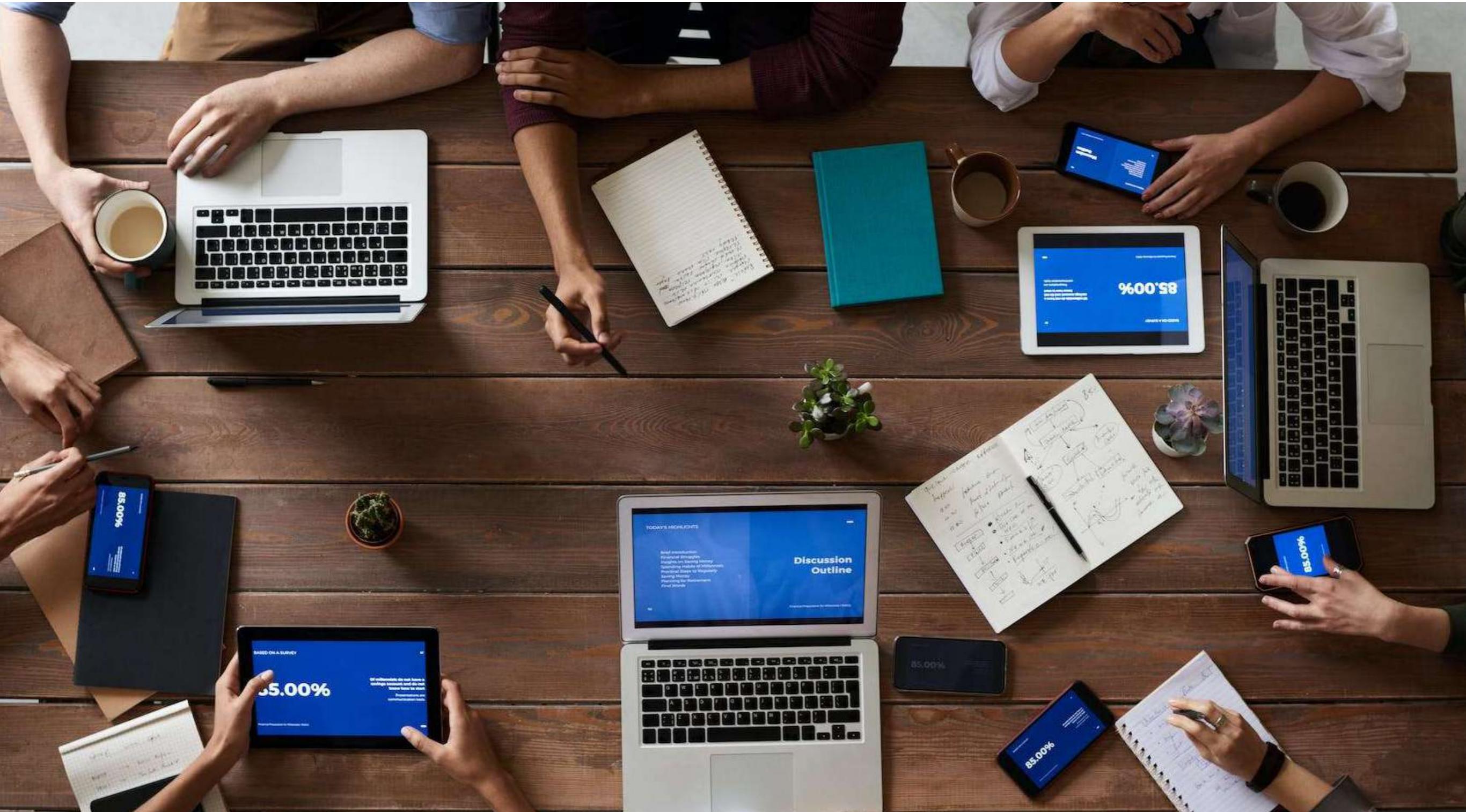


CASE STUDY

ENERGY

centrica
Design ops Setup



Client

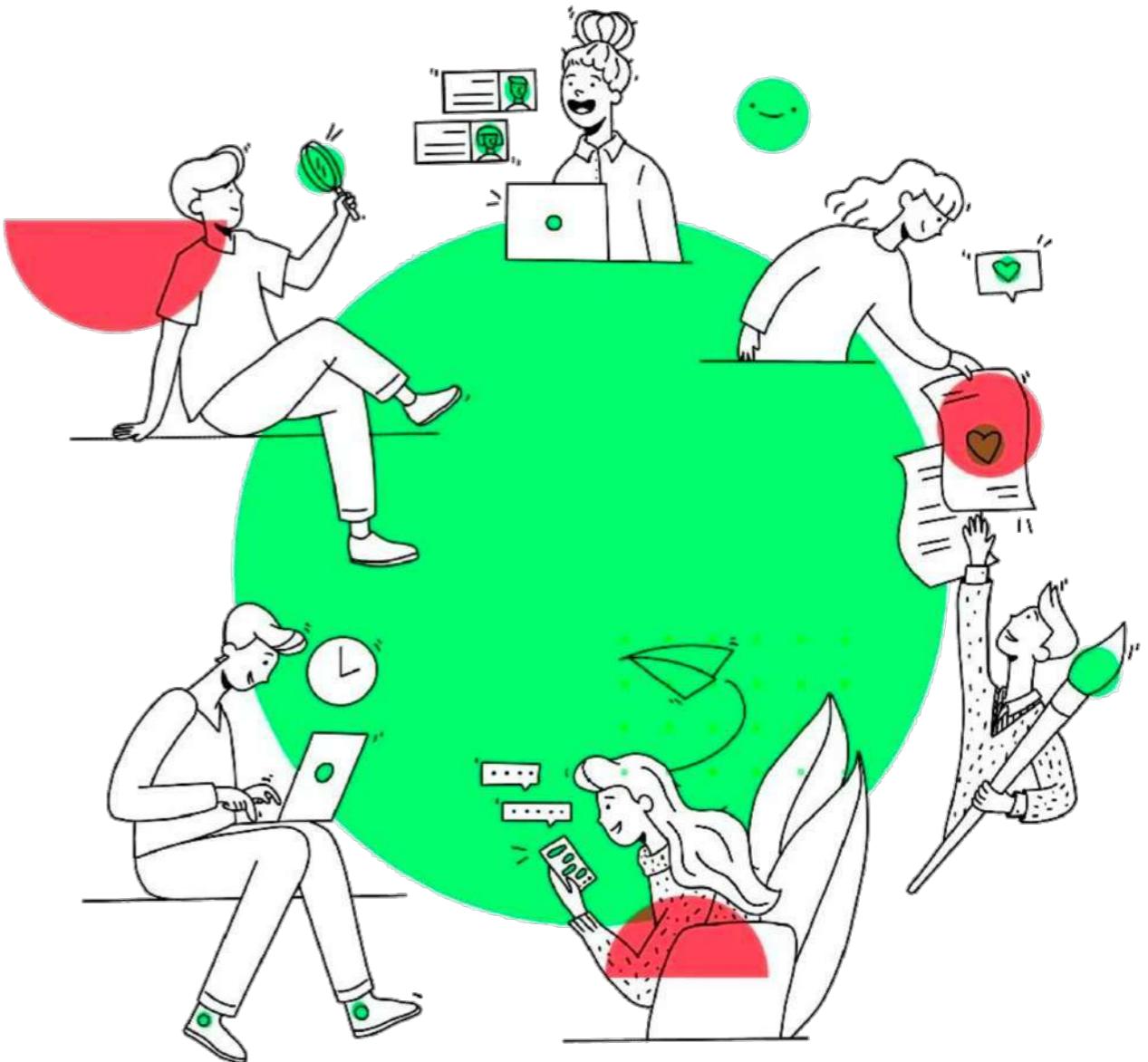
centrica

Duration

2 Months

Project Overview

Centrica hired a number of resources for design and development within its New Energy Platform (NEP) domain and now needs to streamline the structure for the team, ways of working and a complete functional and collaborative workflow.





Project Goals

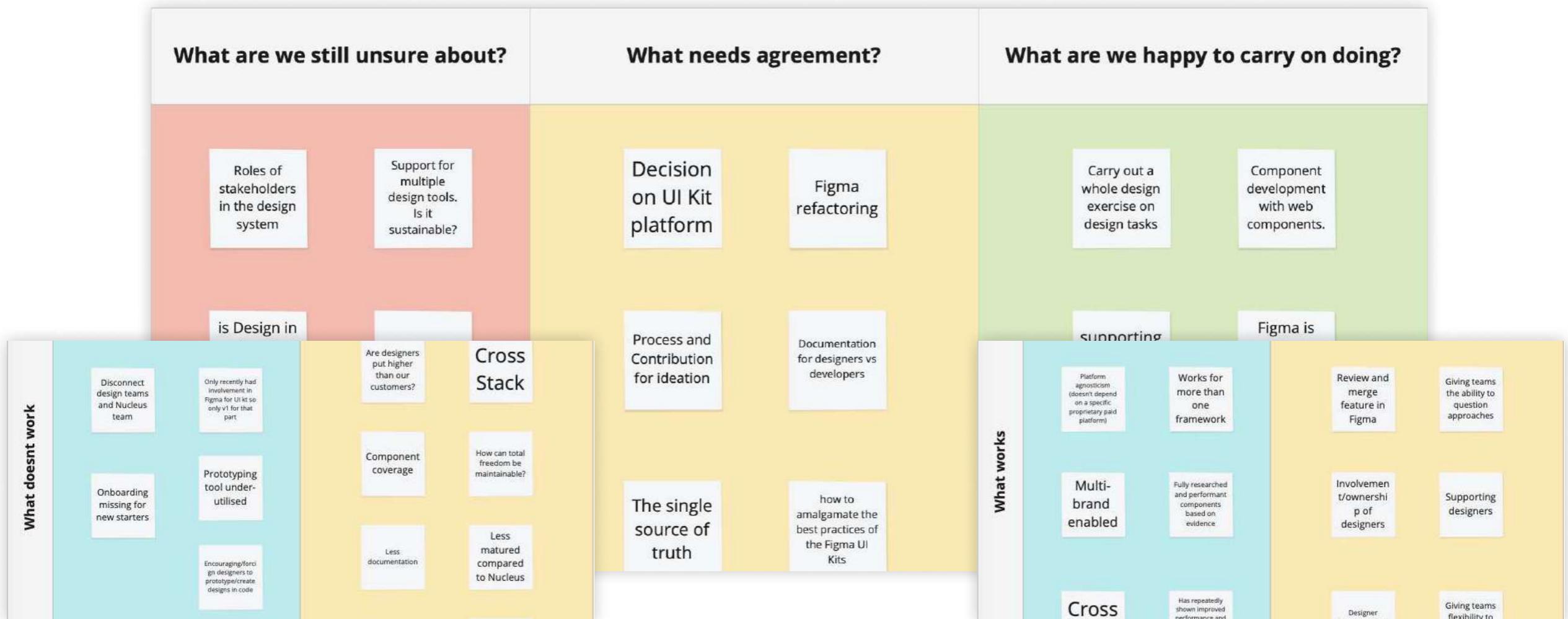
The objective of the project was to implement design operations practices that would help the company's design team work efficiently, effectively, and collaboratively. The specific goals were to:

- Improve communication and collaboration between designers, stakeholders, and other teams within the company.
- Standardise design processes and procedures.
- Implement tools and technologies to support design operations.
- Develop training and support materials to help the design team adopt new practices.

Methodology

The project was carried out in several phases. The first phase involved a thorough analysis of the company's existing design operations practices. This included interviews with key stakeholders, a review of design documentation, and an assessment of the team's workflow and collaboration processes.

I started with conducting a few workshops with the stakeholders to identify gaps in the current processes and ways of working and got a tangible set of opinions and data to work with.



SETUP AREAS

The second phase consisted of laying down the main areas of focus and then work on each individual area while keeping the findings out of the first phase in mind.

- Team structure
- Ways of working / Design Processes
- Tools / Platforms
- Design System
- Assets & Templates repository
- Training and documentation

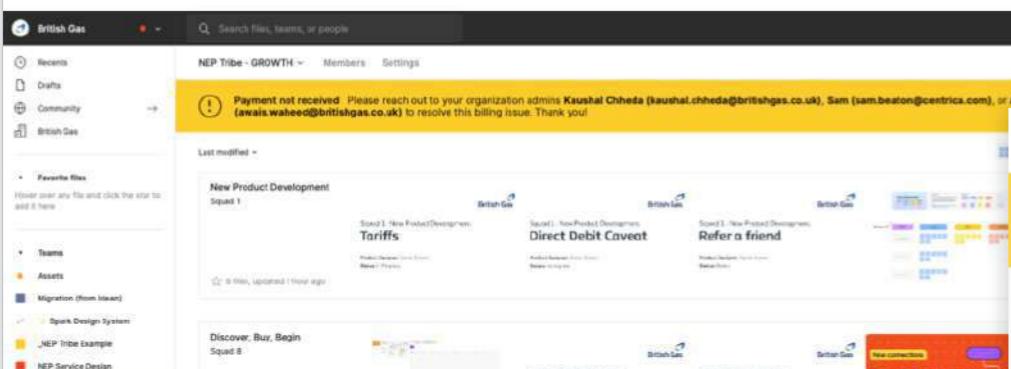
TEAM STRUCTURE

I started with facilitating discovery sessions on the current state of design team structure. Pain points were identified and we suggested to make the structure coherent to the business structure setup. We tried to follow the business structure as closely as possible and aligned the structure of teams/squads in our design tools and platforms accordingly.

Growth (Buy/ Renew)			Solve (Help/Pay)			Manage (Track/Manage/Change)			Migration	
Squad1 Acquisition • Cutover • CRO • New product delivery • E2E sales fulfilment and automation • Sales Ops enablers and exceptions sales • FMRS • PCW and partner journeys	Squad4 Renew/Change • Renewals • Renewals –	Squad8 B2B sales • Cutover • Brokers	Squad2 Help & Support • Continued	Squad9	Squad11	Squad3	Squad10	Squad6	Squad5 systems & Ops Design System CMS Monitoring & alerting Ops transition Sys admin New users	

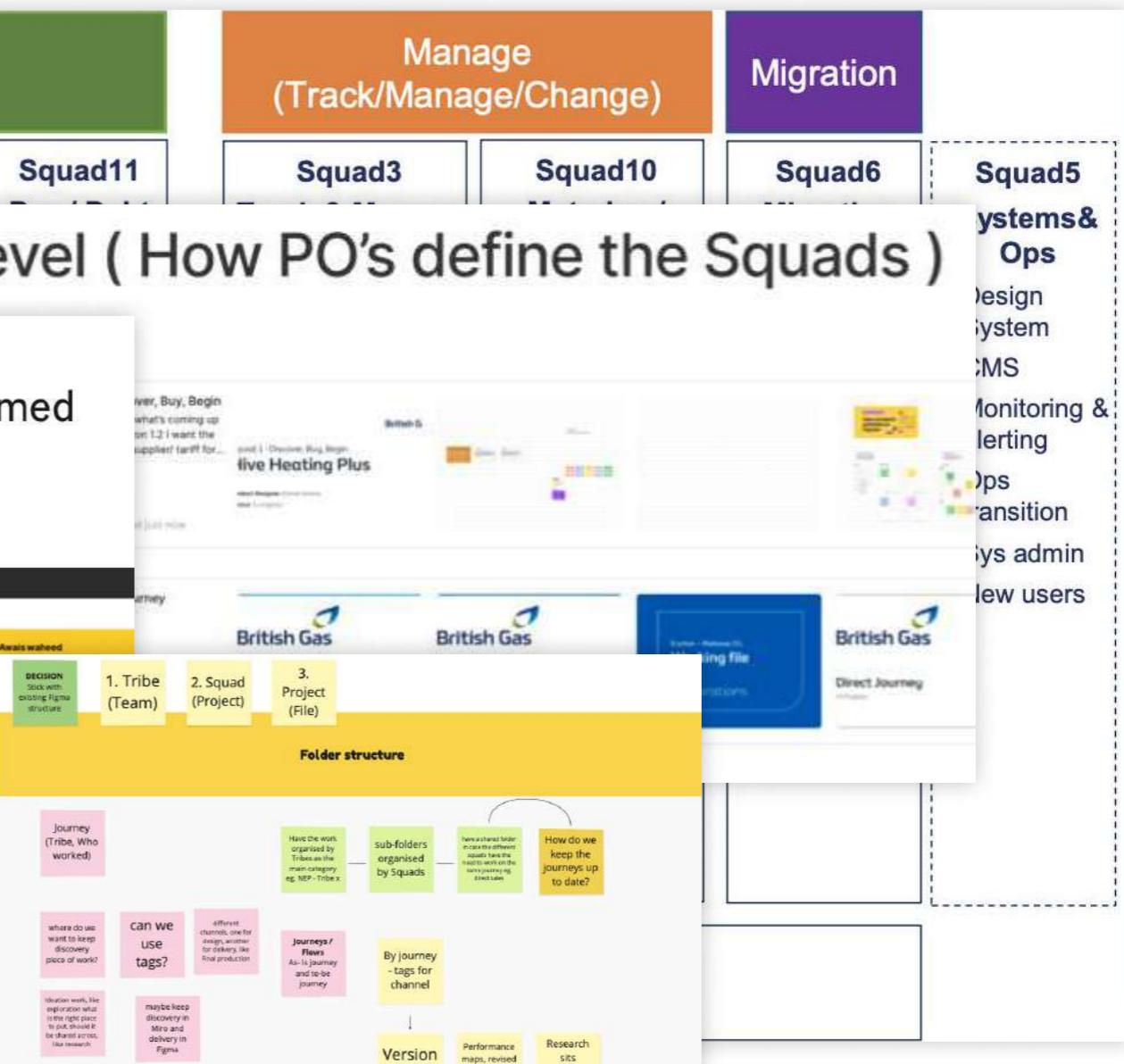
Tribel level (How PO's define the Squads)

- Folder for each Squad within the Tribe
- Folder for the Join journey that's being consumed by the different Squads



Squad7
Small change

- Price and tariff changes
- Copy changes



The diagram illustrates the folder structure for the Tribes, Squads, and Projects. It shows how journeys are organized across different levels of the hierarchy. The structure is as follows:

- DECISION Stick with existing Figma structure**
- 1. Tribe (Team)**
- 2. Squad (Project)**
- 3. Project (File)**

Folder structure:

- Journey (Tribe, Who worked):** Items at tribe level in case the different squads have the same name for their journeys.
- sub-folders organised by Squads:** Have the work organised by Tribes as the main category e.g. NER-Tribe x.
- How do we keep the journeys up to date?**
- By journey -tags for channel**
- Version**
- Performance maps, revised on monthly**
- Research SRS alongside**

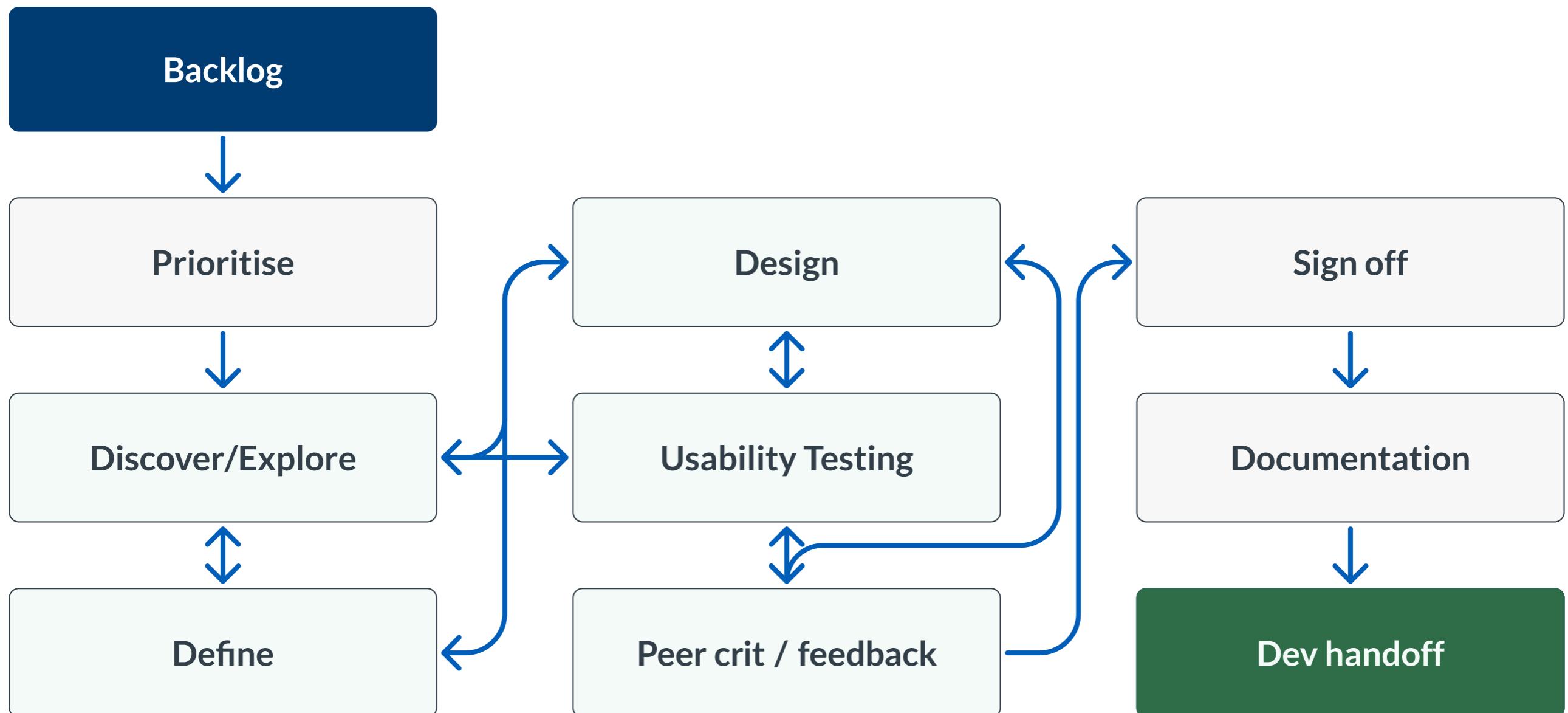
TOOLS

The right tooling is very important for the enablement of design tasks and for an efficient output. Based on the activities carried out as day to day tasks in the team, we recommended the below set of tooling and platforms. These were carefully chosen according to factors like industry standards, design lifecycle requirements and procurement budget.

Brand guidelines	Frontify
Insights	https://britishgas.altiar.co/
Analytics	Adobe analytics / Decibel
White-boarding	Miro
Design	Figma
Prototyping	Playground / Figma
Usability testing	User Zoom
Backlog Board	Github / ADO
Communications	MS Teams
Documentation	Figma / Design docs / Zero height
Design Libraries	Figma
Dev component Library	Storybook.js

DESIGN PROCESS / LIFECYCLE

The team was involved in determining what works the best in terms of taking a design task, whether it be research focused or focused or both, through an agreed process. The process involved (but not limited to) the below phases and was constructed in a way that is simple yet effective. An agreement was made within the team to follow it and have a retrospective on it to keep evolving it for better efficiency.



WAYS OF WORKING ALIGNMENT

Being aligned on minor things like file name and file structure has a big impact. We wanted to follow a standard which becomes recognised in the design team so its easy for any team member to be familiar with the setup when they are looking at another team member's work. Below are some of the areas where we set standards for and then documented those.

- Folder structure
- File naming convention
- Cover page
- File structure



DESIGN SYSTEM

Design systems are a key area of any design practice which facilitates designers to express their ideas using the components and standards that are already researched and defined.

We needed a brand new design system for the company's new energy platform (NEP) which has all the qualities that a modern design system should encapsulate so we held a few discussions on the kind of design system that covers all the needs of the team's UI design tasks.

Below are the principles which paved the way for the construction of the design system which was carried out as a whole separate project.

- Modular
- Scalable
- Flexible
- Inclusive
- Well Documented

ASSETS & TEMPLATES

To aid the designers in making a start, we commissioned a centralised repository for design assets and templates. This again helped the designers to recognise the available design material and be consistent on the usage within the team.

- File templates
- Third party libraries
- Mapping templates
- Workshop decks
- Presentation decks
- Testing templates
- Critique templates
- Context Canvas
- Flowcharts

RESULTS

The implementation of design operations practices had a significant impact on the company's design team. The new systems and processes improved collaboration and communication between designers, stakeholders, and other teams within the company. This led to more efficient and effective design processes and improved the quality of the company's design outputs.

The centralised design system and asset repository improved the consistency and standardisation of design processes, making it easier for designers to work together on projects. The new tools and technologies also improved the efficiency of design operations, allowing designers to focus on more creative work.

Overall, the implementation of design operations practices helped the company's design team to work more effectively and collaboratively, leading to improved design outcomes and a more streamlined design process. As a result, the company was able to produce more high-quality visual and digital content to support its marketing and communication efforts, and achieve greater success in the competitive energy market.

