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Design directions for Agile

Tool-based vs. Task-based Interfaces

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	Tool-based Interface	Task-based Interface
Pros:		
Cons:		
Examples:		

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Examples:	Adobe Photoshop, Microsoft Outlook, Netscape Navigator	Windows MediaPlayer, iTunes Music Store, Google Maps **Note:** Wizards are a subset of task-based interfaces, but do not define the genre.

Deep Dive approach

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Cons:

- Limited scope: other products will clearly lag in comparison.
- Need to pick the right module for the project to be a success; very important.
- Inconsistency between products will require additional user training.
- As a suite, the products won't feel as integrated.

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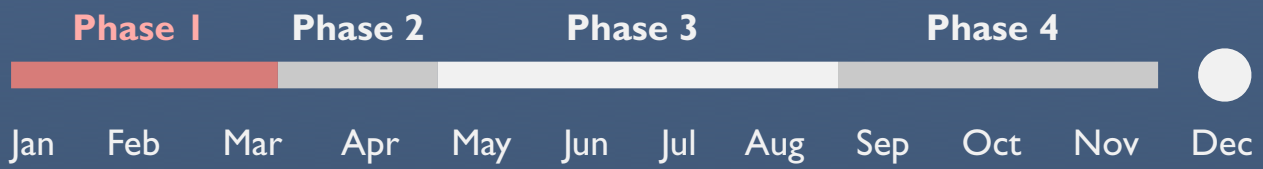
- Design strategy & blue sky period.
- Experiment with ideas and approaches on how to solve product problems.
- Architect task environments that are also scalable.
- Intensive front-loaded research on tasks for identification and validation.



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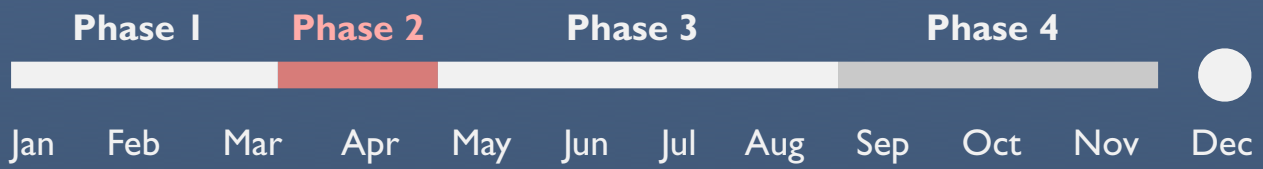
- Key design decisions made.
- Prototyping.



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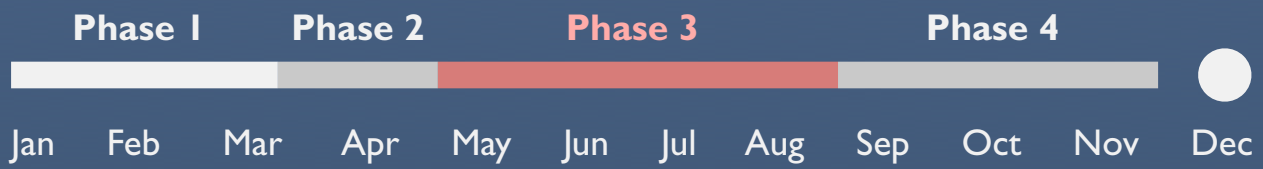
- Creating product with engineering team based on prototyping.
- Ongoing testing and feedback from alpha testers.



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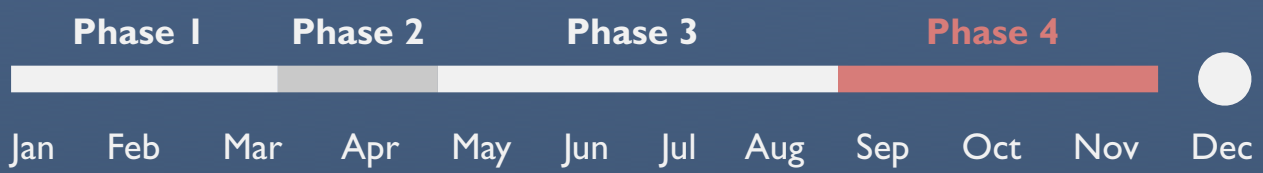
- Testing & tweaking



Clean Sweep approach

An overhaul of the existing product line to create a strong foundation on which to build and scale the product line over a period of 5 or more years.

Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec

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Pros:

- Consistency across entire product suite.
- Straight forward to use without major re-education.
- Will make individual module redesigns in subsequent years more efficient.
- Provides a foundation for designing task based interfaces in the future.
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Cons:

- Focus is on fixing what's there, not adding new features
- Touches everything: Will require a large amount of engineering and design work.
- Potentially risky to meet deadlines due to scope of the project.

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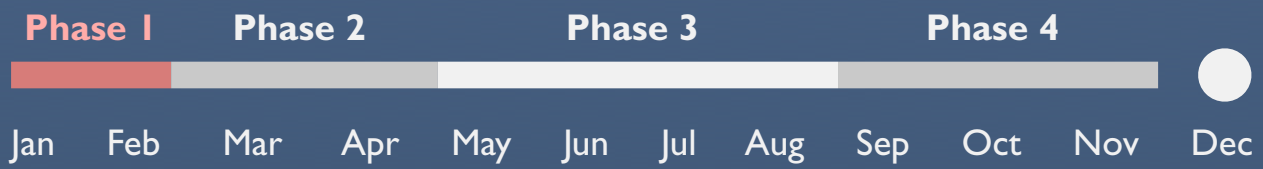
- Inventory of existing product interface and assets.
- Deep dive with engineers on architecture.
- Research to understand key features from the user's point of view.
- Identify product flow and pain points.
- Understand how people think about the system at the object and behavioral level.



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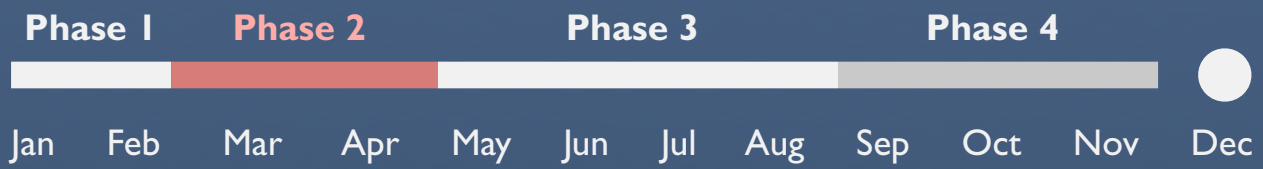
- Design and prototyping.
- Design decisions on structure, look and feel, programming & prototyping.
- Start getting key customers in and involved.



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- Ripping everything out, redesigning it and putting it back together with engineering team.
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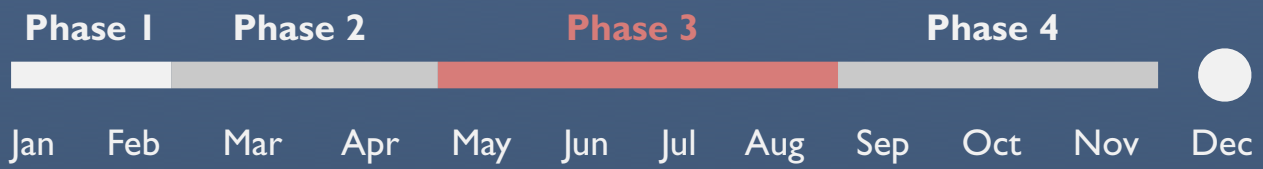

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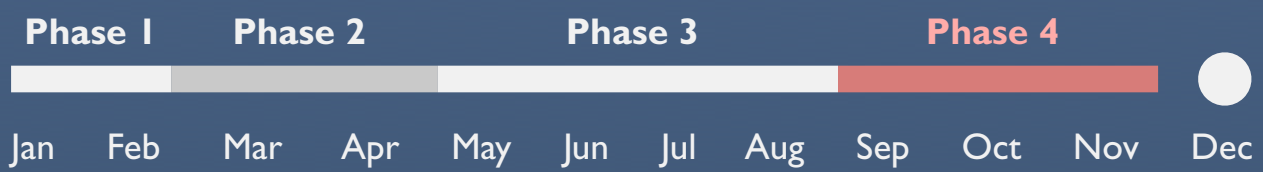

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Q&A