



Agile Design.

Kelly Albrecht | Last Call Media



Agility

The Dilemma

Design

- **Over half** of CIOs regard Agile development as “discredited” (53%).

Three-quarters (75%) are no longer prepared to defend it.

Half (50%) say they now think of Agile as “an IT fad”.

-[6point6](#) survey of 300 CIOs in the UK and the US

#1

Real Name:
Peter Parker

	0	1	2	3	4	5	6	7
STRENGTH								
SPEED								
AGILITY								
STAMINA								
DURABILITY								
INTELLIGENCE								

POWER RATINGS

Group Affiliation: Avengers **Ht.:** 5'10" **Wt.:** 165 lbs.
First Appearance: AMAZING FANTASY #15, August 1962

Ouch! During a nuclear experiment at a high school science fair, honor student Peter Parker was bitten by an accidentally irradiated spider. From that momentary pinch of pain he gained incredible spiderlike powers! Now, whether he's swinging his way through the city on a web-line of his own weaving, hoisting hundreds of times his weight like his little namesake or acrobatically arresting the world's wildest assortment of archvillains, there's no mistaking that wonderfully witty wall-crawler--the one and only Spider-Man!

Did You Know: Peter's parents, Richard and Mary Parker, were U.S. government agents killed by the villainous Red Skull!

©1991 Marvel Entertainment Group, Inc. SPIDER-MAN, MARVEL and SUPER HEROES (co-owned): ™ Marvel.
 Exclusively distributed by Impel Marketing Inc.

<http://www.therealgentlemenofleisure.com/2016/03/unstacking-deck-marvel-universe-series.html>

**Awareness
enables
agility.**



Deliberation vs Hair Trigger Action.

Your agility is measured
by the **speed** and **effectiveness**
of your **response.**

How is Scrum agile?

Ceremonies.

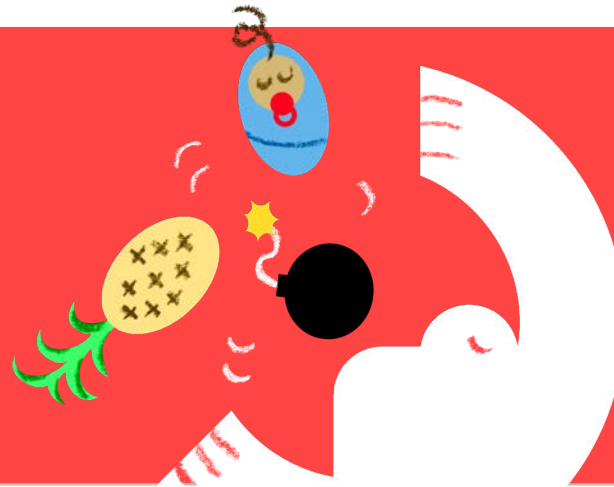
- Sprint Planning.
- The “Daily Stand-up.”
- Sprint Retrospective.
- Sprint Review.

Values.

- Commitment.
- Focus.
- Openness.
- Respect.
- Courage.

Iteration.

Iterations provide an optimized awareness into a larger effort.



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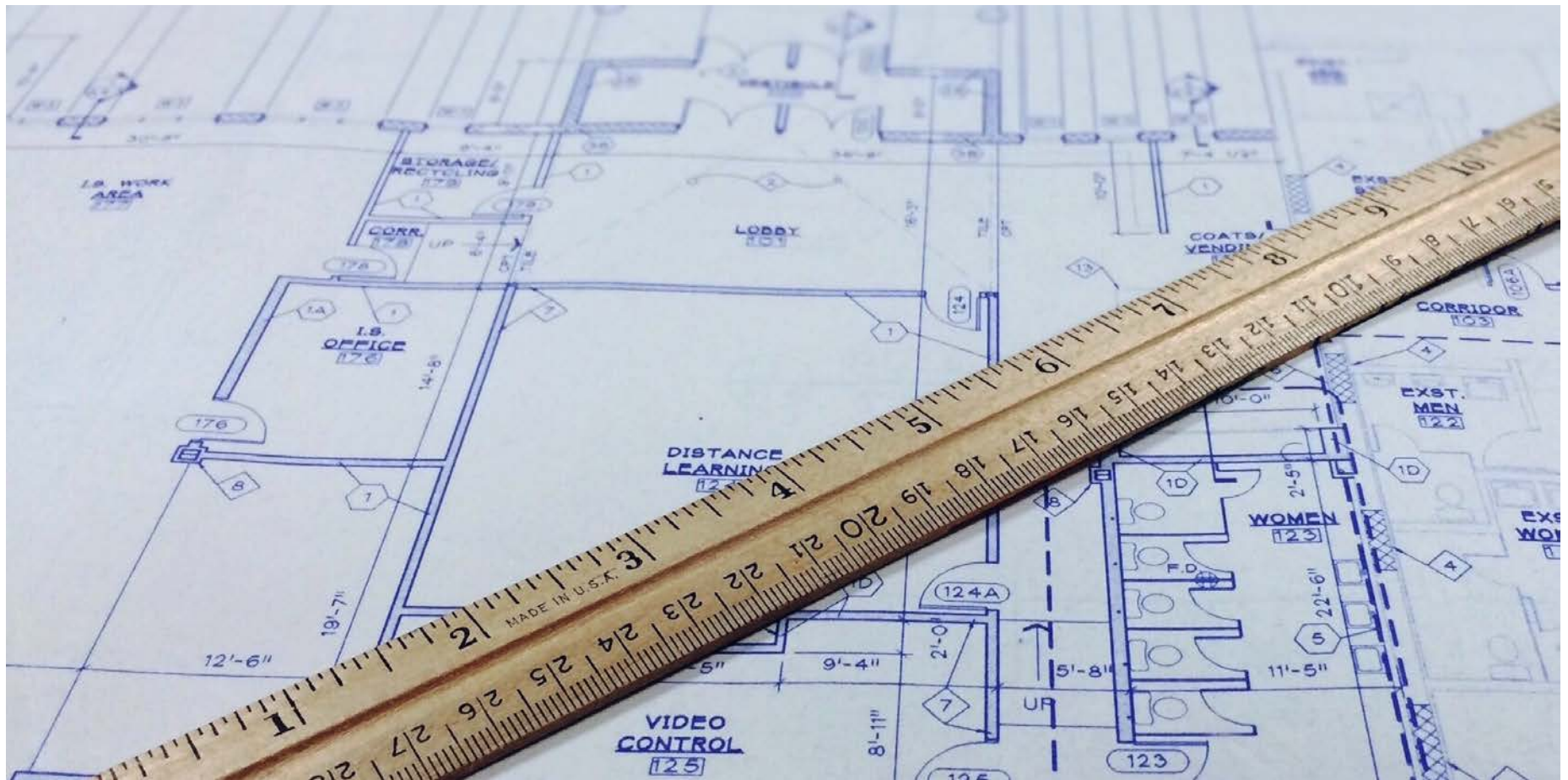
Agility

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You never get a second chance
to make a **first impression.**

- Design appeal predicted **rejection** (mistrust)
- Personalization of content predicted **selection** (trust) of advice sites.



“Wherever **complex design** exists, there must have been a designer.”

— Thomas Aquinas



“ Nature is complex therefore nature must have had an **intelligent designer.** ”

— Thomas Aquinas



William Paley

Natural Theology, (1802)

<http://www.cogsandpieces.com/pocketwatch1255.html>



**René
Descartes**

(early-1600s)

**Isaac
Newton**

(late-1600s)

[Walters Art Museum](#) in [Baltimore](#).



By Jeepika - Own work, CC BY-SA 3.0, <https://commons.wikimedia.org/w/index.php?curid=32368149>



Agility is good.

“ It is not the most intellectual of the species that survives; it is not the strongest that survives; but the species that survives is the one that is able to adapt to and to adjust best to the changing environment in which it finds itself... ”

— Charles Darwin in “Origin of Species.”

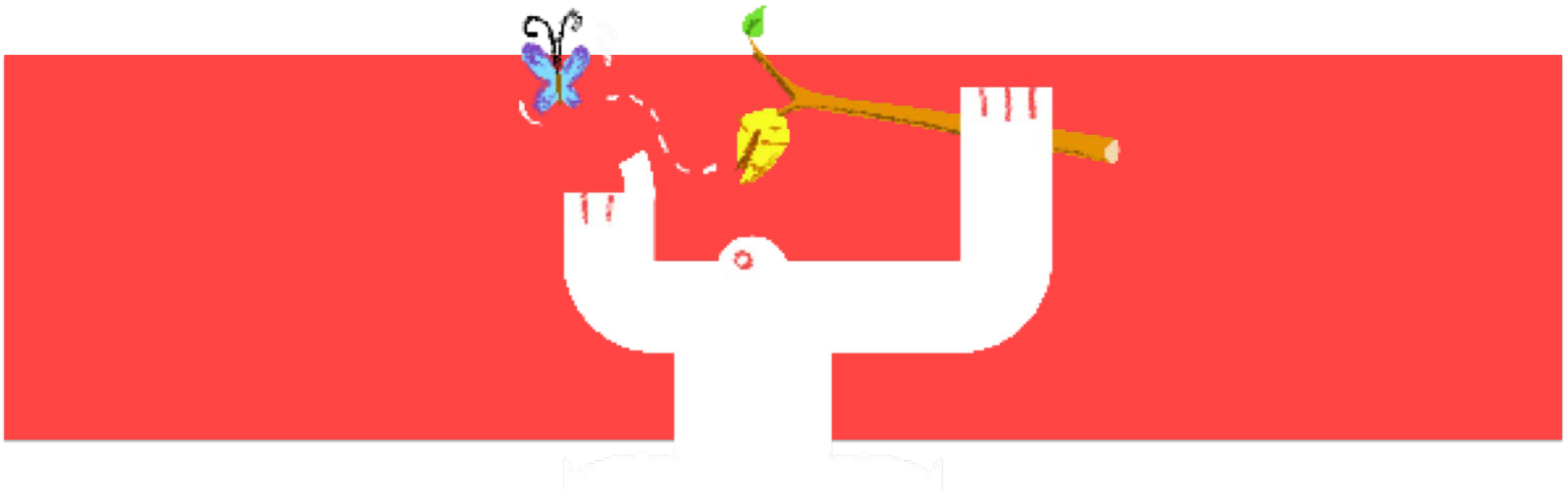




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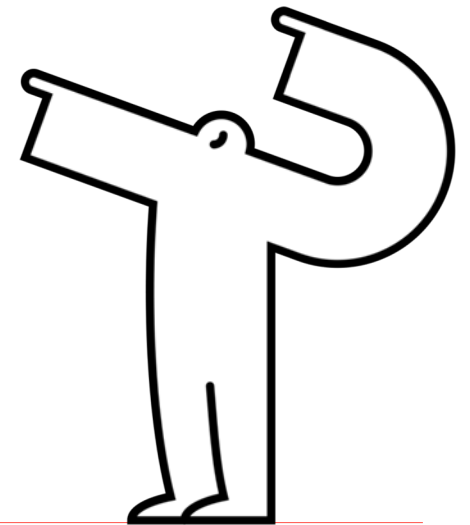
Agility

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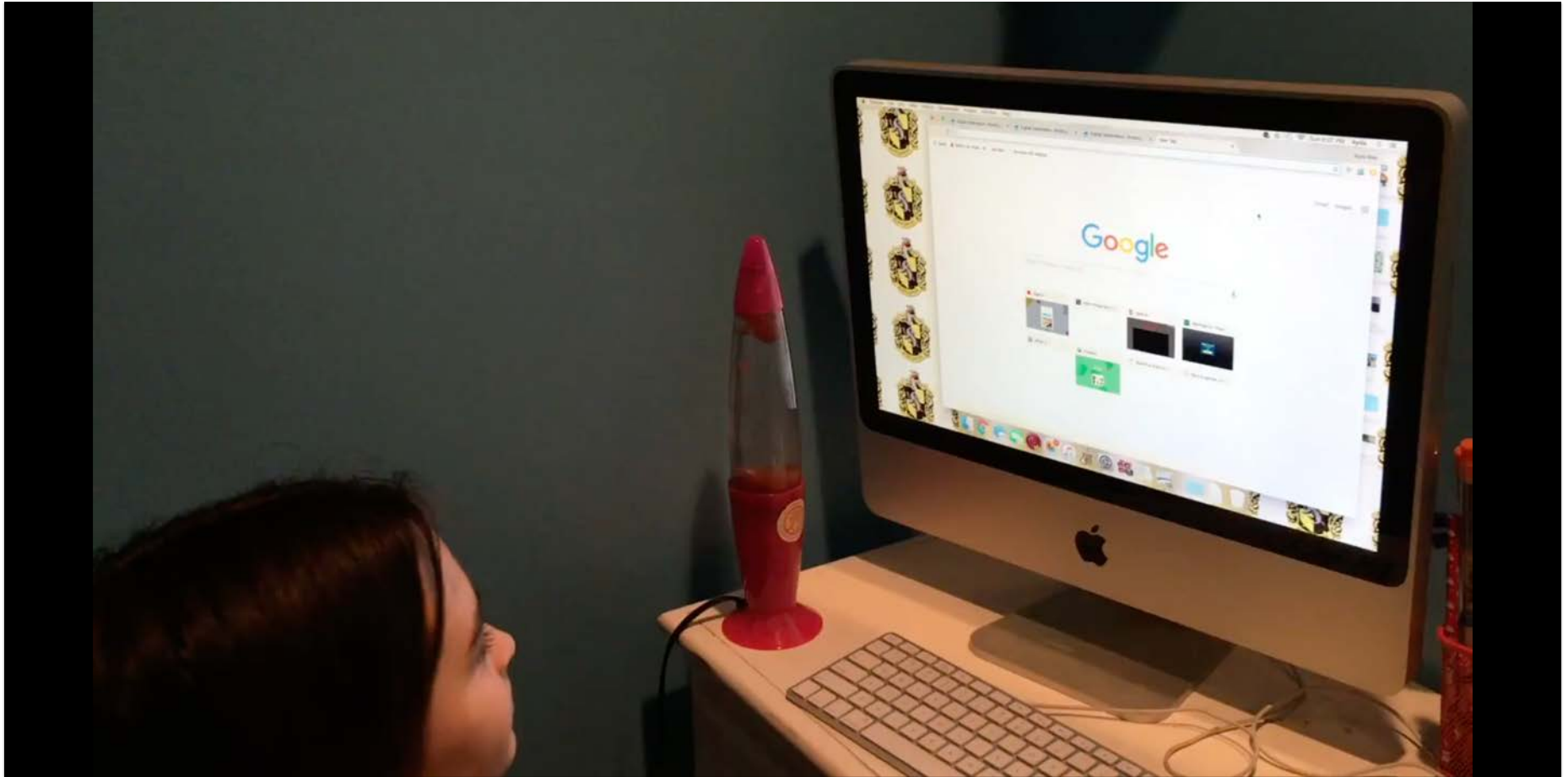
Design

Designing with agility.

**Agility is
bringing good
thinking to
action quickly.**



Design & User Testing.



**Make it easy
to change later.**

Plan much?

What can go wrong if we **don't** plan?



How can we reconcile our
dilemma for **iterative, maximally
affective** experience events?



Making for Agile Design.







— 2017 —

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WASHINGTON, DC

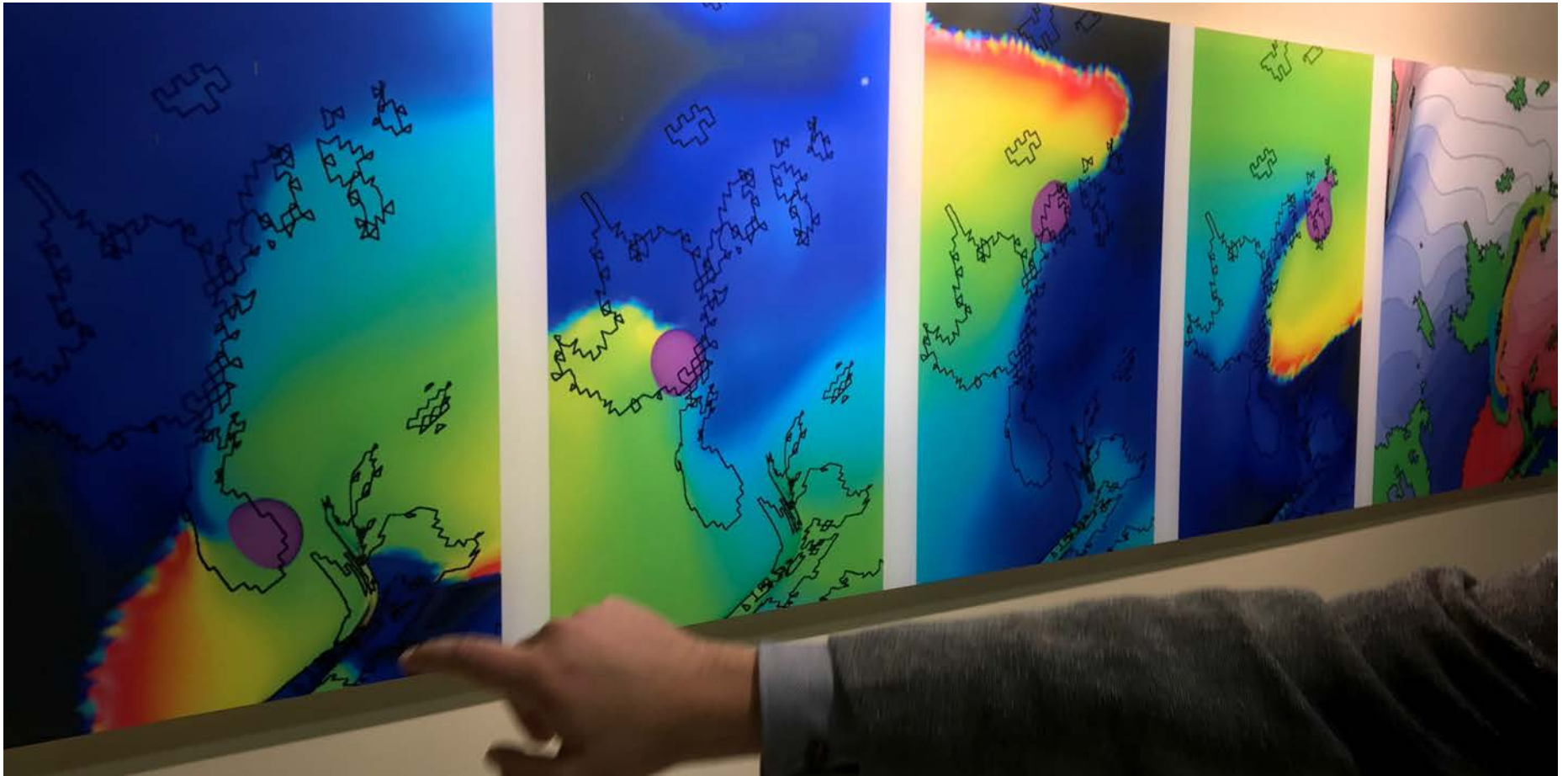
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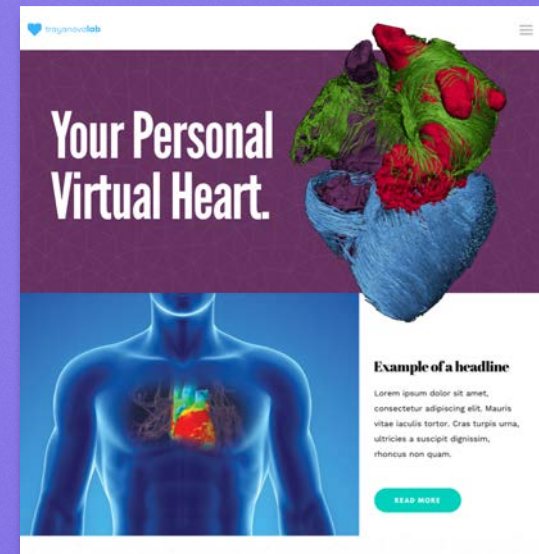
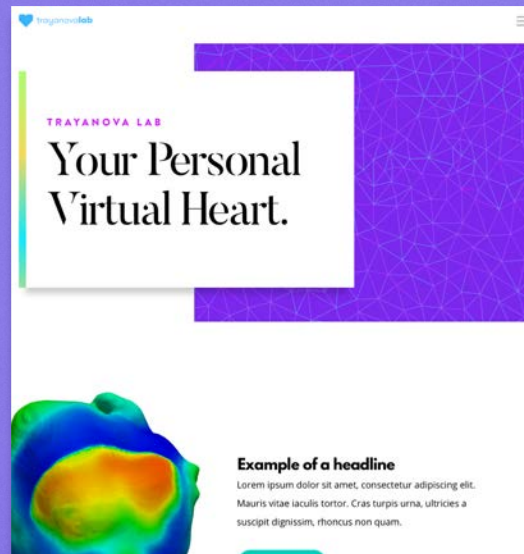
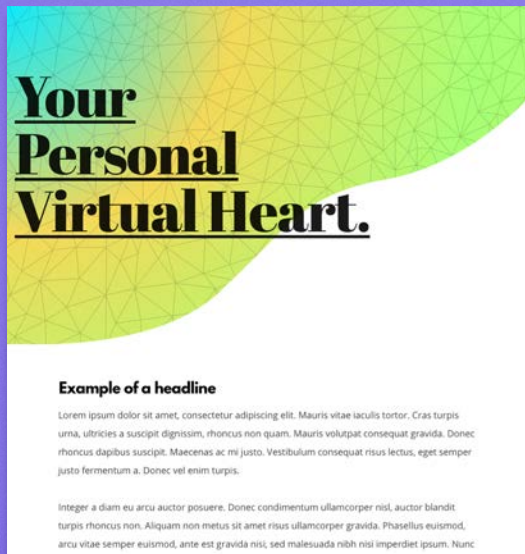


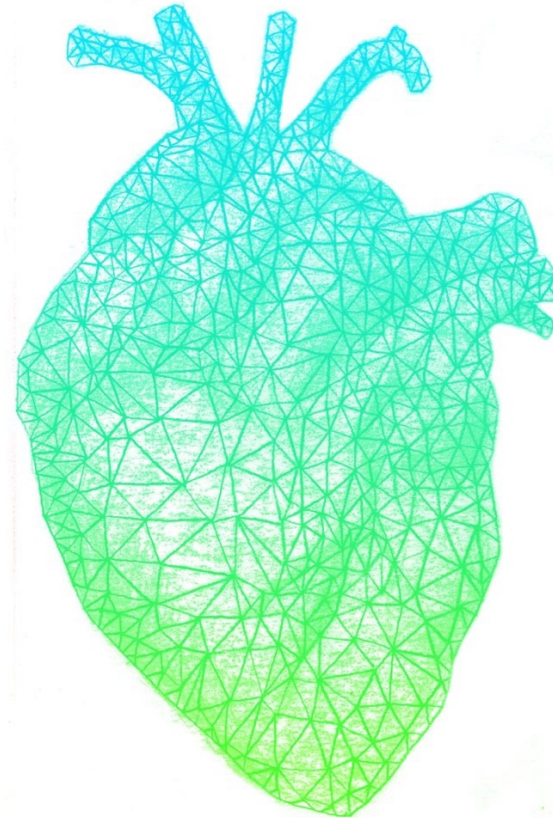
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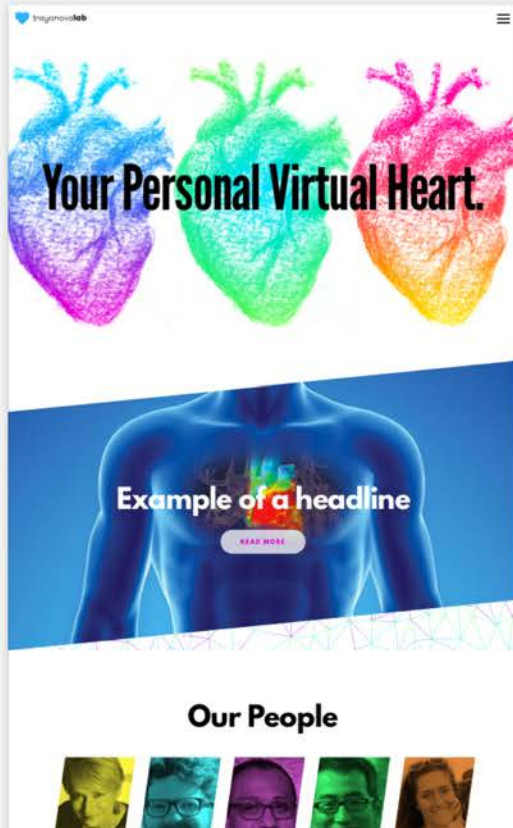




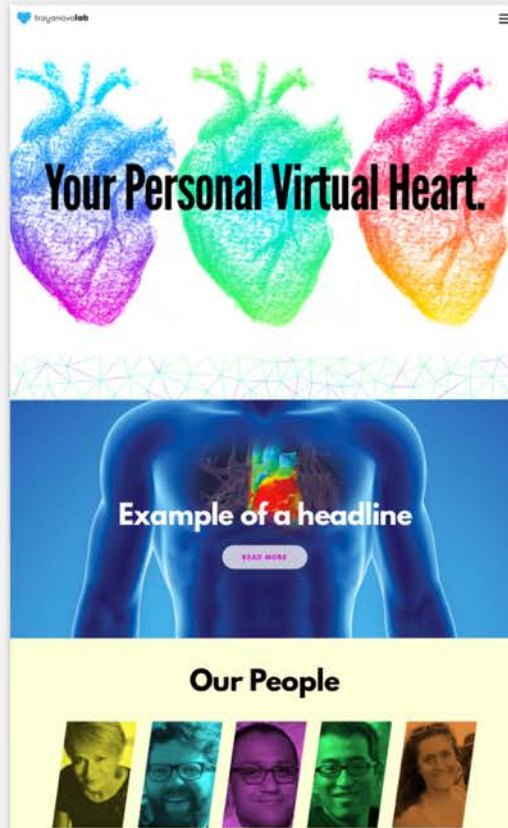




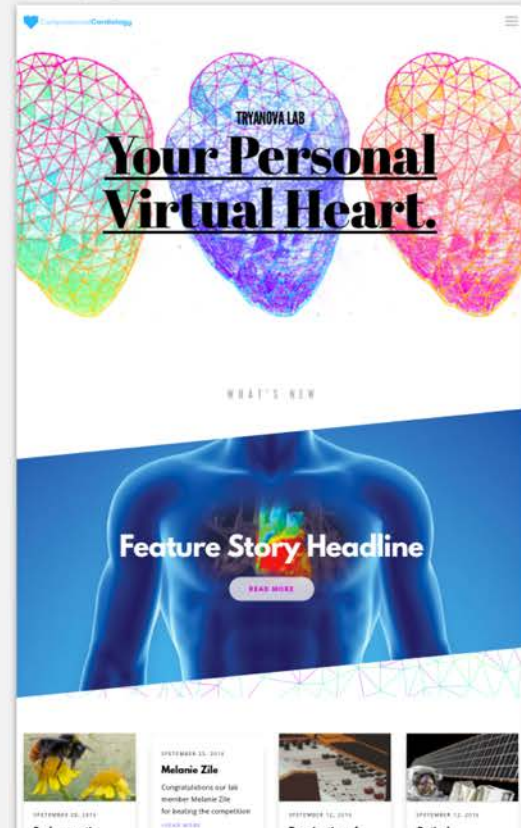
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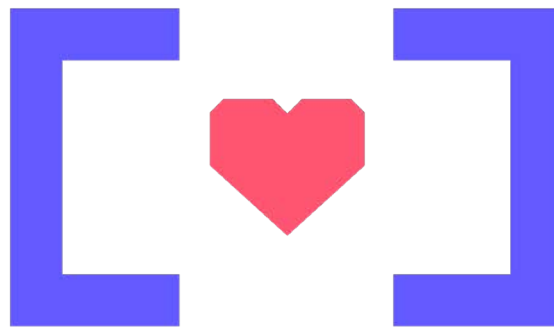
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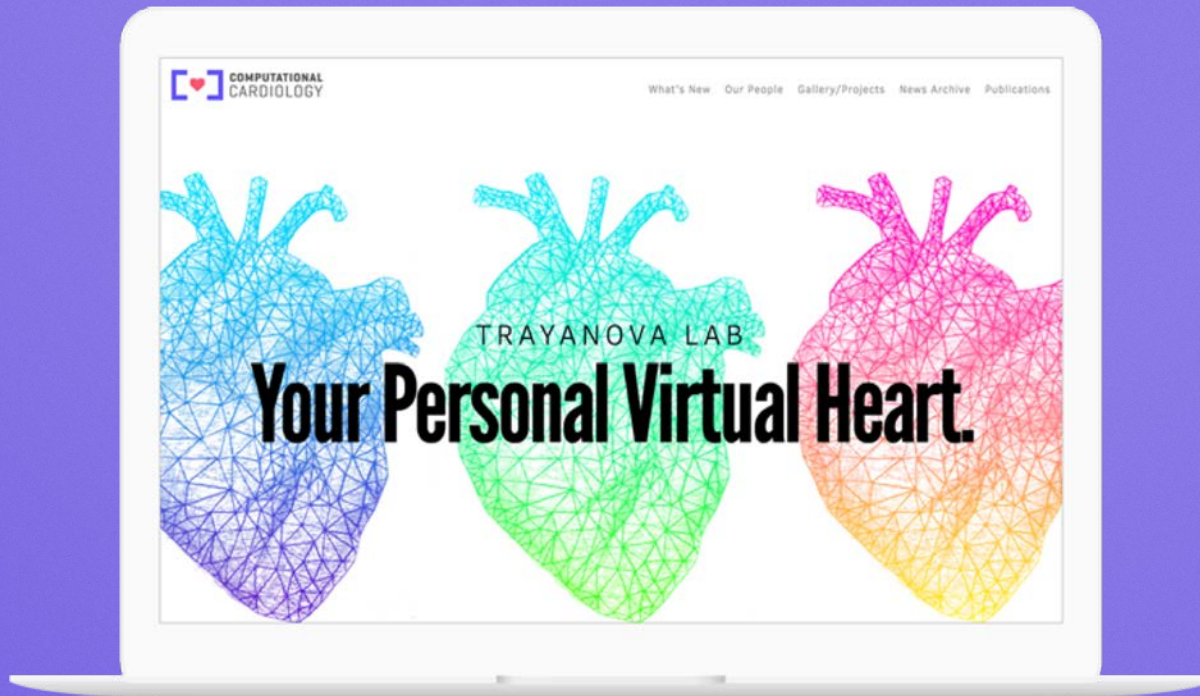
Homepage 1





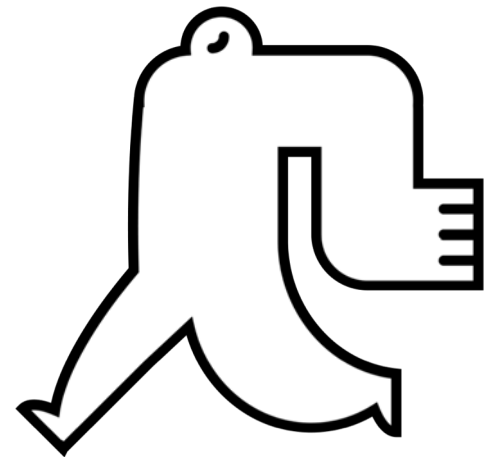


COMPUTATIONAL
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Agile doesn't tell us not
to have a plan, but
to **always be planning.**



Retrospectives.

**Do more together,
better, faster.**

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