

LEVEL UP

A Single Player's Guide to the
DesignOps Team-of-One

Jackie Ajoux
DesignOps Manager



Select Difficulty



HARD



EXPERT



MASTER

Create Your Character



SELECT 3 TALENTS



Product Management



UX Design



Program Management



Coding



Management

Create Your Character



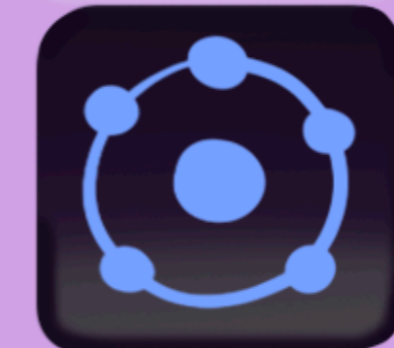
SELECT 3 TALENTS



Product Management



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Program Management



Coding



Management

Create Your Character



SELECT 3 TALENTS



Product Management



UX Design



Program Management



Coding



Management



START YOUR QUEST?

YES

JACKIE



NEW TERRAIN



JACKIE

BOSS 1: NEW TERRAIN

CULTURE SHOCK

POLITICS

ORGANIZATION BAGGAGE

UNCLEAR PRIORITIES

400+ PEOPLE

- **In your first 3 months, build your network and learn the landscape**

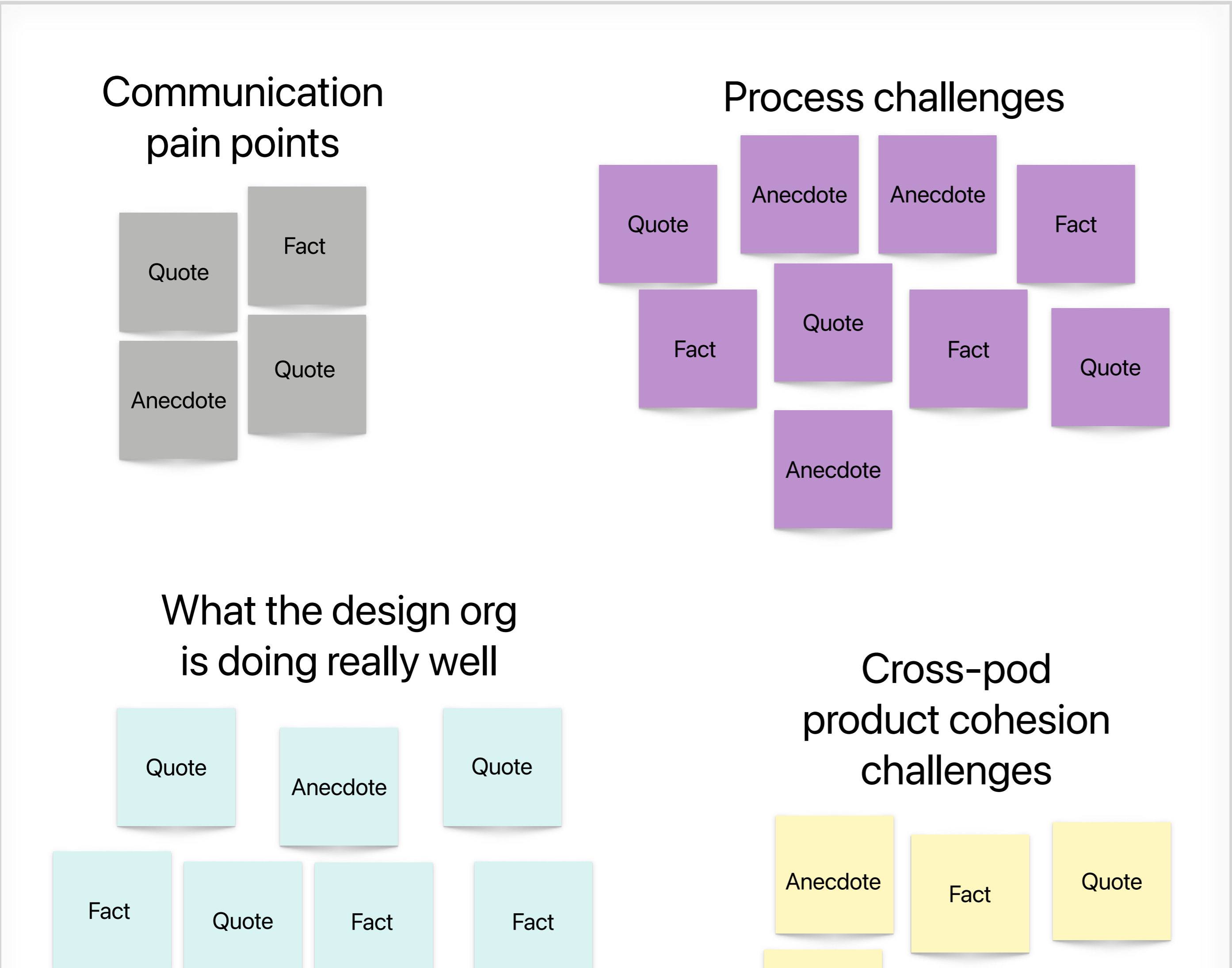
- Take notes
- Build a repository of what you learn
- Group common information into themes



- **Objectives for your introductory 1:1s**
 - Build rapport (the most important objective)
 - Educate others about DesignOps
 - Where does the design team excel?
 - What are design team pain points?



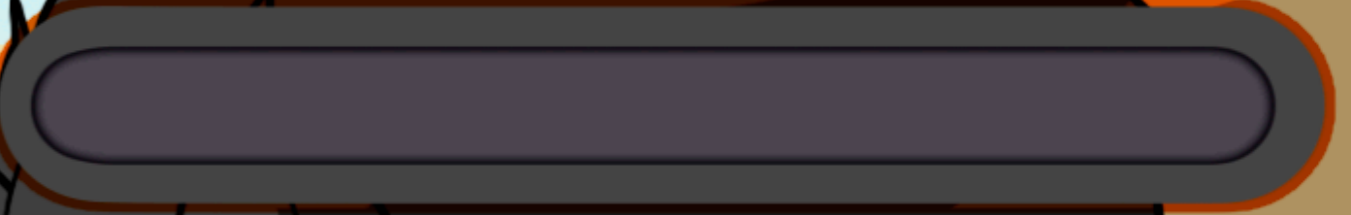
Affinity map of information from 1:1s



JACKIE



BOSS 1: NEW TERRAIN



JACKIE



TRIAGE

JACKIE



BOSS 2: TRIAGE



- **Set up your productivity and organization tools**

- Note-taking tools
- Project management organization
- Email rules
- Local folders on your computer
- etc.



Build a DesignOps backlog

Have an idea to improve the design team? Add it here!										
Date feedback heard?	Who would benefit from this finding/feed back/idea?	Your name	DesignOps Pillar	What is your suggestion?	Urgency	Importance	Size	Priority	Assignee	Status
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Date

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How this opportunity benefits the org

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Where did this opportunity originate?

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What theme applies to this opportunity?

Build a DesignOps backlog

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Description of the opportunity

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Priority

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Assignee and status

- **Be judicious about the work you take on**
- **Your backlog should be rooted in research, observations, and feedback**



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BOSS 2: TRIAGE



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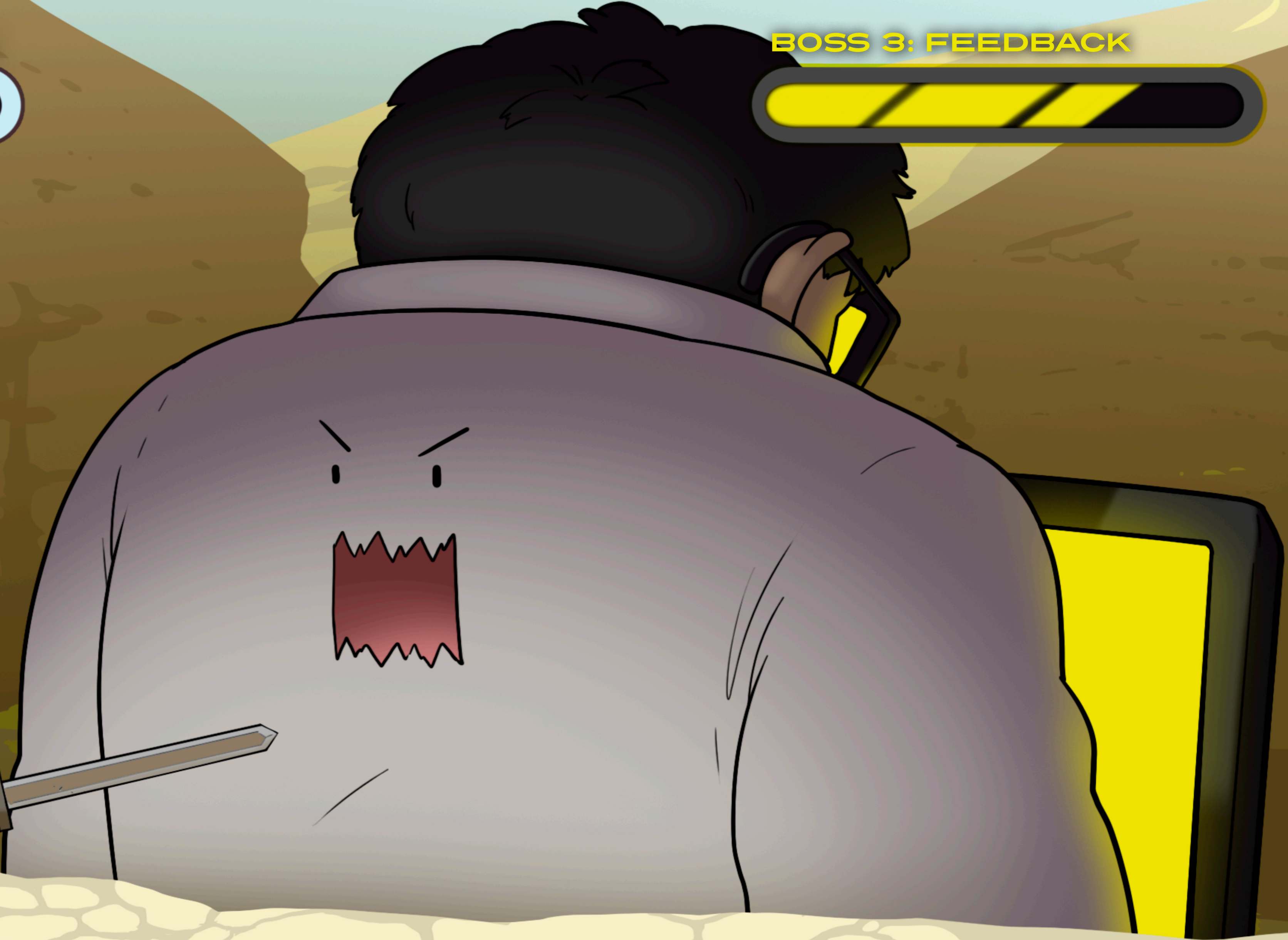
FEEDBACK



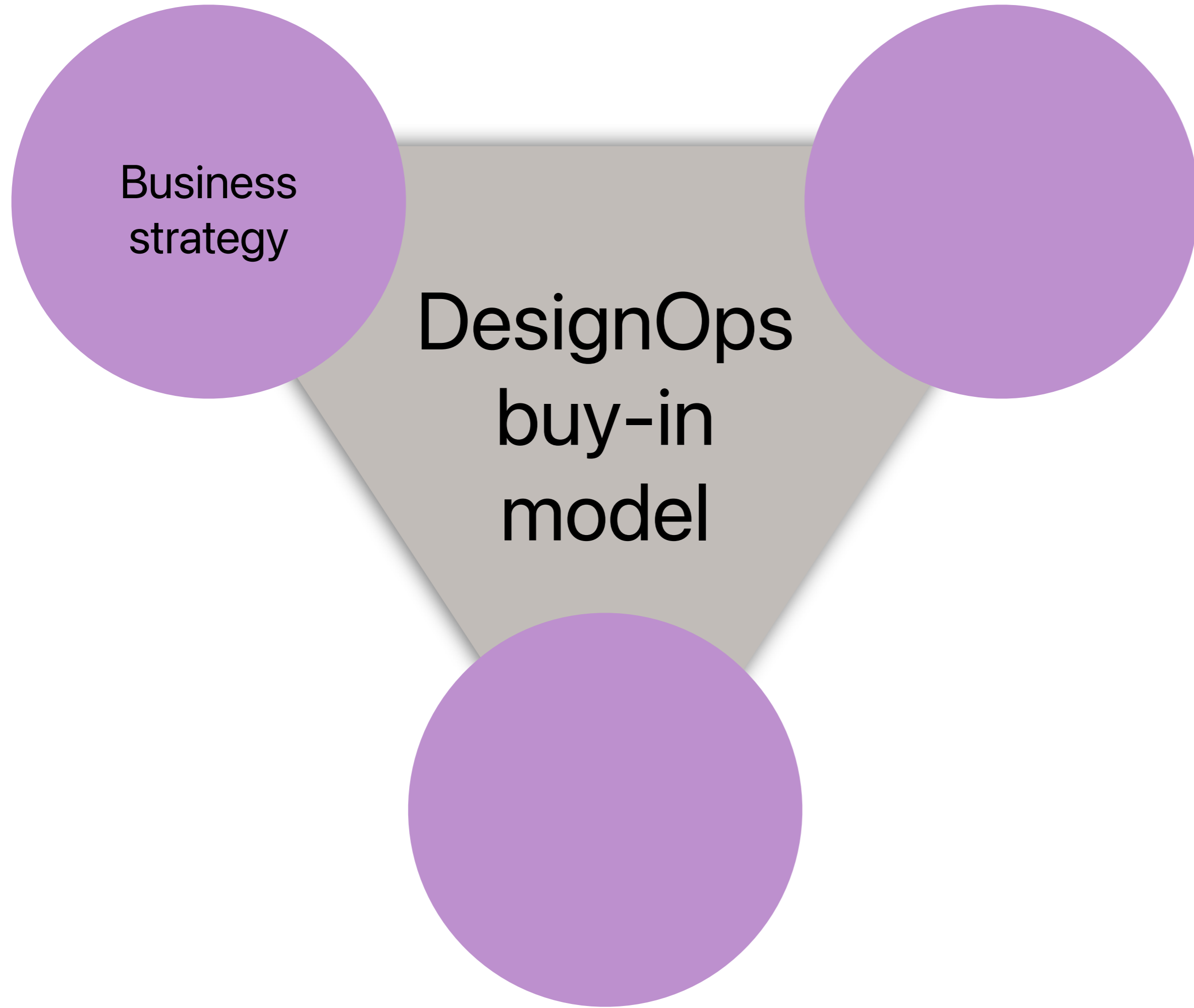
JACKIE



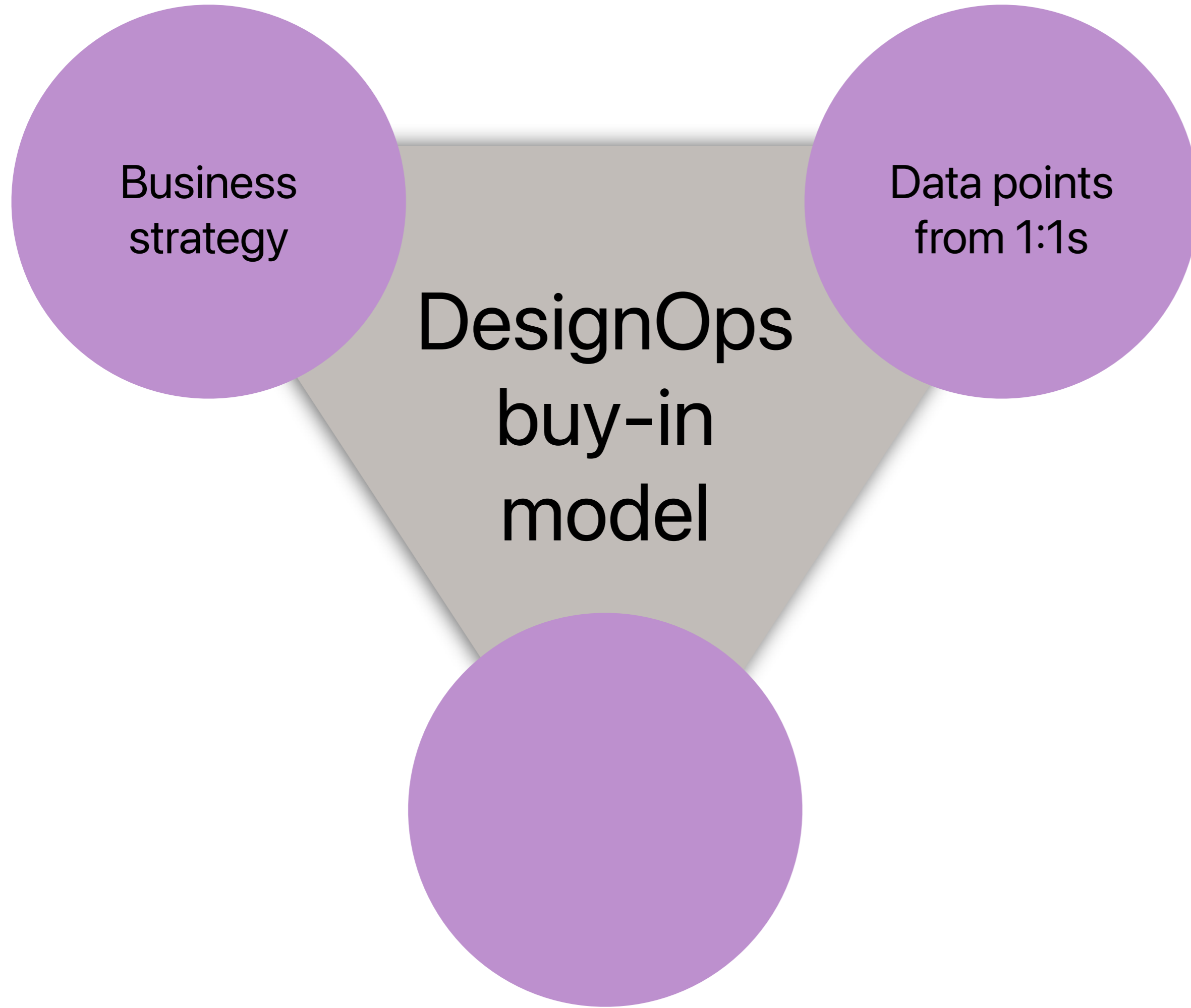
BOSS 3: FEEDBACK



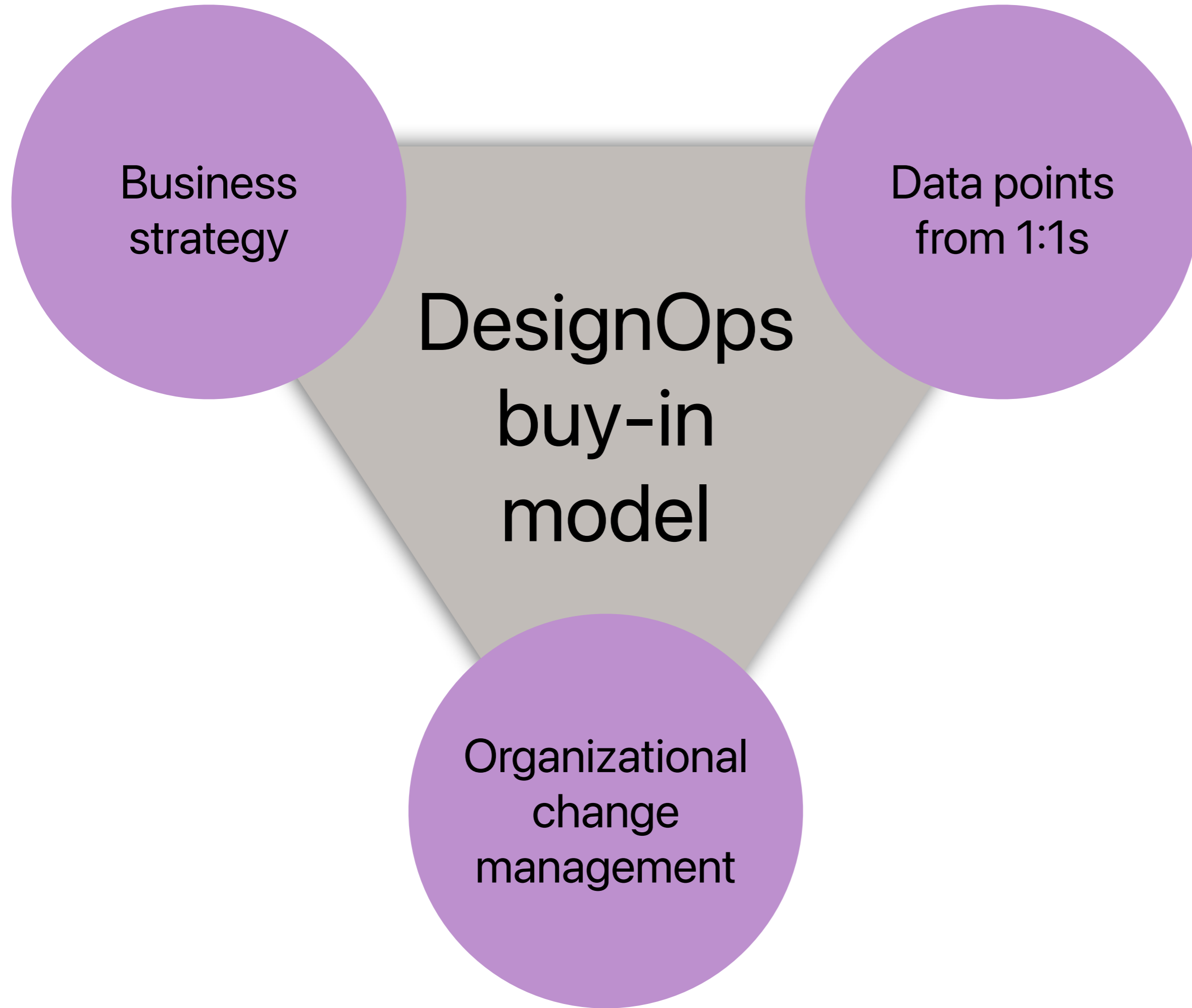
Getting feedback and buy-in



Getting feedback and buy-in



Getting feedback and buy-in



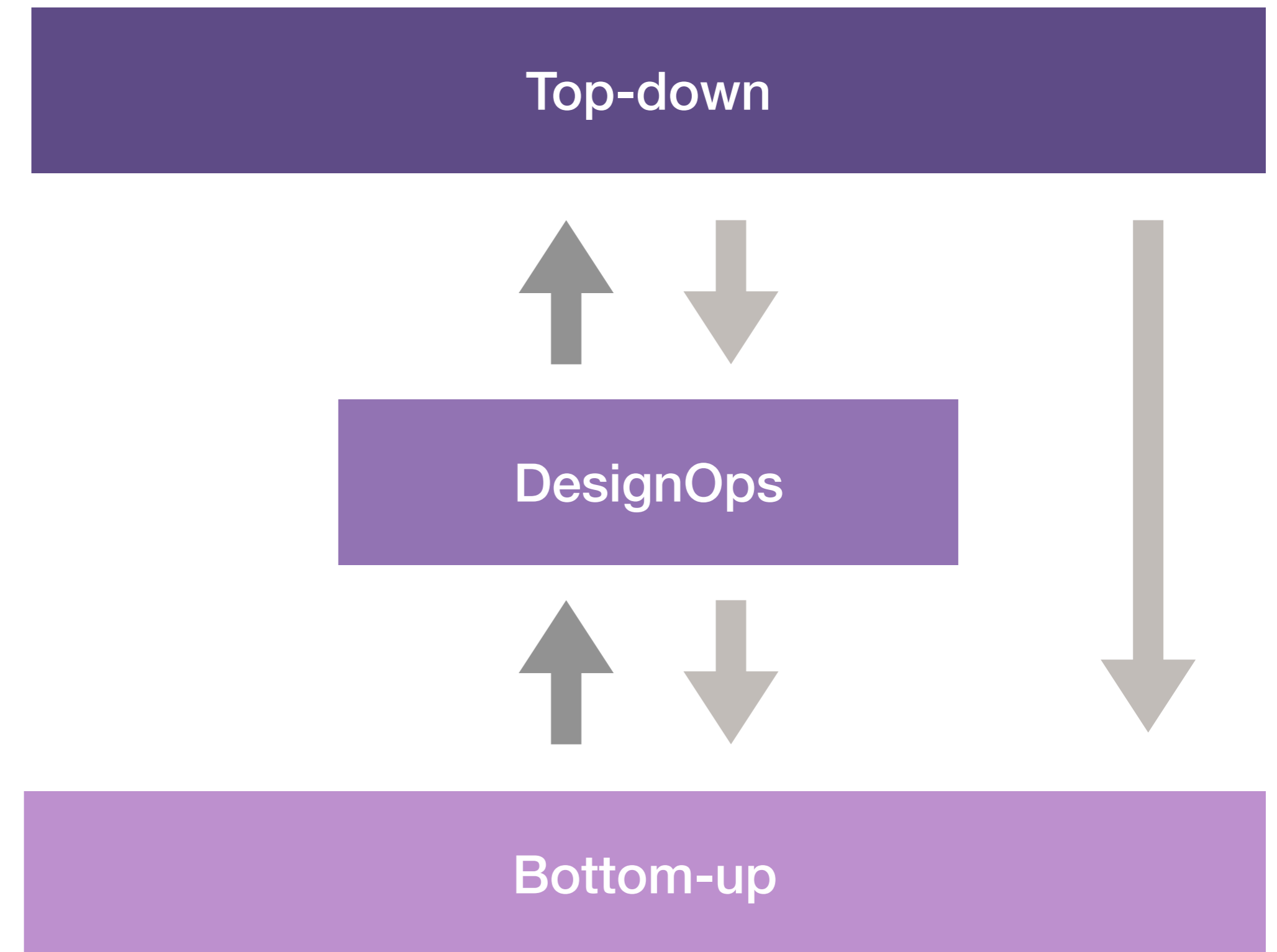
Getting feedback and buy-in

- **Organizational change models**
 - John Kotter's 8-Step Process for Leading Change
 - Prosci's ADKAR Change Management Model



Getting feedback and buy-in

- **Top-down**
 - Leverage those with influence to communicate support for your projects
- **Bottom-up**
 - Work with interested designers and stakeholders
 - Enlist volunteers to evangelize your projects
- **DesignOps**
 - Rally the team
 - Get as much buy-in as possible



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BOSS 3: FEEDBACK



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LONELINESS



JACKIE

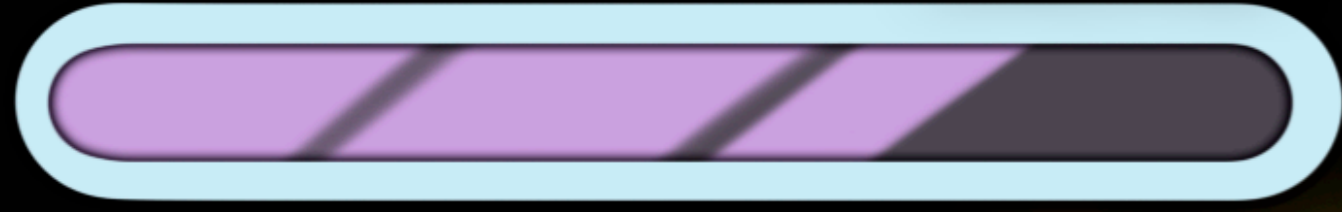


BOSS 4: LONELINESS



REAL TALK?

JACKIE



BOSS 4: LONELINESS



JACKIE



BOSS 4: LONELINESS



JACKIE



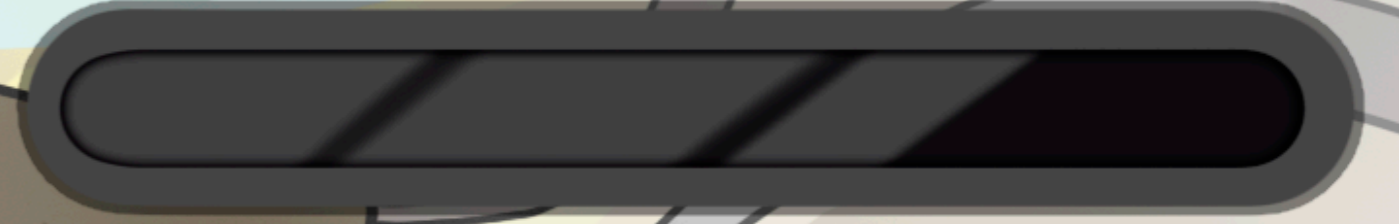
VISIBILITY



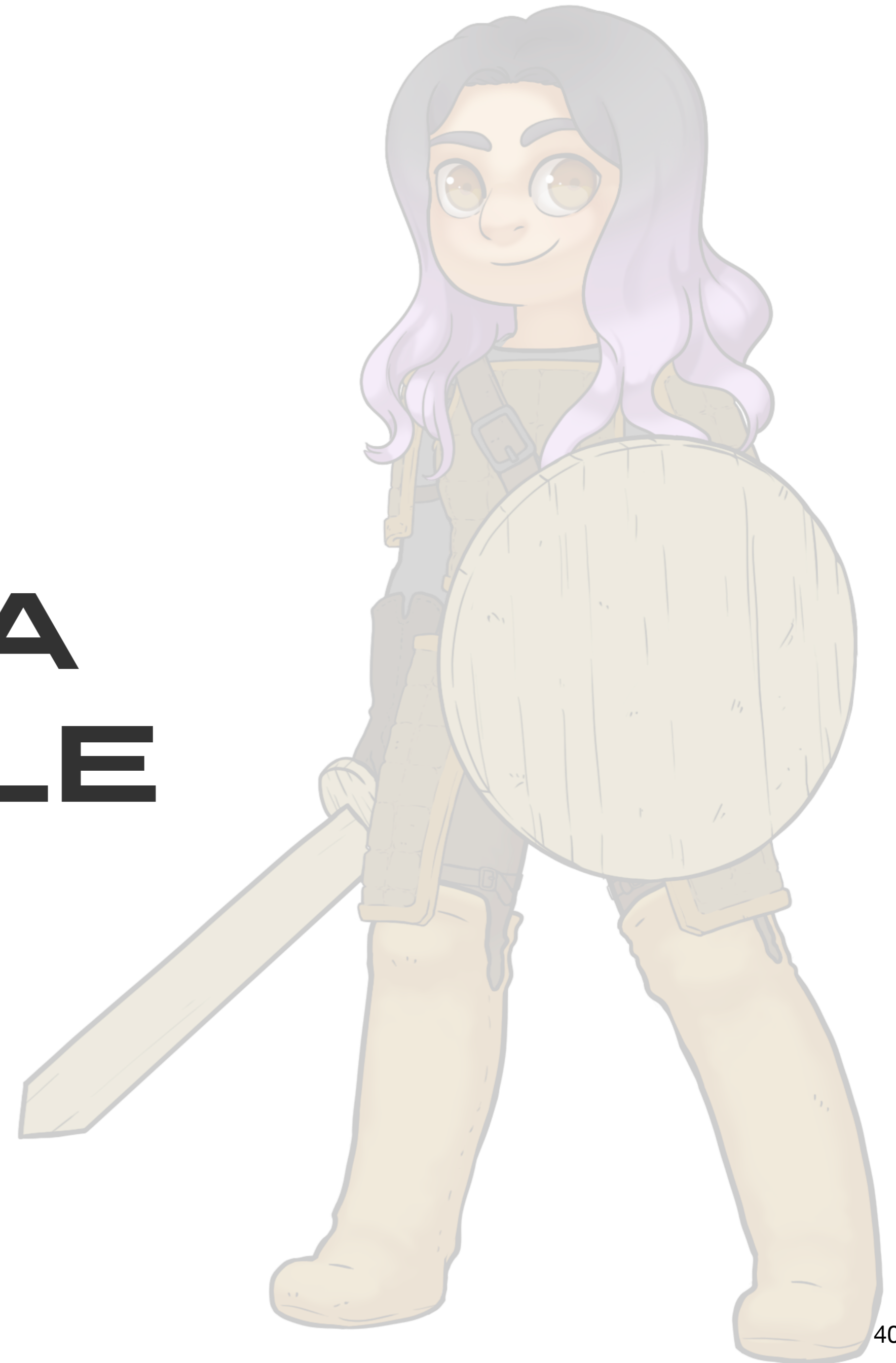
JACKIE



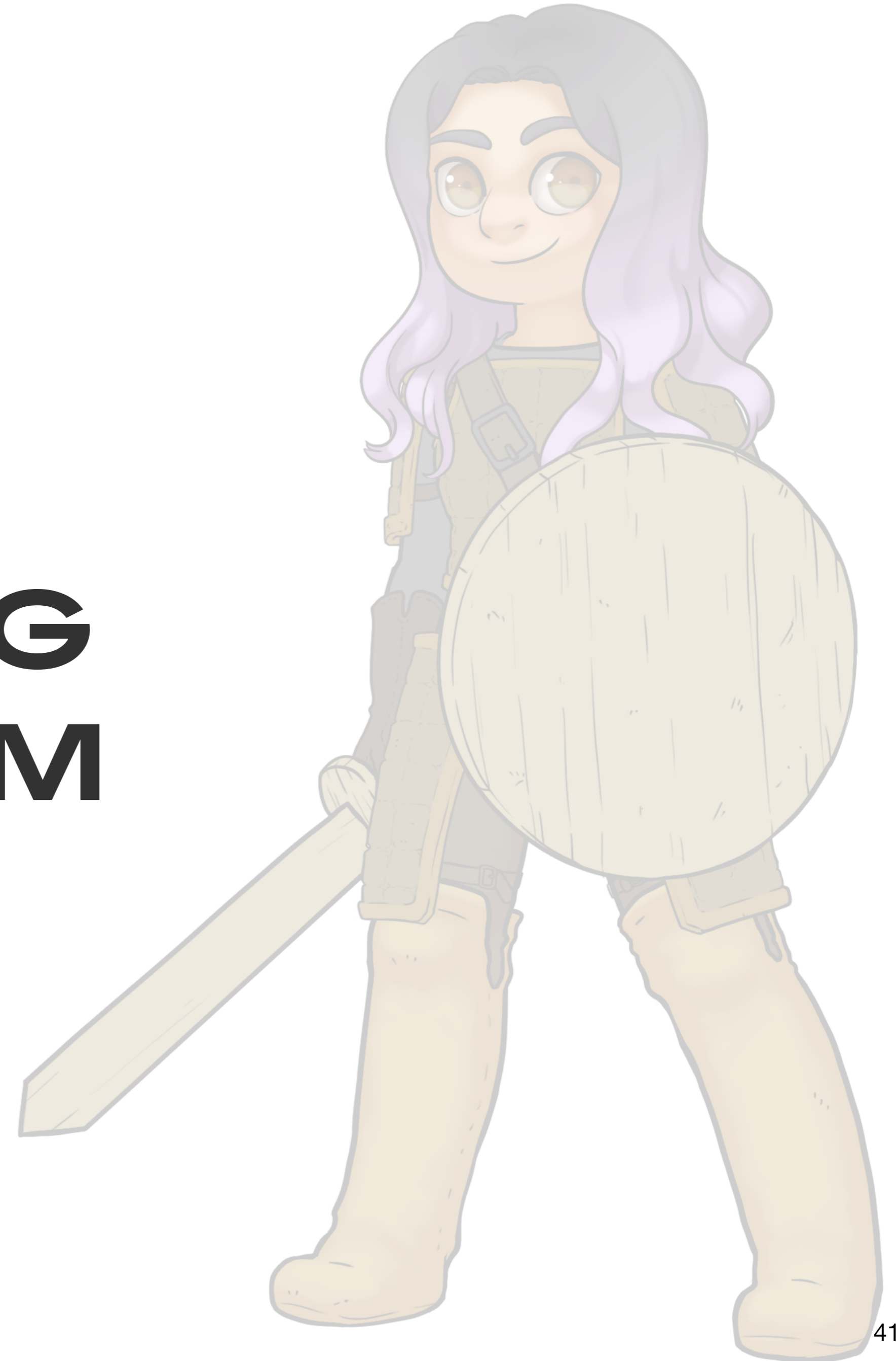
BOSS 5: VISIBILITY



**ASSUME YOU
ALREADY HAVE A
SEAT AT THE TABLE**



**YOU ARE
MARIE KONDO-ING
THE DESIGN TEAM**



**WILL THIS MAKE
LIFE BETTER FOR
THE TEAM?**



The DesignOps Value Proposition

[Context] [problems you've identified], [solution you propose] will align with [the organization's strategic initiatives] by:

- [Proposed improvement]
- [Proposed improvement]
- [Proposed improvement]



The DesignOps Value Proposition

Due to a siloed organization and no unified repository of design information, the quality of designs and speed of delivery are inconsistent, and designers' time is wasted searching for templates, best practices, and design standards. A design playbook will optimize customer satisfaction that reinforces brand equity:

- Increasing the speed and quality of design output by providing reusable best-in-class design templates and guides
- Reduce the duration of time for a new hire to ramp-up due to accessible onboarding guides, tools, templates, and strategy overview
- Improve design quality by through the definition, standardization, and accessibility of design quality standards



State the context and problem

The DesignOps Value Proposition

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State the proposed solution

The DesignOps Value Proposition

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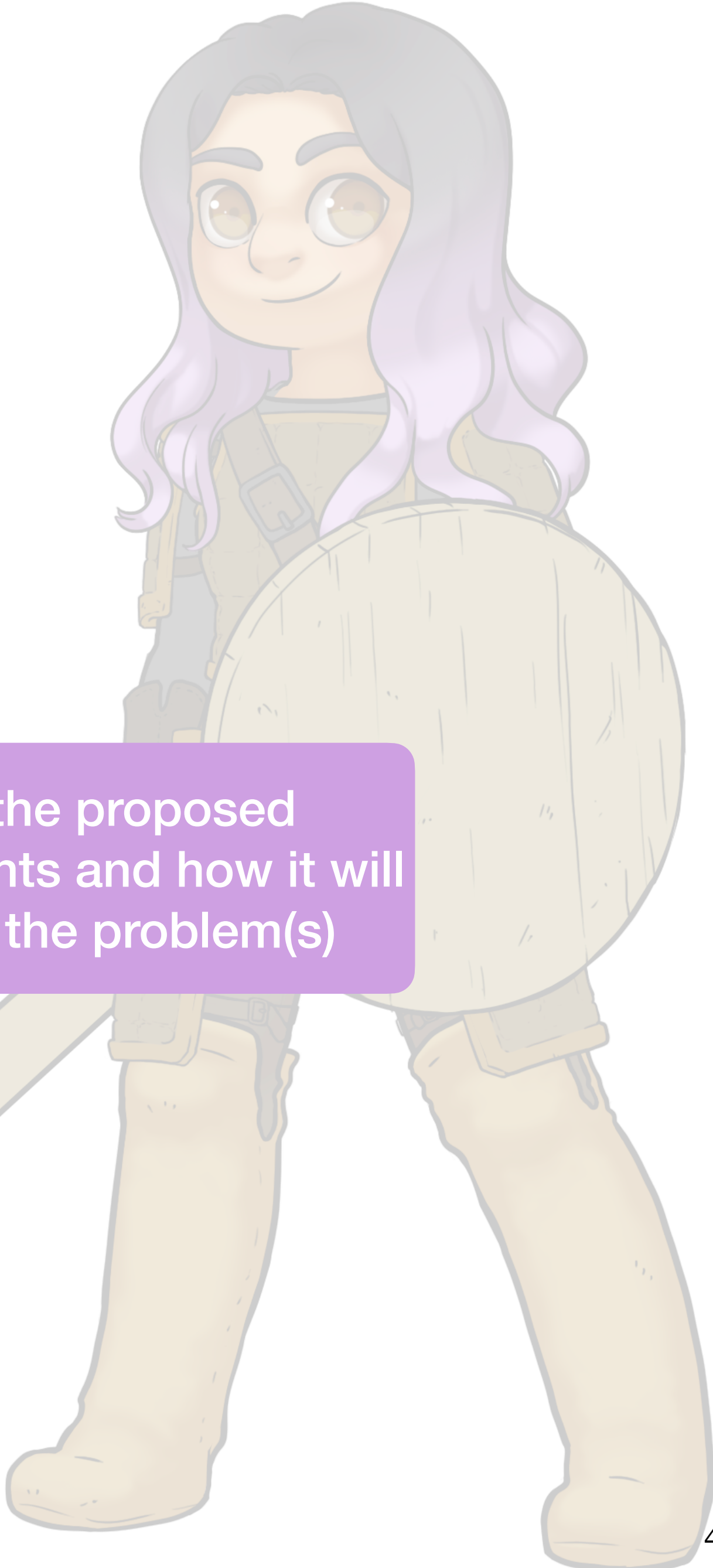


Connect your solution to the organization's strategy

The DesignOps Value Proposition

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Share the proposed improvements and how it will alleviate the problem(s)

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BOSS 5: VISIBILITY



JACKIE



SCALE



Jackie



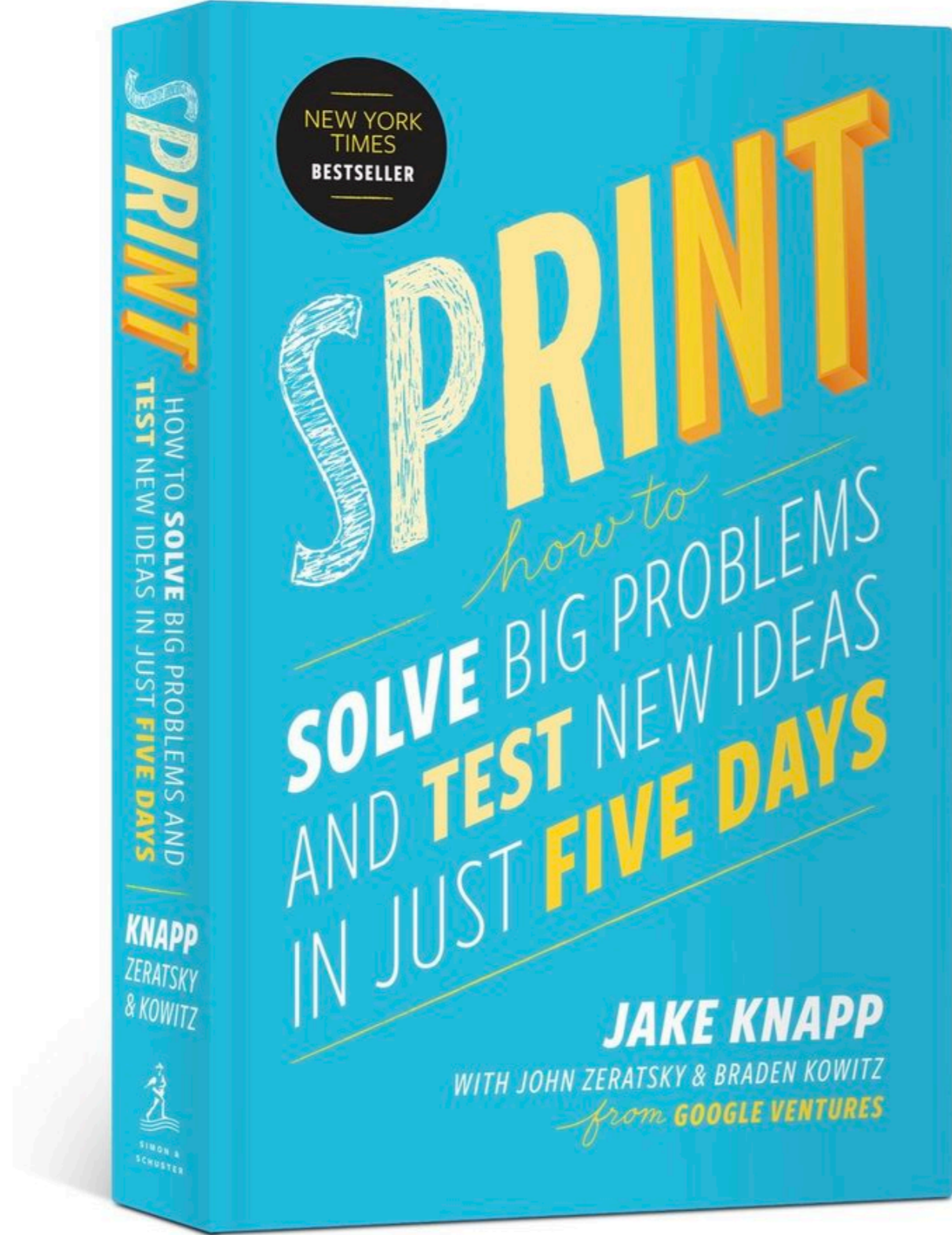
Boss 7: Scale



**HOW CAN I
MULTIPLY THE
IMPACT
OF MY WORK?**



Scaling remote design sprint facilitation and preparation



Scaling remote design sprint preparation

Miro remote design sprint template

The screenshot displays a Miro remote design sprint template with the following sections:

- Map:** A photograph of a man in a black shirt and glasses standing in front of a whiteboard, placing colorful sticky notes.
- Schedule:** A vertical timeline divided into Morning and Afternoon sections.
 - Morning:** Long-Term Goal - 15m, Sprint Questions - 20m, Break - 15m, Note-N-Map - 1 hr, HMW Intro - 15m, Lunch - 12:00-1:00.
 - Afternoon:** Expert Talks & HMW - 2 hrs, Categories & HMW Voting - 30m, Break - 15m, Connect HMWs & Pick a Target - 45m, Homework for tomorrow - 10m, Day 1 - Mapping done!
- Long-Term Goal (15 m):** A workspace with a header, instructions, and a grid of 12 sticky notes. Each sticky note contains the text "In 2 years time" and a small yellow icon.
- Sprint Questions (15 m):** A workspace with a header, instructions, and a grid of 12 sticky notes. Each sticky note contains a question and a small yellow icon.



Scaling remote design sprint preparation

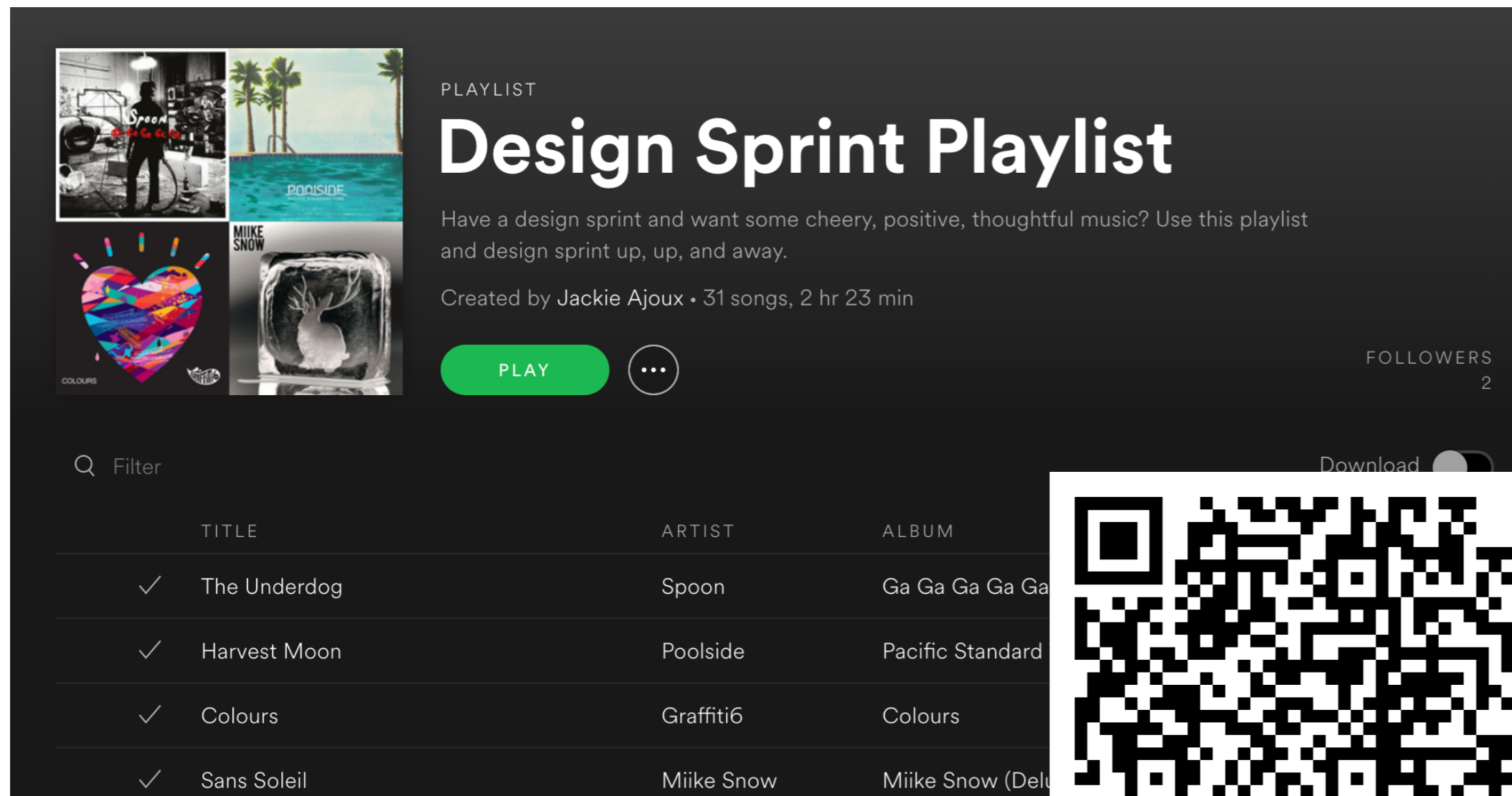
Repository of re-usable decks and guides

Name	↑
01. Workshop setup & Facilitation Guide	
02. Monday - Mapping	
03. Tuesday - Sketching	
04. Wednesday - Decide	
05. Thursday - Prototype	
06. Friday - Test	
01. Welcome & Orientation to this Design Sprint Package	
02. The Official Design Sprint Music Playlist	



Scaling remote design sprint preparation

Curated music specifically for design sprints



PLAYLIST

Design Sprint Playlist

Have a design sprint and want some cheery, positive, thoughtful music? Use this playlist and design sprint up, up, and away.

Created by Jackie Ajoux • 31 songs, 2 hr 23 min

PLAY

FOLLOWERS 2

Download

Filter

TITLE	ARTIST	ALBUM
✓ The Underdog	Spoon	Ga Ga Ga Ga Ga
✓ Harvest Moon	Poolside	Pacific Standard
✓ Colours	Graffiti6	Colours
✓ Sans Soleil	Miike Snow	Miike Snow (Del



Access the
Design Sprint Playlist here



Scaling remote design sprint preparation

- **Identify how you can make training available asynchronously**
 - Video recordings
 - Guides
 - Packaged templates
- **Scale training to as many people as you can**
- **Socialize resources across the company**



**REDUCE,
REUSE,
AND RECYCLE**



LEVEL UP





YEAR 2

**Expect more bosses,
and some of the
same to return...**

YEAR 2



- **Armor upgrade**
- **Experience unlocked**
- **Improved tools**

Strategy Guide

FOR the
TEAM
of
ONE





- **Relationships are the coin of the realm**
- **Use affinity mapping to organize what you hear in 1:1s and in meetings**
- **Create and prioritize a DesignOps backlog**
- **Become an expert of your organization's strategy**
- **Learn organizational change models**



- **Lean on your relationships to overcome loneliness**
- **Assume you have a seat at the table**
- **Communicate a clear value proposition for your work**
- **Reduce, reuse, and recycle your work as much as you can**
- **Above all else, learn on your talents and strengths, they are your ultimate tool**

THANK YOU



Jackie Ajoux

Twitter: @JackieAjoux

Instagram: @pragma_ux

LinkedIn: in/jajoux/

Illustration by:

@Tiffany_Petitt

www.tiffanypetitt.com