

Agile Ux Storytelling Crafting Stories For Better Software Development

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Baker, R. (2017). Agile UX Storytelling : Crafting Stories for Better Software Development. Quesenbery, W., Brooks, K. (2011). Storytelling for User Experience: Crafting Stories for Better Design. UX + Data Storytelling talk by Donna Lichaw. Narratives and story telling in gamification by Andrzej Marczewski

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Agile UX Storytelling: Crafting Stories for Better Software Development Rebecca Baker Plano, Texas, USA ISBN-13 (pbk): 978-1-4842-2996-5 ISBN-13 (electronic): 978-1-4842-2997-2 DOI 10.1007/978-1-4842-2997-2 Library of Congress Control Number: 2017952245 Copyright © 2017 by Rebecca Baker and CA. All rights reserved.

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Storytelling to Present UX Work Build buy-in and increase impact by using persuasive, engaging stories to present research findings, abstract concepts, and design ideas Whether you're creating a shared vision, pitching a new idea, or rallying others around a design, telling a compelling story can be the difference between excitement and inaction.

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We all tell stories. It's one of the most natural ways to share information, as old as the human race. This book is not about a new technique, but how to use something we already know in a new way. Stories help us gather and communicate user research, put a human face on analytic data, communicate design ideas, encourage collaboration and innovation, and create a sense of shared history and purpose. This book looks across the full spectrum of user experience design to discover when and how to use stories to improve our products. Whether you are a researcher, designer, analyst or manager, you will find ideas and techniques you can put to use in your practice.

Customer experiences are increasingly complicated—with multiple channels, touchpoints, contexts, and moving parts—all delivered by fragmented organizations. How can you bring your ideas to life in the face of such complexity? *Orchestrating Experiences* is a practical guide for designers and everyone struggling to create products and services in complex environments.

Software Development is moving towards a more agile and more flexible approach. It turns out that the traditional "waterfall" model is not supportive in an environment where technical, financial and strategic constraints are changing almost every day. But what is agility? What are today's major approaches? And especially: What is the impact of agile development principles on the development teams, on project management and on software architects? How can large enterprises become more agile and improve their business processes, which have been existing since many, many years? What are the limitations of Agility? And what is the right balance between reliable structures and flexibility? This book will give answers to these questions. A strong emphasis will be on real life project examples, which describe how development teams have moved from a waterfall model towards an Agile Software Development approach.

Agile has become today's dominant software development paradigm, but agile methods remain difficult to measure and improve. *Essential Skills for the Agile Developer* fills this gap from the bottom up, teaching proven techniques for assessing and optimizing both individual and team agile practices. Written by four principals of Net Objectives—one of the world's leading agile training and consulting firms—this book reflects their unsurpassed experience helping organizations transition to agile. It focuses on the specific actions and insights that can deliver the greatest design and programming improvements with economical investment. The authors reveal key factors associated with successful agile projects and offer practical ways to measure them. Through actual examples, they address principles, attitudes, habits, technical practices, and design considerations—and above all, show how to bring all these together to deliver higher-value software. Using the authors' techniques, managers and teams can optimize the whole organization and the whole product across its entire lifecycle. *Essential Skills for the Agile Developer* shows how to Perform programming by intention Separate use from construction Consider testability before writing code Avoid over- and under-design Succeed with Acceptance Test Driven Development (ATDD) Minimize complexity and rework Use encapsulation more effectively and systematically Know when and how to use inheritance Prepare for change more successfully Perform continuous integration more successfully Master powerful best practices for design and refactoring

More and more Agile projects are seeking architectural roots as they struggle with complexity and scale - and they're seeking lightweight ways to do it Still seeking? In this book the authors help you to find your own path Taking cues from Lean development, they can help steer your project toward practices with longstanding track records Up-front architecture? Sure. You can deliver an architecture as code that compiles and that concretely guides development without bogging it down in a mass of documents and guesses about the implementation Documentation? Even a whiteboard diagram, or a CRC card, is documentation: the goal isn't to avoid documentation, but to document just the right things in just the right amount Process? This all works within the frameworks of Scrum, XP, and other Agile approaches

Describes Agile Modeling Driven Design (AMDD) and Test-Driven Design (TDD) approaches, database refactoring, database encapsulation strategies, and tools that support evolutionary techniques Agile software developers often use object and relational database (RDB) technology together and as a result must overcome the impedance mismatch The author covers techniques for mapping objects to RDBs and for implementing concurrency control, referential integrity, shared business logic, security access control, reports, and XML An agile foundation describes fundamental skills that all agile software developers require, particularly Agile DBAs Includes object modeling, UML data modeling, data normalization, class normalization, and how to deal with legacy databases Scott W. Ambler is author of *Agile Modeling* (0471202827), a contributing editor with *Software Development* (www.sdmagazine.com), and a featured speaker at software conferences worldwide

Like a good story, successful design is a series of engaging moments structured over time. *The User's Journey* will show you how, when, and why to use narrative structure, technique, and principles to ideate, craft, and test a cohesive vision for an engaging outcome. See how a "story first" approach can transform your product, feature, landing page, flow, campaign, content, or product strategy.

In *Acceptance Test Driven Development (ATDD)*, developers work with customers and testers to create acceptance tests that thoroughly describe how software should work from the customer's viewpoint. By tightening the links between customers and agile teams, ATDD can significantly improve both software quality and developer productivity. This is the first start-to-finish, real-world guide to ATDD for every agile project participant. Leading agile consultant Kenneth Houston Pugh begins with a dialogue among a developer, tester, and customer, explaining the "what, why, where, when, and how" of.

Combine two typically separate sources of data—behavioral quantitative data and usability testing qualitative data—into a powerful single tool that helps improve your organization's website by increasing conversion and ROI. The combination of the what is happening data of website activity, coupled with the why it's happening data of usability testing, provides a complete

360-degree view into what is causing poor performance, where your website can be optimized, and how it can be improved. There are plenty of books focusing on big data and using data analytics to improve websites, or on utilizing usability testing and UX research methods for improvement. This is the first book that combines both subjects into a methodology you can use over and over again to improve any website. UX Optimization is ideal for anyone who wants to combine the power of quantitative data with the insights provided by qualitative data to improve website results. The book uses step-by-step instructions with photos, drawings, and supporting screenshots to show you how to: define personas, conduct behavioral UX data analysis, perform UX and usability testing evaluations, and combine behavioral UX and usability data to create a powerful set of optimization recommendations that can dramatically improve any website. What You ' ll Learn Understand personas: what they are and how to use them to analyze data Use quantitative research tools and techniques for analysis Know where to find UX behavioral data and when to use it Use qualitative research tools, techniques, and procedures Analyze qualitative data to find patterns of consistent task flow errors Combine qualitative and quantitative data for a 360-degree view Make recommendations for optimizations based on your findings Test optimization recommendations to ensure improvements are achieved Who This Book Is For Big data analytics (quantitative) professionals who want to learn more about the qualitative side of analysis; UX researchers, usability testers, and UX designers (qualitative professionals) who want to know more about big data and behavioral UX analysis; and students of UX, UX designers, product managers, developers, and those at startups who want to understand how to use behavioral UX and usability testing data to optimize their websites and apps.

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