

Ways of Working & Lessons Learned

Lecture 13 of *Researching People-Centred Design* with Tim Maciag



University
of Regina

Faculty of
Engineering and
Applied Science



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Outline

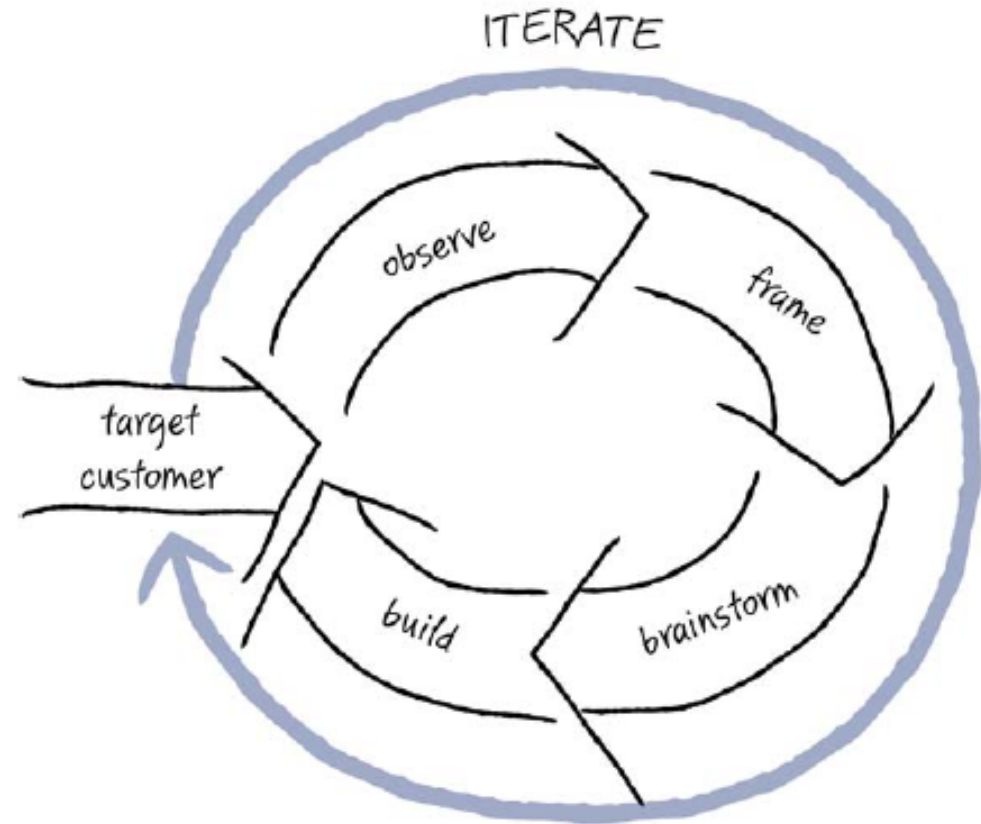
- Ways of working
- Lessons Learned
 - Getting started
 - Team dynamics
 - The role of leaders
 - Managing change

Ways of working

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Ways of working

- Fast Feedback Cycle is a mind-shift!
 - [Human-Technology Teamwork](#)



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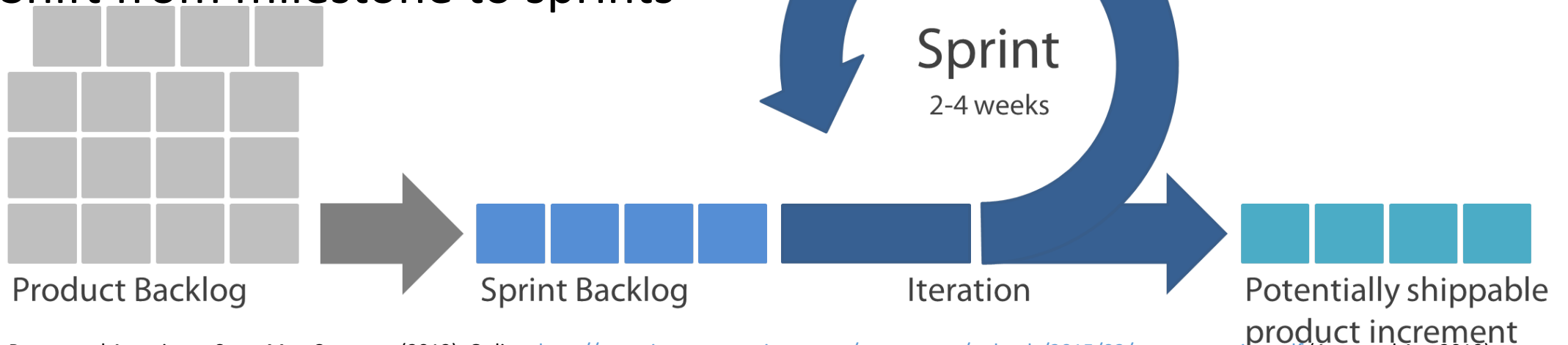
- Fast Feedback Cycle is a mind-shift!
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- Shift from doing many things to focusing on a few



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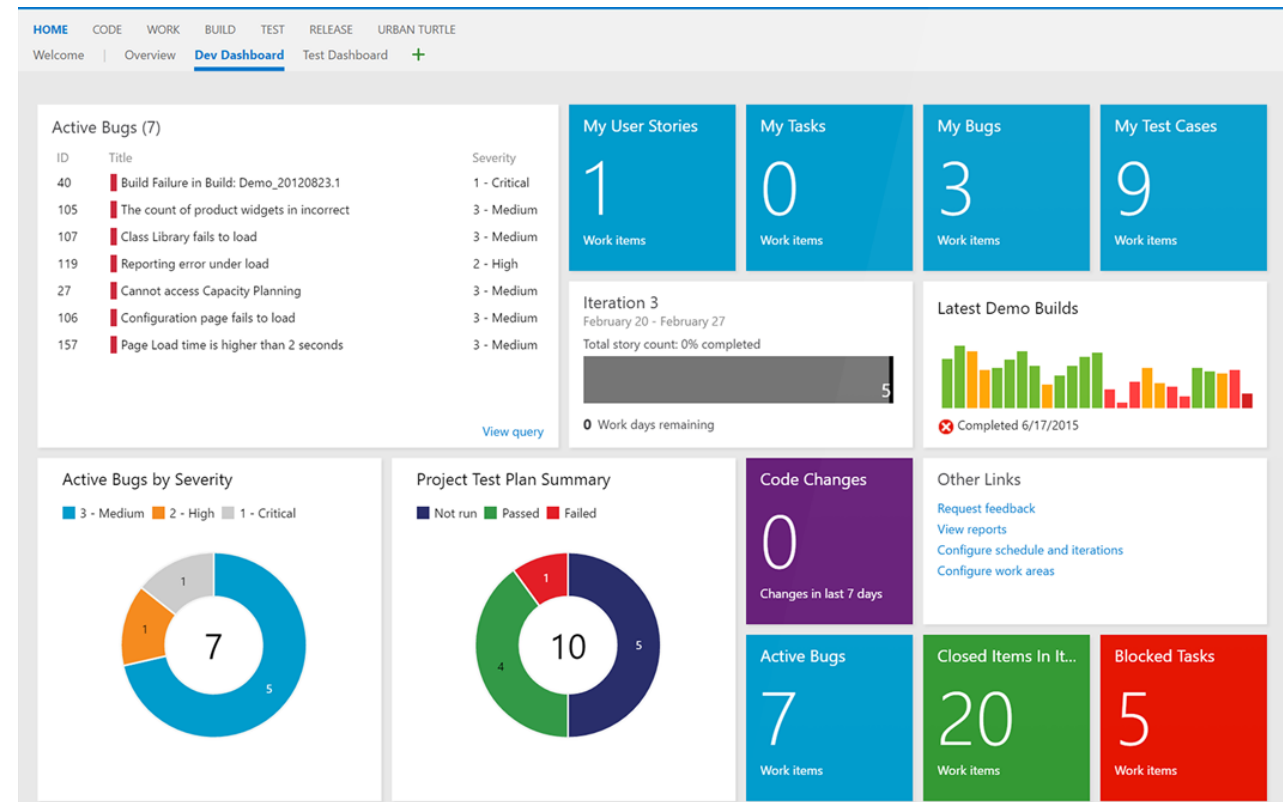
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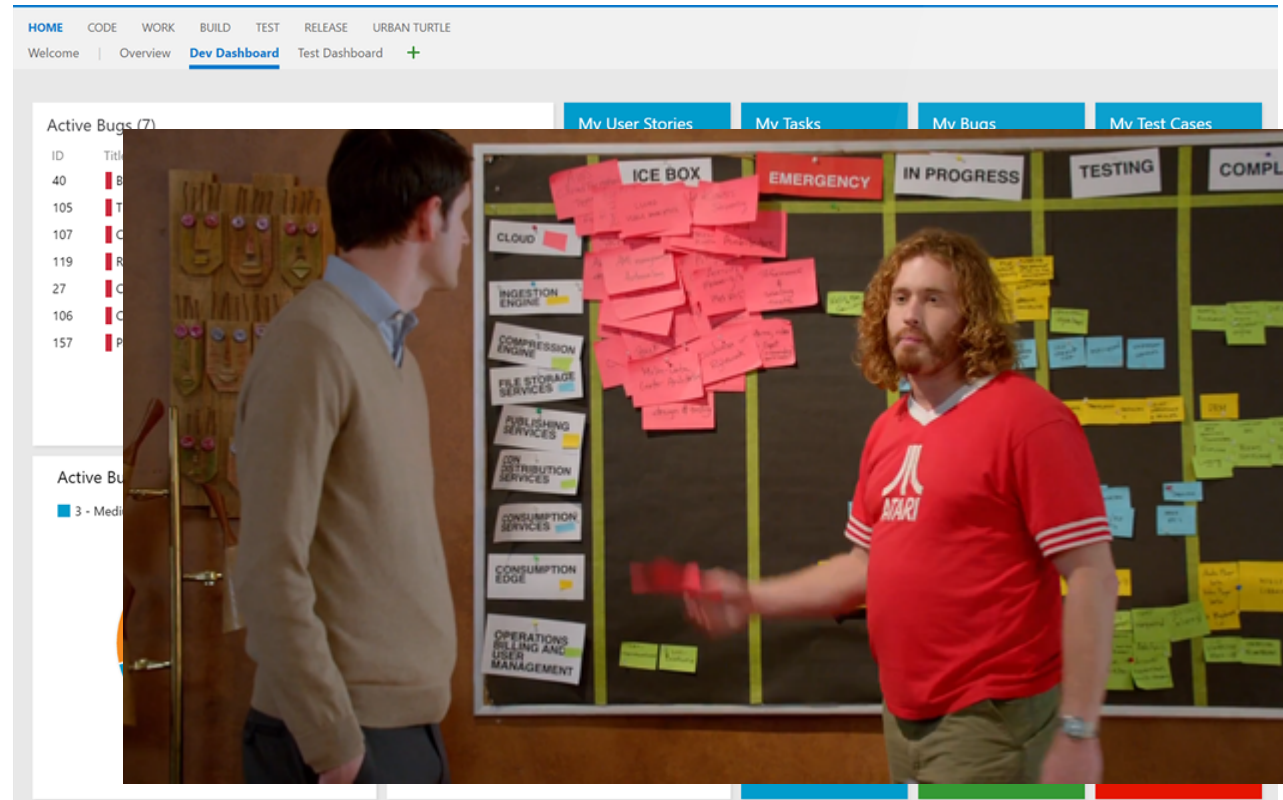
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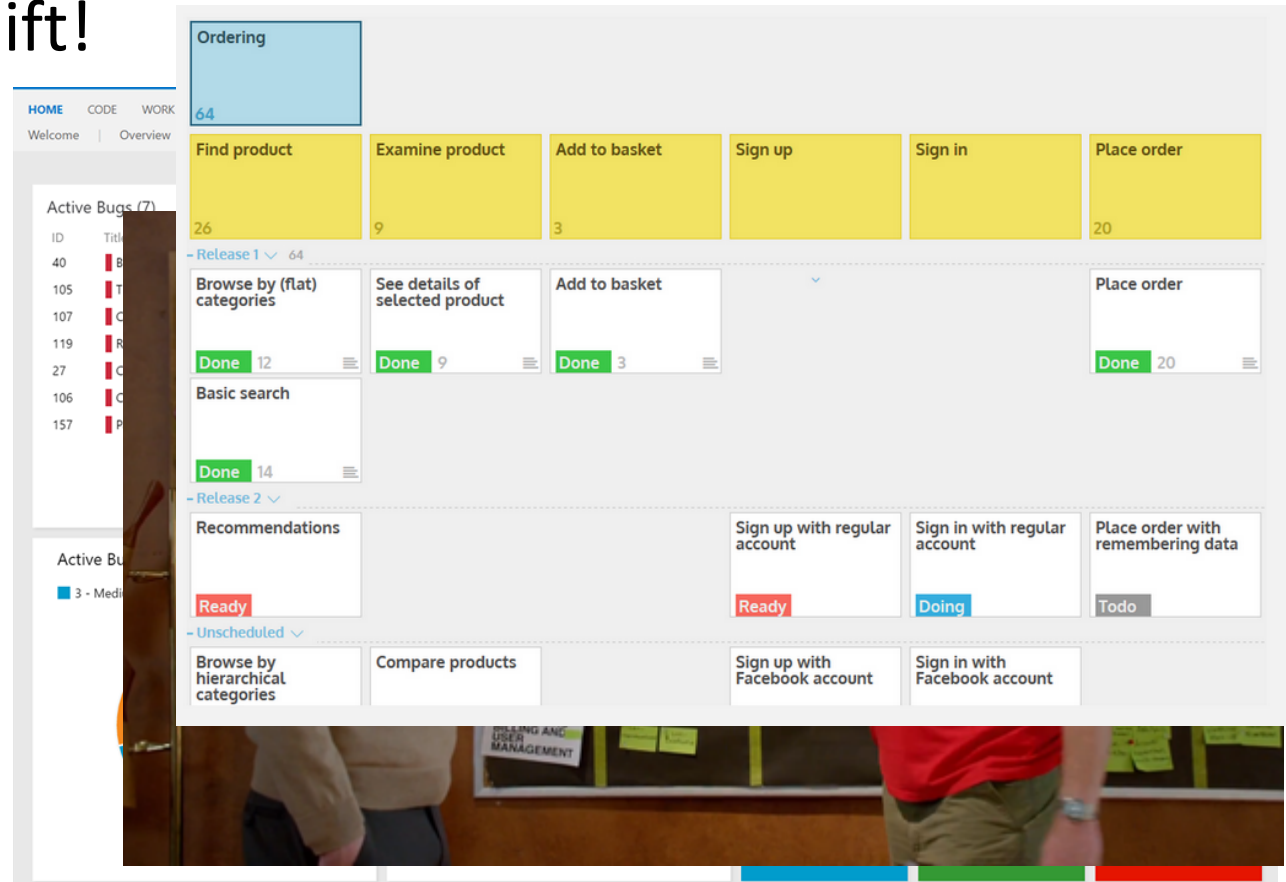
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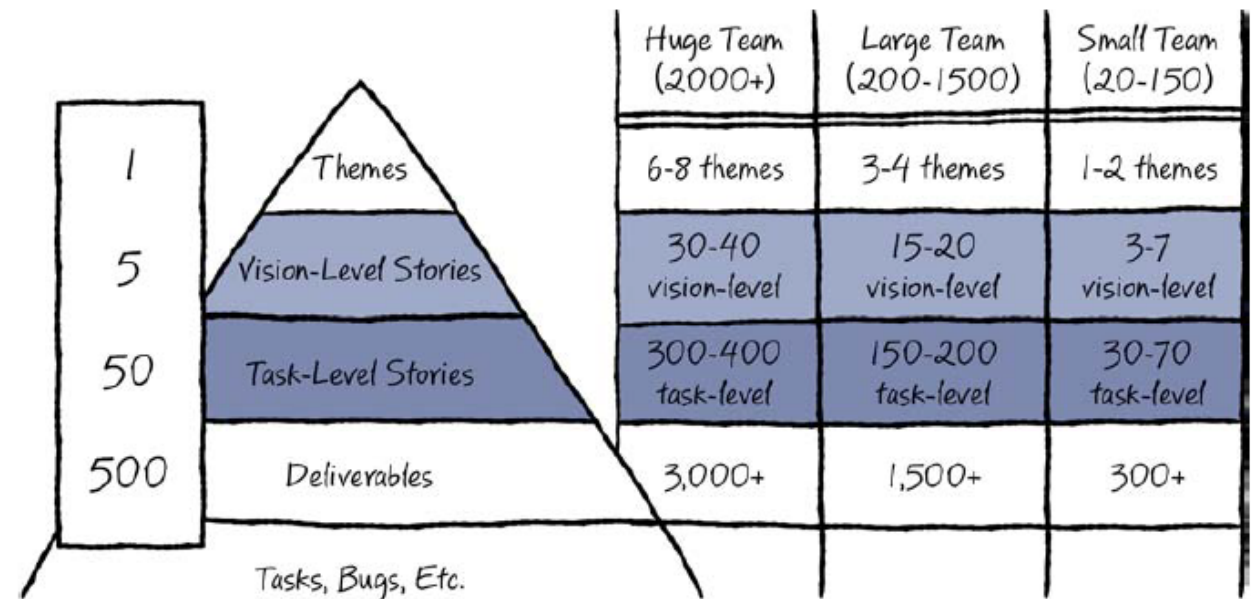
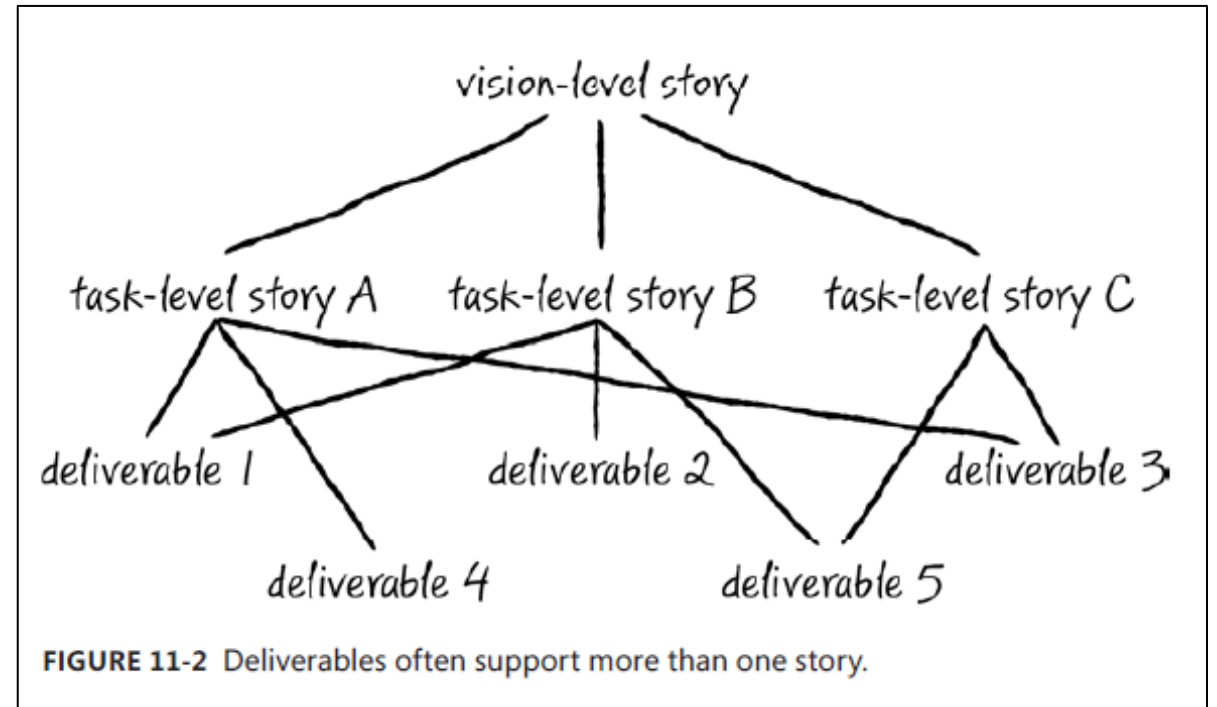


FIGURE 11-1 The breakdown of a scenario hierarchy.

- J. Patton and Associates. Story Map Concepts (2013). Online: http://www.jpattonassociates.com/wp-content/uploads/2015/03/story_mapping.pdf (Accessed Apr 2019)
- E.Spence. Microsoft Must Deliver After the Promise of CES (with Windows 10x) (2020). Online: <https://www.forbes.com/sites/ewanspence/2020/01/12/microsoft-windows-10-windows-10x-surface-duo-ces-folding-laptops-dual-screen/#6b358e63246c> (Accessed April 2020)

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- Shift from doing many things to focusing on a few
- Shift from milestone to sprints
- Shift from work-item lists to scenario hierarchies
- Shift from ad hoc user testing to regular customer touch points

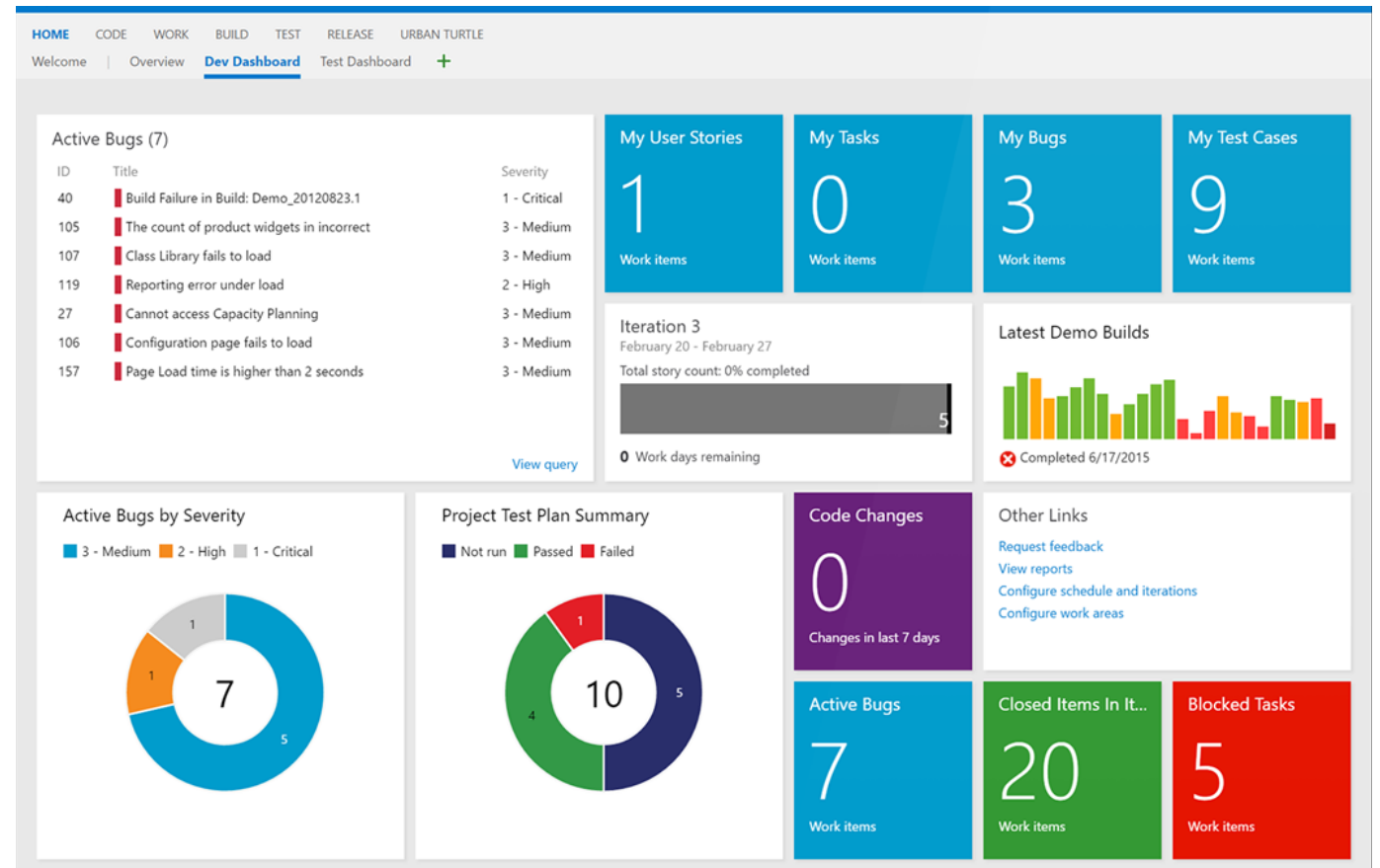


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...More ways of working

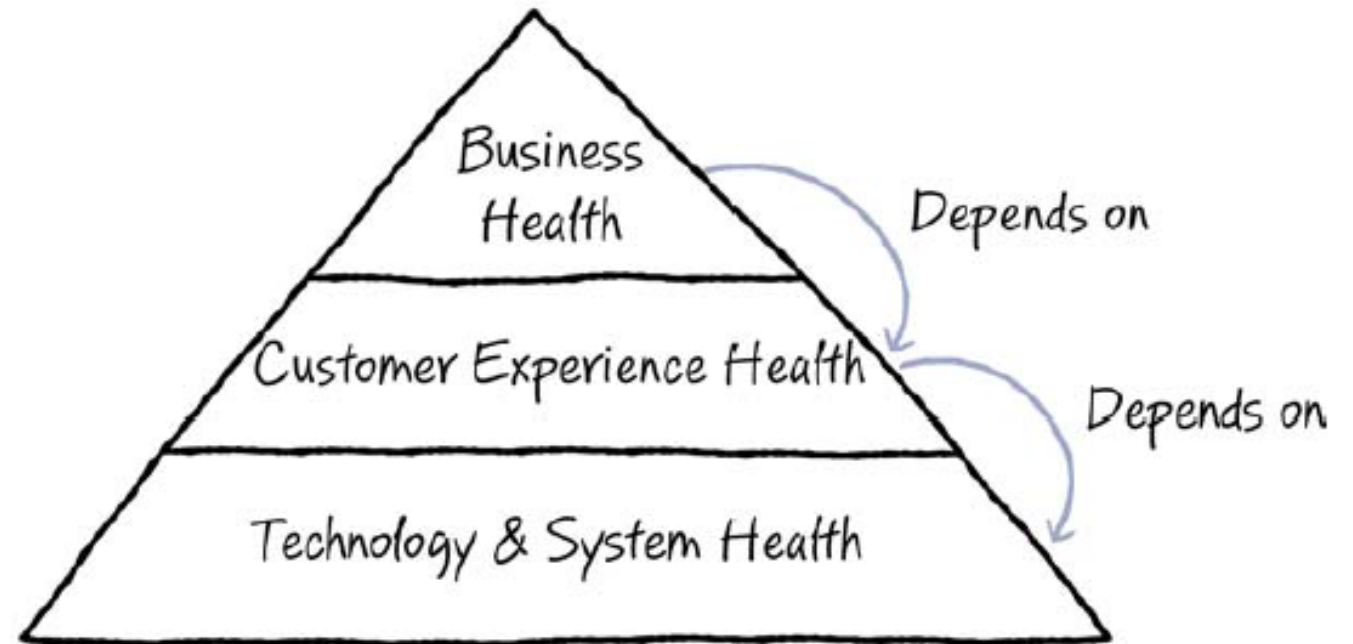
...More ways of working

- Shift from bug counts to experience metrics
 - Emphasis on customer experience



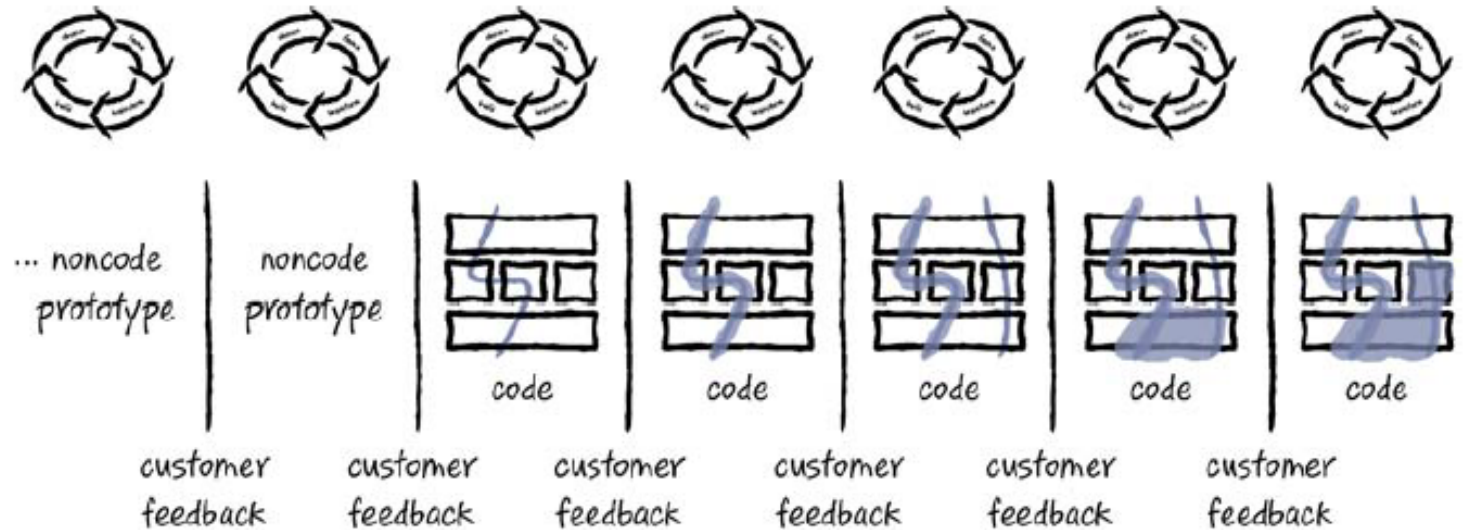
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- Shift from bug counts to experience metrics
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...More ways of working

- Shift from bug counts to experience metrics
 - Emphasis on customer experience
- Shift from building components to building experience slices



...More ways of working

- Shift from bug counts to experience metrics
 - Emphasis on customer experience
- Shift from building components to building experience slices
- Shift from upfront specs to alternatives, prototypes, and documentation

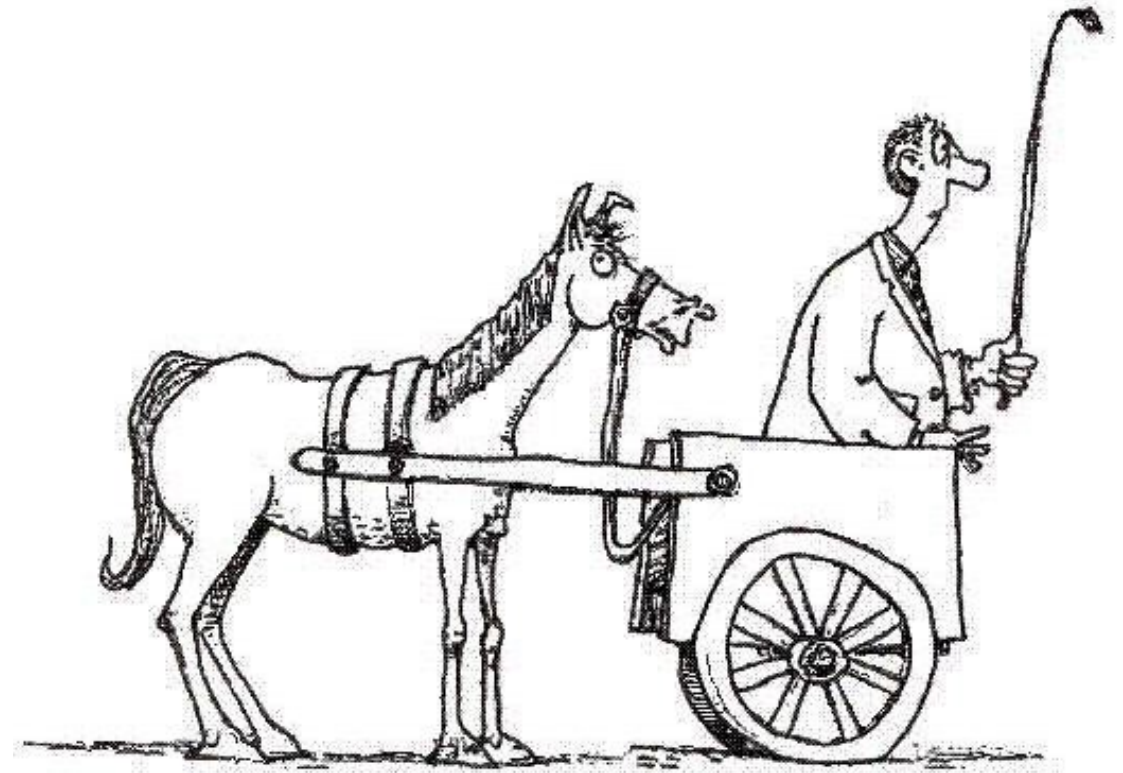


...& even more ways of working

- D. Goleman and R.E. Boyatzis. Emotional Intelligence Has 12 Elements (2017). Online: <https://hbr.org/2017/02/emotional-intelligence-has-12-elements-which-do-you-need-to-work-on> (Accessed Apr 2019)

...& even more ways of working

- Shift from component reviews to experience reviews



...& even more ways of working

- Shift from component reviews to experience reviews
- Shift from individual focus to team focus



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...& even more ways of working

- Shift from component reviews to experience reviews
- Shift from individual focus to team focus

SELF-AWARENESS	SELF-MANAGEMENT	SOCIAL AWARENESS	RELATIONSHIP MANAGEMENT
Emotional self-awareness	Emotional self-control	Empathy	Influence
	Adaptability		Coach and mentor
	Achievement orientation	Organizational awareness	Conflict management
	Positive outlook		Teamwork
			Inspirational leadership

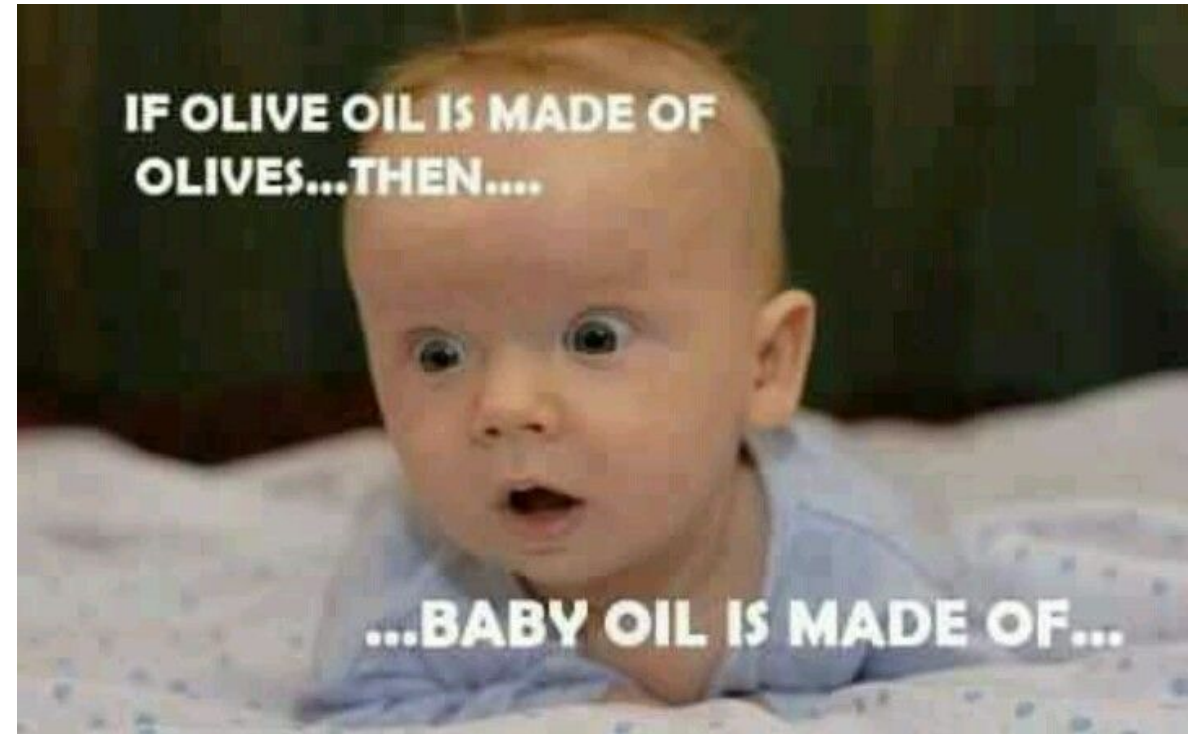
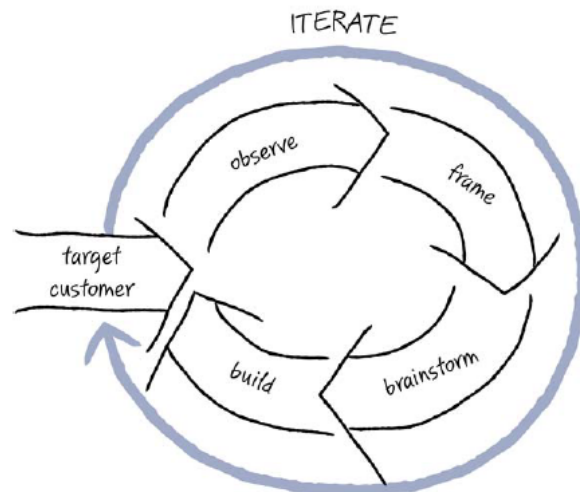


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At a high level

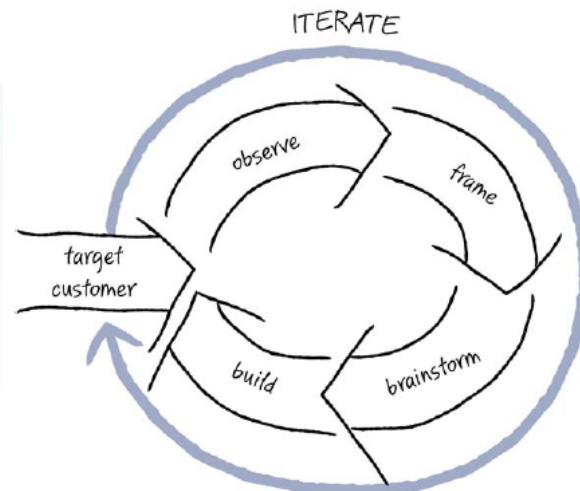
At a high level

- Getting to 'aha' isn't enough

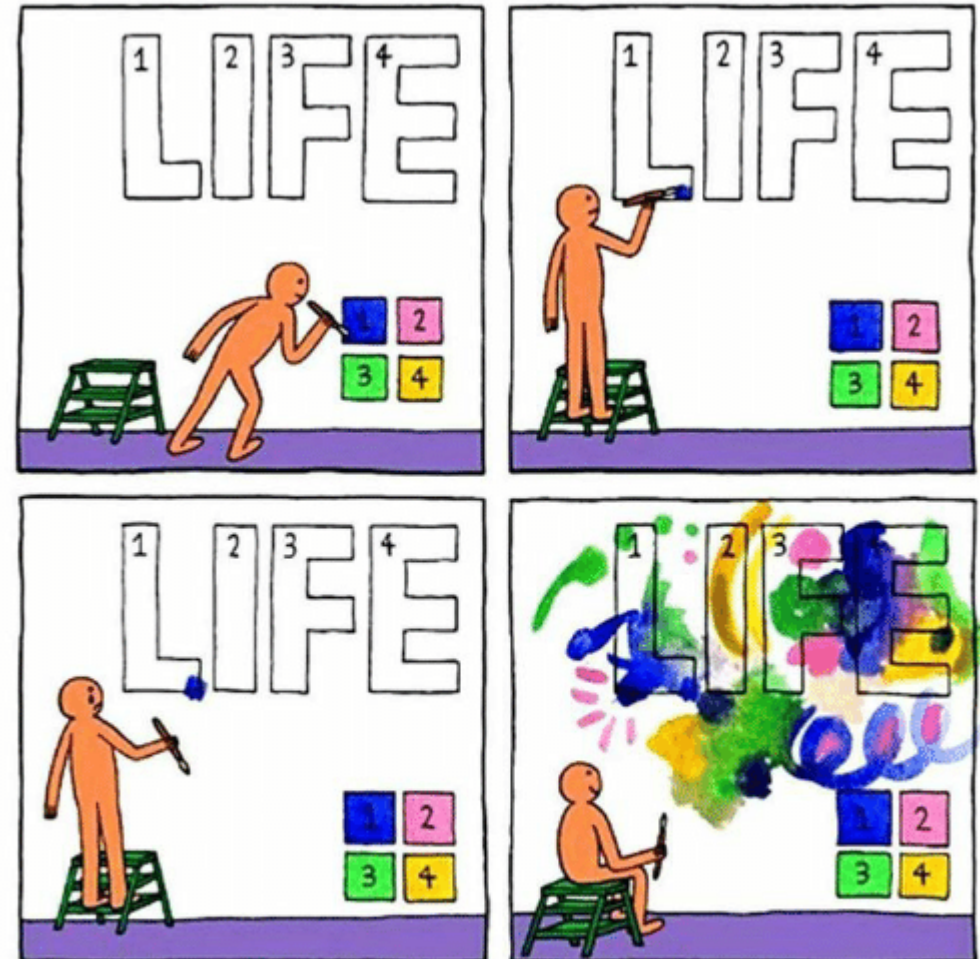


At a high level

- Getting to 'aha' isn't enough
- This isn't paint by numbers

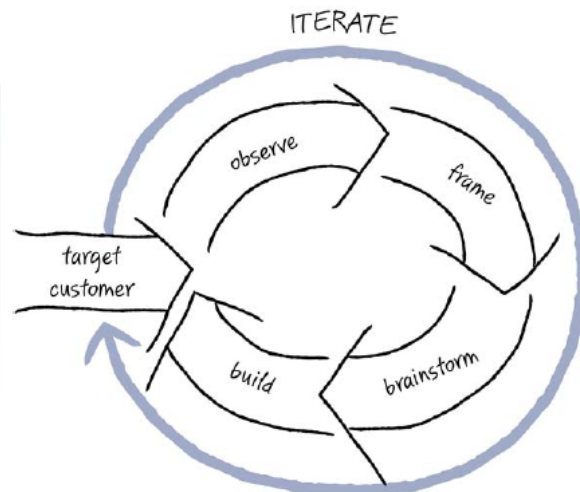


PAINTING BY NUMBERS



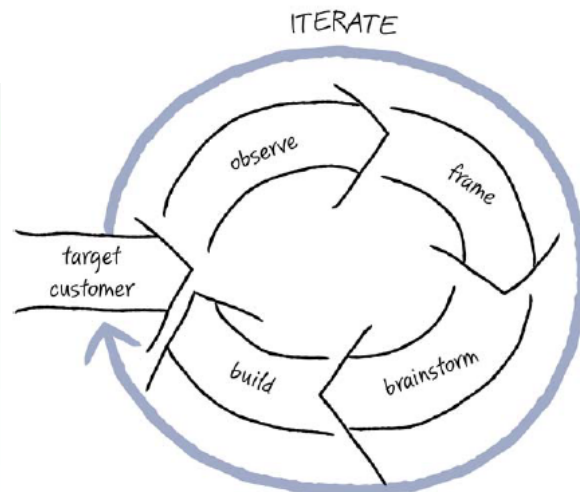
At a high level

- Getting to 'aha' isn't enough
- This isn't paint by numbers
- You don't have to do everything



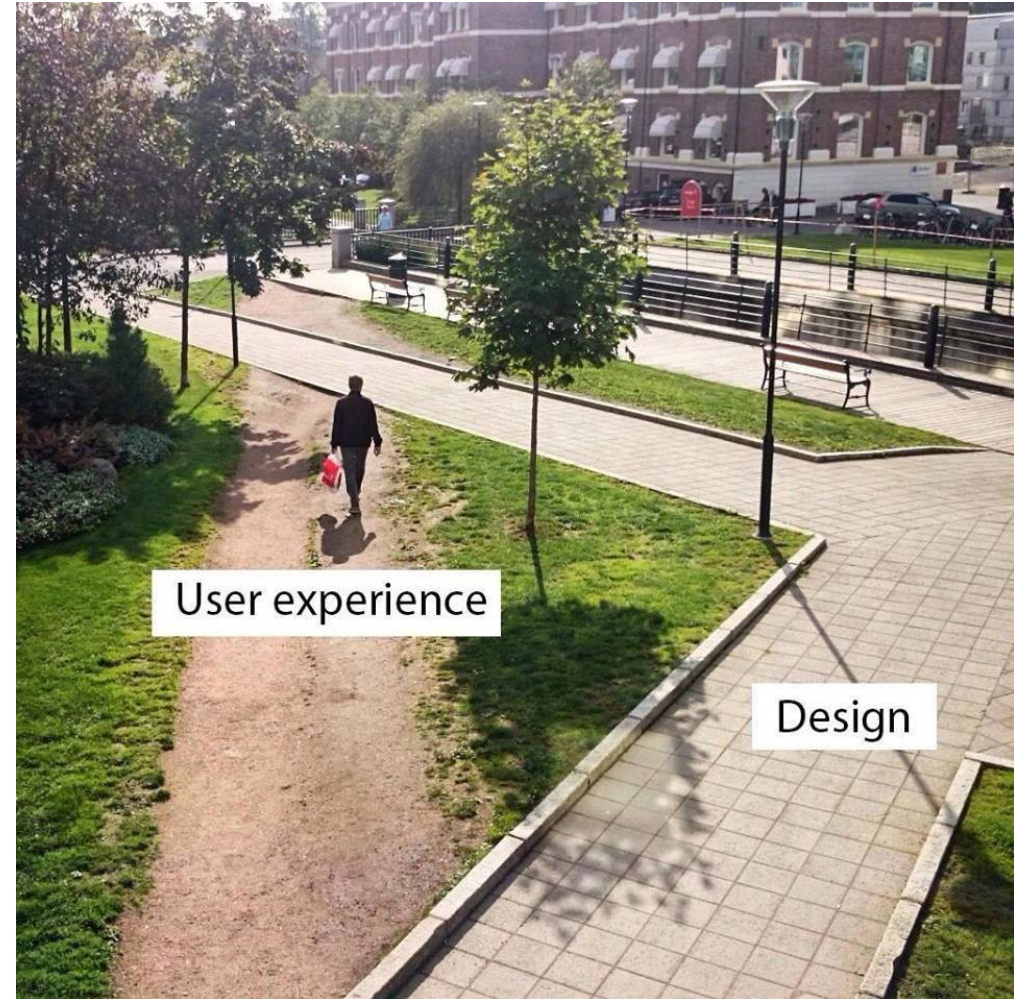
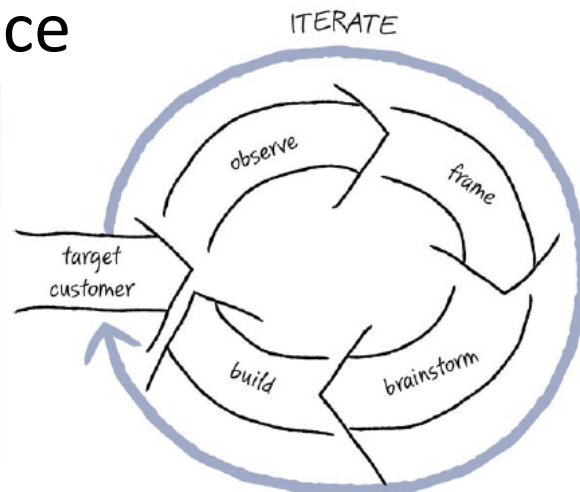
At a high level

- Getting to 'aha' isn't enough
- This isn't paint by numbers
- You don't have to do everything
- Don't overindex on scenarios



At a high level

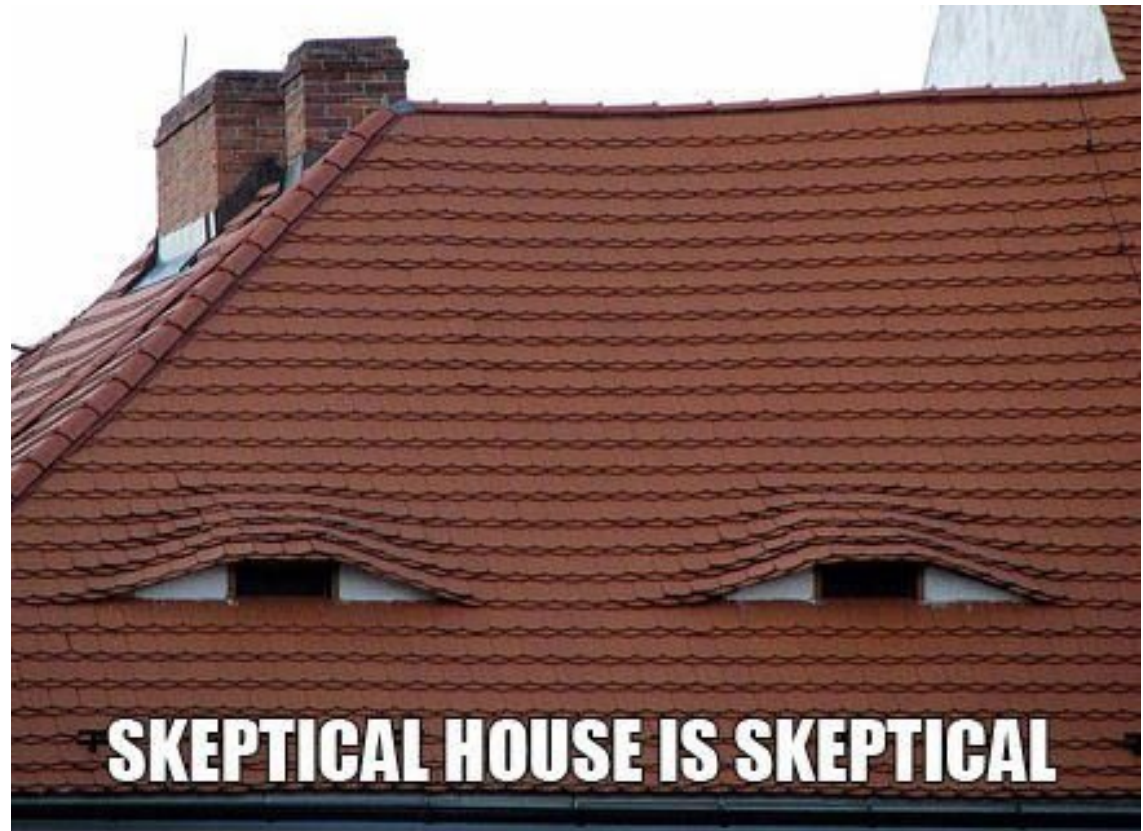
- Getting to 'aha' isn't enough
- This isn't paint by numbers
- You don't have to do everything
- Don't overindex on scenarios
- Don't forget about the end-to-end experience



Team dynamics

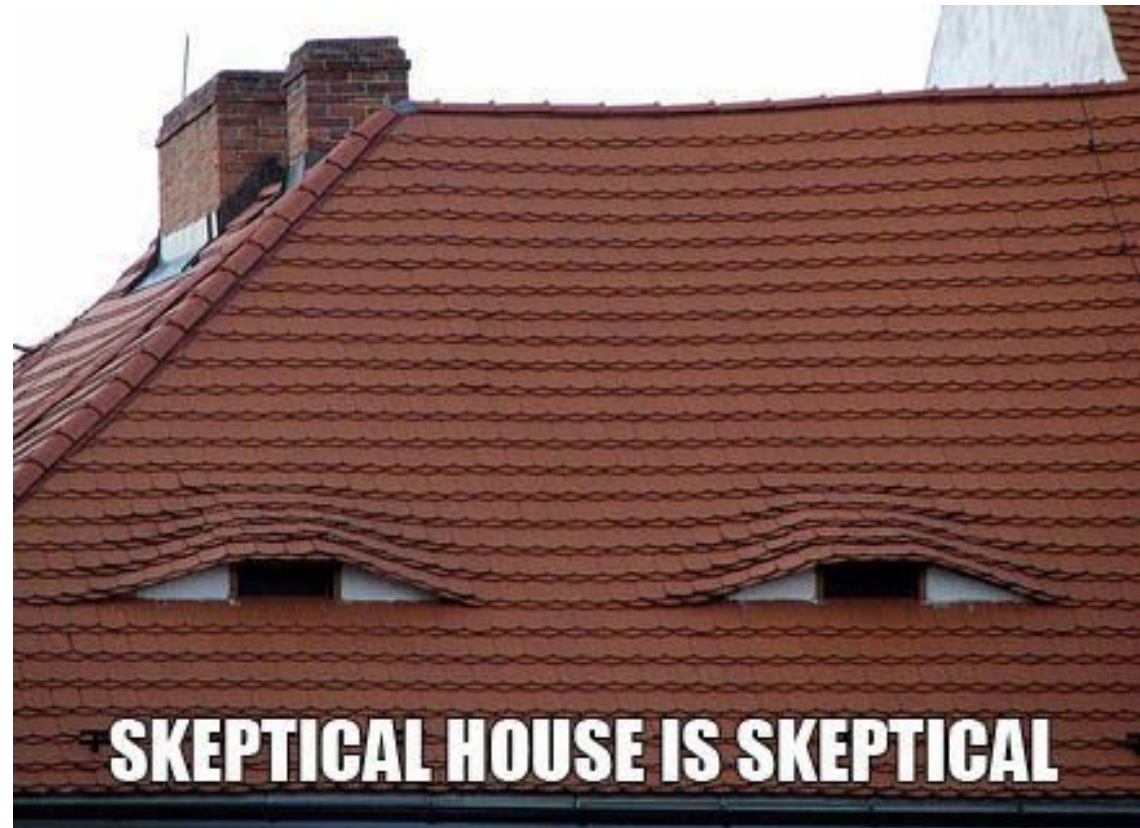
Team dynamics

- Engineers are natural skeptics



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- Collaboration isn't everybody doing everything together



Team dynamics

- Engineers are natural skeptics
- Collaboration isn't everybody doing everything together
- Semantics matter



The role of leaders

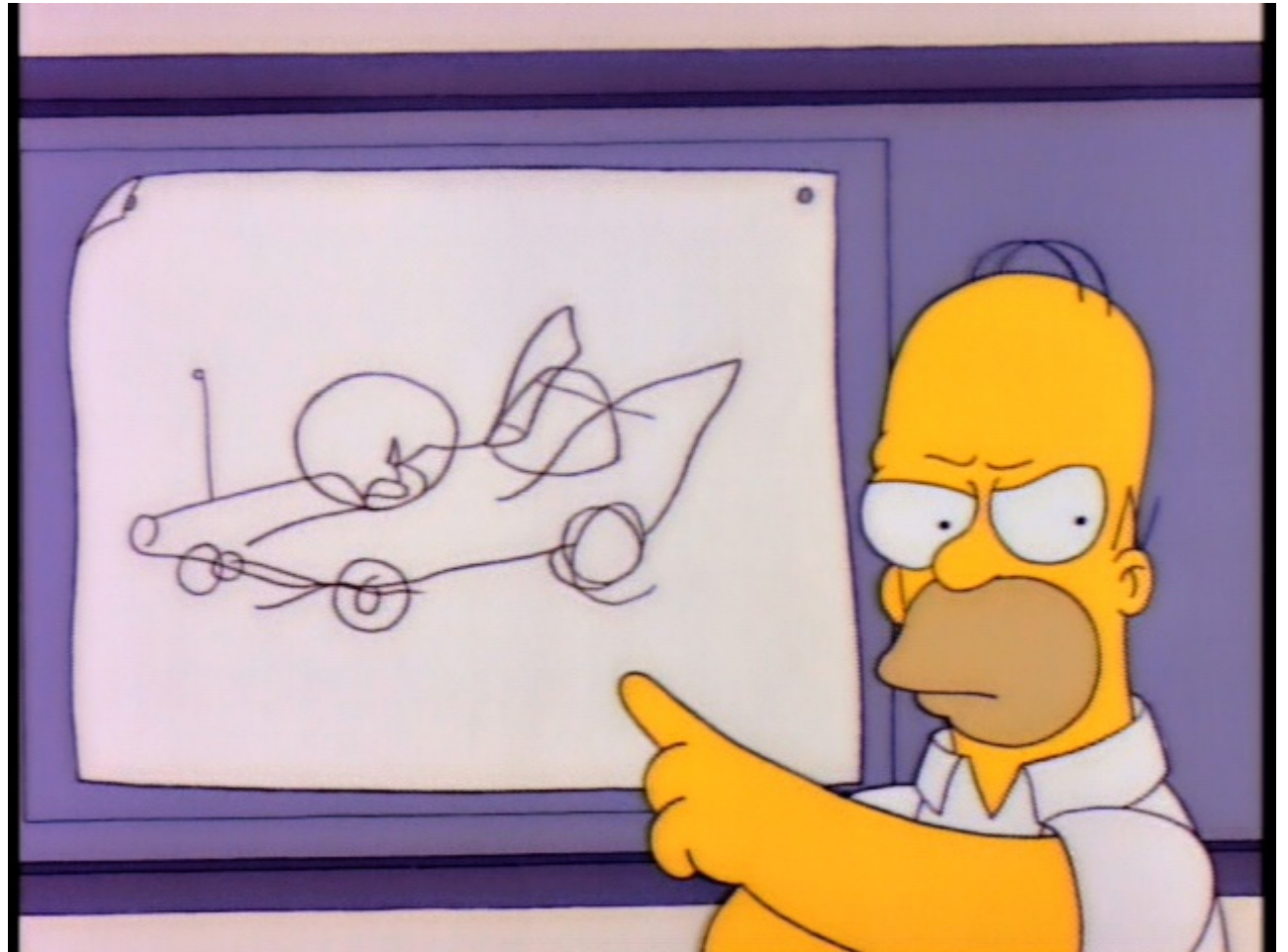
The role of leaders

- What got you here, won't get you there



The role of leaders

- What got you here, won't get you there
- You can't fake a business strategy



The role of leaders

- What got you here, won't get you there
- You can't fake a business strategy
- You can't overcommunicate



Managing change

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- Teams with sustained focus from leaders make bigger changes



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- Teams with sustained focus from leaders make bigger changes
- Middle managers are the hardest to bring onboard



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- Teams with sustained focus from leaders make bigger changes
- Middle managers are the hardest to bring onboard
- Harness champions as change agents



Managing change

- Teams with sustained focus from leaders make bigger changes
- Middle managers are the hardest to bring onboard
- Harness champions as change agents
- Learn the science of Change Management



Discussions/questions

- Sprints
- Vision statements
- Experience metrics
- Requirements
- Focus
- Process
- Team dynamics
- Target customers

Image refs

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