Joël Maximilian Mai

11118561

Media informatics

**Exposé for a bachelor thesis**

# Thesis here

# Contents

**Tags**

## Motivation and problems to solve

A project needs to deliver fast business value, be technically feasible and desirable by the end user [1]. To solve this problem, the agile movement came up with many ideas, such as splitting the workload into smaller chunks, to tackle these tasks. But they came at a cost. Integrating the agile manifest meant, that all members of the project and the Client had to commit to it [1]. Theirfore a big share of all Web Agencies kept parts of the original waterfall phases in their processes [2]. This lead to stiff deadlines which had to be met by an agile team of developers and sometimes also designers [3].

Additionally there is a different strategy out there, that claims to solve similiar problems such as agile. Human Computer Interaction (HCI) methods to create a feasible design concept are also used.

Still more often than not, the end user is only kept in mind during early concepting. After the solutions are sketched, wireframed or mocked up, there is little to no discussion, if the final product actually pleases the end user. HCI methods keep the end user in mind and focus on perfecting the Interaction between the user and the computer or system, as the name suggests.

So to wrap up, the waterfall phases are highly outdated and come with huge risks for the company [4]. Some of those phases were improved. Such as iterative design processes and agile development. But both only put focus on their own phase and dictate others [5]. In order to improve this process and to actually archive the goal, methods from HCI are needed and have to be integrated and the overall process of creating products has to be modified.

Another big problem is the mentioned little collaboration between Departments [6]. While designers are driven by deadlines and collaborate less with developers, which leads to not viable solutions, developers on the other hand build working software which is no longer valuable to the end user [7, 8].

Once the Quality Assurance Department, if there is one, has done it's job, the final product gets deployed and only recieves irregular updates [9]. This is neither agile nor a sustainable view on digital products. Requirements will change, theifore the way of reaching a solution must too [10].

We still need to keep in mind time, budget and scope of projects. But a subgoal should also be to minimise waste and unused documentation. The Goal will be to bring all together.

**Status Quo**

**Derived Thesis**

**Procedure**

**Project Plan**

| | |
|---|---|
| 01. Juni 2022 | Thesis anmelden |
| 08. Juni 2022 | Recherche von Methoden und Techniken der Konzeptionsphase |
| 15. Juni 2022 | Recherche von Methoden und Techniken der Implementierungsphase |
| 20. Juni 2022 | Recherche von Methoden und Techniken der Qualitätssicherung |
| 27. Juni 2022 | Analyse der Methoden und mögliche Nutzung dieser im Bezug auf die These |
| 30. Juni 2022 | Beginnen der Implementierung unterstützt durch die Methoden |
| 19. Juli 2022 | Letzte Erhebung der Daten gewonnen durch die Methoden |
| 30. Juli 2022 | Analyse der Ergebnisse |
| 23. August 2022 | Abgabe Thesis |
| 30. August 2022 | Kolloquium |

# References

[1] L. Ratcliffe and M. McNeill, *Agile experience design: A digital designer's guide to agile, lean, and continuous*, p. 11. New Riders, 2011.

[2] A. Windolph, "10 spannende einblicke zum stand des projektmanagements 2022 [statistik] - projekte leicht gemacht." `https://projekte-leicht-gemacht.de/blog/projektmanagement/einblicke-projektmanagement-2022`, January 2022. (Accessed on 07/12/2022).

[3] L. Ratcliffe and M. McNeill, *Agile experience design: A digital designer's guide to agile, lean, and continuous*, p. 4. New Riders, 2011.

[4] L. Ratcliffe and M. McNeill, *Agile experience design: A digital designer's guide to agile, lean, and continuous*, p. 14. New Riders, 2011.

[5] L. Ratcliffe and M. McNeill, *Agile experience design: A digital designer's guide to agile, lean, and continuous*, p. 22. New Riders, 2011.

[6] L. Ratcliffe and M. McNeill, *Agile experience design: A digital designer's guide to agile, lean, and continuous*, p. iv. New Riders, 2011.

[7] L. Ratcliffe and M. McNeill, *Agile experience design: A digital designer's guide to agile, lean, and continuous*, p. 18. New Riders, 2011.

[8] L. Ratcliffe and M. McNeill, *Agile experience design: A digital designer's guide to agile, lean, and continuous*, p. 33. New Riders, 2011.

[9] L. Ratcliffe and M. McNeill, *Agile experience design: A digital designer's guide to agile, lean, and continuous*, p. 18. New Riders, 2011.

[10] L. Ratcliffe and M. McNeill, *Agile experience design: A digital designer's guide to agile, lean, and continuous*, pp. 30–31. New Riders, 2011.