



UX in Agile

How one team
is making it work

PMI Atlanta Chapter, Agile Interest Group
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The Daxko Engage team

Our team

Patrick
dev guy

Will
product manager

Jason
agile coach

Astrid
ux designer



Traditional UX doesn't work in Agile



Traditional UX seeks certainty up front

SPECIFY
ALL THE THINGS!

Without Promo Code

Empty Cart

1 Your Cart (0)

2 You currently have no items in your shopping cart.

1 Item

3 Your Cart (1)

4 [Product name]

5 [Product description Necti blaces dolor mollatam dolor maionsenis maximo]

6 \$##.##

7 Subtotal: \$##.##

8 Proceed to checkout

2+ Items

9 Your Cart (2)

10 Added to your cart:

11 [Product name]

12 [Product description Necti blaces dolor mollatam dolor maionsenis maximo]

13 \$##.##

14 Other items in your cart:

15 [Product name]

16 [Product description Necti blaces dolor mollatam dolor maionsenis maximo]

17 \$##.##

18 Subtotal: \$##.##

19 Proceed to Checkout

With Promo Code

12 Your Cart (0)

13 You currently have no items in your shopping cart.

14 Promo code: [Code name]

1 Item

15 Your Cart (1)

16 [Product name]

17 [Product description Necti blaces dolor mollatam dolor maionsenis maximo]

18 \$##.## \$##.##

19 Promo code: [Code name]

20 Subtotal: \$##.## \$##.##

21 Proceed to checkout

2+ Items

22 Your Cart (3)

23 [Product name]

24 [Product description Necti blaces dolor mollatam dolor maionsenis maximo]

25 \$##.## \$##.##

26 [Product name] (2)

27 [Product description Necti blaces dolor mollatam dolor maionsenis maximo]

28 \$##.## \$##.## (\$##.## per item)

29 Promo code: [Code name]

30 Subtotal: \$##.## \$##.##

31 Proceed to Checkout

The Minicart is a Sidebar component that enables a user to view their carts contents, prune undesired options, and proceed to checkout without having to navigate to the shopping cart.

Variations

Empty cart:

- A. Without promo code
- B. With promo code

1 item in cart:

- C. Without promo code
- D. With promo code

2+ items in cart:

- E. Without promo code (in-page update)
- F. With promo code

Elements

1. Minicart header

2. Empty cart message

- ~ If the cart contains no items, then show the Empty Cart Message; otherwise hide this message.

3-6 Product

- ~ Display a row in the mini-cart from every product in the cart, including the product name, description, price, and remove button.

3. Product name

- onclick: Navigate to the product page

4. Product description

- ~ Limit to no more than two lines (~60 characters). If a description exceeds 60 characters, truncate at 60 characters and follow with "..."

5. Product price

- ~ Format all prices with commas for thousands and two decimal point accuracy
- ~ If the product has quantity > 1, then show a price per item in parentheses.
- ~ If a product is discounted, include the original price as gray, struckthrough, and to the left of the discounted price.

6. Remove product button

- onclick: Remove the product from the shopping cart, and refresh the minicart display

7. Edit cart link

- onclick: Navigate to the shopping cart page

8. Subtotal

- ~ Display the sum all product costs
- ~ Format all prices with commas for thousands and two decimal point accuracy

9. Proceed to checkout button

- onclick: Navigate to the checkout page

10. Added to your cart message

- ~ Display if the user has added an item to the cart within the current page via the add-to-cart button.

11. Other items in your cart message

- ~ Display if the user has added an item to the cart within the current page via the add-to-cart button.

13. Re

Agile UX



That's Jason.
He's crazy.

EDIT*

Necessary only on "what we do"
but OK if everywhere if easier

What we do

Subfolder -

MEMBER ENGAGEMENT

File XYZ
File ABC
File 3

Subfolder
Contents {

Subfolder -

MEMBER PROSPECTING

File 1
File 2

Subfolder
Contents {

MEMBER RECOVERY
File 1

00001 - File XYZ. pdf
00002 - File ABC. pdf
File 3. pdf

Preferrable
everywhere
(or another
solution
to ordering?)

* Enough Design
Just In Time

Constant collaboration

SPRINT 31 7/7 - 7/30

IN PROGRESS **DONE** **READY** **FAIL** **PASS**

Set Up Groups

User & Worker Management

Set up Initiatives

Run Initiatives

Manage Tasks

Work Tasks

Improve Person History

What Would Whoopi Freakin' Do?

strategy statement

To grow an average of 20% a year through 2014 by:

- providing comprehensive solutions
- delivering exceptional experiences, and
- driving strategic impact

to progressive, member-focused nonprofits world-wide.

objective

To grow an average of 30% a year through 2014

advantage

How do you get there?

Individuals and interactions
over processes and tools

Working software
over comprehensive documentation

Customer collaboration
over contract negotiation

Responding to change
over following a plan



Individuals and interactions
over processes and tools

Working software
over comprehensive documentation

Customer collaboration
over contract negotiation

Responding to change
over following a plan

Embed & commit



Collaborate





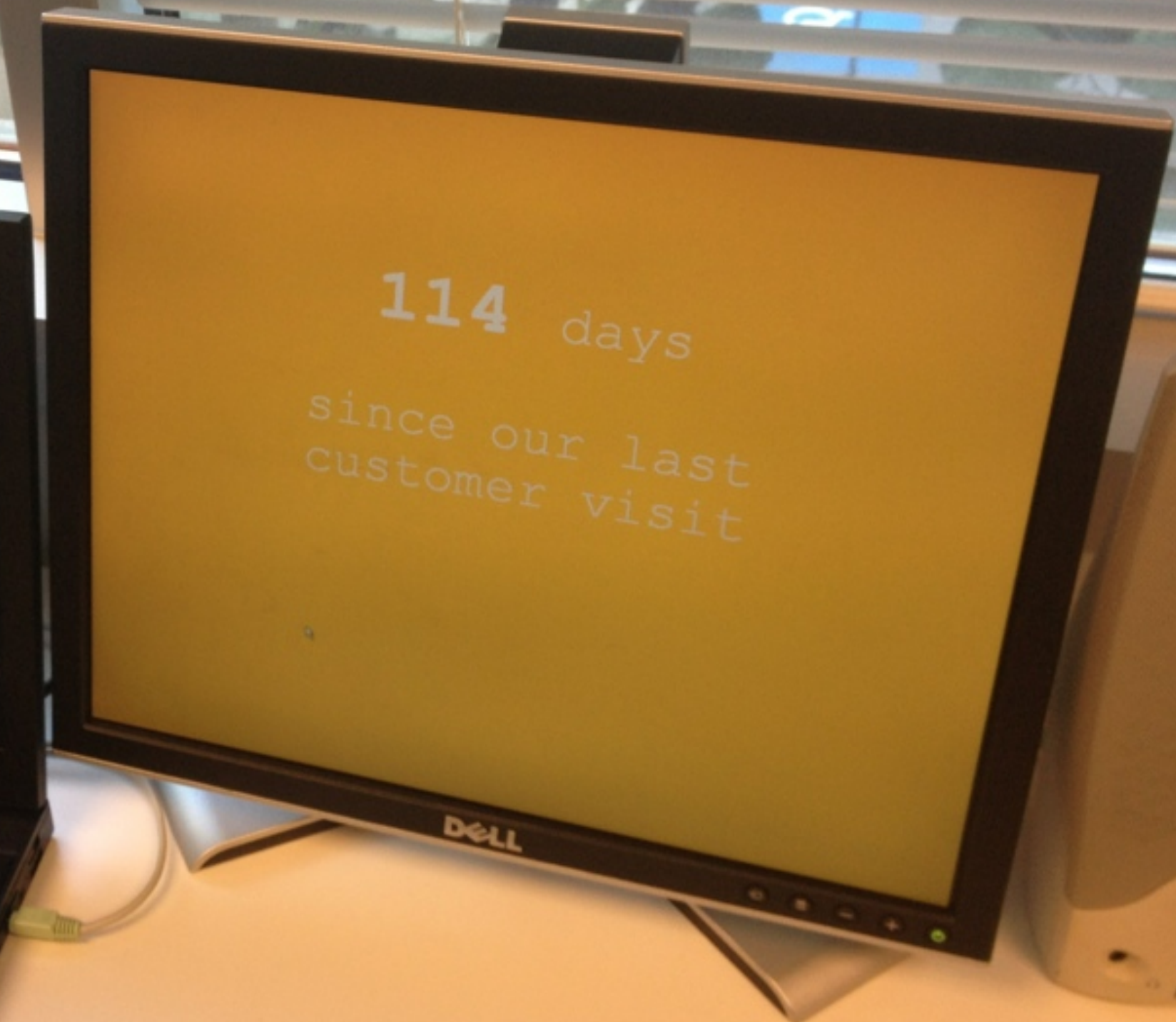
Individuals and interactions
over processes and tools

Working software
over comprehensive documentation

Customer collaboration
over contract negotiation

Responding to change
over following a plan

Goal is delivery, not design





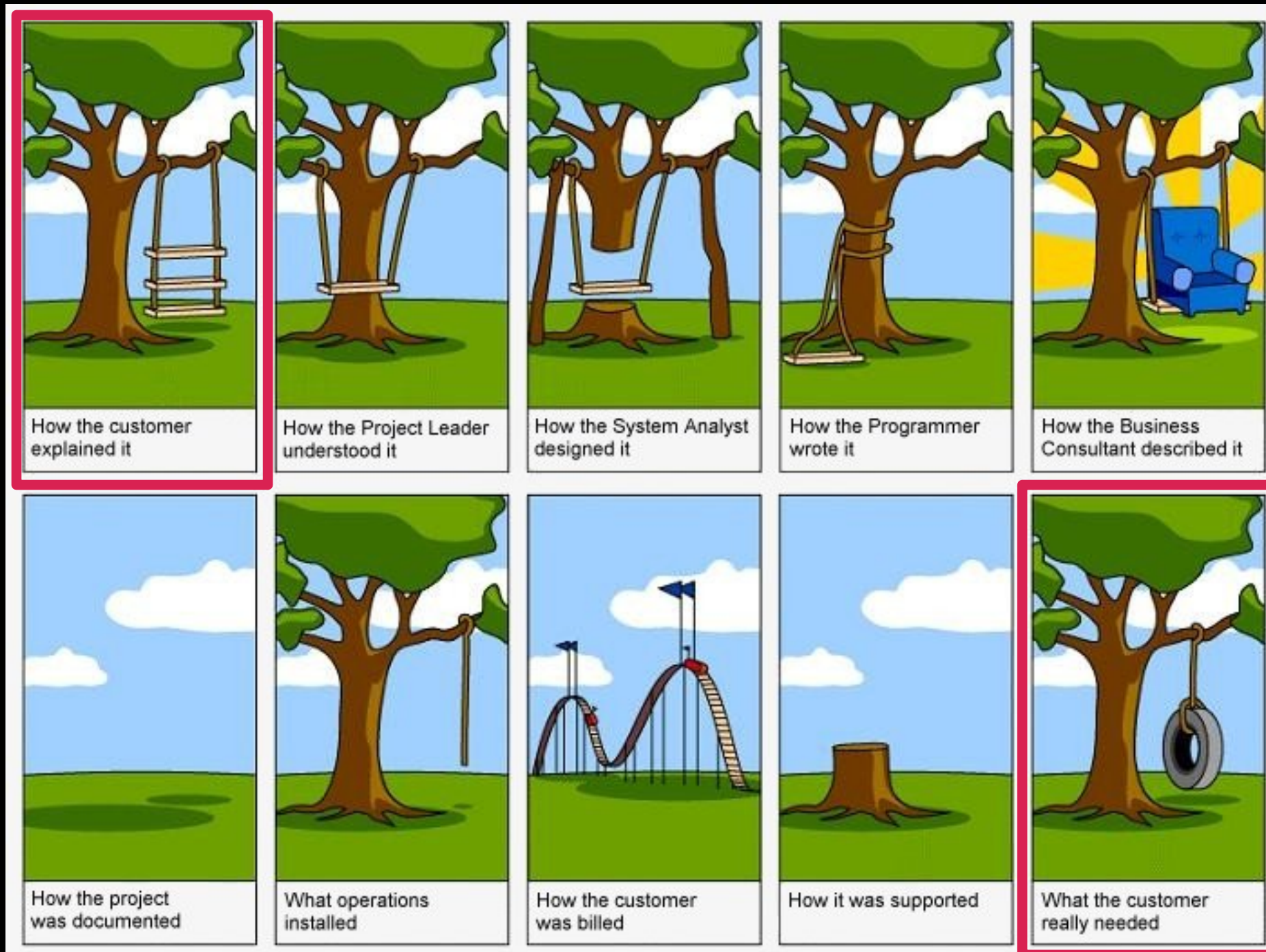
Individuals and interactions
over processes and tools

Working software
over comprehensive documentation

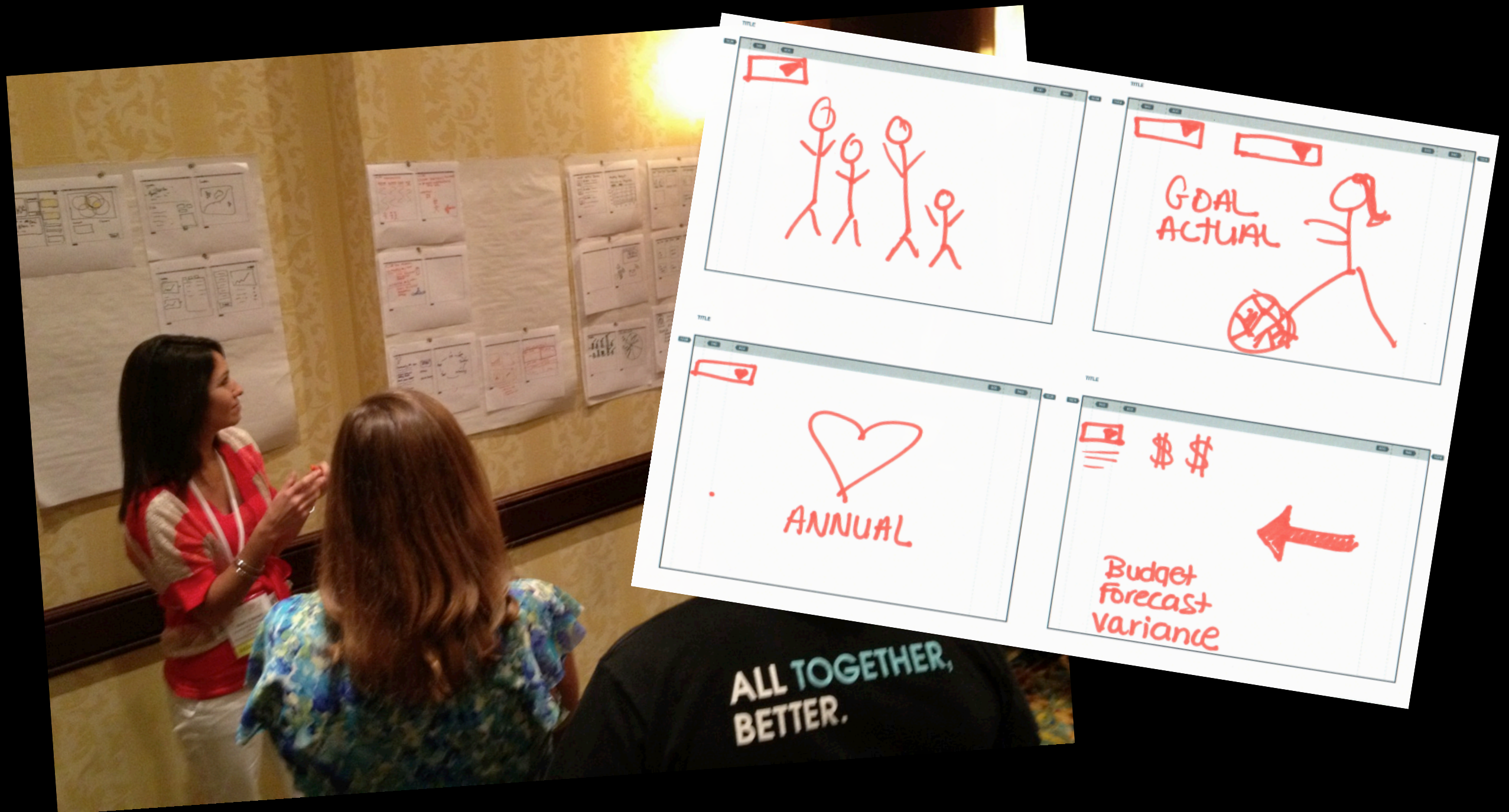
Customer collaboration
over contract negotiation

Responding to change
over following a plan

View customers as partners



Invite customers into your process





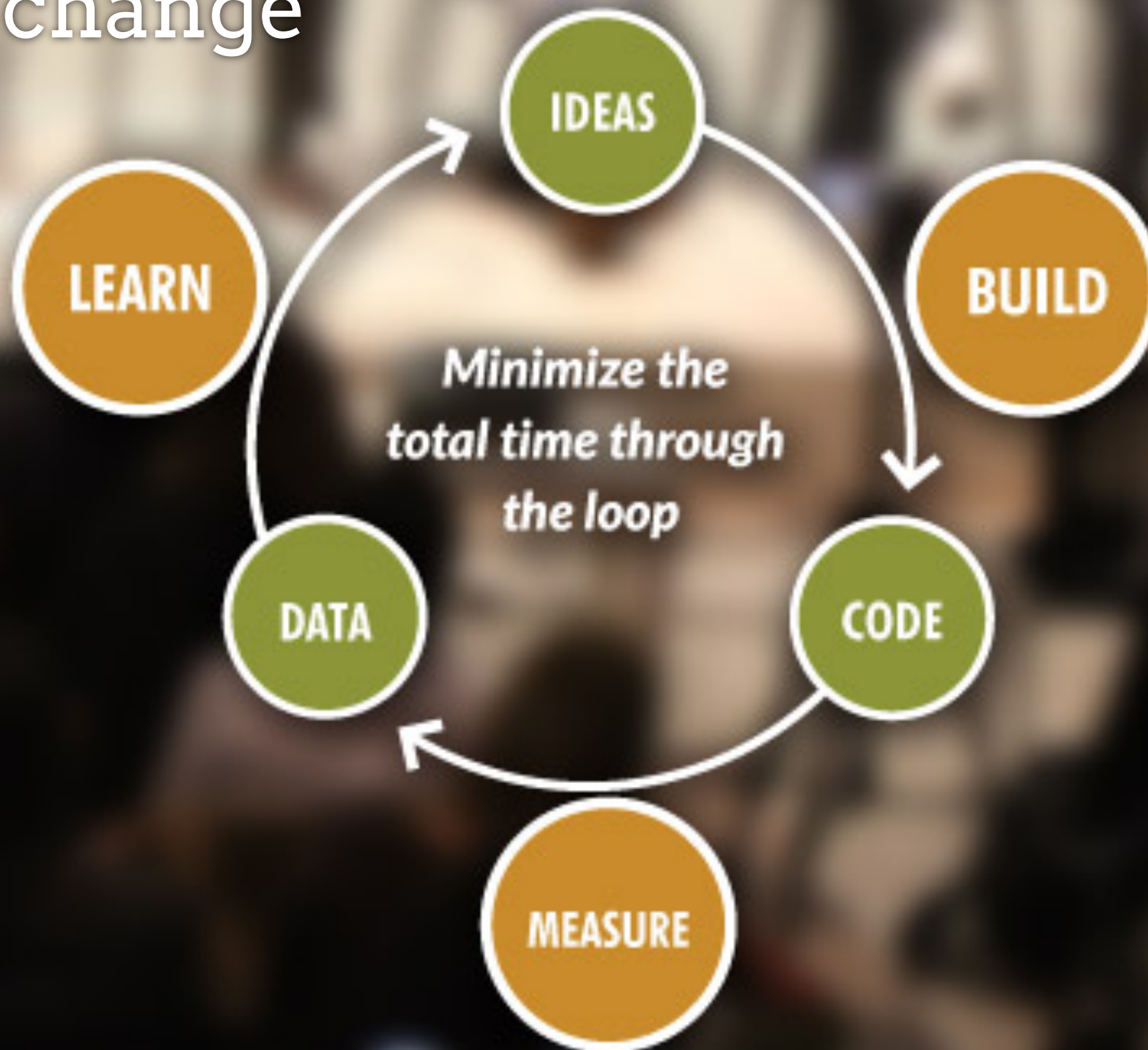
Individuals and interactions
over processes and tools

Working software
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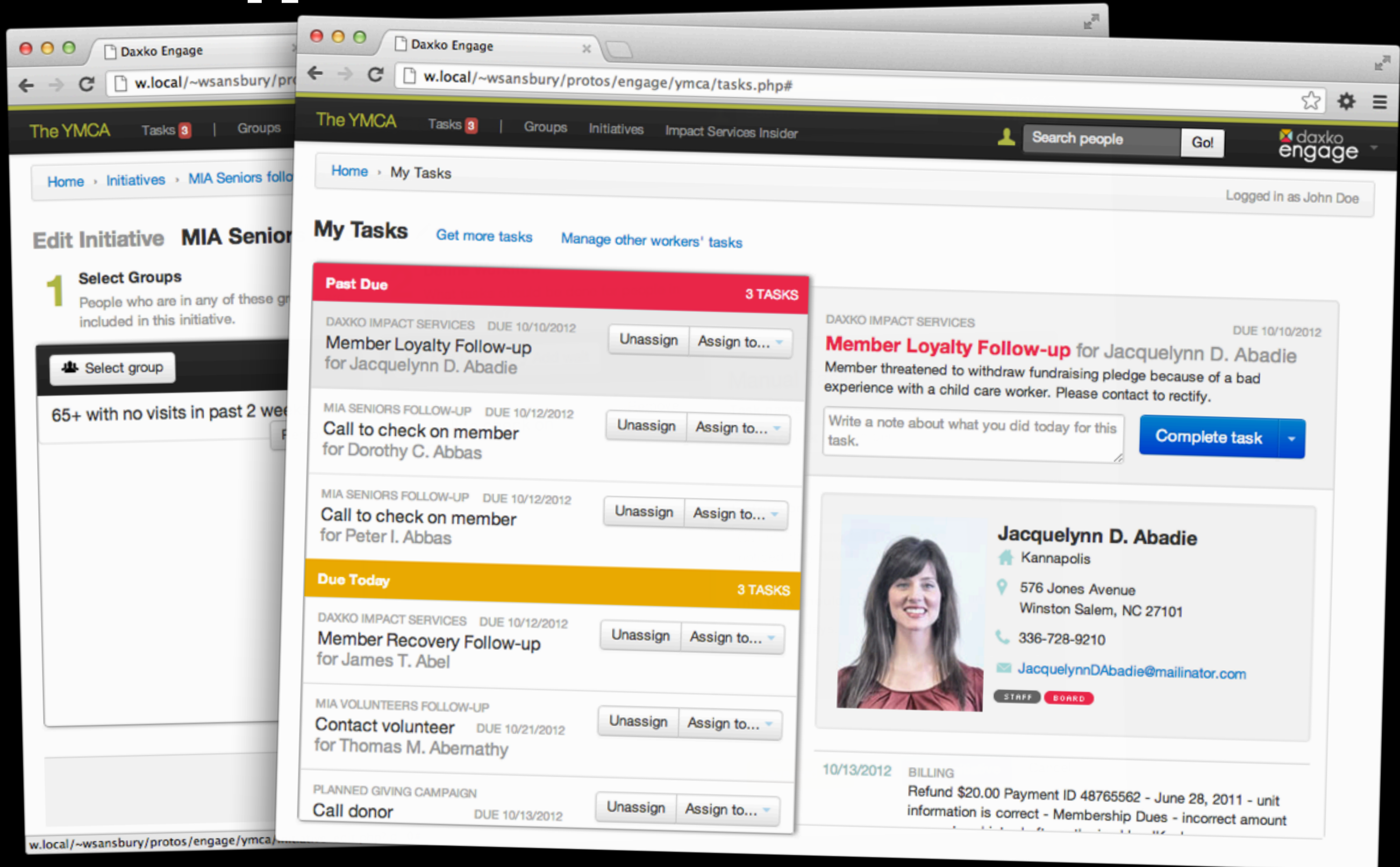
Customer collaboration
over contract negotiation

Responding to change
over following a plan

Court change



Prototype and iterate



Test early and often



daxko labs

That's what's
working for us.
Now, let's chat.