



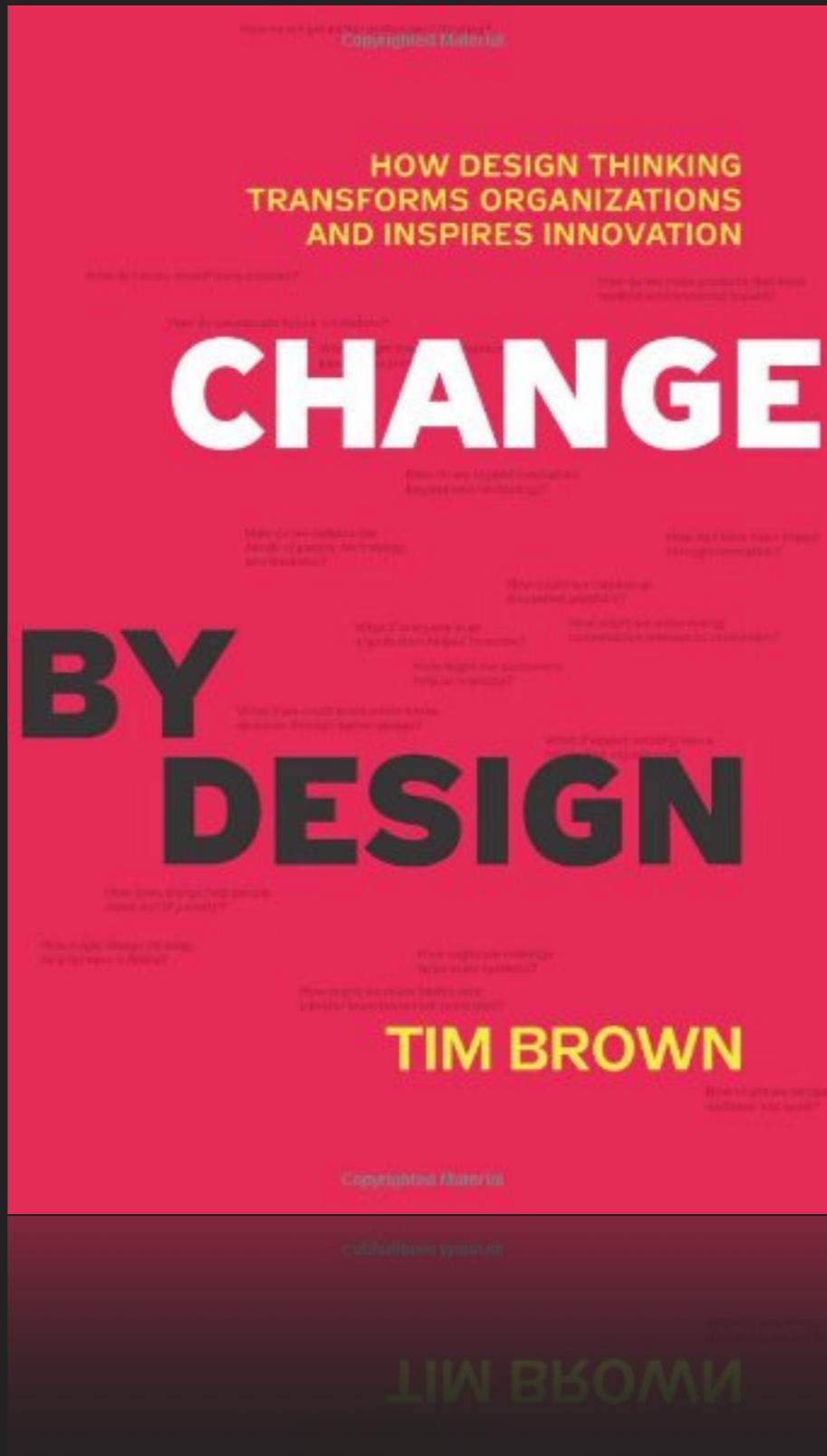
INTEGRATING DDD, BDD, AND UXD

COLLABORATIVE DESIGN

Paul Rayner

 @thepaulrayner

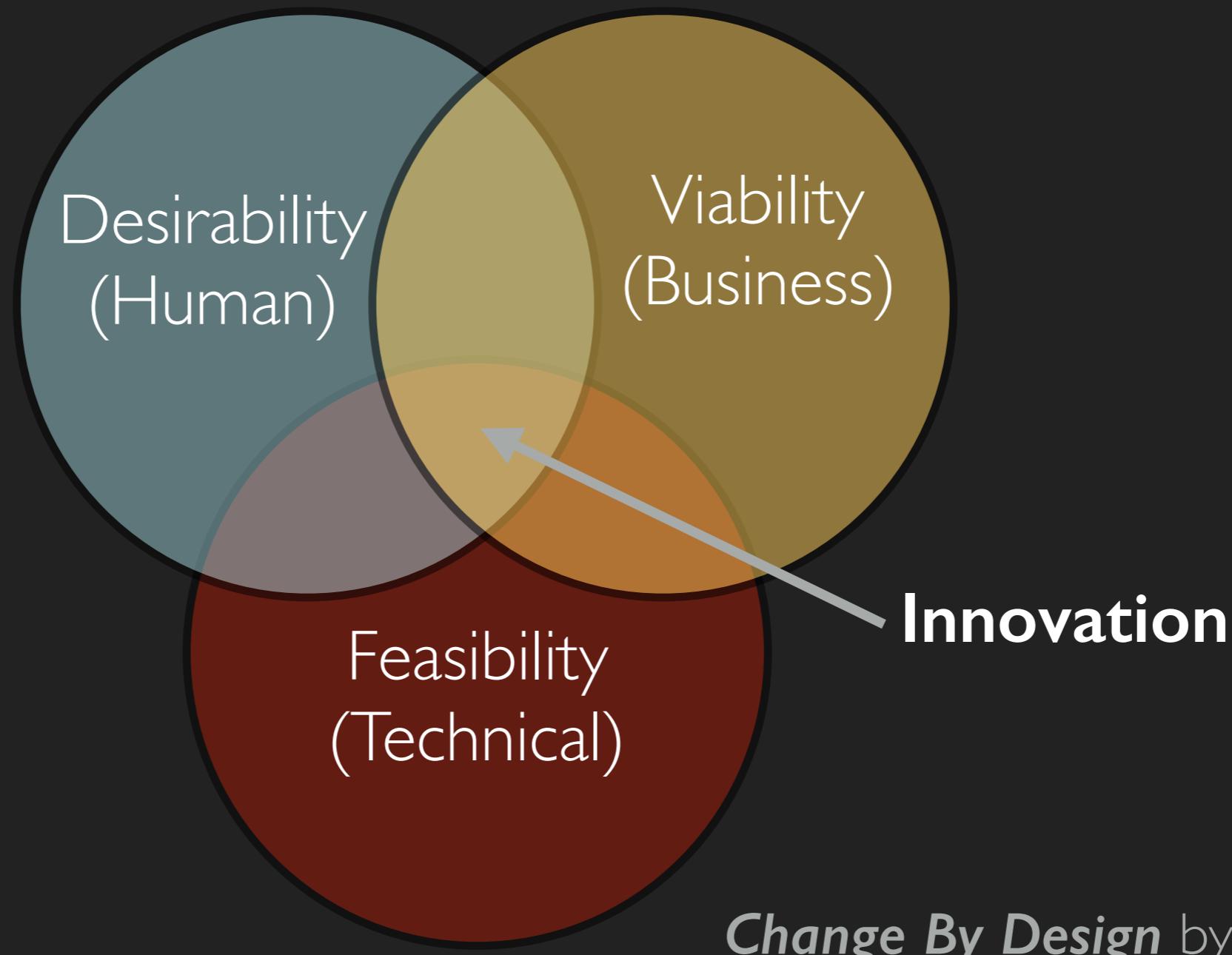




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 @thepaulrayner



DESIGN THINKING



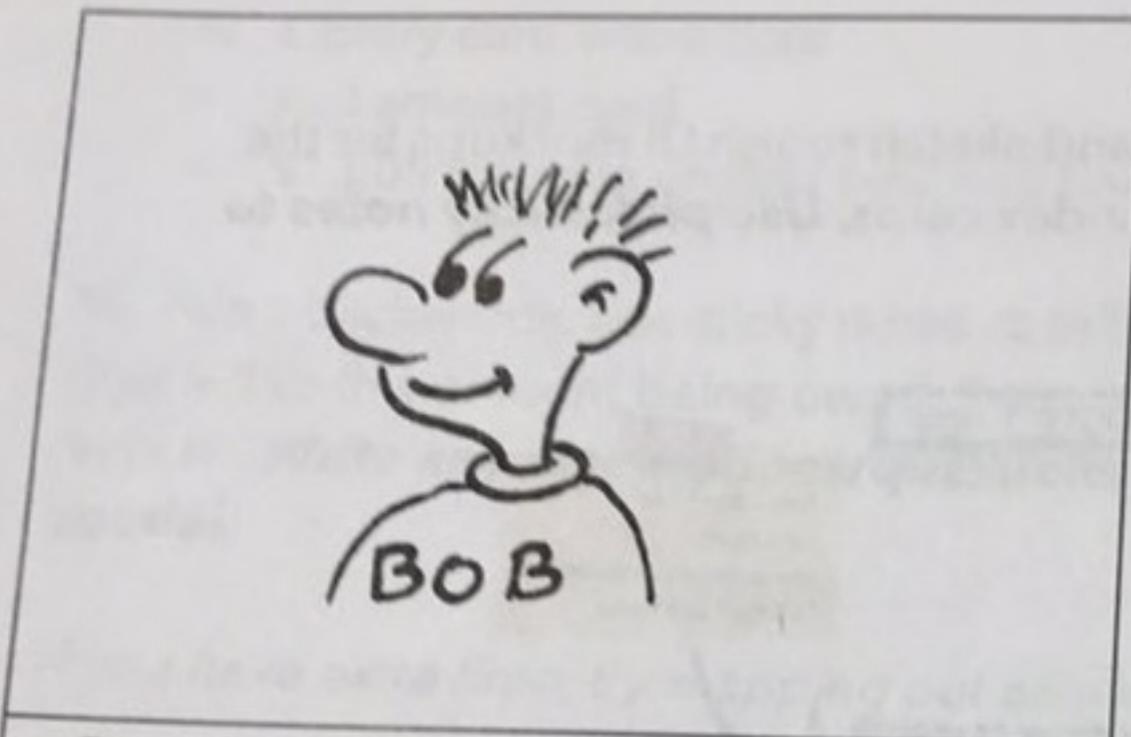
Change By Design by Tim Brown

Paul Rayner



@thepaulrayner





Thanks to Michel Grootjans (@michelgrootjans)

Paul Rayner

 @thepaulrayner





Behaviors

- Travels a lot
- Borrows 20-30 books at a time for himself and his kids
- Reads e-books

Thanks to Michel Grootjans (@michelgrootjans)

Paul Rayner

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Demographics

33 yo
married
3 kids
tech savvy

Behaviors

- Travels a lot
- Borrows 20-30 books at a time for himself and his kids
- Reads e-books

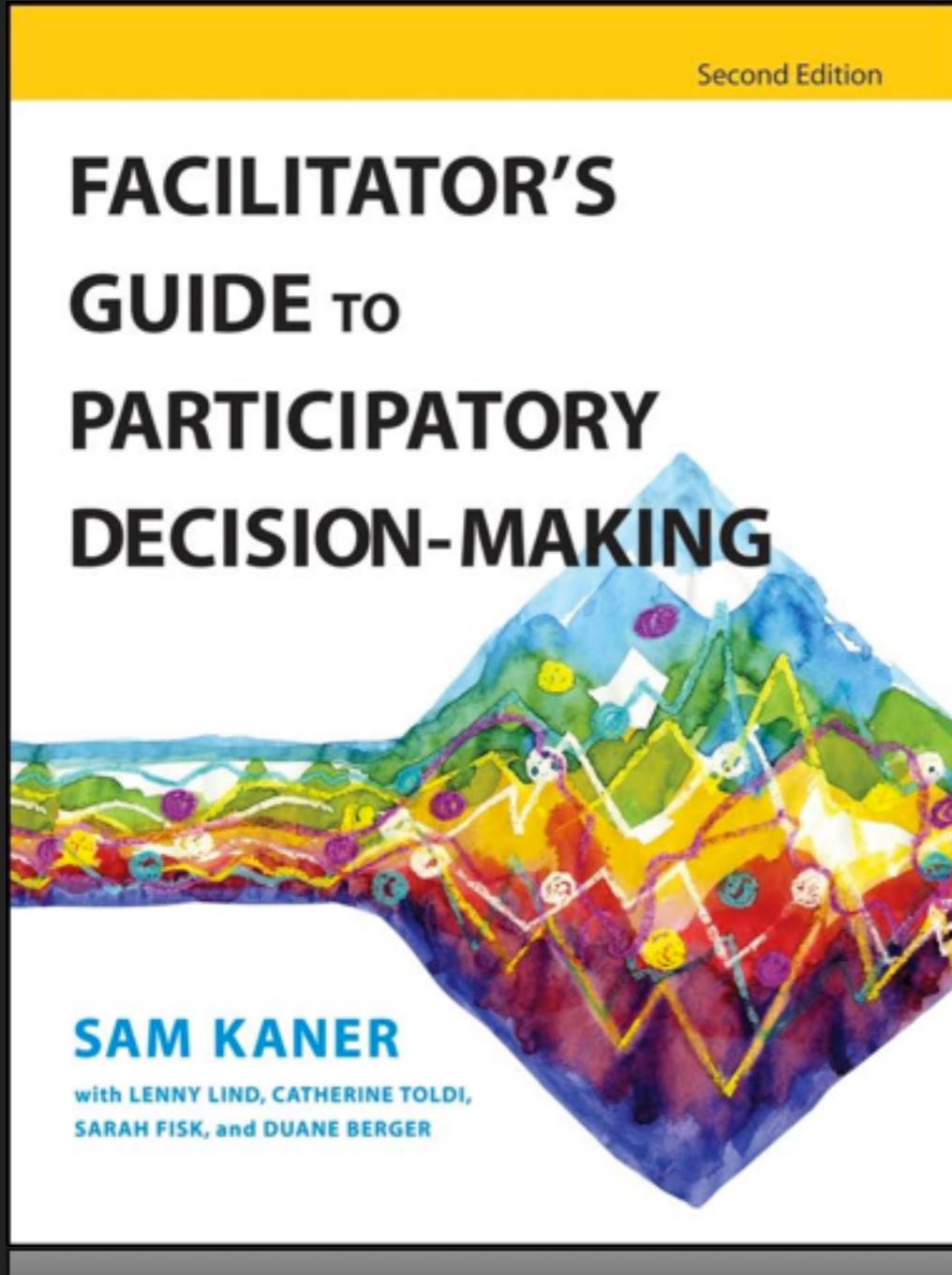
Needs & Goals

Avoid fines
Return books on time
Hassle-free fine payments

Thanks to Michel Grootjans (@michelgrootjans)

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"Everybody knows the problem: We need to be more innovative. Now we've got the solution: Gamestorming. This smart, fun, hands-on book will energize your brain and mobilize your creativity—and do it using stuff you already have in your supply closet!"

—Daniel H. Pink, author of *Drive* and *A Whole New Mind*

Game storming

A Playbook for Innovators,
Rulebreakers, and Changemakers



O'REILLY®

Dave Gray
Sunni Brown
James Macanufo

O'REILLY®

virtualgenius
leading by design

Paul Rayner
 @thepaulrayner





Paul Rayner



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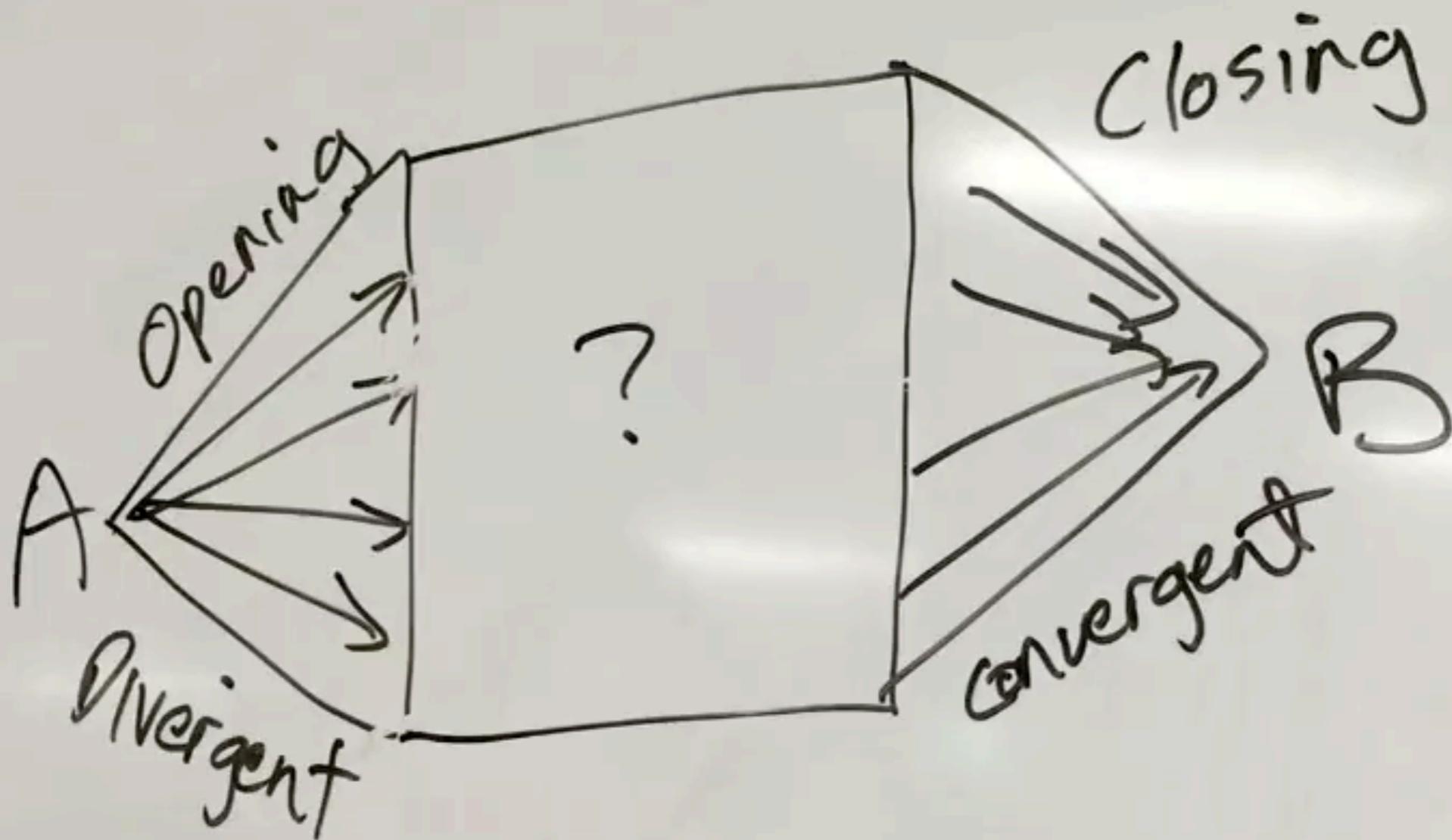


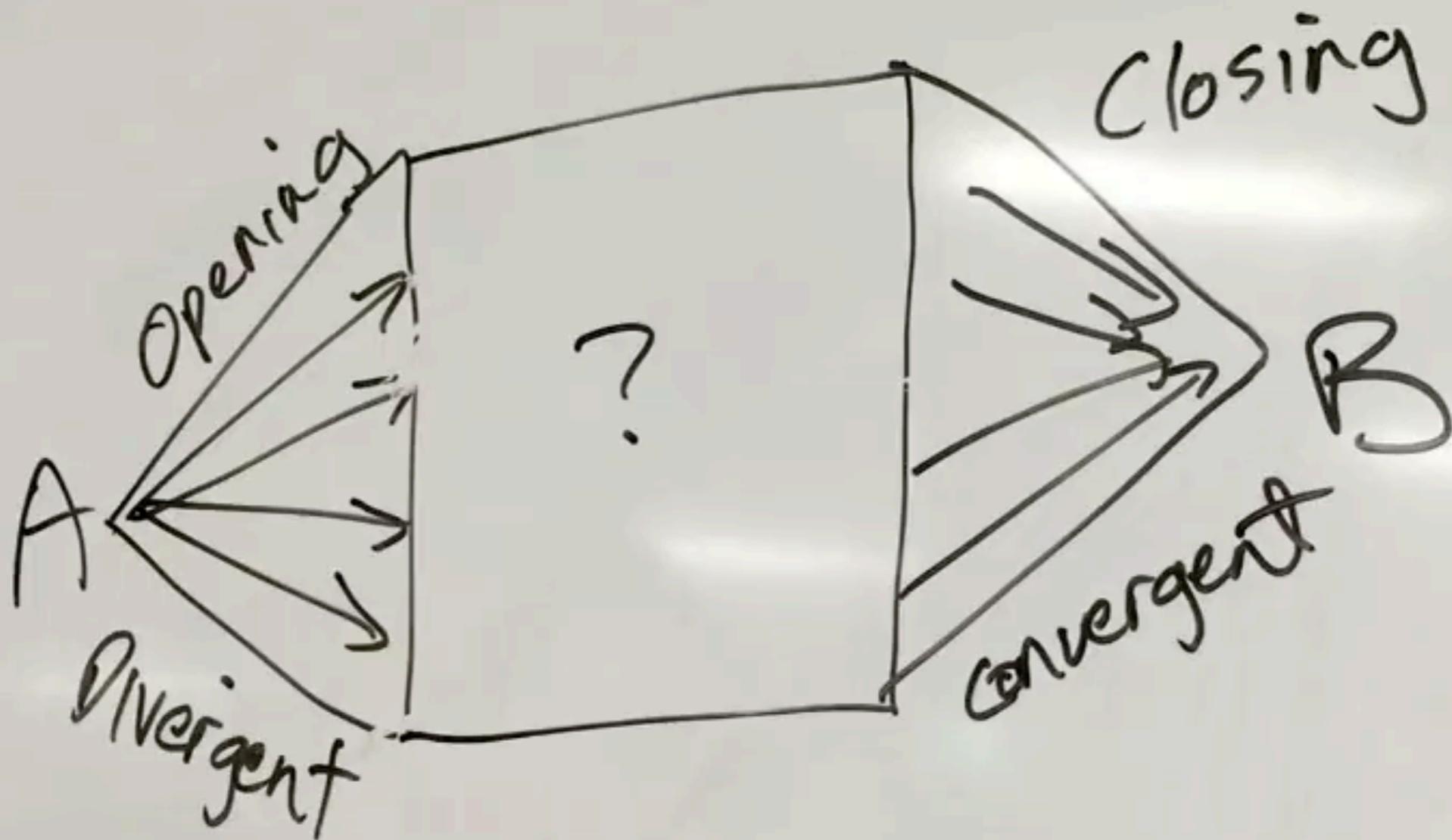
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COMMON PROBLEMS

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COMMON PROBLEMS

► Wasting time and effort on
the wrong things

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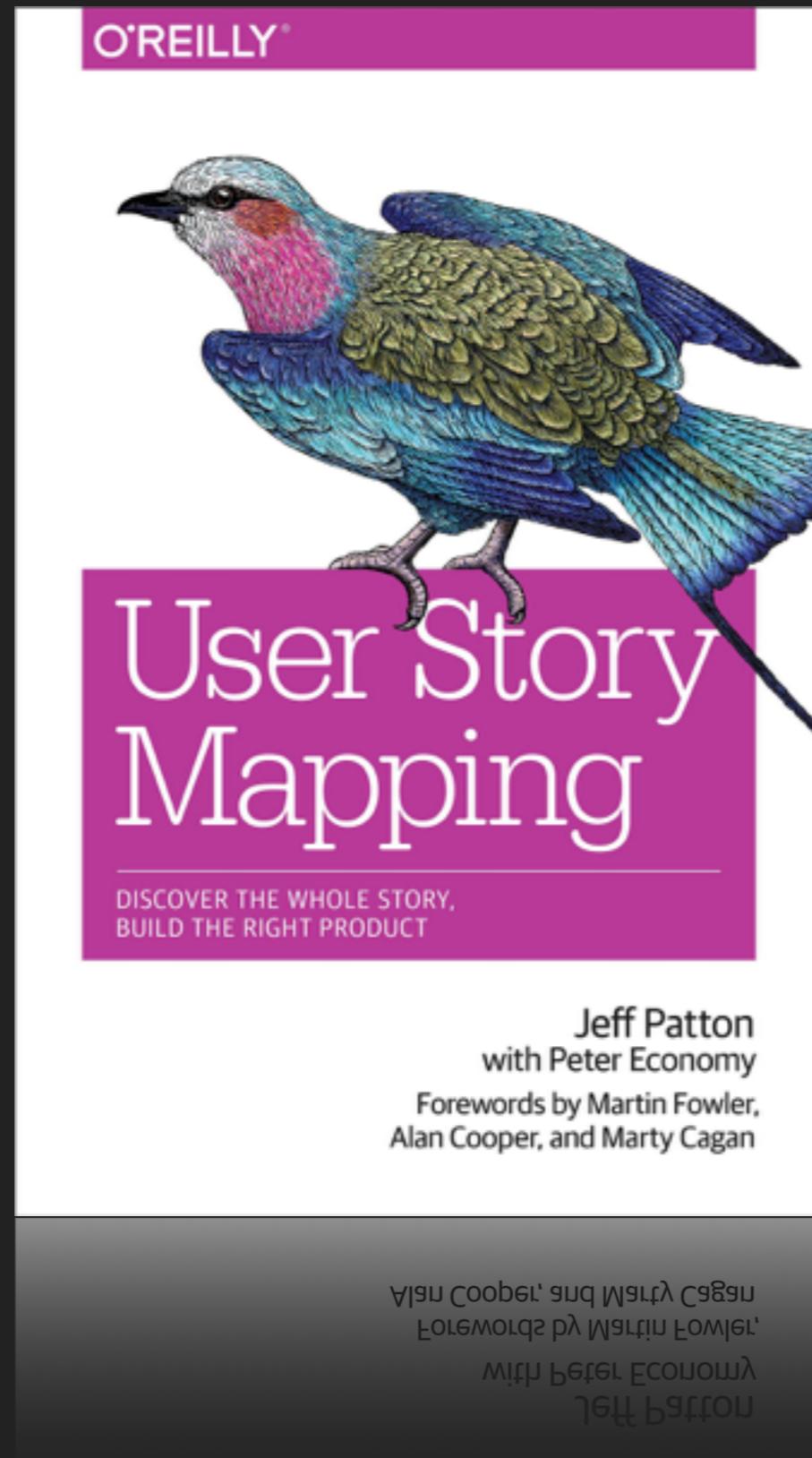


COMMON PROBLEMS

- ▶ Wasting time and effort on the wrong things
- ▶ Wrestling with doing the right things at the wrong time

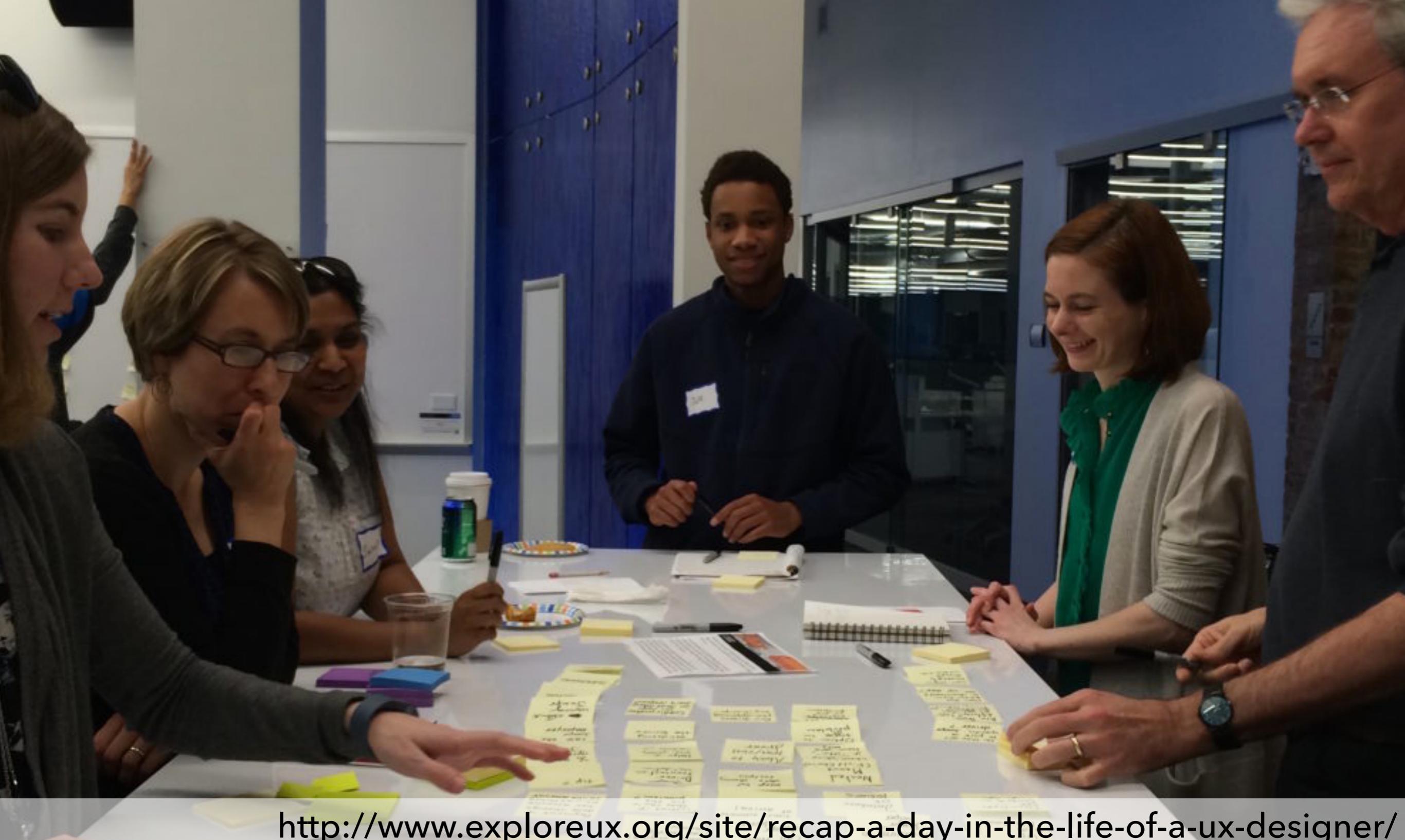
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<http://www.exploreux.org/site/recap-a-day-in-the-life-of-a-ux-designer/>

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GOOD ENGAGEMENT

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GOOD ENGAGEMENT ...FOCUSED ON USER INTERACTION

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WHAT ABOUT THE UNDERLYING SYSTEM BEHAVIOUR?

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EVENT STORMING

Alberto Brandolini



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PLACE EVENTS ON A TIMELINE

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WHAT IS A DOMAIN EVENT?

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WHAT IS A DOMAIN EVENT?

Something that
happened in the business
that your domain experts
care about

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 @thepaulrayner



ITEM
ADDED TO
CART

THIS IS A DOMAIN EVENT

- ORANGE STICKY NOTE
- VERB AT PAST TENSE
- RELEVANT FOR DOMAIN EXPERTS

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5 Tips

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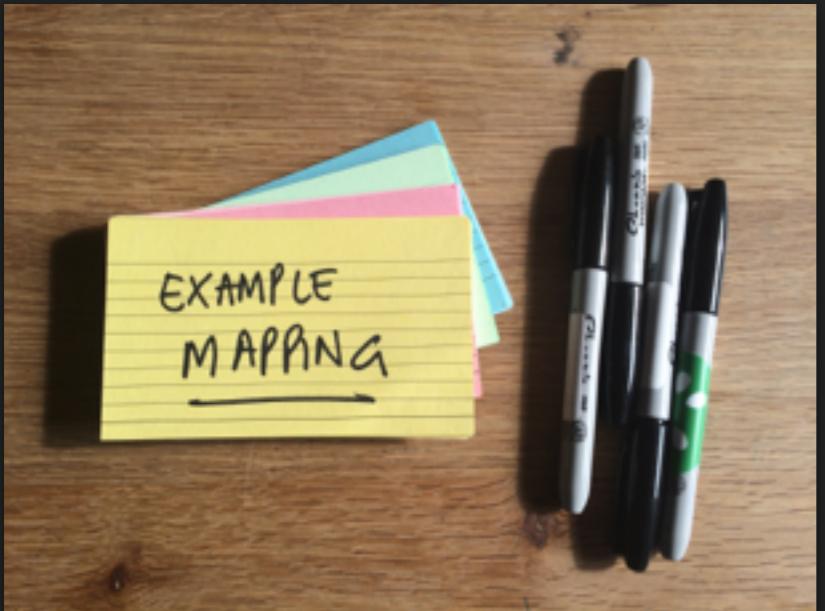
Focus first on learning
and understanding

DISCOVERY AND EXPLORATION

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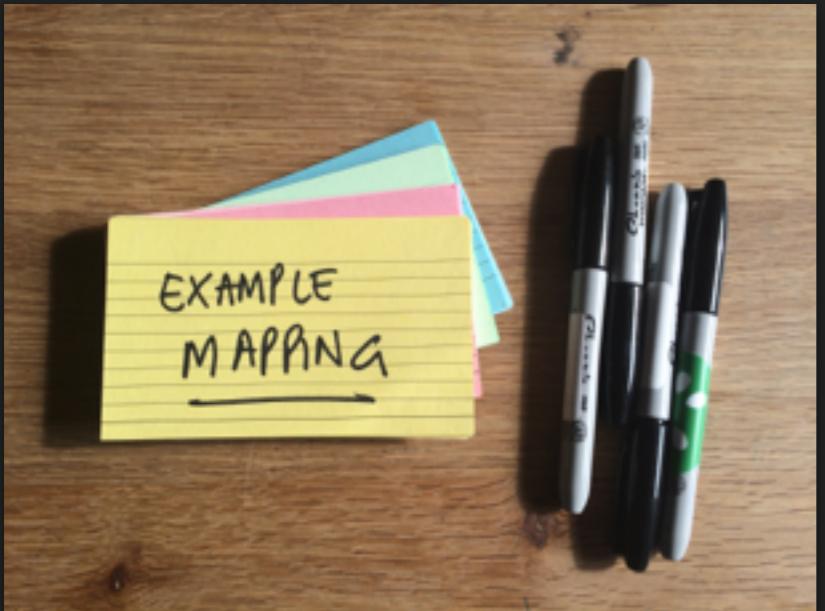


DISCOVERY AND EXPLORATION



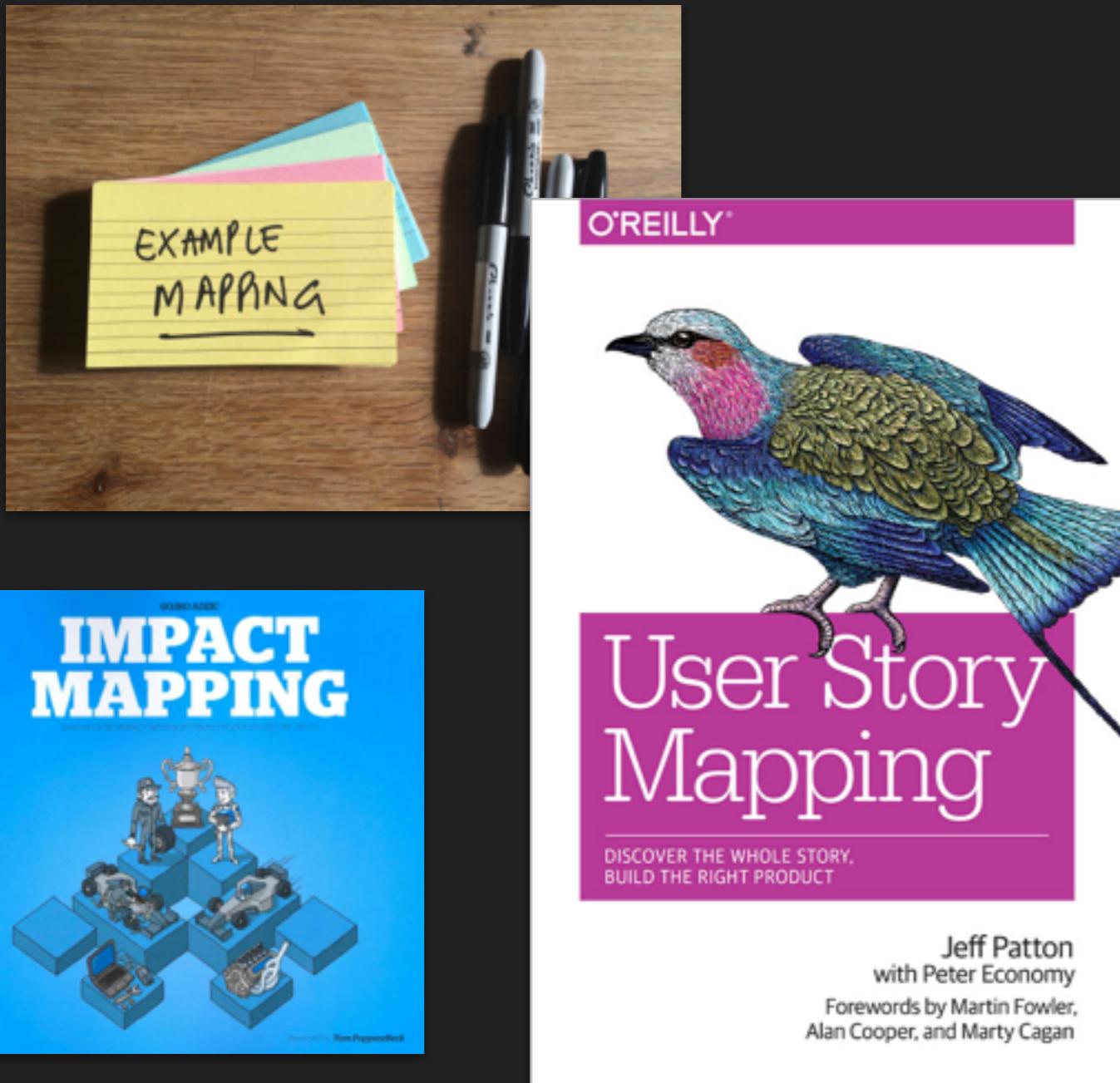
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DISCOVERY AND EXPLORATION



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DISCOVERY AND EXPLORATION



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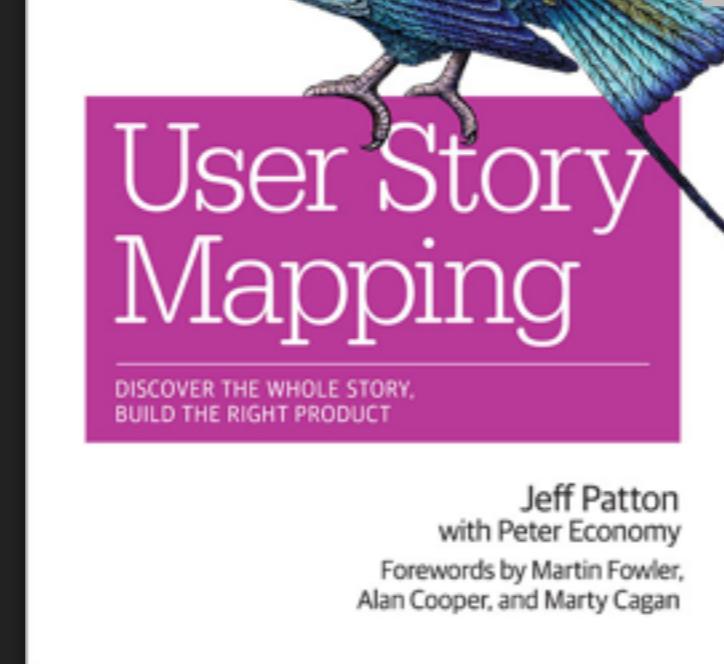
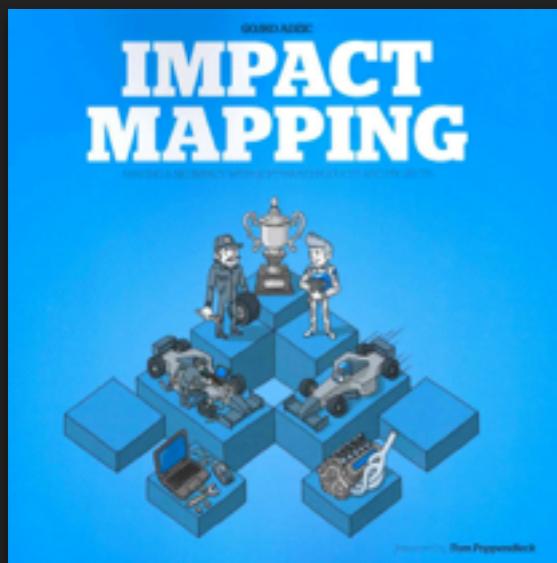
DISCOVERY AND EXPLORATION



Capture the **proto-persona** information for Bob the library patron below.

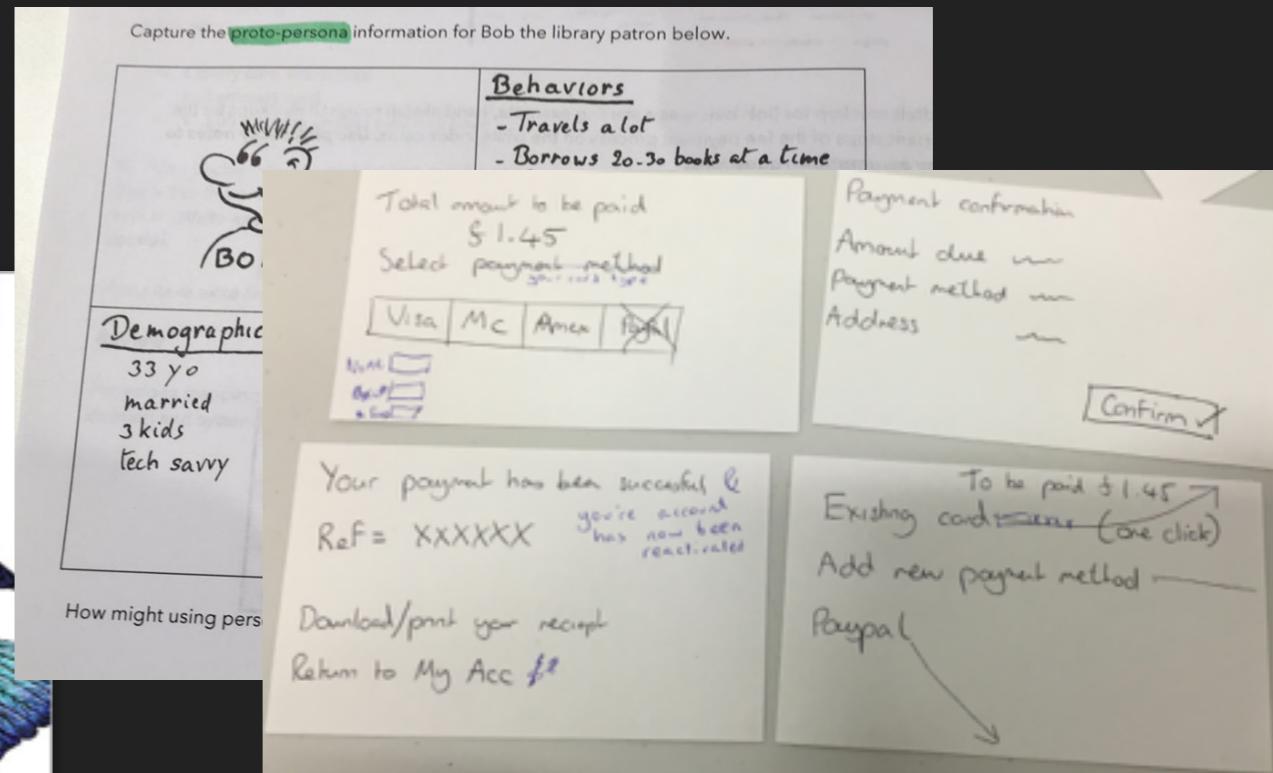
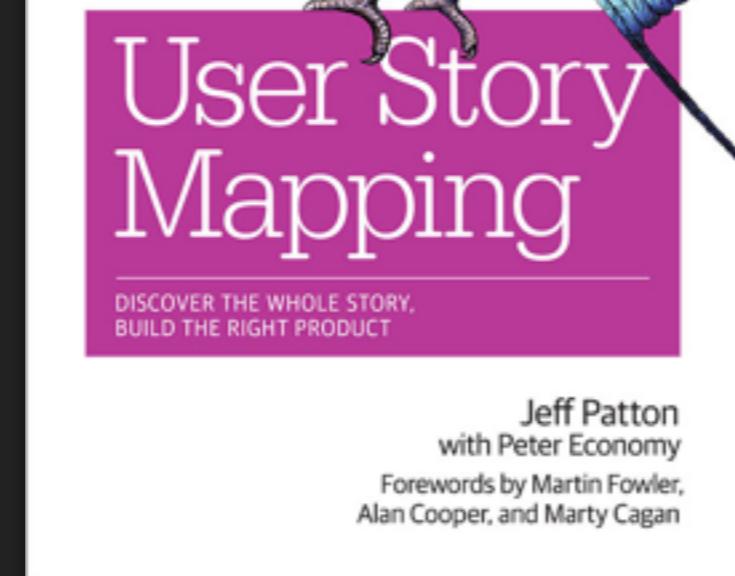
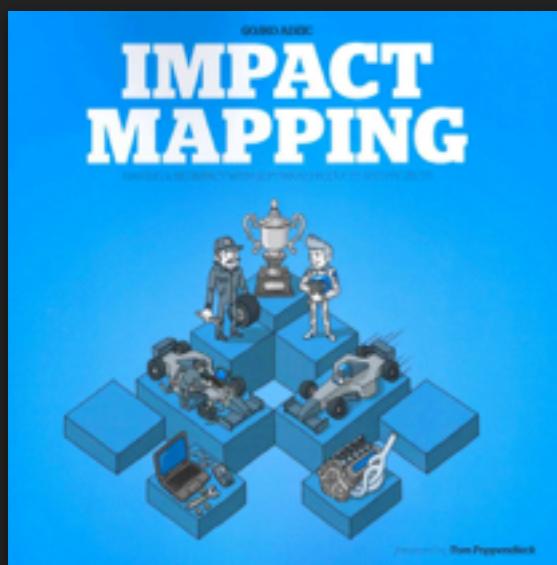
	Behaviors <ul style="list-style-type: none">- Travels a lot- Borrows 20-30 books at a time for himself and his kids- Reads e-books
Demographics <p>33 yo married 3 kids tech savvy</p>	Needs & Goals <p>Avoid fines Return books on time Hassle-free fine payments</p>

How might using personas improve a team's understanding of what the software should do?



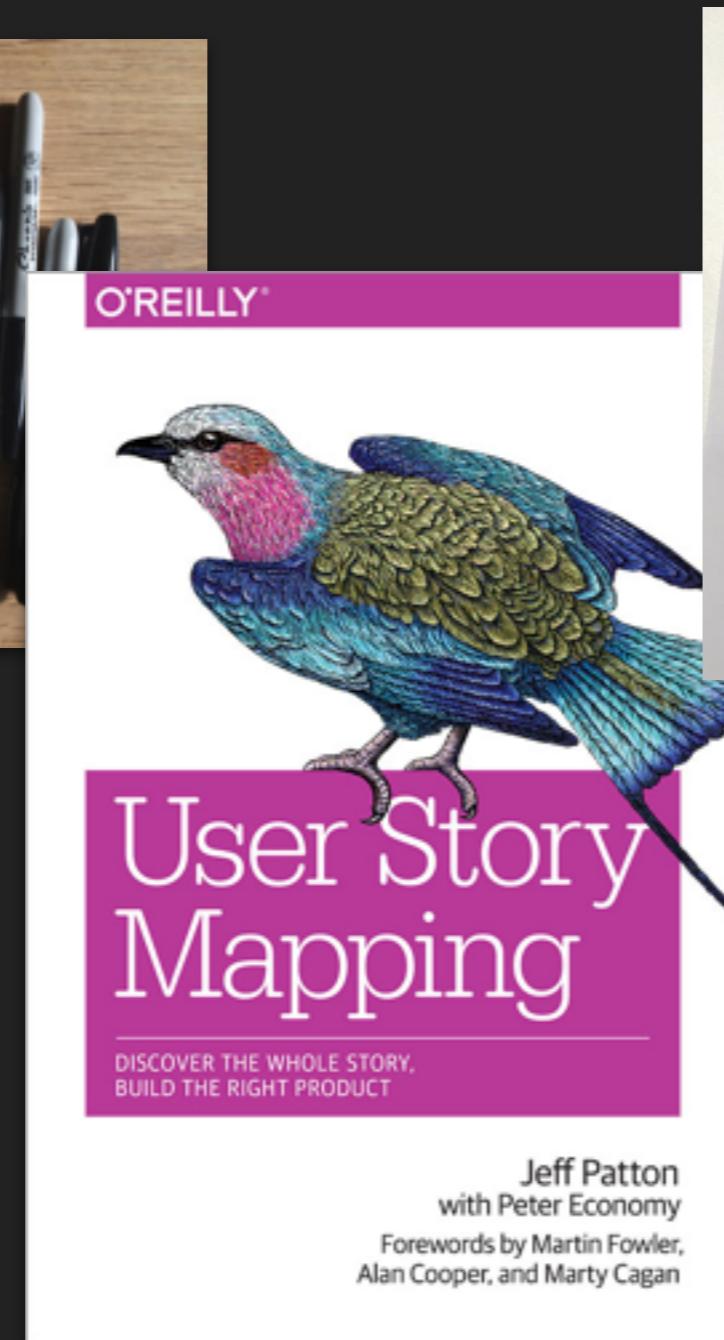
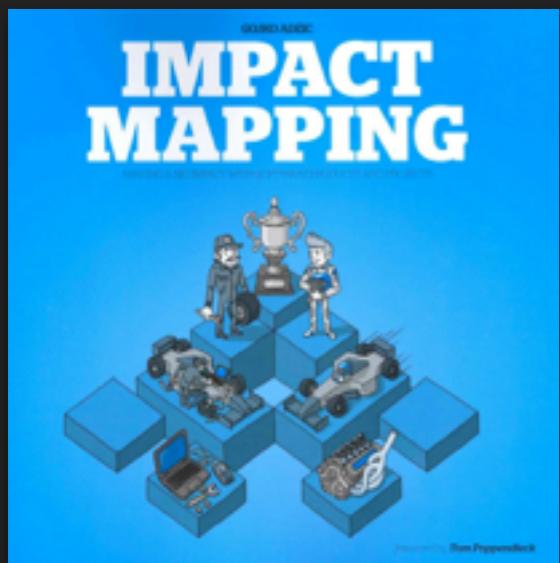
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 @thepaulrayner

DISCOVERY AND EXPLORATION



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 @thepaulrayner

DISCOVERY AND EXPLORATION



Capture the **proto-persona** information for Bob the library patron below.

Behaviors

- Travels a lot
- Borrows 20-30 books at a time

Total amount to be paid
\$1.45
Select payment method

Visa MC Amex Pay

Next Back & Edit

Your pay
Ref = XX

Download/print
Return to My

EVENT STORMING
Alberto Brandolini

INVITE THE RIGHT PEOPLE
PROVIDE AN UNLIMITED MODELLING SURFACE
PLACE DOMAIN EVENTS ALONG A TIMELINE
AS A DOMAIN EXPERT
WARNING! IT MAY BECOME ADDICTIVE

AN ACT OF DELIBERATE COLLECTIVE LEARNING
DEEPER INSIGHT ACHIEVED
ENTERPRISE MODEL SKETCHED
VALIDATE IT!
WRITE A PROTOTYPE
ASK MORE QUESTIONS
VISIBLE REPRESENTATION OF OUR CURRENT UNDERSTANDING
ALTERNATIVE MODEL EMERGED
SILO BOUNDARY CROSSED

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 @thepaulrayner

Build on each
others' ideas

Make sure the right
people are in the
room

Visual modeling & structured conversation

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 @thepaulrayner



Conversations and
examples are
primary

DISCOVERY AND EXPLORATION

1. Focus first on learning and understanding.
2. Build on each others' ideas
3. Make sure the right people are in the room
4. Visual modeling & structured conversation
5. Conversations and examples are primary

QUESTIONS?

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THANKS!

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 @thepaulrayner

