ThoughtWorks®

YOW CONNECTED 2015

MEET ME HALFWAY

DEVELOPERS AND DESIGNERS PAIRING FOR THE WIN

Charles Korn and Greg Skinner

A LITTLE ABOUT US

CHARLES
DEVELOPER

enjoys lego far too much

CHARLESKORN.COM

GREG
DESIGNER

enjoys green trousers far too much

@GREG1586

WHO ARE THOUGHTWORKS?

a global consultancy aimed at improving the world through software

WHO ARE WE?

WHO ARE WE?

WHAT

we think

developers and designers

should ***pair***

like developers and other developers do

CUSTOMER!

SPEED TO VALUE

KEY TAKE-AWAYS

IDEA

TECHNOLOGY

VALUE

KEY TAKE-AWAYS

DESIGN

DEVELOPMENT

IDEA

DELIVERY

VALUE

KEY TAKEAWAYS

DESIGN

DEVELOPMENT

IDEA

DELIVERY

VALUE

WHY

to deliver more value

SPEED TO VALUE

WHEN

not all the time

WHEN

not all the time

WHERE

at a computer

OR

in front of some users

OR BETTER:

WHY NOT BOTH?

HOW

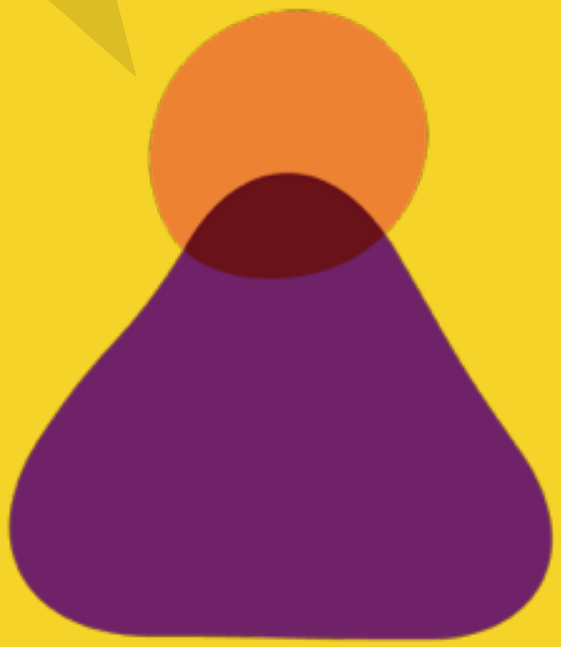
one asks the other

LIVE

PAIRING

scenario

I want to wish people happy birthday



DELEGATE

get the internet to do the hard work for you both

USE FRAMEWORKS

HAPPY BIRTHDAY

show your client

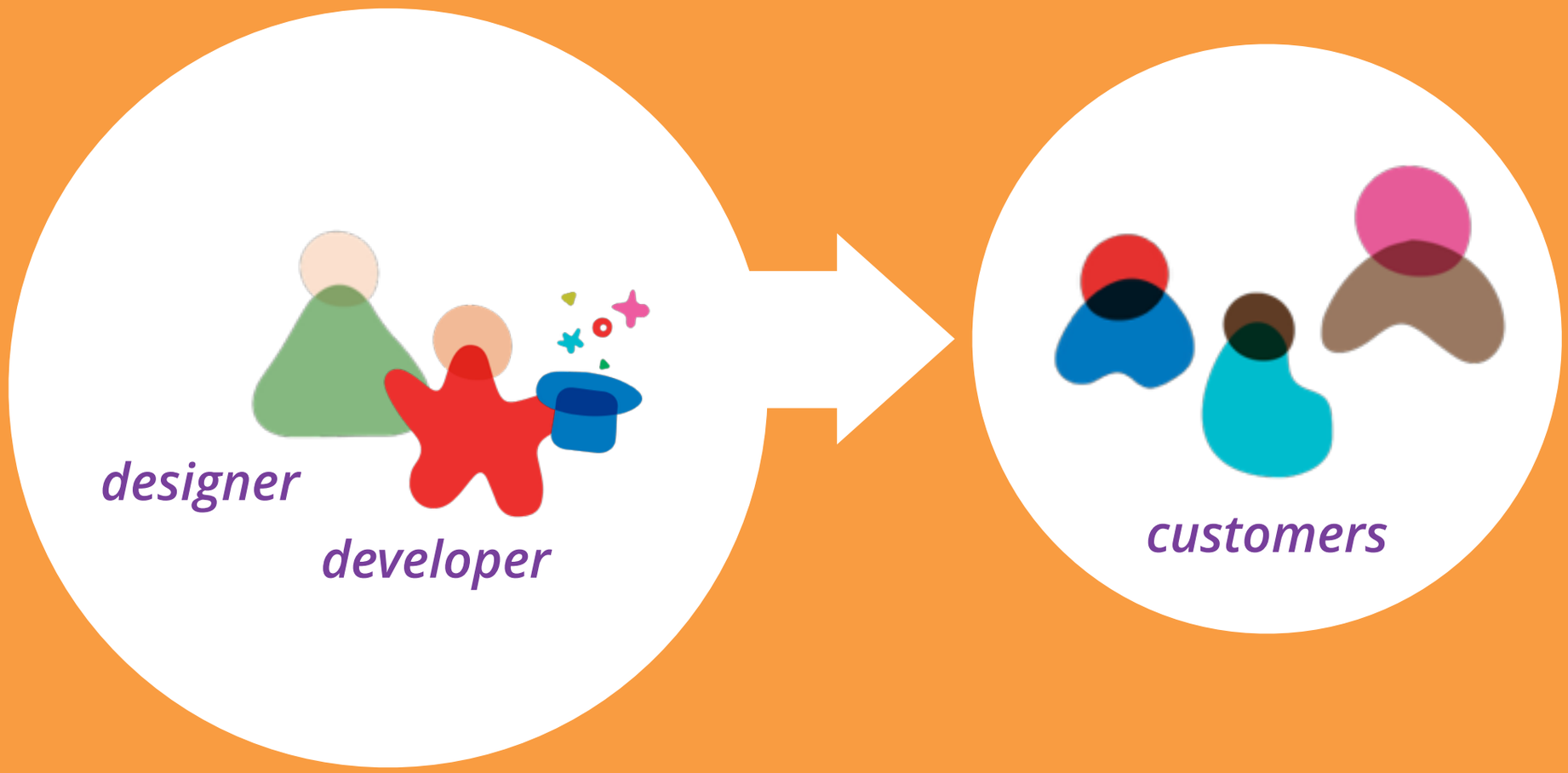
Wow! that was super fast!

GO TO A PERSON.

SHOW THINGS TO THAT PERSON

DO SOME TESTING

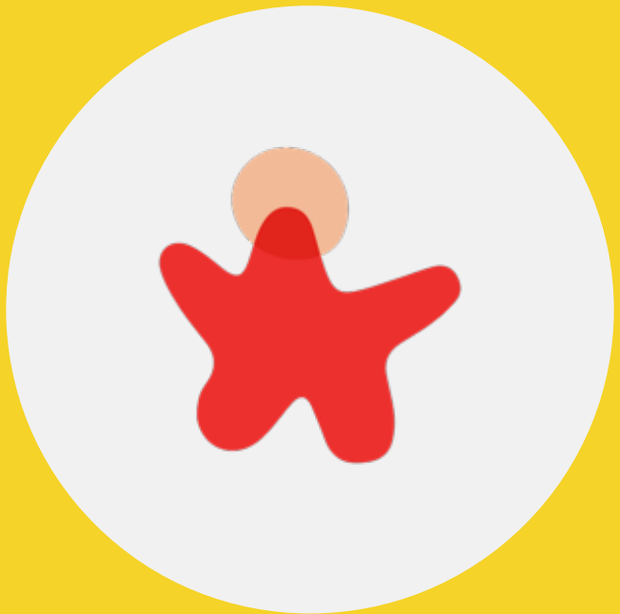
(BOTH OF YOU)



PUSH EARLY, PUSH OFTEN

so people can see it

yc.charleskorn.com



GATHER YOUR USER FEEDBACK

look at your analytics, learn from your users

ADAPT TO THAT FEEDBACK

choose the right technology for your users needs

PUT A BIT OF STYLING AROUND IT

but not too much - it's not art

PUSH A NEWER VERSION

see whether it works any better

KEEP ON ASKING

more feedback is good feedback

LOOP OVER THIS PROCESS

you both have a great understanding of ***user*** *and* ***technology***

no, neither of you can do the job of the other, but at least you ***get it***

CROSS-FUNCTIONAL TEAMS

IOOF

Woolworths

KEY TAKE-AWAYS

DESIGN ***DEVELOPMENT*** ***DELIVERY***

TECHNOLOGY

CUSTOMER!

GET TO VALUE FASTER

***Speed to value**, not speed to market*

ANY QUESTIONS?

ThoughtWorks®

THANK YOU!

Charles Korn and Greg Skinner

CREDITS

WHY NOT BOTH: https://i.ytimg.com/vi/vqgSO8_cRio/hqdefault.jpg
FROM Old El Paso tacos commercial, which can be found here: https://www.youtube.com/watch?v=uGnTW8EhGSk
Since 2015, this has become a popular internet meme.

MATERIALIZE CSS: http://materializecss.com/
made with love by a team at Carnegie Mellon University, Pittsburgh, PA. They are: **Alvin Wang, Alan Chang, Alex Mark and Kevin Louie.** http://materializecss.com/about.html

https://openclipart.org/download/23966/Anonymous-Pink-cake.svg
https://openclipart.org/download/174714/babycry.svg
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