

# Bridging the gap between design & development

Munich, November 11th, 2018

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## About me

Work @ media company in Salzburg, Austria

Background in Media Computer Science

Transition from SE → FE → UX Engineer



# What is the gap?



DESIGNER



DEVELOPER

# What does it take?

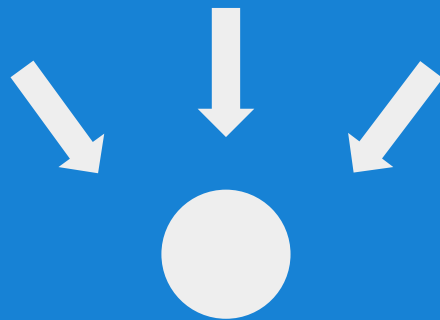




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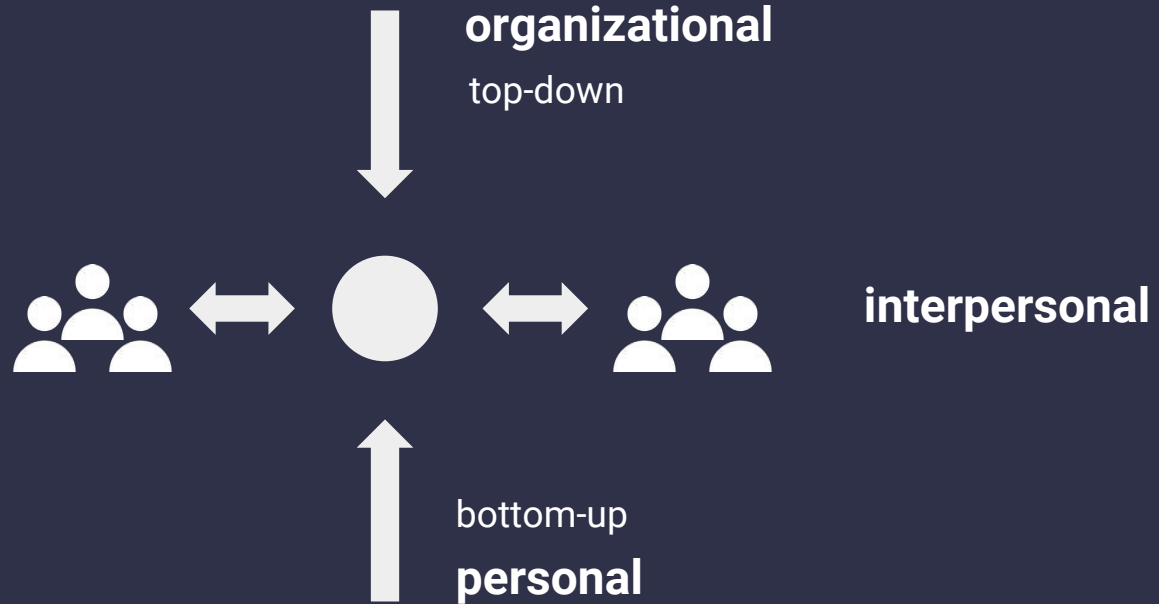
The struggle is real

# Different ways of approaching the gap





Different setup, different struggles



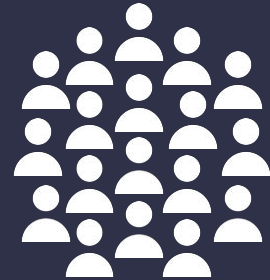
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Different setup, different struggles

**process**

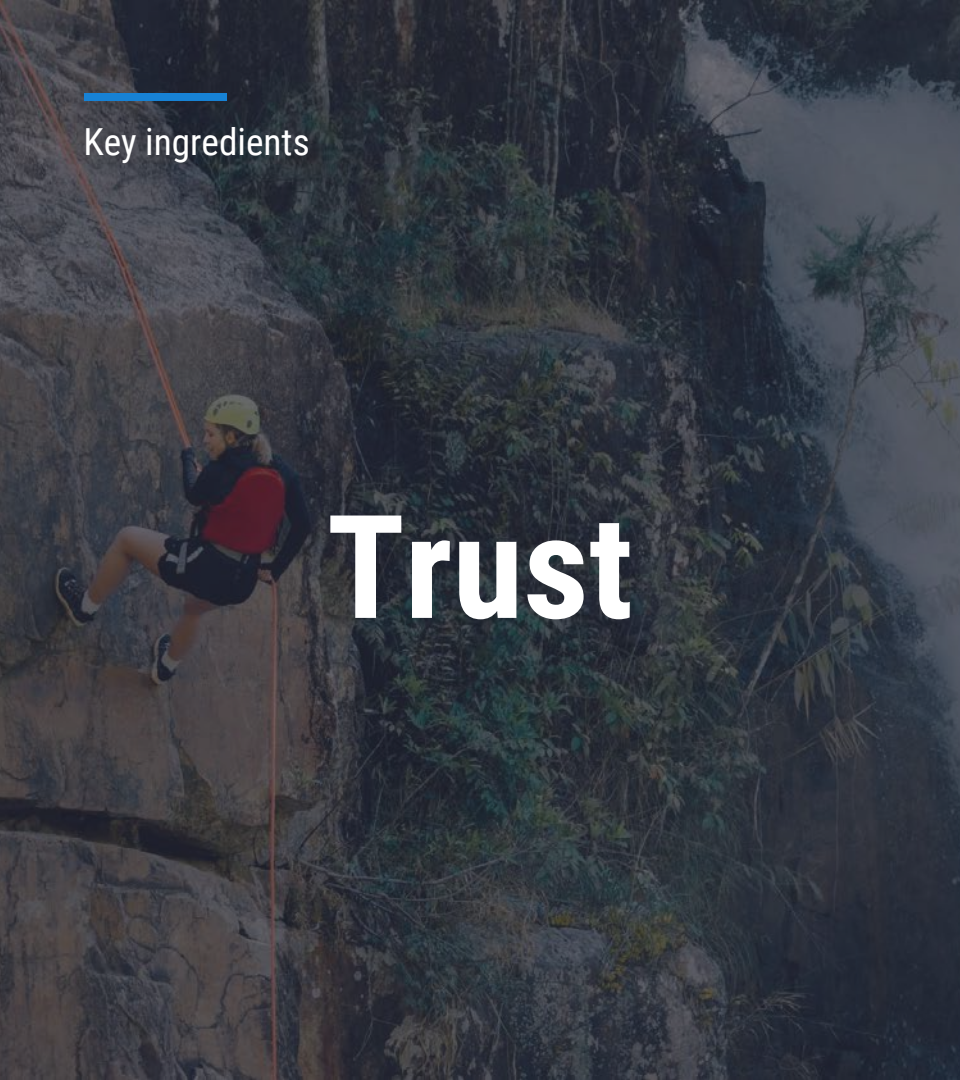


**team size**



1. **sit close to each other**
2. **use the best tools**
3. **good design-dev “handover”**

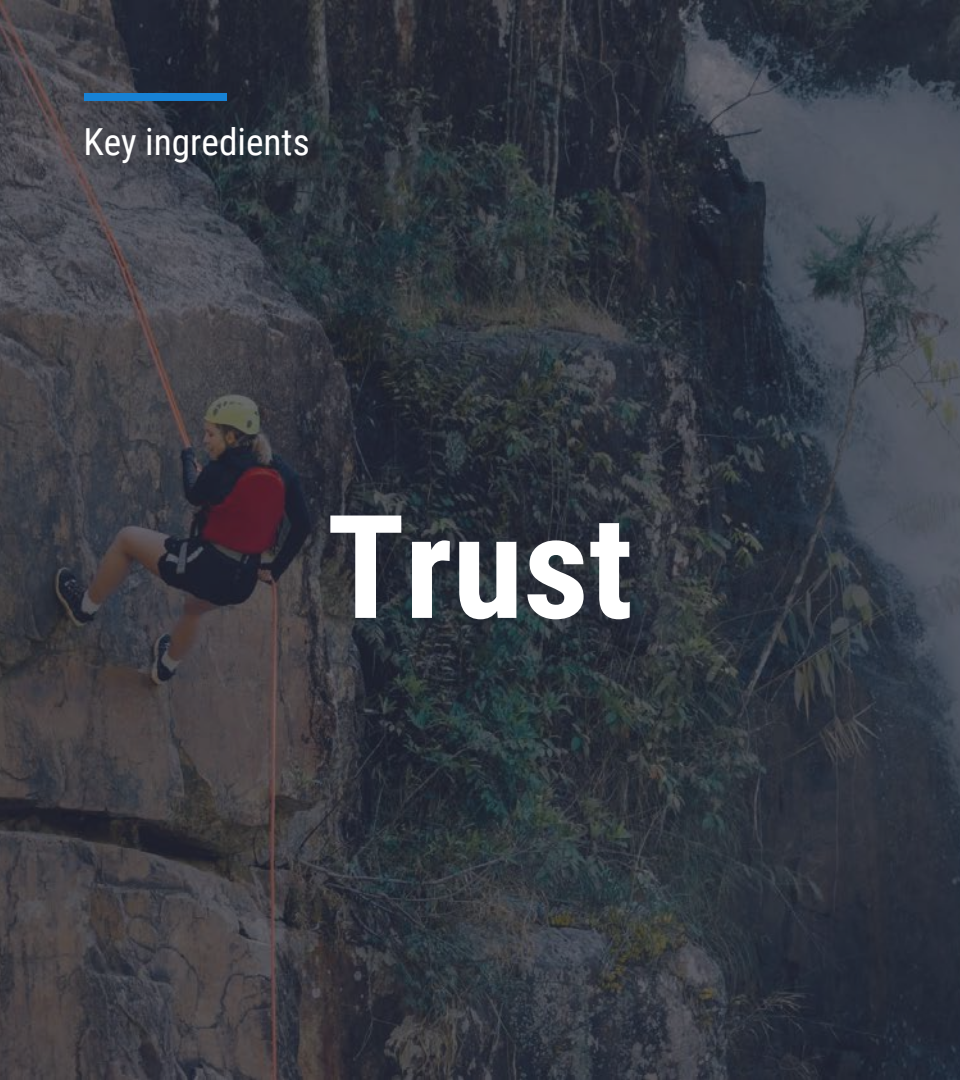
# 5 underlying principles

A person wearing a yellow helmet, a red backpack, and a black shirt is rappelling down a steep, grey rock face. They are secured by an orange rope. The background shows a dense forest of green trees and a misty or foggy atmosphere. The overall scene is dark and moody.

Key ingredients

# Trust

**is the foundation  
of collaboration**

A person wearing a yellow helmet, a red backpack, and a black shirt is rappelling down a steep, rocky cliff face. An orange rope is attached to their harness and extends upwards. The background shows a lush, green forest and a river flowing through a valley.

Key ingredients

# Trust

invest in shared time  
run proof of concepts  
share the success

Key ingredients

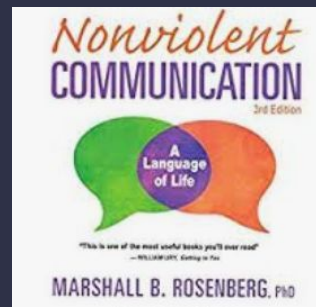
# Communication

open & transparent

2-way process

give insights

→ nonverbal &  
nonviolent comm.



@ZieglerLukas

**“Bring developers in regularly,  
especially when designers are  
getting started. Run design ideas by  
them so you can identify possible  
issues with code early.”**





Key ingredients

# Insights

run regular insight sessions

knowledge sharing

→ creating a **shared vision**



Key ingredients

# Experiment

test new ways of  
collaborating

do spikes, hackathons &  
proof of concepts (PoCs)

take down barriers

Key ingredients

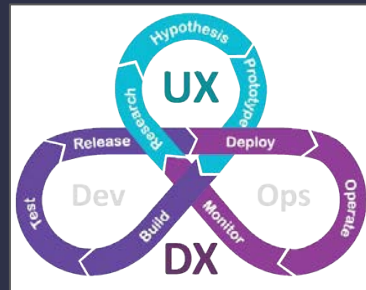
# Organizational

roles, responsibilities

team building

design sprints

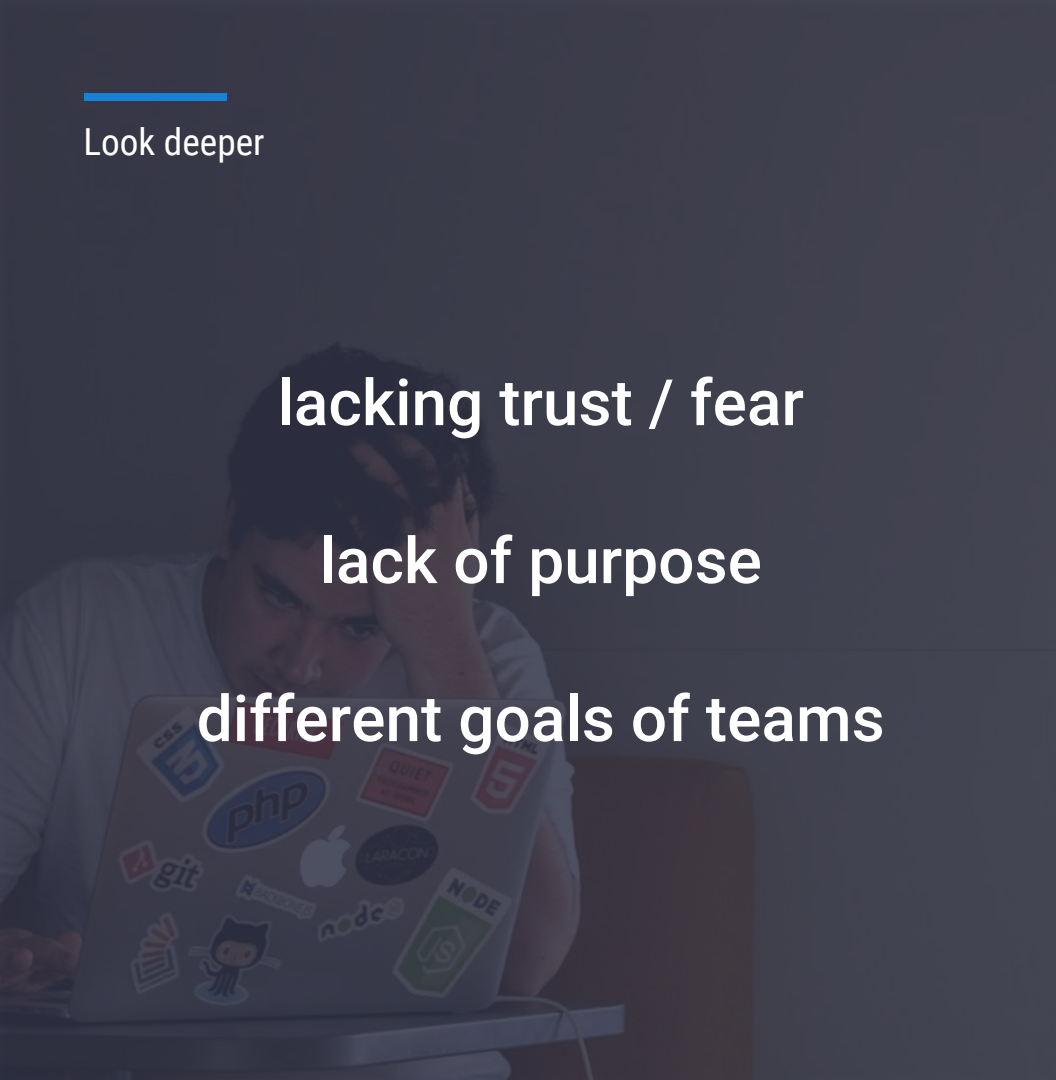
→ UXDX model



@ZieglerLukas

A man with dark hair, wearing a white t-shirt, is sitting at a desk. He is looking down at a laptop with a distressed expression, his right hand resting on his forehead. The laptop lid is covered in various tech-related stickers, including 'CSS', 'SECURITY', 'HTML', 'php', 'git', 'LARAICON', 'node', 'NODE', and 'US'. The background is a simple indoor setting with a desk and a chair. The overall tone is one of frustration or struggle.

# Still struggling?

A person is shown from the chest up, sitting at a desk and looking down at a laptop. Their right hand is pressed against their forehead in a gesture of stress or frustration. The laptop lid is covered with various colorful stickers, including logos for 'php', 'git', 'node', 'npm', 'CSS', 'jQuery', and 'Laravel'. The background is dark and out of focus, showing a desk lamp and some office supplies.

Look deeper

**lacking trust / fear**

**lack of purpose**

**different goals of teams**

**shared vision**

**team development**

**openness to improve**

# 6 takeaways



# Create mutual understanding

knowing each others strengths



# Share your ideas & visions

see design-dev interaction as 2-way communication





# Communicate the reason *why*



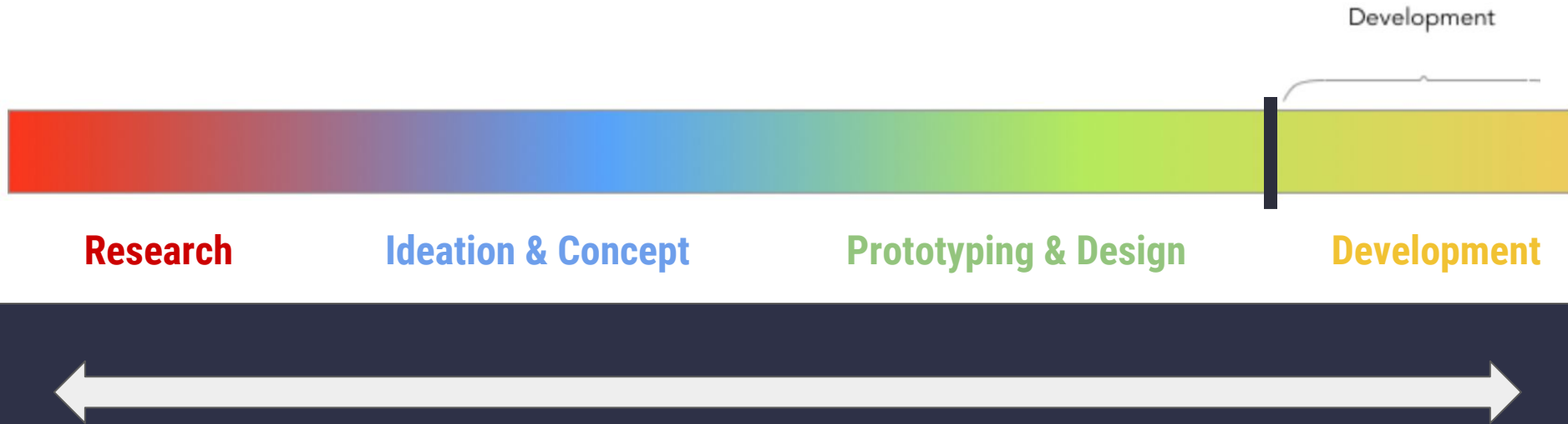
**Focus on the problem,**  
not the solution



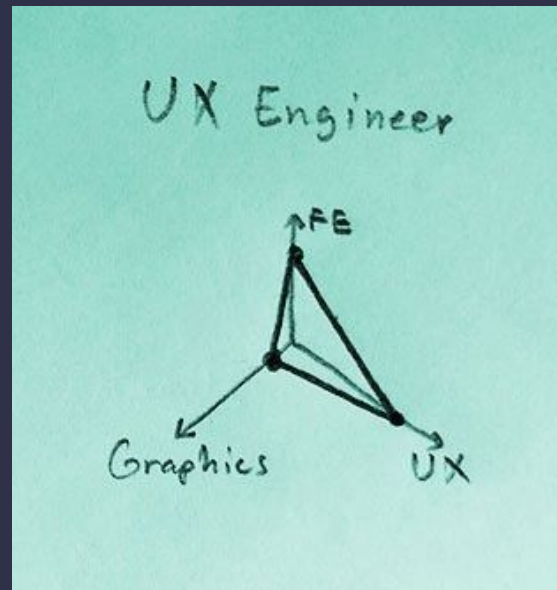
# Allow people to change

within the organization

## My journey



“taking ideas from concept  
to implementation”



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Takeaway #6

# Be the difference

you want to see



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## **Slides**

[bit.ly/lukas-dachfest](https://bit.ly/lukas-dachfest)

## **Stay in touch.**

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