



Design Processes for a New Normal:

Remote, Together

Craft and collaboration across
disciplines, borders, time zones,
and a design org of 180+





Remote, Together!

- ▶ Mitigating problems in scale
- ▶ Best practices to accelerate learnings
- ▶ Optimize in a constant state of change



Wayfair – all things home

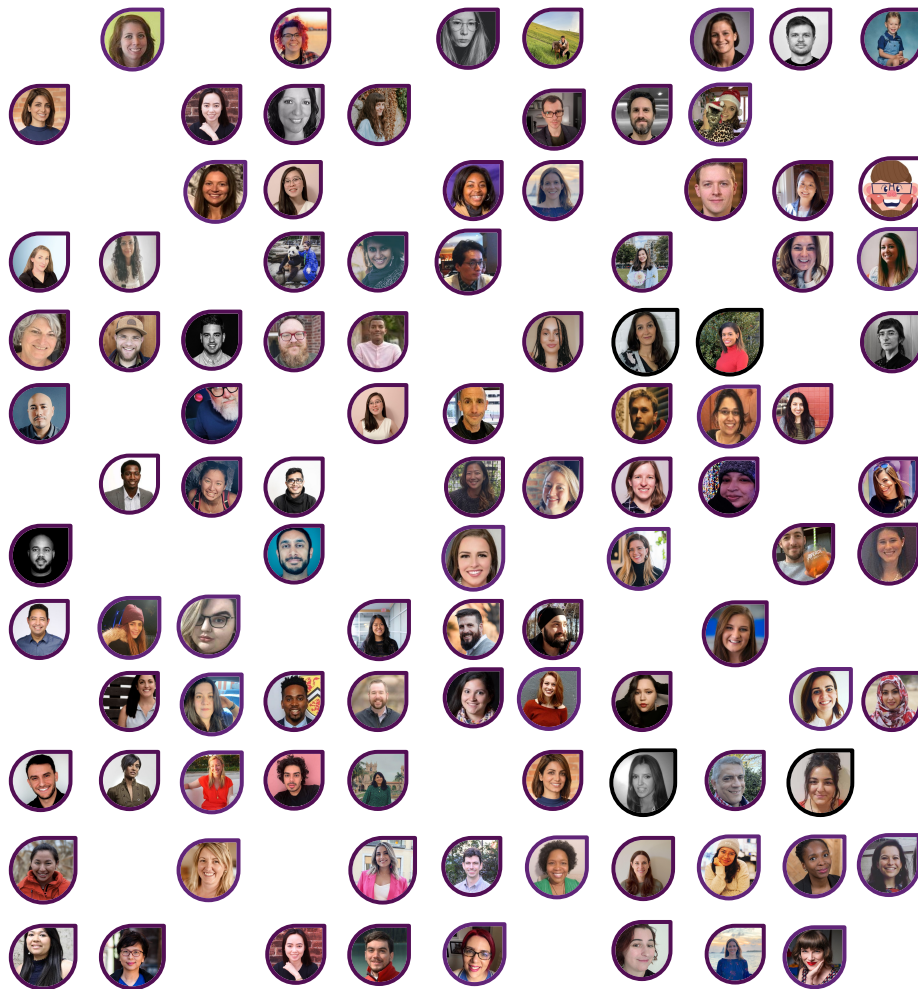


▶ 180+ Global Experience Design team members

▶ 6 tech centers, 2 continents & remote

▶ 3 disciplines and serve 5 end users groups

▶ We speak 27 languages!



How have we all experienced growth and changes in the last 2 years?



Disruptions, Changes & Growth

- ▶ Instantly remote
- ▶ Collaboration challenges
- ▶ New team members
(including pets & children!)



Were you stranded on an island?

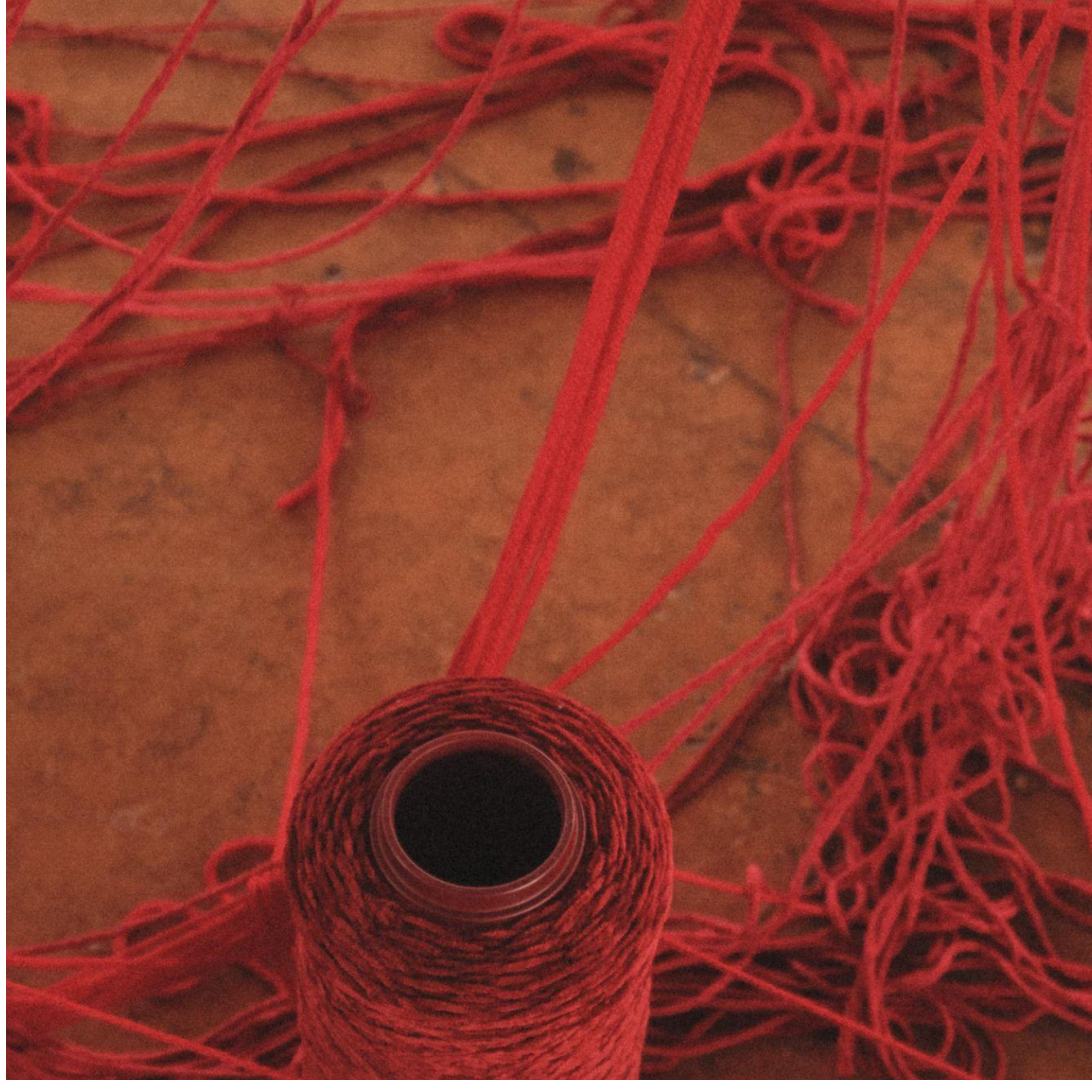


INTRODUCTION



Challenges we faced at different levels from individual level to function level

- ▶ Lack of Human Connections
- ▶ Lack of Craft expertise
- ▶ Lack of Community & Engagement



How did we come together regardless of the users we served or the timezone we are in or within teams we functioned?

- ▶ Intentionality
- ▶ Mindfulness
- ▶ Inclusion



How many of you know what time it is in Berlin, right now?



**How about West Coast?
Or Chicago?
Denver?**

Canadian holidays?

RITUALS & CULTURE

Building rituals, establishing culture norms



Sharing is central to success and to supporting each other.

- ▶ Showing vulnerability
- ▶ Being transparent about challenges
- ▶ Baking in a rich feedback culture



Community, Engagement and Craft

▶ Individual Level

▶ End-user Level

▶ Discipline Level

▶ Function Level





Collaboration: **Individual Level**

- ▶ Collectives
- ▶ Growth programs
- ▶ Coffee Chats



Collaboration: **Your immediate team level**

- ▶ Driving vision & empathy
- ▶ Cross collaborate with designers
- ▶ Autonomy and guidance



Collaboration: **End-user level**

- ▶ Bi-weekly Show & Tells
- ▶ Supplier XD all- hands
- ▶ XD Collabs



Collaboration: **Functional level** (Global Experience Design)

- ▶ GXD Quarterly
- ▶ GXD Career Fairs (internal)
- ▶ GXD Mentorship
- ▶ GXD Connect

How do we reach new heights in our craft and growth of each of our team members?



Design processes with:

- ▶ Intentionality
- ▶ Mindfulness
- ▶ Inclusion





Growth: **Personal Level**

➤ Upskilling

➤ Support



IMPACT

Growth: **Discipline Level**

- ▶ Craft specific programs + training
- ▶ Thought leadership opportunities



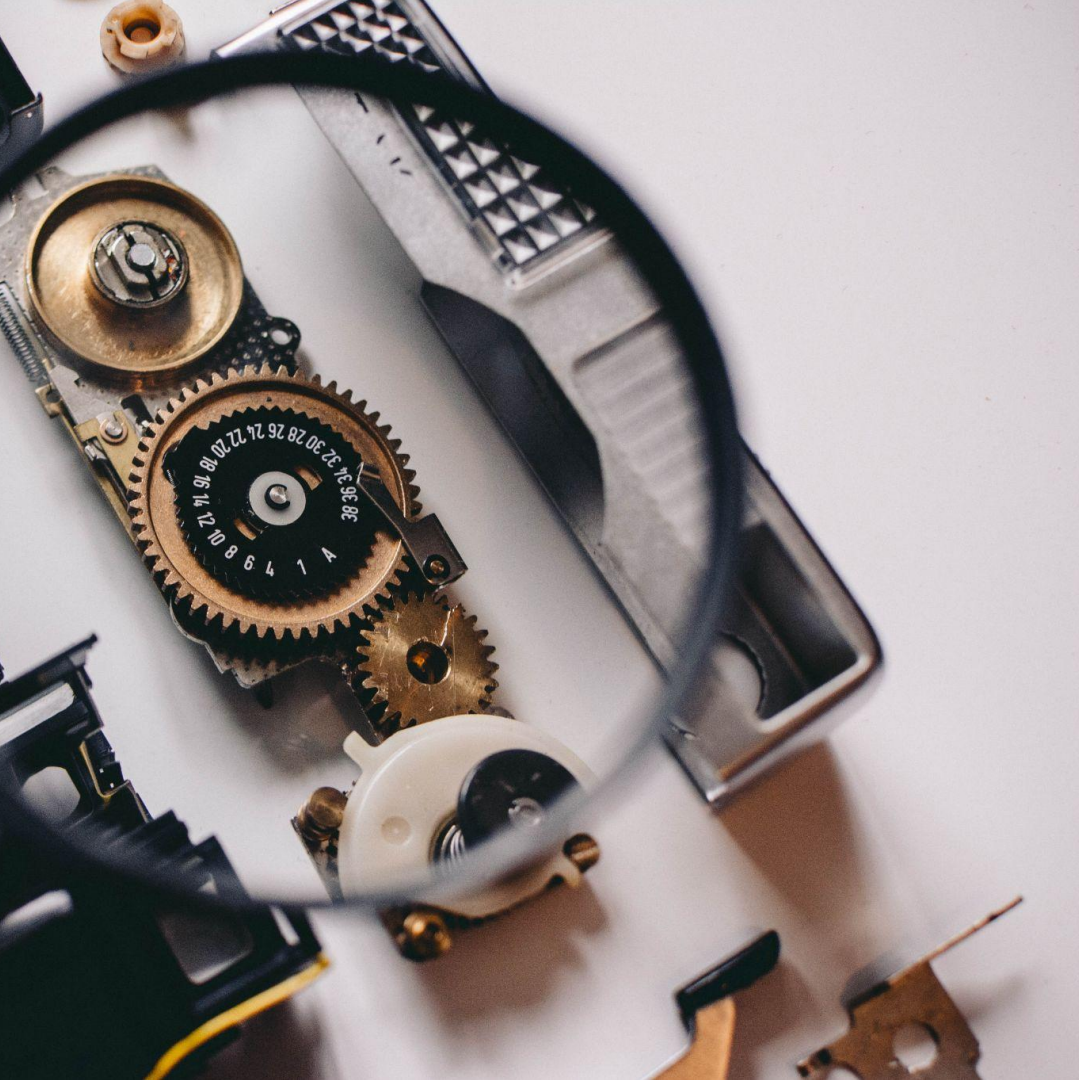
Growth: **End-User Level**

- ▶ End to end understanding
- ▶ Empathy and drive to solve



Growth: **Company Level**

- ▶ Design thinking
- ▶ Leading by example
- ▶ We win together



CONCLUSION

Experiment & Calibration

- ▶ Feedback
- ▶ Tweak and iterate
- ▶ Scrap and redo

Thank you!



I'd love to hear from you!

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Q&A

