

What Development Teams Can Learn From Experience Designers

Kimberly Blessing | @obiwankimberly



think brownstone | RESEARCH › DESIGN › DELIGHT





Experience design (XD) is the practice of designing products, processes, services, events, and environments with a focus placed on the quality of the user experience and culturally relevant solutions.

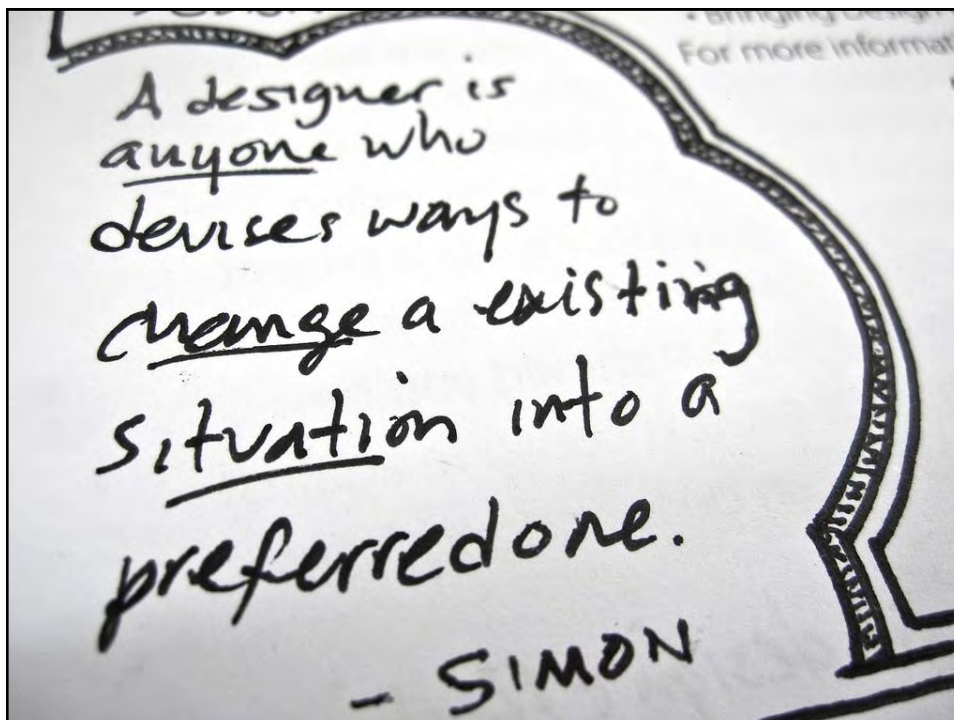
Source: Wikipedia

Experience design (XD) is the practice of designing products, processes, services, events, and environments with a focus placed on the quality of the user experience and culturally relevant solutions.

Source: Wikipedia

Experience design (XD) is the practice of designing products, processes, services, events, and environments with a focus placed on the quality of the **user experience** and **culturally relevant** solutions.

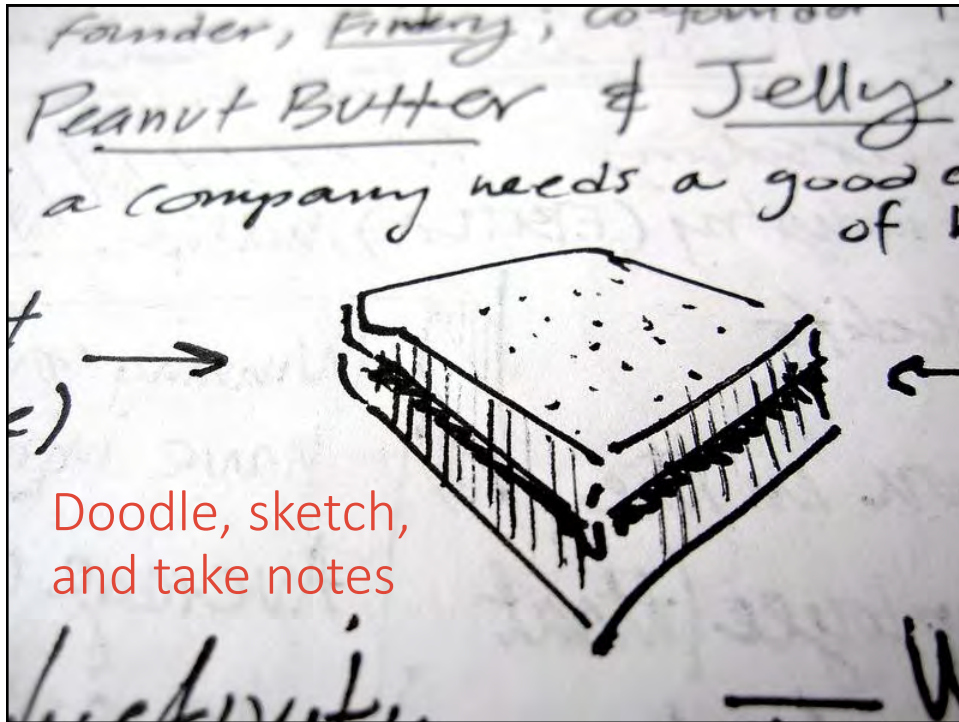
Source: Wikipedia

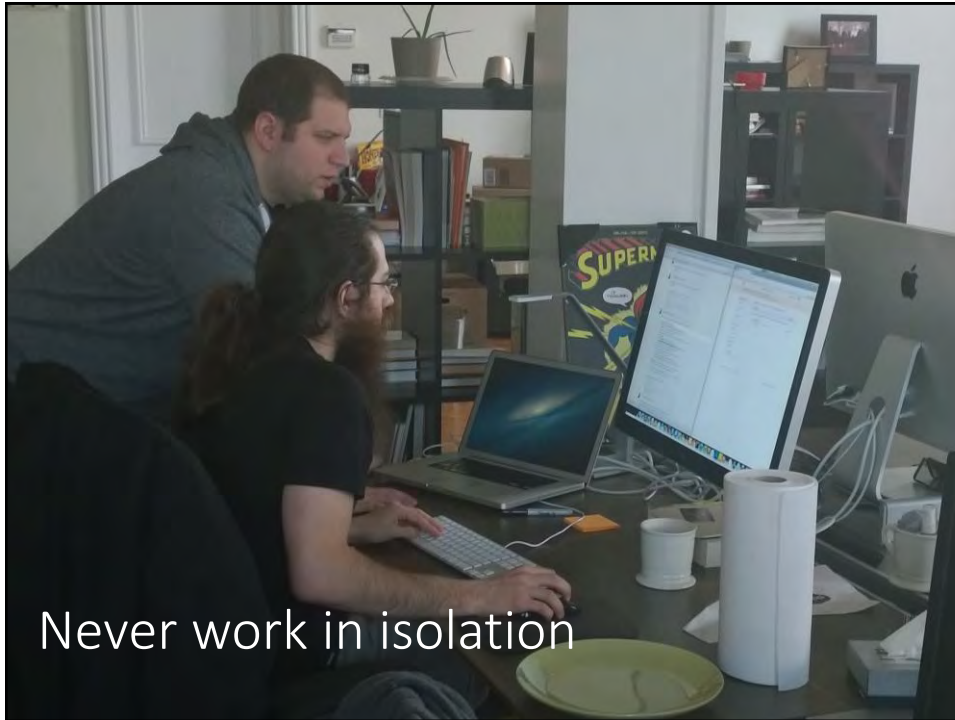


What do Experience Designers do *differently*?

Ask *a lot* questions...

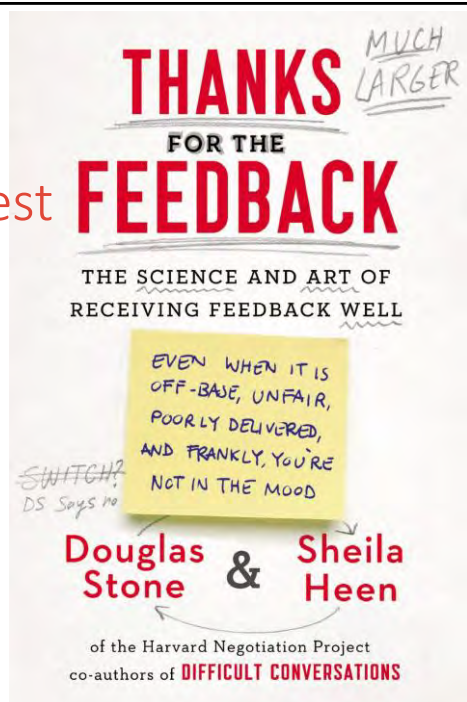
Who are all of your customers? • What are all of the reasons that they come to you? • What are all of the touch points that you make available to them (websites, mobile apps, phone numbers, physical store fronts, talking to sales reps at events, etc.)? • What is the source of content for each of those touch points? • Who owns and maintains each of those content sources? • What is the outcome of interacting with that touch point? • What are customers' biggest frustrations with the current system? • What are the main tasks customers use the system to accomplish? • What features of the system could customers simply not live without? • What ideas do you have for ways to improve the system? • What metrics are you currently tracking? • Who should we ask for more information? • How do you measure success? • Why is this crucial to address right now? • **Why? Why? Why? Why? Why?**





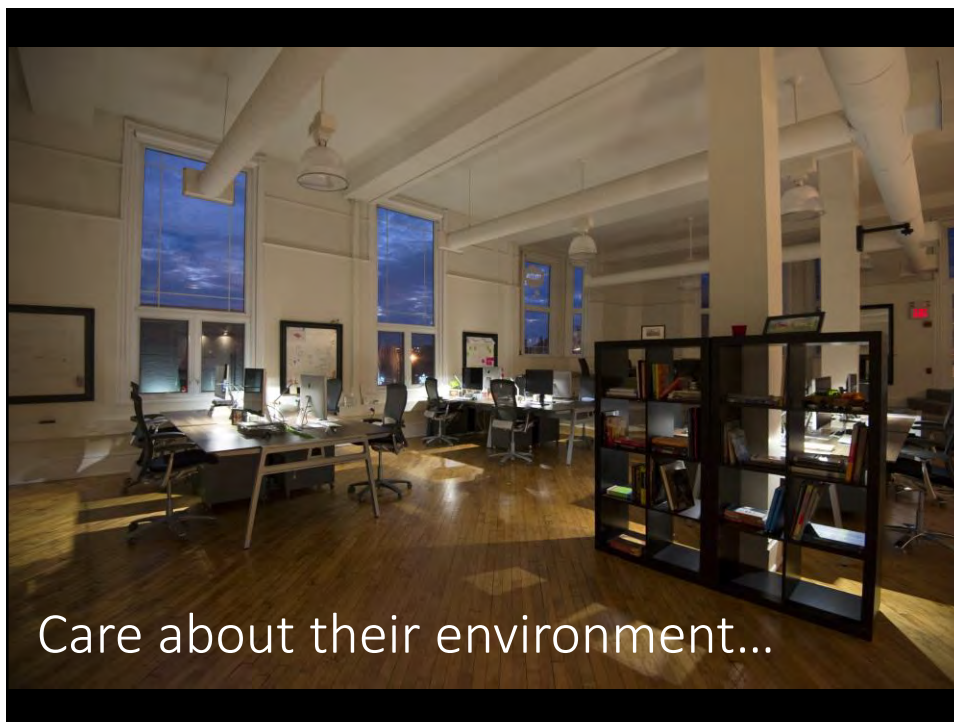
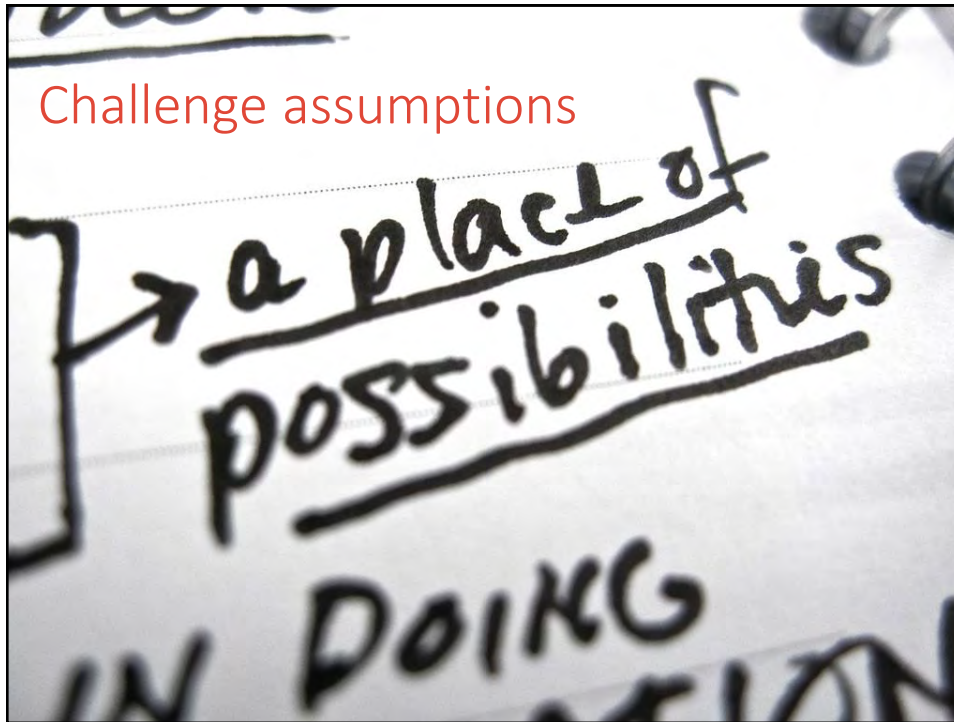
Never work in isolation

Ask for & give honest

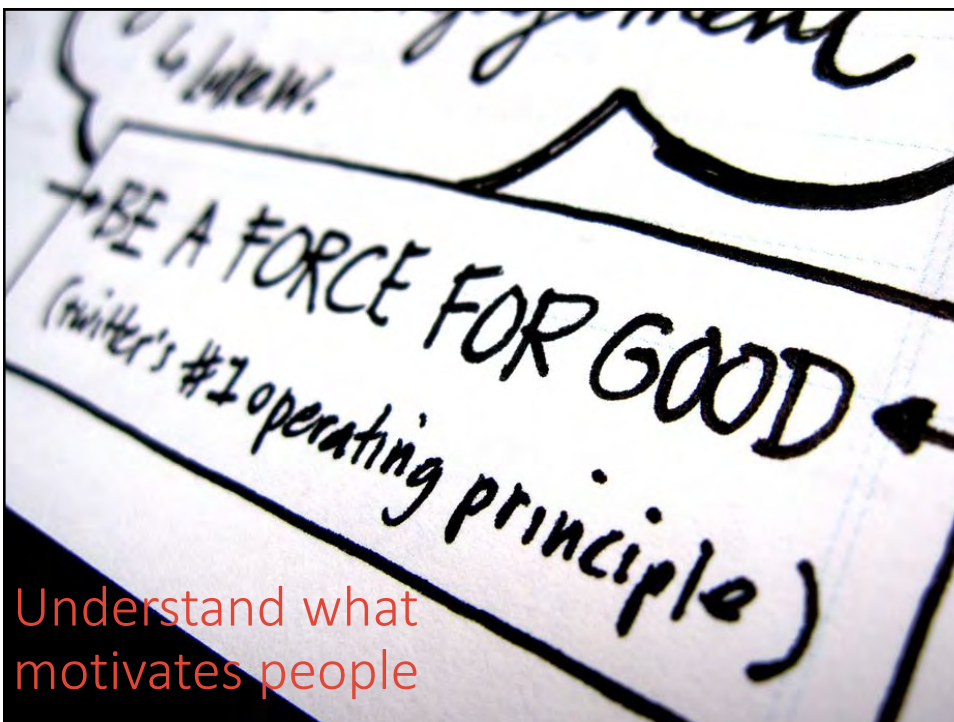
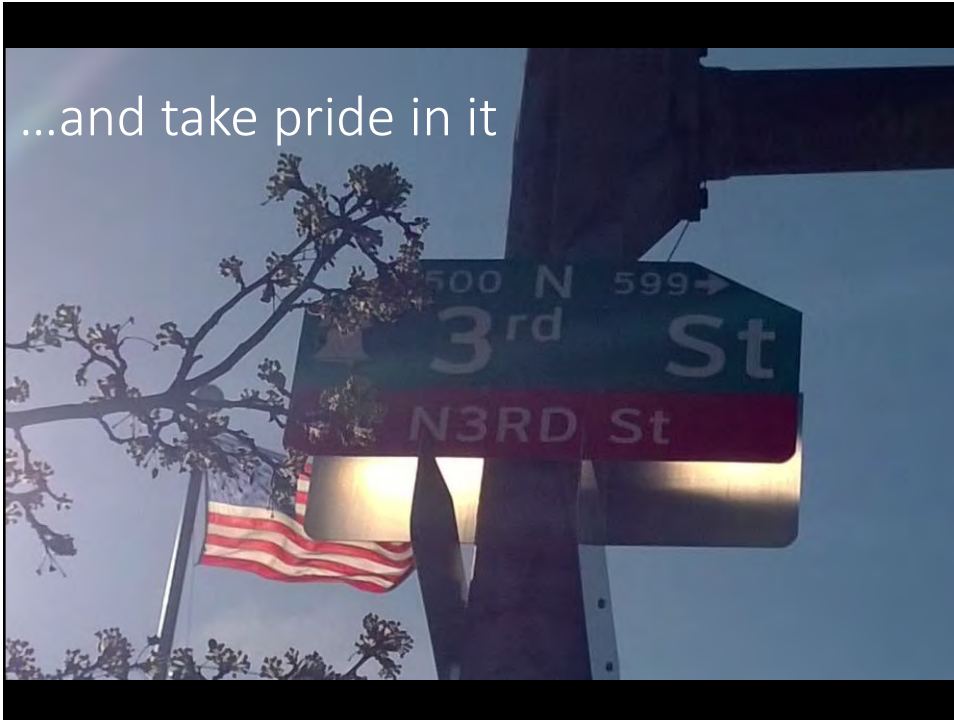




Connect the dots



...and take pride in it



Understand what
motivates people



CULTURE

M

So how do we build culture?

By upholding our core values in everything we do. Culture is a thousand things, a thousand times. It's living the core values when you hire; when you write an email; when you are working on a project; when you are walking in the hall. We have the power, by living the values, to build the culture. We also have the power, by breaking the values, to fuck up the culture. Each one of us has this opportunity, this burden.

Why is culture so important to a business? Here is a simple way to frame it. The stronger the culture, the less corporate process a company needs. When the culture is strong, you can trust everyone to do the right thing. People can be independent and autonomous. They can be entrepreneurial. And if we have a company that is entrepreneurial in spirit, we will be able to take our next "(wo)man on the moon" leap. Ever notice how families or tribes don't require much process? That is because there is such a strong trust and culture that it supersedes any process. In organizations (or even in a society) where culture is weak, you need an abundance of heavy, precise rules and processes.

Don't Fuck Up the Culture

By Brian Chesky, Airbnb

<http://medium.com/p/597cde9ee9d4>





RESEARCH > DESIGN > DELIGHT

Our Values

Essential, enduring tenets about which we are so passionate that we would never, under any circumstances, give them up

1. Be excellent.

We always aim for excellence – great people, great work, great client service, and great business practices.

2. Be nice to people.

We treat our coworkers and clients the way we'd like to be treated – with genuine care, kindness, and respect.

3. Be honest.

We communicate openly and honestly with our coworkers and clients – believing that this leads to healthy relationships and work we can be proud of.

4. Work together.

We collaborate with our coworkers and clients – valuing each others' ideas and believing that teamwork will produce the best results.

5. Continuously improve.

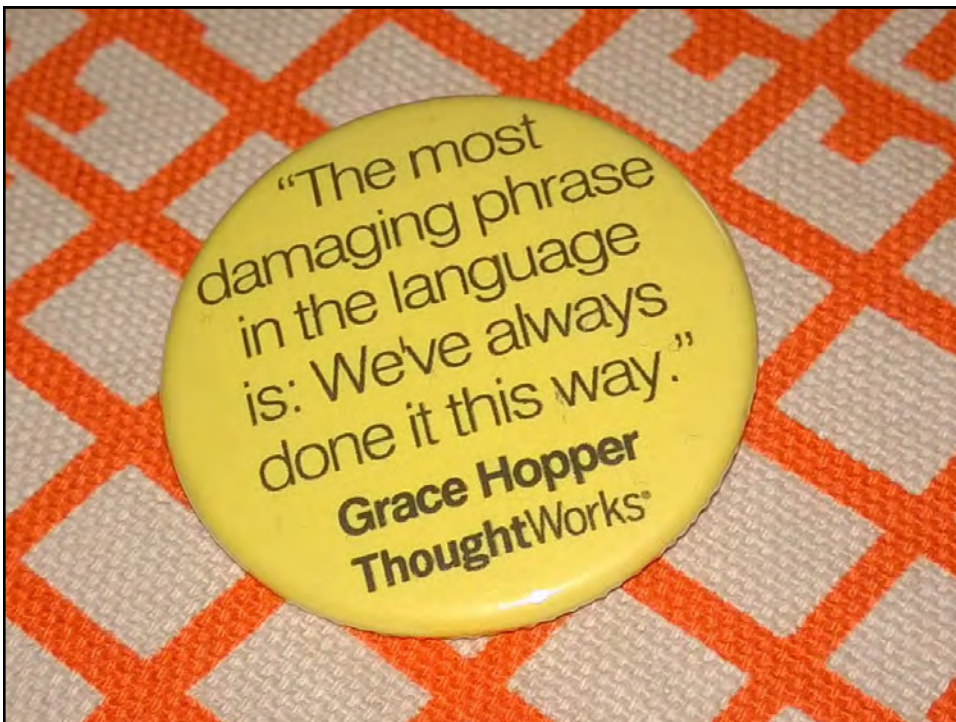
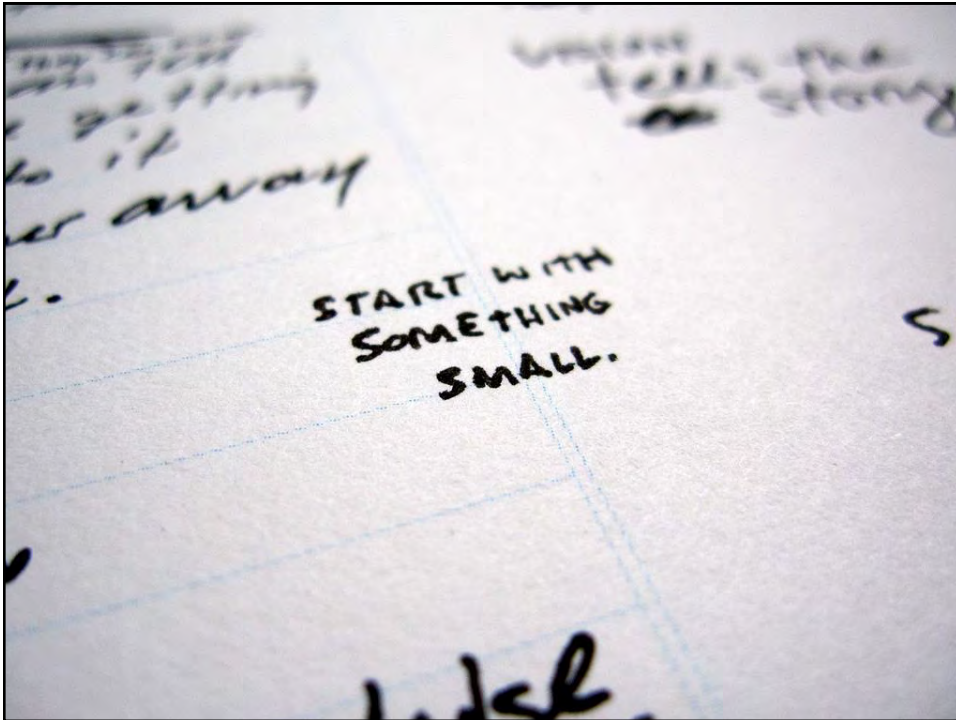
We aim to get better and better at what we do – improving our job skills and leadership abilities; growing revenue and profit.

6. Be of service.

We give more than is expected of us – to our coworkers and clients, to people that need help, and toward the advancement of our profession.



People > Process > Technology



Now, what will your
development team
do differently?

Thank you!

Kimberly Blessing | @obiwankimberly
kimberly@kimberlyblessing.com
www.obiwankimberly.com



brownstone | RESEARCH › DESIGN › DELIGHT

Sketches, images, and photographs by the Designers at Think Brownstone
<https://www.flickr.com/photos/thinkbrownstone>