{Mobile UX London - Nov 2017}

## talk lightning

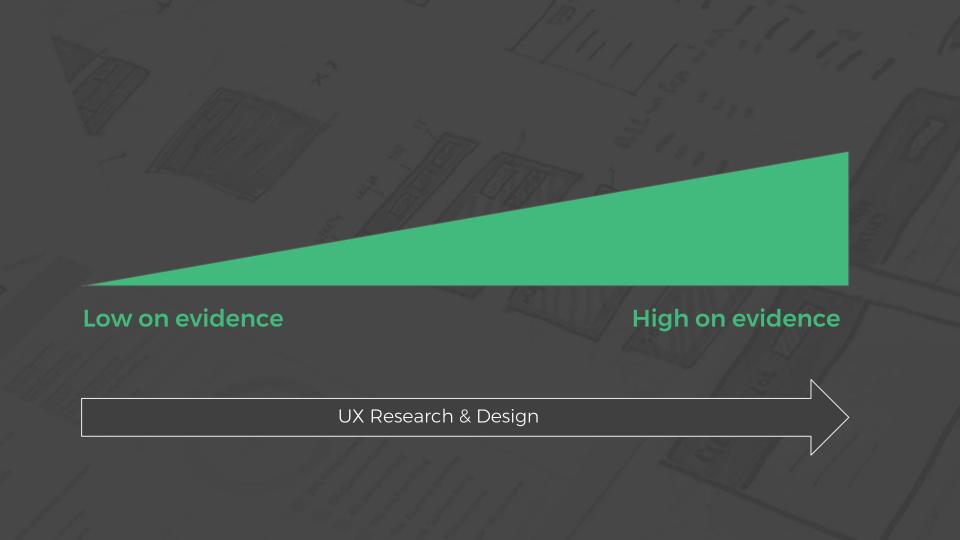
**Dr. John Pagonis**Software Production Consultant



We do UX design in order to effectively create products that users really need, can and want to use



#### IS EVIDENCE-BASED





### IS DESIGNED METHODICALLY



## IS DESIGNED METHODICALLY AND ITERATIVELY

# WHERE DOES UX DESIGN FIT IN THE SCRUM FRAMEWORK?



### FOLLOWS LEAN PRINCIPLES



From "The Lean Startup" by Eric Ries 2011





# FOLLOWS LEAN PRINCIPLES AND SO DOES SCRUM

#### An example of UX design work in Scrum...

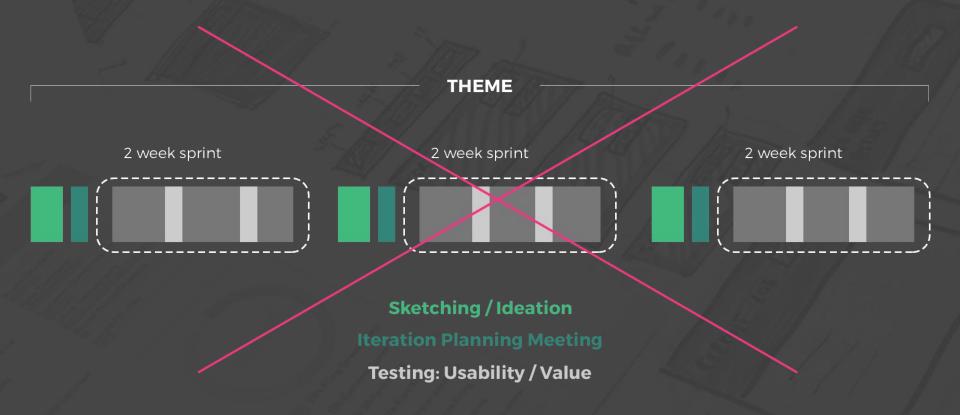


**Sketching / Ideation** 

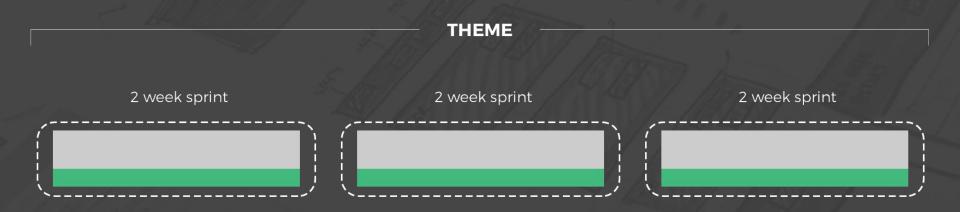
**Iteration Planning Meeting** 

**Testing: Usability / Value** 

#### An example of UX design work in Scrum to improve on

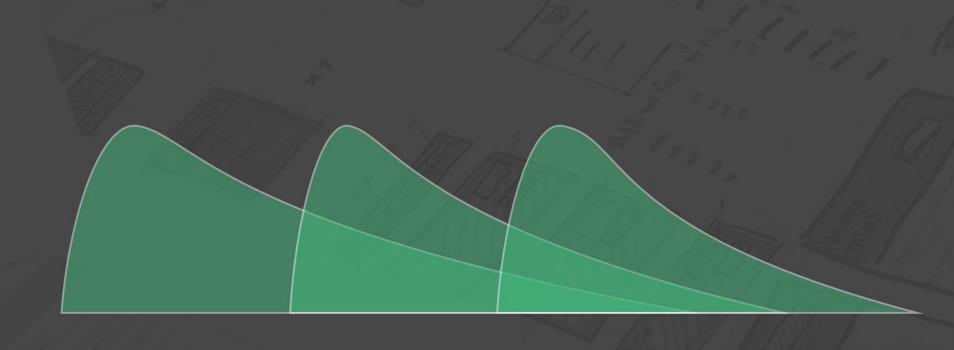


#### A better example of UX design work in Scrum



**Software Development UX Research & Design** 

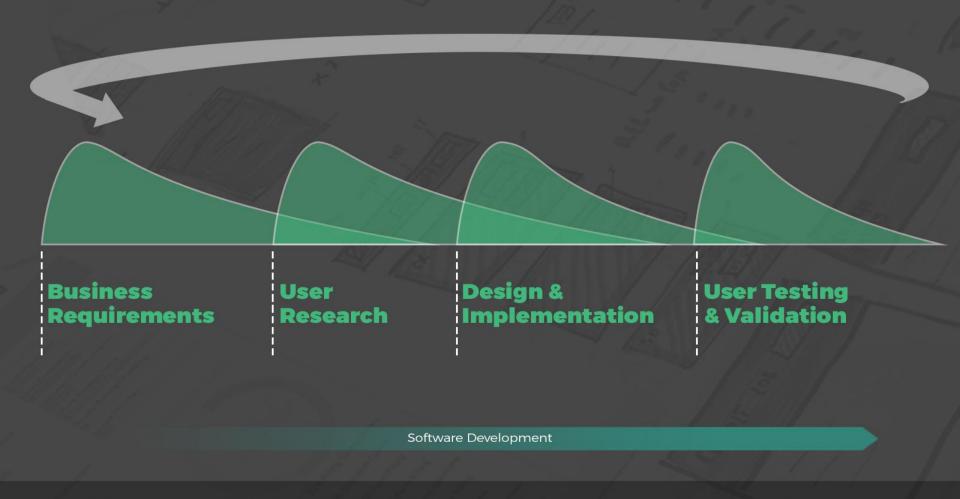
# HOW DO YOU PRACTICE UX DESIGN DURING A SPRINT?



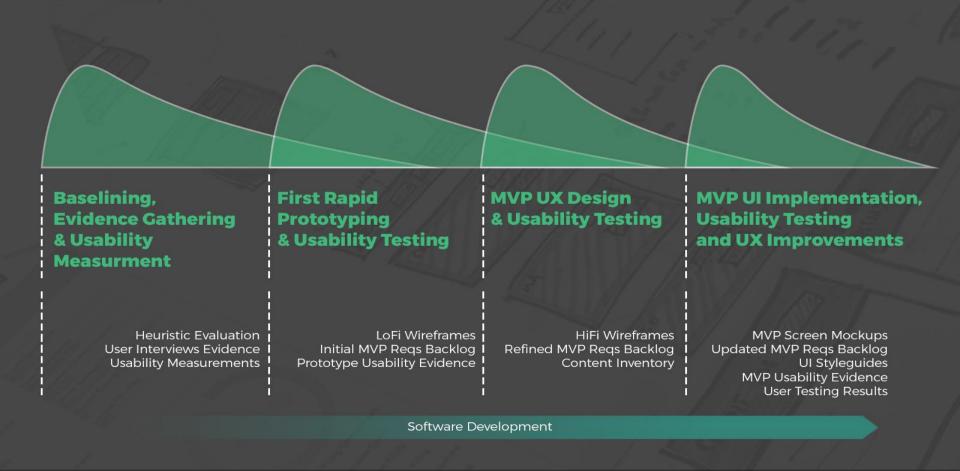
From "The New New Product Development Game" by Hirotaka Takeuchi & Ikujiro Nonaka, HBR, Jan 1986



## The idea is to have overlapping phases, and to avoid hand-off & waiting between them.



## The idea is to have overlapping phases, to avoid hand-off & waiting between them and to iterate!





# WHERE IS THE PLACE OF UX DESIGNERS IN SCRUM?







### ENOUGH!



Software Production Consultants

zanshinlabs.io

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