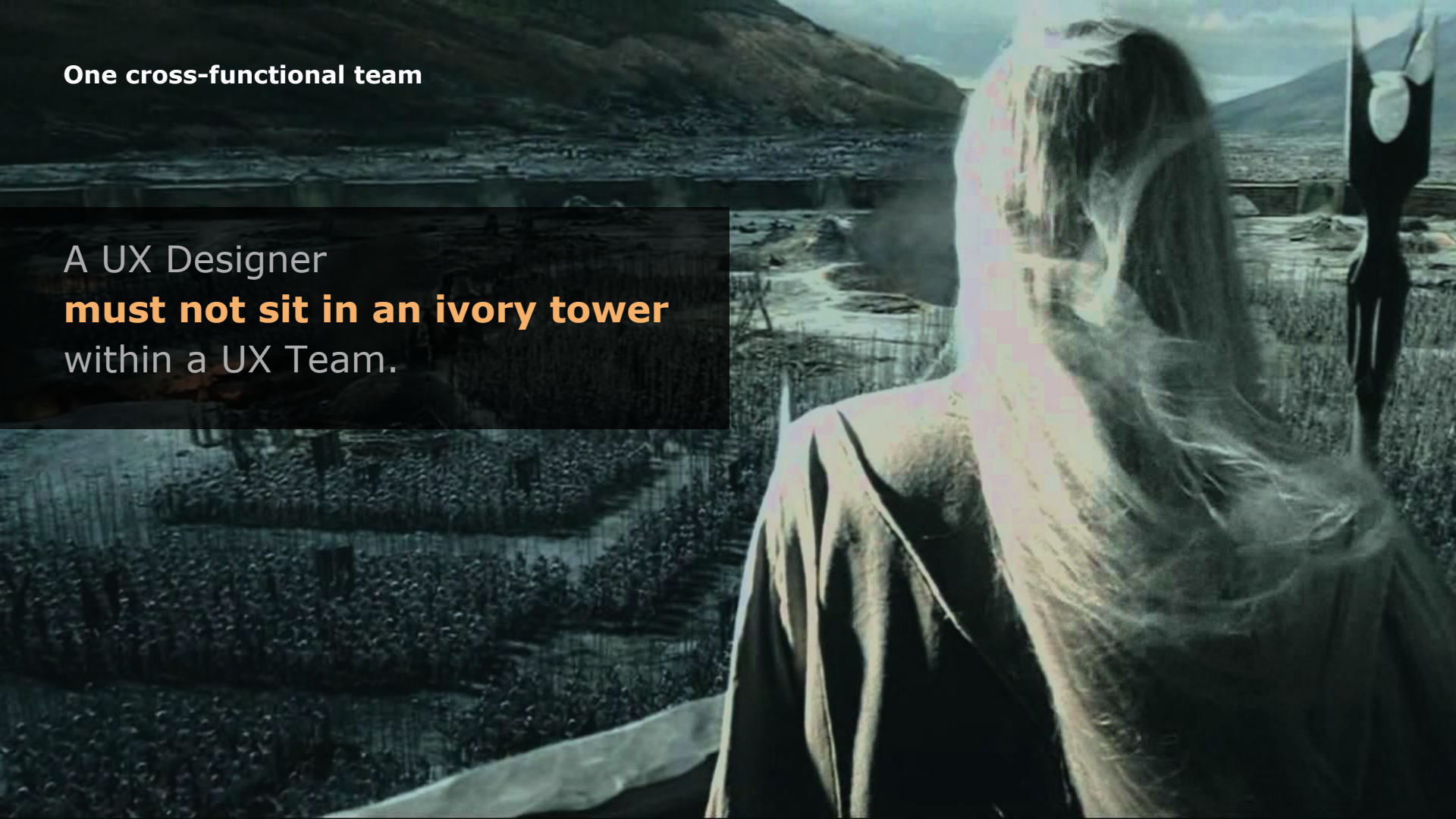| Sprint Planning / Backlog Refinement	Sprint / Backlog Refinement	Sprint Review / Sprint Retrospective	Major Team Problem Solving (Lean/TPS "Stop the Production")
1 work day	10 work days	1 work day	X work day(s)

UX Designers and Scrum teams

How should a UX Designer work with a Scrum team?
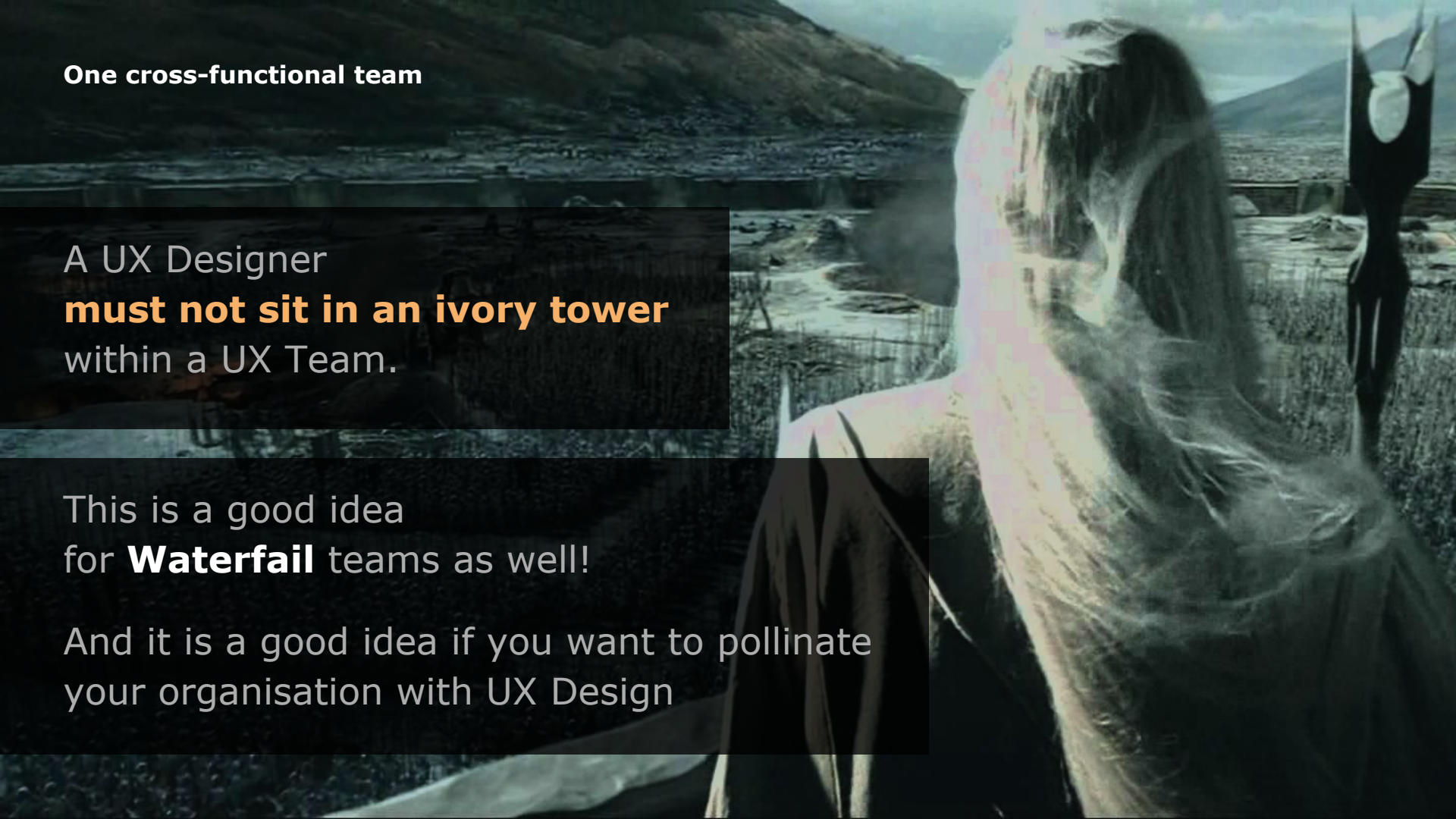
One cross-functional team

A UX Designer
must not sit in an ivory tower
within a UX Team.

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This is a good idea
for **Waterfail** teams as well!

And it is a good idea if you want to pollinate
your organisation with UX Design

PO's little helper…

The **UX Designer** is vital
in sourcing, grooming, validating and elaborating **requirements**

as well as for feeding the **PO** with evidence and knowledge
by which to make **decisions**.

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Ideally the **PO** should be an apt **UX Researcher** as well

Regarding UX research and UX design spikes...

I hear you ask, "*but shouldn't UX designers start first?*"

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Well, no!

Project inception
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should involve **everyone**
from the beginning
UX specialists, business,
POs and developers included.

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UX work must be first
but **UX specialists
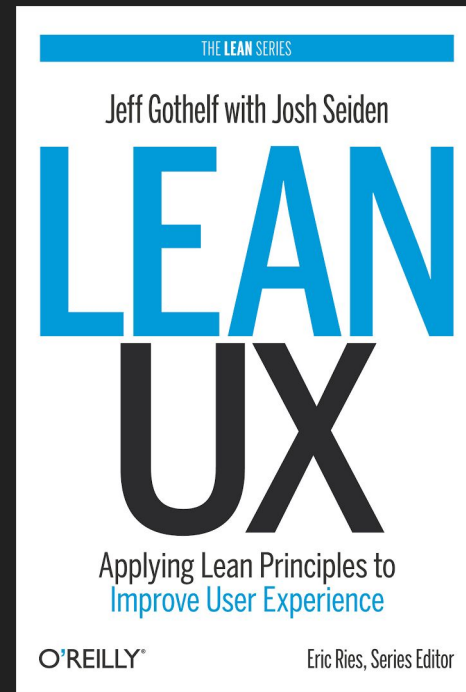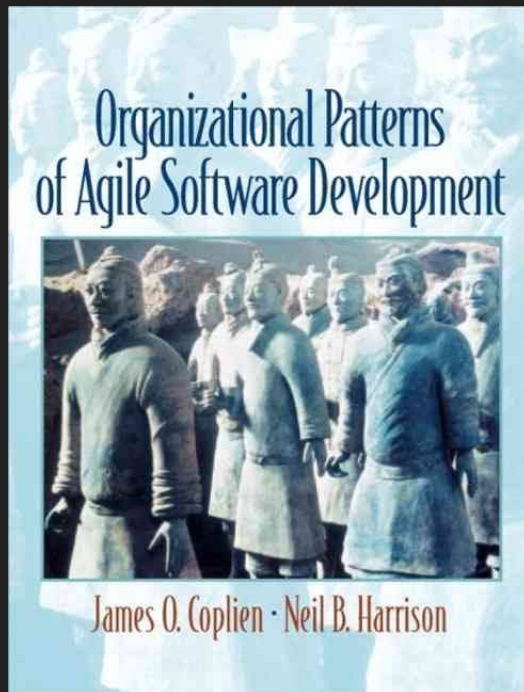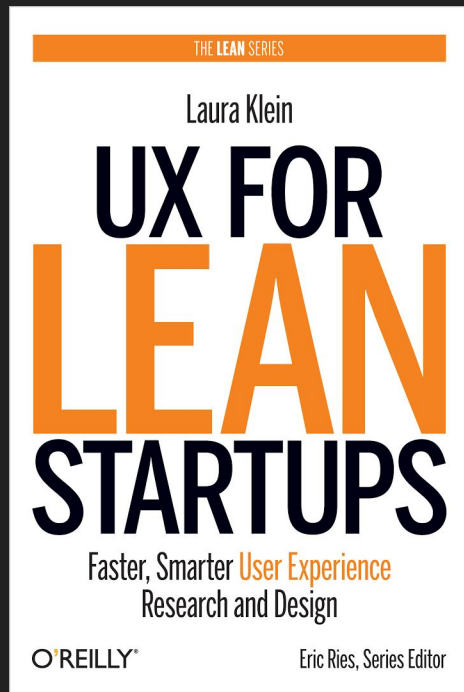must not work alone;
not even at the beginning**.

New project?

Existing project?

Startup?

Enterprise?

To probe further...

THE **LEAN** SERIES

Laura Klein

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Eric Ries, Series Editor

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