

Agile Software Product Design: Creating Successful Products Using Agile Development

Duration

2 days

Instructor

Jeff Patton

Class Limit

20 students

Prerequisite

None

Price

On-site

Please contact SPC
for pricing (contact
information on page 2)

Public Training

\$1,095 (2 days)

*Discount available for
early registration

Materials Provided

- Agile Product Design handbook containing technique and concept guides, class notes and class exercises

Agile software development's iterative approach offers opportunities for faster more responsive development, along with high quality. However, this can leave some of the most difficult challenges unresolved:

- Choosing the product and features most appropriate for our target users.
- Identifying the qualities that make our product compelling to purchase, useful, and usable.
- Incrementally releasing the product to the marketplace to maximize return on investment, and minimize the risks of premature release of feature-poor software.

Traditional requirements and design approaches are effective in traditional software development environments; they are ineffective in dealing with Agile development's faster pace, collaborative style, and iterative-development incremental-release lifecycle.

This two-day course provides hands-on immersion into a lightweight collaborative approach to help you design and manage the development, validation, and incremental release of a successful software product. Learning topics include:

- **Agile development's iterative-development incremental-release lifecycle** and the fundamental value system that motivates it.
- The **product design process** and how that process overlays onto an Agile lifecycle.
- Understanding business value by **modeling measurable business objectives** from your company's, and your buying customer's perspective.
- Identify key user constituencies and model them using **user profiles and personas** then supporting personas with information gathered from user interviews, customer feedback, and a variety of other sources.
- **Model user workflow** to identify usage patterns and leverage workflow models to identify releases that effectively support end-to-end product use
- Construct and validate user interface using **low fidelity UI prototyping**.
- Write **tactical user stories** ideal for iterative development and supported by automated functional acceptance tests to specify and validate functionality.
- Facilitate **lightweight usability testing** to validate your product's usefulness and usability.

The workshop manual supplies full step-by-step instructions for design and modeling techniques along with valuable concept explanations and facilitation techniques used within the course.

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Instructor

Since 2000, Jeff Patton has championed the incorporation of User Centered Design thinking into traditional and Agile software development approaches through writing, teaching, speaking, and practice. Jeff has found that incorporating user-centric thinking along with traditional requirements development and testing practices effectively equips teams to meet the ultimate goal of creating better software for end-users and more profitable software for those who pay for its design and development.

Jeff has designed for and lead software development teams to build software for brick and mortar and on-line retailers since 1994. In 2004, Jeff became a full time consultant with ThoughtWorks working in a wide variety of domains from healthcare to stock portfolio management. Within ThoughtWorks Jeff evangelizes the incorporation of more effective requirements, design, and product management practices on Agile projects.

Intended Audience

This course is valuable for those involved in an Agile Product owner or customer role, and the teams that support them.

Knowledge of an Agile process such as eXtreme Programming (XP) or Scrum is beneficial, but not required.

Outline

- Agile development essentials
- Agile design process overview
- Defining business value using business goal models and the GQM for identifying metrics
- Essential user profile and persona creation to understand users and their objectives
- Conducting user and stakeholder interviews and leveraging resulting data
- User task modeling and span planning to identify effective product releases
- Low-fidelity user interface prototyping and usability testing
- Tactical user story writing to drive iterative development
- Collaboration techniques to support effective whole-team product design



TRAINING

For more information on this or other SPC Springboard courses, please visit www.spcspringboard.com or e-mail SPC at info@spc.ca

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