EVERYONE IS A DESIGNER.

Agile Prague 2018 | @LiamHutchinson_

Section one

DELIGHTFUL EXPERIENCES

FOUR SEASONS
GEORGE V

This was a **delightful** experience.

Carrie Hane @carriehd · Aug 30

Replying to @danachis

So you’re saying delight is not about the bells and whistles but about the experience? Who would have thought?!

1 5

Dana Chisnell @danachis · Aug 30

Right?!

2

Section two

DESIGN IS DECISION MAKING

Design is the output of hundreds of decisions made.

Menu

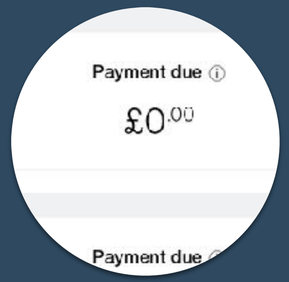
AMERICAN EXPRESS

Contact Us Log Out

Good morning, LIAM

The Preferred Rewards Gold Card®

Account Home | Your Statement | Payments | Account Manag… | Benefits & Help | My Accounts (1)



Payment due

£0.00

Total balance

£5,478.02

No Pre-Set Spending Limit

Check Spending Power

Balance details

Payment not required at this time

Make a payment

View PDF statements

Membership Rewards® balance

23,272

Use your points

Use points for purchases

Performance impacts:

1) Hosting infrastructure

2) Integration with third parties

3)The structure of the code itself

4)The calling of APIs for data

5)Front-end animation

Still working. Please wait…

Cleaning the room

Ask to put aside a croissant

Cleaning the room

Croissant put aside

Ask to put aside a croissant

Cleaning the room

Inform reception to leave a message

Croissant put aside

Ask to put aside a croissant

Cleaning the room

Leave a message on the hotel room phone

Inform reception to leave a message

Croissant put aside

Ask to put aside a croissant

Cleaning the room

Answer Elaine’s call and understand context

Leave a message on the hotel room phone

Inform reception to leave a message

Croissant put aside

Ask to put aside a croissant

Cleaning the room

Arrange for someone to deliver croissant

Answer Elaine’s call and understand context

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Croissant put aside

Ask to put aside a croissant

Cleaning the room

Prepare a fresh croissant

Arrange for someone to deliver croissant

Answer Elaine’s call and understand context

Leave a message on the hotel room phone

Inform reception to leave a message

Croissant put aside

Ask to put aside a croissant

Cleaning the room

Deliver fresh croissant

Prepare a fresh croissant

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Cleaning the room

Porter

Deliver fresh croissant

Kitchen worker

Prepare a fresh croissant

Receptionist

Arrange for someone to deliver croissant

Receptionist

Answer Elaine’s call and understand context

Receptionist

Leave a message on the hotel room phone

Housekeeper

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Kitchen worker

Croissant put aside

Housekeeper

Ask to put aside a croissant

Housekeeper

Cleaning the room

Definition of design:

Design is the rendering of intent

Definition of a designer:

Someone who can impact the “rendering”.

This means, you don’t need to be appointed a designer to be one.

You can be a bad designer.

This isn’t about job titles, don’t get precious about that. It’s about how we treat others within a team.

Section three

A NEW ROLE: LEADING GREAT DESIGN

Starting with exposure.

Collaborate; cross-functionally.

“Having the designers sit together allows them to be more creative.”

“Having the designers sit together allows them to be more creative.”

… Is the worst argument I’ve heard for creating a destructive silo.

Shared understanding leads to better designers, better experiences.

Delightful customer experiences don’t come from a single person.

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Delightful customer experiences come from shared understanding.

KANYE WEST
@kanyewest

let's be less concerned with ownership of ideas. It is important that ideas see the light of day even if you don't get the credit for them. Let's be less concerned with credit awards and external validation.

Section four

TEAMS & ORGANISATIONS

The organisation is the new constraint.

Amazon
The age of Amazon

The two-pizza rule and the secret of Amazon's success

Jeff Bezos's firm is good at selling t ers, but that is the tip of its commercial icebers

Alex Hern
@alexhern

Tue 24 Apr 2018 16.32 BST

376

Advertisement

I’ve been thinking about this talk for close to 2-years now.

Takeaways

1) You don’t have to have the job title of ‘Designer’ to make decisions, but it’s these decisions that have the potential to impact the customer experience

2) The new role of the 'designer' (appointed title) is to lead great design and in the process, help others become better designers (not appointed title). We can do this by starting with exposure

3) Organisations need to start removing the constraint of roles and responsibilities to allow this to happen

4) Stop being so precious. Embrace the notion that everyone is a designer

AGILE PRAGUE,
you've been great fun! Thank you.

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