


Getting in Flow with Your Team

DESIGNOPS SUMMIT 2020


by Ruzanna Rozman 🖐️



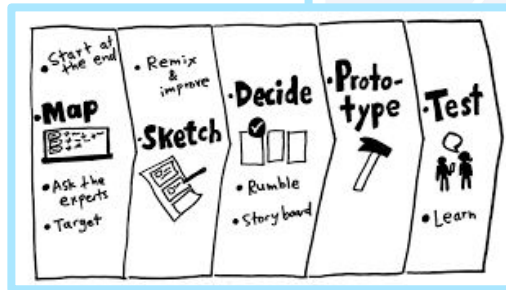
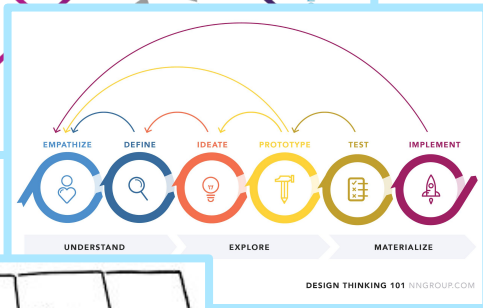
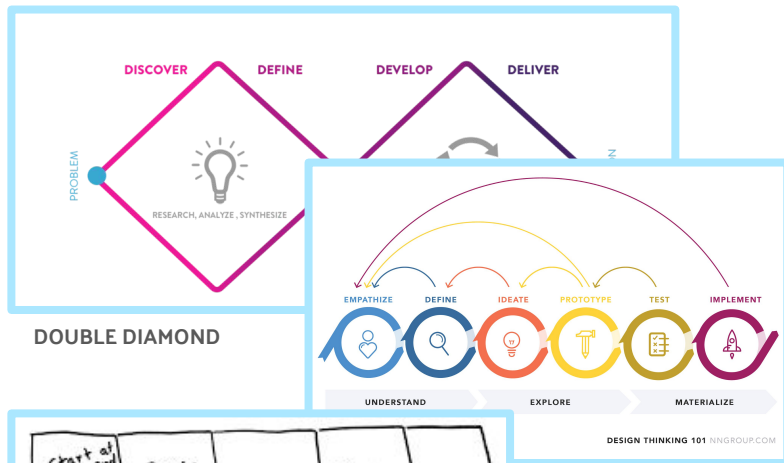
 My name is Ruzanna!
(roo-zah-nah)

 Born in Kuala Lumpur, Malaysia

 Studied fashion design a long
time ago

 Moved to Savannah, GA to study
graphic design in 2010

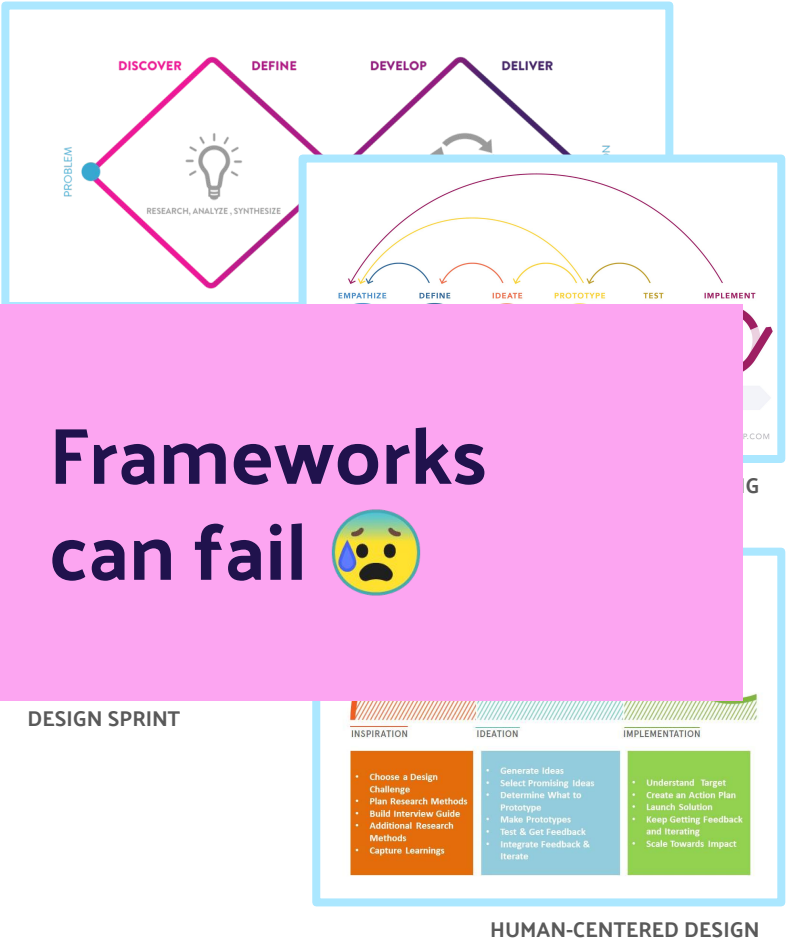
 Currently a champion of UX



🧐 I really love frameworks

Some frameworks I facilitate and work by:

- Design Sprint
- Design Thinking
- Agile/Scrum



Frameworks can fail 🤔

🤓 I really love frameworks

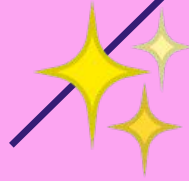
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**“Wow, this feels
too easy for it to
be our jobs.”**

–Stephanie Schmidt

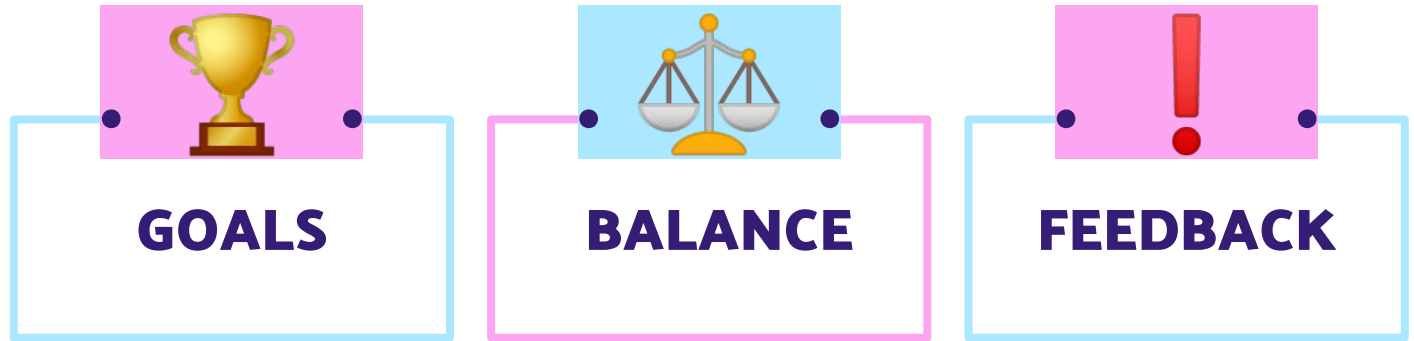
FLOW



A mental state in which people are completely focused on the activity or task, because of which this is carried out successfully.

TEAM FLOW

Occurs when a team is able to become completely immersed in an interdependent task that members are intrinsically gratified together.



INDIVIDUAL

“I want to achieve this.”

“This challenges me and I can do it.”

“I know what to do and how to improve.”

REQUIRED PER INDIVIDUAL FOR TEAM FLOW ✨



PURPOSE



PRODUCT



PEOPLE

2 designers
2 developers
0 product managers



brand sprint

participant screening

interviews

empathy mapping

persona

experience mapping



concept exploration

ideation

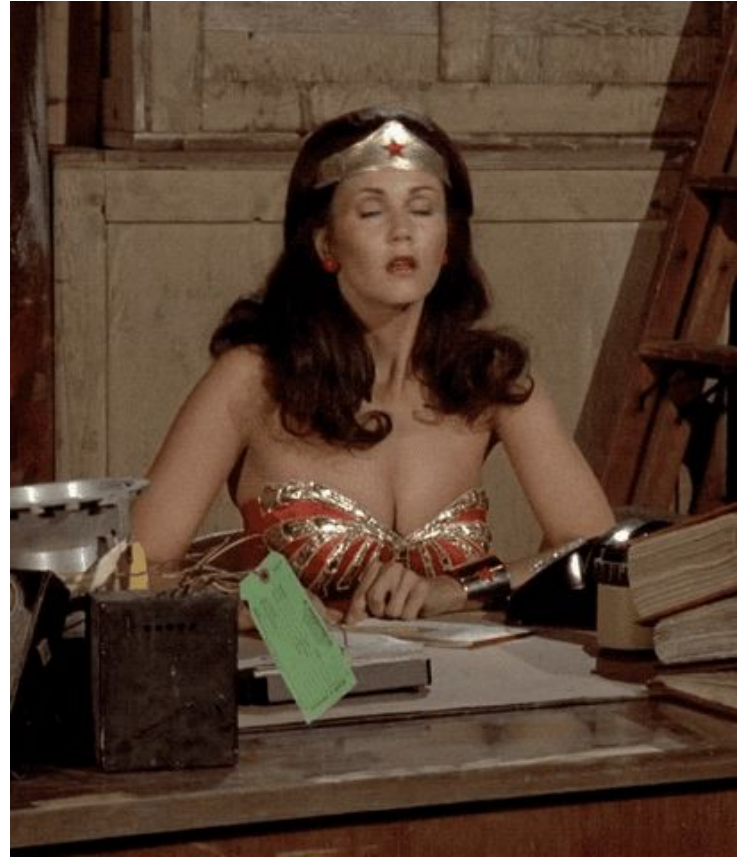
“art gallery”

dot voting

more interviews



PIVOT!





**new person?
how cool is she!**

**new purpose?
still aligned!**

**new product?
we got this!**



RESPECT

We valued each other in our unique expertise.



TRUST

We had each other's backs in delivery.



ALIGNMENT

We listened and supported each other.

OUR TEAM

TEAM FLOW ACHIEVEMENT UNLOCKED ✨

(Some) Design Frameworks

- <https://medium.com/digital-experience-design/how-to-apply-a-design-thinking-g-hcd-ux-or-any-creative-process-from-scratch-b8786efbf812>
- <https://uxdesign.cc/design-frameworks-what-are-they-and-whats-the-difference-anyway-25f20e8a5bd1>
- <https://www.designkit.org/human-centered-design>
- <https://www.gv.com/sprint/>
- <https://www.nngroup.com/articles/design-thinking/>
- <https://www.nngroup.com/articles/design-operations-101/>

Flow Model

- <https://www.amazon.com/Flow-Psychology-Experience-Mihaly-Csikszentmihalyi/dp/B00005VXOM/>
- <https://www.mindtools.com/pages/article/newlmd/flow-model.htm>
- <https://www.toolshero.com/psychology/flow-model-csikszentmihalyi/>

Team Flow

- <https://www.tandfonline.com/doi/full/10.1080/00223980.2018.1449729#>
- <https://wavelength.asana.com/workstyle-team-flow/>

Resources

Thank you! 🙌

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