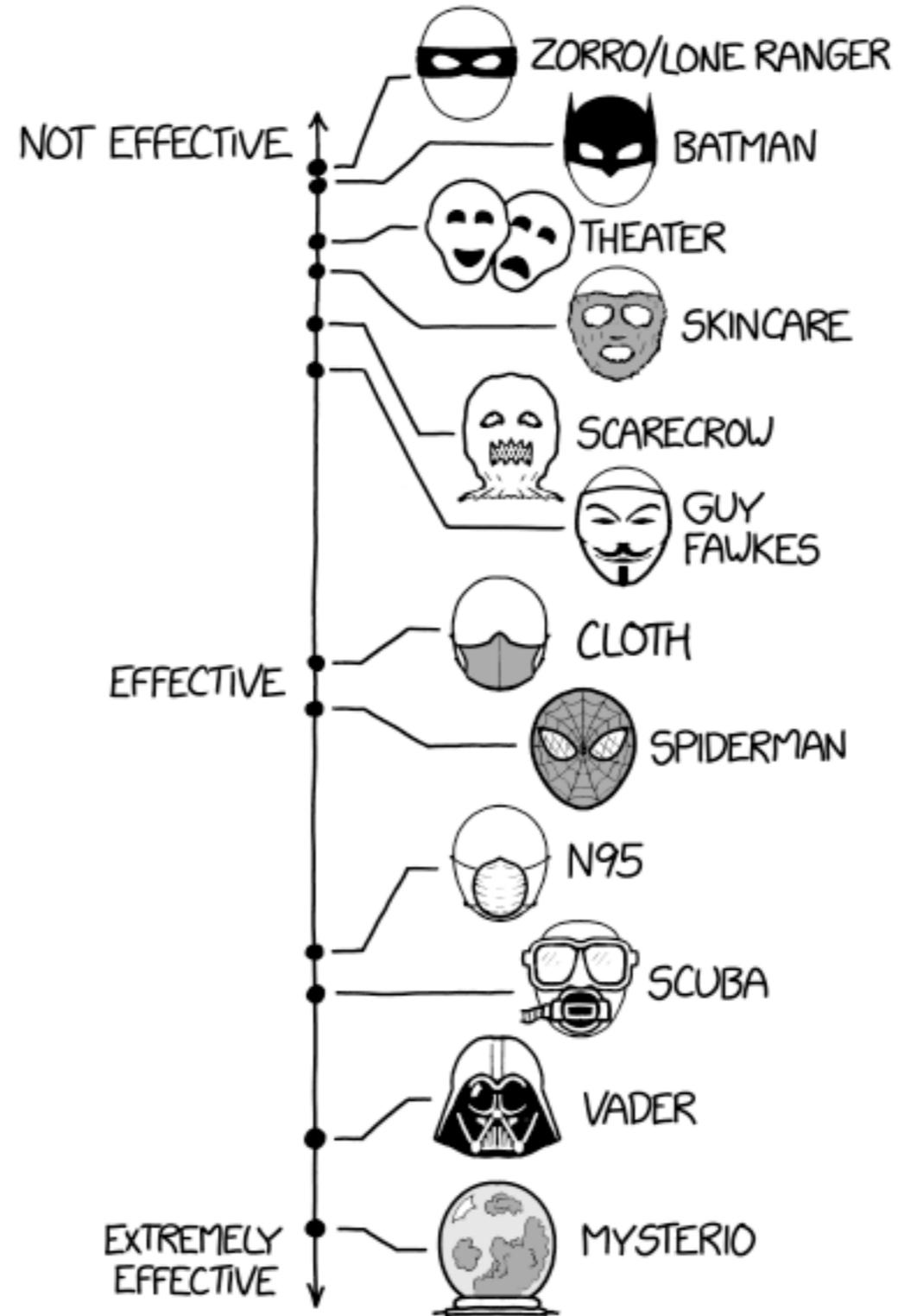


# MASKS

BY EFFECTIVENESS AT PREVENTING  
RESPIRATORY VIRUS TRANSMISSION



# Agile for Creatives

Vienna, 07.10.2020

# About me

Agile Coach and Certified Scrum Master

Digital Strategist

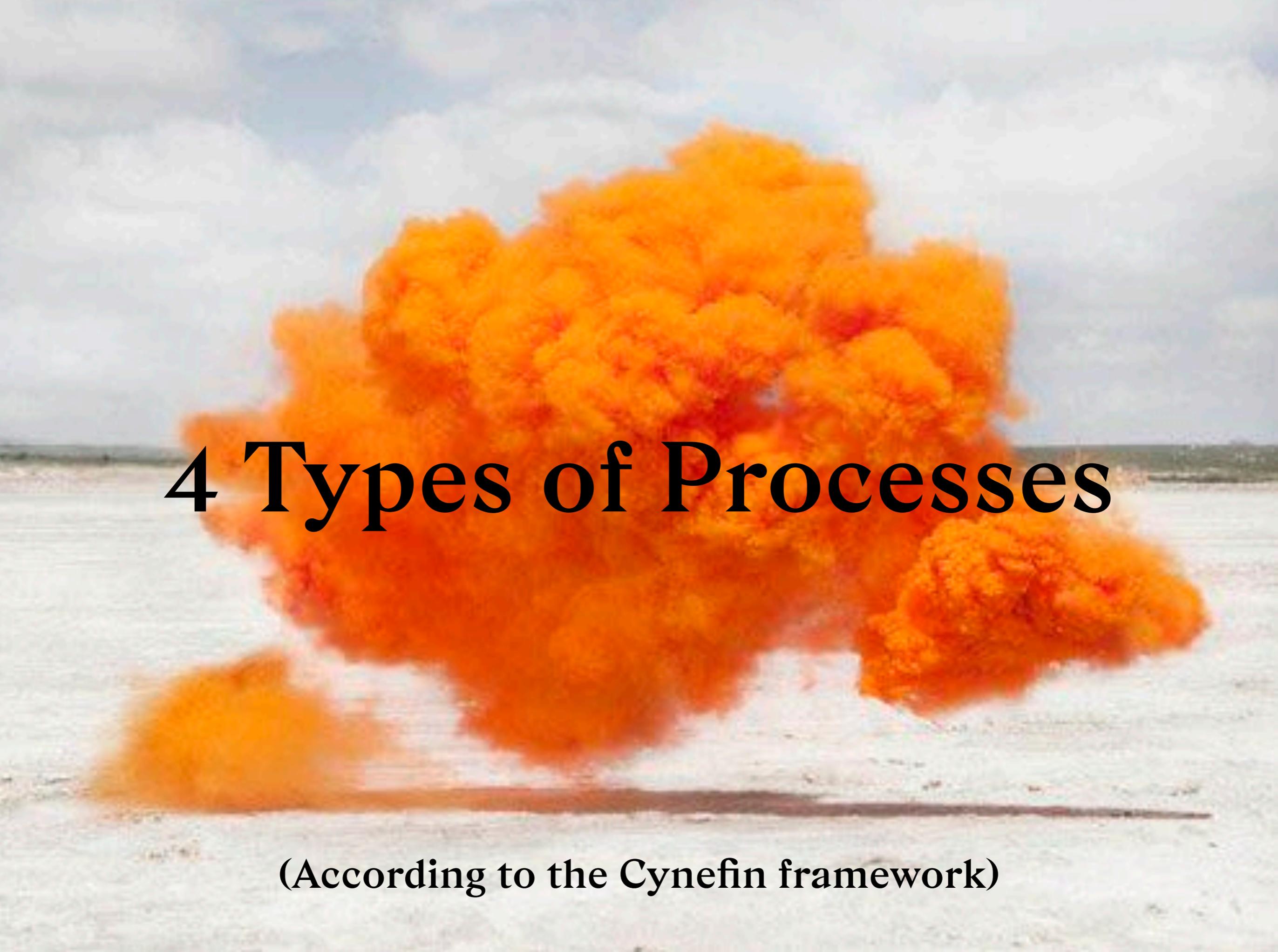
Background in CX, UX

A black and white photograph of two cats. On the left is a dark-colored cat, possibly black or dark grey, with large, light-colored eyes. On the right is a lighter-colored cat, possibly tabby or grey, also with large, light-colored eyes. Both cats are looking directly at the camera with a calm expression. The background is dark and out of focus.

# Let's be Fwends!

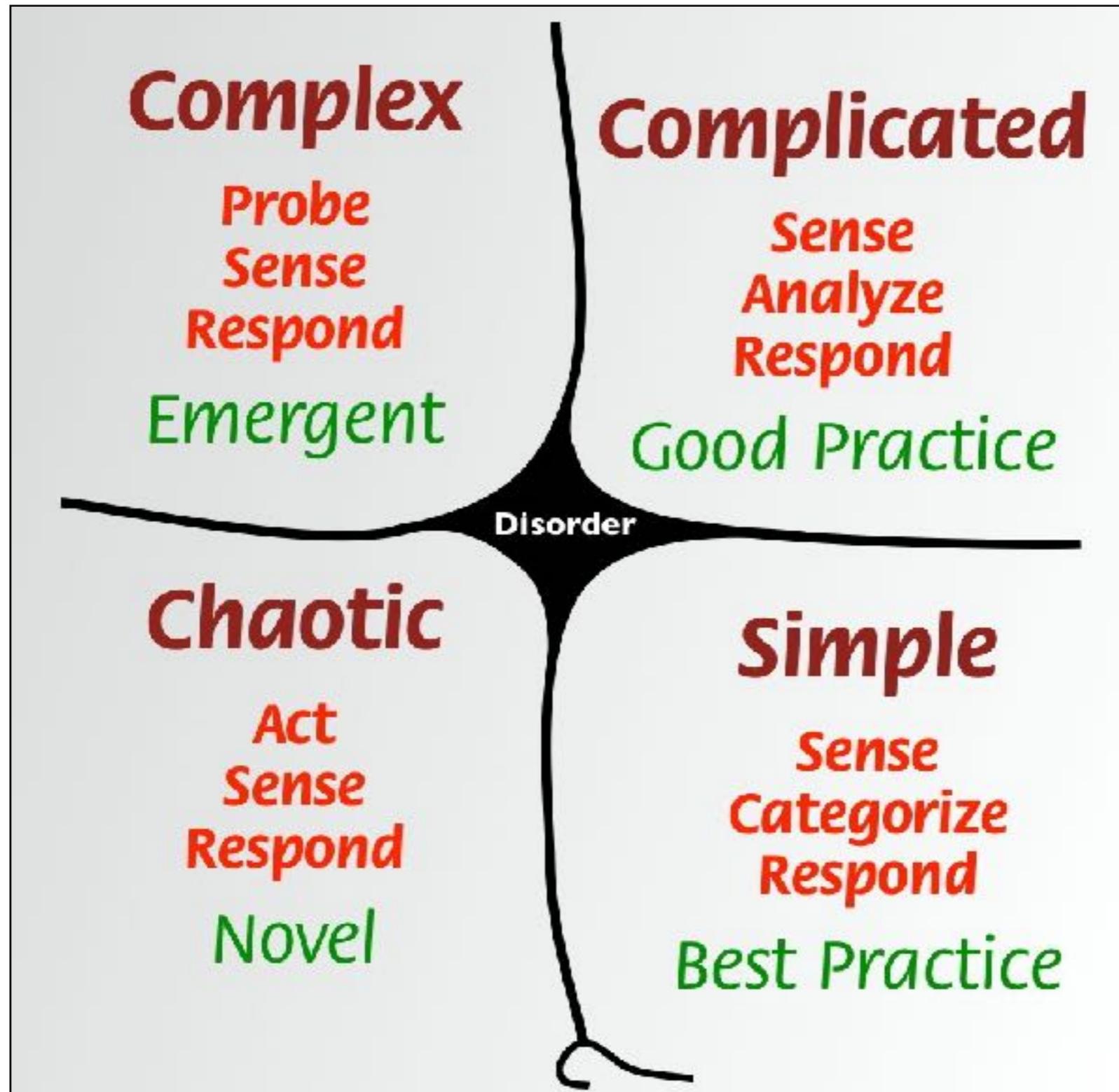
<https://www.fwends.net/lets-be-fwends/>

(You can also google "Let's be Fwends", it's the second entry)

A large, bright orange explosion or fireball is the central focus of the image, set against a background of a cloudy sky and a flat, light-colored ground. The explosion is dense and billowing, with a smaller, similar explosion visible to the left. The overall scene is dramatic and high-contrast.

# **4 Types of Processes**

**(According to the Cynefin framework)**



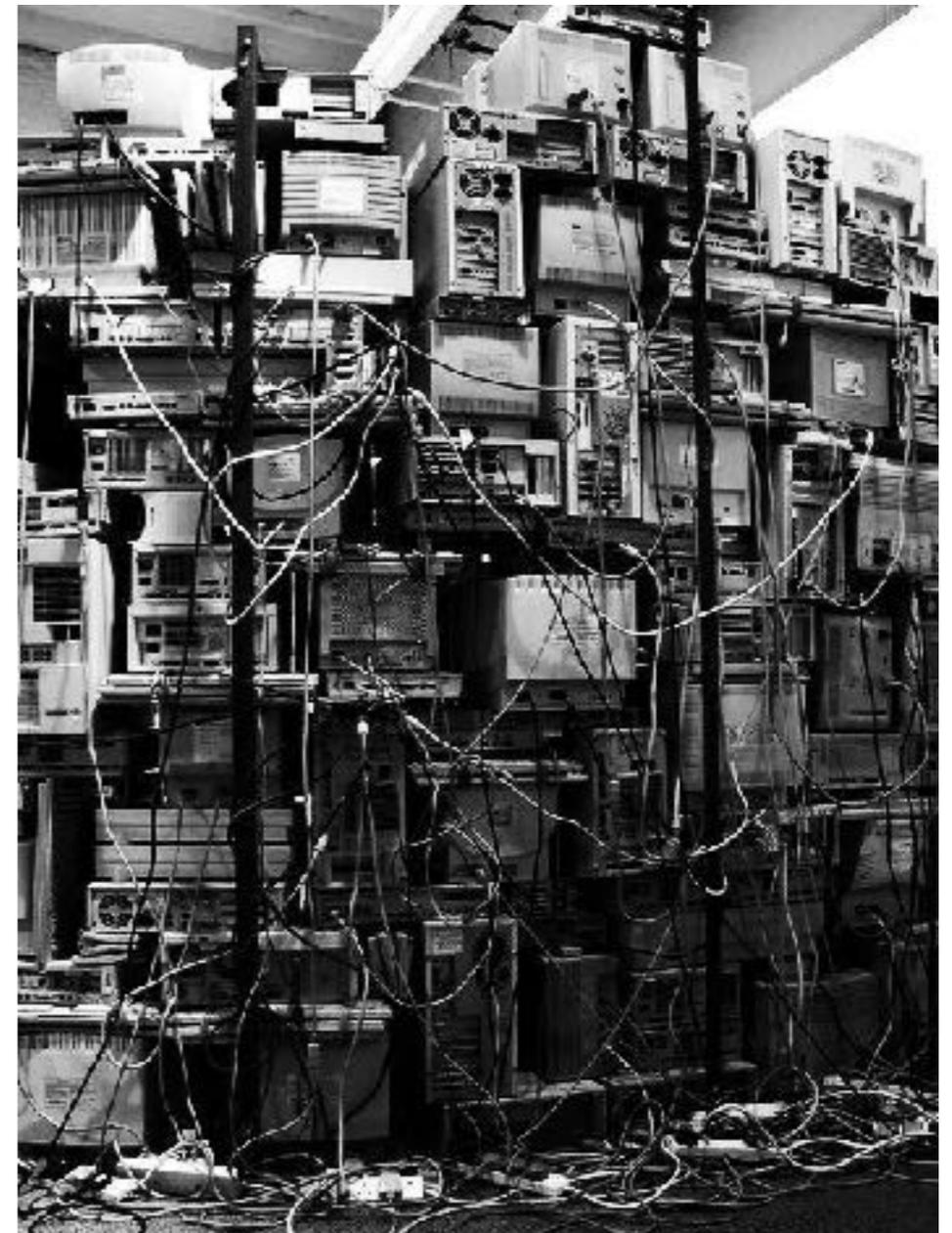
# Obvious/Simple/Clear

- Processes follow simple and clear rules.
- Easy to understand.
- Same actions always lead to same results.
- Decisions can be made with facts about the current situation.
- Example: Making a BigMac.



# Complicated

- Relationship between cause and effect require analysis.
- Not easily understandable by everyone.
- Problems usually have more than one valid answer.
- Example: Network-Cabling.



# Complex

- Relationship between cause and effect is unclear, and can only be deducted in retrospect.
- Rules are not completely known.
- Results cannot be predicted with complete certainty.
- Example: Traffic.

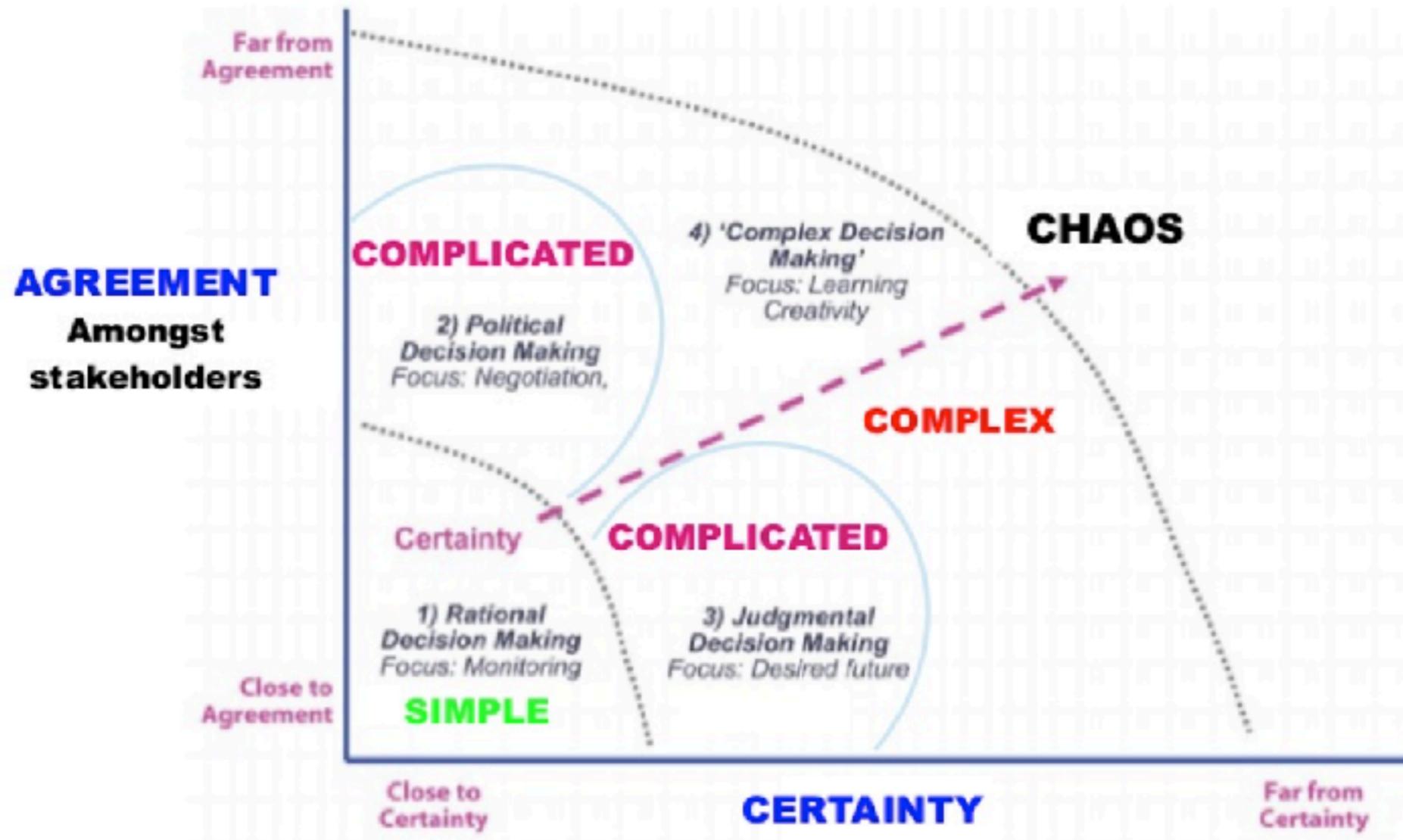


# Chaotic

- Cause and effect are unclear.
- The system is in crisis.
- Uncontrollable. Take any action and see what happens.
- Needs to be transformed into a complex system.
- Example: A burning house.



# Stacey-Matrix



Almost anything we do is driven by (initial) disagreement and uncertainty.

# Predictive vs. Adaptive

“I know the effects of my actions in advance”

“I can explain what happened based on observations”

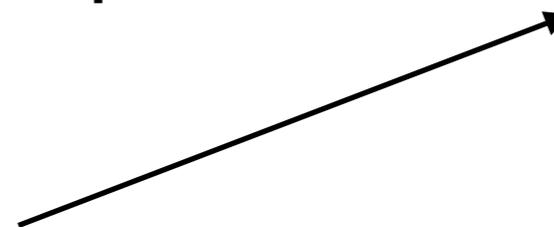
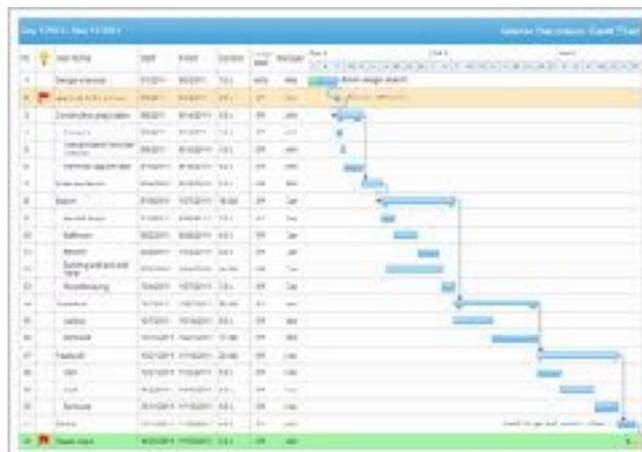
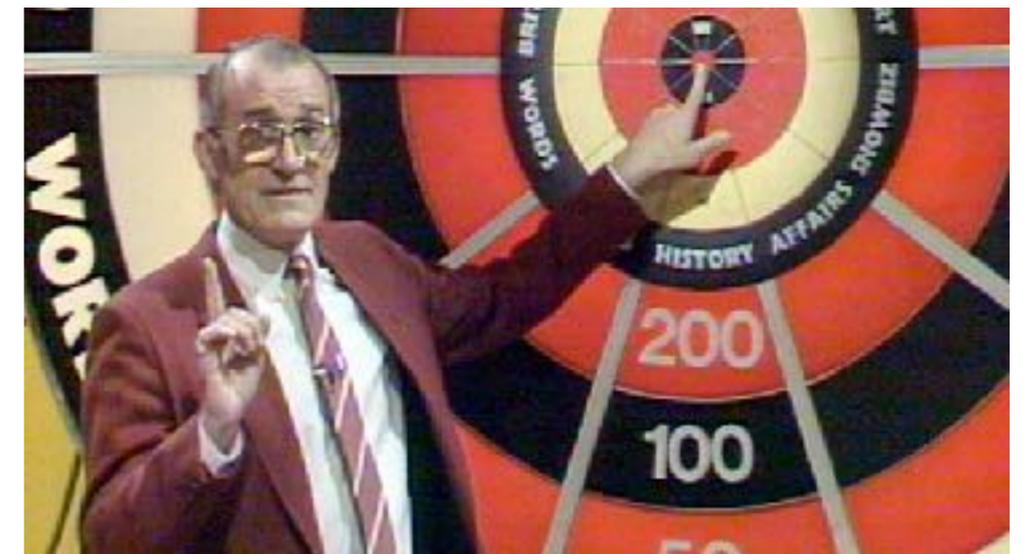
# Predictive

Customers know what they need

You know how to deliver

No change over time

Action: Create a complete plan at the beginning



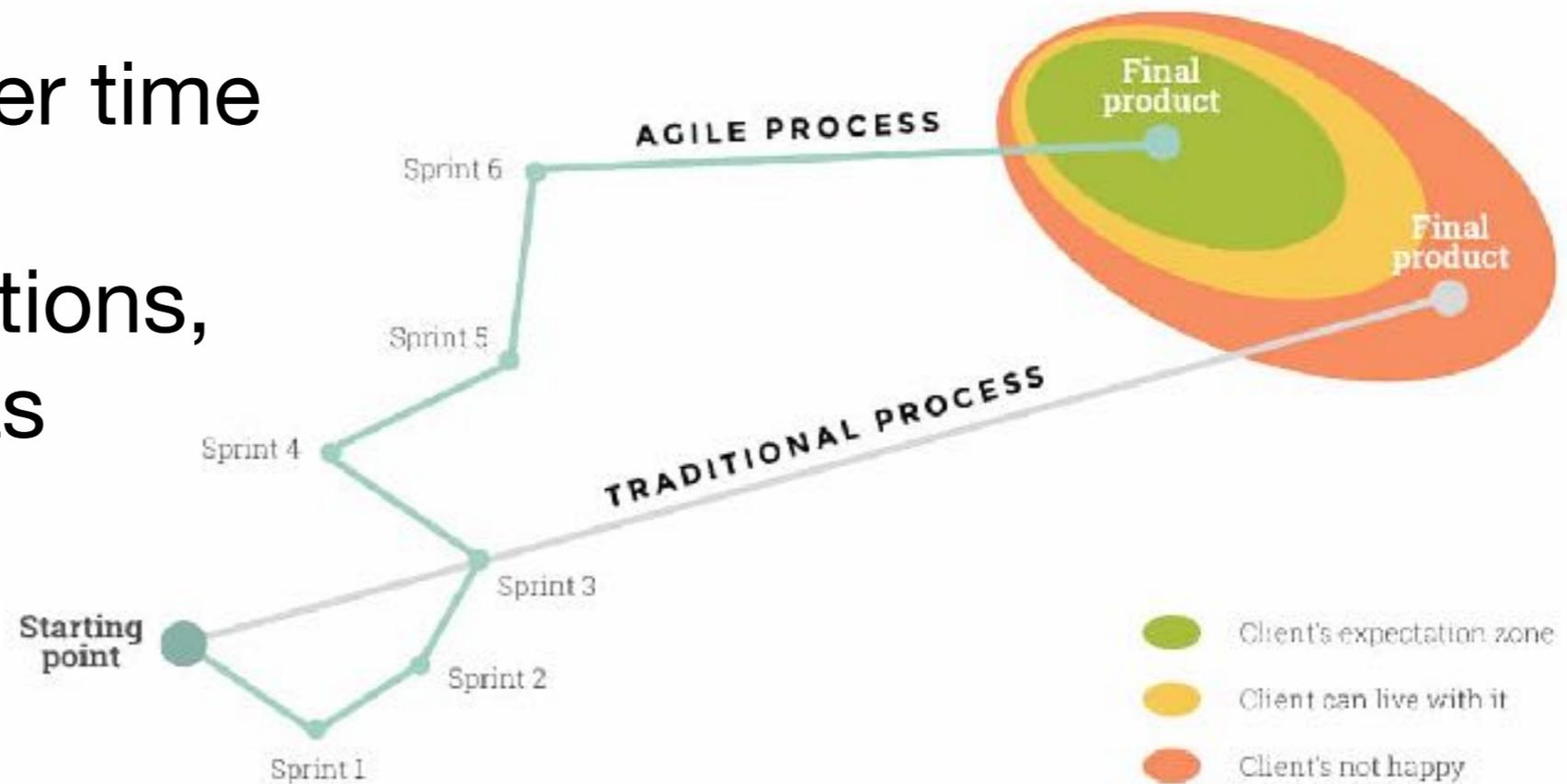
# Adaptive

Customers discover what they need

You discover how to deliver

Lots of changes over time

Action: Create iterations,  
and adapt course as  
necessary



# Agile Values

Individuals and Interactions over processes and tools

*stuff*

Working ~~software~~ over comprehensive documentation

Customer collaboration over contract negotiation

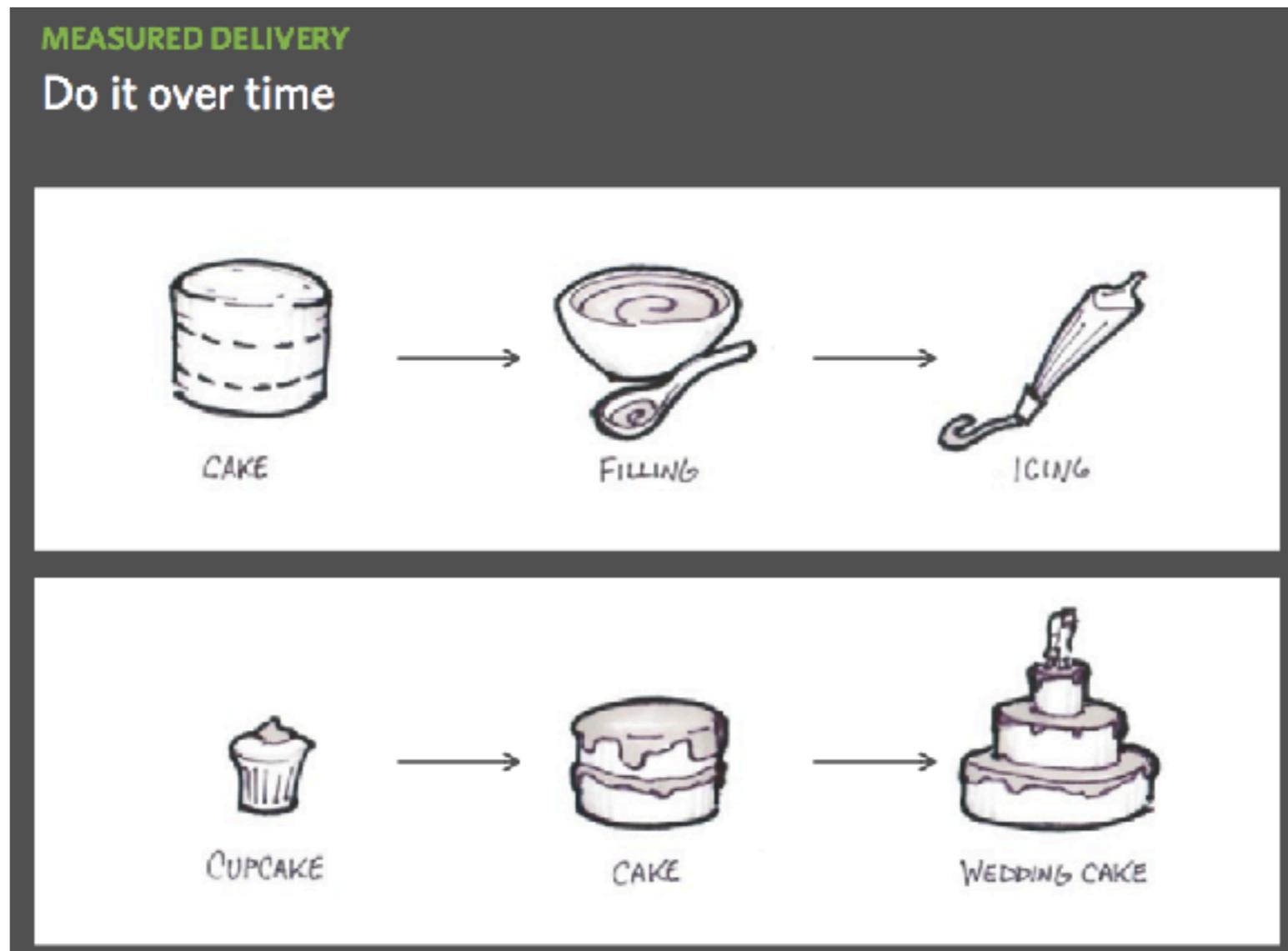
Responding to change over following a plan

# How do you eat an Elephant?

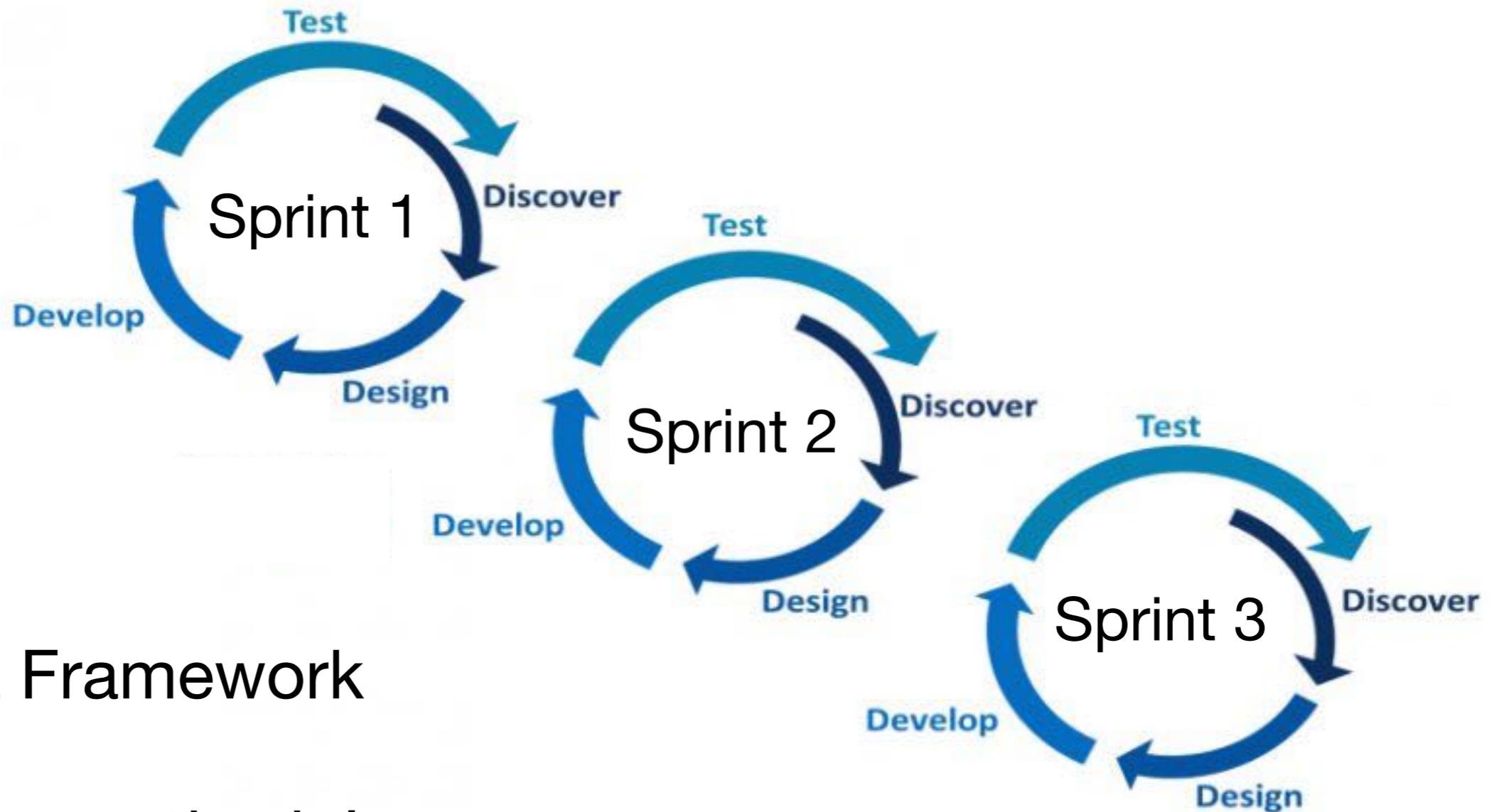
One bite at a time.



# The Cupcake Principle



# Agile and Scrum



Agile is a Framework

Scrum is a methodology

**Shall we give that a  
try?**

**Let's build a zoo.**

**What do we need for  
a zoo?**

# Resources

Trello-Board: <https://trello.com/b/aUngbcrb/zoo>

- Things To Do ...
- 5 Tiere
- Futter
- Gehege  
☰
- Tierpfleger\*innen
- Toiletten
- Parkplatz
- Kassen
- Strasse
- Eingang
- Kassenpersonal
- Restaurant
- Areal
- Tierärzt\*innen
- Besucher\*innenleitsystem
- + Add another card

Doing ...

+ Add a card

Done ...

+ Add a card



**What we just created  
was a “backlog” - “Tasks  
to be done.”**

**Prioritise!**

**Let's start going: How  
much do you think we  
can draw?**



Zoo



Personal



Private



Invite

### Things To Do



Toiletten

Parkplatz

Kassen

Strasse

Eingang

Kassenpersonal

Restaurant

Areal

Tierärzt\*innen

Besucher\*innenleitsystem

Infotafeln

Administration

Spielplatz

Sicherheitssystem

Werbung

+ Add another card



### Doing



5 Tiere

Gehege



Futter

Tierpfleger\*innen

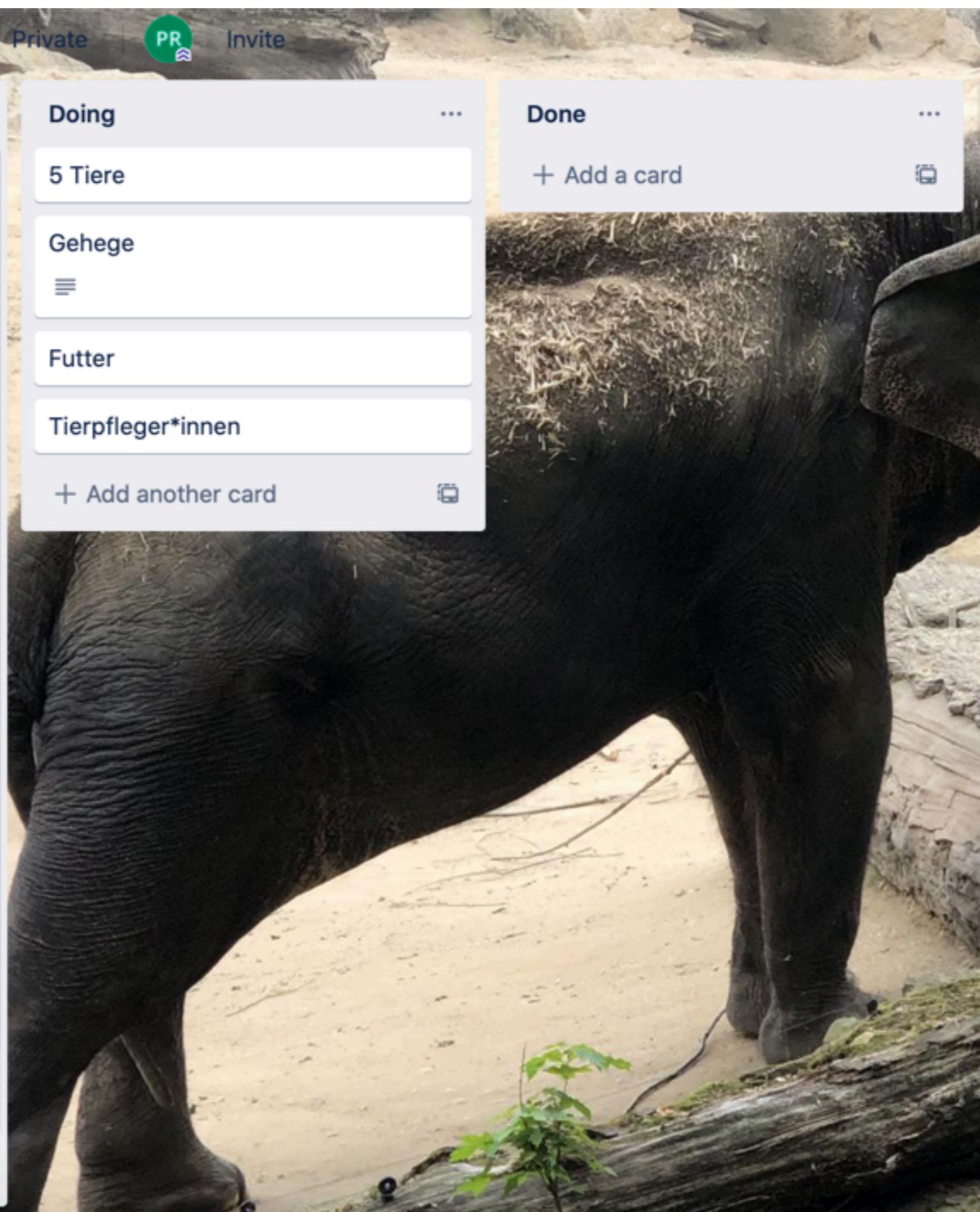
+ Add another card

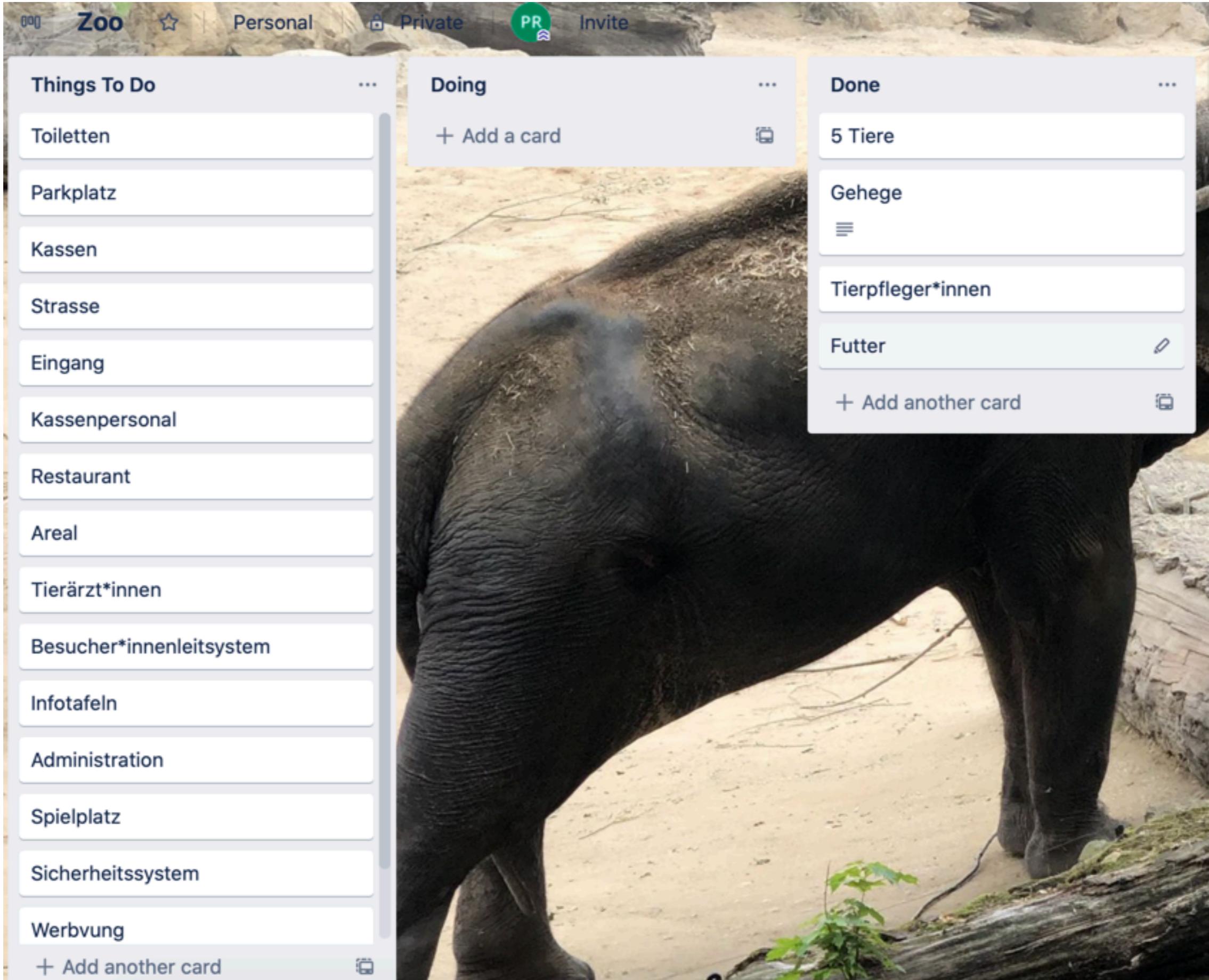


### Done



+ Add a card





Zoo



Personal



Private

PR

Invite

Things To Do



Toiletten

Parkplatz

Kassen

Strasse

Eingang

Kassenpersonal

Restaurant

Areal

Tierarzt\*innen

Besucher\*innenleitsystem

Infotafeln

Administration

Spielplatz

Sicherheitssystem

Werbung

+ Add another card



Doing



+ Add a card



Done



5 Tiere

Gehege



Tierpfleger\*innen

Futter

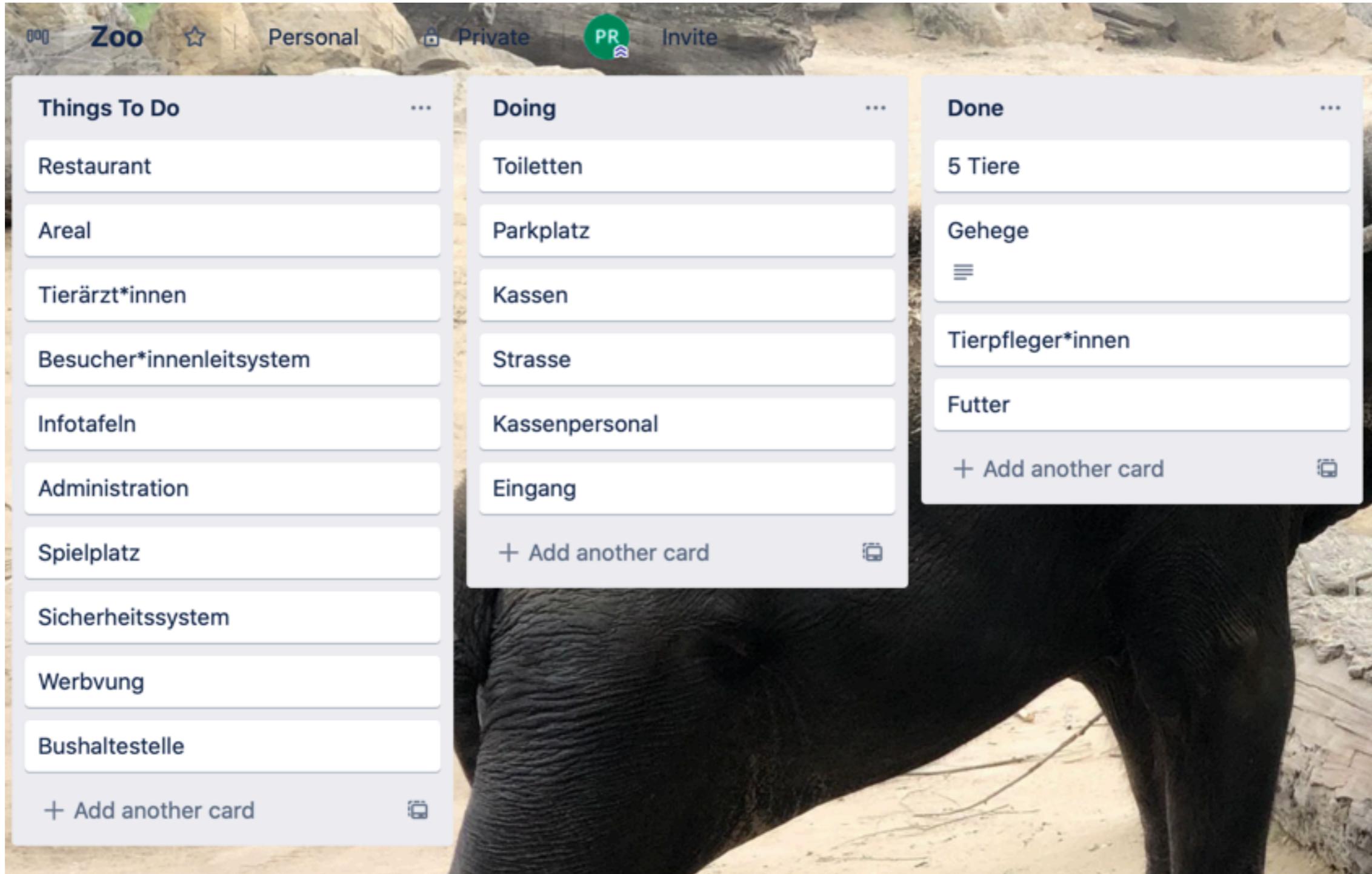


+ Add another card

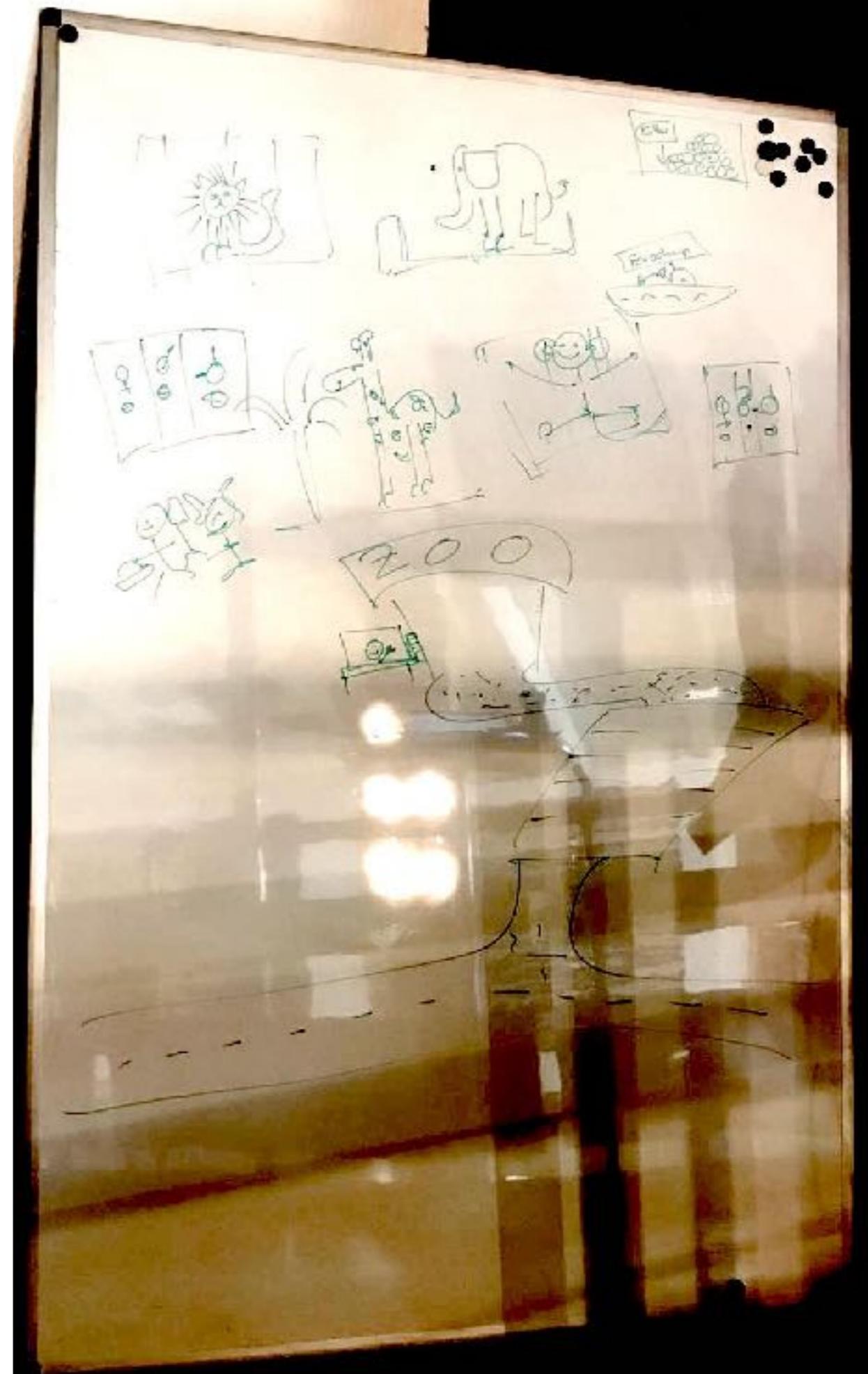


**How did it work? What  
could we do differently?**

**Let's do another  
round.**



# Our Zoo after 2 Sprints



**When we look at what we have -  
is that ready?**

**Do we have an “MVP”, that allows  
to test us our assumptions?**

**How could we get feedback?  
Does this show our version?**

**Let's do something interesting:  
3rd iteration; let's say we are  
super unsure about something.  
does it make sense to build it?**

**“How should the zoo’s  
restaurant look like?”**

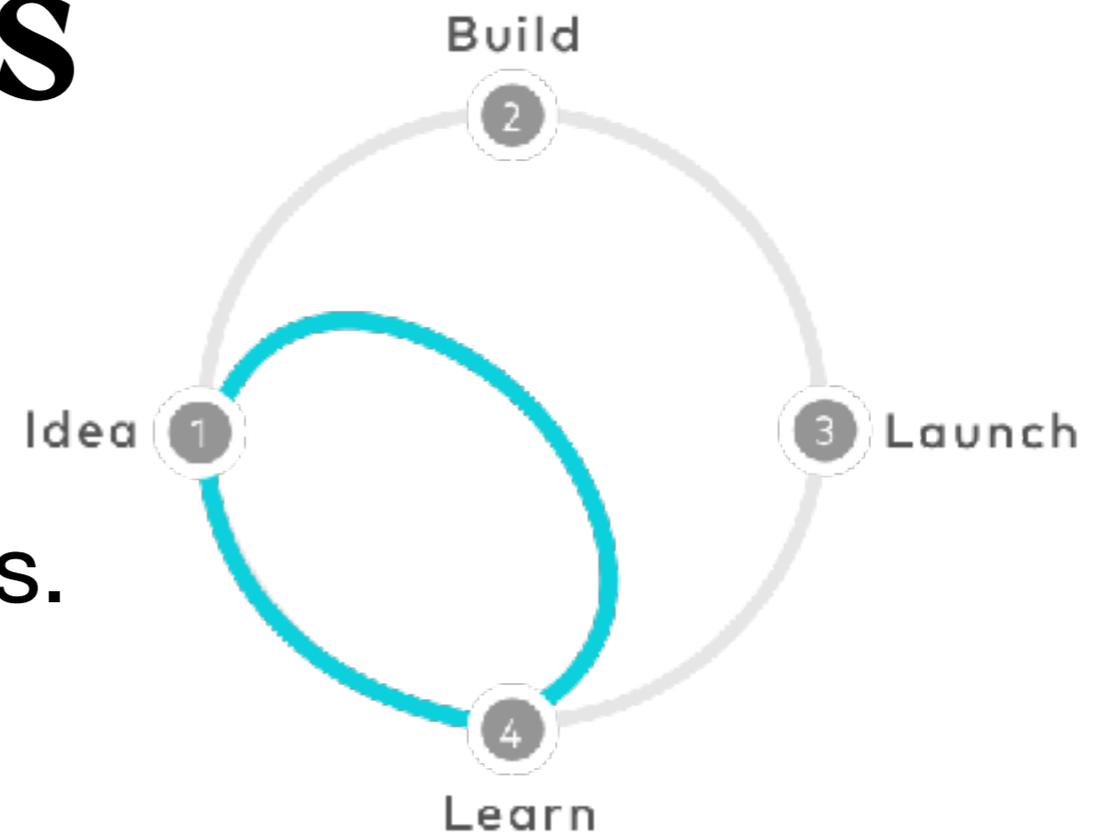
**Let's do a "design  
sprint"**

# Design Sprints

Championed by Google Ventures.

Check out their resources:  
<https://www.gv.com/sprint/>

Gets you from challenge to feedback in 5 days,  
without building anything.



# How does it work?

Monday: Understand the problem

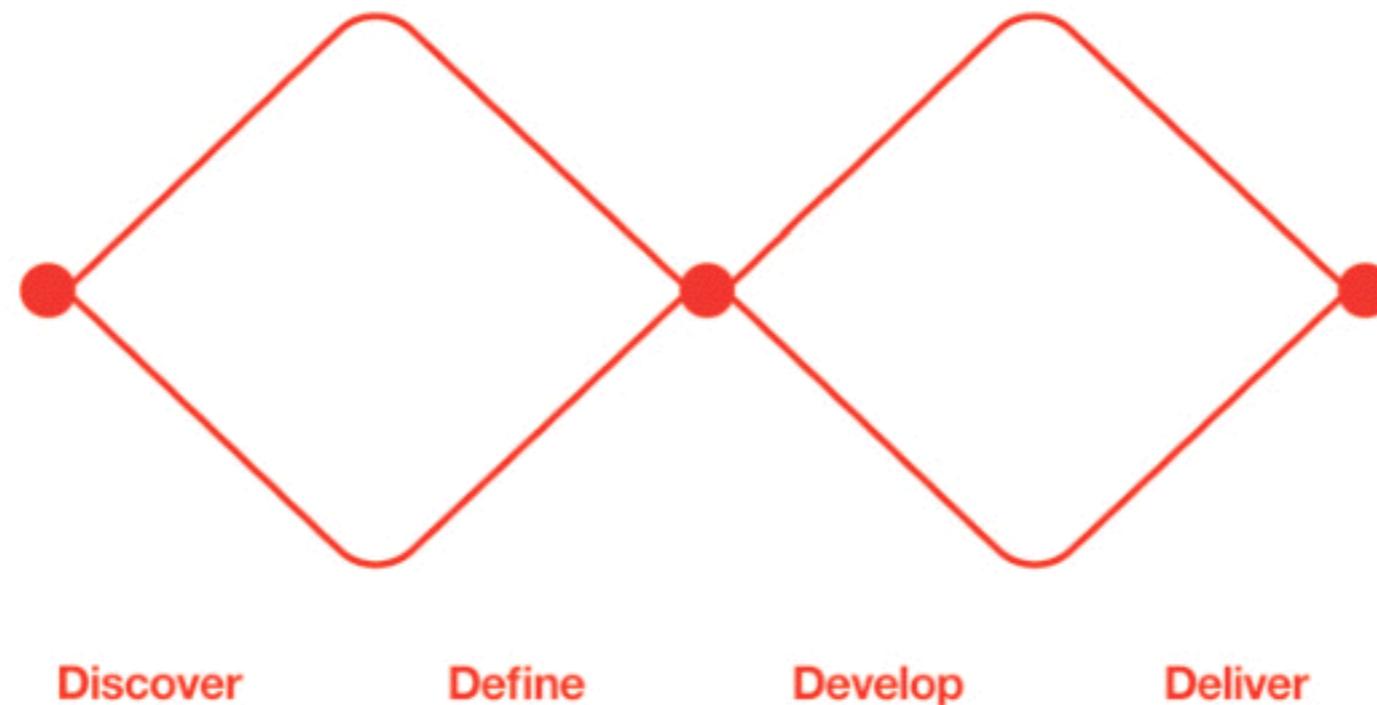
Tuesday: Generate ideas and sketch them

Wednesday: Narrow down the ideas and storyboard them

Thursday: Build the prototypes

Friday: Show it to your customers to generate feedback.

# Sounds familiar?



Design Sprints crunch the “Double Diamond” of Design Thinking into one week.

**Let's give this a try.**

# Two Visions for a Restaurant

**Version A:** Self-Service, choices of fast food - fries, burgers, hot dogs, sandwiches, healthy salads; to-go options.

**Version B:** High-class seated with table service, menu a la cart.

# Questions to ask

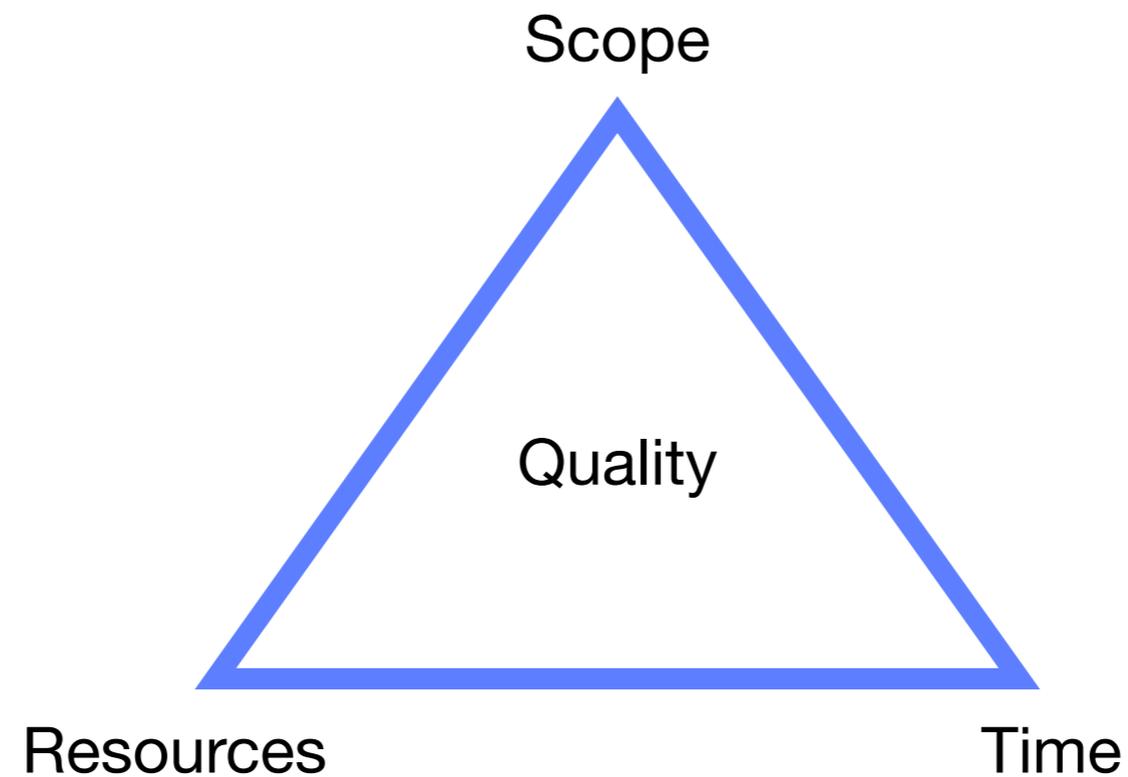
Which version will serve the needs of most target audiences of our zoo better? (User Value)

Which will bring more revenue? (Business Value)

Test by creating prototypes (can be rough sketches that show the layout of the location, plus the menu and price lists) and ask your typical audience about their opinion (which meals would they pick? (you can infer revenue from that), would they visit the restaurant every time they are at the zoo, or just at special occasions? (indicator of user value), etc.)

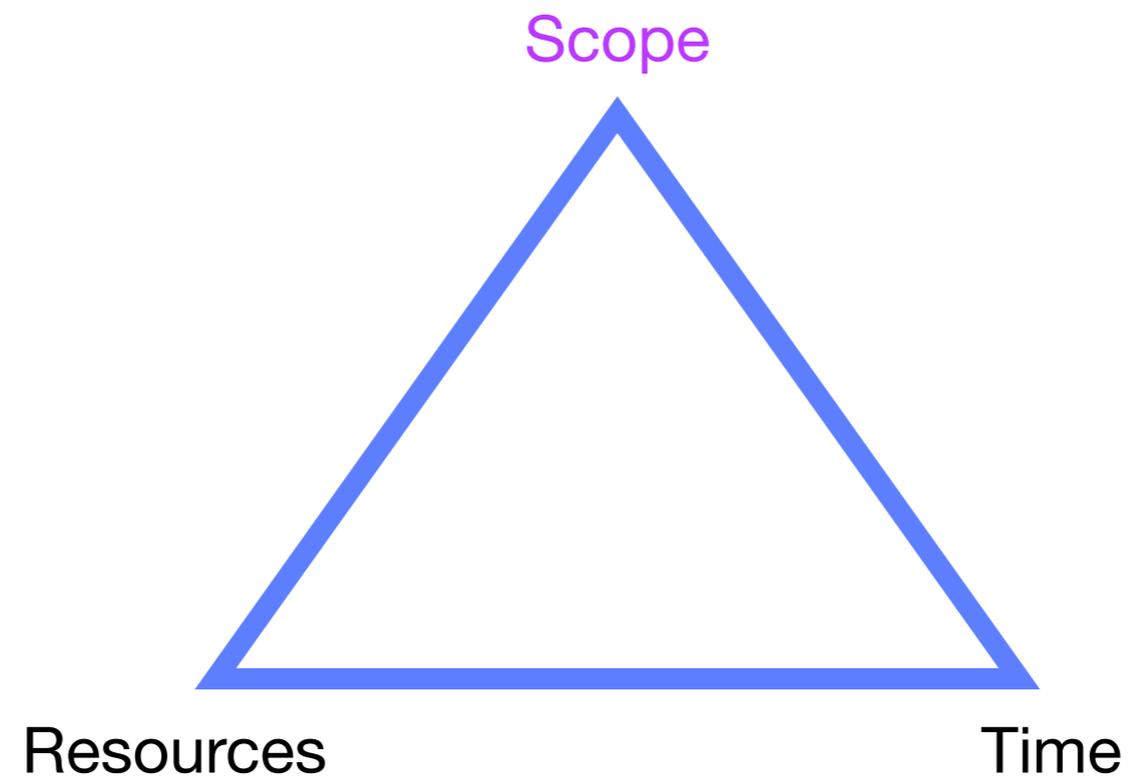
**You see where this is heading. It completely changes the way we are planning and working together.**

# The Iron Triangle of Planning



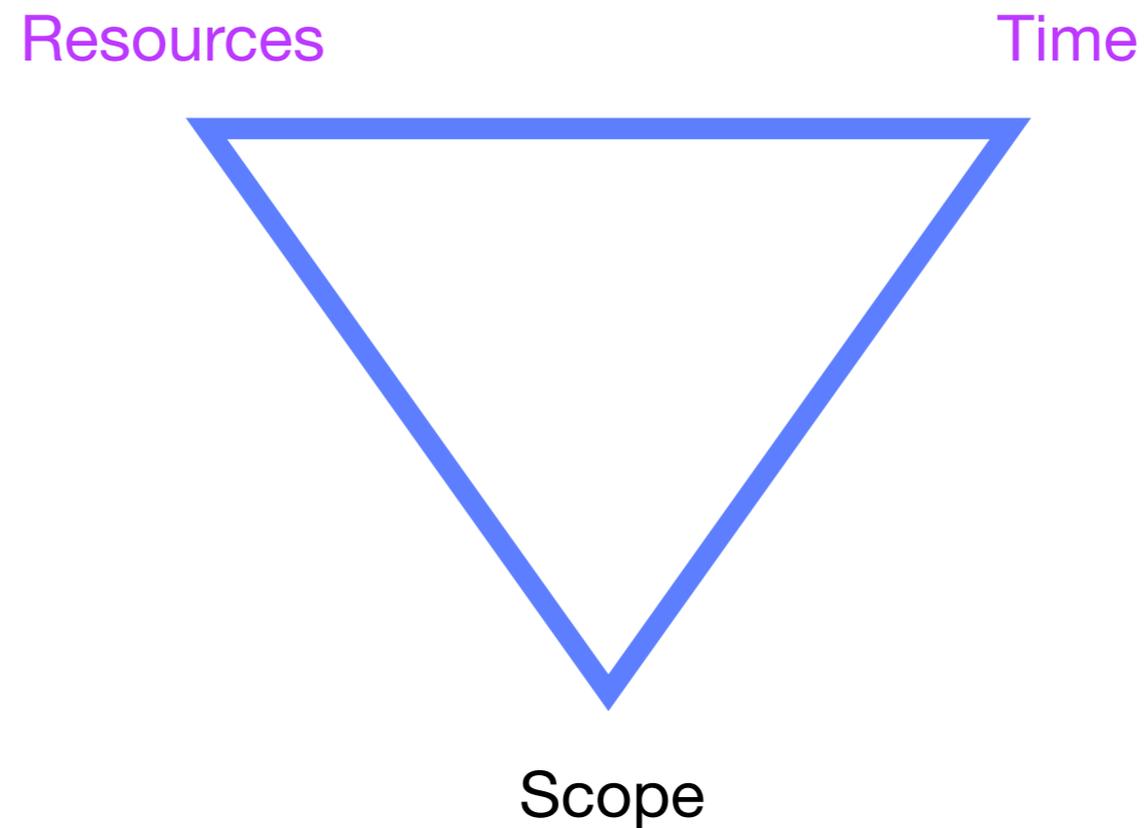
When one thing moves, at least one additional thing will move, too.

# Old School



In a traditional setup, scope is fixed, time and resources are variable.

# Agile



In an Agile setup, Resources and Time are fixed, and Scope is variable

# Contracts



Contracts move from Deliverable to Time & Material because the final Scope is unknown at the start.

# It Changes the way we are working together

Can only work in cross-functional teams with End-to-End responsibility.

Designers are Part of the “Development” Team.

(Virtually) No design work upfront.

Adaptive work means more “refactoring” for design as well.

# It changes everything else, too.

Agile can be applied to every complex problem,  
regardless of industry and task.

Sketching and prototyping are powerful tools, if you  
share early and often.

# Agile for Creatives

Agile can be applied to all types of projects

Can mean “Educating the client”

Thank you!  
Questions?