UX and Agile: A Bollywood blockbuster masala

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What is Bollywood?

Wikipedia says:

The name "Bollywood" is derived from Bombay (the former name for Mumbai) and Hollywood, the center of the American film industry. However, unlike Hollywood, Bollywood does not exist as a physical place.

Bollywood films are mostly musicals, and are expected to contain catchy music in the form of song-and-dance numbers woven into the script.

Indian audiences expect full value for their money.
Songs and dances, love triangles, comedy and dare-devil thrills are all mixed up in a three-hour-long extravaganza with an intermission. Such movies are called *masala* films, after the Hindi word for a spice mixture. Like *masalas*, these movies are a mixture of many things such as action, comedy, romance and so on.

Melodrama and romance are common ingredients to Bollywood films.

They frequently employ formulaic ingredients such as star-crossed lovers and angry parents, love triangles, family ties, sacrifice, corrupt politicians, kidnappers, conniving villains, courtesans with hearts of gold, long-lost relatives and siblings separated by fate, dramatic reversals of fortune, and convenient coincidences.

What has UX and Agile got to do with Bollywood?

As a Designer I faced tremendous challenges while moving into an Agile environment. While drowning the sorrows with designers from other organizations I came to realize that they too face similar challenges. This inspired me to explore further into what makes designers sad, what makes them suck and what are the ways in which they can contribute more in an Agile environment.

The findings were nothing short of a Bollywood masala movie script which has all the ingredients like song-and-dance, fight sequences, comedy scenes and overtly emotive melodramatic scenes.

The presentation is made on a Bollywood backdrop with the following learning's

• Understand from a designer's point of view the impact of Agile on a designer
• Understand the psyche of a designer while moving into Agile from a traditional method
• Learn the steps by which the Agile adoption could be made less painful for designers
• Also lessons for designers to be better team players in Agile teams