

Agile and User Experience – Crossing Borders?

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Agile?



**Agility at Bosch:
mission impossible?**

Volkmar Denner

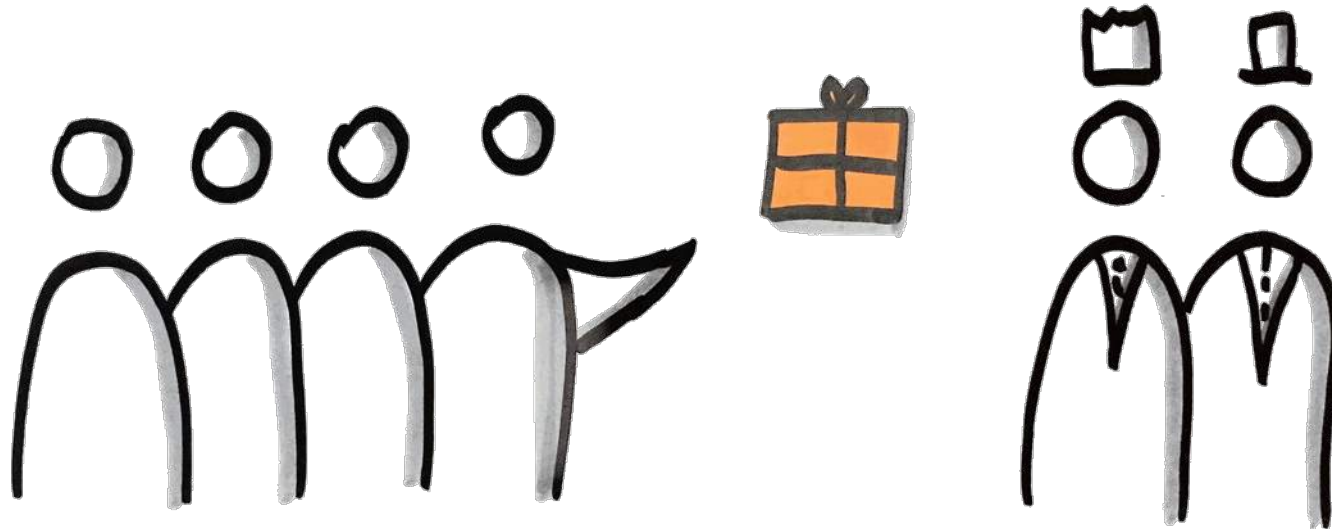
16/06/2015

„Agile cooperation with Tesla

Agile development also helped in our collaboration with Tesla. We supply chassis and safety systems for its electric vehicles. Many of these hardware and software components can be precisely matched to the requirements of the respective vehicle and adjusted to the desired handling characteristics. This application was successfully completed with Tesla within a short period of time, and the project proved to be well suited to the use of agile engineering methods. In recognition of our successful collaboration, Tesla presented us with the Excellent Development Partner award in 2014. This shows once again that Bosch is able to meet a diverse array of customer requirements, including those of new market entrants. Altogether, only half the usual development time was needed for calibration work with Tesla.” (<http://blog.bosch-si.com/categories/internetofthings/2015/06/agility-at-bosch-mission-impossible/>)



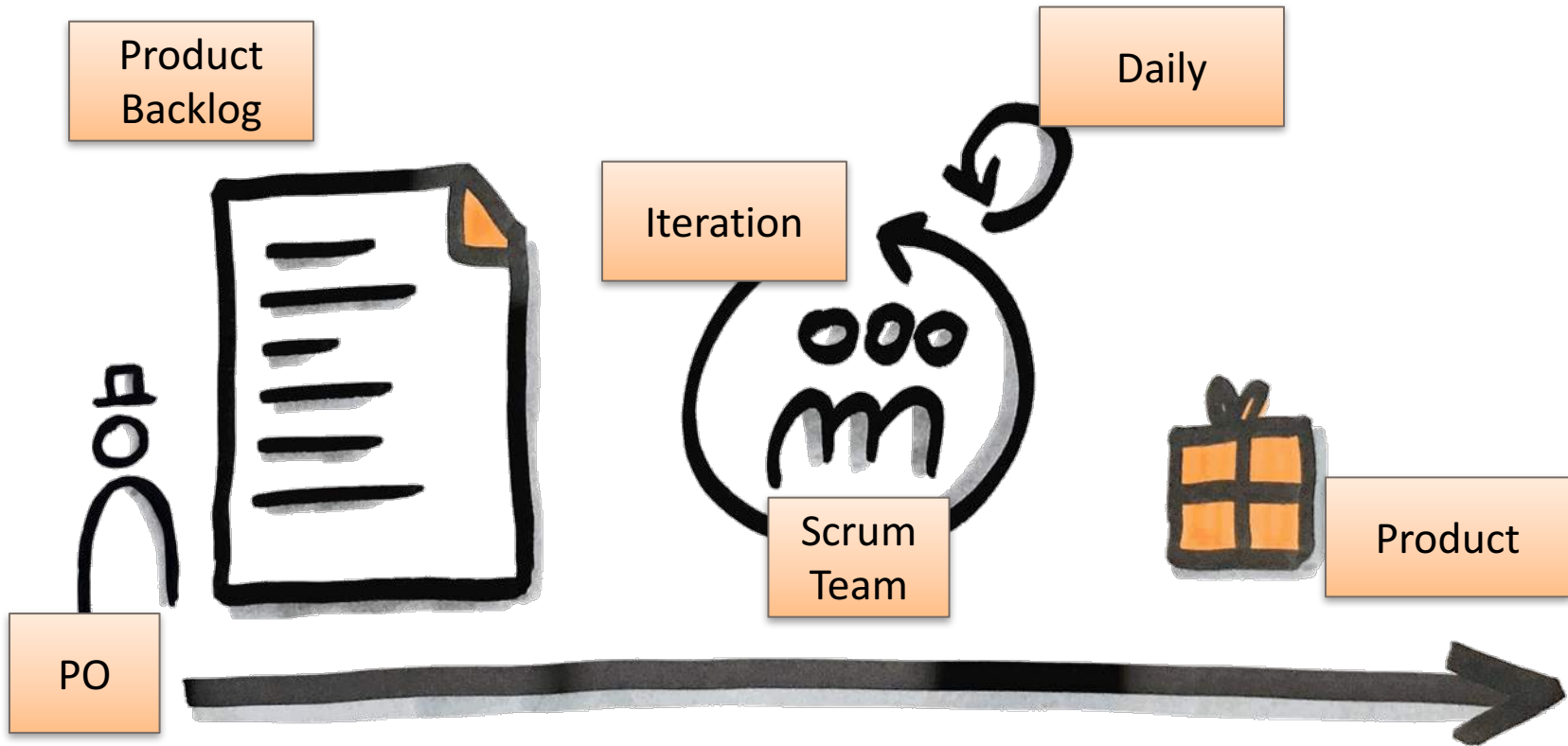
It's all about the stakeholders...



every 1-2 weeks !

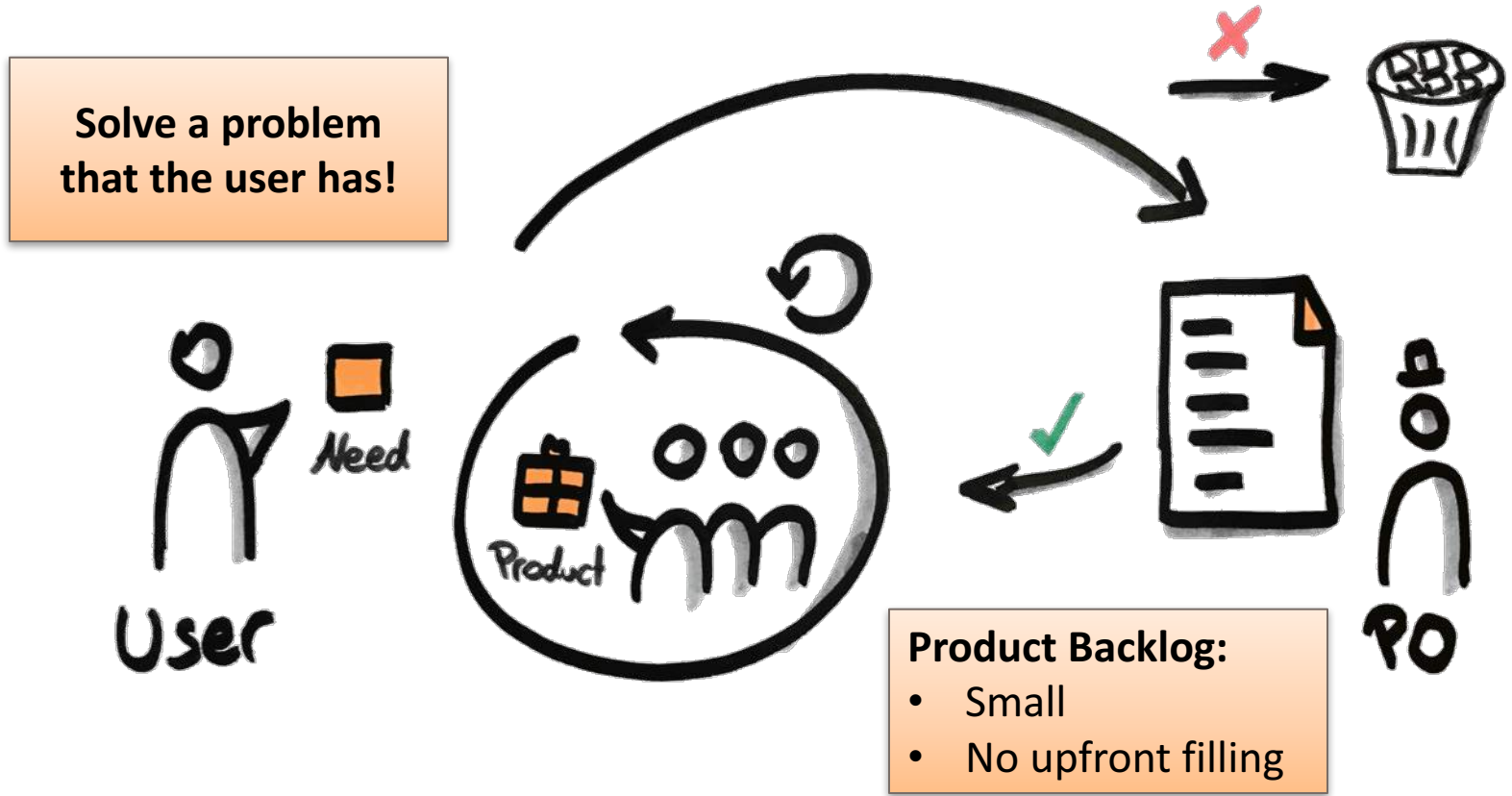


The initial Scrum picture



Modell aus den 90ern...

from Stakeholder to User-centric



Von Scrum 1.0 zu Scrum 3.0:

<https://blog.borisgloger.com/2015/06/08/von-scrum-1-0-zu-scrum-3-0/>

How to achieve?

Don't ask the user what he wants...

Observe user needs

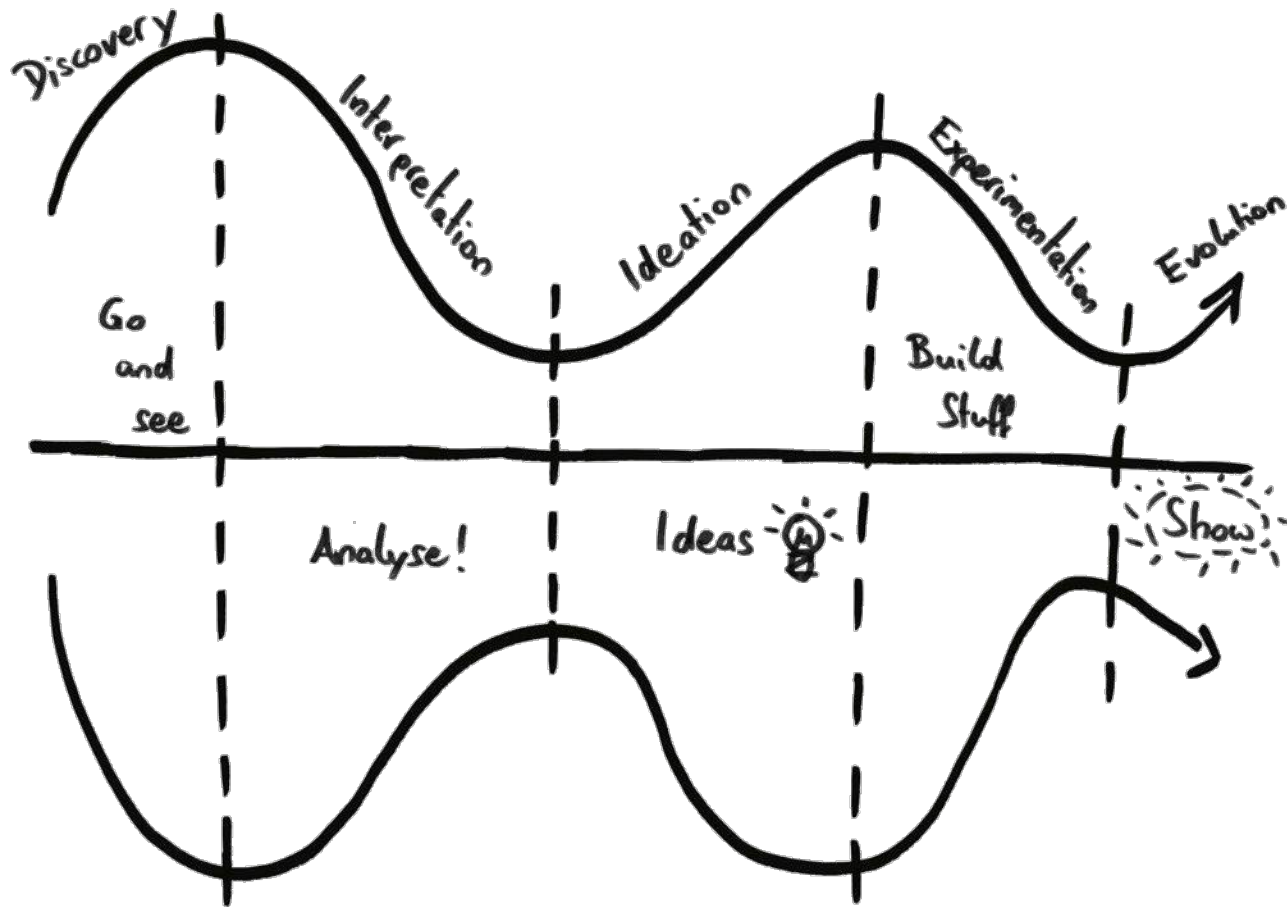
Quickly develop a solution

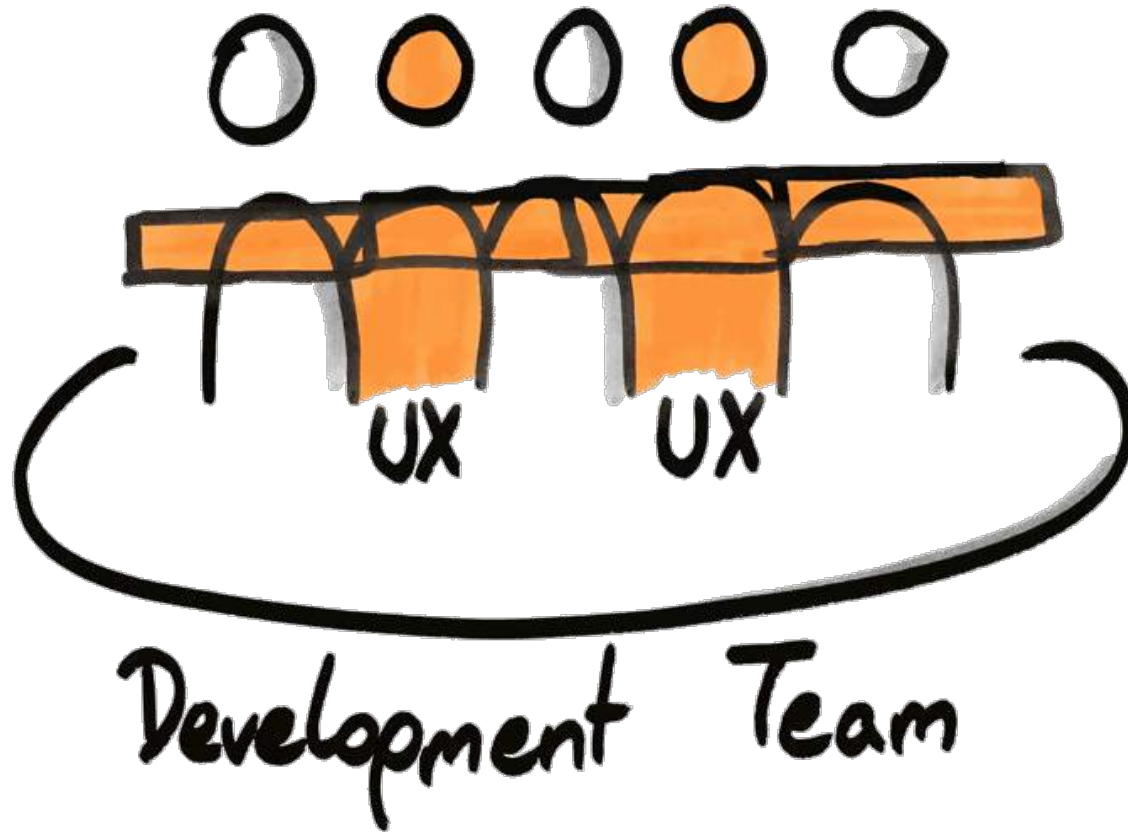
Let the user test every increment

Incorporate the user's feedback

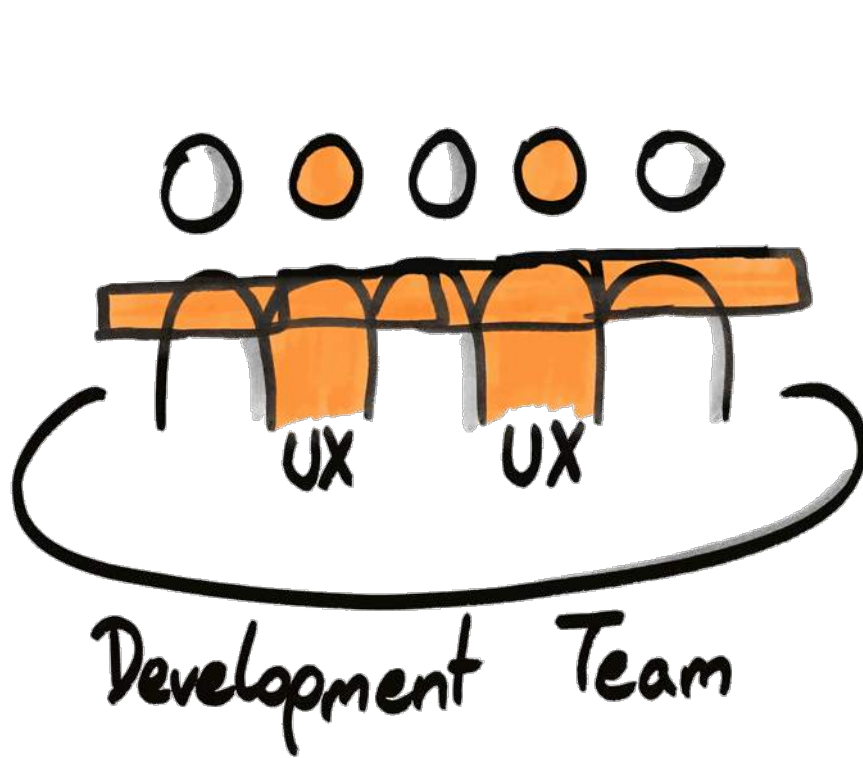


Design Thinking





**UX Design is an essential part of the development team
and therefore a core capability**



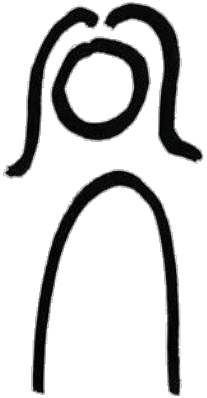
The development team writes most of the user stories!

Nordstrom Innovation Lab

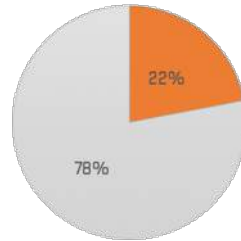


Source: Nordstrom Innovation Lab Video
<https://www.youtube.com/watch?v=szr0ezLyQH4>

Personas



Maria
34 Jahre alt
„Skeptikerin“



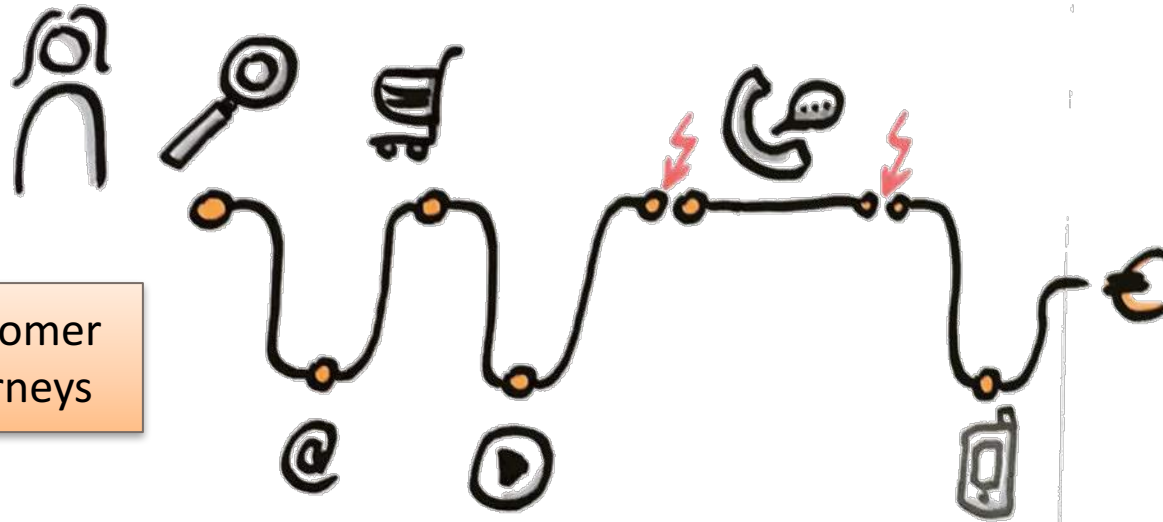
Ø Vermögen: ~50.000,-
Ø Deckungsbeitrag: 17%
Favourite Channel: Desktop

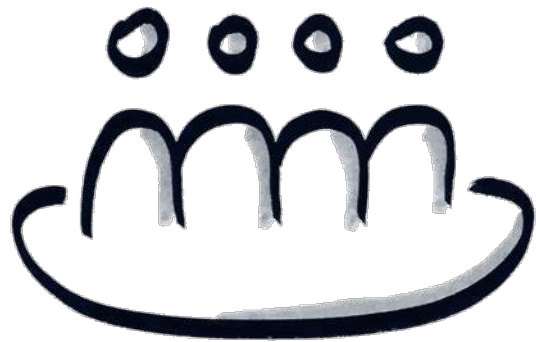
User Experience Fairs



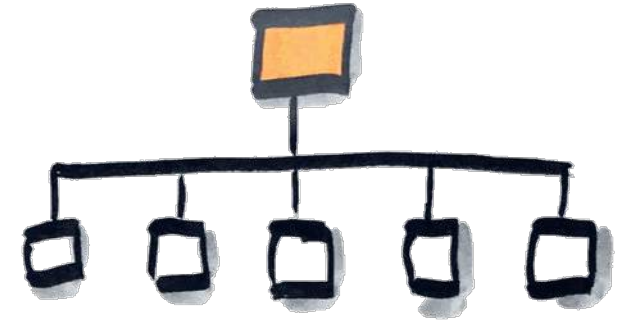
Source: elen1 / 123RF Stock Photo

Customer Journeys





Team



Organisation



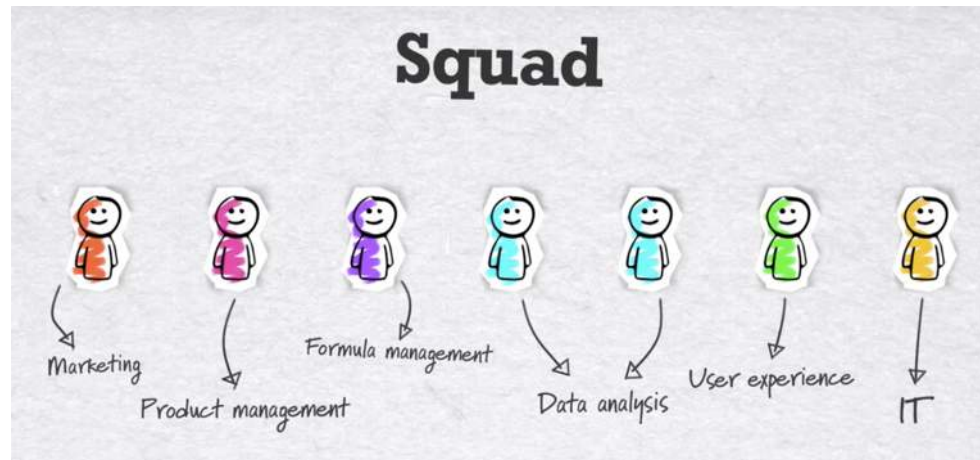
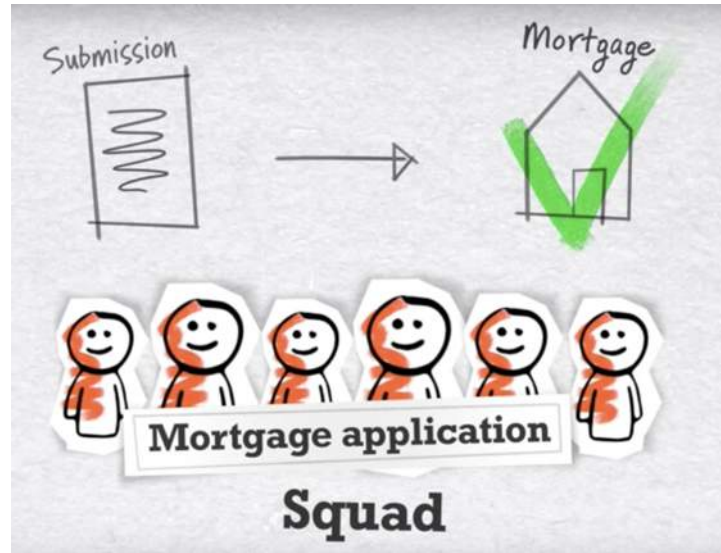
What can we learn from leading edge organizations?

Build your teams around
products & processes

Let them create the **best user experience**
(while pursuing a **sustainable business model**)

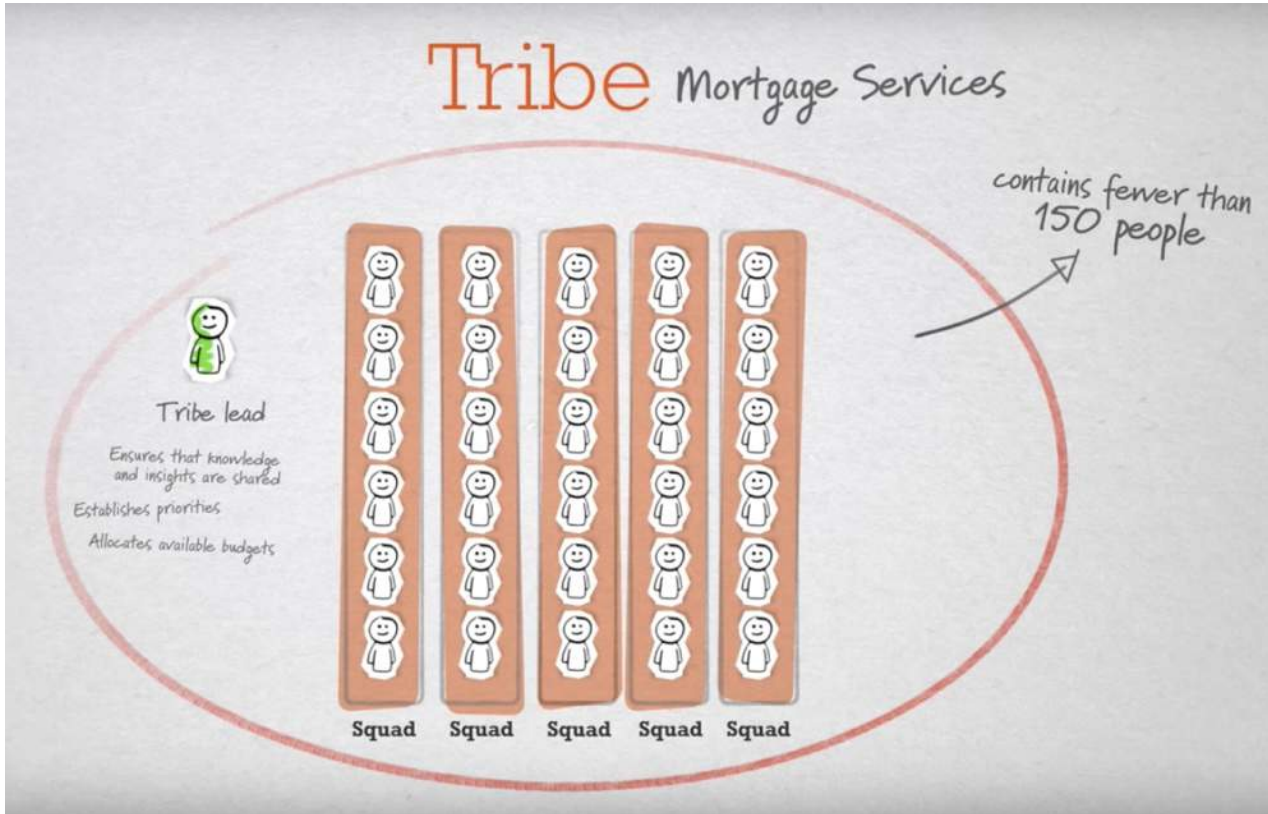
Align **organizational structure**
according these teams





Source: Agile Way of Working at ING Netherlands
<https://www.youtube.com/watch?v=NcBOZKWAPA0>





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<https://www.youtube.com/watch?v=NcBOZKWAPA0>



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