The UX Runway

Establishing design standards through a Lean UX Center of Excellence (LUXCE)
Natalie Warnert

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Agenda

- What is a LUXCE?
- Preparation for PI Planning
- Participation in PI Planning
- Executing a PI
What is a LUXCE? …and how does it fit with Lean UX and product development?
Figure 1. The Lean UX lifestyle as illustrated in SAFe and (adapted from Ref [1]). Gothelf, Jeff. Lean UX, Applying Lean Principles to Improve User Experience O’Reilly Media.

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Unmet Needs for Lean UX Success

- No timely empirical feedback in benefit hypothesis evaluation
- Lack of design standards and/or governance
- Hindrances and bottlenecks to autonomy of agile teams from program level (and above) silos
- Lack of consistency in working styles and implementation = dependencies not met or exacerbated
Lean UX Center of Excellence (LUXCE)

- Group of experts for the value stream
- Influences transparency and collaborative design between portfolio, program, and teams by working with all levels consistently
- Enabling decentralized and JIT decision making

- Tracking ahead to build a UX Runway with UX enablers
  - Pattern libraries
  - User personas
  - Navigation principles
  - Style guides
Preparation for PI Planning
Development Happens in an **Uncertain** World

- No one can know everything at an early point in time.
- Specifications must be accommodating to economic design choices.
- Designs must be flexible to changing specifications.
- Preservation of options improves economic results over time.
Continuous Delivery Pipeline Process

https://www.scaledagileframework.com/continuous-delivery-pipeline

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UX Runway

Continuous Exploration  
Continuous Integration  
Continuous Deployment  
Release on Demand

Source: Natalie Warnert (www.nataliewarnert.com)
UX Runway

Market & User Research/Analysis
Epic definition & outcome hypothesis
Lean Business Case

Architecture & info flows
User Personas

Continuous Exploration
Continuous Integration
Continuous Deployment
Release on Demand

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Continuous Exploration

Market & User Research/Analysis
Epic definition & outcome hypothesis
Lean Business Case (w/MVP)

Continuous Integration
Architecture & info flows
MMF Breakout
Benefit Hypotheses

Continuous Deployment
User Personas
Tech option/specs

Release on Demand

Source: Natalie Warnert (www.nataliewarnert.com)
UX Runway

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Continuous Exploration | Continuous Integration | Continuous Deployment | Release on Demand

Learning point | Learning point | Learning point | Learning point

FEEDBACK

Source: Natalie Warnert (www.nataliewarnert.com)
## UX Runway

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Participation in PI Planning
LUXCE During PI Planning

- Be present & participate
  - Communicate
  - Consult
  - Refine
  - Plan
  - Coordinate

- Expert individual UX professionals consult on programs and teams while coordinating with the LUXCE for alignment.
LUXCE During PI Planning

- Presenting UX vision alignment (day 1 with Arch and Product)
- Facilitating shared understanding of design/UX JIT artifacts and enablers
- Helping break out stories from features
- Planning benefit hypothesis evaluation
- Identifying & prioritizing associated dependencies and Lean UX enablers
- Maximizing feedback incorporation loops into early PI iterations
- Helping write PI Objectives
Executing a PI
Characteristics of UX and LUXCE in PI Execution

- Embedded UX “consultants” within teams and aligned to value streams
- Shared backlogs and synchronized cadence
- No staggered iterations or N+1
- Collaborative design and benefit hypothesis test execution
- UX enablers support design as a team sport and eliminate bottlenecks
- JIT design and delivery supports what enablers cannot
- All leads to Lean UX at the team level being supported by UX Runway and LUXCE
Set-Based vs. Point-Based Design

**Set-Based**

- **Multiple design options**
  - Learning Points
  - Time

**Point-Based**

- **Single option**
  - Adjusted
  - Too much to adjust

**Principle 3: Assume Variability; Preserve Options**
Frequent feedback from empirical hypothesis evaluation
Review

- What is a LUXCE?
- Preparation for PI Planning
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Thank you!

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