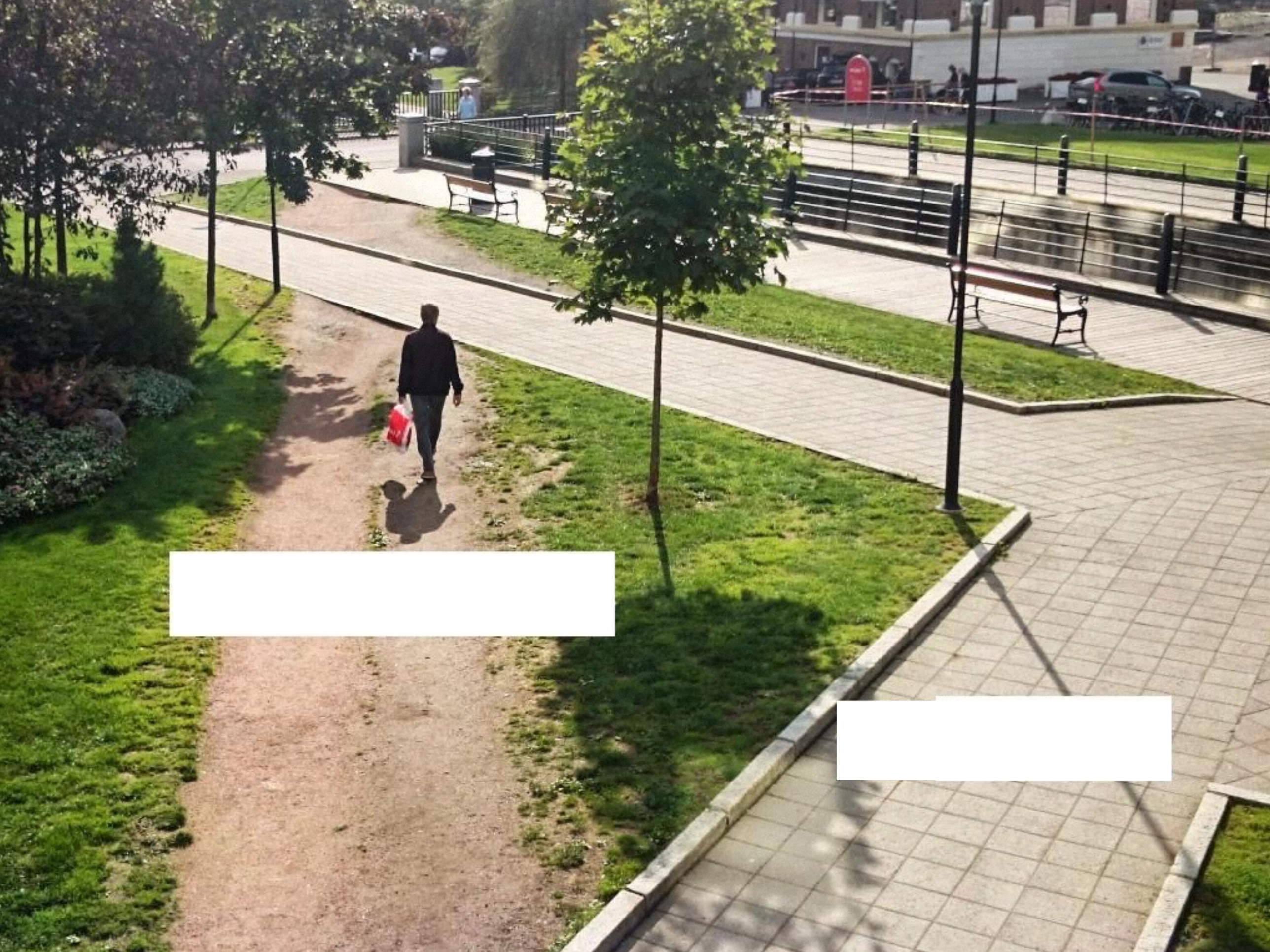
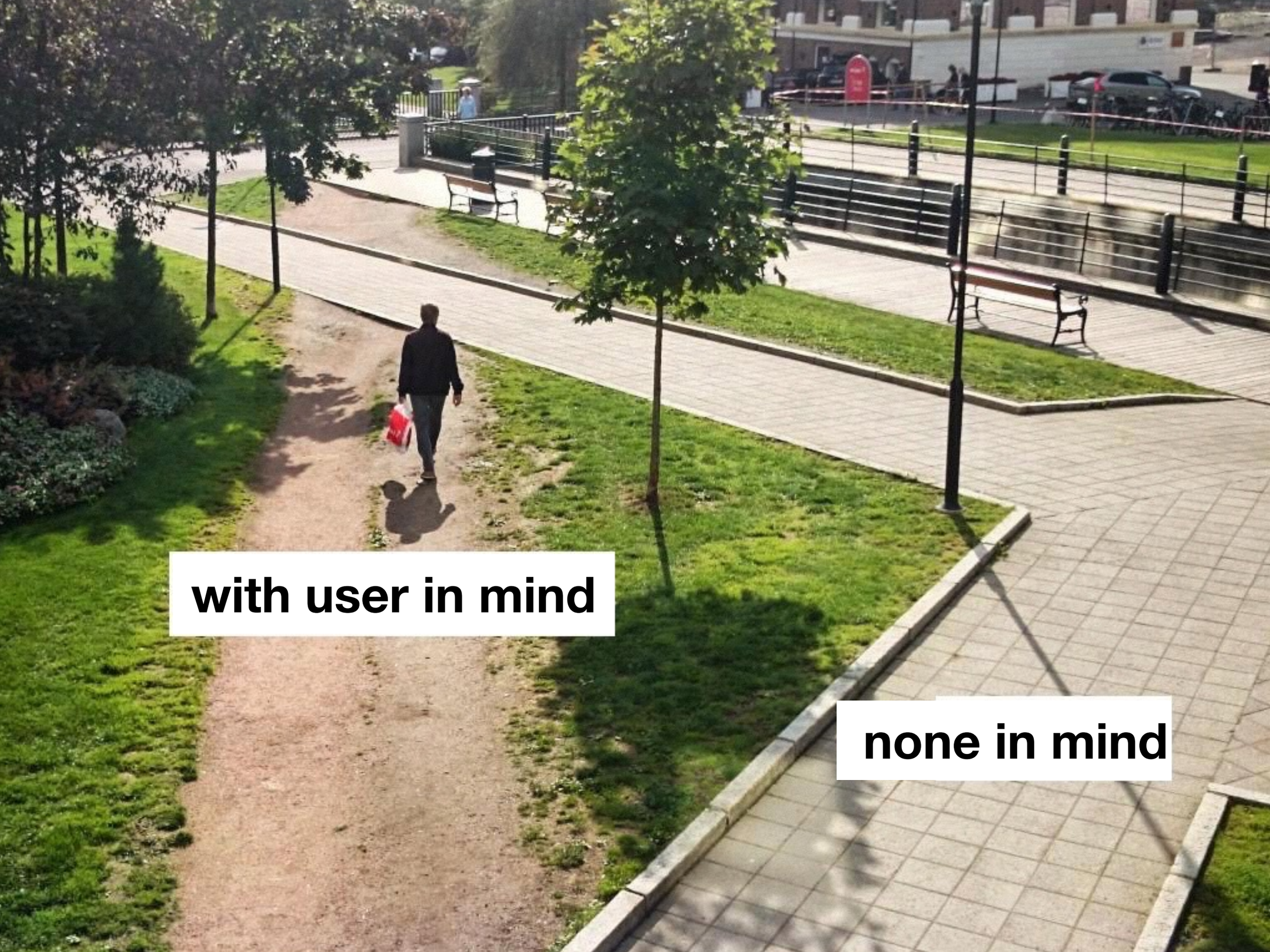
Is design important?




with user in mind
none in mind

1 in 4 people
abandon app after only
one use

62% of people
are using apps only
11 times

https://techcrunch.com/2016/05/31/nearly-1-in-4-people-abandon-mobile-apps-after-only-one-use/

Why?

Let’s look at our experience and point out some of the reasons

This is a **recognised challenge**

The work of a **designer** is to
answer this challenge

How does he do it?

A designer is not an alien.

When a designer is designing is using some **mindset and practices that has been identified.**

These practices are easy to understand and rotate around **2 keywords:**

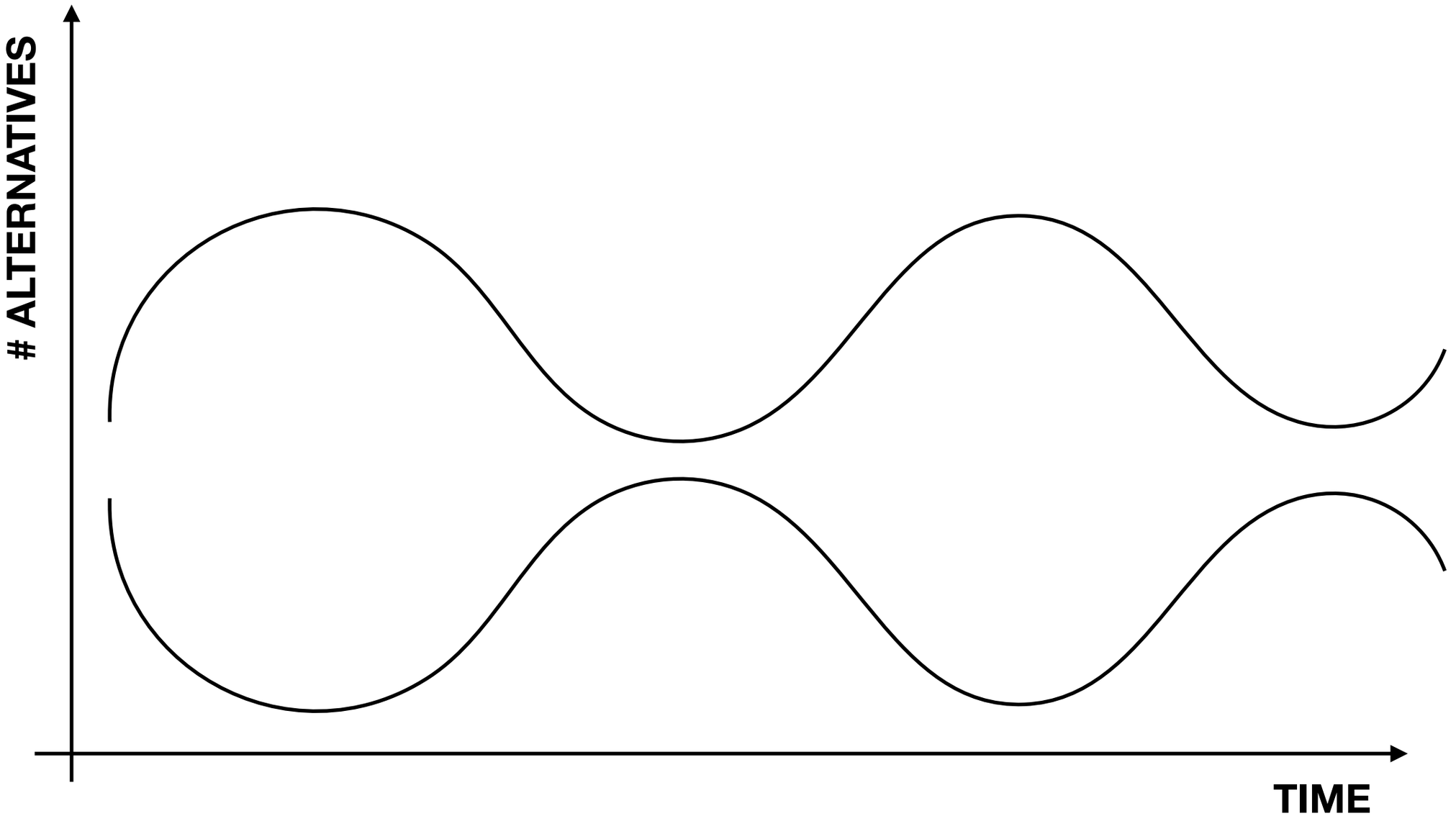
Empathy

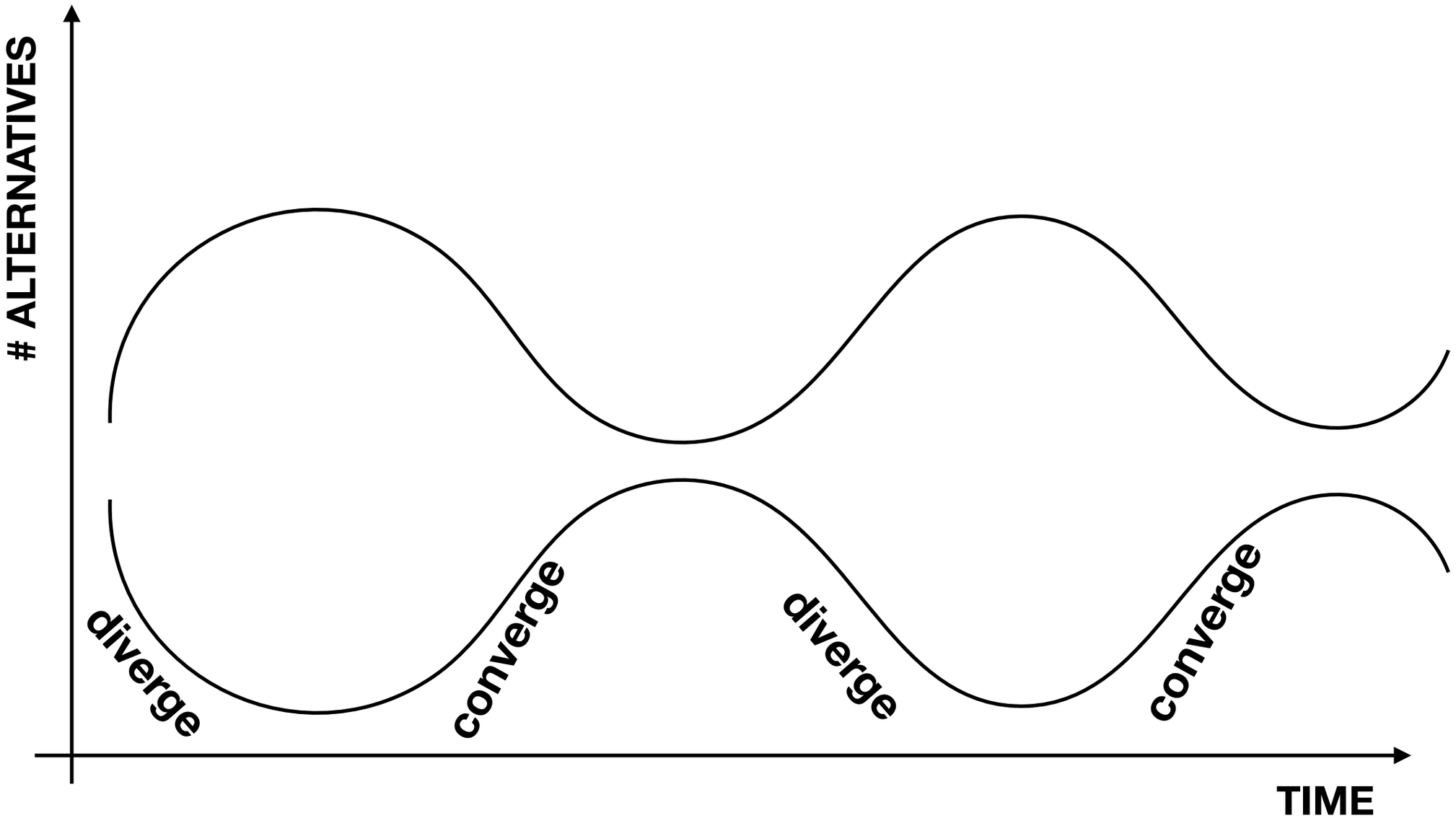
Human

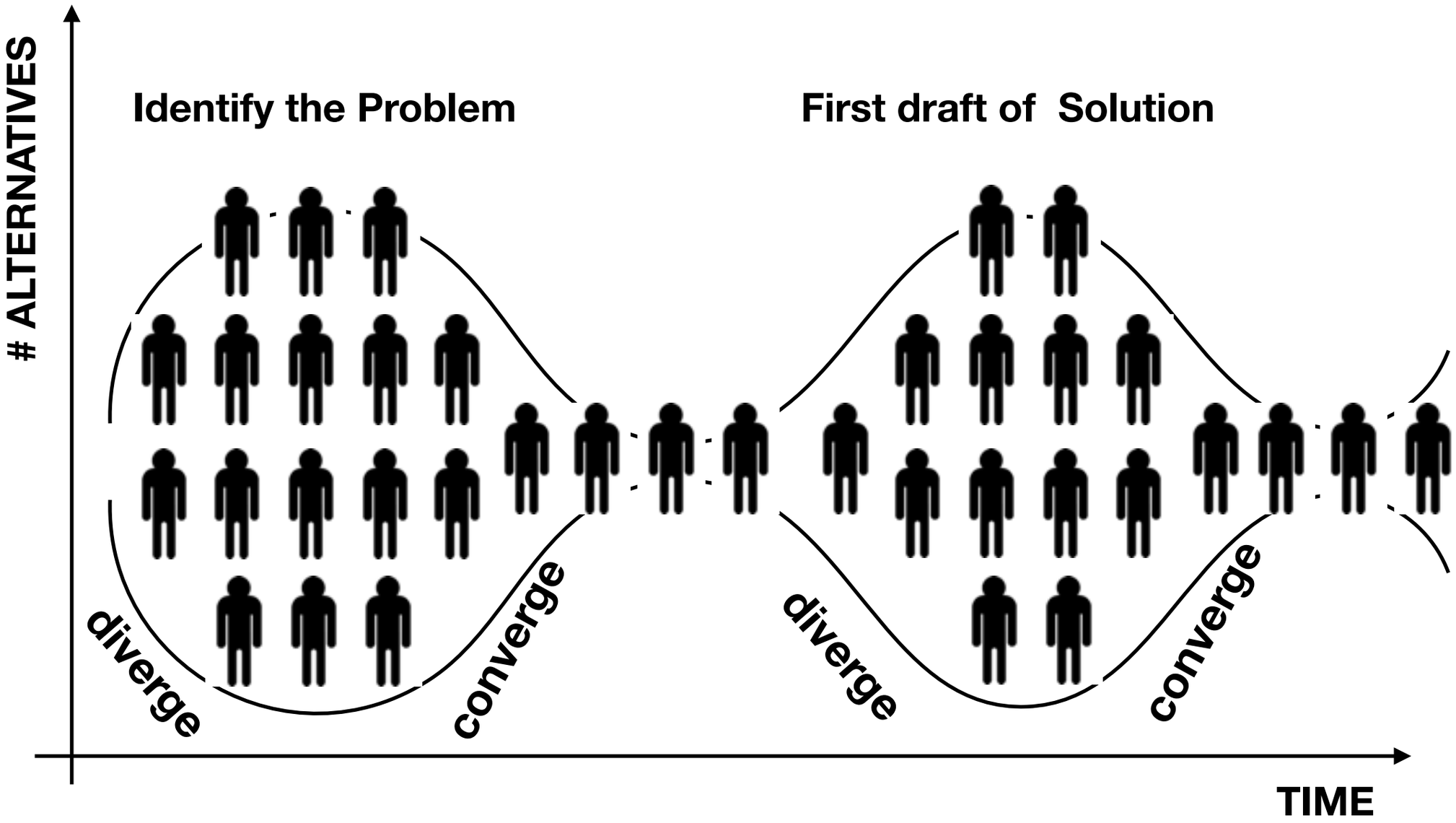
How does design work?

What is a designer doing?

ALTERNATIVES
TIME

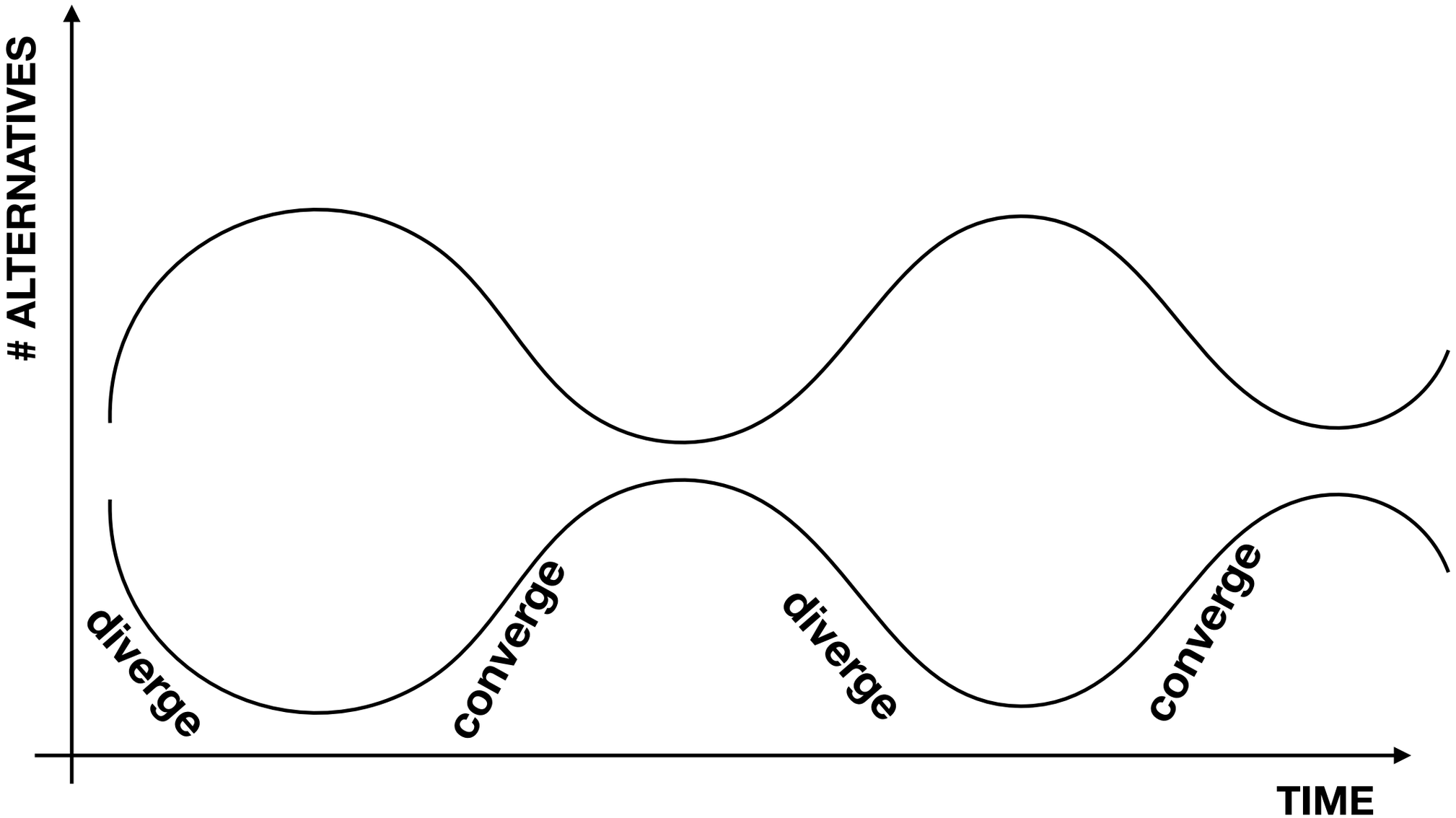

ALTERNATIVES
TIME


ALTERNATIVES
diverge
converge
diverge
converge
TIME


ALTERNATIVES
Identify the Problem
First draft of Solution
diverge
converge
diverge
converge
TIME

Let’s try:

We are a group of 5 people and we need to have dinner


ALTERNATIVES
diverge
converge
diverge
converge
TIME

This mindset is called

DESIGN THINKING

This mindset is used in:

Agile **Human centred design** **Lean** **etc**

Empathy + Human

Understand the needs

Go deep (use the tools!)

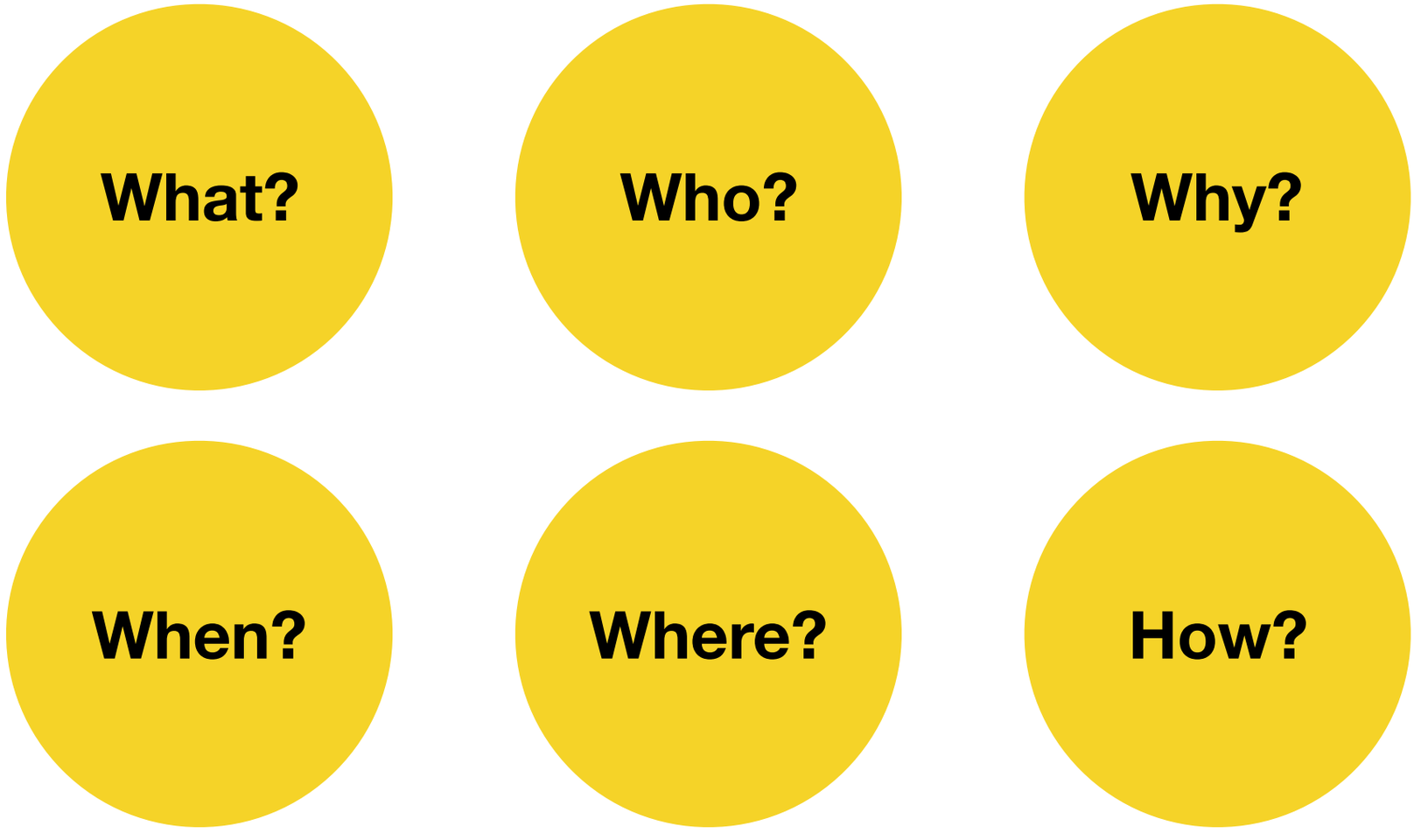
Tools

Sociology Anthropology

The basic?

Ask questions

Basic questions areas:



This mindset can be used when designing

Products - Services

What is a software?

Product - Service

SERVICE

Something that produce value when in the hands of the user.

Let’s try!

Design thinking workshop

90 minutes

What is Agile?

2001

Manifesto of **agile** software development

We are uncovering better ways of **developing software by doing it** and helping others do it.

Through this work we have come to value:

Individuals and interactions over **processes and tools**

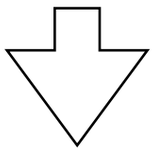
Working software over **comprehensive documentation**

Customer collaboration over **contract negotiation**

Responding to change over **following a plan**

That is, while there is value in the items on the right, **we value the items on the left more.**

Agile



is an
interdisciplinary approach

the user is always in the middle

Scrum

XP

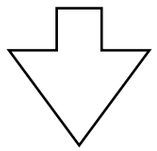
Kanban

Scrum → Is one of the most used agile methodologies

XP → Short for “Extreme Programming”
Is focused on coding methodologies extended forward to project management

Kanban → Is a set of method that help reduce work in progress. It is implemented in the other 2.

Agile



Personas

Stories

Epics

Team

Sprint

Daily Stand-up

…

Agile (small) **team**

Team lead

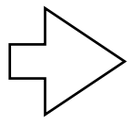
Team members

Product owner

Stakeholder

Agile (small) **team**

Team lead



Scrum Master
Project Lead
Team coach

Facilitate communication
Macro vision of the project
Advocate for the whole team

Team members

Product owner

Stakeholder

Agile (small) **team**

Team lead

Scrum Master
Project Lead
Team coach

Facilitate communication
Macro vision of the project
Advocate for the whole team

Team members

Developers

Different roles up to the project

Product owner

Stakeholder

Agile (small) **team**

Team lead → **Scrum Master**
Project Lead
Team coach

Facilitate communication
Macro vision of the project
Advocate for the whole team

Team members → **Developers**

Different roles up to the project

Product owner →

Person responsible for setting the priorities. Direct contact with the stakeholders.

Stakeholder

Agile (small) **team**

Team lead	**Scrum Master** **Project Lead** **Team coach**	Facilitate communication Macro vision of the project Advocate for the whole team
Team members	**Developers**	Different roles up to the project
Product owner	Person responsible for setting the priorities. Direct contact with the stakeholders.	
Stakeholder	Direct Users Indirect users Gold owner Investors	…. Anyone “touched” by the project

Topic of the course:

In order to keep you motivated during all the lessons and the duration of the course we decided to ask them to design and develop their own idea.

Common topic:

Design a Game

Every projects will need to include:

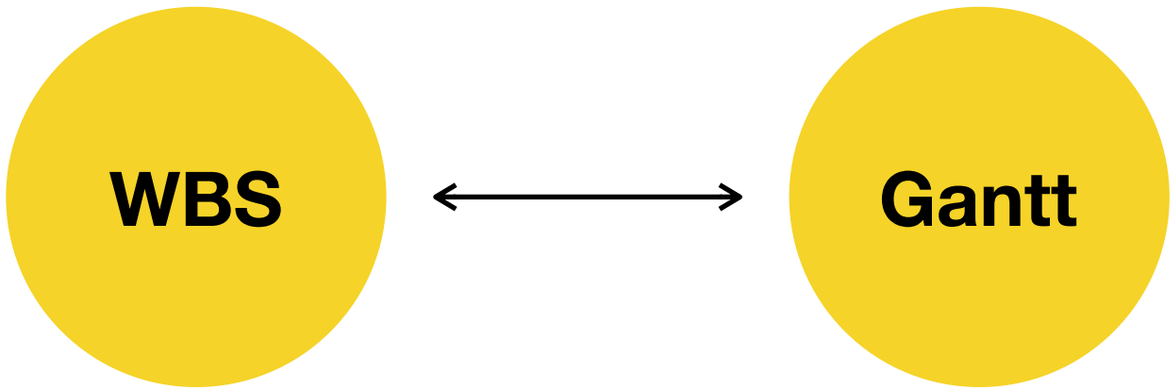
- **Location service in Android system (GPS and AGPS)**
- **Map service of Google (or alternative)**
- **GCM service of Google (or alternative)**
- **NFC 3 modes, NFC target, NFC initiation and NFC P2P**
- **Material design of Android 5.0**
- **Utilise the camera of the device**
- **Augmented Reality**

We are few people so we will work as a small company.

Use the classroom as your office.

Case study: Spotify

Before starting a project:



Homework for 22 April 2017:

- **Define roles in your Agile team**
- **First idea for the project**
- **Draft of WBS**