

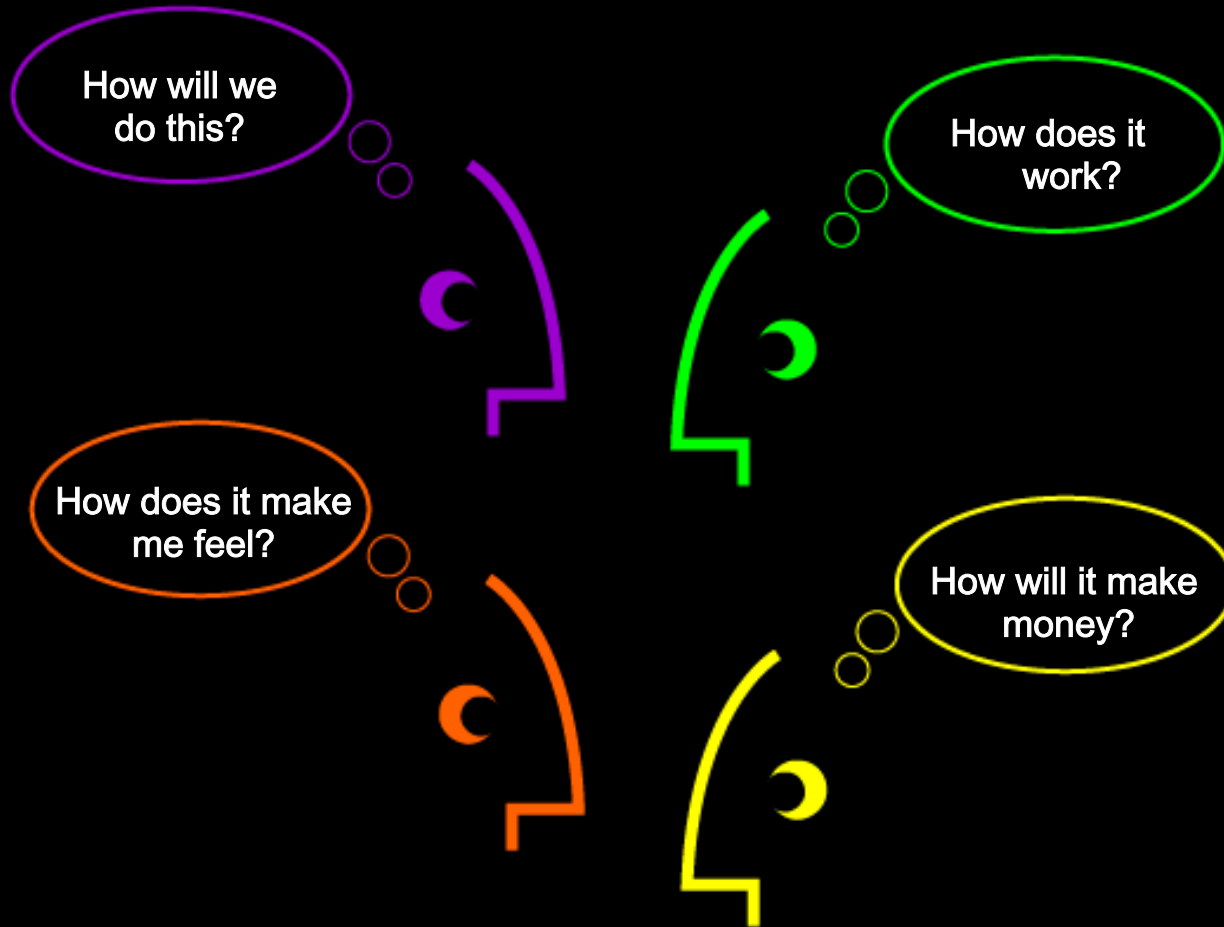


Dancing with Strangers

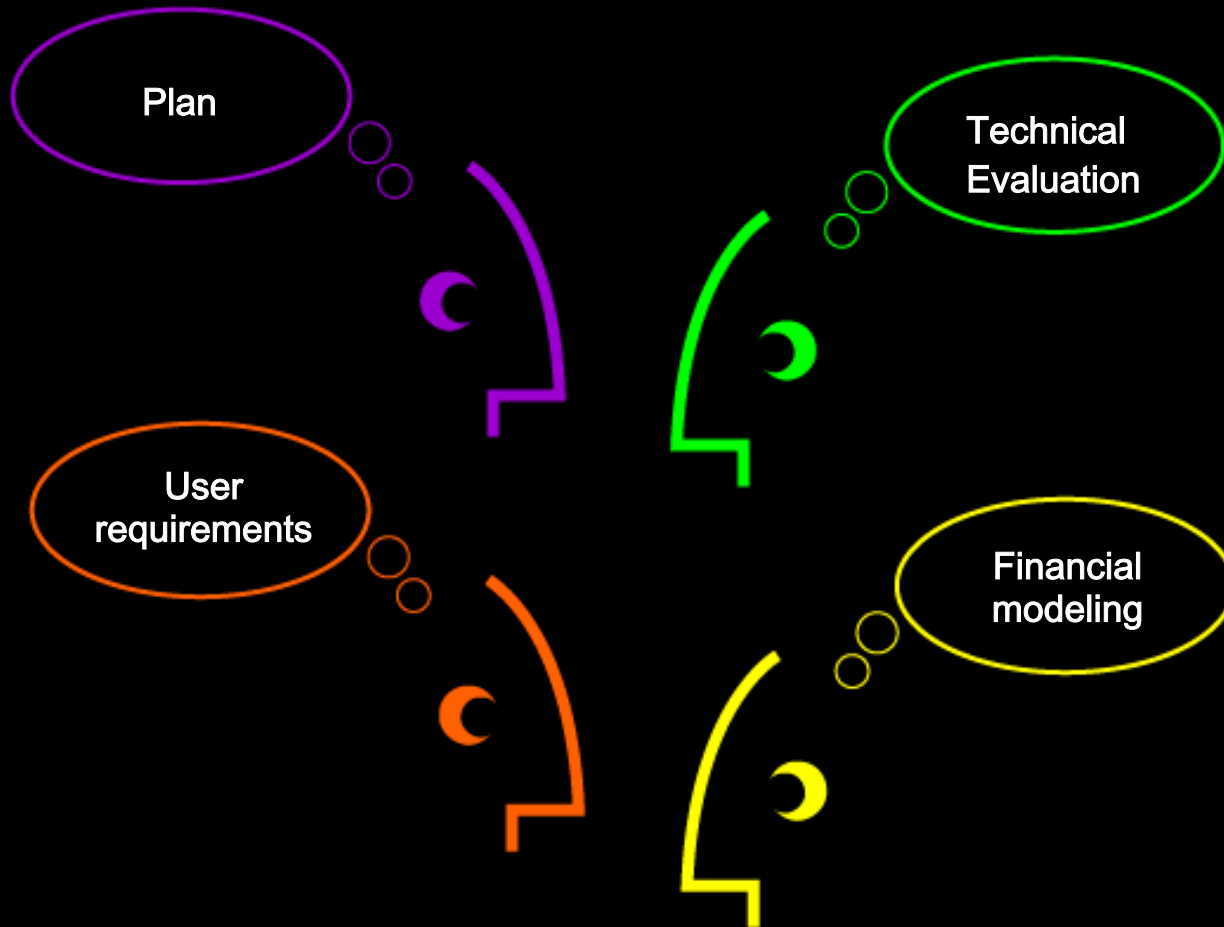
Darryl Feldman | Director of User Experience | Sapient

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

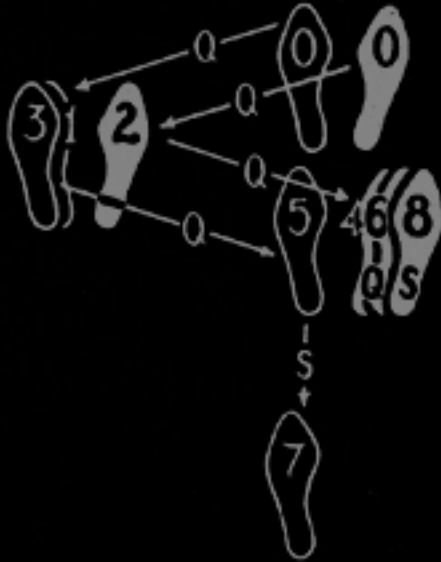
People think differently...



...and use different methods.



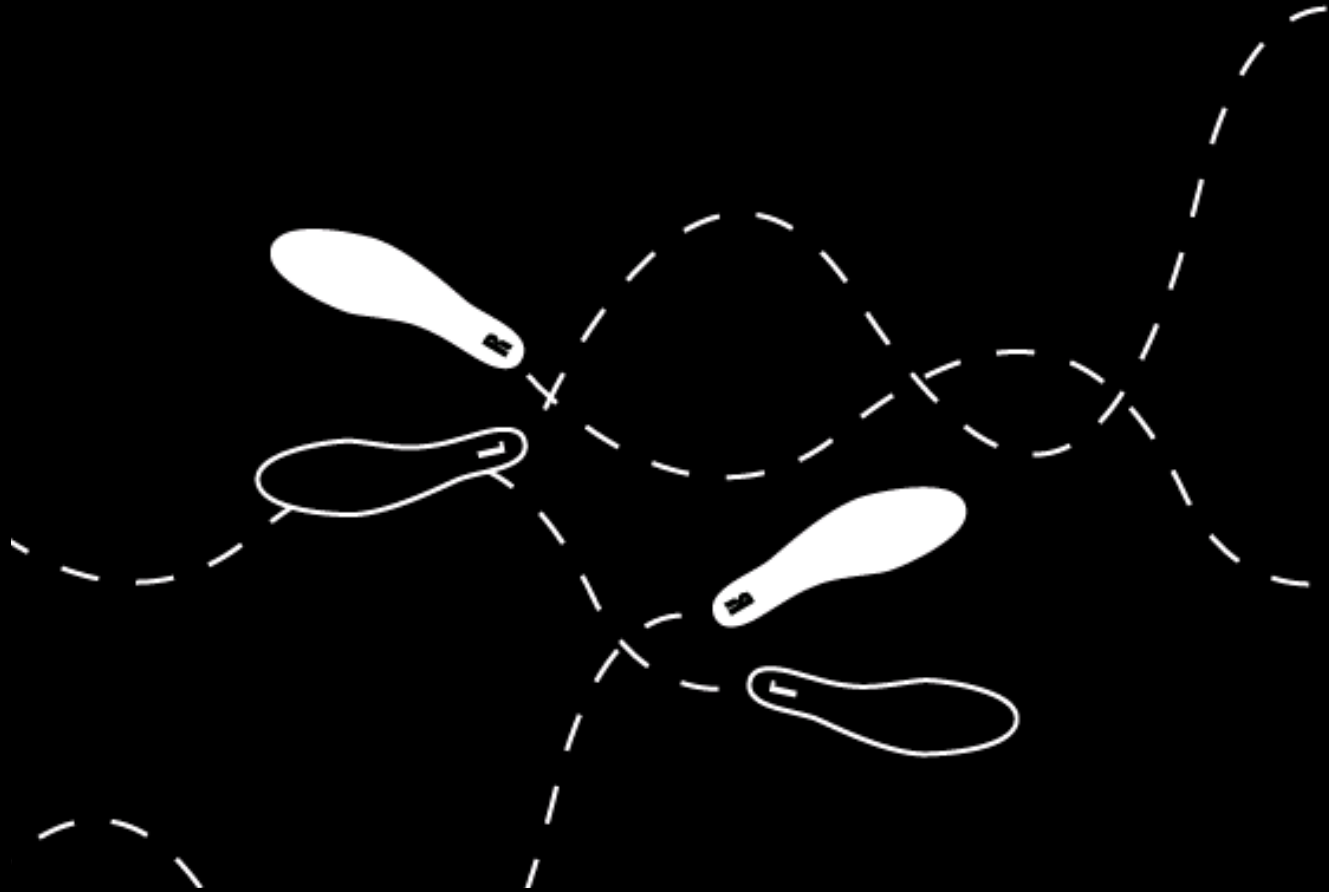
In addition the tempo just got quicker



- 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.

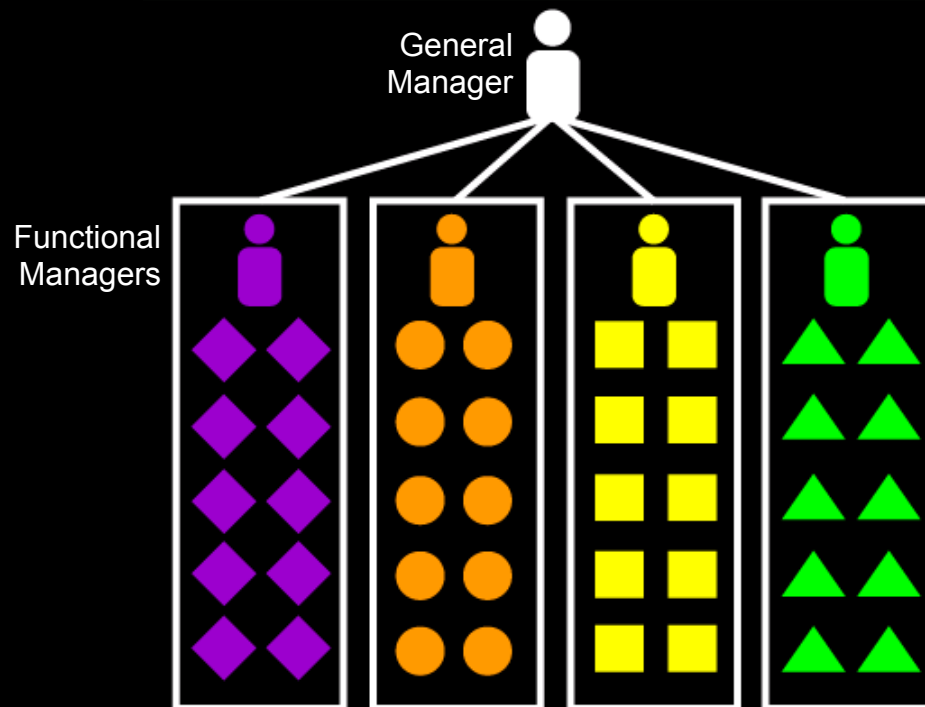


Organisational realities...

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

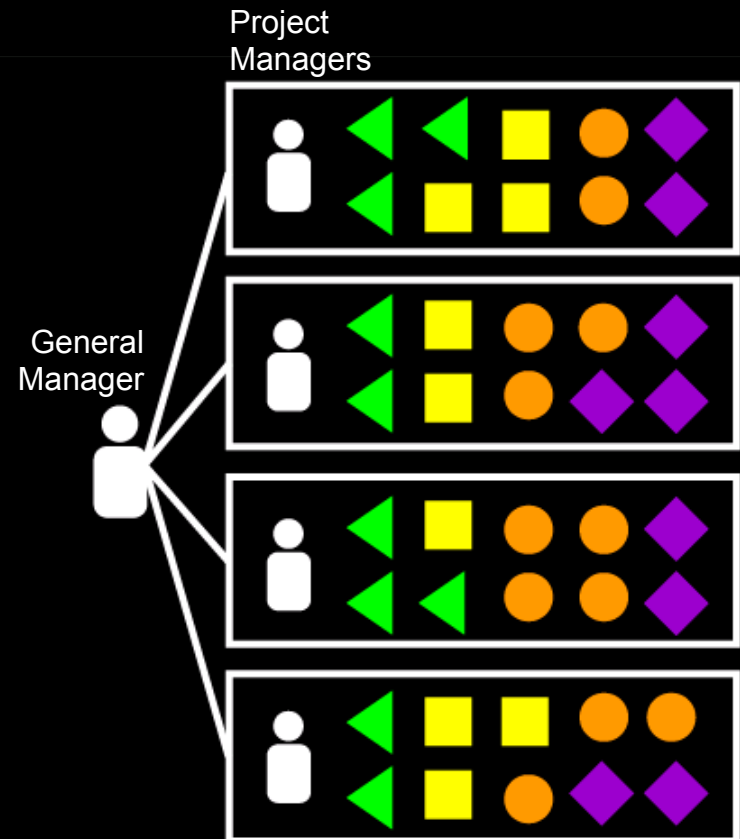
***Management of multidisciplinary design teams
should be as creative as the solution itself.***

Organisations need to be configured for collaborative success



A Functional Organisation

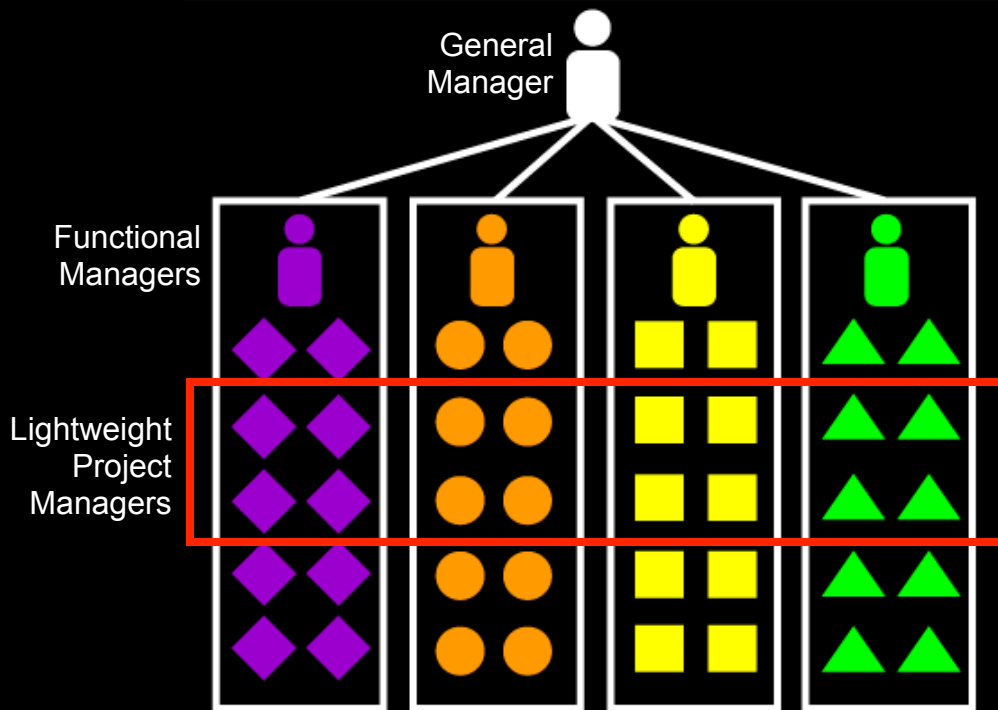
Can lead to discipline ghettos



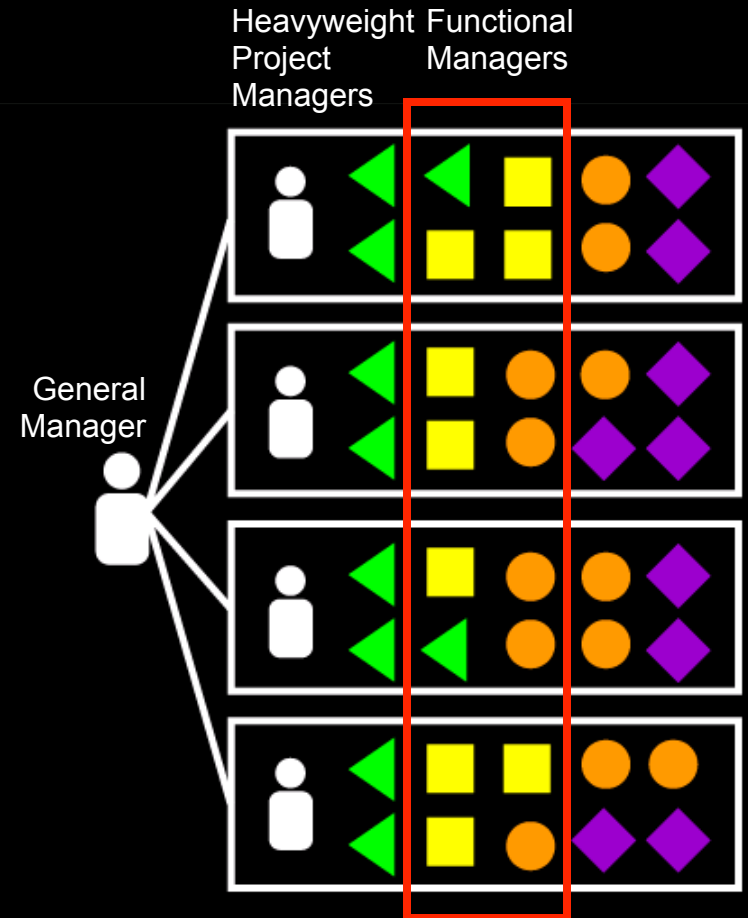
A Project Organisation

Can lead to lack of professional community

Matrix organisations can support both types of linkage

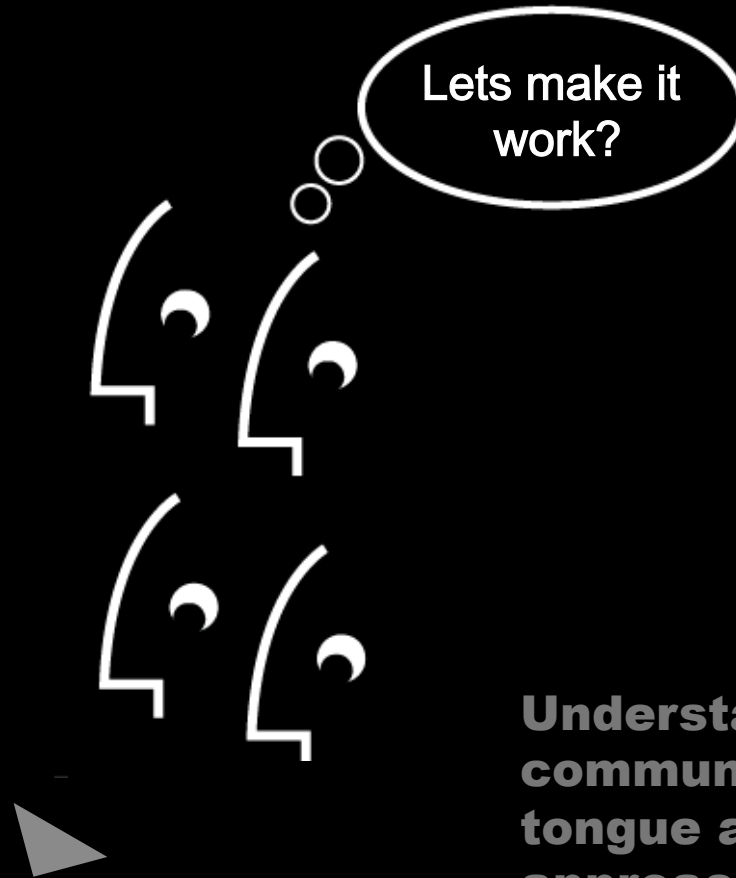


A Lightweight Project Matrix Organisation



A Heavyweight Project Matrix Organisation

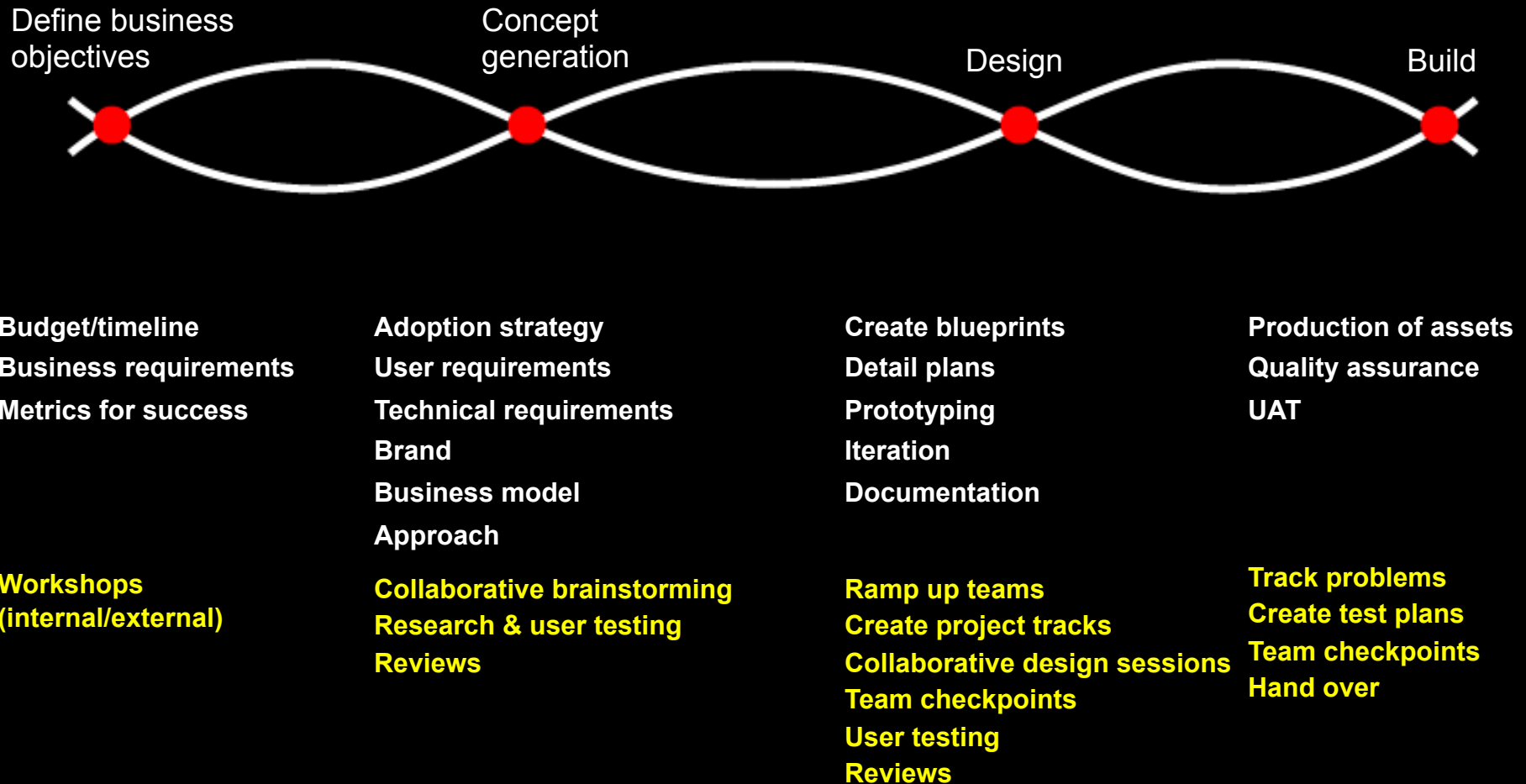
People need to get on the same page...



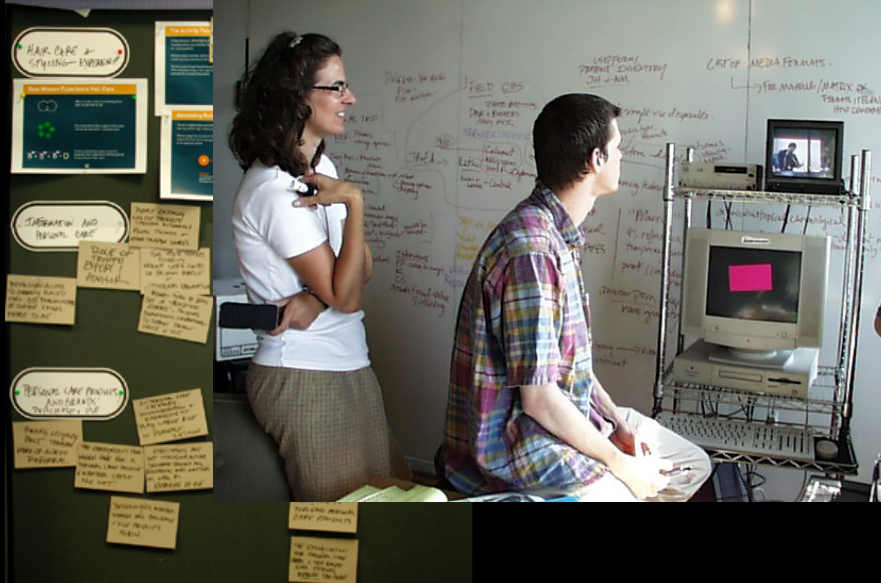
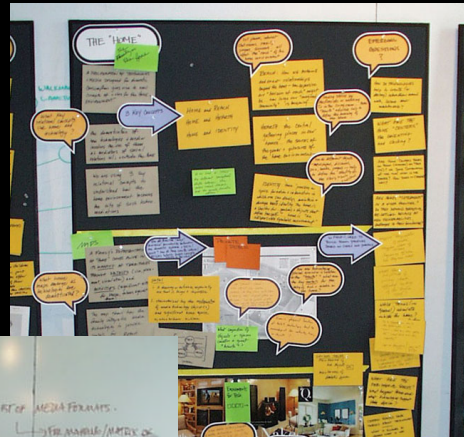
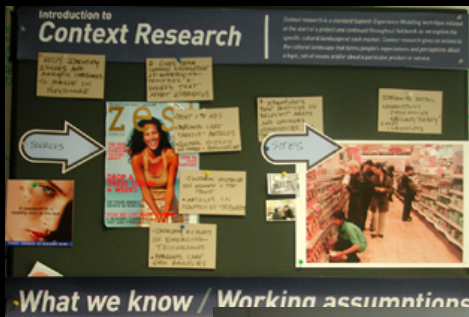
**Understand each other ...
communicate in the same
tongue and develop an holistic
approach.**



**and use a methodology that brings
people together.**

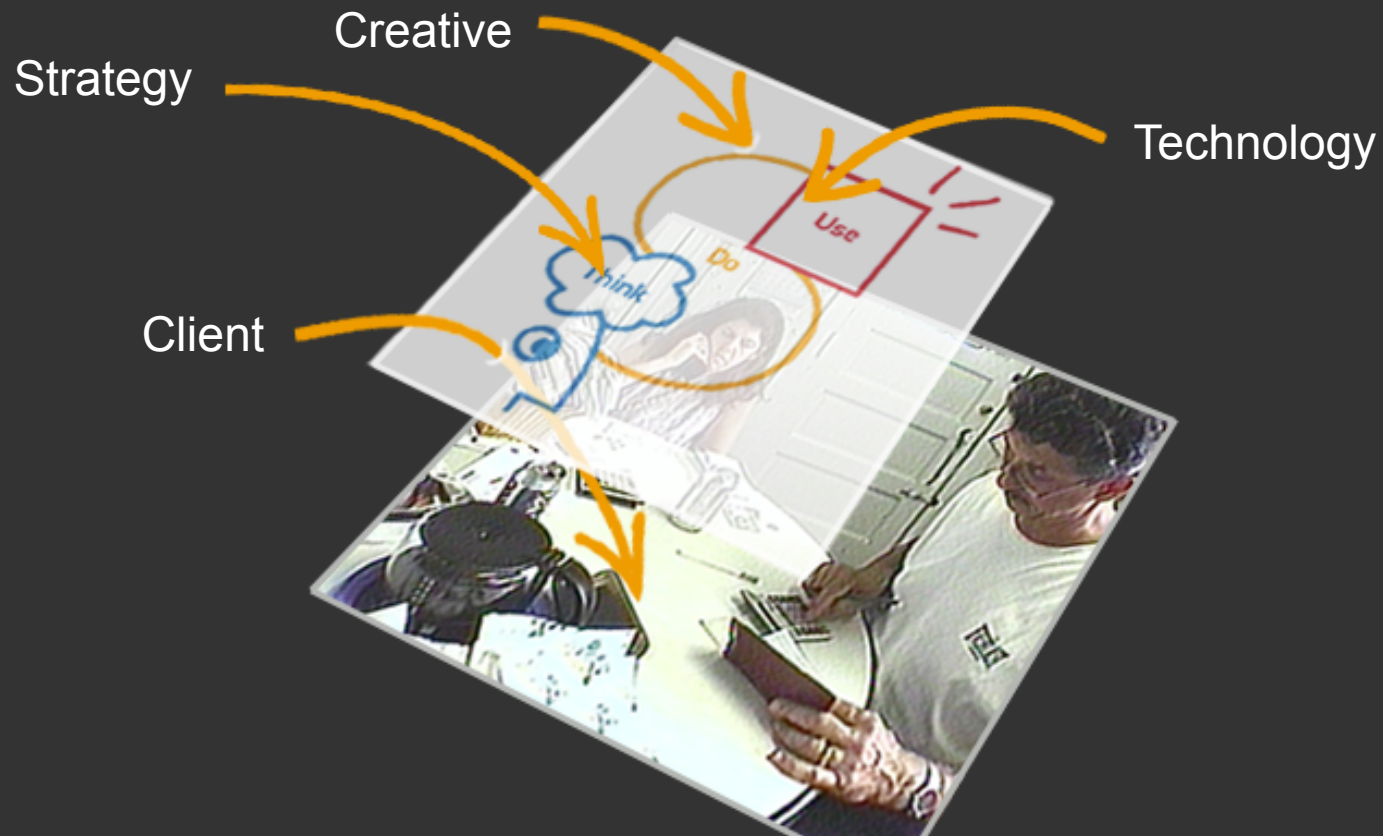


Share and listen...



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

everybody gets to input



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?**