A Framework for Integrating UX into the SAFe Process

Natasha Hardy
UX Research Team Lead
Have you ever had this happen?

Wow, that’s a really cool program!

Thanks, it was designed using agile
Customer-focused solutions

“All the words, pages, roles, activities, and artifacts in SAFe exist for only one purpose: to help development teams continuously deliver solutions that provide value to their customer. That, in turn, enables customers to achieve their goals, which is the ultimate purpose of every solution development enterprise.”
What is user experience?

- Mobile & Desktop interactions
- Client services
- Accessibility and usability
- Brand perceptions
UX Representation at all levels of SAFe
Portfolio level: Education and Discovery

- Partnership with Market Research
- Systems level mapping (e.g., touchpoint, ecosystem)
- Coaching and training senior level leaders on UX value and processes
- Developing UX KPIs that roll up to business goals
- Investment in enabling systems

1 Blythe de Orive: Design Thinking and SAFe® Agile: HCD at USAA
Program Level: Integrate UX into Continuous Exploration

• Partner with PMs to define vision, roadmap, and backlog
  • Balance business needs against customer needs
• Share a language for research and design
• Let UX take the lead on solutioning
Team Level: Give UX a little lead time = UX Runway

• UX works a sprint ahead of feature teams

2

Natalie Warnert: Tribulations of UX in an Agile Environment
Finding synergy can be difficult, in practice
Communication & Transparency

- Jettison assumptions
- Respect different approaches and languages
- Articulate value from UX
  - KPIs
  - Demos
  - Expert recommendations
Thank you, questions?

natashahardy@quickenloans.com