Collaboration within a multidisciplinary team

Working together to solve design problems more effectively

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"In the long history of humankind…those who learned to collaborate and improvise most effectively have prevailed."

Charles Darwin

- Play & prototyping yield better results

- Diverse skills matter

- Facilitation skills increase performance

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- UX skills make you a better facilitator
  - Patience
  - Listening
  - Empathy
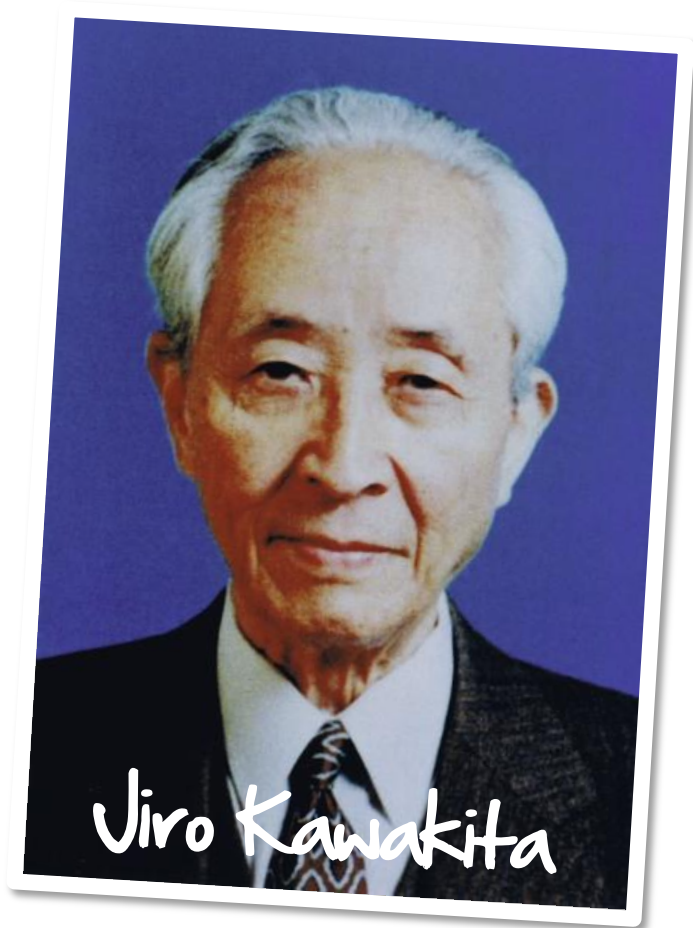- Sometimes we need guidance on how to structure collaboration

Innovation Games

OPENING   EXPLORING

(CONVERGENT)

Using games for structuring collaboration

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Jiro Kawakita

- Invented by Japanese Anthropologist Jiro Kawakita in the 1960's

- A way to sort lots of subjective, qualitative data

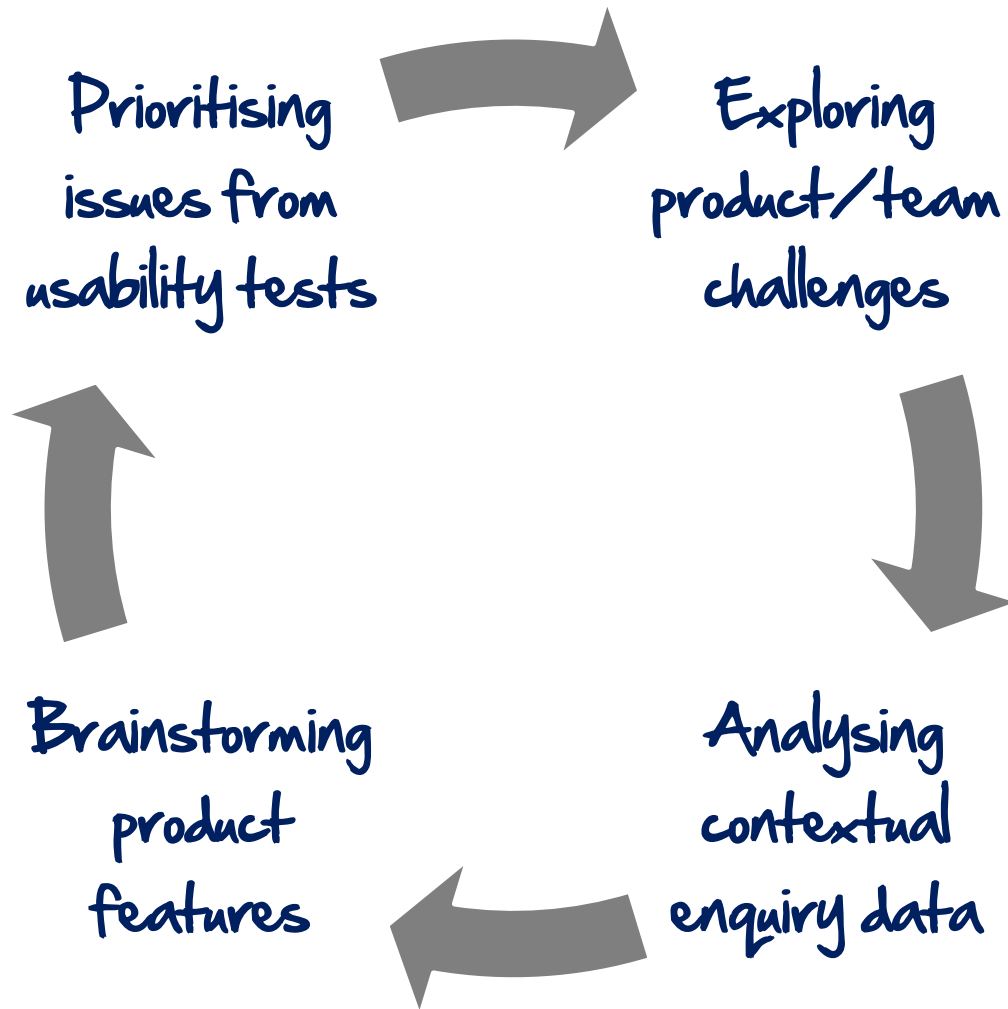- Group decision making by consensus

What is the KJ Method?

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Why use the KJ Method?

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- Different perspectives are valuable

- Shared understanding

- Inclusive yet objective – all opinions heard

- Effective for sorting lots of data

- Encourages group ownership of actions
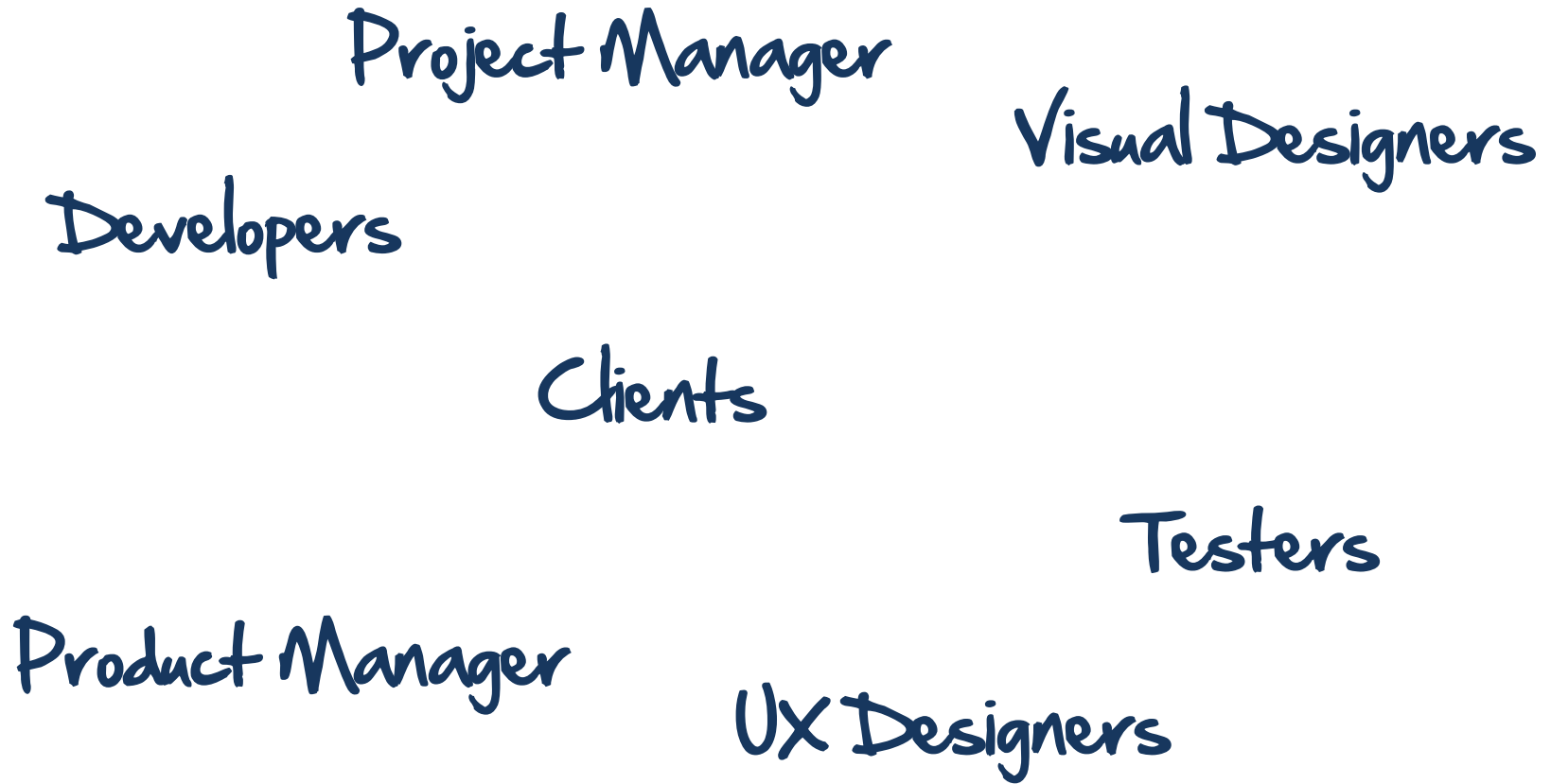
Why use the KJ Method?

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Prioritising issues from usability tests

Exploring product/team challenges

Analysing contextual enquiry data

Brainstorming product features

When is the KJ Method useful?

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For this exercise we'll use the focus question:

"What features do users need?"

Step 1: Determine a focus question

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Project Manager

Visual Designers

Developers

Clients

Testers

Product Manager

UX Designers

Step 2: Organise the group

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Step 3: Write ideas, opinions, data on sticky notes

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Step 4: Put sticky notes randomly on the wall
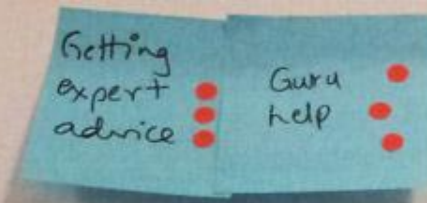
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Step 5: Group similar items

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Step 6: Name the groups

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Step 7: Vote for the most important groups

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Rank the group name stickies with dots

Getting expert advice
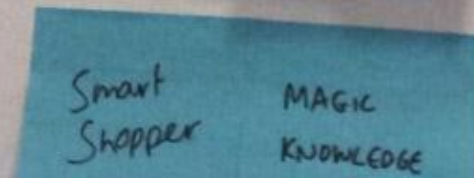
Guru help

Nominate two group names that you think are identical and take a vote. Did everyone agree? If not, why? Discuss!

FIND PRODUCT

Product Search

PRACTICAL HELP

How to...
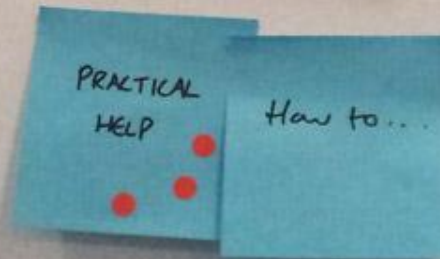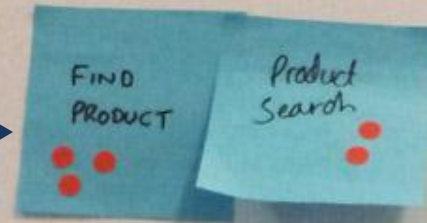
Don't include any stickies without dots, even if they came from the same group

Smart Shopper

MAGIC KNOWLEDGE

Store locator

Step 8: Rank the most important groups

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Design Consequences

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- Put together by Leisa Reichelt and her colleague

- Helps generate great design ideas

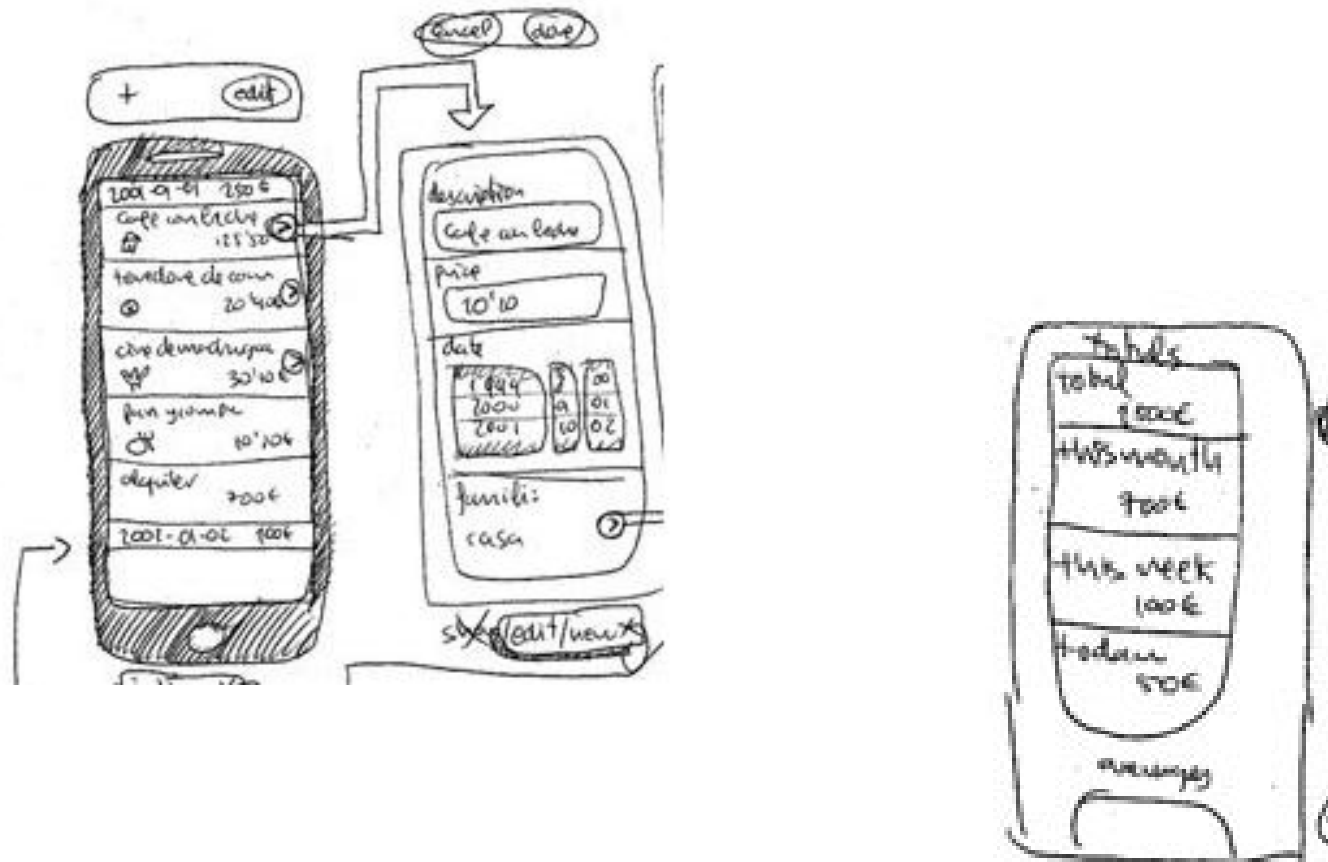- Encourages discussion to develop consensus with your team

What is Design Consequences?

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Design Round One

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It need not be a work of art. Its just a sketch!

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- Pass your sketch to the person sitting on your right

- Review the sketch you have received

- Choose what you as the 'user', would interact with

- Sketch what you would like to happen in the next screen

- Clarify any questions you have about the sketch with the original designer

- Spend 7 minutes on this task

Design Round Two

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- Generates lots of design ideas

- Seeds discussion topics- ideas and challenges

- An opportunity to 'usability test' designs on the go

- Includes all team members even the ones who prefer to stay quiet during meetings

- Helps the team reach consensus

- It helps designers work better as the responsibility to 'design' doesn't stay, as 'only' the designer's job

De-brief

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Thank you for listening

Tom Wujec's Marshmellow Challenge
http://marshmallowchallenge.com

David Gray, James Macanufo, Sunni Brown Gamestorming
http://www.gogamestorm.com

Jared Spool version of the KJ-Method
http://www.uie.com/articles/kj_technique

Leisa Reichelt's Design Consequences technique
http://www.disambiguity.com/design-consequences-a-fun-
workshop-technique-for-brainstorming-consensus-building/

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