Becoming a team player: The Evolving Role of Design in the World of Agile Development

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Becoming a team player

Ganci & Ribeiro
Becoming a team player

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$45,000
Designer, Primarily Print

$55,000
Designer, Primarily Web & Interactive

Source designsalaries.aiga.org
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Source
www.apple.com
JULY 2011

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15 Billion
Apps downloaded from the app store

Source
www.apple.com
$8 Billion
Paid to developers (and designers)

Source
www.apple.com
INDUSTRY RESPONSE

Becoming a team player

User Experience Design


Agile Development

Extreme Programming

Source
www.apple.com
AGILE DEVELOPMENT

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Source
https://lh5.googleusercontent.com/-aNj2lbjam6g/TWkbvXYwGul/AAAAAAAABY/IurmHSD4A5E/s1600/Agile.jpg
AGILE DEVELOPMENT

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Business
Product Owners
Project Managers

User Experience Design
Visual Designers
Interaction Designers
Usability Professionals

Development
Front-end developers
Back-end developers

Source
https://lh5.googleusercontent.com/-aNj2lbjam6g/TWkbvYwGul/AAAAAAAABY/lurmHSD4A5E/s1600/Agile.jpg
EXAMPLE: “FINAL” PRODUCT

Source
EXAMPLE: MINIMUM Viable PRODUCT
EXAMPLE: STORIES

Becoming a team player

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Source
GOAL

Provide visual designers with a clear picture of what it’s like to work in the contemporary software development industry.

Relevant Audience
Current industry professionals
Emerging designers
Design educators
## Method

### Interviews and Observation

<table>
<thead>
<tr>
<th>Industry</th>
<th>Product</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>Search engine</td>
<td>Web application</td>
<td>California, United States</td>
</tr>
<tr>
<td>Cell phone producer</td>
<td>Native application, OS</td>
<td>England, United Kingdom</td>
</tr>
<tr>
<td>Insurance provider</td>
<td>Web and native applications</td>
<td>Ohio, United States</td>
</tr>
<tr>
<td>Social network</td>
<td>Web application</td>
<td>Indiana, United States</td>
</tr>
<tr>
<td>International Library service provider</td>
<td>Web application</td>
<td>Ohio, United States</td>
</tr>
</tbody>
</table>
INSIGHTS

Becoming a team player

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System-level design

Collaborative Output & Shared Values

Amplification of Strengths

Impact on Innovation
Becoming a team player

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SYSTEM-LEVEL DESIGN

Becoming a team player

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Source
http://www.hongkiat.com/blog/mobile-devices-gui-prototyping-templates/
COLLABORATIVE OUTPUT & SHARED VALUES

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COLLABORATIVE OUTPUT & SHARED VALUES

Becoming a team player

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Source
http://pic004.cnblogs.com/news/201209/20120918_085913_1.jpg
AMPLIFICATION OF STRENGTHS

Becoming a team player

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AGILE’S IMPACT ON INNOVATION

Source
INSIGHTS - REVIEW

Becoming a team player

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System-level design

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Amplification of Strengths

Impact on Innovation
NEXT STEPS

Get to work!
Advocate for Design
Update Curricula
Courses
Assignments
Environments
Thank you.

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