Design integration for digital products

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Bose Corporation Confidential

Collaborative Design

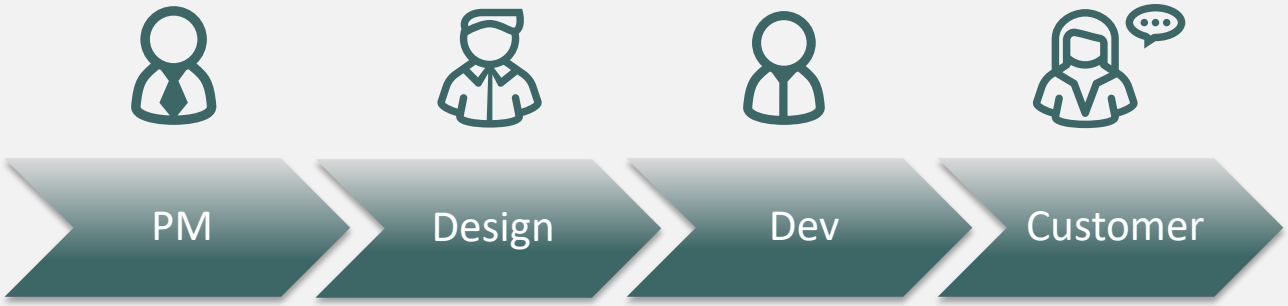
Agile by Design

Talk to your Customers

Collaborative Design

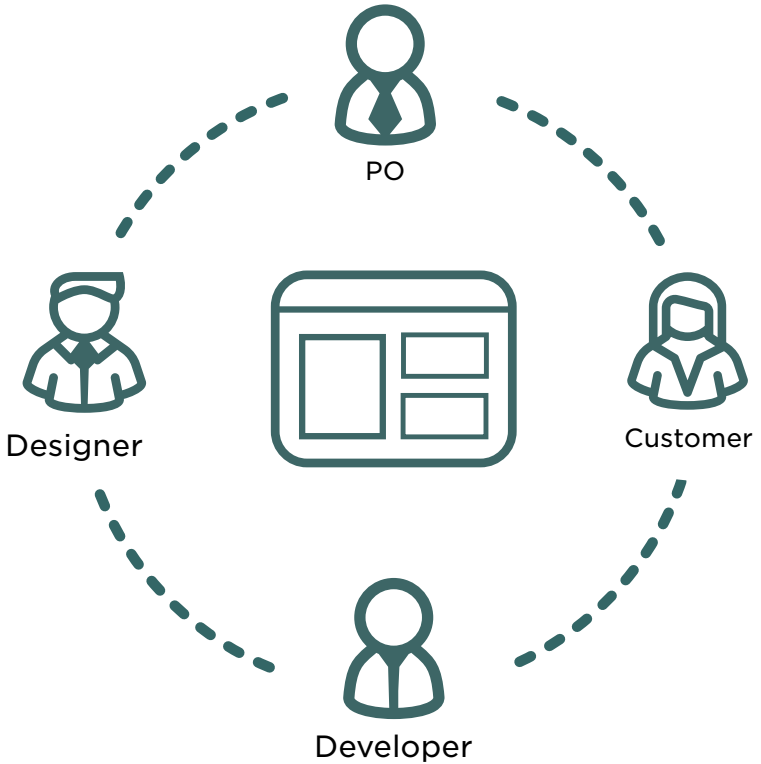
Collaborative Design

Traditional design approach



- No Ownership
- No Communication
- Single Perspective

Collaborative Design



- Ownership
- Alignment
- Knowledge
- Shared Understanding
- Multiple Perspectives

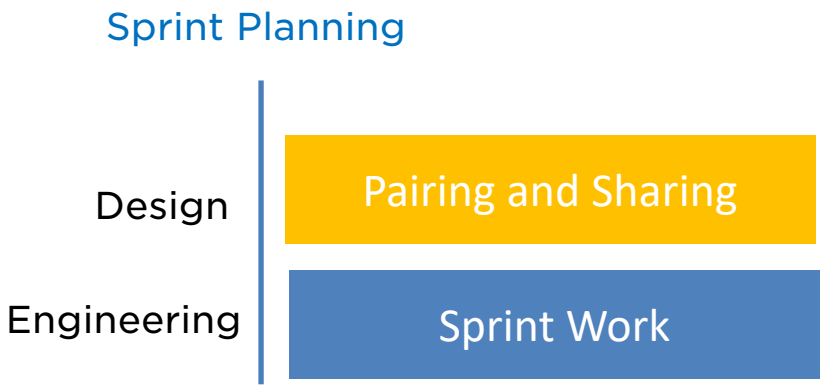
Collaborative Design

Design and development are no longer exclusive domains.

Collaboration is the critical connection that drives amazing experiences.

Design + Agile

Design + Agile



Design + Agile

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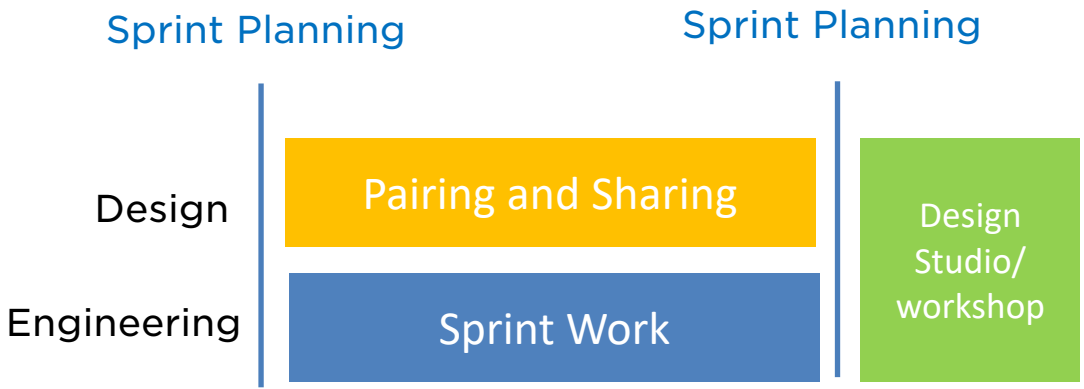
Make design work visible

Design + Agile

Design + Agile



Design + Agile

workshop

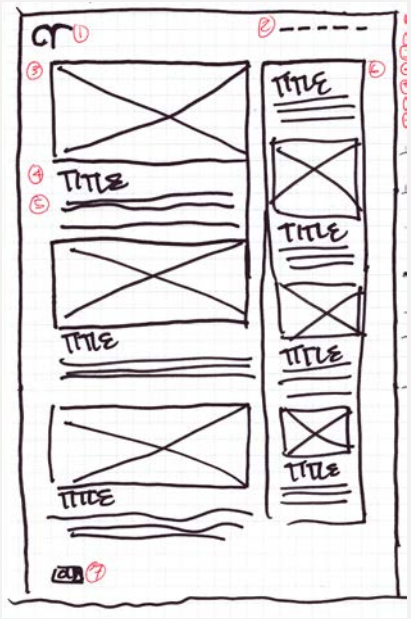
Design + Agile

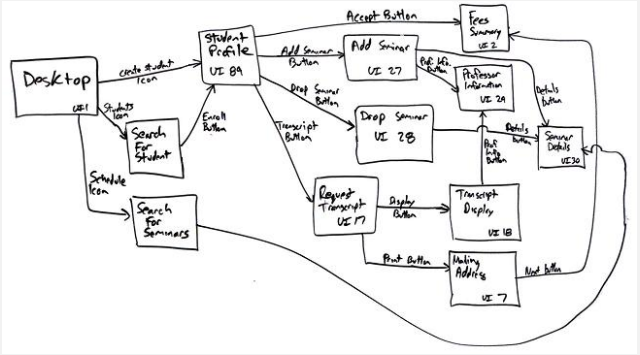
Put yourself in their shoes

Design + Agile

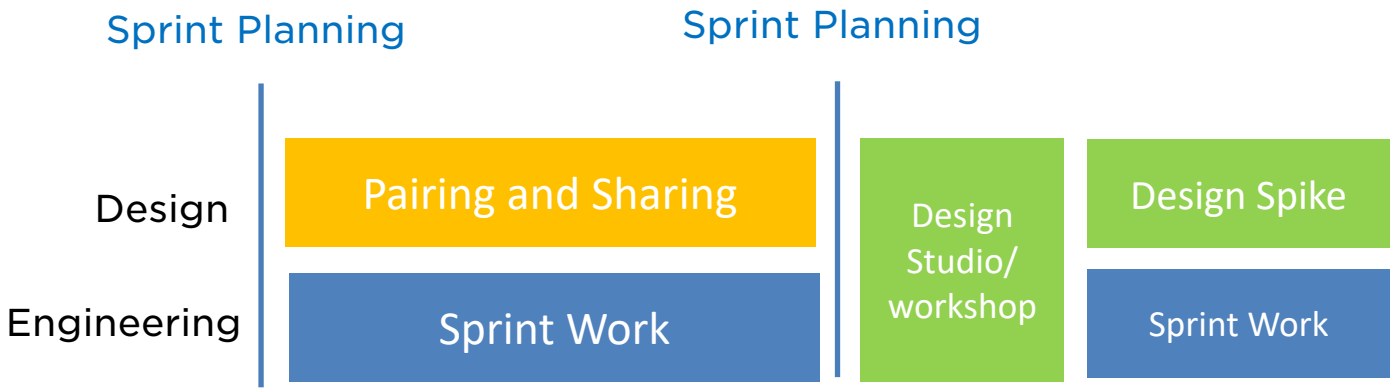
Visualize your ideas

Design + Agile





Design + Agile



Talk to your customers

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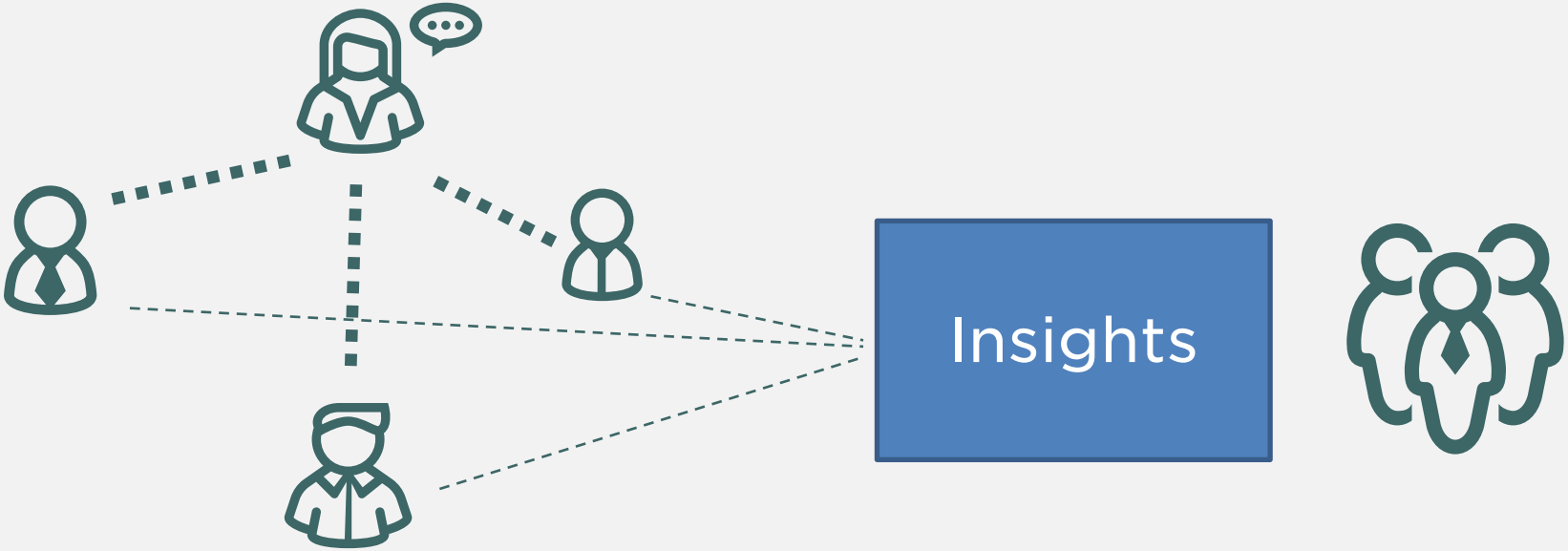

Where are we?

What we do today

- Design and dev integration in scrum, planning and retro
- Collaboration on design
- Off-site product workshops

What we could do better

- Cross-functional integration
- Regular design studios across scrum teams
- More transparency between teams
- Make work visible
- Share ownership, raise empathy

Thank you