Successfully Blending Agile Methods and Design Thinking
Two Dudes, Lost in Italy

David

Jeff
Discovery Topics for Today

purpose

users

use
Today’s Discovery: A Navigation Tool
( "How do I get to ...?" )
Discovering Purpose (why)
Output and Outcome
The difference between output and outcome
Decide outcomes you’d like to achieve

output

we build this

outcome

we want this
Arrive at outcomes working collaboratively
Chartering (elevator pitch)

Outcomes (target outcomes)
Why are you building what you are building?
A community meets to discuss …

Elevator Pitch
(what and why)

Goals-Success Measures
(meaningful outcomes)

and more …
Why are we building this thing?

What does success look like?
What is your product context and purpose?

Listed desired *product outcomes*:
• List problems or opportunities in your context
• For each list the outcome you’d expect after the product is built

------------------ OR ------------------

Write an *elevator pitch* which states:
WHY you are building WHAT you are building
Discovering Users (who)
Personas Are More Than Actors

Personas represent people & clarify product value
Pragmatic Personas

Name

Image

Description

Needs (value)
Ugly but Conversational

- Michelle the Trust Assistant
  - data entry for mutlty trust account
  - overflow office

- Nathan the Office
  - makes sales
  - sets up custom
  - account

- Frank the Lead of New Accounts
  - validation of new accounts
  - close new account open completion

- Denver the Trust Center Manager
Fancy, but still conversational
Variations on a theme
Segment a diverse audience into types

Traditional design practice prescribes lots of research to understand our audience
Lots of research fits into a long process
Instead, synthesize what you understand today into a user archetype.
# Pragmatic++

## Chuck: Casual Web Surfer

<table>
<thead>
<tr>
<th>About Chuck</th>
<th>Implications</th>
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</table>
| - spends a fair amount of time on web
  - browser, home, developer, RSS reader
  - cares about making the world better, more of a global thinker
  - wants his small contribution to matter—feel that he does
  - wants to be part of a larger web community
  - can use as a social vehicle
| - support multiple channels of communication
  - feature benefits highly
  - show what a small contribution does
  - help Chuck make money a basic atencion
  - project small 2 person team, not so much, full volume |

- user type, or role
- a name & quick sketch
- some context
  - who is Chuck?
  - what’s his situation?
  - Chuck’s characteristics & goals
  - implications
  - what’s valuable for Chuck?
Who’s Are Your Product’s Users?

Choose a name

Add an image

Description
(who)
- time at job
- experience
- FT / PT
- incentives
- engagement

Value
(what)
- financial?
- more done?
- fewer steps?
- more fun?
-easier to use?

Name

Sketch

Context

Characteristics

Implications
Discovering needs and use (what)
Twin Sons of Different Mothers

David

Jeff
Why do we create story maps?
Those are all stories—just arranged in a shape that tells a really big story.

That's a story map.

Teeny pictures of users give context.

Three colors show decomposition of big stories to smaller stories.
Building a story map helps facilitate discussion about user experience
Maps Foster Rich Discussions
Building a story map is a discussion about user’s experience, not software features
Questions?

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