

INTEGRATING DDD, BDD, AND UXD

COLLABORATIVE DESIGN

Paul Rayner

 @thepaulrayner



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leading by design

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HOW DESIGN THINKING TRANSFORMS ORGANIZATIONS AND INSPIRES INNOVATION

How do you make things that have never existed before?

How do you make products that have never existed before and have a positive impact on the world?

How do you create a culture of innovation?

CHANGE

How do you lead innovation in a global market?

How do you build the future of people, technology, and business?

How do you lead your team through change?

How do you create a culture of innovation?

What if you were in an organization that had no resources?

How might we use things we already have to create something new?

How might we use things we already have to create something new?

What if we could build a better future through design?

What if we could build a better future through design?

BY DESIGN

How do you design the future of a company?

How do you design the future of a company?

How do you design the future of a company?

How do you design the future of a company?

TIM BROWN

How do you design the future of a company?

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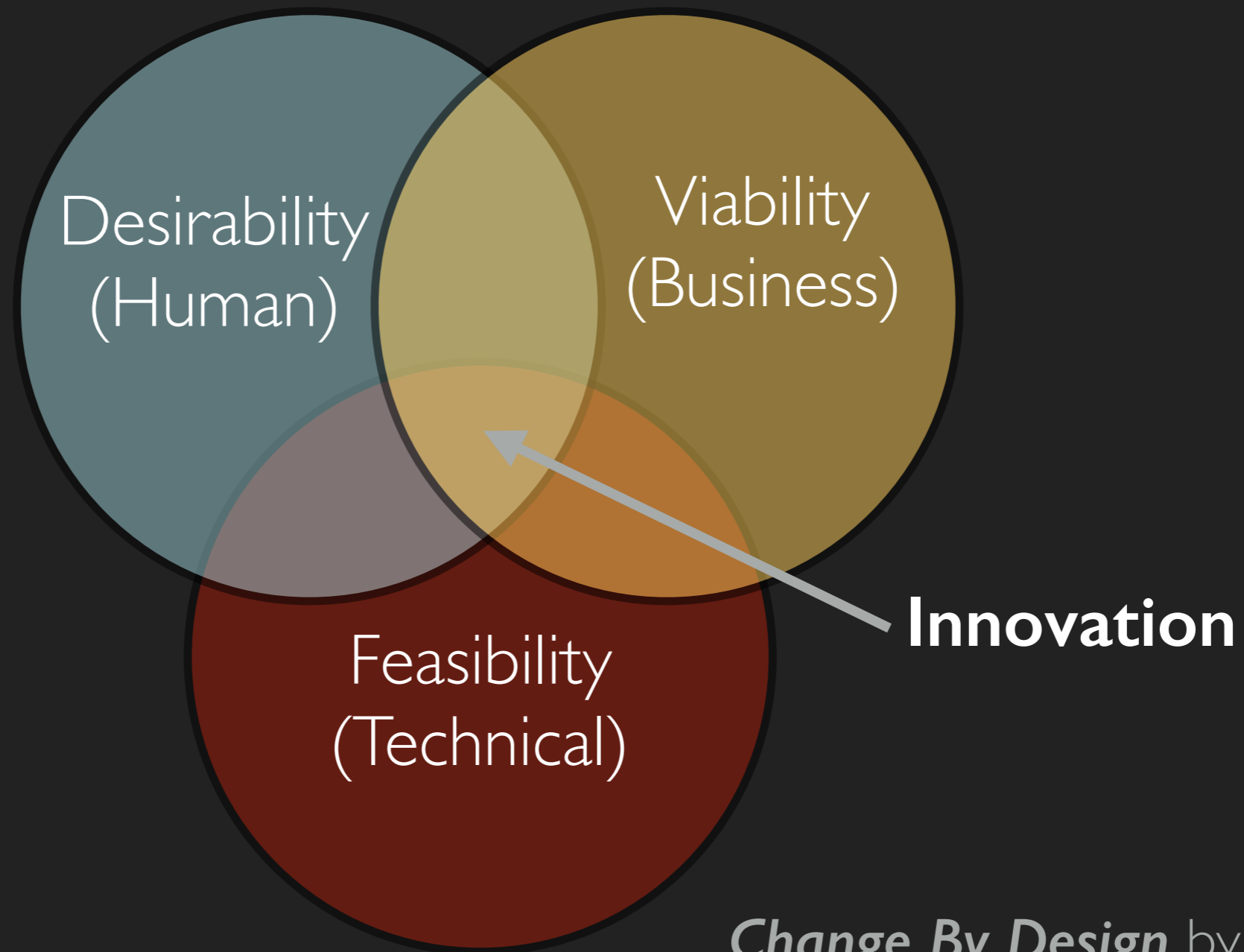
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DESIGN THINKING

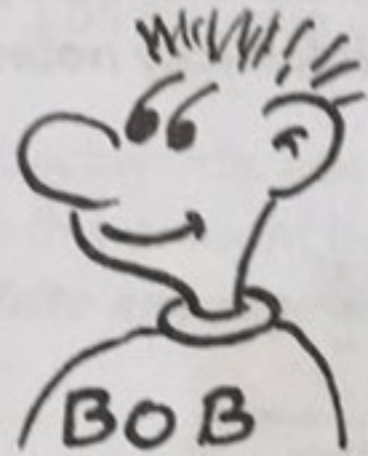


Change By Design by Tim Brown

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Thanks to Michel Grootjans (@michelgrootjans)

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Behaviors

- Travels a lot
- Borrows 20-30 books at a time for himself and his kids
- Reads e-books

Thanks to Michel Grootjans (@michelgrootjans)

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Behaviors

- Travels a lot
- Borrows 20-30 books at a time for himself and his kids
- Reads e-books

Demographics

33 yo
married
3 kids
tech savvy

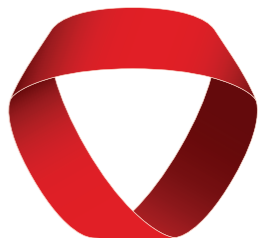
Needs & Goals

Avoid fines
Return books on time
Hassle-free fine payments

Thanks to Michel Grootjans (@michelgrootjans)

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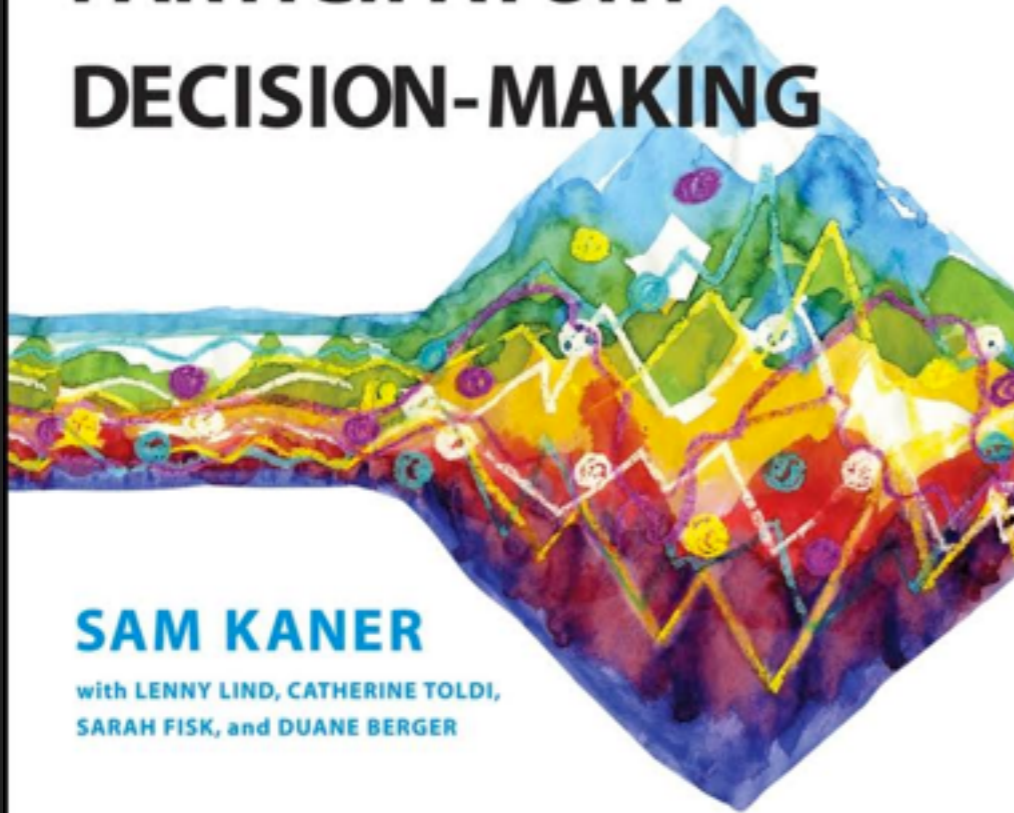
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Second Edition

FACILITATOR'S GUIDE TO PARTICIPATORY DECISION-MAKING



SAM KANER

with LENNY LIND, CATHERINE TOLDI,
SARAH FISK, and DUANE BERGER

"Everybody knows the problem: We need to be more innovative. Now we've got the solution: *Gamestorming*. This smart, fun, hands-on book will energize your brain and mobilize your creativity—and do it using stuff you already have in your supply closet!"

—Daniel H. Pink, author of *Drive* and *A Whole New Mind*

Game storming

A Playbook for Innovators,
Rulebreakers, and Changemakers



Dave Gray
Sunni Brown
James Macanuffo

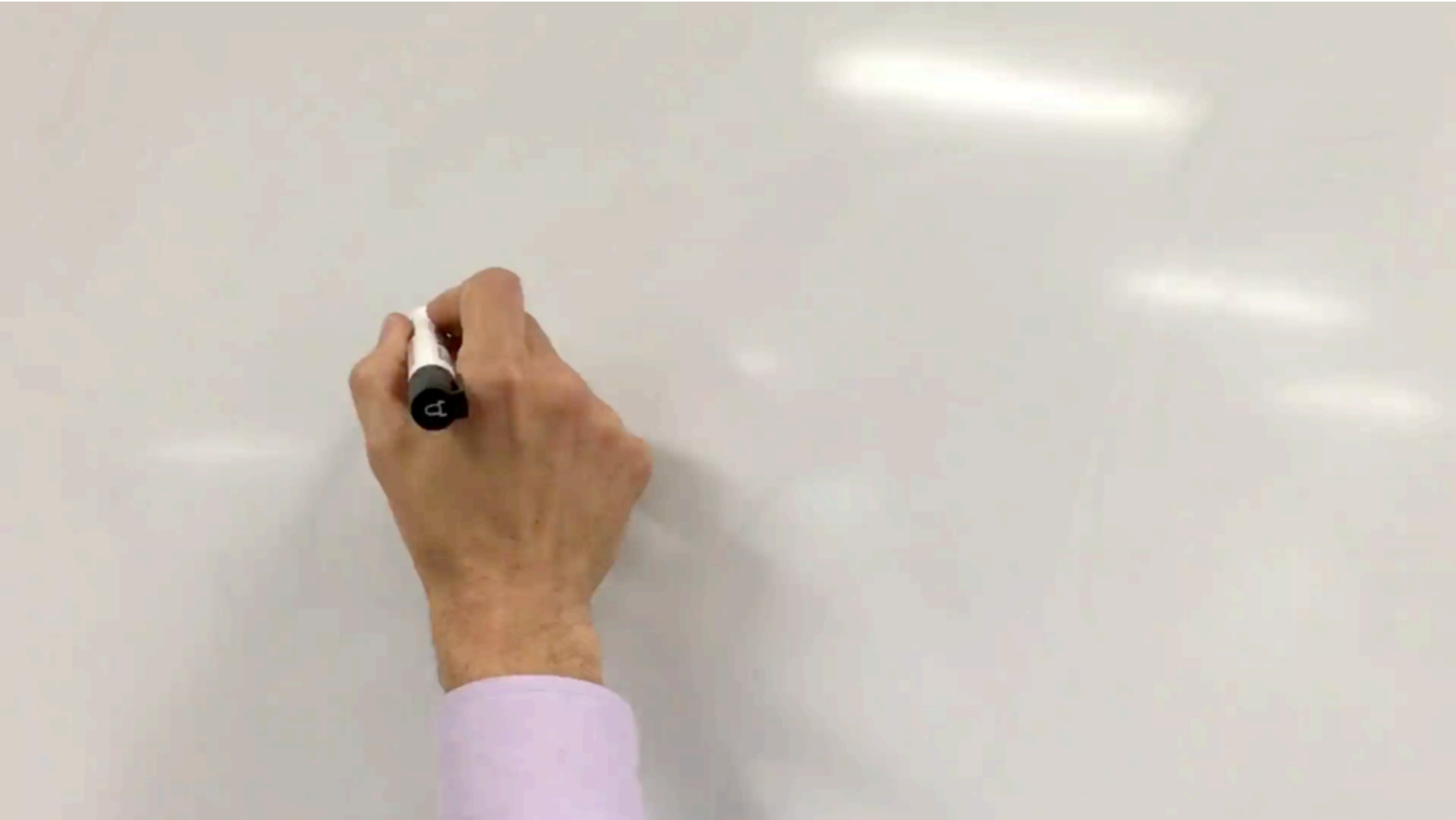
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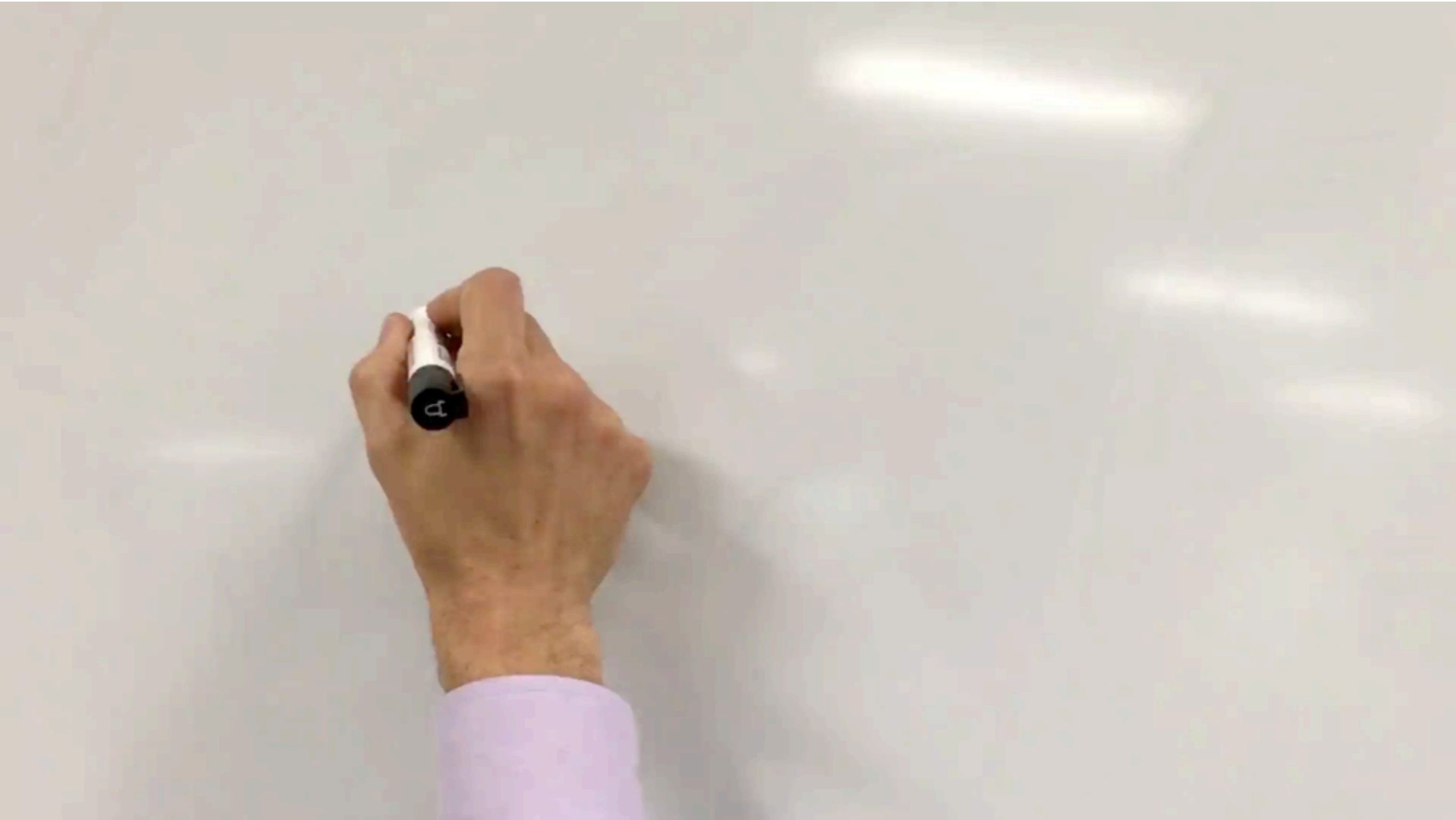
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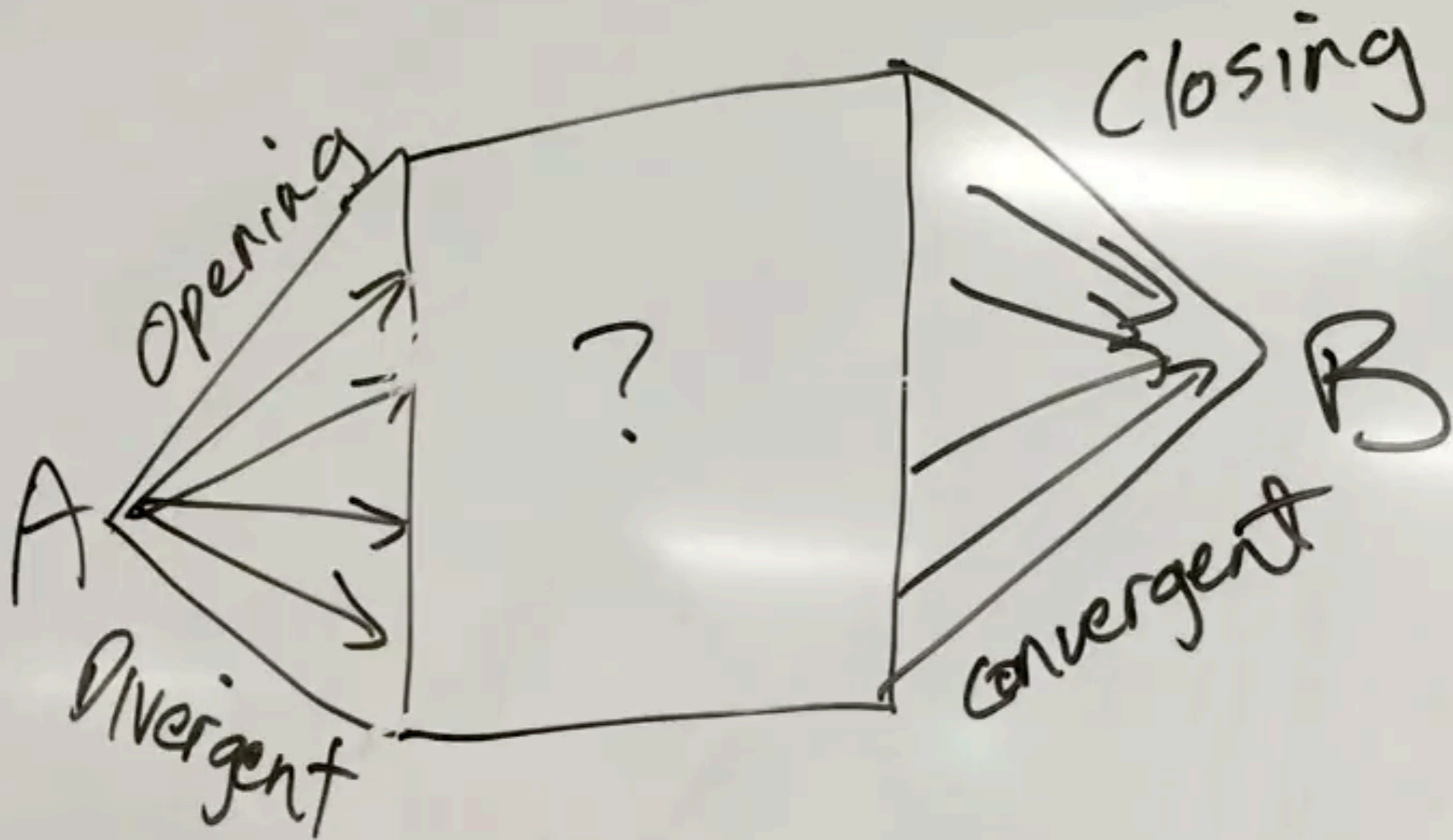




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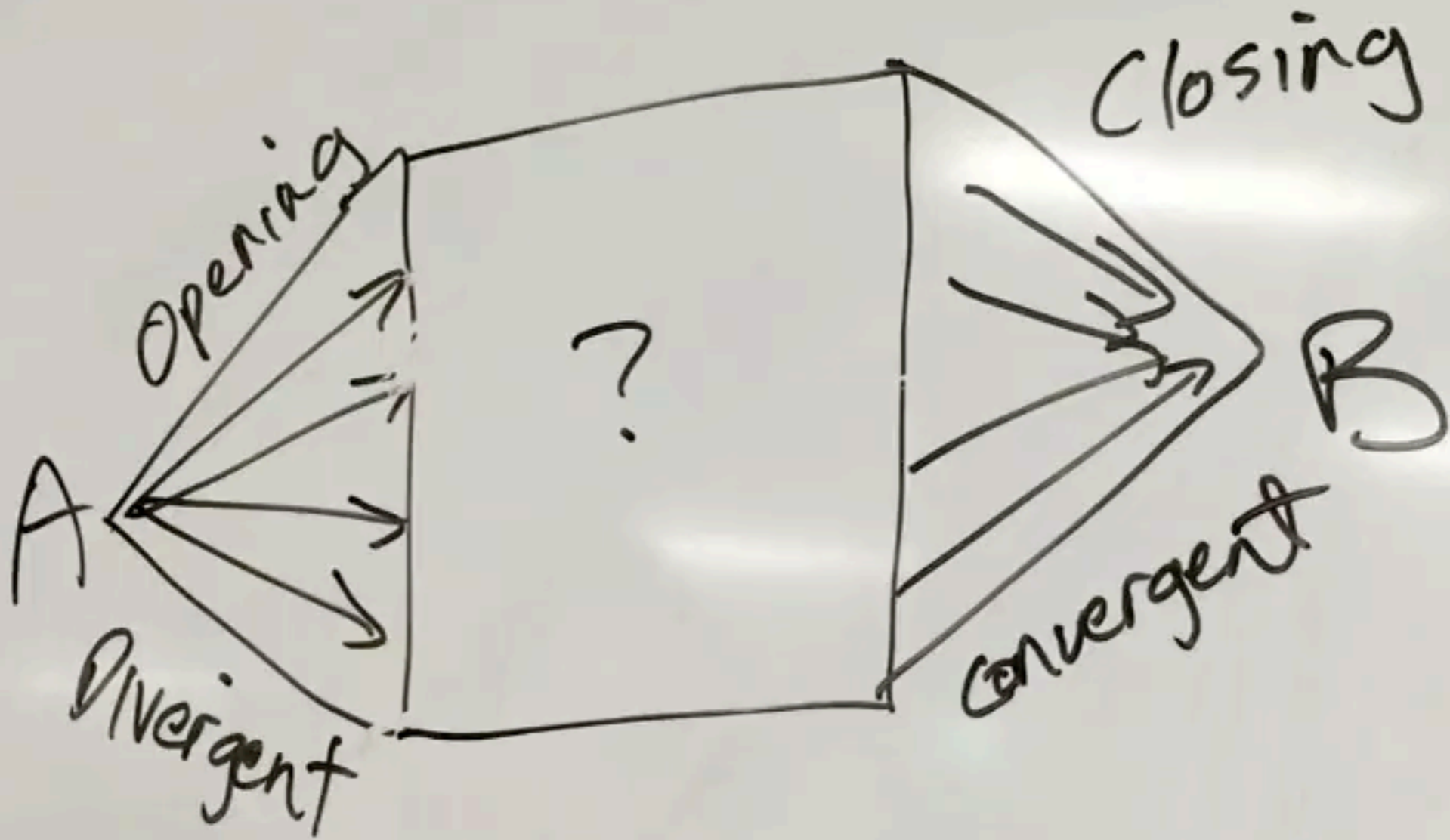
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COMMON PROBLEMS

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COMMON PROBLEMS

- ▶ Wasting time and effort on the wrong things

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COMMON PROBLEMS

- ▶ Wasting time and effort on the wrong things
- ▶ Wrestling with doing the right things at the wrong time

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User Story Mapping

DISCOVER THE WHOLE STORY,
BUILD THE RIGHT PRODUCT

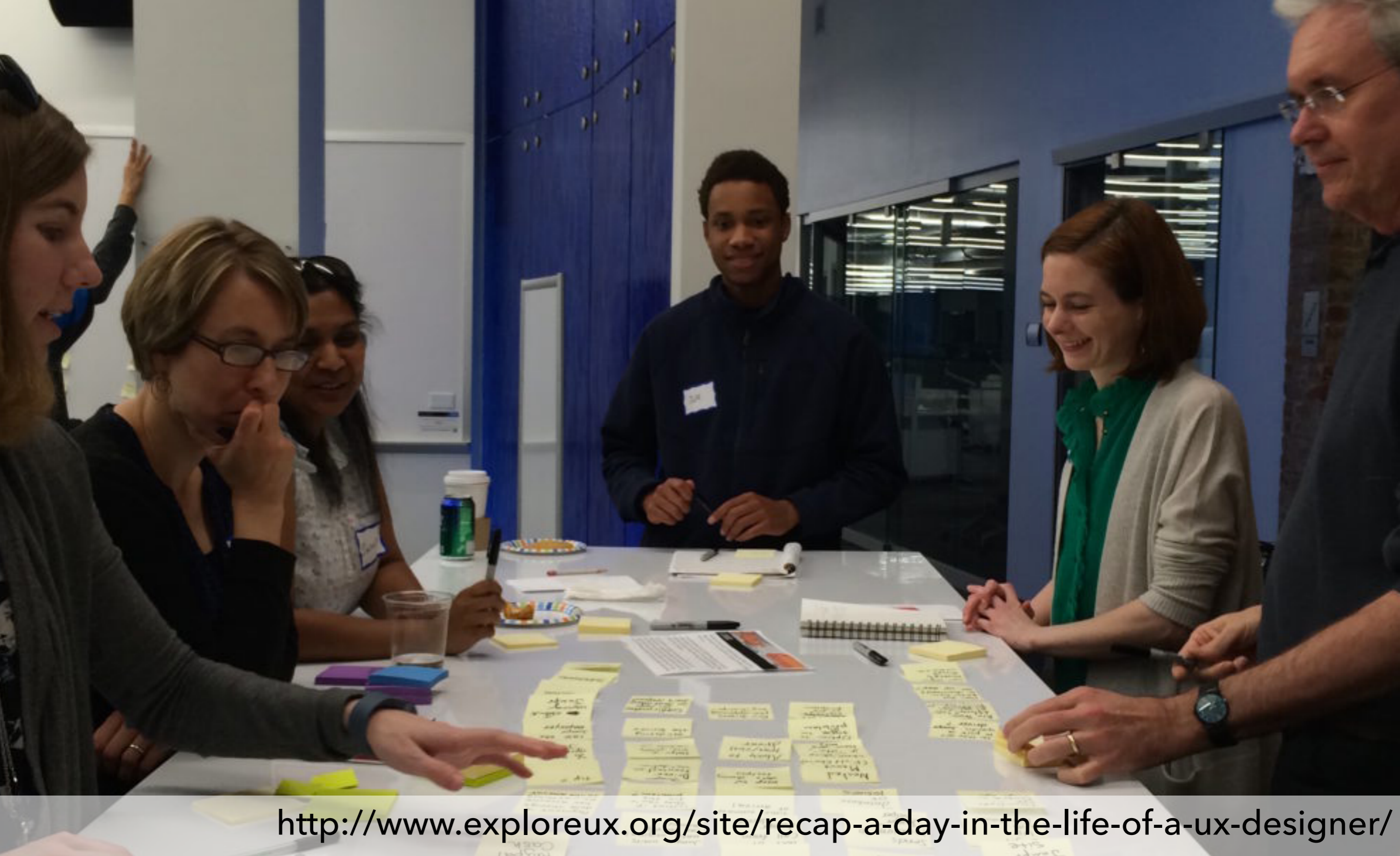
Jeff Patton
with Peter Economy
Forewords by Martin Fowler,
Alan Cooper, and Marty Cagan

Alan Cooper, and Marty Cagan
Forewords by Martin Fowler,
with Peter Economy
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<http://www.exploreux.org/site/recap-a-day-in-the-life-of-a-ux-designer/>

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GOOD ENGAGEMENT

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**GOOD ENGAGEMENT
... FOCUSED ON USER
INTERACTION**

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WHAT ABOUT THE UNDERLYING SYSTEM BEHAVIOUR?

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EVENT STORMING

Alberto Brandolini



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PLACE EVENTS ON A TIMELINE

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WHAT IS A DOMAIN EVENT?

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WHAT IS A DOMAIN EVENT?

Something that
happened in the business
that your domain experts
care about

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ITEM
ADDED TO
CART

THIS IS A **DOMAIN EVENT**

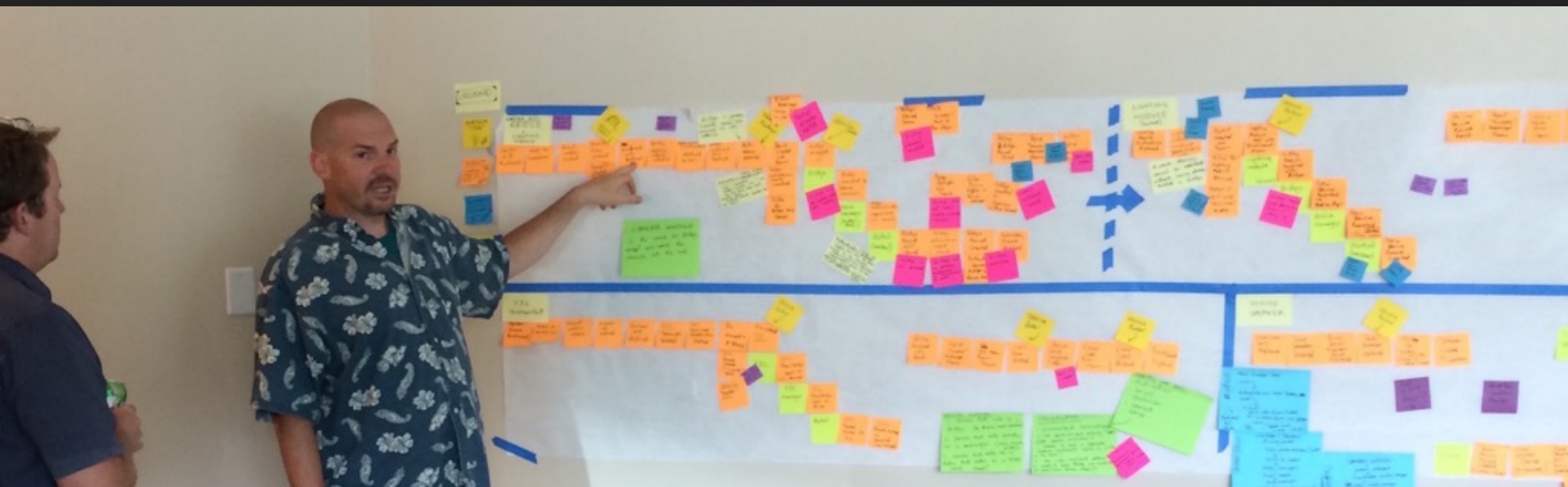
- **ORANGE** STICKY NOTE
- VERB AT **PAST TENSE**
- **RELEVANT** FOR DOMAIN EXPERTS

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DISCOVERY AND EXPLORATION

5 Tips

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Focus first on learning and understanding

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DISCOVERY AND EXPLORATION



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DISCOVERY AND EXPLORATION

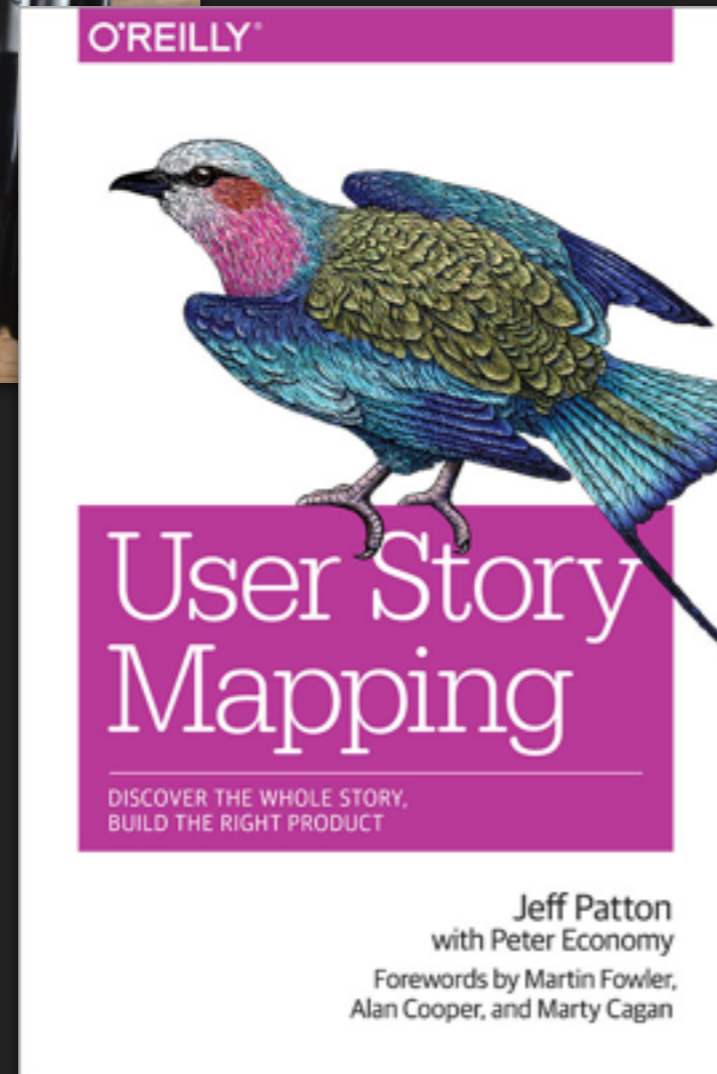


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DISCOVERY AND EXPLORATION



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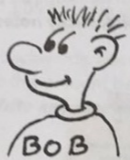
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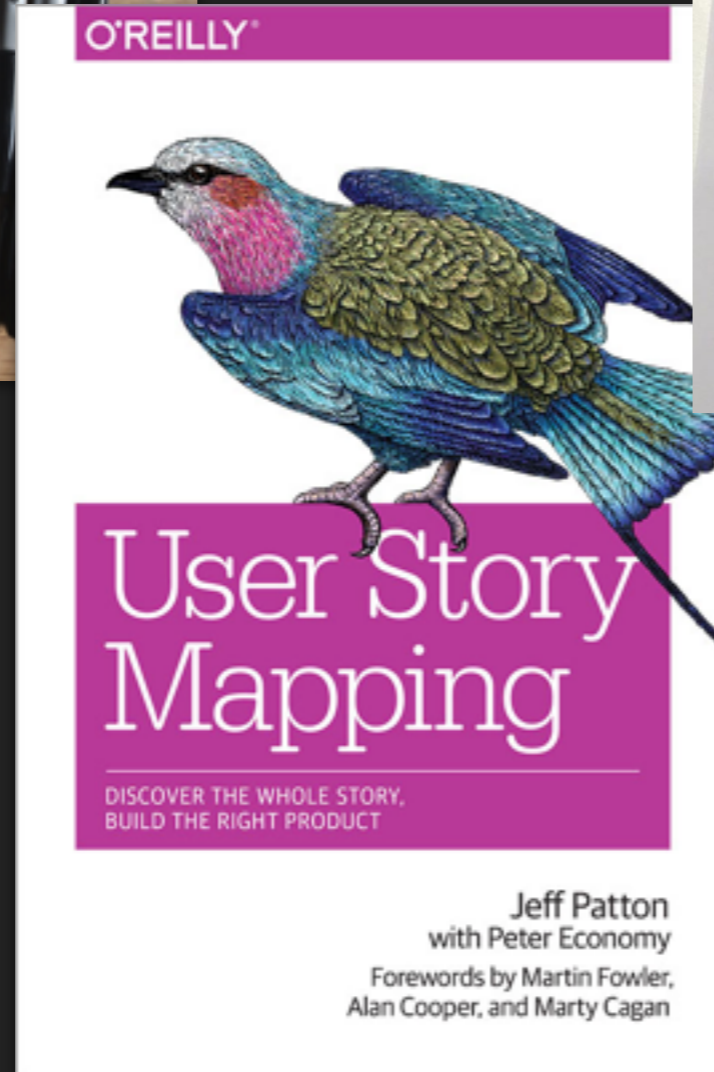
DISCOVERY AND EXPLORATION



Capture the **proto-persona** information for Bob the library patron below.

 BOB	Behaviors <ul style="list-style-type: none">- Travels a lot- Borrows 20-30 books at a time for himself and his kids- Reads e-books
Demographics <ul style="list-style-type: none">33 yomarried3 kidstech savvy	Needs & Goals <ul style="list-style-type: none">Avoid finesReturn books on timeHassle-free fine payments

How might using personas improve a team's understanding of what the software should do?

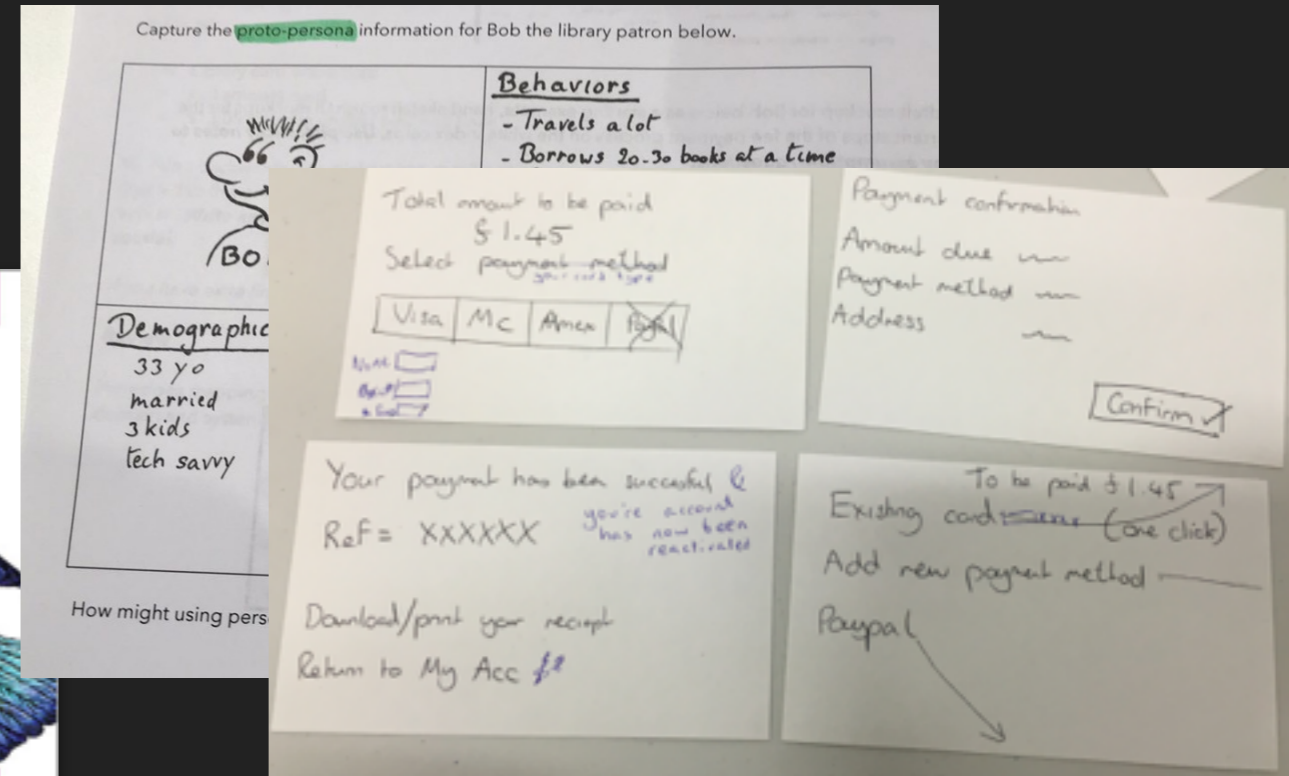
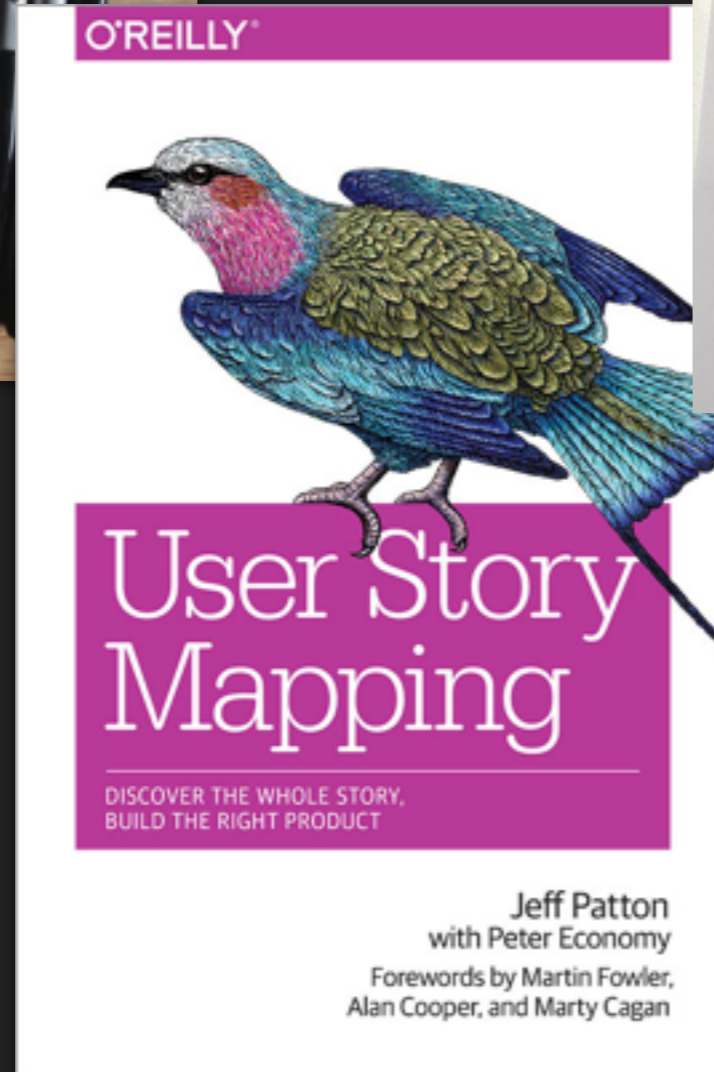


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DISCOVERY AND EXPLORATION

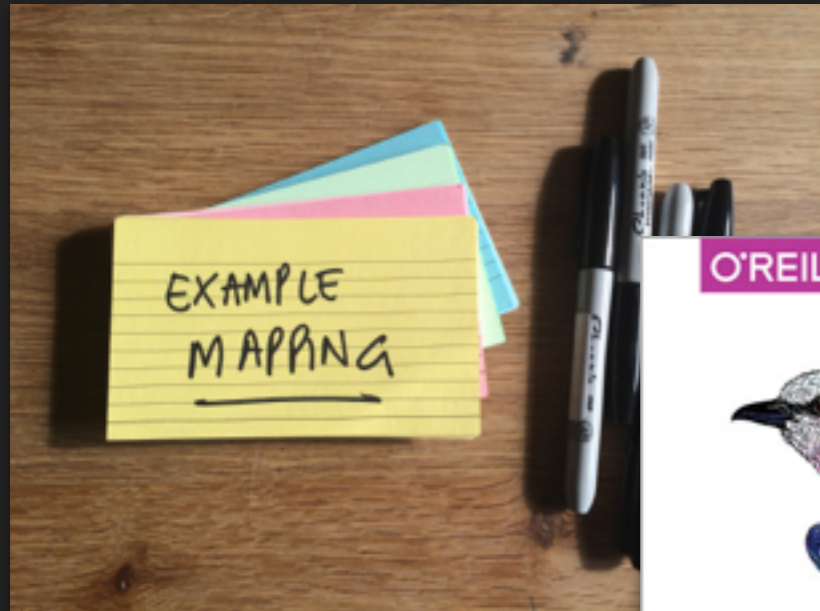


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DISCOVERY AND EXPLORATION



Capture the **proto-persona** information for Bob the library patron below.

Demographic	Behaviors
33 yo married 3 kids tech savvy	- Travels a lot - Borrows 20-30 books at a time

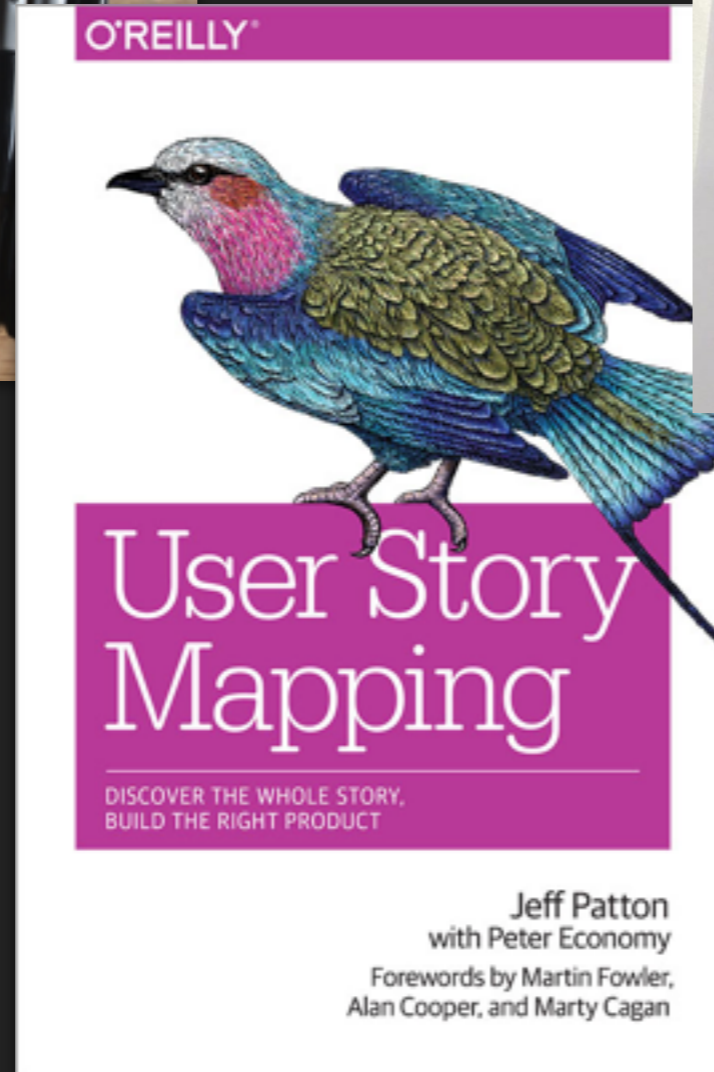
Bob

Total amount to be paid \$1.45
Select payment method
[Visa] [Mc] [Amex] [Cash]

Payment confirmation
Amount due on
Payment method on
Address on

Your pay
Ref = XX

Download/print
Return to My



EVENT STORMING

Alberto Brandolini

- INVITE THE RIGHT PEOPLE
- PROVIDE AN UNLIMITED MODELLING SURFACE
- PLACE DOMAIN EVENTS ALONG A TIMELINE
- AN ACT OF DELIBERATE COLLECTIVE LEARNING
- DEEPER INSIGHT ACHIEVED
- VALIDATE IT!
- WRITE A PROTOTYPE
- ASK MORE QUESTIONS
- VISIBLE REPRESENTATION OF OUR CURRENT UNDERSTANDING
- IT MAY BECOME ADDICTIVE
- ENTERPRISE MODEL SKETCHED
- ALTERNATIVE MODEL EMERGED
- SILO BOUNDARY CROSSED
- A FACILITATOR
- A DEVELOPER
- A DOMAIN EXPERT

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Build on each
others' ideas

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Make sure the right
people are in the
room

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Visual modeling & structured conversation

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Conversations and
examples are
primary

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DISCOVERY AND EXPLORATION

1. Focus first on learning and understanding.
2. Build on each others' ideas
3. Make sure the right people are in the room
4. Visual modeling & structured conversation
5. Conversations and examples are primary

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QUESTIONS?

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THANKS!

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