



**Ladies that UX | Amsterdam**  
**April 21st, 2016 @ Rockstart, Amsterdam**

# Integrating **UX** in agile development @ debijenkorf**.nl**





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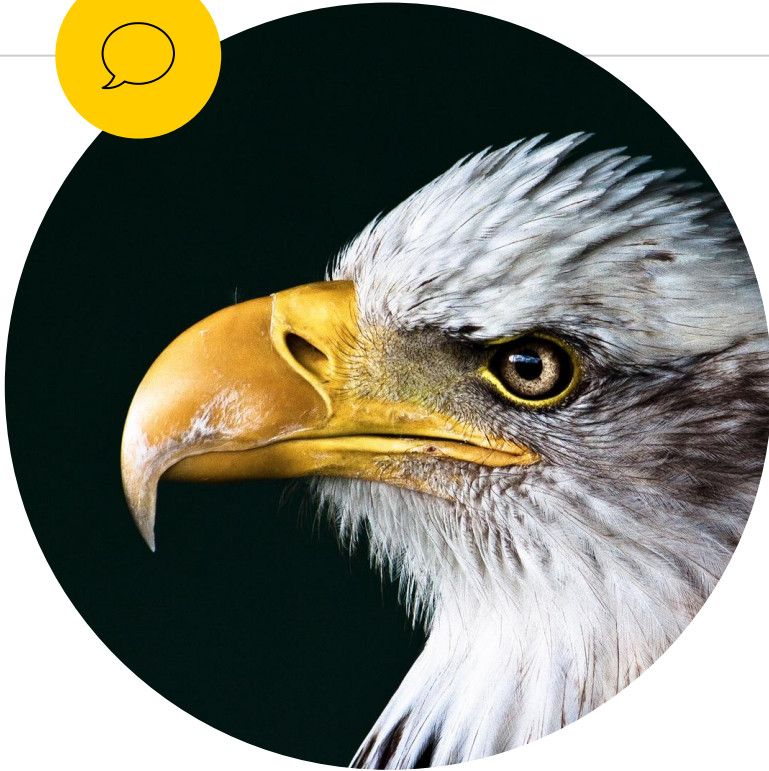
## Overview

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1. Where were we?

2. What are we doing now?

3. Where are we heading?



**Q&A?**

Yes please!

But at the end...

1

**Until a about year ago...**

*This new feature is very important.*

*We, as a business, know it is.*



“

*User research is very important.*

*But we need to first finish this  
project.*

“



Do we have a **design** for this?



“

# No different

From most organisations



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2

**And now...**

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**Big challenges**



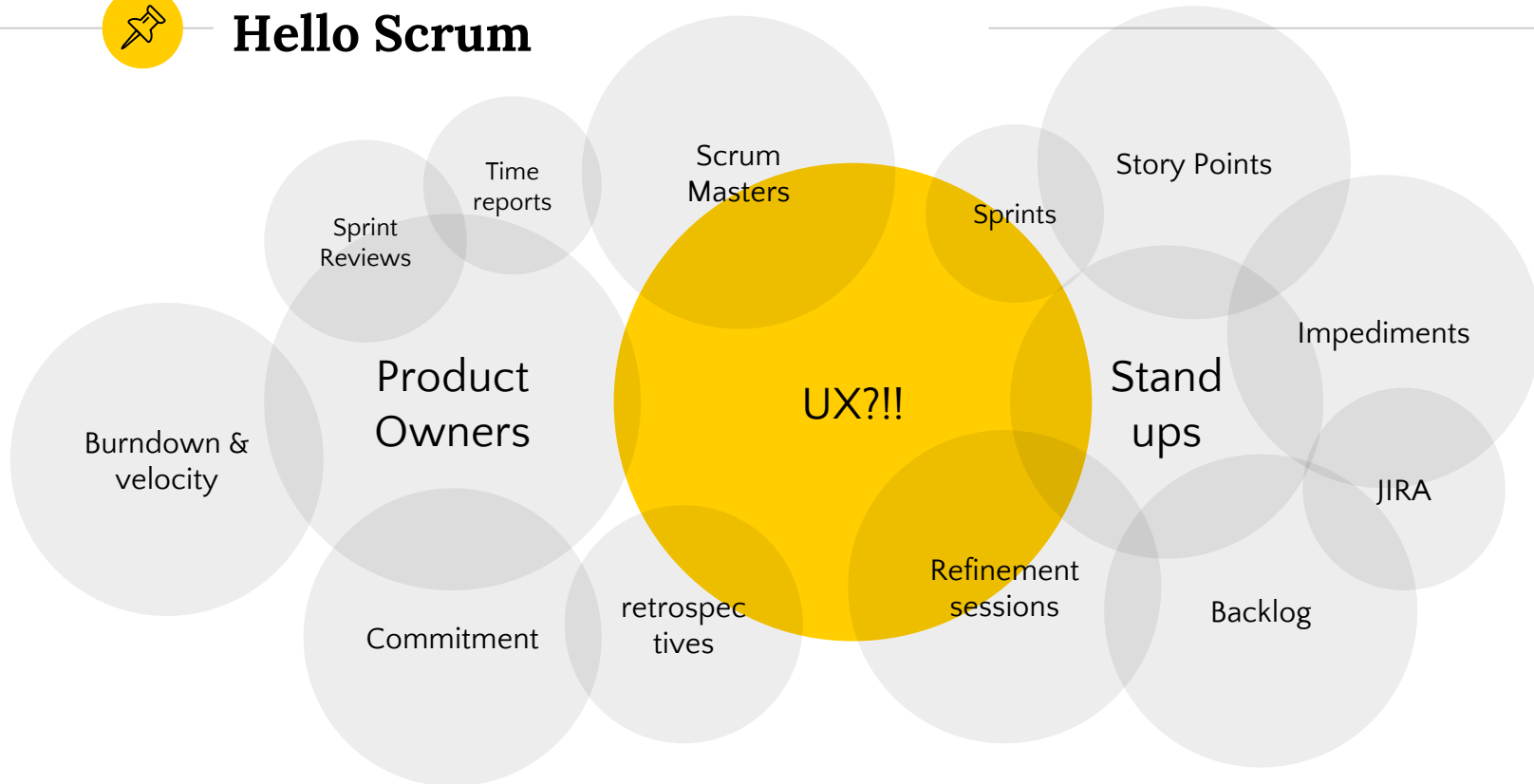
## Current mobile website

- Feels old
- Not responsive
- Difficult wayfinding
- Slow process
- Not presenting look & feel of stores
- Little inspiration





# Hello Scrum





## How do we combine **UX with Scrum?**

- Work in squads / teams
- 1 UX designer in each team
- Involve everyone



**Get out of the  
office**



de Bijenkorf



CAFÉ B

CAFÉ B

de Bijenkorf

de Bijenkorf

Dirigabelijk VVV  
Mids van de Oude  
Sint Mathisweg 1a  
Vrijthof  
Mids van de Oude



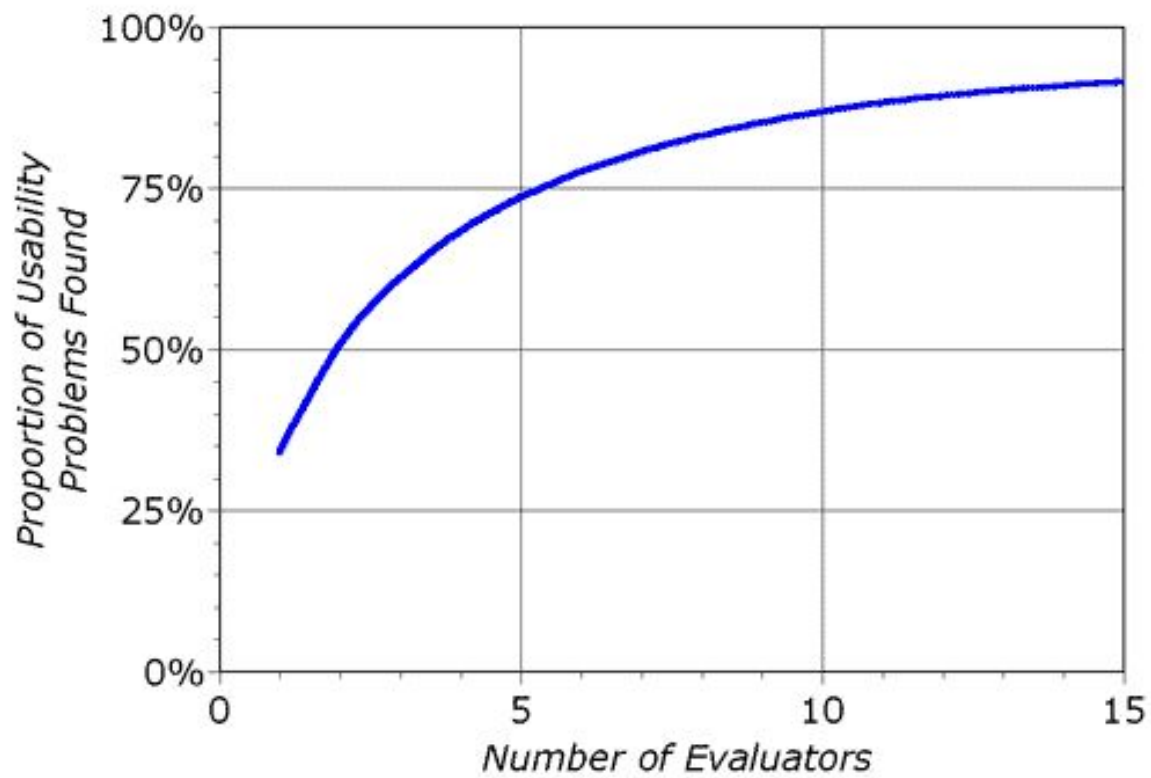
**"Guerilla usability testing"**



*Zero users give  
zero insights.*

“

Jakob Nielsen





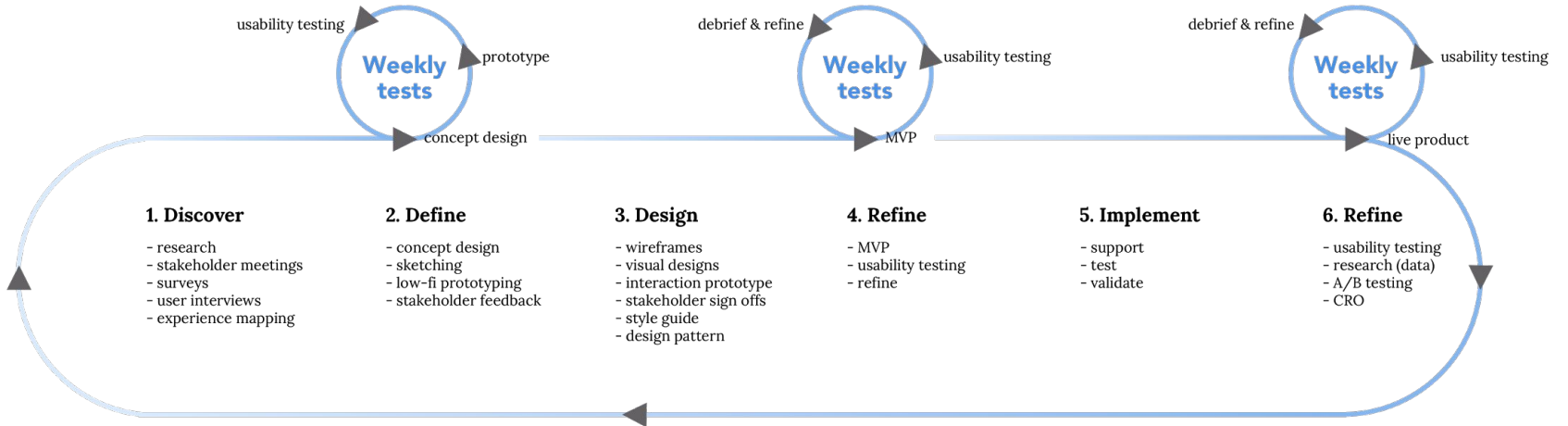
## How do we combine **UX with Scrum?**

- Work in squads / teams
- 1 UX designer in each team
- Involve everyone
- Get out of the office
- **Work 1-2 sprints ahead of the rest**

## SPRINT X

## SPRINT 1

## SPRINT 2





## How do we combine **UX with Scrum?**

- Work in squads / teams
- 1 UX designer in each team
- Involve everyone
- Get out of the office
- Work 1-2 sprints ahead of the rest
- **Use the right tools for your process**

A glass jar with a metal clasp lid, filled with colorful candies (red, yellow, green, blue, orange, and brown), sits on a light-colored surface. In the background, a chalkboard is visible with some faint, illegible writing. The scene is lit with warm, soft light, creating a cozy atmosphere. A yellow banner with the text "Tools = candy" is overlaid on the jar, and a small black heart icon is positioned below it.

**Tools = candy**





## Tools: research

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Google  
Analytics

inspectlet

Baymard Institute 

  
usabilla



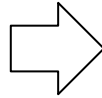
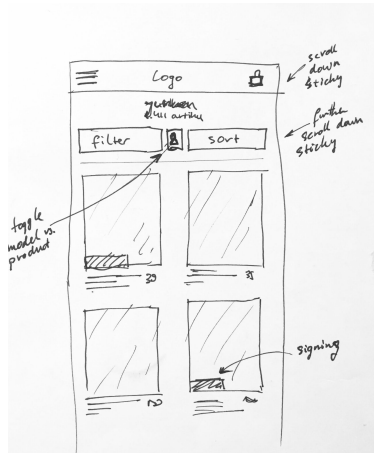
## Tools: sketch & design

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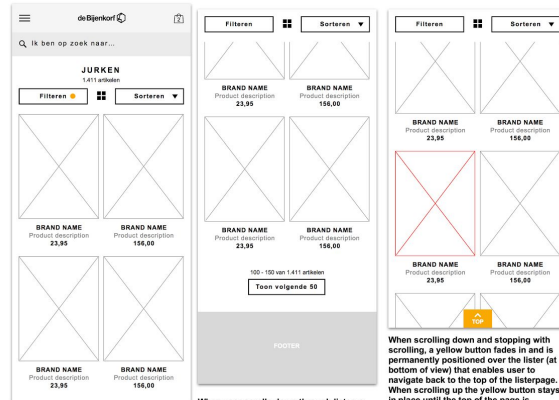




# Tools: sketch & design

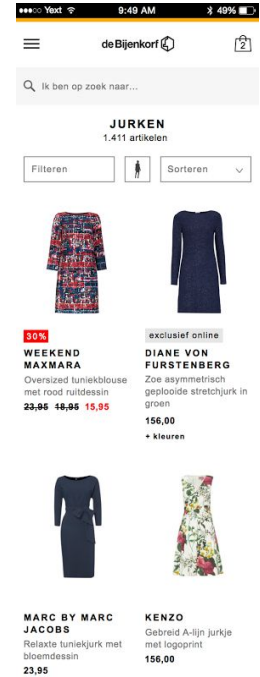
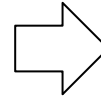


## 1. Mobile Lister Pagination



Listerpage with Filter & Sort buttons in top

When user scrolls down through lister, a load more button is shown to load next 50 products. Above the load more button the previous number of products is shown to give the user an indication of its position in the lister / total amount of products.





## Tools: prototype


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*marvel*

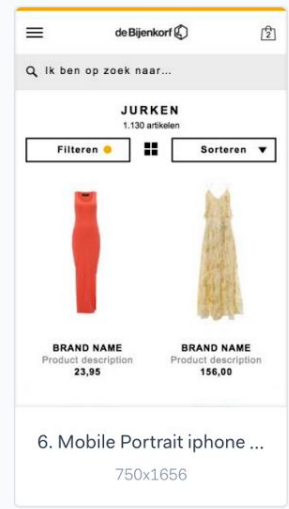
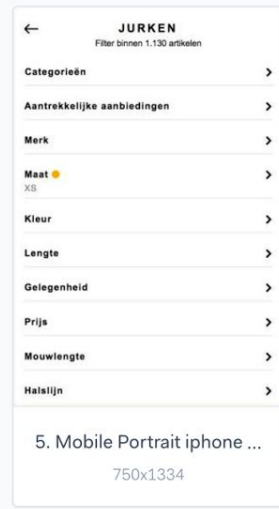
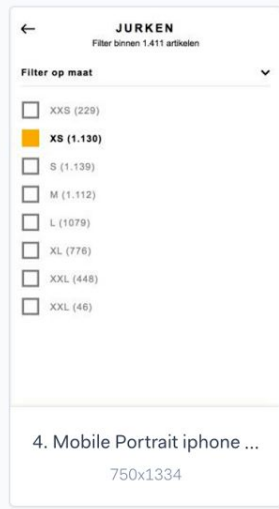
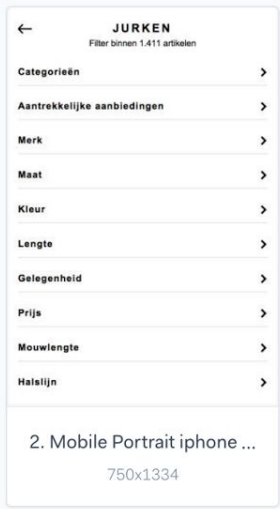
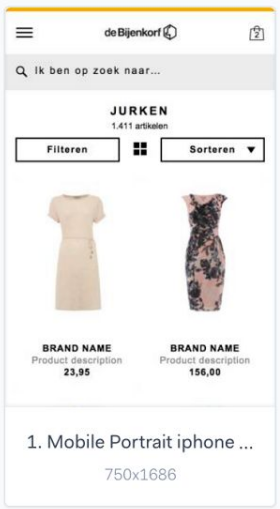
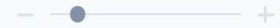


axure

+ 1. Mobile Lister | Facet Filter V3 

   Download  Play  Share

 Add images  Canvas





## Tools: user testing

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*lookback*









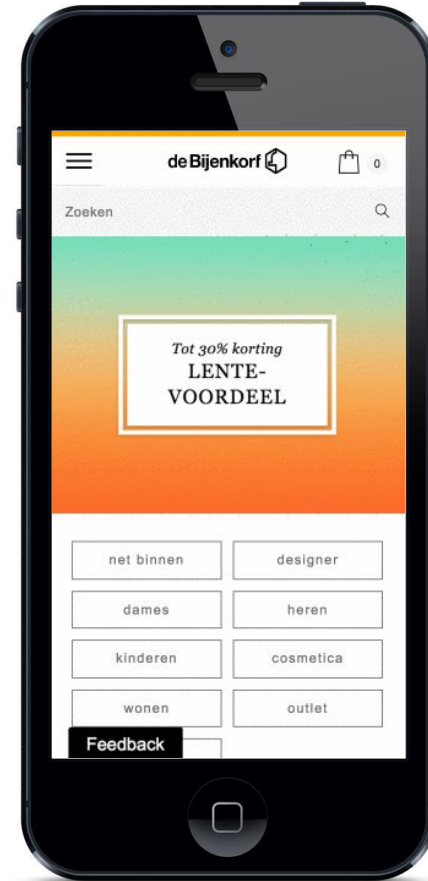
## Tools: stakeholders & developers





## Progress after 9 months

- 200+ usability testing hours
- Beta launched this week
- User centred development approach
- Important role in the organization



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**What's in the future?**

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Kick **out the U** and bring **in the C**.



“

**CLICK & COLLECT**

**DRIVE THROUGH**





## Customer Experience

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A customer is a 'user' of

- ◉ Your **products**, both on- and offline
- ◉ Your **services**, both on- and offline
- ◉ Your whole **organization**, really

You don't fix **the digital**.

You fix **the organization**.

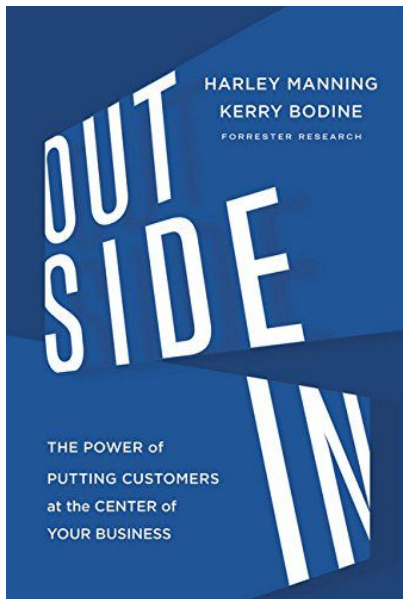
“

I want us to stop talking about **digital** and **physical** retail as if they're two separate things.

The customer doesn't think of it that way, and we can't either.

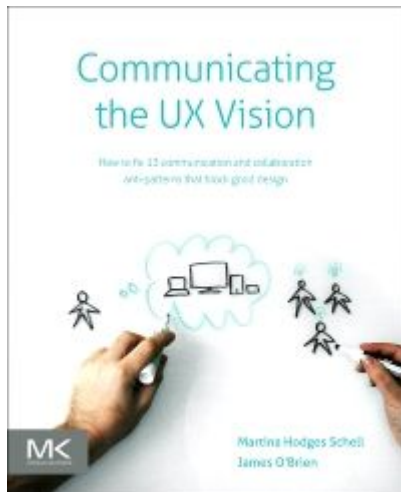
“

Doug McMillan, CEO Walmart



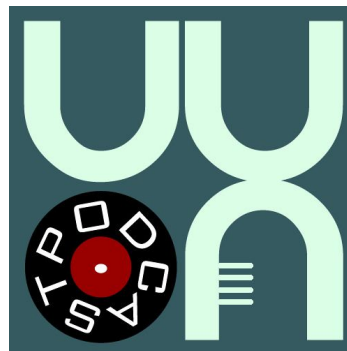
Outside In:  
The Power of Putting  
Customers at the Center  
of Your Business

Harley Manning & Kerry  
Bodine & Josh Bernoff



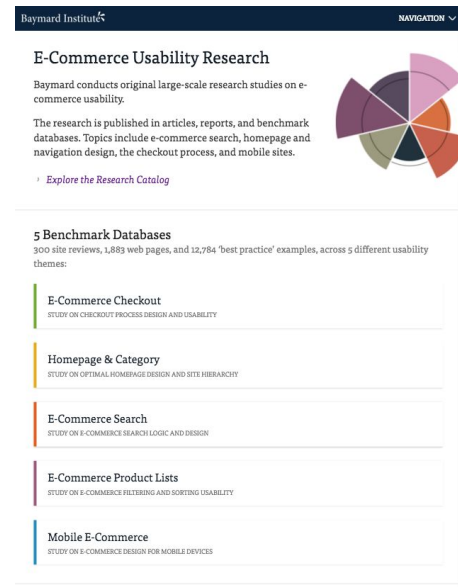
Communicating the  
UX Vision

Martina Schell &  
James O'Brien



uxpodcast.com  
Per Axbom &  
James Royal-Lawson

**Some great sources**



baymard.com  
E-commerce  
benchmarking



# Thanks!

*Any* **questions?**

You can find us at

- [ux@debijenkorf.nl](mailto:ux@debijenkorf.nl)