

# THE **UX DESIGN** PROCESS IN SCRUM

## A gentle introduction

John Pagonis  
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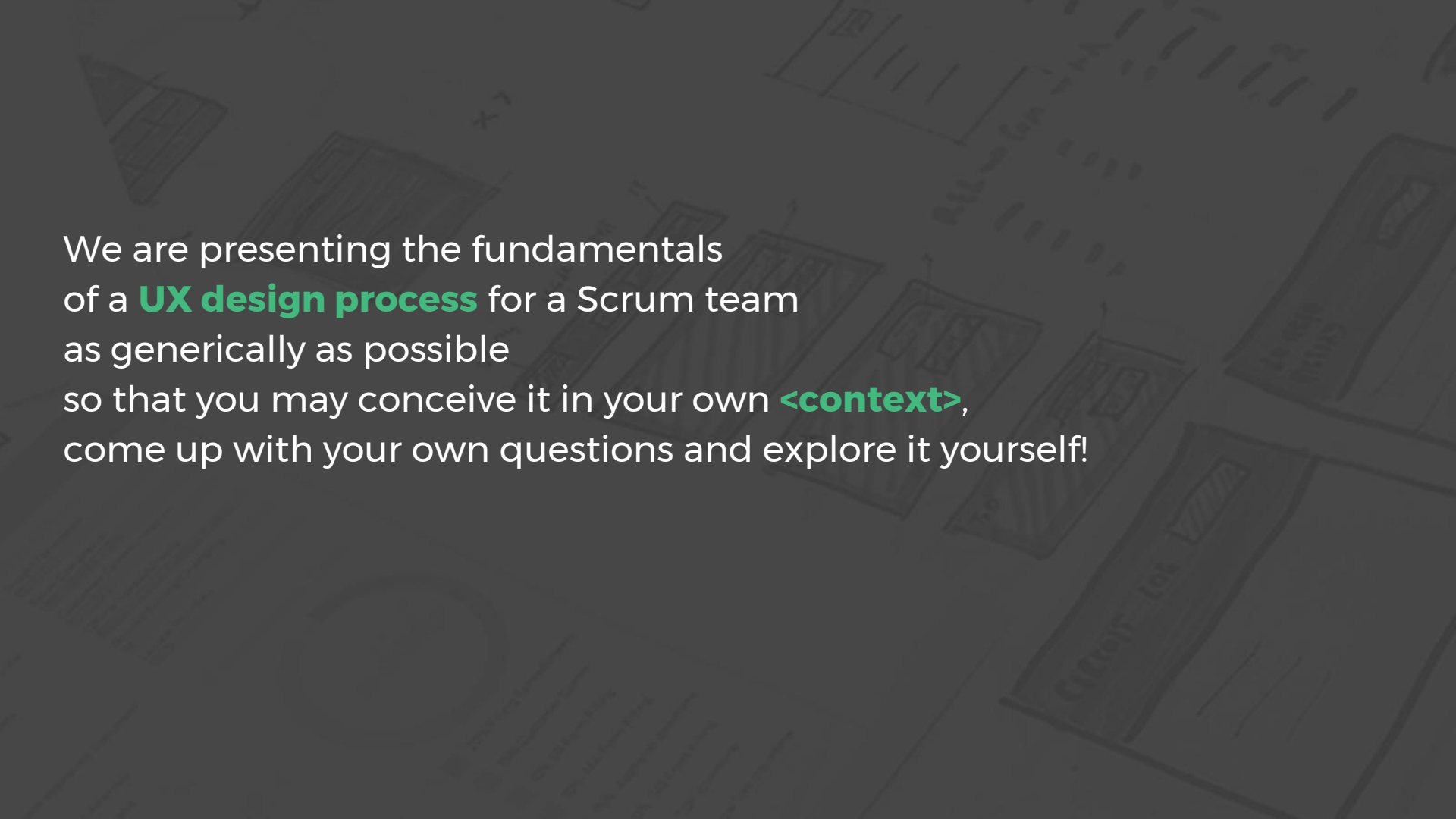


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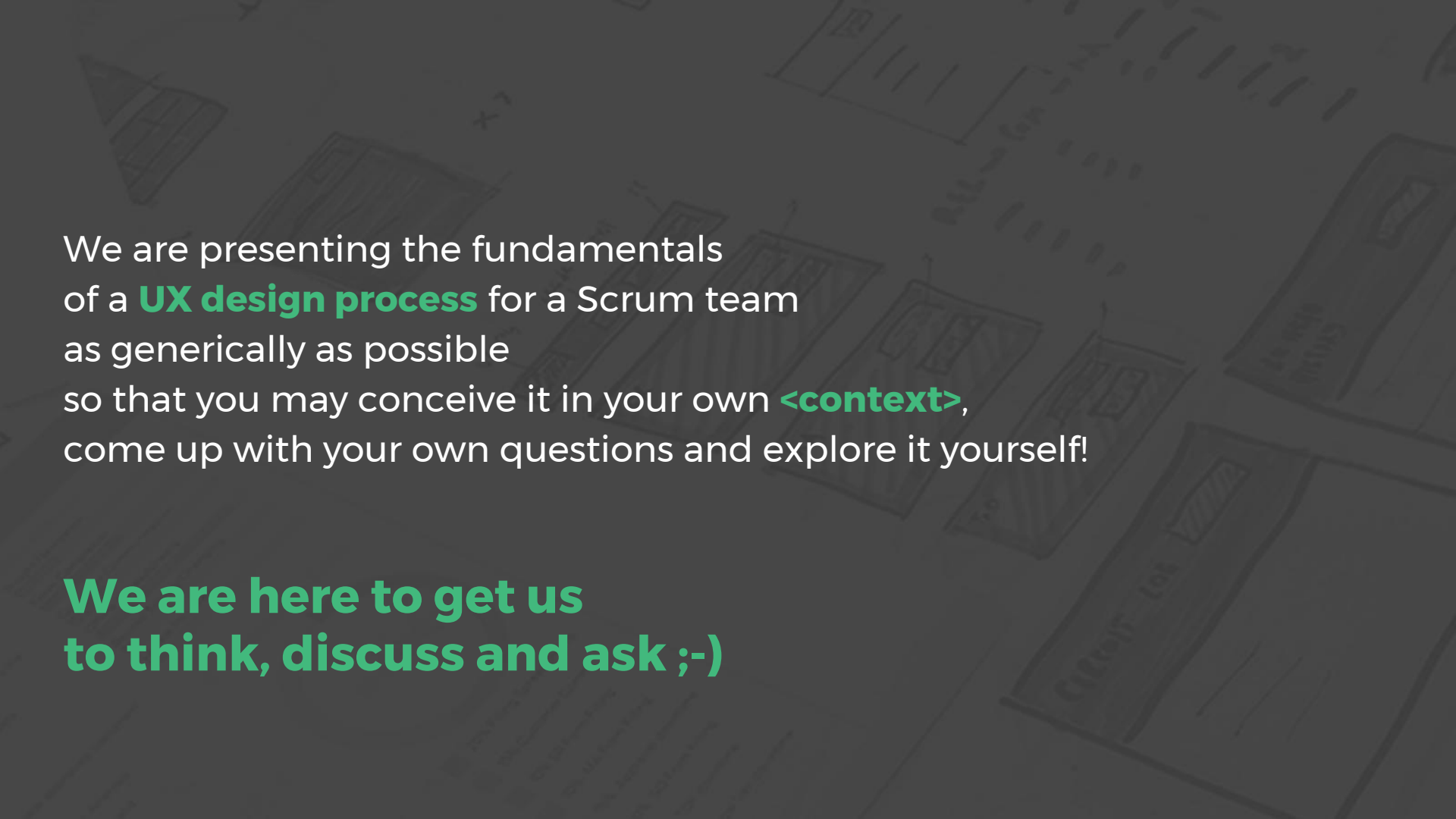
@zanshinlabs  
#agilemeetup



**CONTEXT**



We are presenting the fundamentals  
of a **UX design process** for a Scrum team  
as generically as possible  
so that you may conceive it in your own **<context>**,  
come up with your own questions and explore it yourself!



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**We are here to get us  
to think, discuss and ask ;-)**

# ABOUT UX

The background of the slide features a complex, abstract geometric pattern. It consists of interlocking hexagonal shapes in various shades of green and teal, creating a 3D effect. The pattern is more prominent on the right side of the slide, while the left side is a solid, slightly darker green. The overall aesthetic is modern and tech-oriented.

# UX

User experience encompasses **all aspects** of the end-user's interaction with the company, its services, and its products.

- Don Norman

# CONTEXT

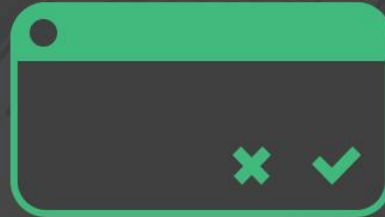
Cognitive Factors  
& Behavioral Drivers



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**USER**

Communication  
& Feedback



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**INTERFACE**

Functionality  
& Usability



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**SYSTEM**

# USABILITY

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Usability is a quality attribute that assesses how **easy** user interfaces are to use

- Don Norman



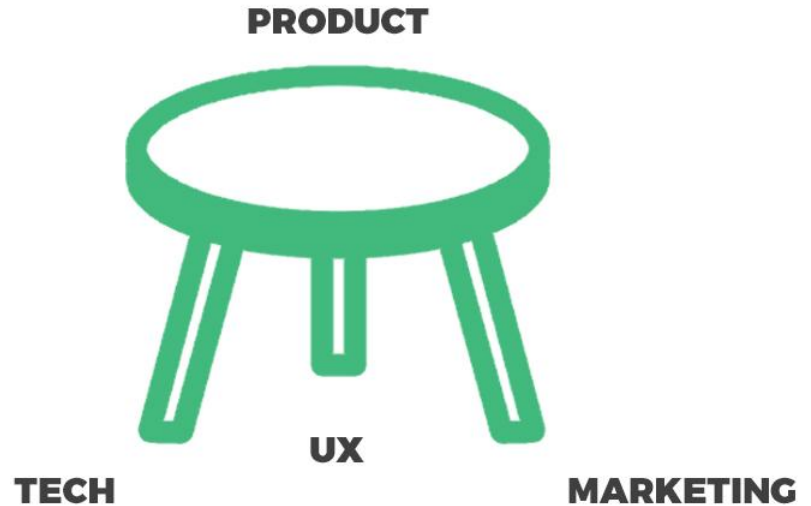
# UX DESIGNER

DESIGNS A UX,  
BUT IS **NOT**  
THE ONLY ONE  
WHO INFLUENCES  
THAT UX

# Product Considerations

**UX Design** is not the only thing  
that influences **UX**

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**UX**

IS MEASURABLE

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# EFFICIENCY

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**BEFORE**



**ITERATION**



**AFTER**

Task Completion  
Measurement

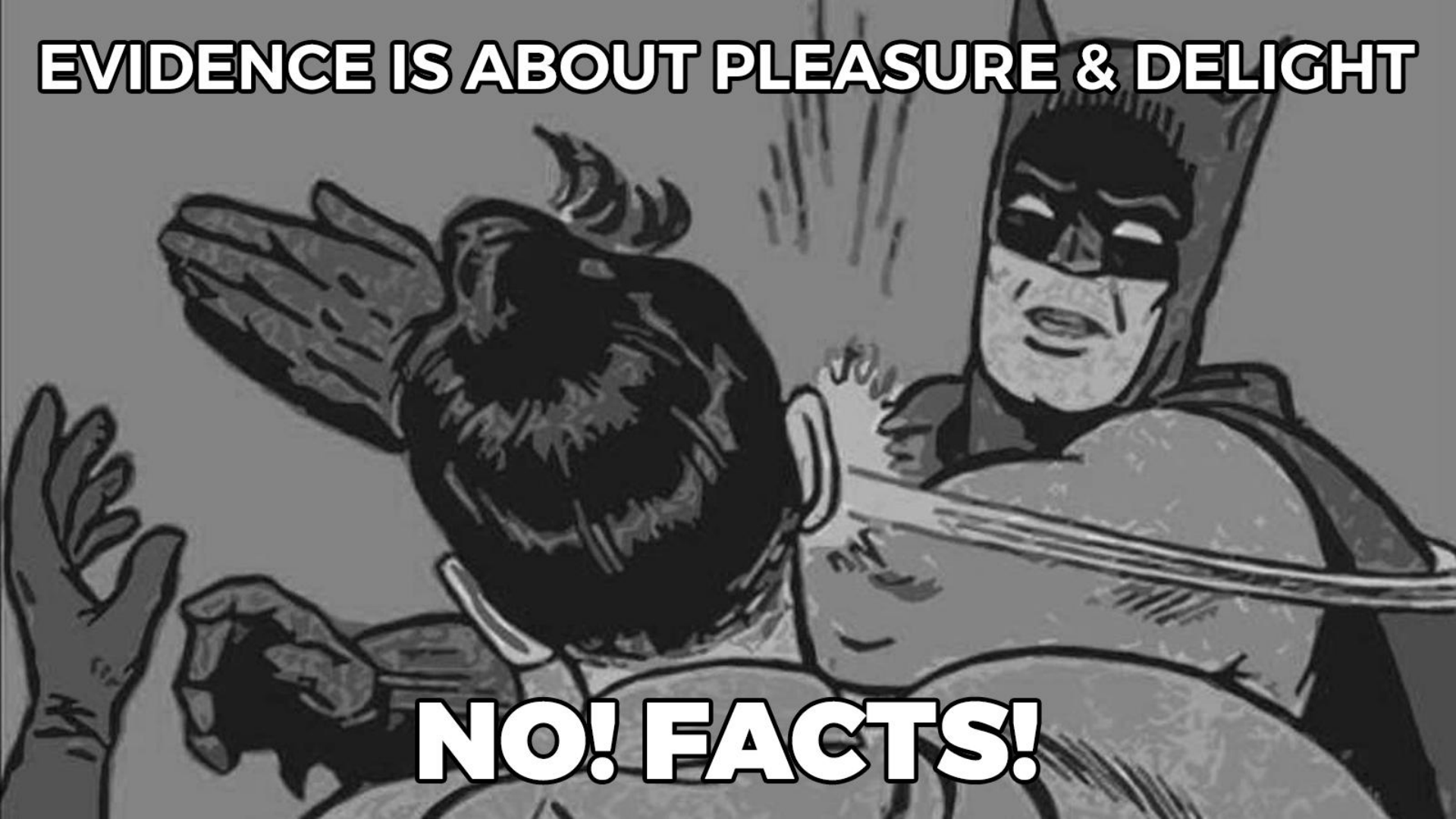
Improve  
User Journey

Task Completion  
Comparison

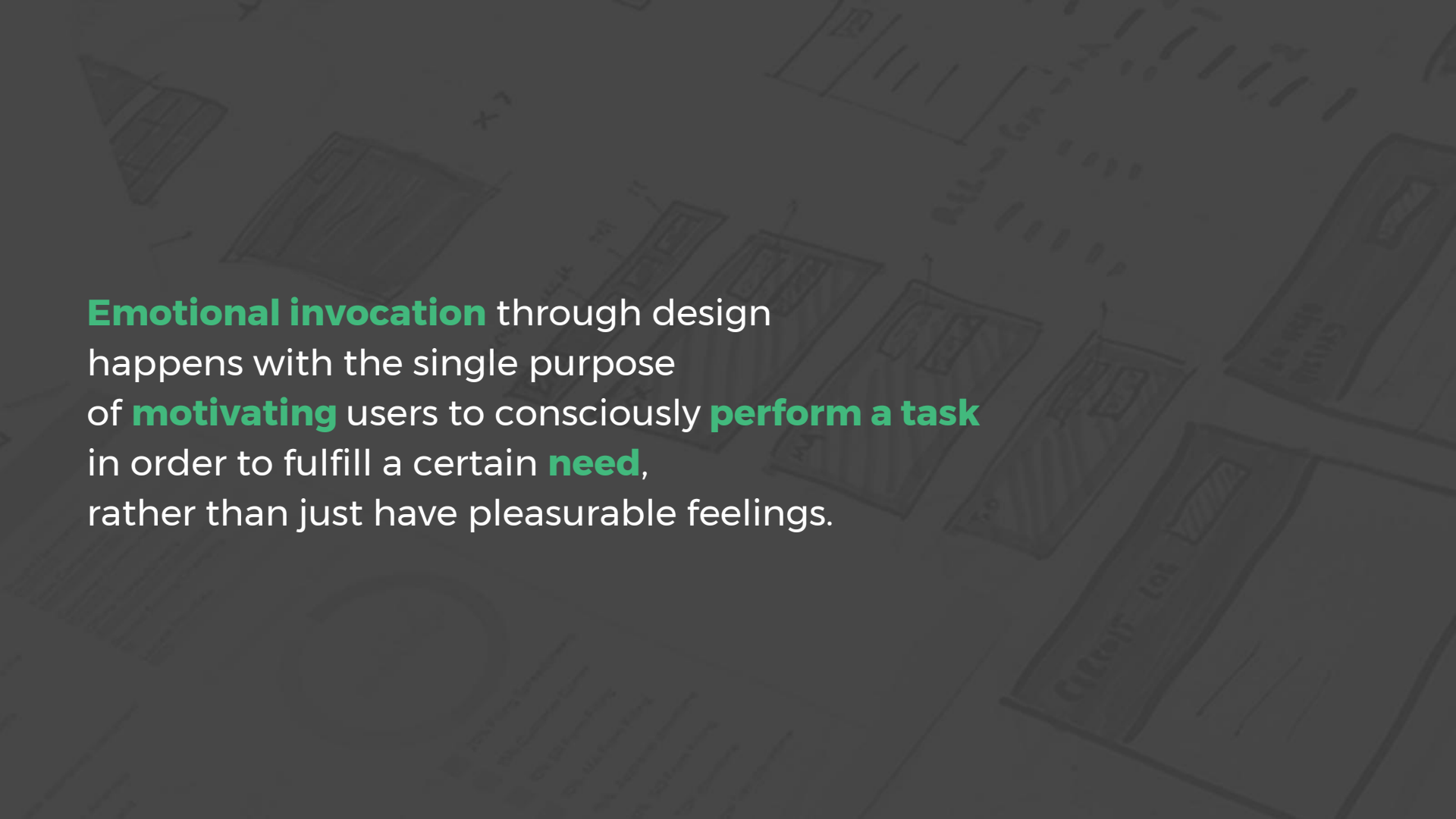
**GOOD**  
**UX**

IS METHODICALLY  
DESIGNED

**EVIDENCE IS ABOUT PLEASURE & DELIGHT**



**NO! FACTS!**



**Emotional invocation** through design happens with the single purpose of **motivating** users to consciously **perform a task** in order to fulfill a certain **need**, rather than just have pleasurable feelings.



The butterflies come from the need  
being **effectively covered** by using a product



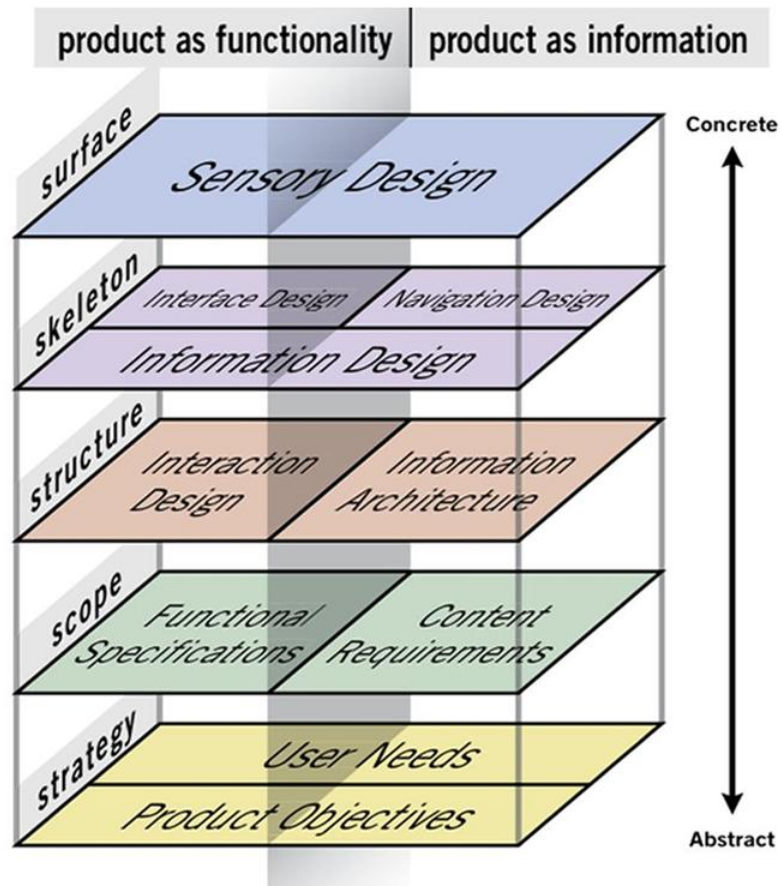
**UX  
DESIGN**

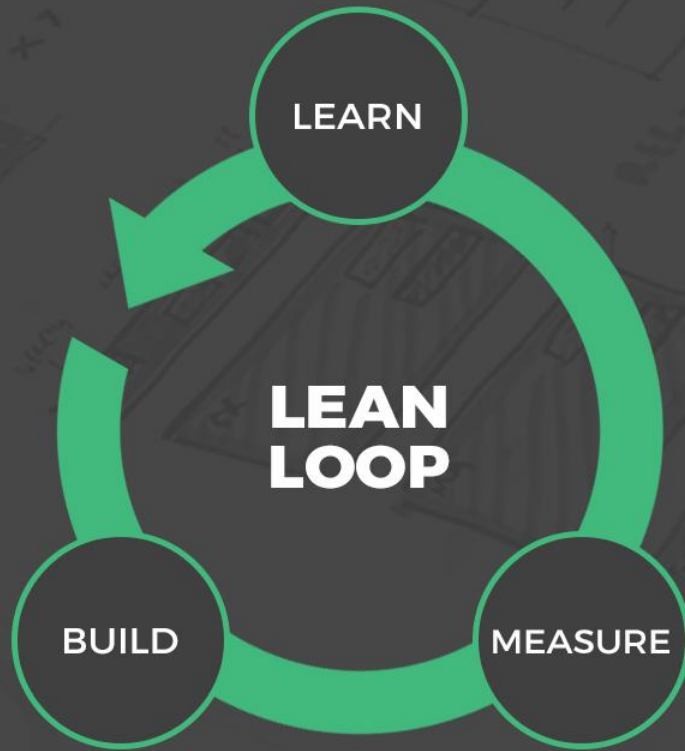
IS NOT A MATTER  
OF OPINION, TASTE  
OR FLUFFYNESS

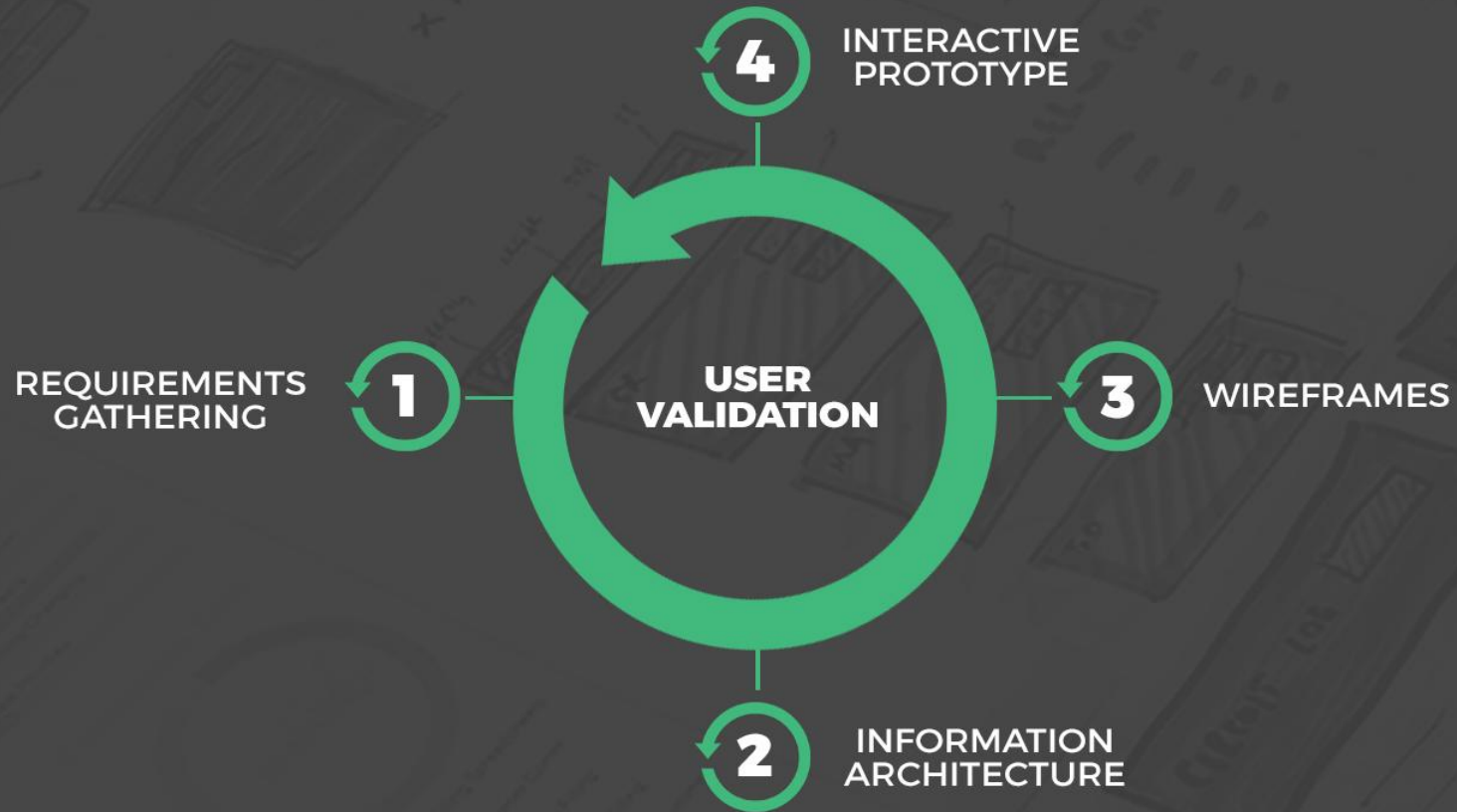
**GOOD**  
**UX**  
**DESIGN**

IS EVIDENCE-BASED

# Layers of UX







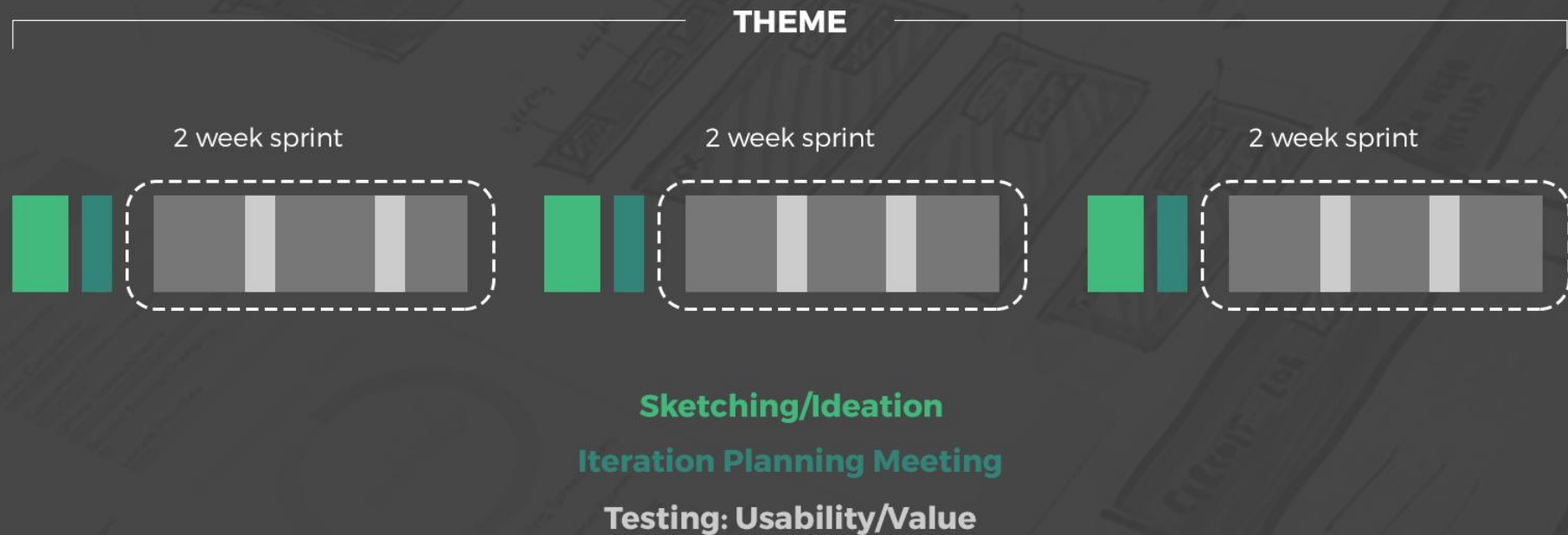
**MODERN**  
**UX**  
**DESIGN**

FOLLOWS  
**LEAN** PRINCIPLES

**MODERN**  
**UX**  
**DESIGN**

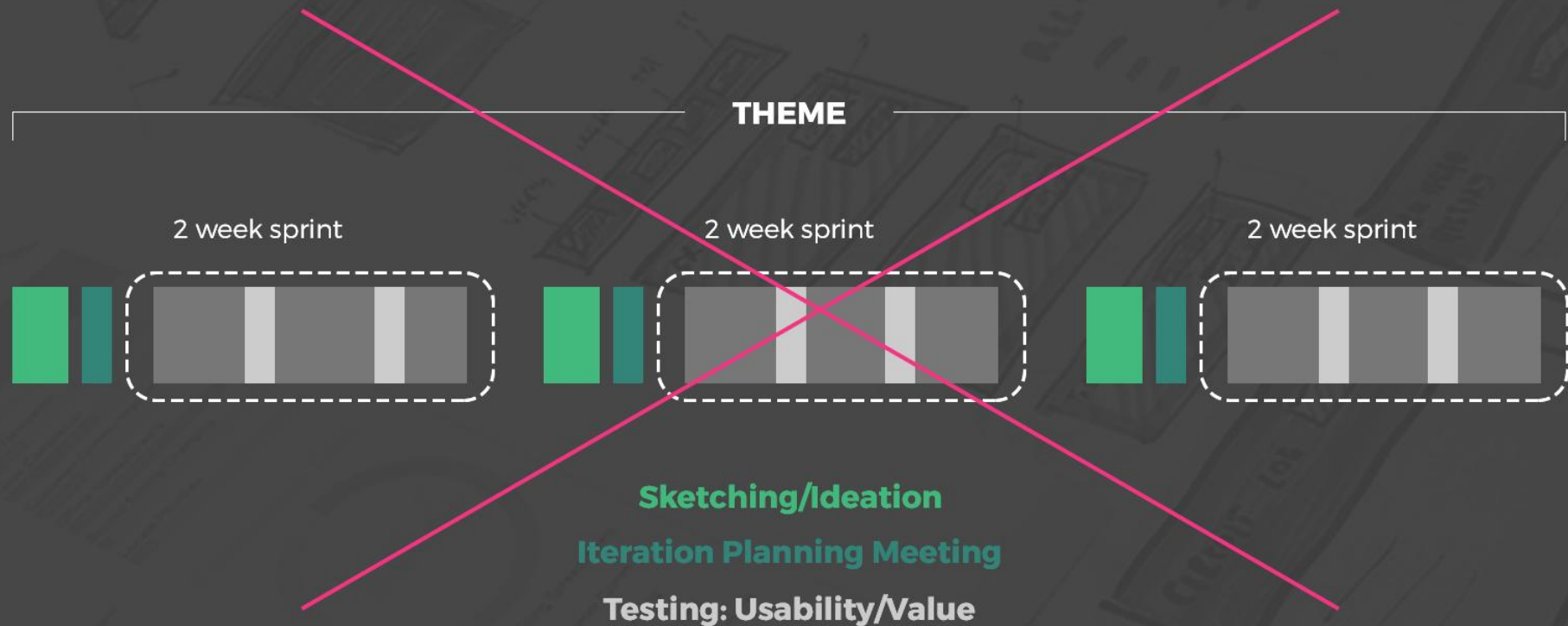
FOLLOWS  
**LEAN** PRINCIPLES  
AND SO DOES  
**SCRUM**

# An example...





# An example...to avoid



# Scrum events

**4-8** hrs

**SPRINT  
PLANNING**

**5-15** min

**DAILY  
SCRUM**

**15-30** days

**SPRINT**

**1-2** hrs

**SPRINT  
REVIEW**

**1-3** hrs

**SPRINT  
RETROSPECTIVE**

# Scrum guide

J.Sutherland & K.Schwaber, 2016, p.14

Product Backlog refinement is the act of adding detail, estimates, and order to items in the Product Backlog. This is an ongoing process in which the Product Owner and the Development Team collaborate on the details of Product Backlog items. During Product Backlog refinement, items are reviewed and revised. **The Scrum Team decides how and when refinement is done.**

**Refinement usually consumes no more than 10% of the capacity of the Development Team.**

However, Product Backlog items can be updated at any time by the Product Owner or at the Product Owner's discretion.

**BACKLOG  
REFINEMENT**

SPRINT  
PLANNING

**SPRINT**

**BACKLOG  
REFINEMENT**

SPRINT  
REVIEW

SPRINT  
RETROSPECTIVE

MAJOR TEAM  
PROBLEM  
SOLVING

**1** WORK  
DAY

**10** WORK  
DAYS

**1** WORK  
DAY

**X** WORK  
DAYS


HOW SHOULD  
A **UX DESIGNER**  
WORK WITH  
A **SCRUM TEAM**?





A black and white photograph of a person wearing a dark, hooded cloak, seen from behind. They are looking out over a vast, desolate landscape with mountains in the background. The scene is misty or smoky, creating a somber and isolated atmosphere. The person's hair is visible under the hood, and the cloak has a textured, possibly fur-lined interior. The landscape features a winding path or riverbed, some sparse vegetation, and distant hills under a cloudy sky.

A **UX Designer**  
must not sit in an  
ivory tower within  
a UX Team.



In Scrum  
the **UX Designer**  
is part of the  
Scrum Team.



This is a good idea  
for **Waterfall**  
teams as well!





And it is a good  
idea if you want  
to pollinate  
your organisation  
with **UX Design**

# PO's Little Helper



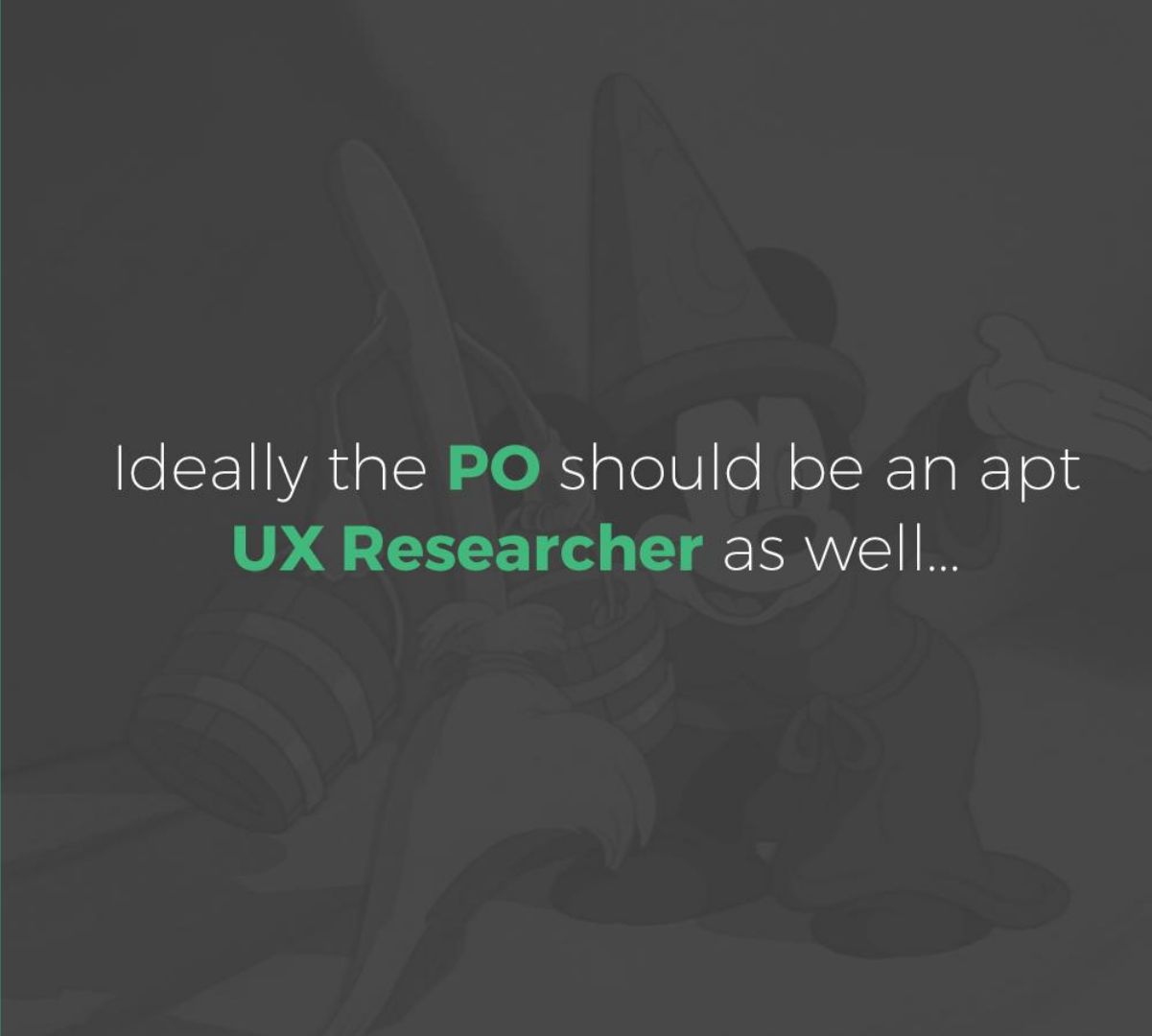
# PO's Little Helper

The **UX Designer** is vital in sourcing, grooming, validating and elaborating requirements

as well as for feeding the **PO** with knowledge by which to make decisions.

# PO's Little Helper

Ideally the **PO** should be an apt **UX Researcher** as well...



**SHOULDN'T UX DESIGNERS START FIRST?**



**NO!**



# Research & Design Spikes

Project inception and product envisioning should involve **everyone** from the beginning.

UX specialists, business, POs and developers included.

# Research & Design Spikes

UX work must be first  
but **UX specialists**  
must not work alone;  
not even at the beginning.

# NOW WHAT?



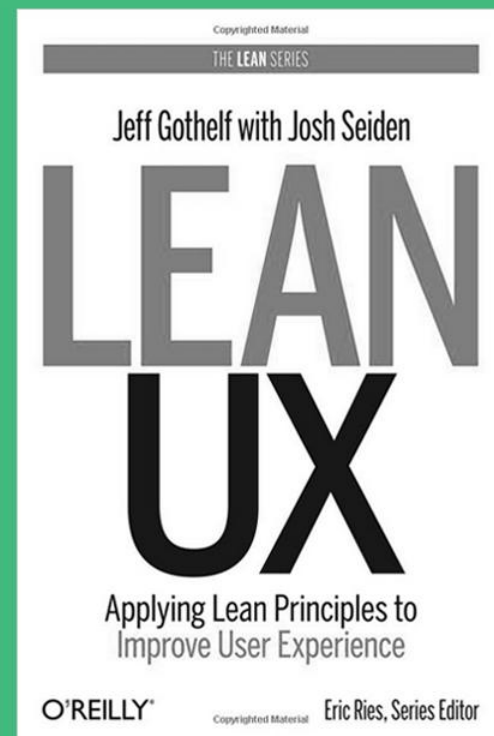
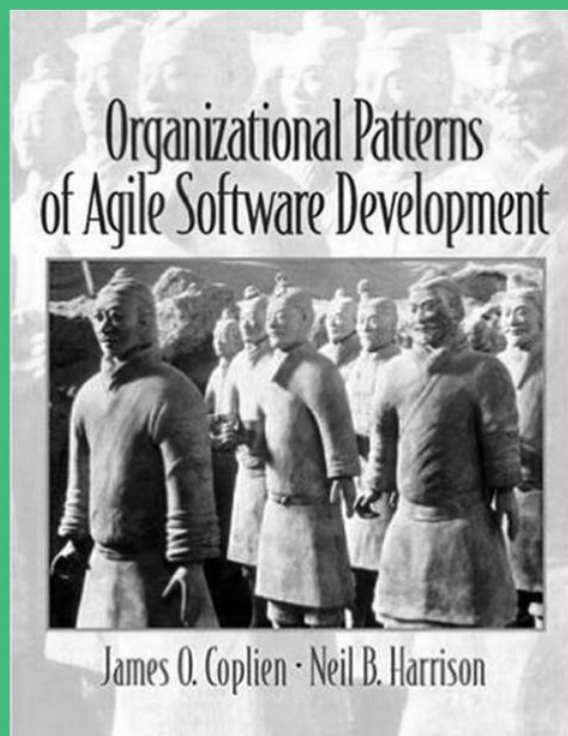
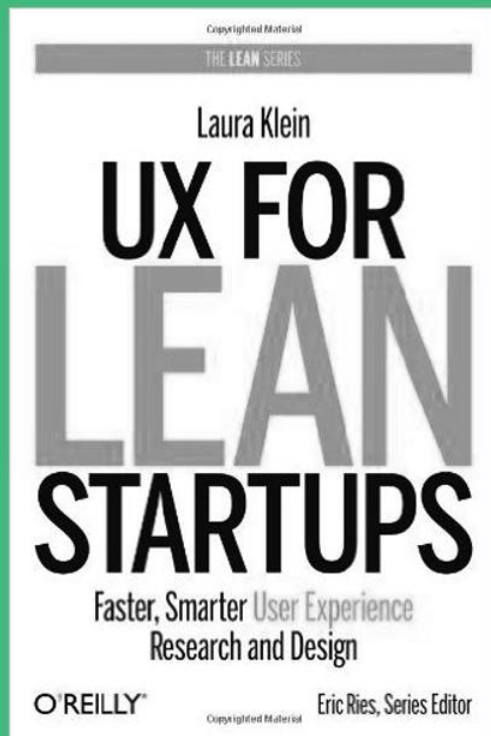
New project?

Existing project?

Startup?

Enterprise?





READING MATERIAL

A grayscale background image of Star Wars Stormtroopers in a hallway. One trooper is in the foreground on the left, looking towards the center. Two others are in the background, one in the center and one on the right. The hallway has a large, dark, geometric pattern on the wall.

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thank you