Strategy Before Speed.

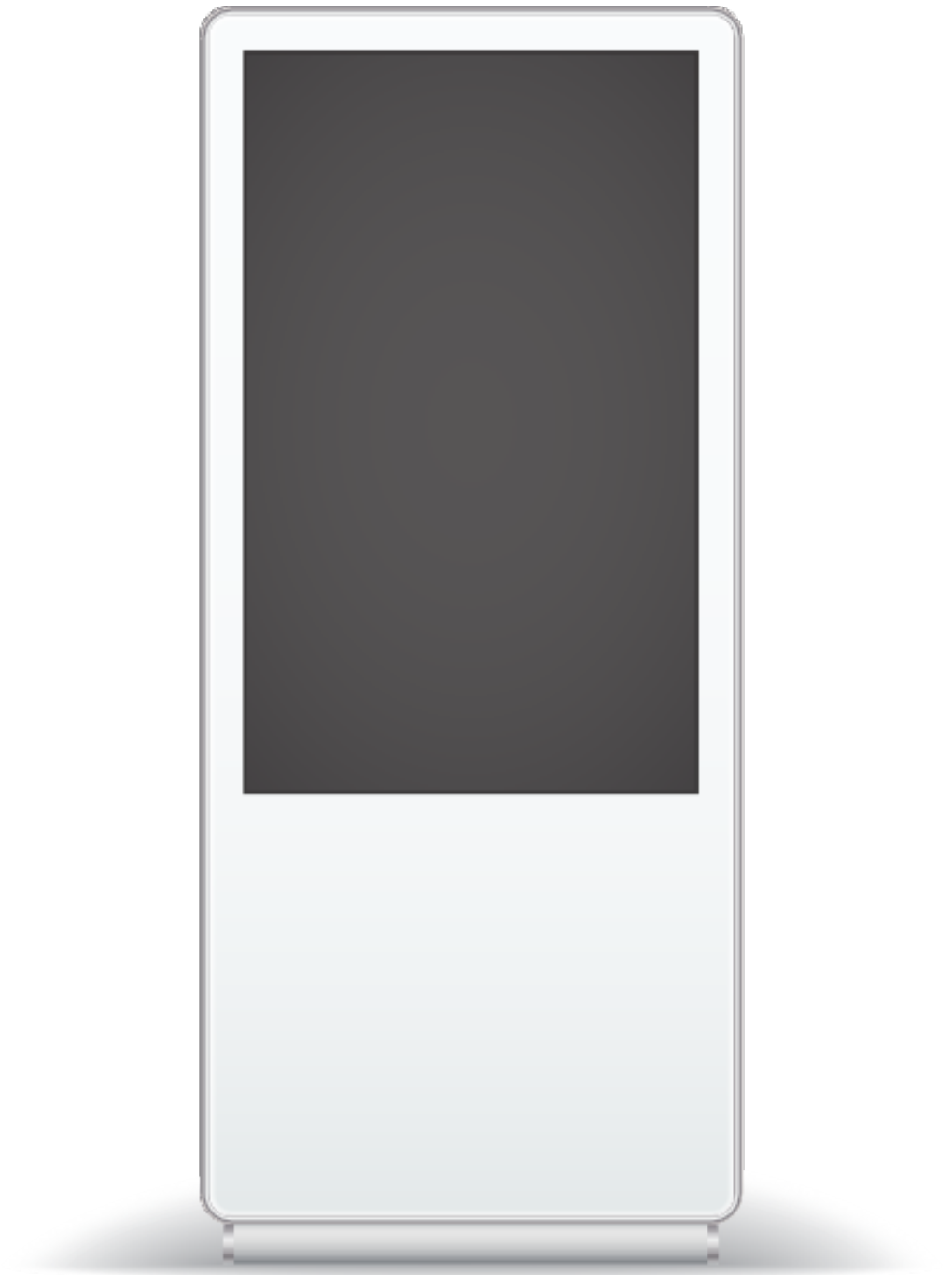## REFRAME AGILE TO MAKE YOUR RESEARCH INSIGHTS MATTER

NEXT

Jill Stover Heinze, Sr. Product Researcher
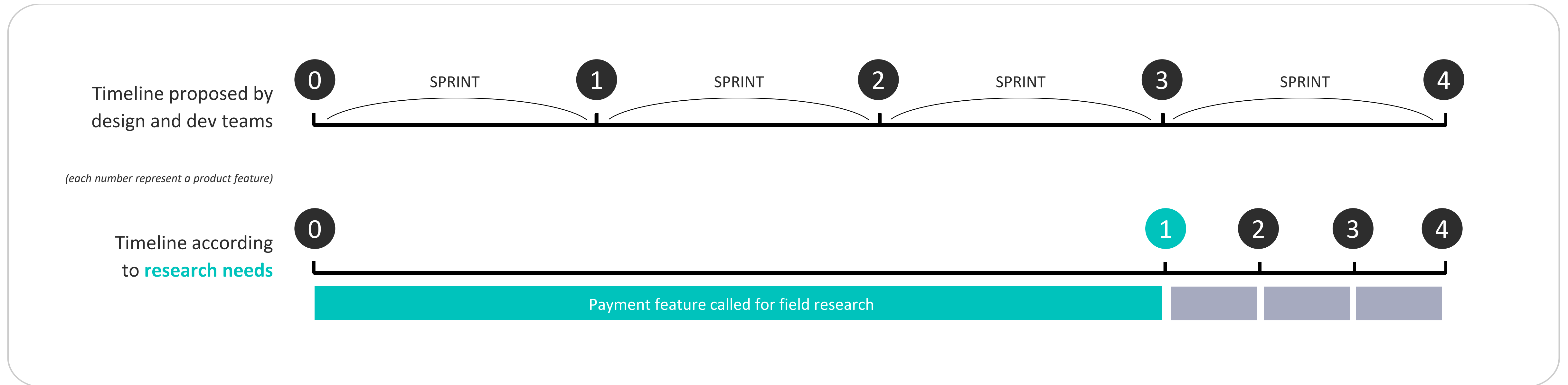jill.heinze@willowtreeapps.com

A case for making room for research:
High risk and uncertainty.

BUSINESS QUESTION — Should NFC payment be an option in the newly-designed mobile app?

USER IMPACT — NFC is convenient, but the kiosks were not always reliable; An unpopular stored wallet was required

DEVELOPMENT IMPACT — Payments is critical, fundamental feature. NFC was among the first features to be built

KEY TENSION — NFC development was imminent but field research was required to satisfy the business question.
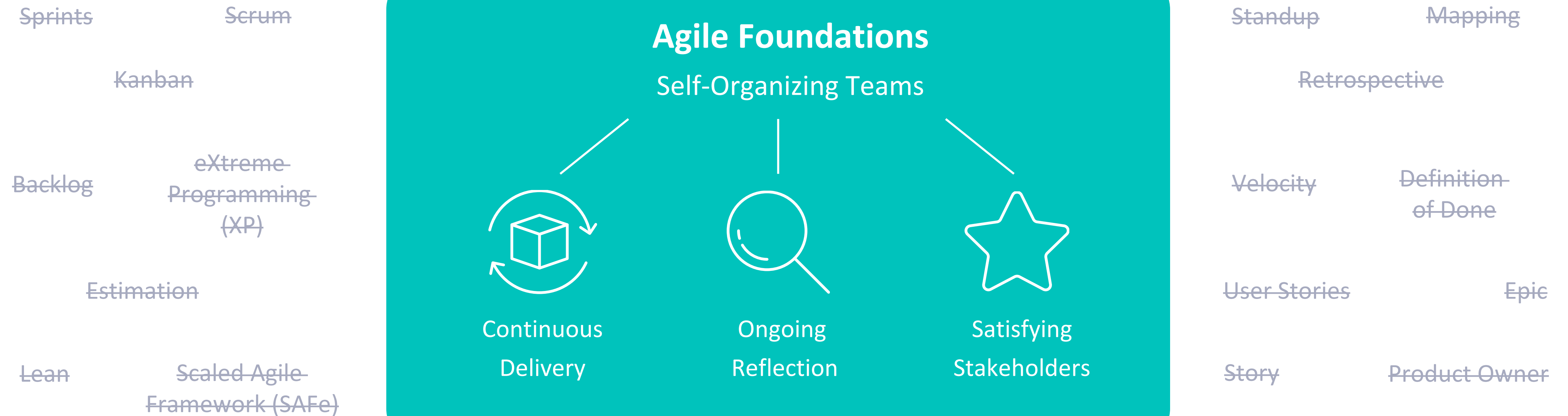
The problem called for more than just increasing research speed.

Timeline proposed by design and dev teams

| 0 | SPRINT | 1 | SPRINT | 2 | SPRINT | 3 | SPRINT | 4 |

(each number represent a product feature)

Timeline according to **research needs**

| 0 | | | | | 1 | 2 | 3 | 4 |

Payment feature called for field research

Delivering true user value quickly in Agile is impossible without foresight and insights.

Researchers must use Agile as a strategic tool **to anticipate uncertainty and advocate for users.**

Agile's foundations track closely to researchers' values.

Sprints   Scrum

Kanban

Backlog   eXtreme Programming (XP)

Estimation

Lean   Scaled Agile Framework (SAFe)

Agile Foundations
Self-Organizing Teams

Continuous Delivery

Ongoing Reflection

Satisfying Stakeholders

Standup   Mapping

Retrospective

Velocity   Definition of Done

User Stories   Epic

Story   Product Owner

Don't get distracted by the practices

Once you 'get' Agile, the practices transform from activities to opportunities.

Practices	Product definition	Planning	Sprints	Defining Done
Researcher Value-Adds	Identify risks	Insert context	Map team's work to users	Ensure alignment with users' perspectives
	Challenge assumptions	Prioritize based on user needs	Ask probing questions	Recommend future work
	Flesh out user stories	Identify research needs		
		Anticipate research effort		

Feature mapping brought risks and effort to light.

MINIMUM VIABLE PRODUCT FEATURES

More uncertainty & high level of effort

First Tier

Payments

Payment plans

Map

Locations

Second Tier

Sign-up

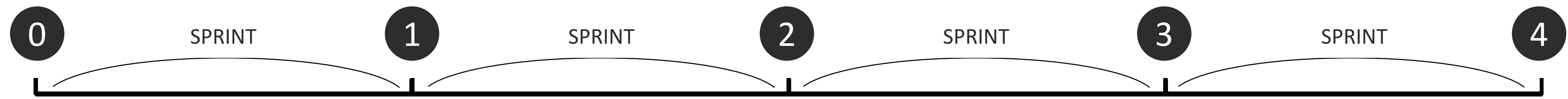Sign-in

Password recovery
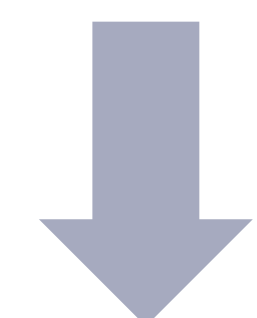
Search

Third Tier

App Store Assets

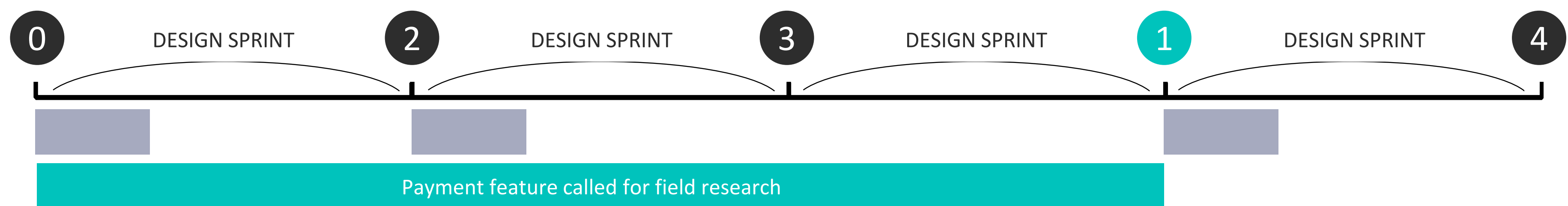Sessions

Timeline proposed by design and dev teams

0 — SPRINT — 1 — SPRINT — 2 — SPRINT — 3 — SPRINT — 4

(each number represent a product feature)

Timeline according to **research needs**

0 ——————————————— 1 — 2 — 3 — 4

Payment feature called for field research

New timeline to accommodate research

0 — DESIGN SPRINT — 2 — DESIGN SPRINT — 3 — DESIGN SPRINT — 1 — DESIGN SPRINT — 4

Payment feature called for field research

We researchers need to reframe Agile.

IT CAN WORK BETTER WITH A STRATEGIC MINDSET SHIFT

Find your allies

You need allies who can help you proactively identify where ambiguity and risk demand more research.

Go deeper

Don't take artifacts, tickets, and plans at face value. Everything in Agile is intended to be a conversation, so speak up.

Focus on the foundations

Don't confuse output and activity with outcomes.

Learn more.

LIST OF FURTHER READINGS, RESOURCES

Voluptatum deleniti atque corrupti quos dolores et quas molestias et fuga harum est. At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis.

H2

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