

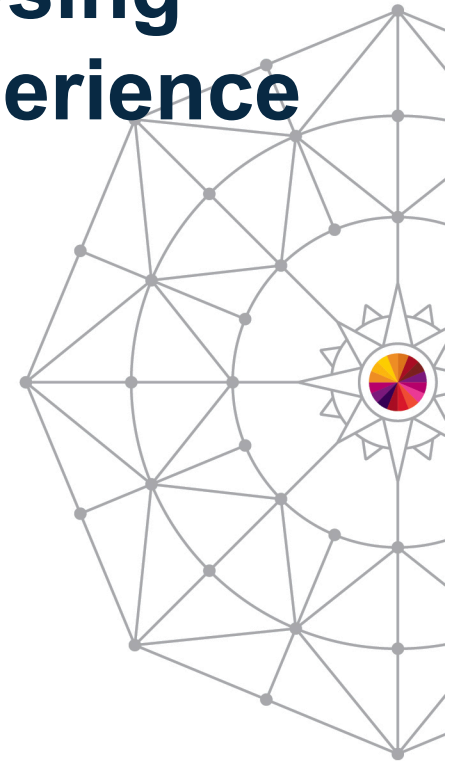
# Modernizing the Mainframe: Using Agile to Improve the User Experience with User Centered Design

*Joyner R. Perez*  
*CA Technologies*

*August 08, 2014*  
*Session Number 15853*



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# What is this session about?

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What is User Experience (UX)?

UX Challenges on Mainframe

Leveraging Agile for a Better UX

Working Together

Lessons Learned

# What is User Experience (UX)?





# What is User Experience (UX)?

**What most people think UX is**

What UX really is

# InterfaceDesign

# VisualDesign

# What is User Experience (UX)?

What most people think UX is

**What UX really is**

# What is User Experience (UX)?

What most people think UX is

**What UX really is**



User Experience (UX) encompasses all aspects of the end-user's interaction with the company, its services, and its products.



-Jakob Nielsen and Don Norman, *The Definition of User Experience*

# InterfaceDesign

# VisualDesign

Field Research  
Creating Personas  
Layout Prototyping User Tests  
Interface Design Product Design  
Usability Visual Design  
Copywriting Speaking User Research  
Requirements Writing Presenting  
Face to face Interviewing  
Information Architecture

# What is User Experience (UX)?

What most people think UX is

**What UX really is**



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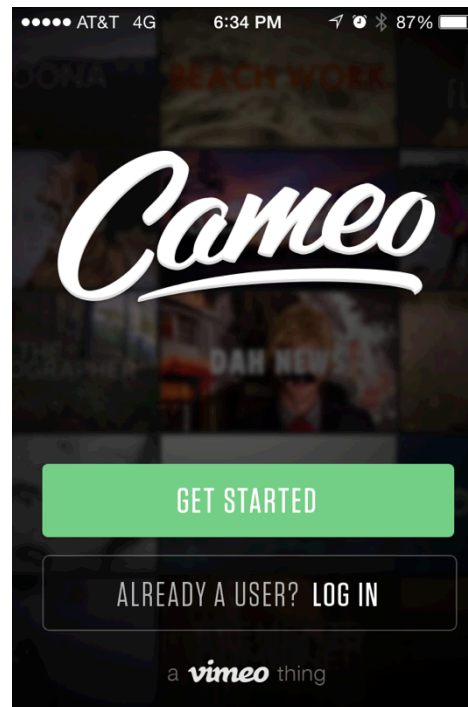
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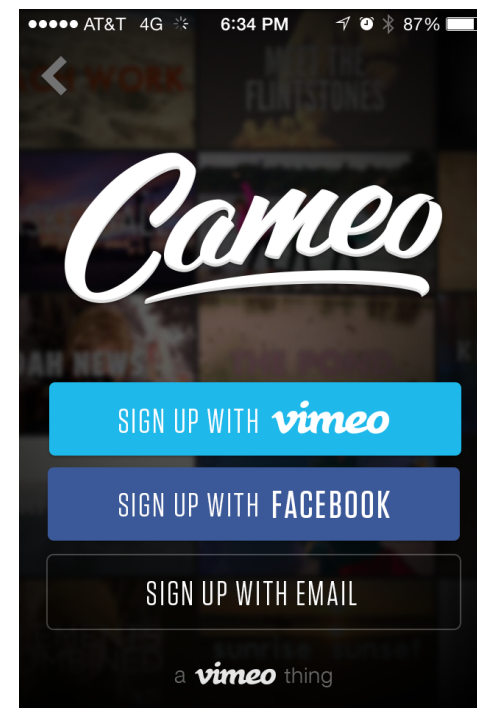
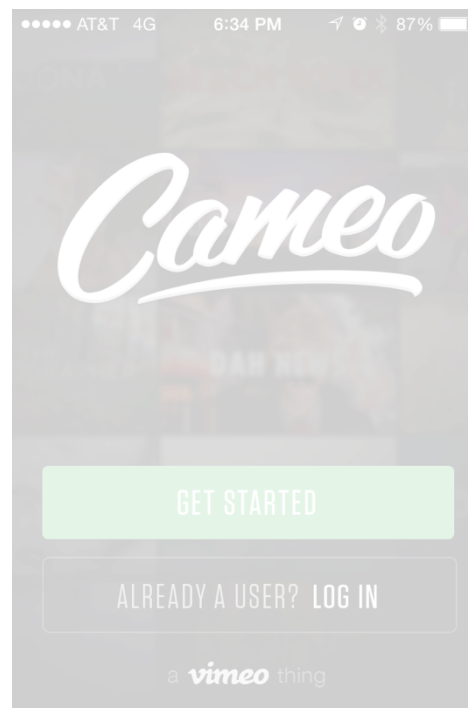
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# UX Challenges on Mainframe





# UX Challenges on Mainframe

## User is not usually the buyer

Custom environments

Users are difficult to reach

Complex work domain

# UX Challenges on Mainframe

## User is not usually the buyer

Custom environments

Users are difficult to reach

Complex work domain

User research

Create & use *Personas*

Articulate user benefit

# UX Challenges on Mainframe

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Test early & on-site

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**Users are difficult to reach**

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User is not usually the buyer

Custom environments

**Users are difficult to reach**

Complex work domain

Good balance of time/effort

Recruit everywhere

Heuristic evaluation

# UX Challenges on Mainframe

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**Complex work domain**

# UX Challenges on Mainframe

User is not usually the buyer

Custom environments

Users are difficult to reach

**Complex work domain**

Work domain analysis



# Leveraging Agile for a Better UX



# Leveraging Agile for a Better UX

## UX and Agile integration

Emphasis on engagement

Iterative development

Small chunks, big change

# Leveraging Agile for a Better UX

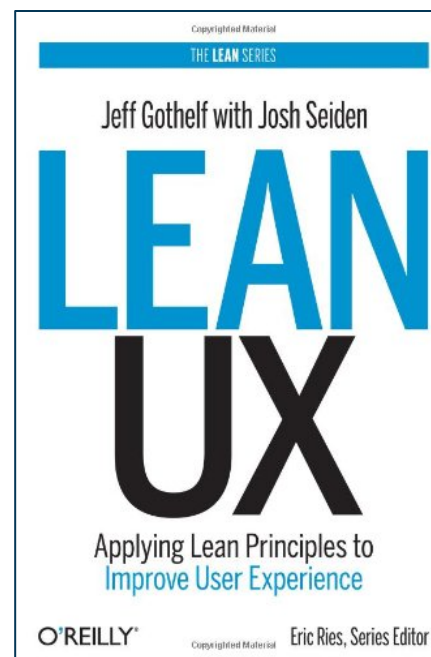


## UX and Agile integration

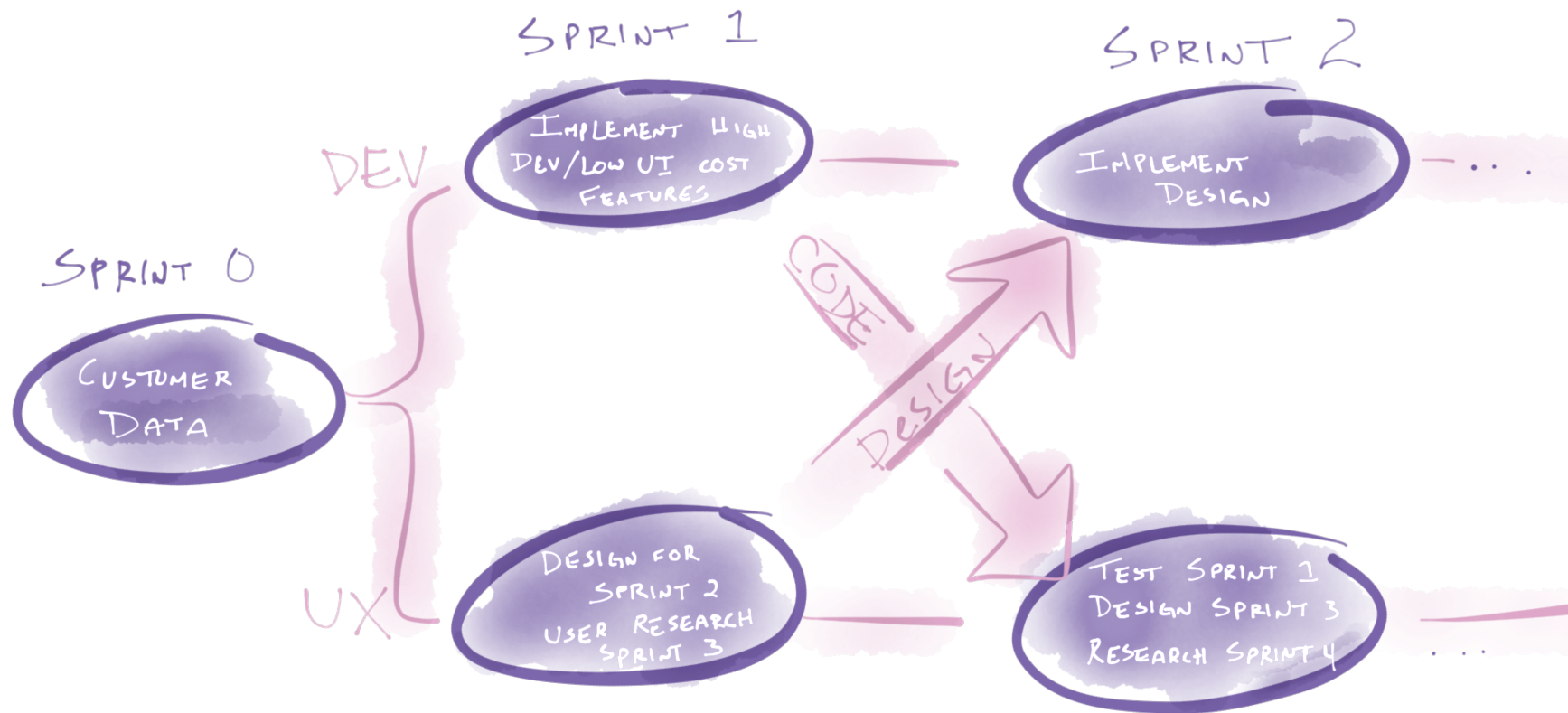
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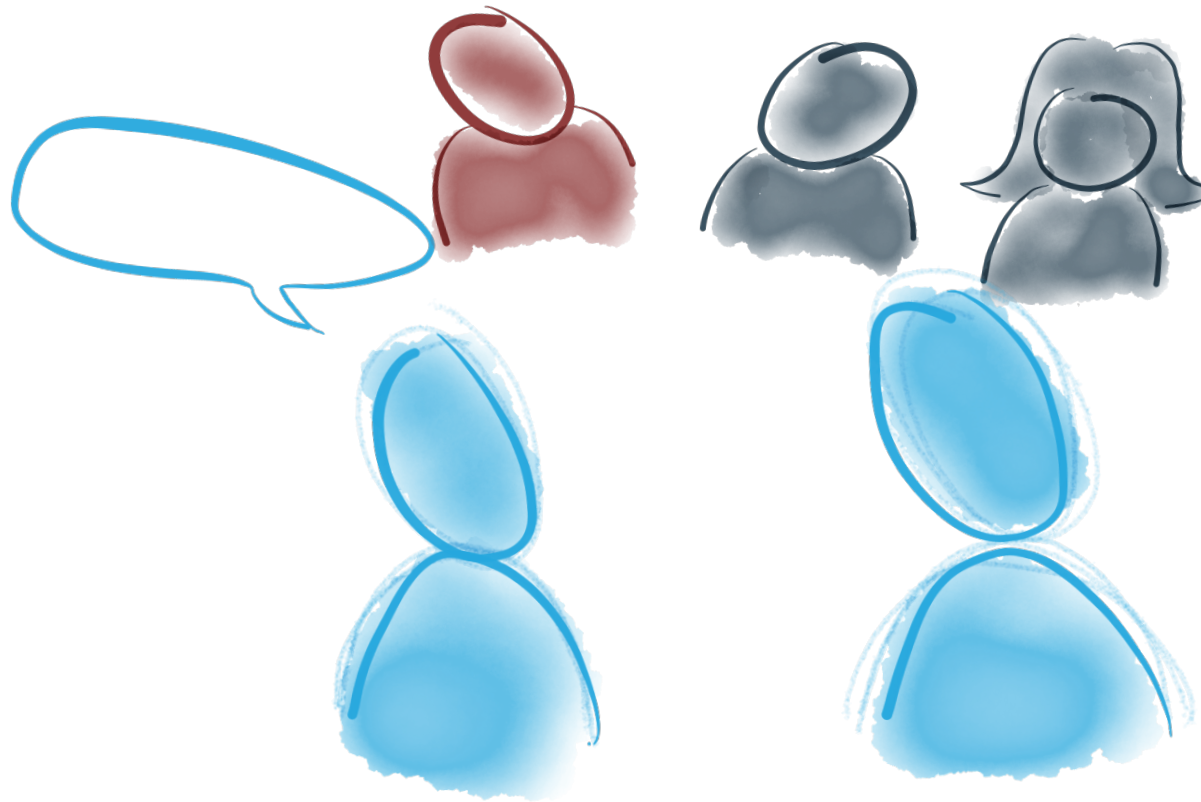
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# Leveraging Agile for a Better UX



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# Leveraging Agile for a Better UX

UX and Agile integration

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# Working Together



# Working Together



## Plan

Design / Build / Test

Release



# Working Together



## Plan

Design / Build / Test

Release

Charter Review

Interviews & surveys

On-site observation



# Working Together



Plan

**Design / Build / Test**

Release



# Working Together



Plan

**Design / Build / Test**

Release

Sprint reviews

Usability testing

Surveys



# Working Together



Plan

Design / Build / Test

**Release**



# Working Together



Plan

Design / Build / Test

**Release**

Beta trial

Testing & reporting

User group meeting



# Lessons Learned





# Lessons Learned

## Continuous learning and growth

Constant cycle of improvement

Cross-functional coordination

Everyone is a researcher

Communicate intent

# Lessons Learned

Continuous learning and growth

**Constant cycle of improvement**

Cross-functional coordination

Everyone is a researcher

Communicate intent

“ ... we never have [a] final design to implement ”

# Lessons Learned

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# Conclusion

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Complete your session evaluations online at [www.SHARE.org/Pittsburgh-Eval](http://www.SHARE.org/Pittsburgh-Eval)

# Acknowledgments

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Session 15853






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# Questions, Comments & Discussion

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**CONTACT**

 @joyner\_perez  
 [linkedin.com/in/joynerperez](https://www.linkedin.com/in/joynerperez)  
 [joyner.perez@ca.com](mailto:joyner.perez@ca.com)



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