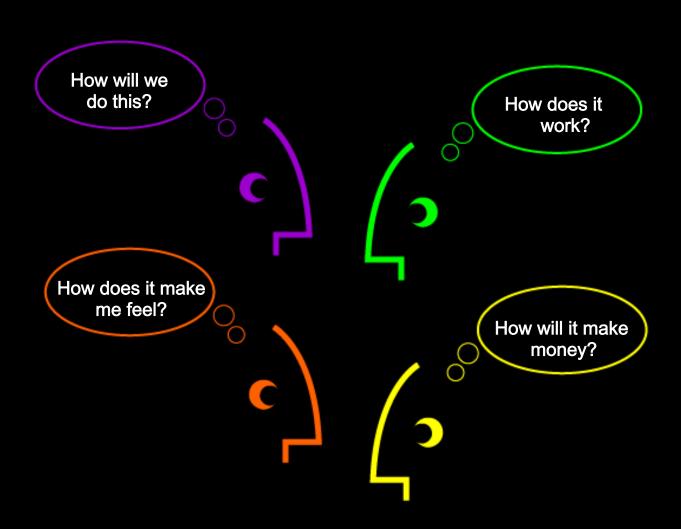


Dancing with Strangers

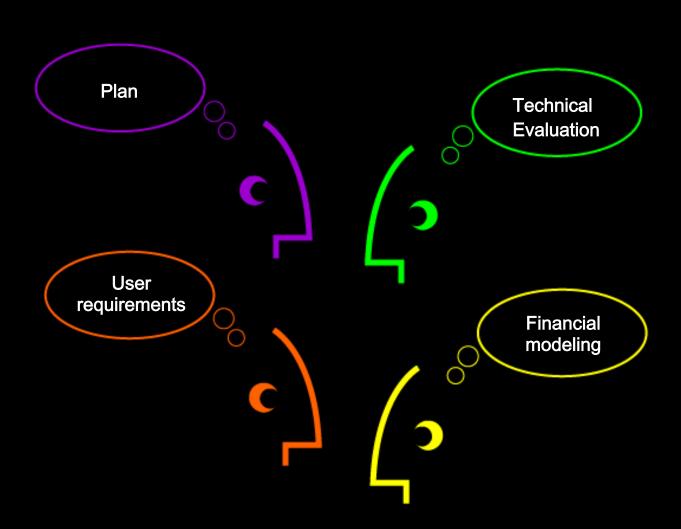
Darryl Feldman | Director of User Experience | Sapient

Multidisciplinary design teams spend a lot of time, energy and cost trying to 'dance' together without stepping on each others toes or falling over.

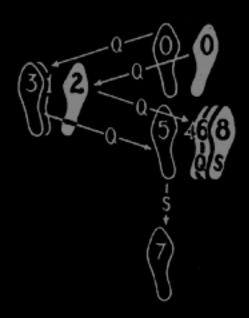
People think differently...



...and use different methods.



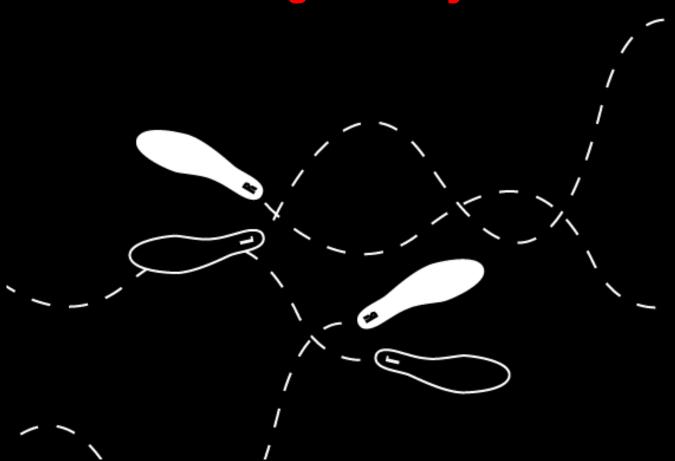
In addition the tempo just got quicker



- Designing successful interactive products is getting more complex
- Huge client demand for integrated services and teams
- Teams are getting bigger often spread around the globe

- Increased pressure for teams to be effective less time and money
- More focus on standardised project management, methodologies and processes

It can get messy.

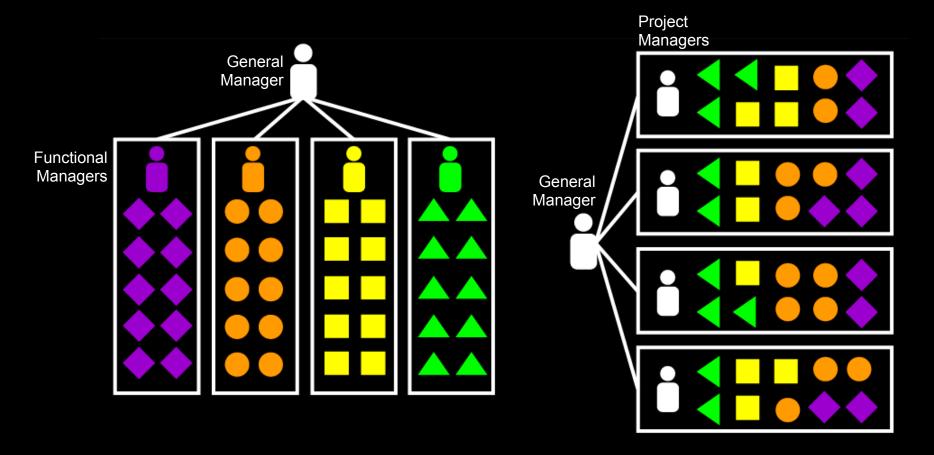


Organisational realities...

- Lack of team empowerment
- Functional allegiances transcending project goals
- Inadequate resources
- Lack of cross-functional representation on the project team

Management of multidisciplinary design teams should be as creative as the solution itself.

Organisations need to be configured for collaborative success



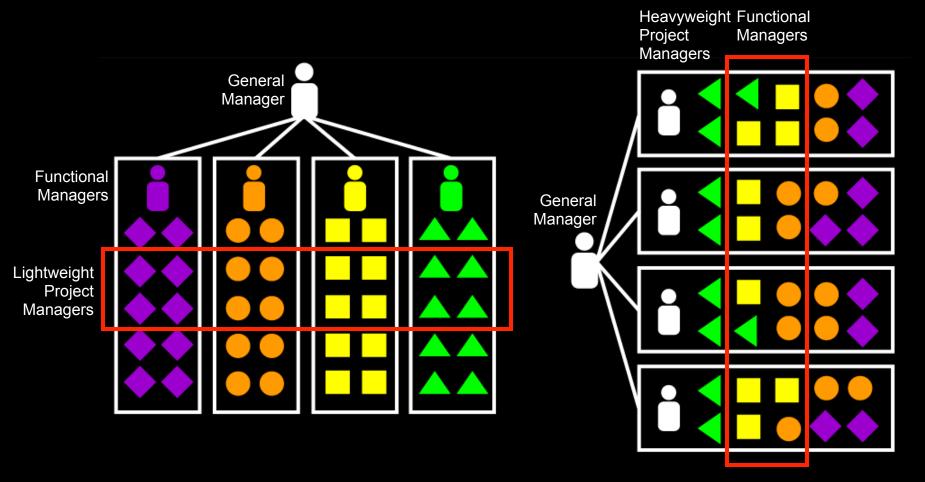
A Functional Organisation

Can lead to discipline ghettos

A Project Organisation

Can lead to lack of professional community

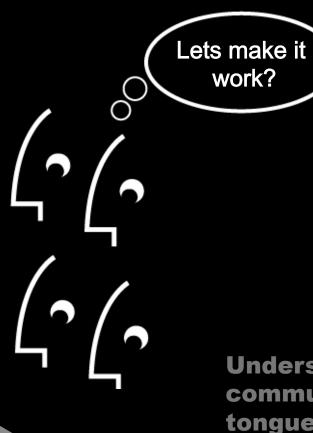
Matrix organisations can support both types of linkage



A Lightweight Project Matrix Organisation

A Heavyweight Project Matrix Organisation

People need to get on the same page...



Understand each other ... communicate in the same tongue and develop an holistic approach.







and use a methodology that brings people together.



Budget/timeline

Business requirements

Metrics for success

Adoption strategy

User requirements

Technical requirements

Brand

Business model

Approach

Workshops (internal/external)

Collaborative brainstorming Research & user testing

Reviews

Create blueprints

Detail plans

Prototyping

Iteration

Documentation

Ramp up teams
Create project tracks
Collaborative design sessions
Team checkpoints

User testing Reviews

Production of assets Quality assurance

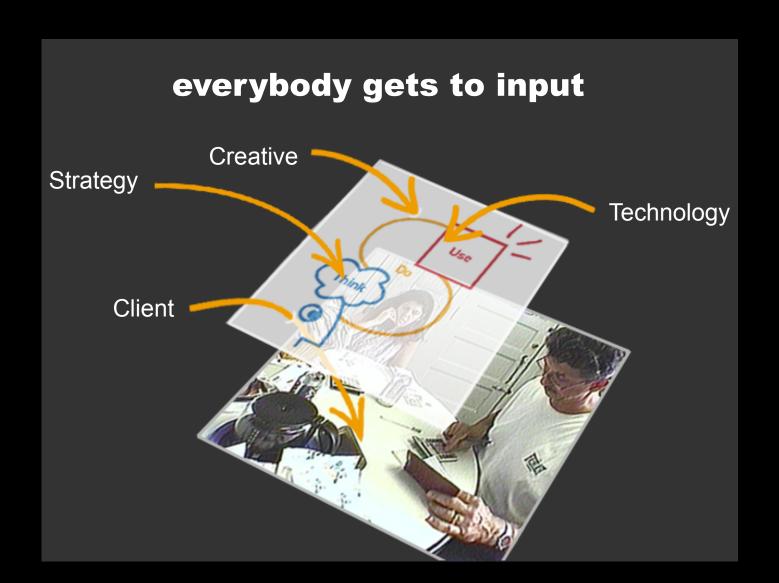
UAT

Track problems
Create test plans
Team checkpoints
Hand over

Share and listen...



...and build the solution together, balancing vision with user needs.



Do you think diverse skill sets can fit together effectively to build coherent teams?

What are your ideas in terms of bringing multidisciplinary teams together?