Effective experiences need structure and culture

BEN CROTHERS

PRINCIPAL DESIGNER, ATLASSIAN | @BENCROTHERS | @PRESTOSKETCHING

I'm Ben

$40

Principal Designer at Atlassian

I help researchers, designers, content writers and product managers think better, and be more creative.

20 years in digital

I still think in code sometimes, but I dream in business model canvases.

Author, Presto Sketching

A book all about using simple drawing to help you and your team think better and communicate better. You should totally buy it, it's really awesome.

We'd like to think that our team is like this

But it often feels like this

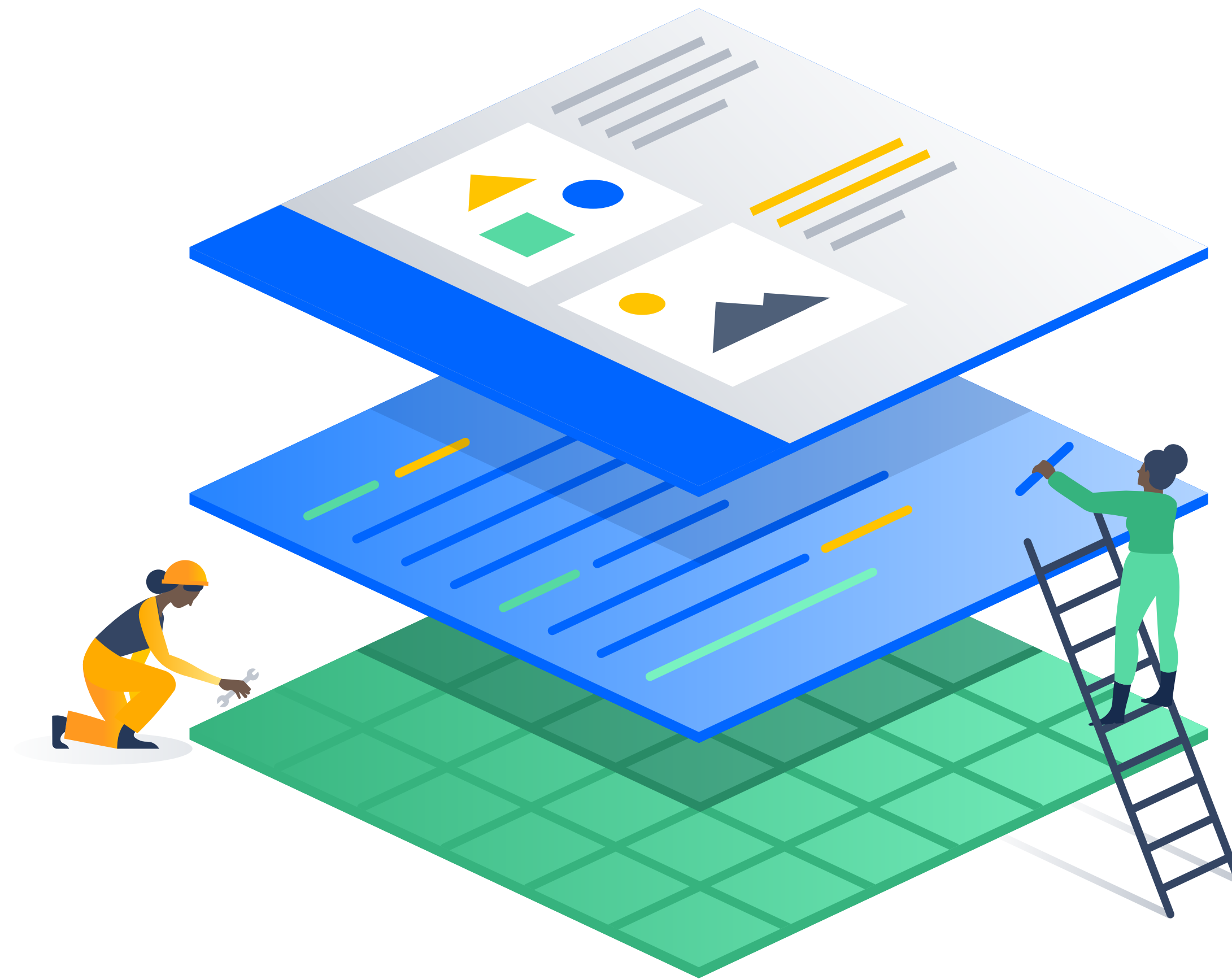# How to deal with this tension

Structure

Designing the system

Culture

Designing teamwork

Structure: designing the system

We have products. A lot of them.

- Bamboo
- Bitbucket
- Clover
- Confluence
- Crowd
- Crucible
- Fisheye
- Hipchat

- Jira
- Jira Software
- Jira Service Desk
- Jira Core
- Sourcetree
- Statuspage
- Stride
- Trello

- ATLASSIAN Community
- ATLASSIAN Developer
- ATLASSIAN Enterprise
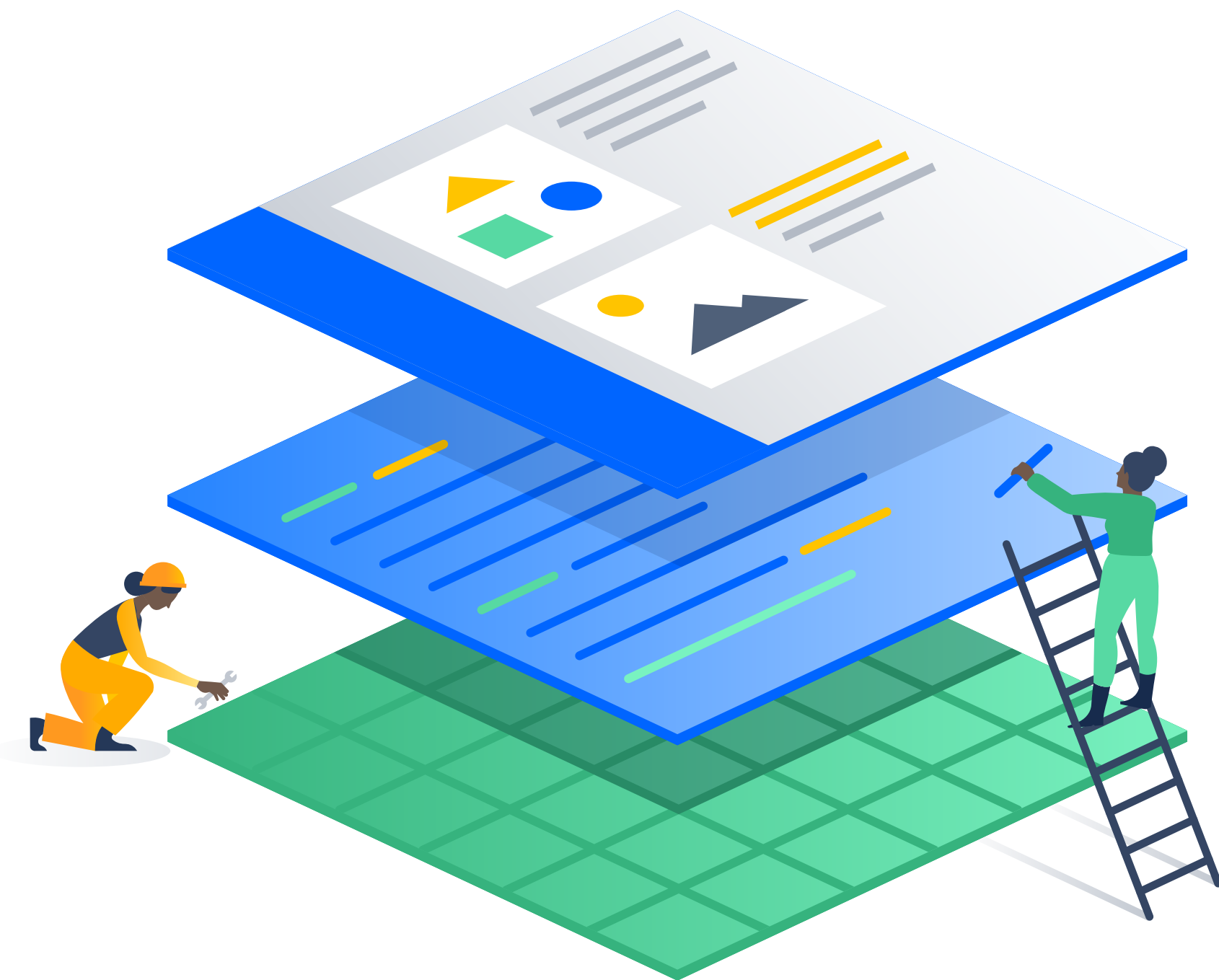- ATLASSIAN Foundation
- ATLASSIAN Marketplace
- ATLASSIAN Partner Program
- ATLASSIAN User Groups

CONSISTENT EXPERIENCE

Visual consistency
Looks the same across the family of different products.

Functional consistency
Functions are available on different devices depending on use cases

Behavioural consistency
Functions behave in a similar way as expected, across products in context with different use cases

REFACTORING THE CODE INTO PLATFORM + PRODUCTS

PRODUCTS

Bitbucket   Jira Software   Stride

Confluence   Jira Service Desk   Jira Core

PLATFORM

IMAGES AND MEDIA SERVICES   **IDENTITY**

EDITOR   **NOTIFICATIONS**

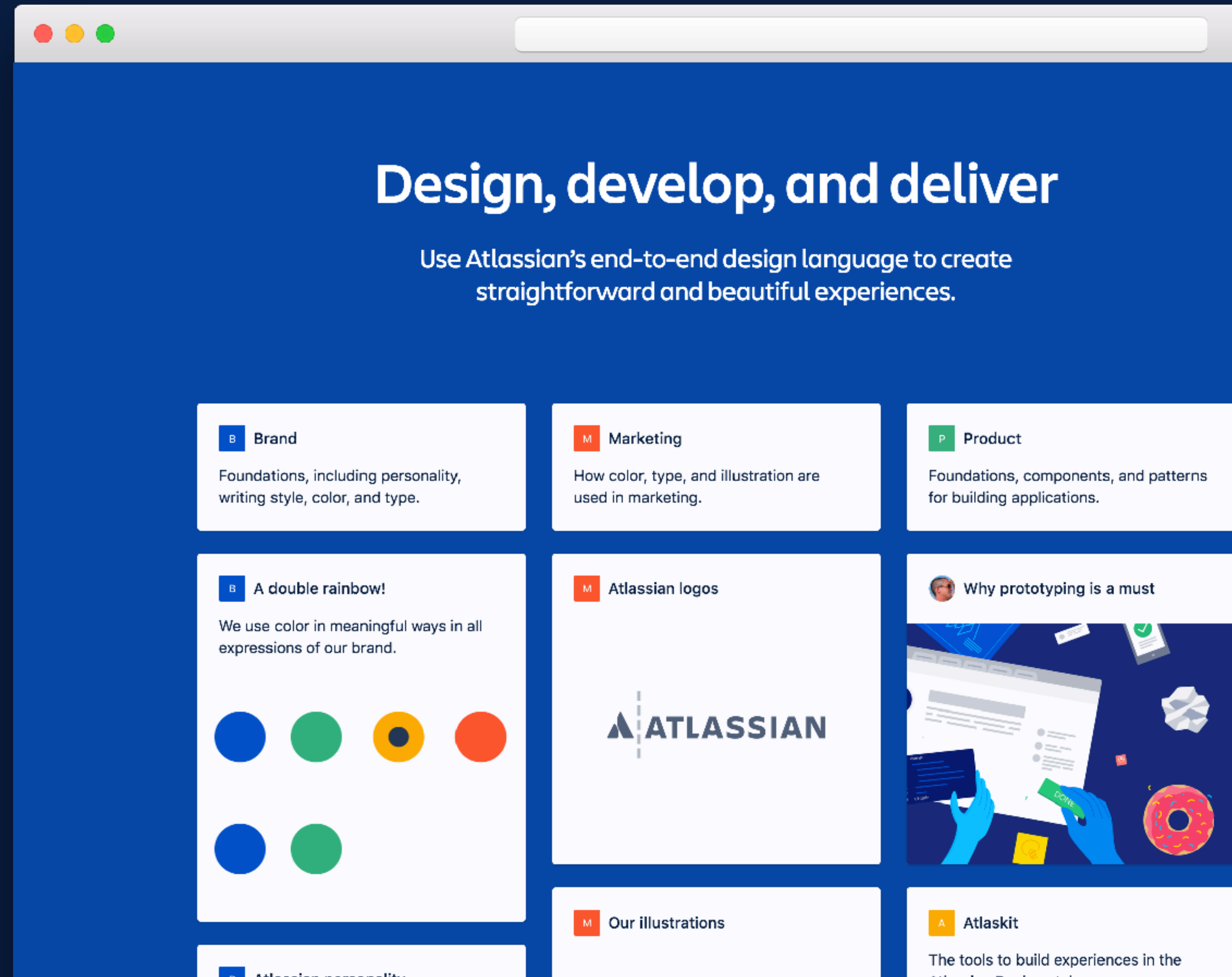# ATLASSIAN DESIGN GUIDELINES: HTTP://ATLASSIAN.DESIGN

Brand assets

Foundations, including personality, writing style, colour, and type.

Product assets

Foundations, components, and patterns for building applications.

Marketing assets

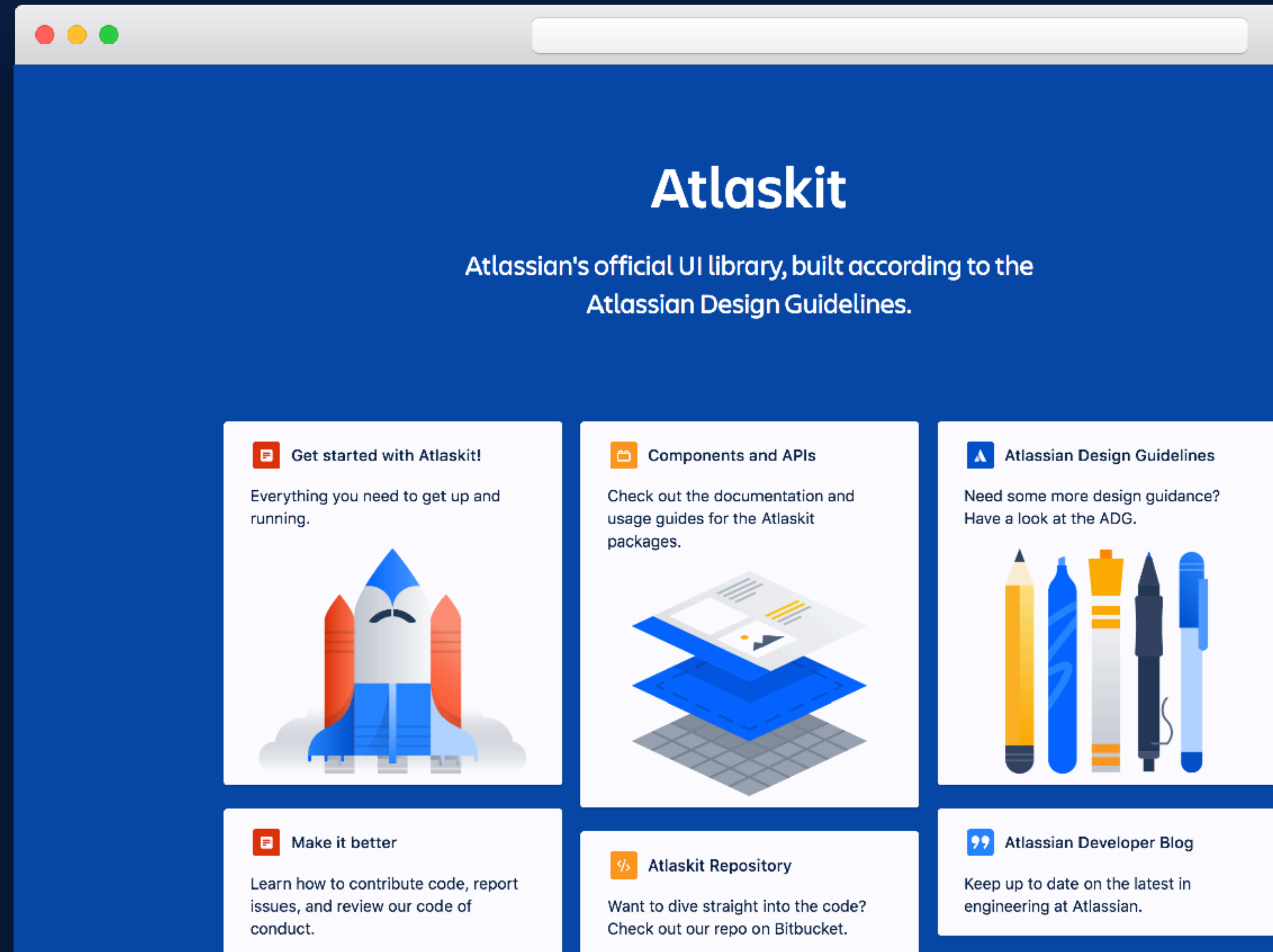Personality, voice and tone, illustrations.

ATLASKIT: HTTP://ATLASKIT.ATLASSIAN.COM

Components and APIs

Elements with Atlassian Design Guidelines built right in.

Repositories

Ready-to-go code.

Atlaskit

Atlassian's official UI library, built according to the Atlassian Design Guidelines.

Get started with Atlaskit!
Everything you need to get up and running.

Components and APIs
Check out the documentation and usage guides for the Atlaskit packages.

Atlassian Design Guidelines
Need some more design guidance? Have a look at the ADG.

Make it better
Learn how to contribute code, report issues, and review our code of conduct.

Atlaskit Repository
Want to dive straight into the code? Check out our repo on Bitbucket.

Atlassian Developer Blog
Keep up to date on the latest in engineering at Atlassian.

TEAM PLAYBOOK: HTTP://ATLASSIAN.COM/TEAM-PLAYBOOK

Health monitors

Ways to help diagnose how your team is going, and where it needs help.

Plays

Loads of activities you can do as a team to get healthy and stay healthy.
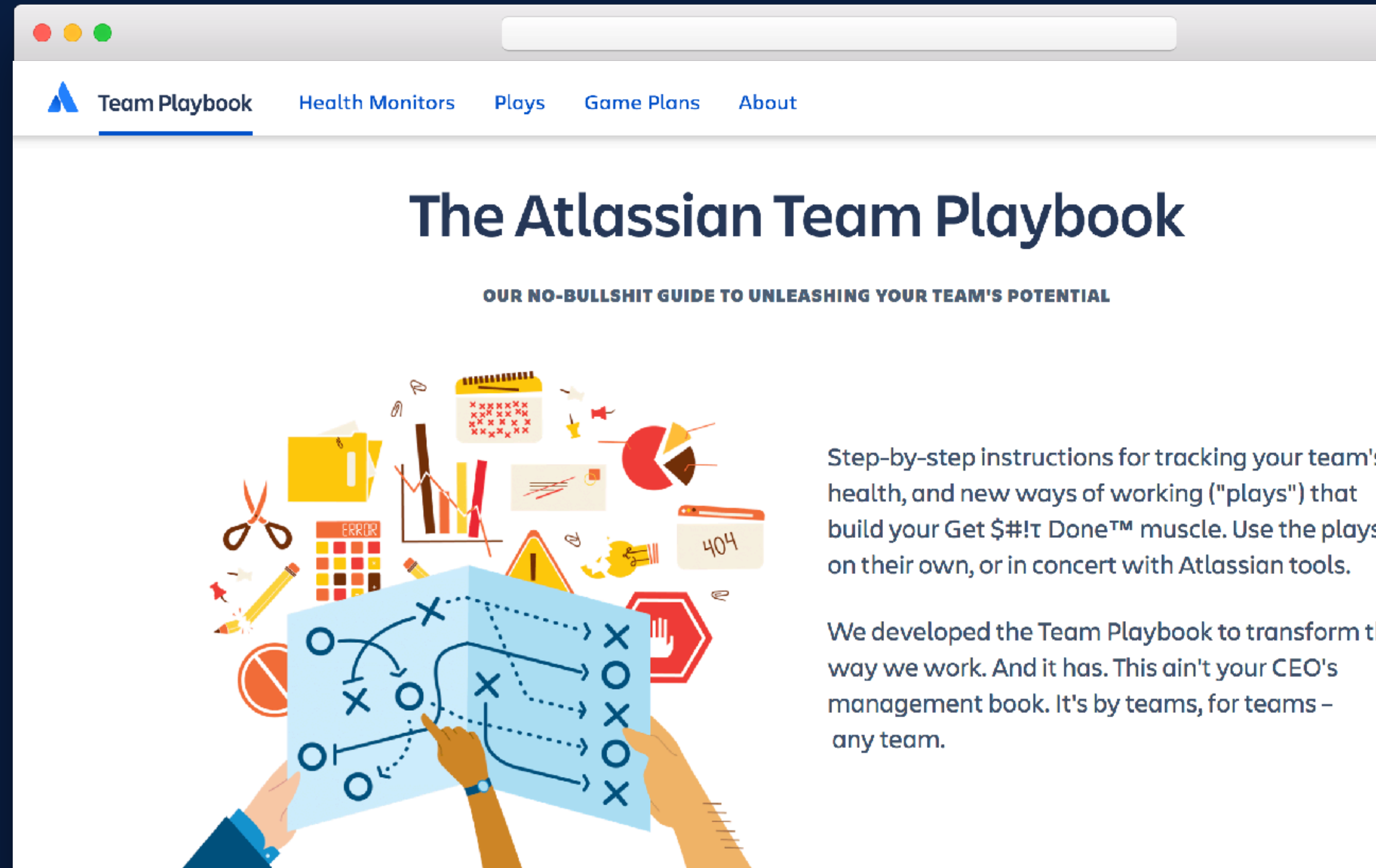
Culture: designing teamwork

The tension between efficiency and effectiveness

TOOLS DID THE HEAVY LIFTING OF MANUAL LABOUR
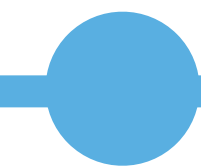
19TH CENTURY

INDUSTRIAL ECONOMY
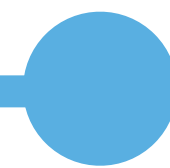
SOFTWARE DID THE HEAVY LIFTING OF MENTAL LABOUR
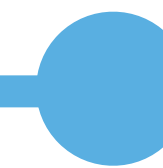
19TH CENTURY

INDUSTRIAL ECONOMY

20TH CENTURY

SERVICES ECONOMY

PATTERNS AND MINDSETS HELP US TO BE MORE EFFECTIVE

19TH CENTURY
INDUSTRIAL ECONOMY

20TH CENTURY
SERVICES ECONOMY

21ST CENTURY
EXPERIENCE ECONOMY

!

Are you treating teamwork like **software**?

When we feed efficiency, we **starve our learning**.

IS THE WAY YOU WORK ACHIEVING YOUR OUTCOMES?

Should get us...

Patterns

Outcomes

Stand-up

Shared understanding of each other's work and blockers

Retrospective

Rapid diagnosis of work for continuous improvement, and fostering an open atmosphere

Sprint planning

Shared estimation and shared ownership

Showcasing

Meaningful progress and working software
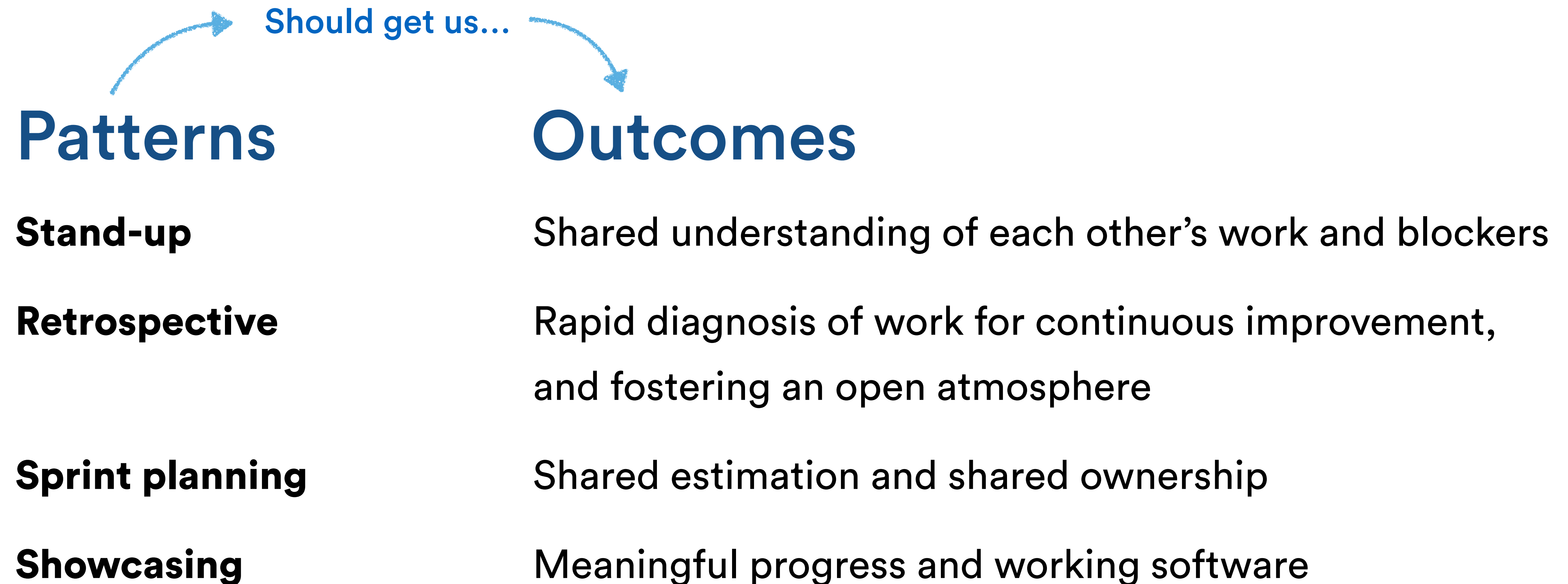
ARE YOU OPTIMISING FOR THE PATTERN OR THE OUTCOME?

Pattern

Retrospective

Ways of doing the pattern

What went well / What needs improvement / Next steps

Stop / Start / Continue

Roses, buds and thorns

4 Ls: Liked / Learned / Lacked / Longed for

Acclamations / Asks / Actions

IDEAS FOR CULTURE TO HELP WITH EFFECTIVENESS

1 **Break the habit** of waiting for the 'right part of the process'

2 **Run a diagnostic** about what's not working

3 Discuss as a team what **measurable outcome** would be better than just output

4 No-one ever said that the **[Agile/Lean/Design Thinking/etc] playbook is complete**

Thank you

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PRESTO SKETCHING, my sketching book, is here right now!

prestosketching.com

e-newsletter with weekly tips and tricks like these

Available on Amazon and any other online book seller