Hold the Sprinkles! Cupcakes, Layers, and Agile UX design

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Agile is great for UX designers!

- Iterative environments readily support user design and test cycles.
- Agile tenants place importance on product quality and good design.
- Cross-team collaboration and problem solving is encouraged.

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So, what is the problem?

- There **isn't enough sprint time (or budget)** to design and build a perfect solution for everything that the product should do.
- Agile designers sometimes focus on **iteratively designing a single feature to its most perfect state**, leaving others half-baked.

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Design mapping to the rescue!

- Design mapping uses the **same components and process as story mapping** to create a prioritized map of design solutions.
- Mapping the end-to-end workflow ensures that the most basic **user needs are met for each step**.
- Designing for the basic needs first provides **immediate, shippable value** while allowing for enhancements in future iterations.

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Story Map Components

Persona

Persona description and information relevant to their use of your product.

Goal: “Something that the user wants to accomplish.”

start ---------- User’s Workflow ---------- finish

	Task	and then…	Task	and then…	Task	and then…	Task
	Task step 1 in workflow		**Task step 2 in workflow**		**Task step 3 in workflow**		**Task step 4 in workflow**
Option This…	Feature requirement		Feature requirement		Feature requirement		Feature requirement
Option and/or this…	Feature requirement		Feature requirement		Feature requirement		Feature requirement
Option and/or this…	Feature requirement		Feature requirement		Feature requirement		Feature requirement

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Design Map Components

Persona

Persona description and information relevant to their use of your product.

Goal: “Something that the user wants to accomplish.”

Option	Brainstormed design idea	Brainstormed design idea	Brainstormed design idea	Brainstormed design idea	Most complex
Option	Brainstormed design idea	Brainstormed design idea	Brainstormed design idea	Brainstormed design idea	
Option	Brainstormed design idea	Brainstormed design idea	Brainstormed design idea	Brainstormed design idea	Simplest
	Feature requirement	Feature requirement	Feature requirement	Feature requirement	
	Task step 1 in workflow	**Task step 2 in workflow**	**Task step 3 in workflow**	**Task step 4 in workflow**	

Task and then… Task and then… Task and then… Task

start ---------- User’s Workflow ---------- finish

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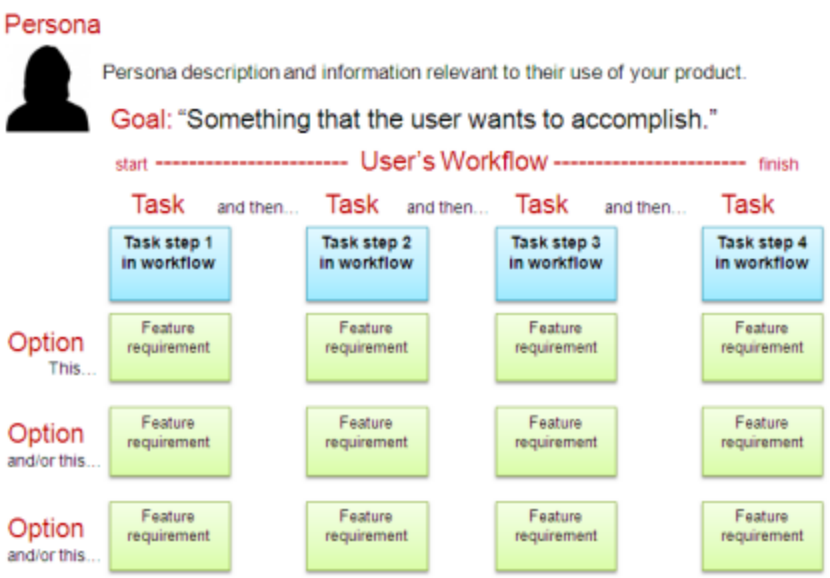
Story Map vs. Design Map

Story Map



Design Map

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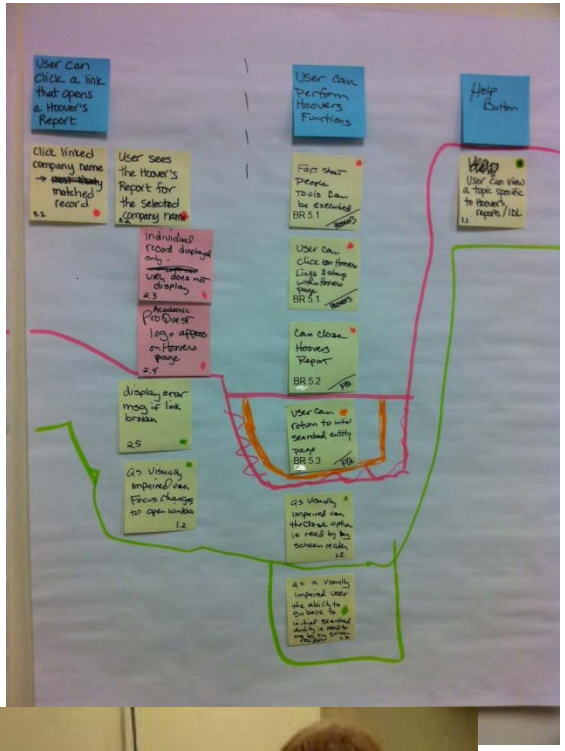
Mapping Process

- **A physical map**
  Visually arranges features or concepts based on an end-to-end user workflow.
- **An interactive session**
  Brings stakeholders together to discuss prioritization, planning, scope, design, technical feasibility, etc.



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Design Mapping

- Back to basics
- Brainstorm designs
- Organize and prioritize
- Design in layers

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Back to Basics

- Who are you designing for? Choose one (1) main **persona**.
- What are they trying to accomplish? This is their **goal**.
- What are the steps that they will go through to accomplish their goal? These are the **tasks**.
- What are the business requirements for each step? These are the **features**.

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Back to Basics

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Option	Brainstormed design idea	Brainstormed design idea	Brainstormed design idea	Brainstormed design idea	Simplest

Feature requirement	Feature requirement	Feature requirement	Feature requirement
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Task and then… Task and then… Task and then… Task

start ---------- User’s Workflow ---------- finish

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Brainstorm Designs

- For each feature in the workflow, the team brainstorms **designs that meet the basic need for that feature**.
- **Include the business representative** on your team when brainstorming.
- For each idea, **put one box on the map**. It's okay if there are a lot of them – organization and prioritization comes next!

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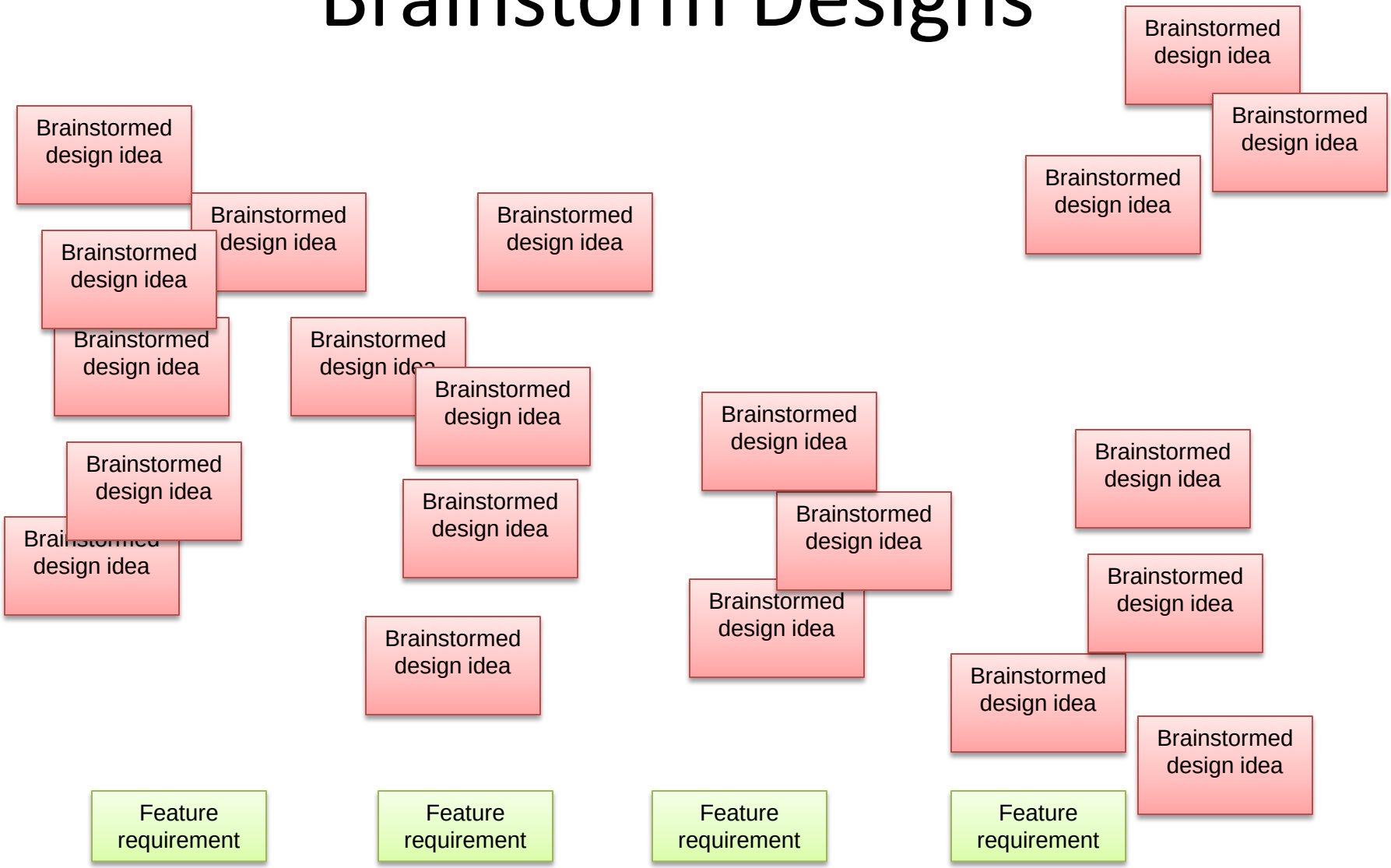
Brainstorm Designs



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Organize and Prioritize

- Each brainstormed idea is first organized on the map and then prioritized.
- Include other stakeholders – developers, QA, business analysts – to help inform decisions.
- The team evaluates each idea for simplicity, necessity, and feasibility and organizes the map appropriately.

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Option	Brainstormed design idea	Brainstormed design idea	Brainstormed design idea	Brainstormed design idea	Simplest
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Task and then… Task and then… Task and then… Task

start ---------- User’s Workflow ---------- finish

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Organize and Prioritize: Discussion

Kimberly

Female, 36. Full time Accountant and single mother of three active children.

How might the map look different if she were hosting a dinner party?

Goal: “Make macaroni & cheese for my children’s dinner.”

	Task	and then…	Task	and then…	Task
Option	Old Bon Appétit magazine		Gourmet store		Bake in oven with crumb topping
Option	Internet search		Grocery store (standard ingredients)		Make on stovetop
Option	Look at instructions on ‘blue box’		Open the ‘blue box’		Microwave
	Get recipe while at home		Ingredients cost < $15		Bake in less than 60 min.
	Get a recipe		**Gather ingredients**		**Cook macaroni & cheese**

Most complex

Simplest

start ---------- User’s Workflow ---------- finish

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Design in Layers

- Once the map is crafted, it is much easier to see how you can plan the product design with a **layered, end-to-end approach**.
- Embrace **simplicity and necessity** over complexity and desirability.
- Ensure that each **feature requirement is met** with the simplest design that could possibly work.

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Mary's Cupcake

- **Birthday party** with 12 guests
- Need to make **1 cupcake per guest**
- Have **1 hour to make the cupcakes**
- **Mary** is the first person on the guest list

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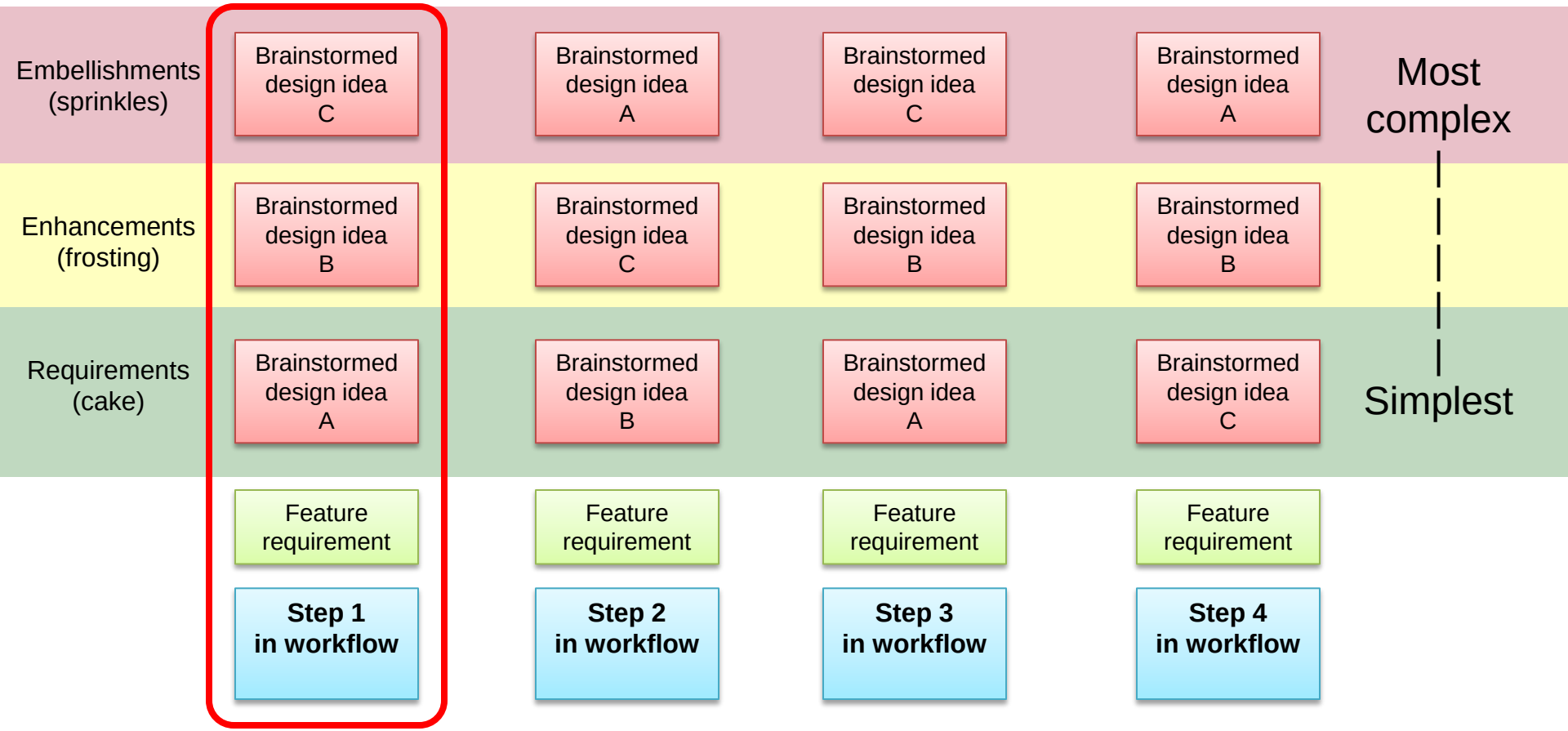
Design in Layers



Uh-oh, not the best idea

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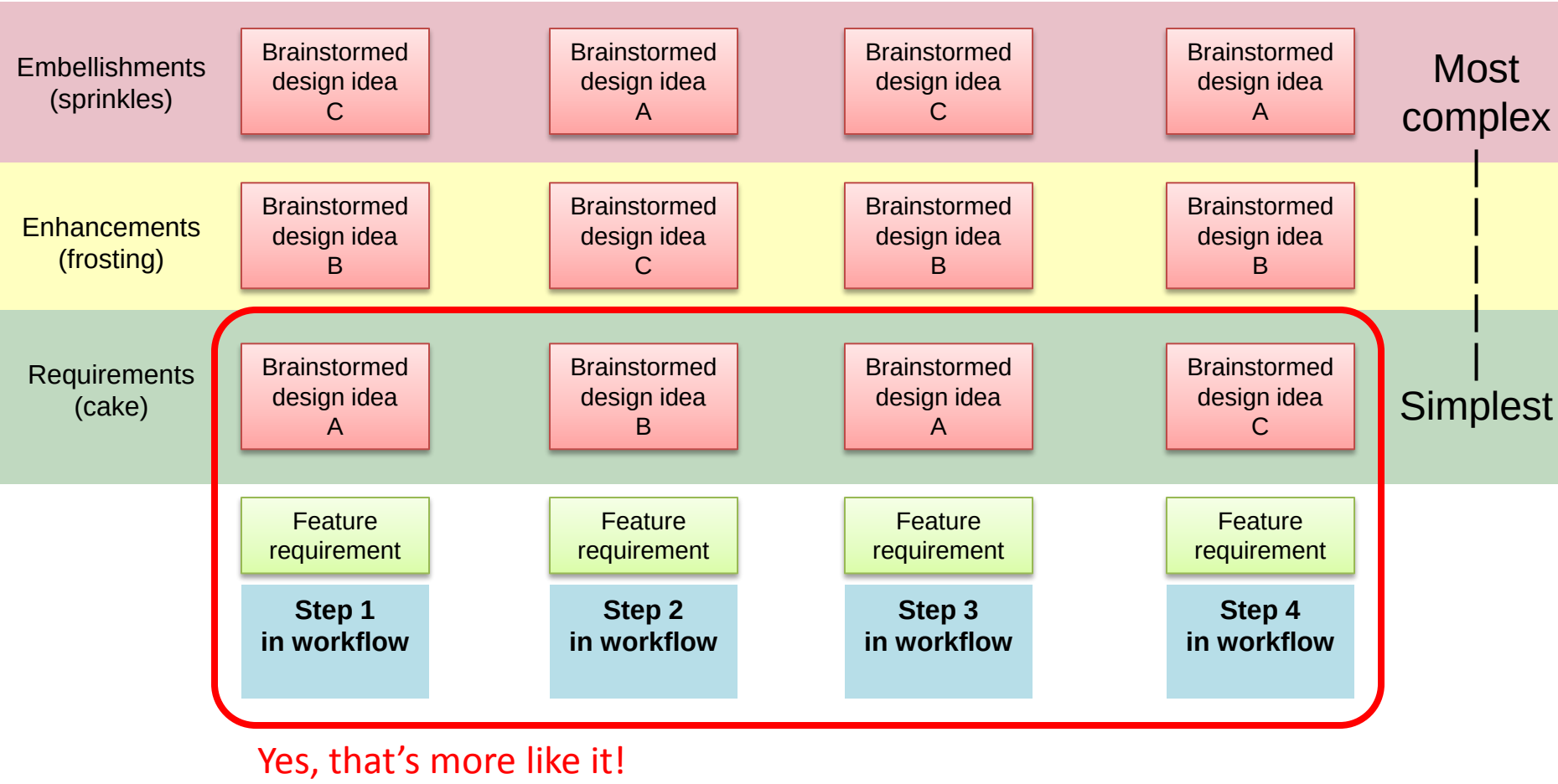
Design in Layers



Yes, that's more like it!

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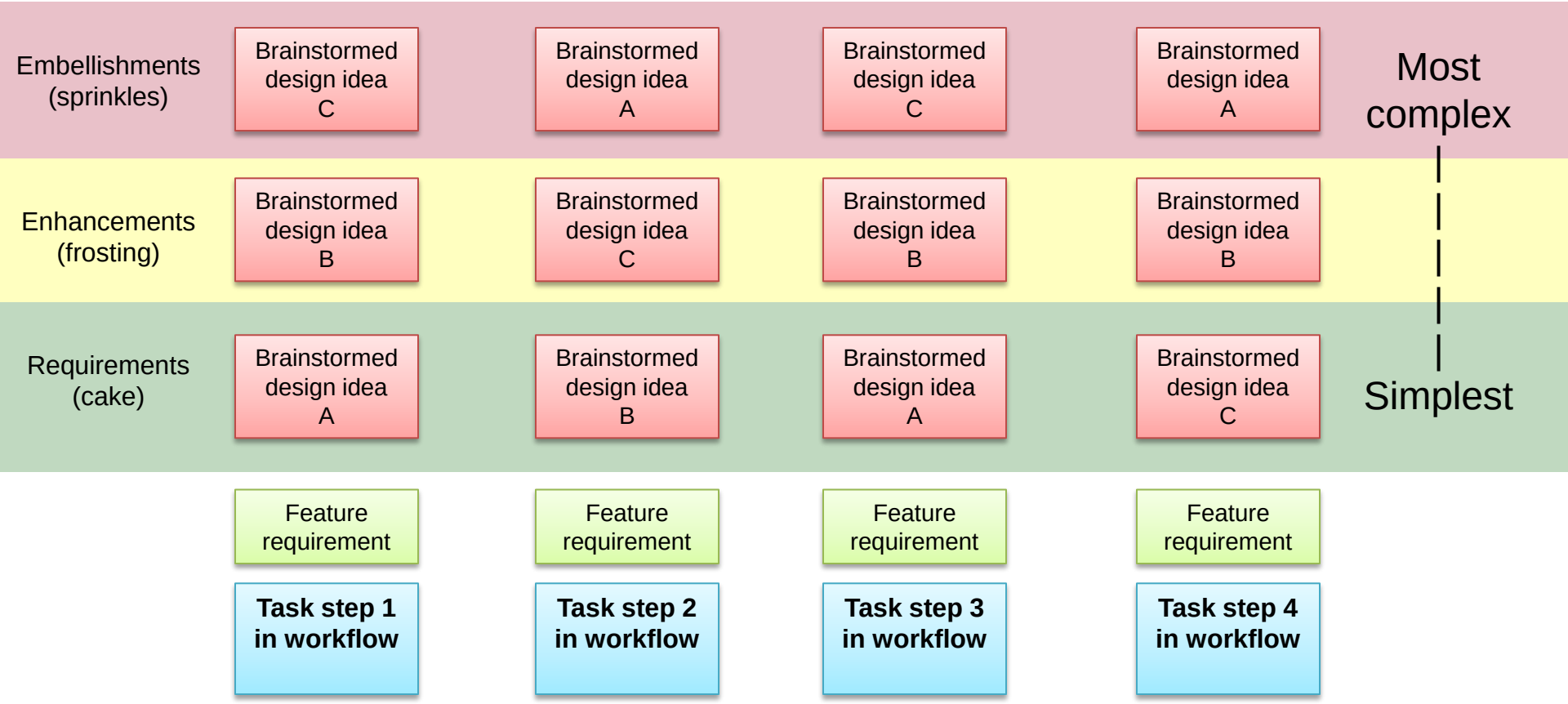
Design in Layers



“Do the simplest thing that could possibly work.”

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Design in Layers: Discussion

- What inputs might affect which ideas are classified as requirements, embellishments or sprinkles?
- What might happen as a product feature set matures?
- What challenges do you see with using this technique?

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In Practice at ProQuest: PQ Admin

- Brand-new Administrator functionality for adding, viewing and managing users.
- First-time use of story map and design map.

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Story Map: PQ Admin

Lora

Lora is a System Administrator for Shawnee Public libraries. She has many years of experience working with computers and library software. She administers and maintains all ProQuest products at the library.

Goal: “I want to be able to view and manage user settings.”

start ---------- User’s Workflow ---------- finish

Task and then… Task and then… Task and then… Task

	Access Admin Application	Assign Administrators	Create & view users	Assign options to users
Option This…	Open access	Add Admin to existing users	Create one user at a time	Assign databases
Option and/or this…	Secure authentication	Create new Admin user type	Create many users at a time	Assign search options
Option and/or this…	Remote access	Everyone is an Admin	Search for users	Assign results options

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Design Map: PQ Admin

Lora

Lora is a System Administrator for Shawnee Public libraries. She has many years of experience working with computers and library software. She administers and maintains all ProQuest products at the library.

Goal: “I want to be able to view and manage user settings.”

Option	Embellishments (Sprinkles)	Embellishments (Sprinkles)	Embellishments (Sprinkles)	Embellishments (Sprinkles)	Most complex
Option	Enhancements (Frosting)	Enhancements (Frosting)	Enhancements (Frosting)	Enhancements (Frosting)	
Option	Username & password	Enter username manually	Enter users one by one	Assign general DB access	Simplest
	Secure authentication	Add Admin to existing users	Create one or many users	Assign databases	
	Access Admin Application	**Assign Admins**	**Create & view users**	**Assign options to users**	
	Task	and then… Task	and then… Task	and then… Task	

start ---------- User’s Workflow ---------- finish

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Embrace the Cake

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Frost with Care

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Hold the Sprinkles!

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Group Exercise

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Thank you!

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