

Design integration for digital products

Jana White



Collaborative
Design



Agile by
Design



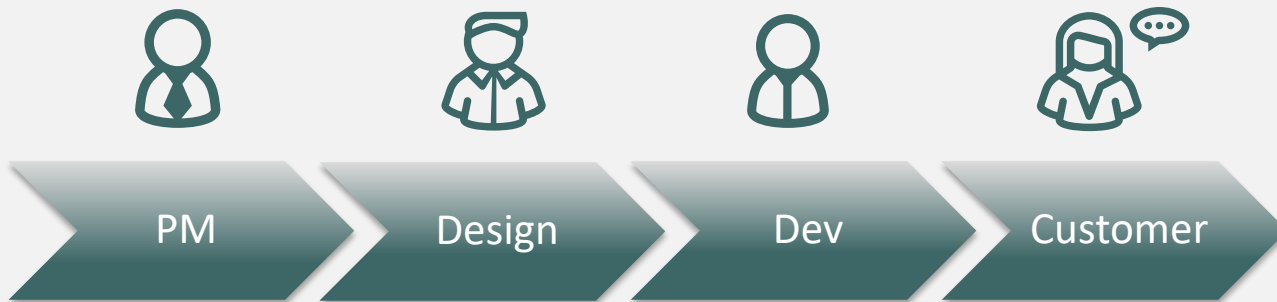
Talk to your
Customers



Collaborative Design

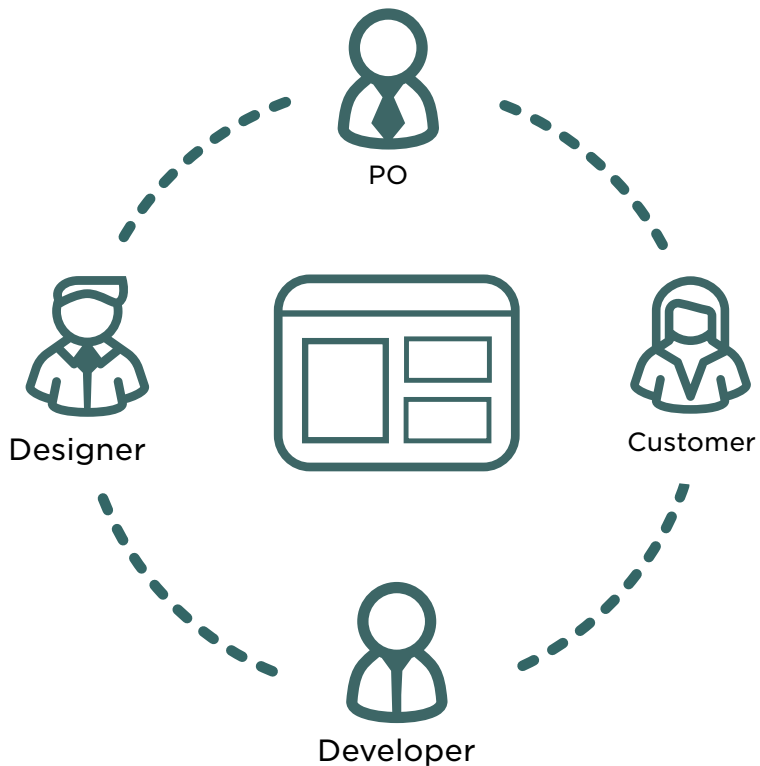
Collaborative Design

Traditional design approach



- ! No Ownership
- ! No Communication
- ! Single Perspective

Collaborative Design



Ownership



Alignment



Knowledge



Shared Understanding



Multiple Perspectives

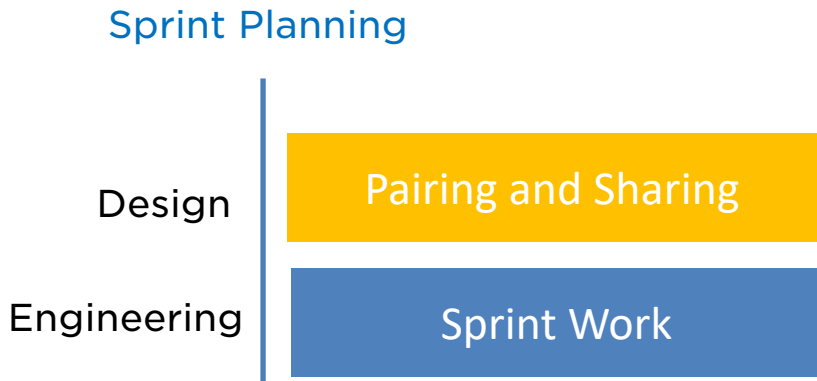
Collaborative Design



Design and development are no longer exclusive domains.
Collaboration is the critical connection that drives
amazing experiences.



Design + Agile









Make design work visible



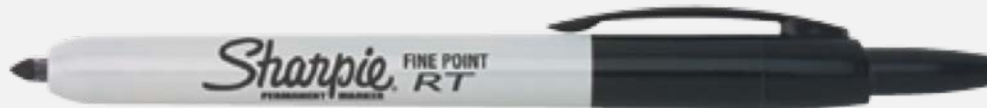
Sprint Demo



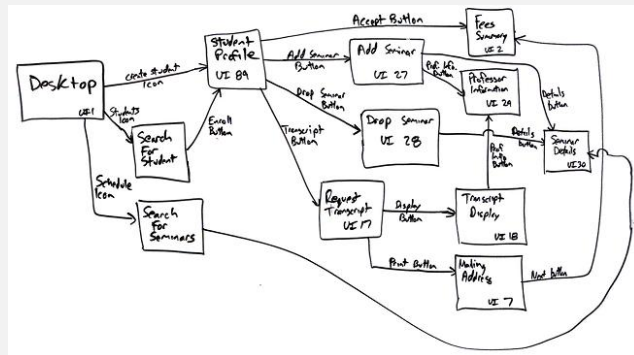
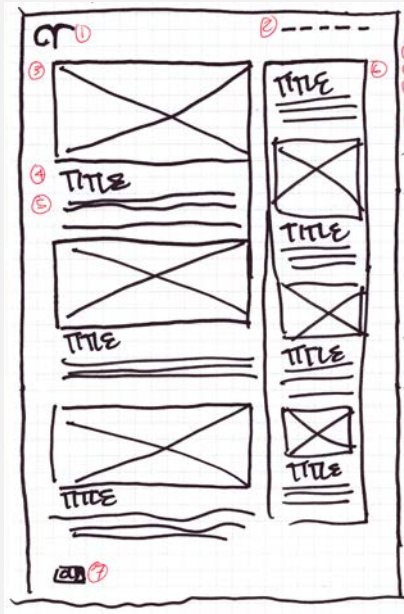


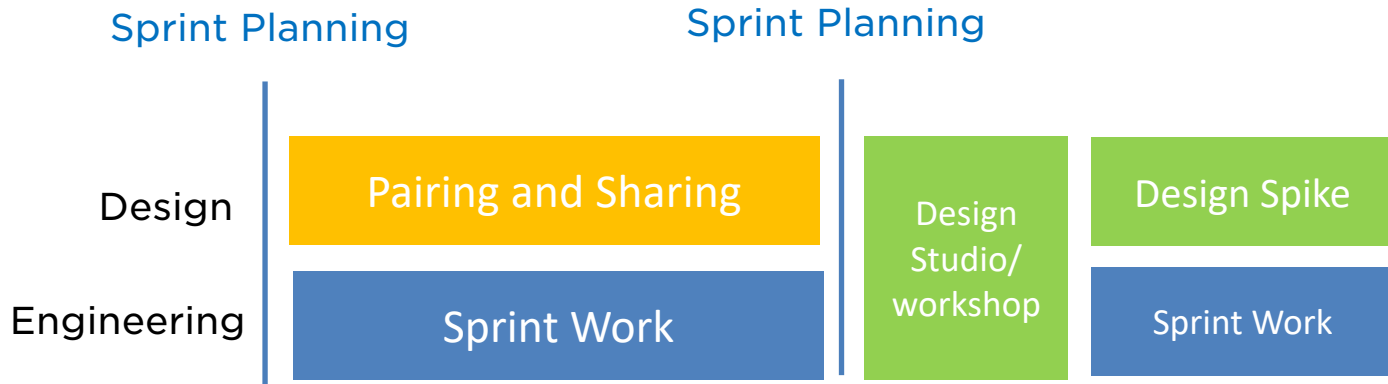


Put yourself in their shoes



Visualize your ideas








Talk to your customers

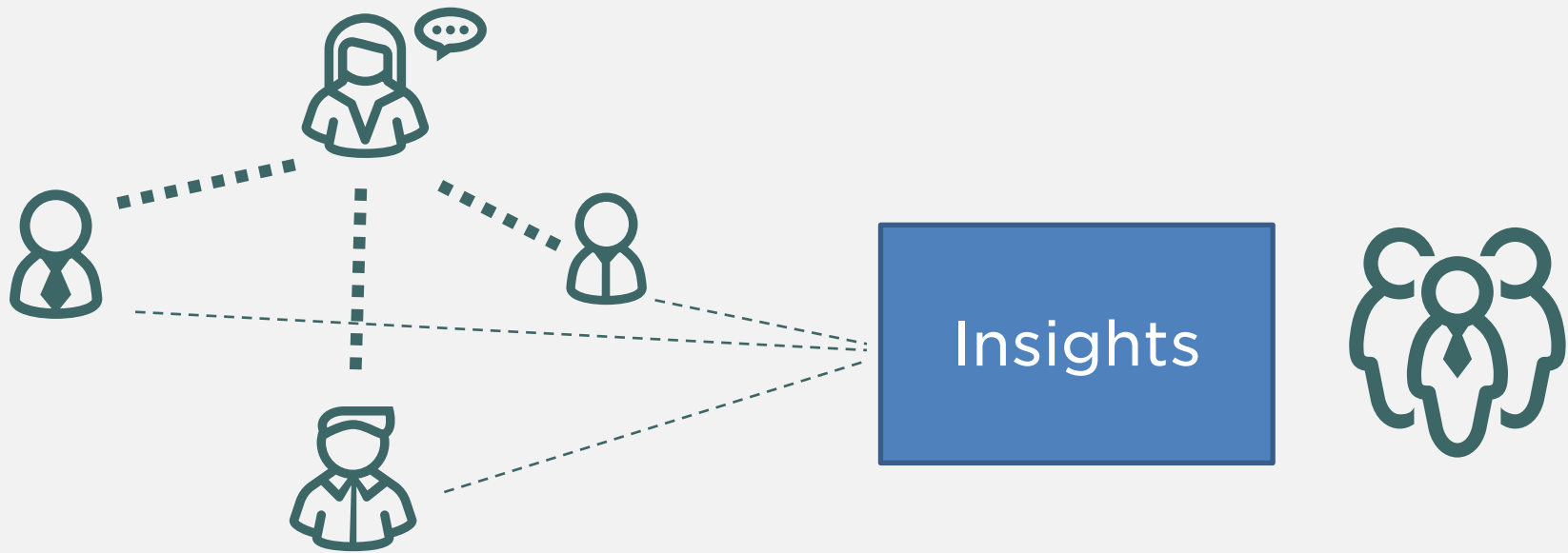
Talk to your customers

A photograph of a park path. On the left, a wide, paved asphalt path curves into the distance. On the right, a narrow, unpaved dirt path branches off from the paved path, cutting through a green lawn. A person is walking on the dirt path in the background. A white lamppost stands at the junction of the two paths. The scene is outdoors with trees and a parking lot visible in the background.

Design

User Experience

Talk to your customers



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