Designing in a Pandemic:
Integrating Speed & Rigor

Tiffany Cheng
Design at Scale 2022

Rosenfeld

👋🏻 **Hi, my name is** <mark>**Tiffany**</mark>

🌟 10 years of experience, from Graphic Design to Product Design

🛒 Worked on the *PC Express* Online Grocery service at Loblaw Digital
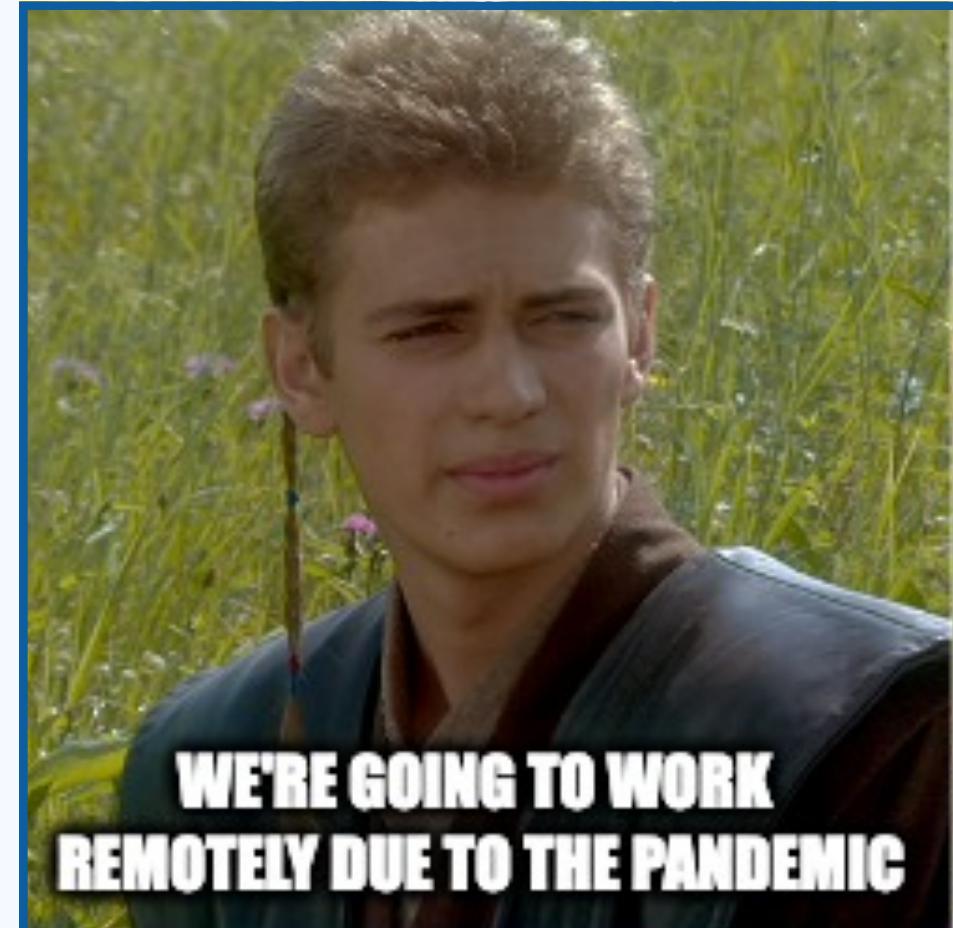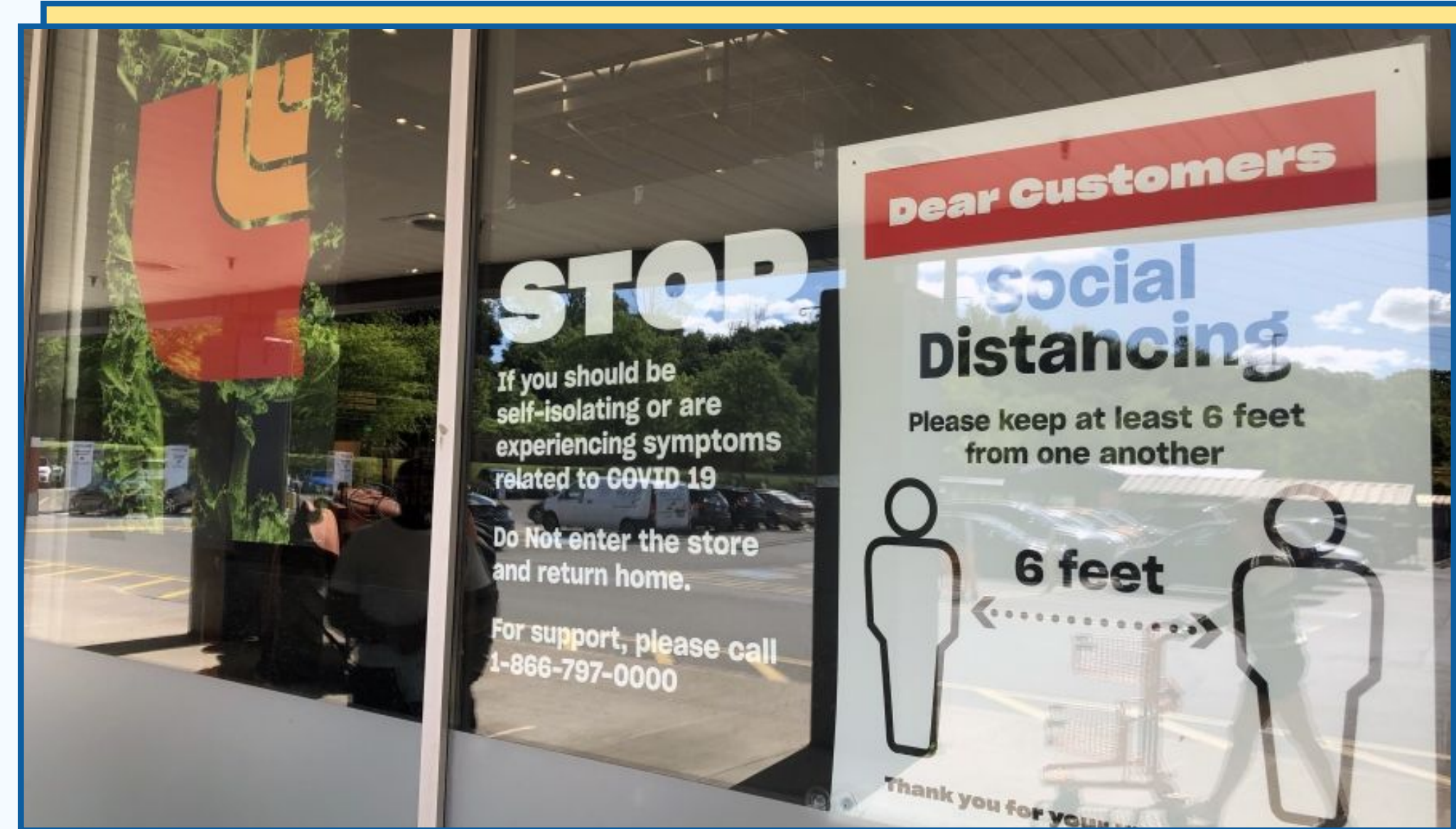
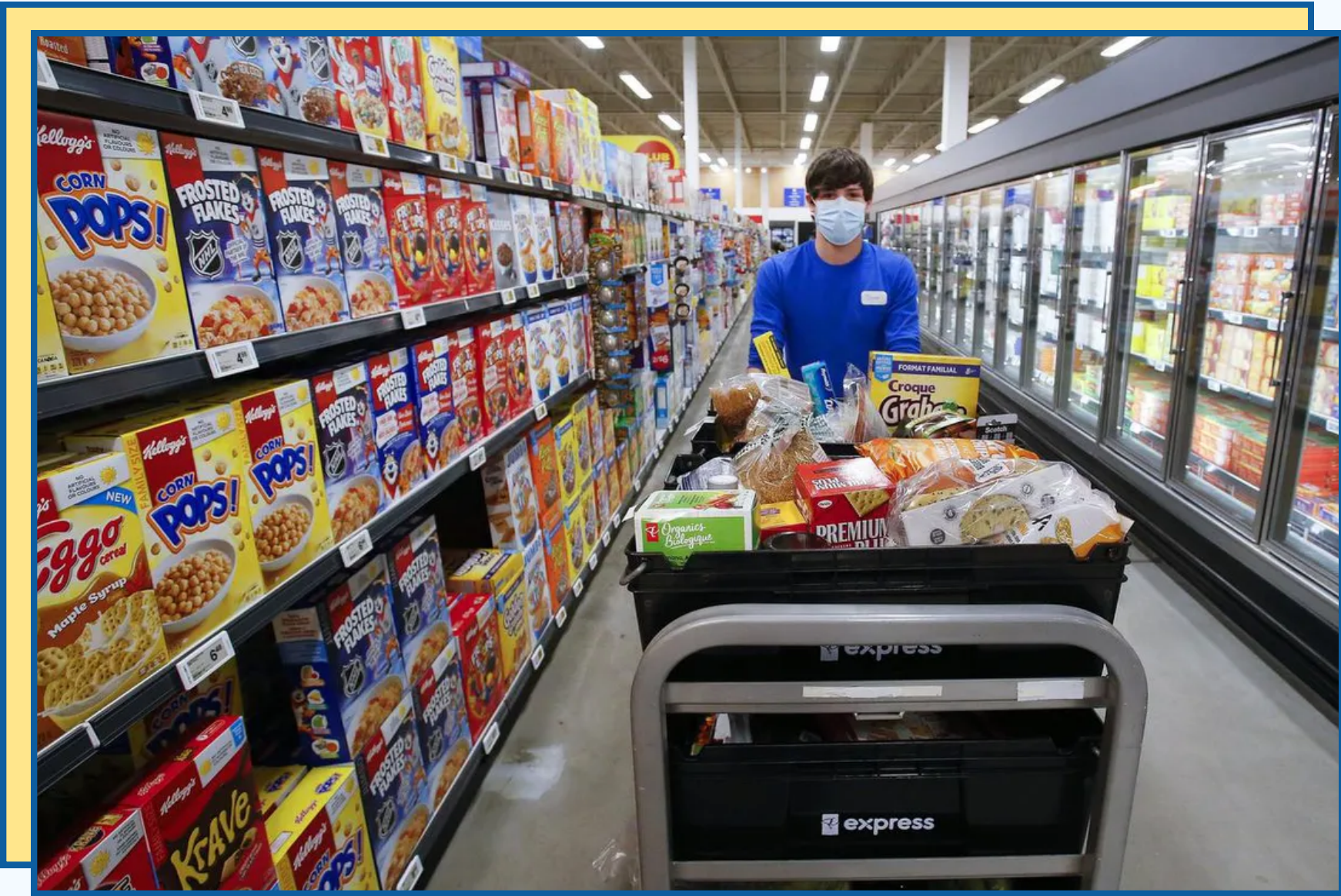👦🏻 Mother to an 18-month old toddler

How we adapted to ship faster

01   Parallel workstreams

02   Horizontal vs. vertical slices of work

03   Prioritize the human need

About Loblaw

Dear Customers

STOP

social Distancing

Please keep at least 6 feet from one another

6 feet

If you should be self-isolating or are experiencing symptoms related to COVID 19

Do Not enter the store and return home.

For support, please call 1-866-797-0000

Thank you for your

NO FRILLS Peter's won't be beat

PRIMACY Walk-In Clinic Lansdowne Dundas Medical Clinic

The most important thing to remember is to be flexible in your concept of a deliverable. Not every feature change needs a fully interactive prototype or a pixel-perfect mockup. Not every research study needs a big report written.

Laura Klein

01   Parallel workstreams: what can happen in tandem?

Usability testing

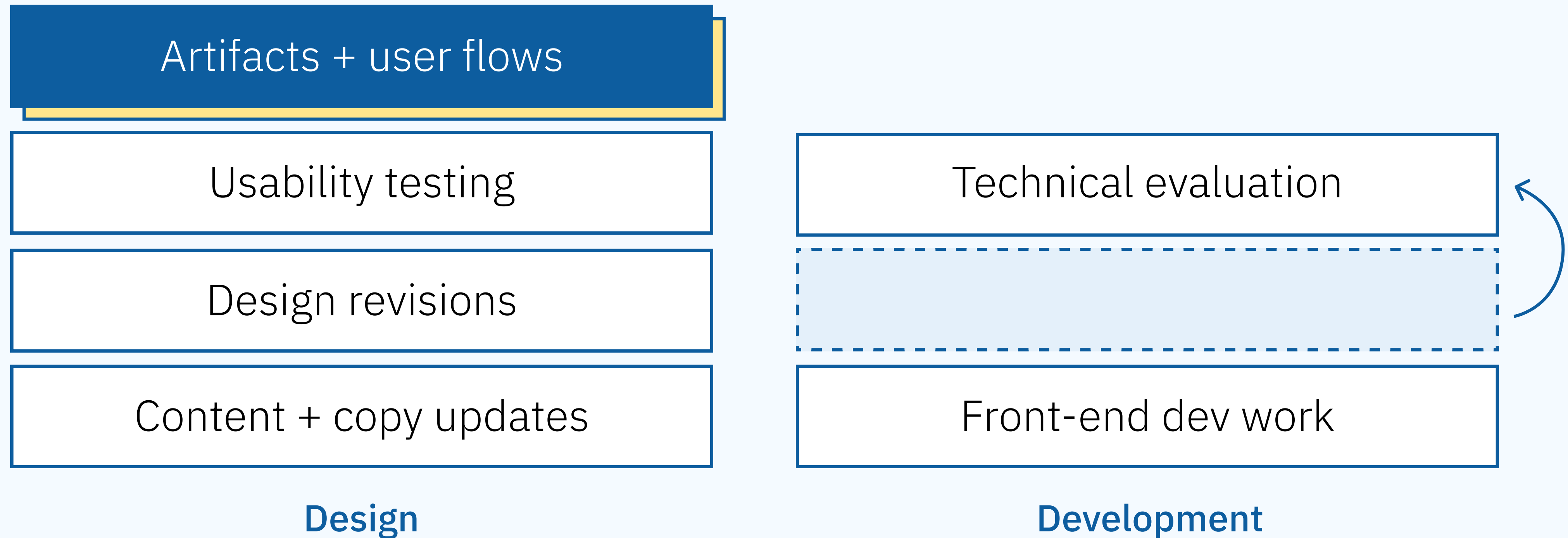| Design revisions |
|---|

Content + copy updates

Design

Technical evaluation

Front-end dev work

Development

01 Parallel workstreams: what can happen in tandem?

Artifacts + user flows

Usability testing

Design revisions

Content + copy updates

Design

Technical evaluation

Front-end dev work

Development

"Yeah, so... can we go faster?"

02 **Horizontal vs. vertical** slices of work

January 2020

| High-level usability testing | Cart + checkout | Orders + order status | Browsing | End-to-end usability testing | Transactional emails |

02 Horizontal vs. vertical slices of work

End-to-end happy path

| High-level usability testing | Cart + checkout | Orders + order status | Browsing | End-to-end usability testing | Transactional emails |
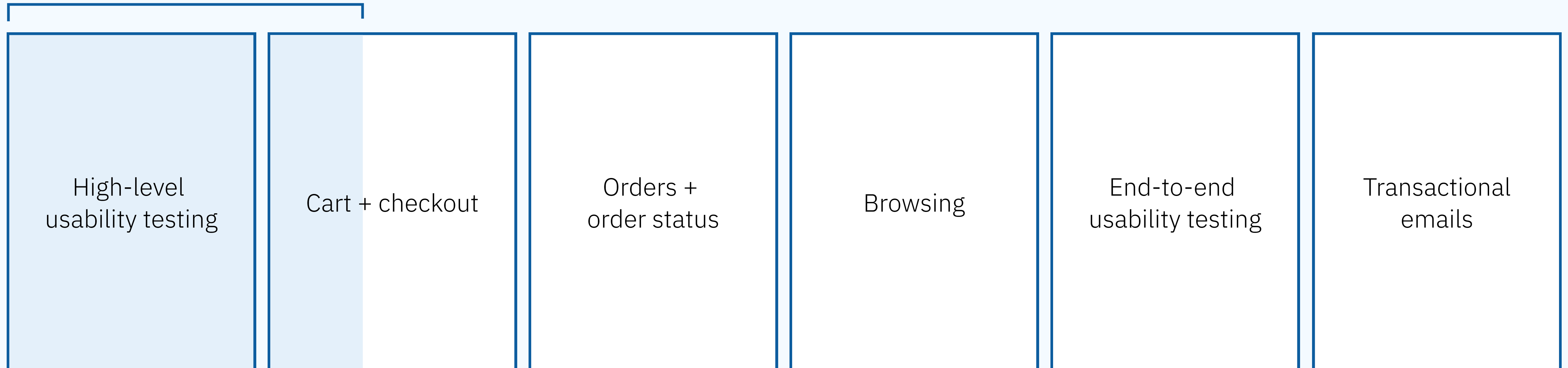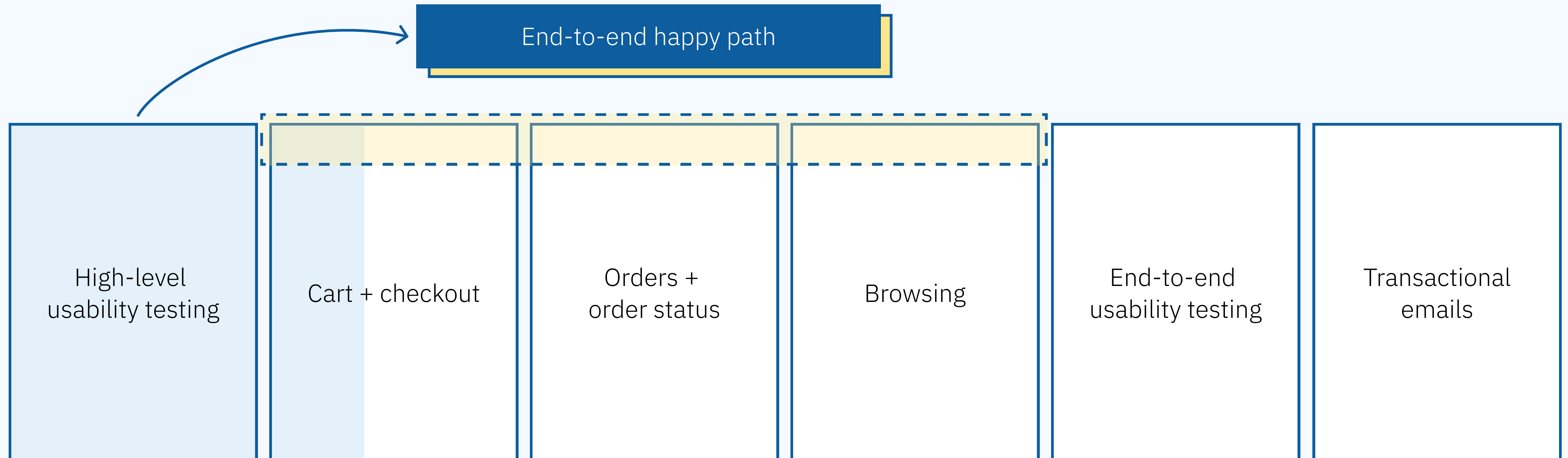
We were here when the lockdown arrived

Mar 13, 2020

| High-level usability testing | Cart + checkout | Orders + order status | Browsing | End-to-end usability testing | Transactional emails |
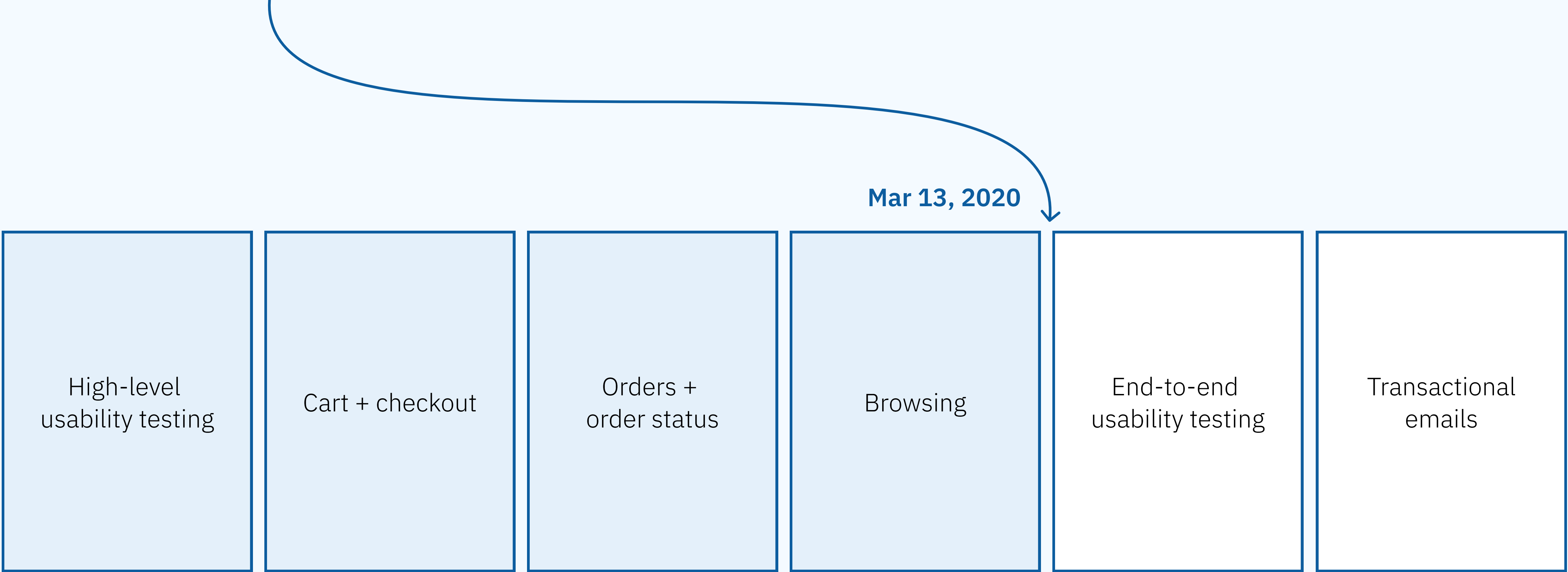
What's the right thing to do?

Stick to the plan
We will launch after making revisions based on the final usability test results.

Launch first, fix later
Launch an imperfect but usable experience, and add fast follow fixes.

Prioritize the <mark>human need</mark>

When I am in a lockdown due to a pandemic and need food without leaving the house, I want to order groceries online and get them delivered, **so I can stay safe at home and do my part in stopping the spread of COVID-19.**

03 Prioritize the human need

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03 Prioritize the human need

People don't use our products for the sake of using them, it's to achieve an outcome. **Our products are simply a means to an end.**

To **summarize**

01   Parallel workstreams

02   Horizontal vs. vertical slices of work

03   Prioritize the human need

Thank you!

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