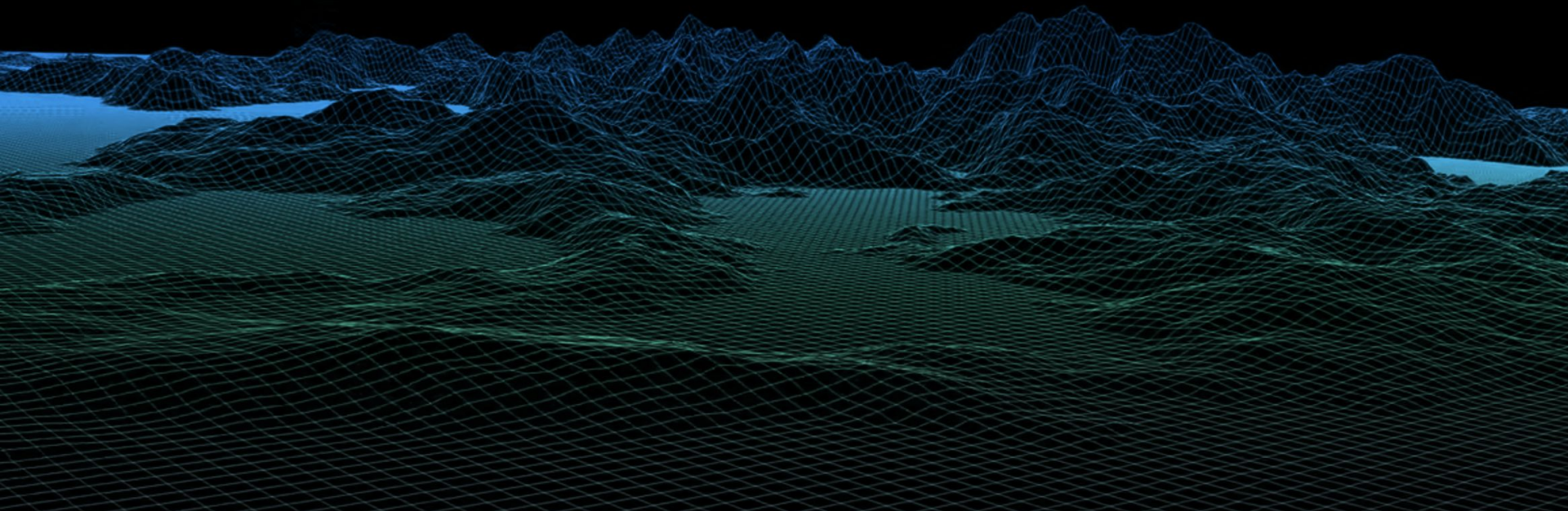
The Future of DesignOps will drive business innovation.



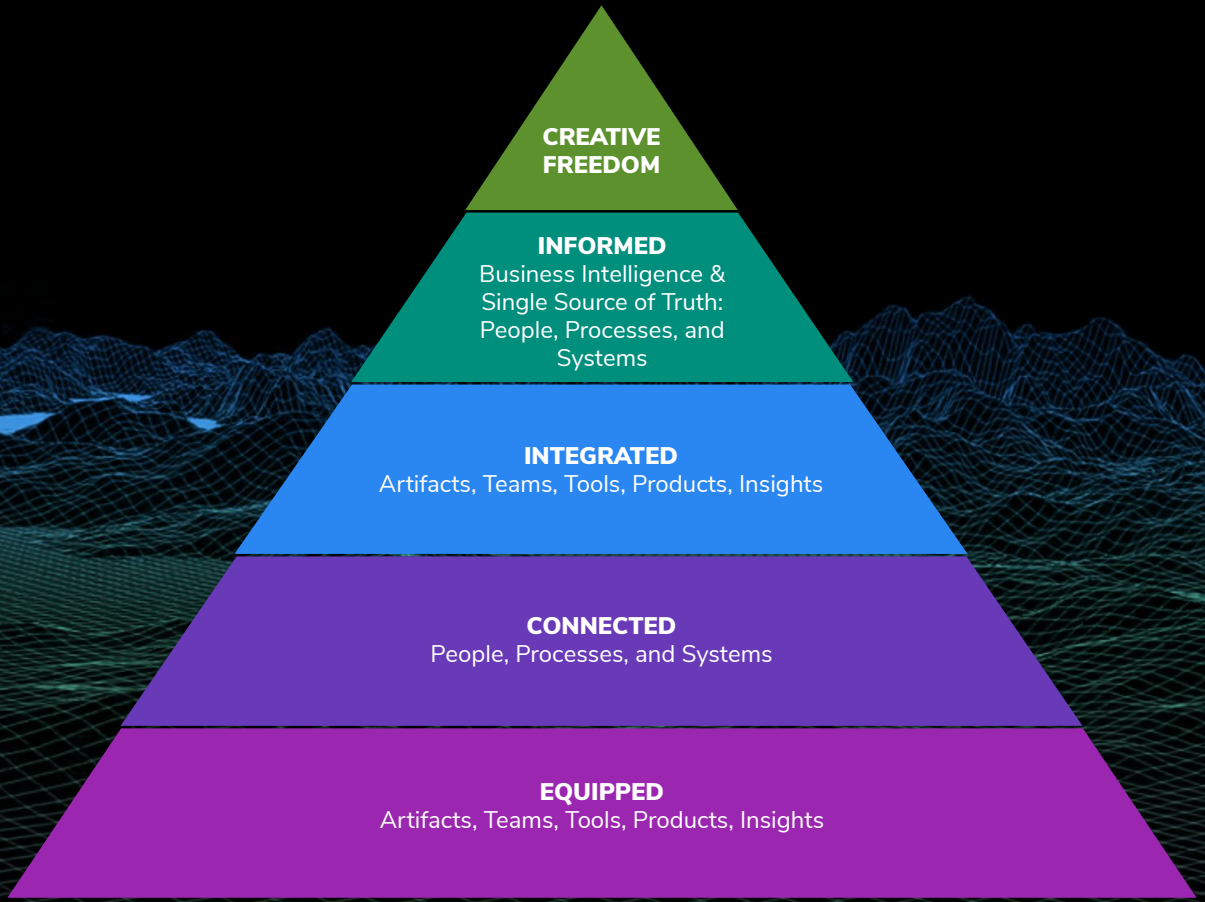
Thinking about the future of DesignOps merits an understanding of:

- where we've come from…

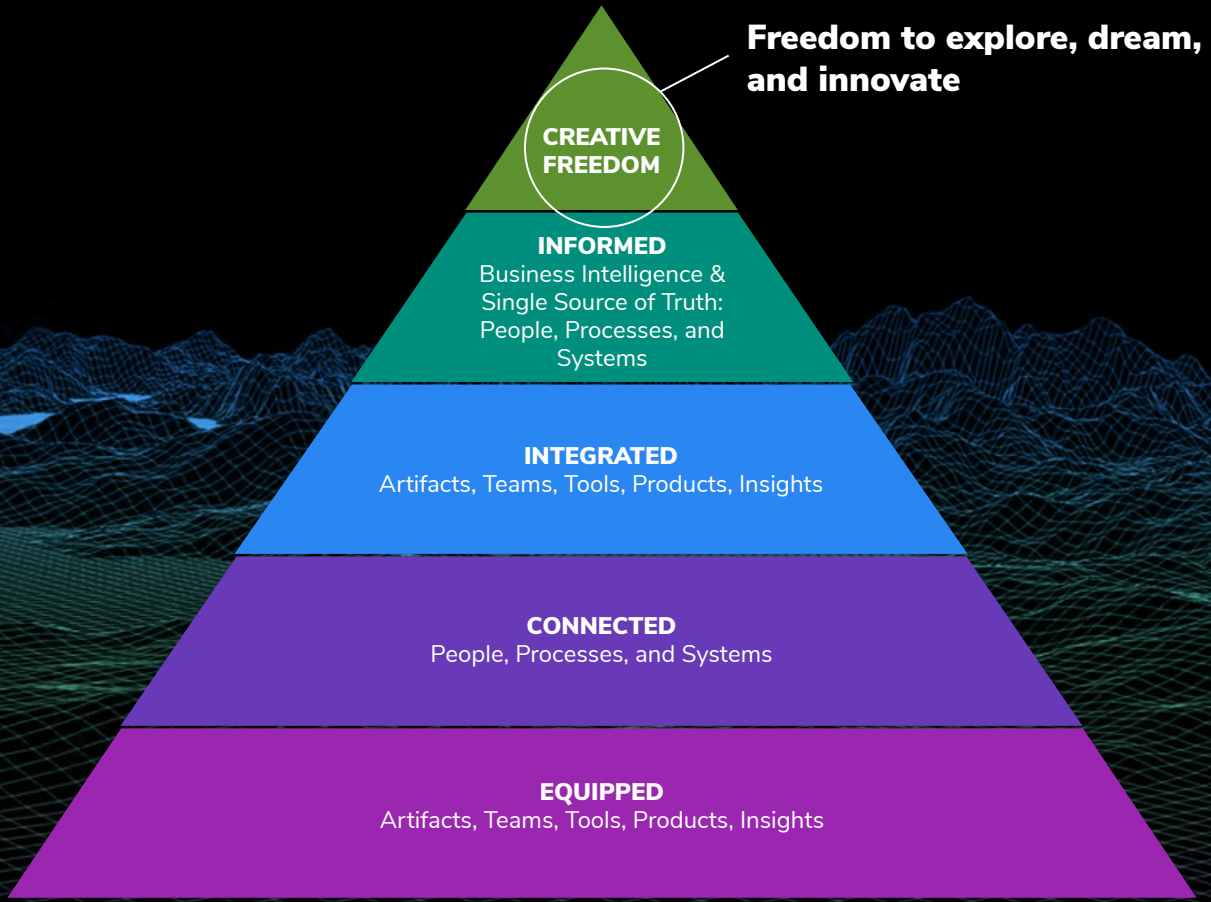
Thinking about the future of DesignOps merits an understanding of:

Thinking about the future of DesignOps merits an understanding of:

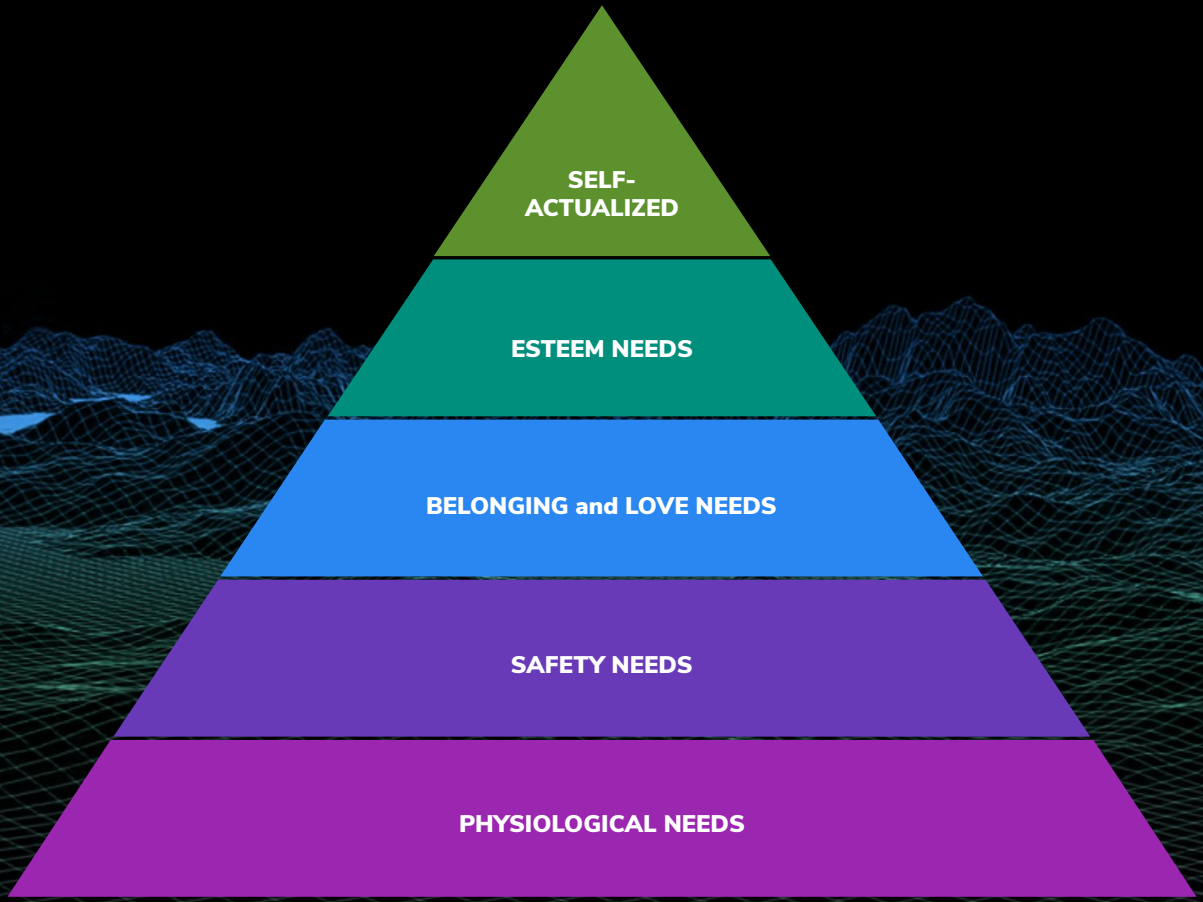
The Future of DesignOps Drives Business Innovation



The Future of DesignOps Drives Business Innovation

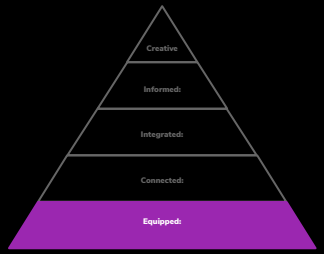


The Future of DesignOps is Business as it should be, not as it is today.



Equipped

The Future of DesignOps is better equipped.



Artifacts, Teams, Tools, Products, Insights

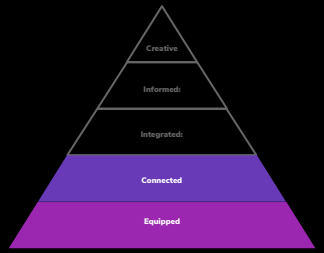
Tools, Information, Talent, Governance:

Today:
Many options, landscape, definition and frameworks are constantly changing
“tool fatigue and context switching”

Future:
Streamlined & integrated

Connected

The Future of DesignOps is more connected.



People

Business | Research | Content | UX | Engineers | Testing | PM

Processes

Discovery | Design | Implement/Test | Ship

Systems

Insight Repo | Design System | UI Component Lib | Communication Tools | Knowledgebase | Project / Product management Tools

...need to be connected better.

current tools, meetings, comms - are still too inefficient,
Time-Consuming, siloed with risk of miscommunication.

Business Transformation & Design Leadership

Digital optimization creates tremendous opportunities, but even the most beneficial change requires management. We help you create realistic implementation plans based on knowledge of your organization and your people. We understand the operational impact of bringing new technologies online and can help your team harness them to their full potential.

Research & Requirements Gathering

Digital dominance requires a skillful balancing of many factors: business and user needs; short and long term goals; competitive parity and differentiation. We provide research that will form the foundation of your successful digital strategy, matching a wide range of qualitative and quantitative techniques to your specific needs.

Content

Our experts will analyze your content, align it with your user and business goals, and measure its effectiveness. Then we will help you craft an organization-wide strategy to manage your content and keep it relevant and engaging. Finally, we will work with you to operationalize that strategy via expert implementation of tools, processes, structures and taxonomies.

User Experience

Improvements in product usability and design have a profound impact on user satisfaction, accessibility, and success, enhancing competitiveness and product performance in the marketplace. We will work with you to rapidly identify, scope, prioritize, and design a more consistent, usable interface and an optimized user experience.

Technology

Building unified, effective experiences requires a firm understanding of technical frameworks and user needs – and how to marry the two seamlessly. We have deep expertise in enterprise systems, open-source technologies, and custom application development, in support of business and user requirements.

Core Services

Essential to every project are the nuts and bolts activities that assure its success: project management, best practices and standards, quality assurance, and guiding principles. These skills, processes and benchmarks support the exceptional care and professionalism we bring to our work every day.

Cross-Phase Services

- Change Management
- Mentorship & Coaching
- Design Maturity Benchmarking
- Research Ops Setup
- Design System Creation & Setup
- Expert UI Evaluation
- User Research
- Content Management
- Content Strategy
- ECMS & Collaboration Strategy
- Project Management
- Quality Assurance
- Guiding Principles
- Best Practices & Standards

Discover

- Requirements Gathering
- Roadmapping
- User Feedback Audit
- CMS Strategy & Planning
- UX Strategy
- Competitive Analysis
- Digital Brand Research
- Mood Boards
- Technology Evaluation & Selection

Design

- Usability Testing
- Content Architecture
- Information Architecture Design
- Wireframing
- UI Mockups
- Technology Architecture & Design
- Enterprise Search Architecture
- Systems Integration Design

Implementation & Training

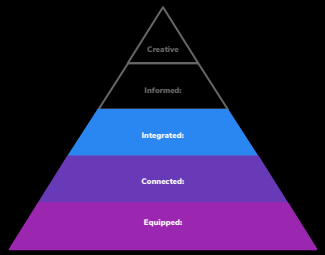
- Training
- Cross Browser Device Testing
- Software/Web Development
- App Configuration & Development

Post Launch

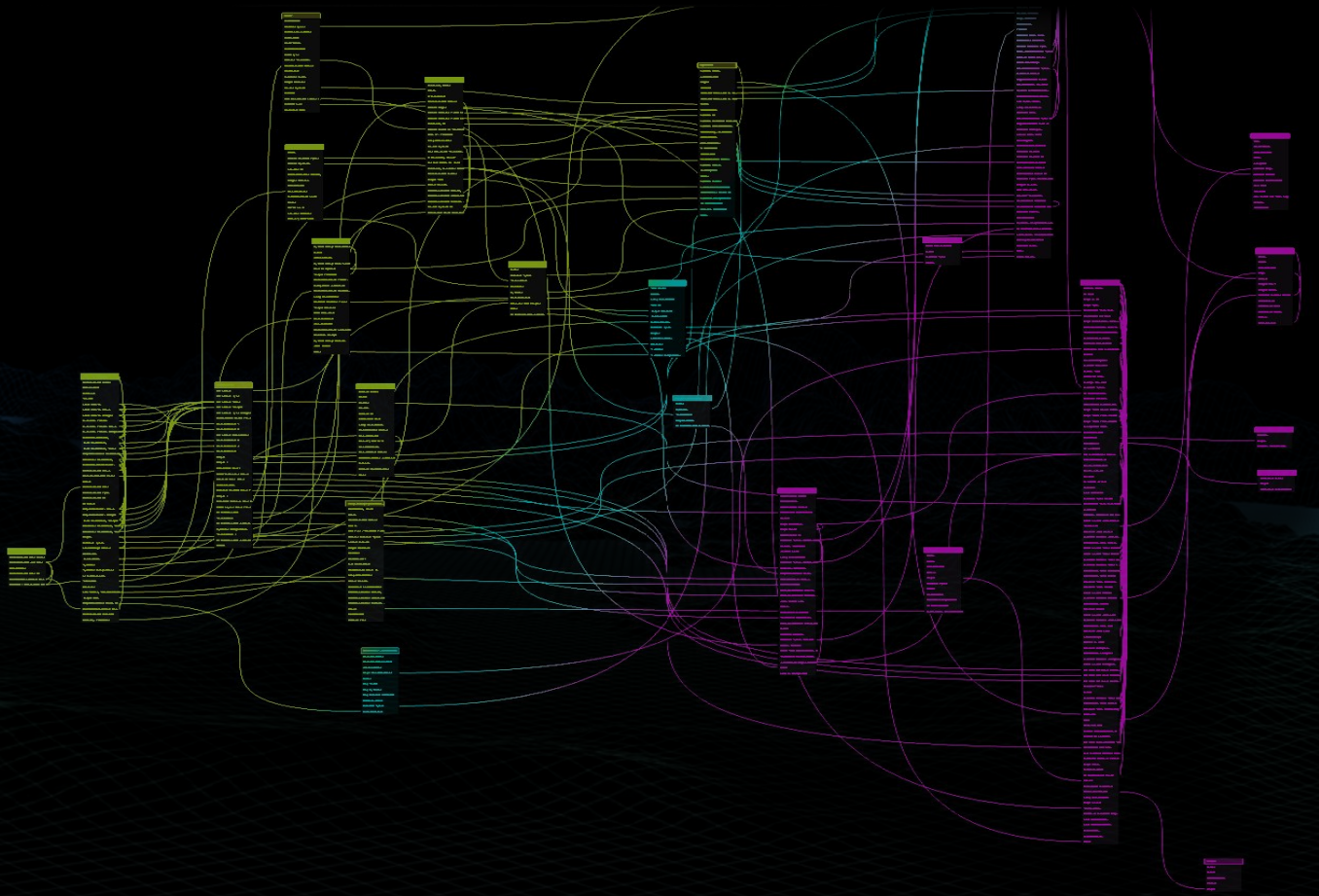
- Content Governance & Lifecycle Mgmt
- CMS Training

Integrated

The Future of DesignOps deeply integrated.

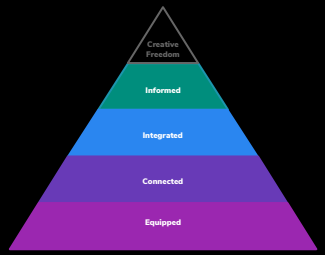


- Team members
- Taxonomy
- User Segments
- Tasks
- Business Objects
- Content Types
- Systems
- Components
- Wires/UI Mocks
- Specifications
- Tickets
- Project Plans
- Milestones
- Status
- Etc.



Informed

The Future of DesignOps delivers design intelligence.



Business Intelligence & Single Source of Truth across People, Processes, and Systems

Integrated - Metrics, Status, LOE, Churn, Success, Failure, Time to Complete, etc.

Delivered in context
In Real Time
Shared Attributes (names, versions, status)
Single Source of Truth
Business Intelligence

Product and Project Managers

Get heads up display of impacted flows, components, and relevant design and engineering hours related to scope and requirement changes.

Business Managers

Understand the the cost of change and can tangibly see the returns on their investments related to research and design.

Researchers

Insight repositories house user segments, stories, cases, tasks, contexts, pains, gains that are mapped to business metrics, design relevant flows, screens and components.

Designers

Requirements, Insights, technical specifications are hooked into Design systems, and mapped to relevant artifacts displayed in the tools they design in.

Engineers

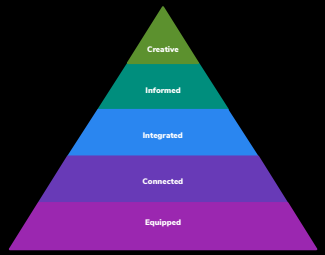
Real time updates on status changes in upstream design changes. Field and attribute changes in technical specifications flow upstream into UI component libraries and update throughout mockups, test prototypes and training documents.

Testing

Original requirements have been fully mapped to UI/functional changes, relevant user segments, stories, and task. Making test case production, execution and tracking more efficient and better informed.

Creative

The Future of DesignOps Drives Business Innovation



Design professionals and managers are:

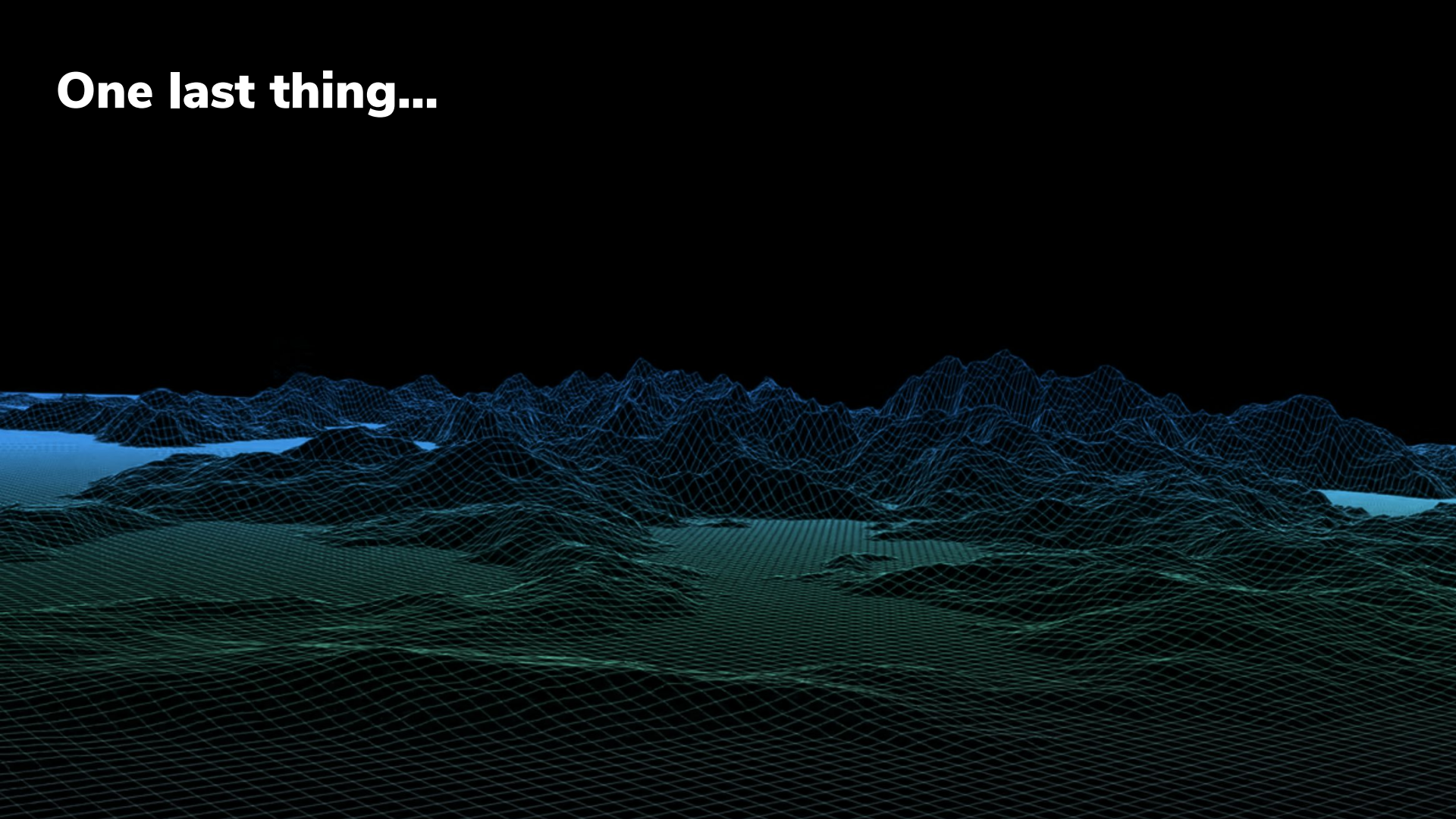
- **Equipped** - right people, tools, info, processes...
- **Connected** with their teams and in the flow
- **Integrated** - tools and artifacts share common attributes that are semantically aware and connected
- **Informed** - design intelligence in the form of contextually relevant information readily available.

Less process intensity

Less ambiguity of the foundational elements

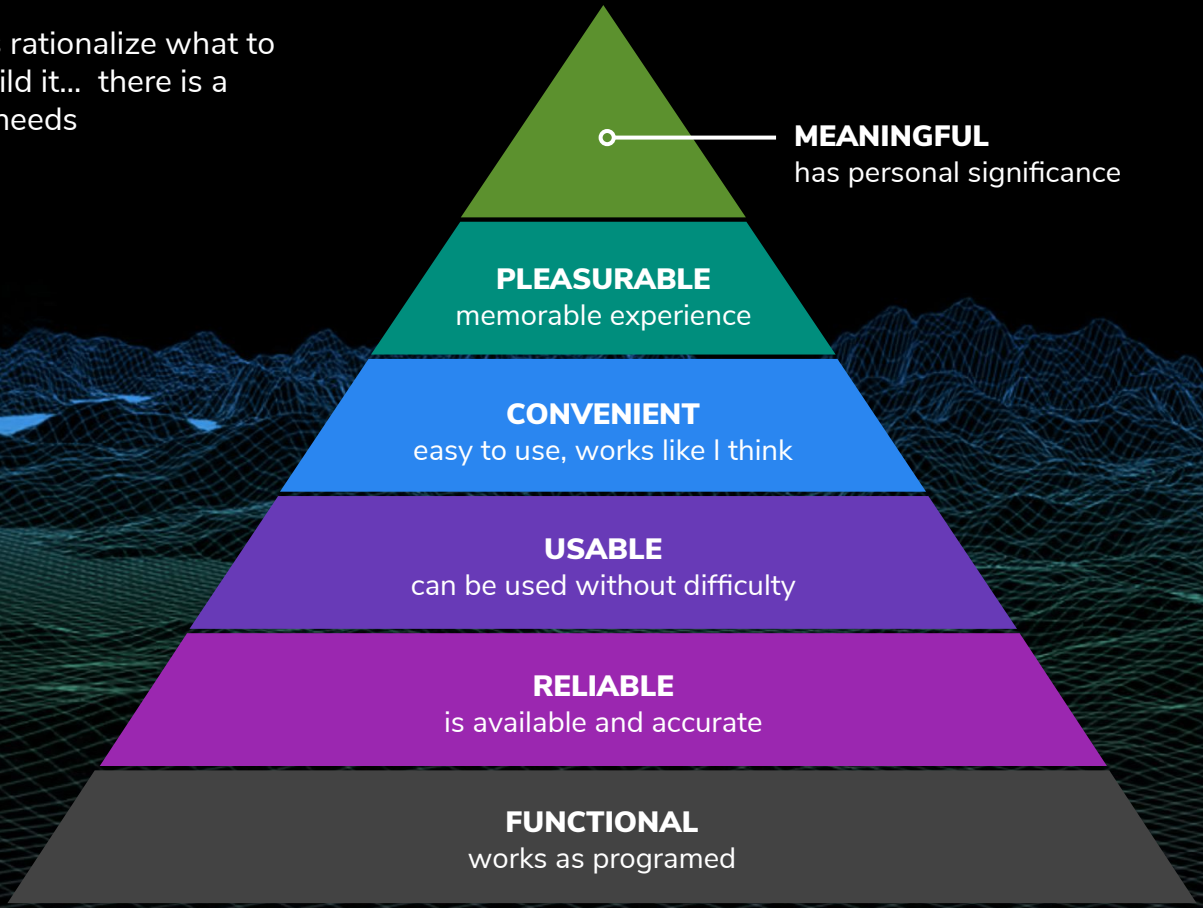
More creative problem solving and business **innovation**

One last thing...

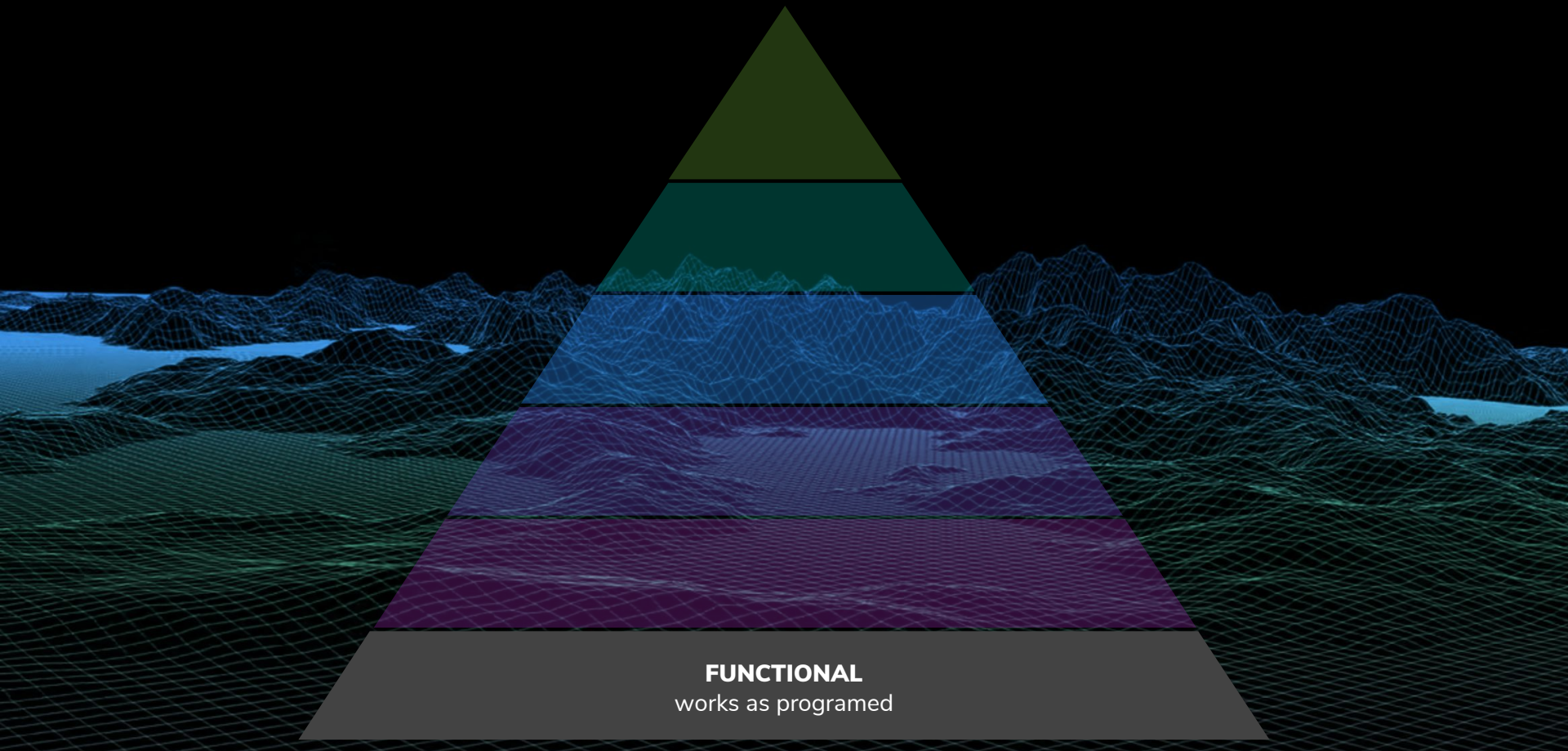


... quick segue

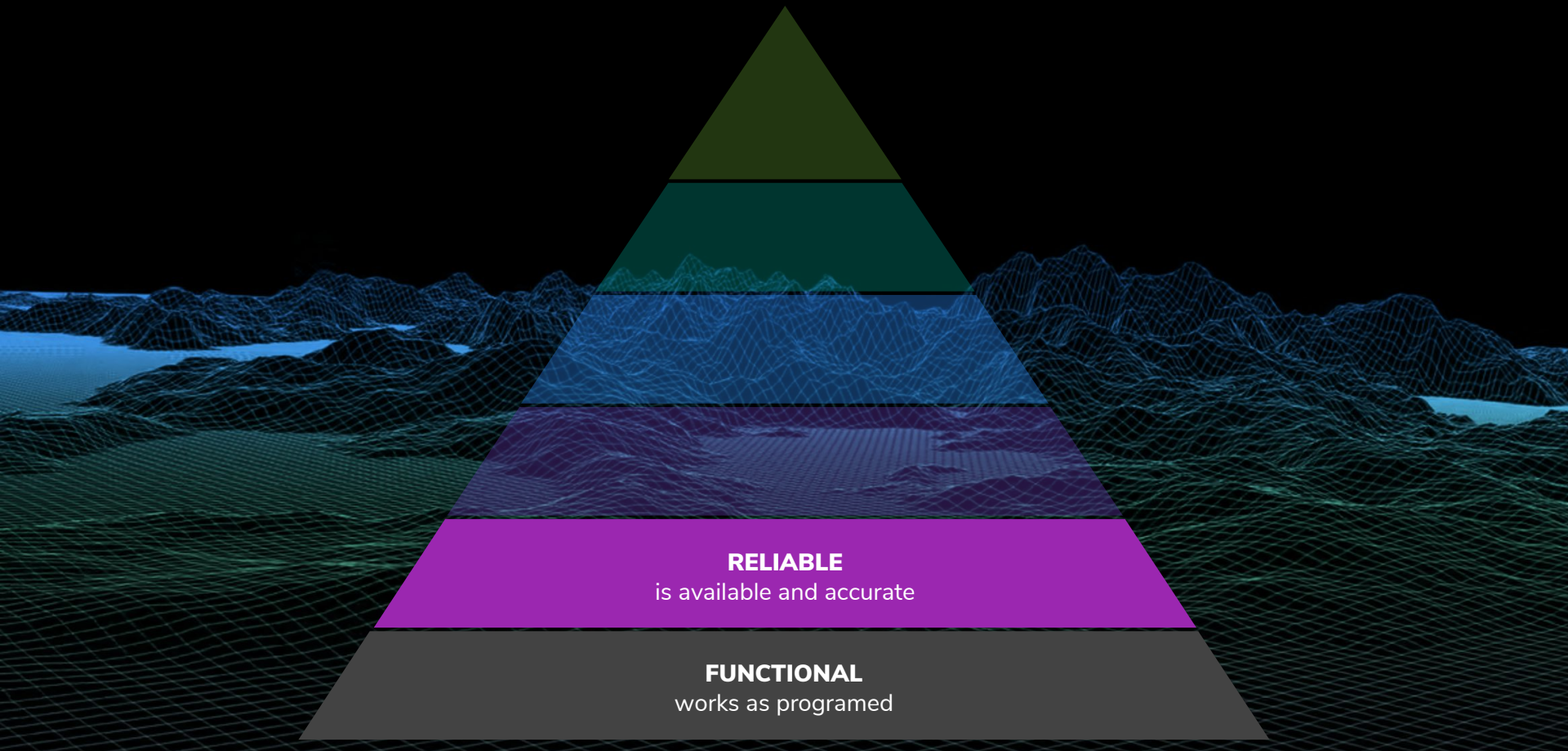
When design teams rationalize what to build and how to build it... there is a similar hierarchy of needs



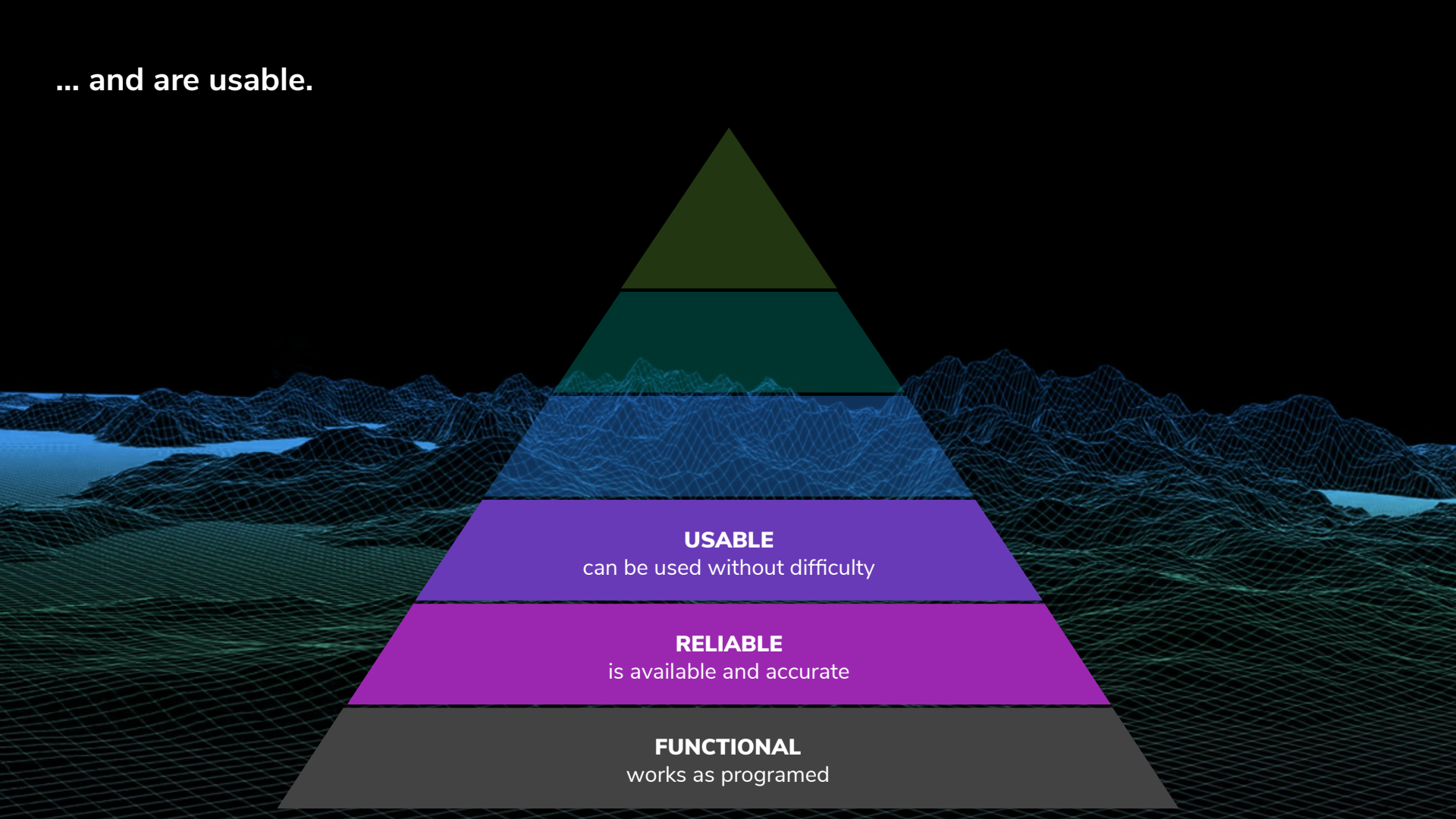
Teams still struggle with some fundamentals...



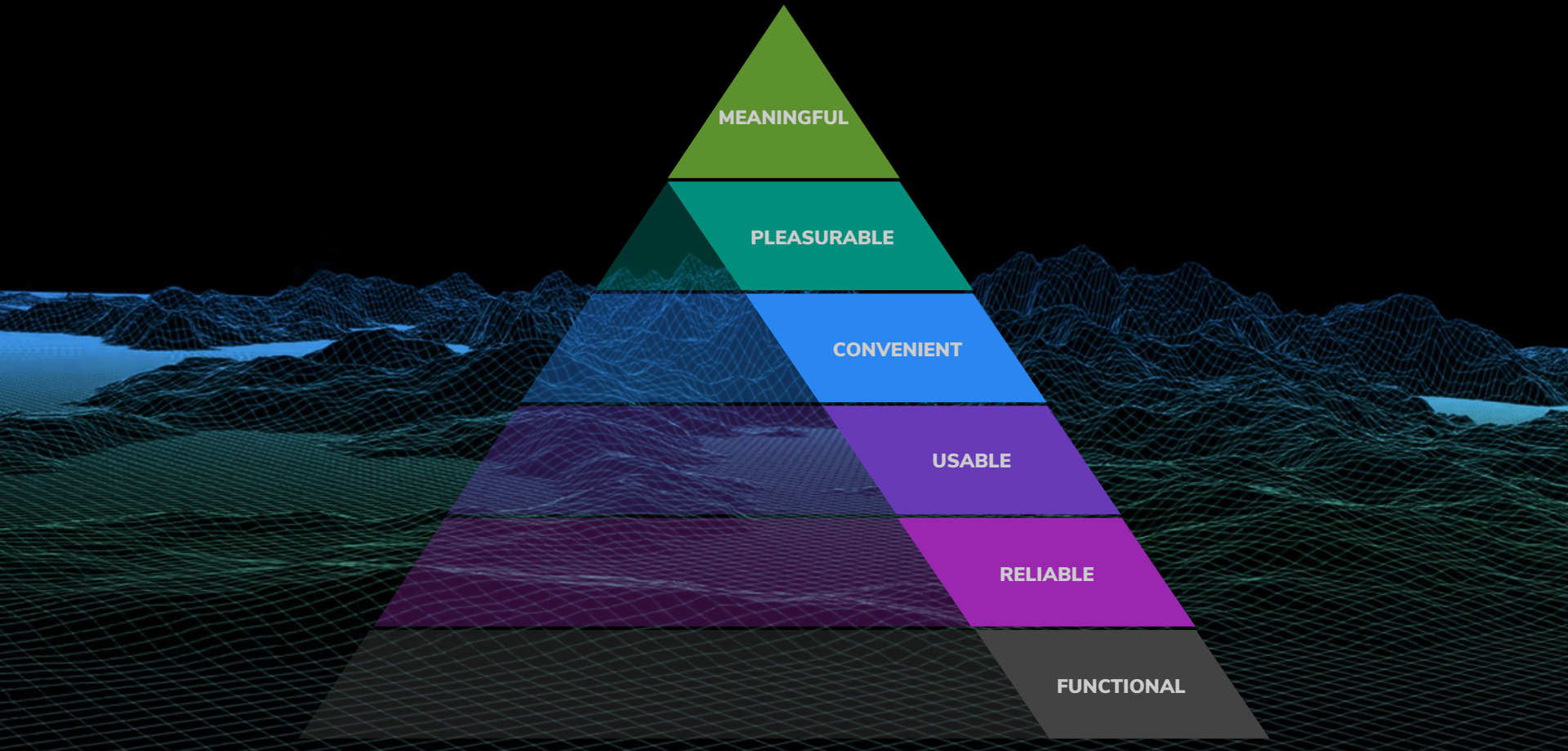
Making sure products work reliably...



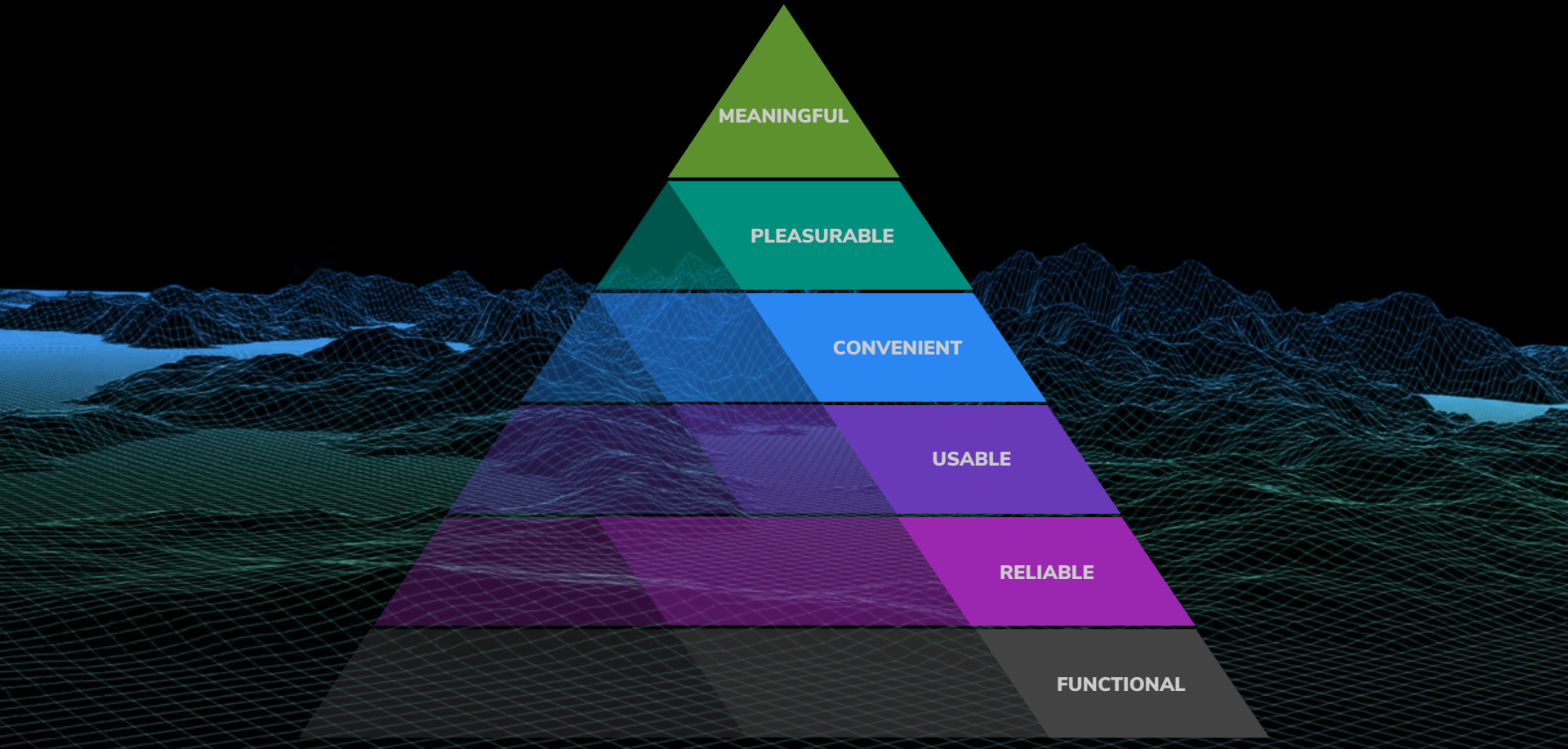
... and are usable.



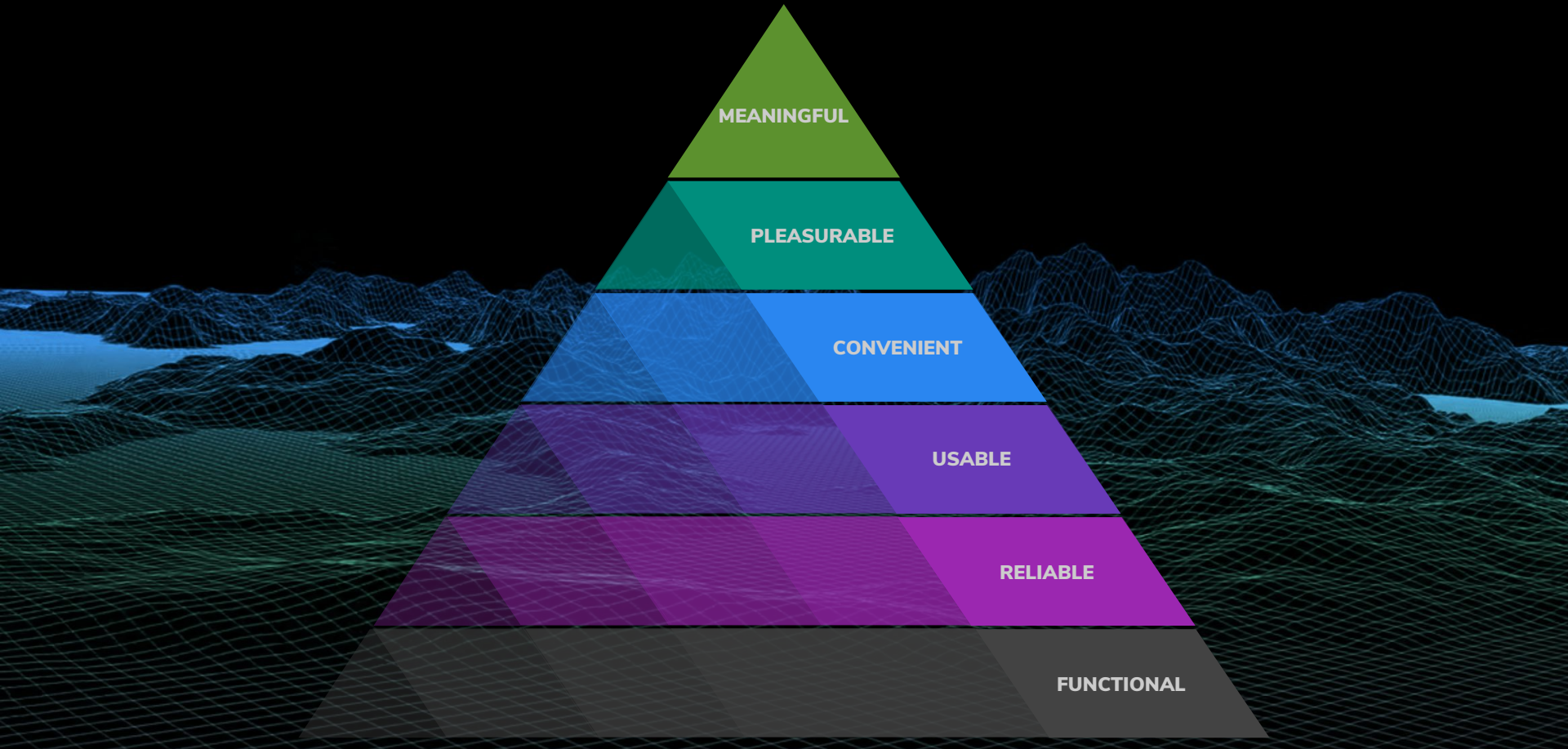
How about Loveable?



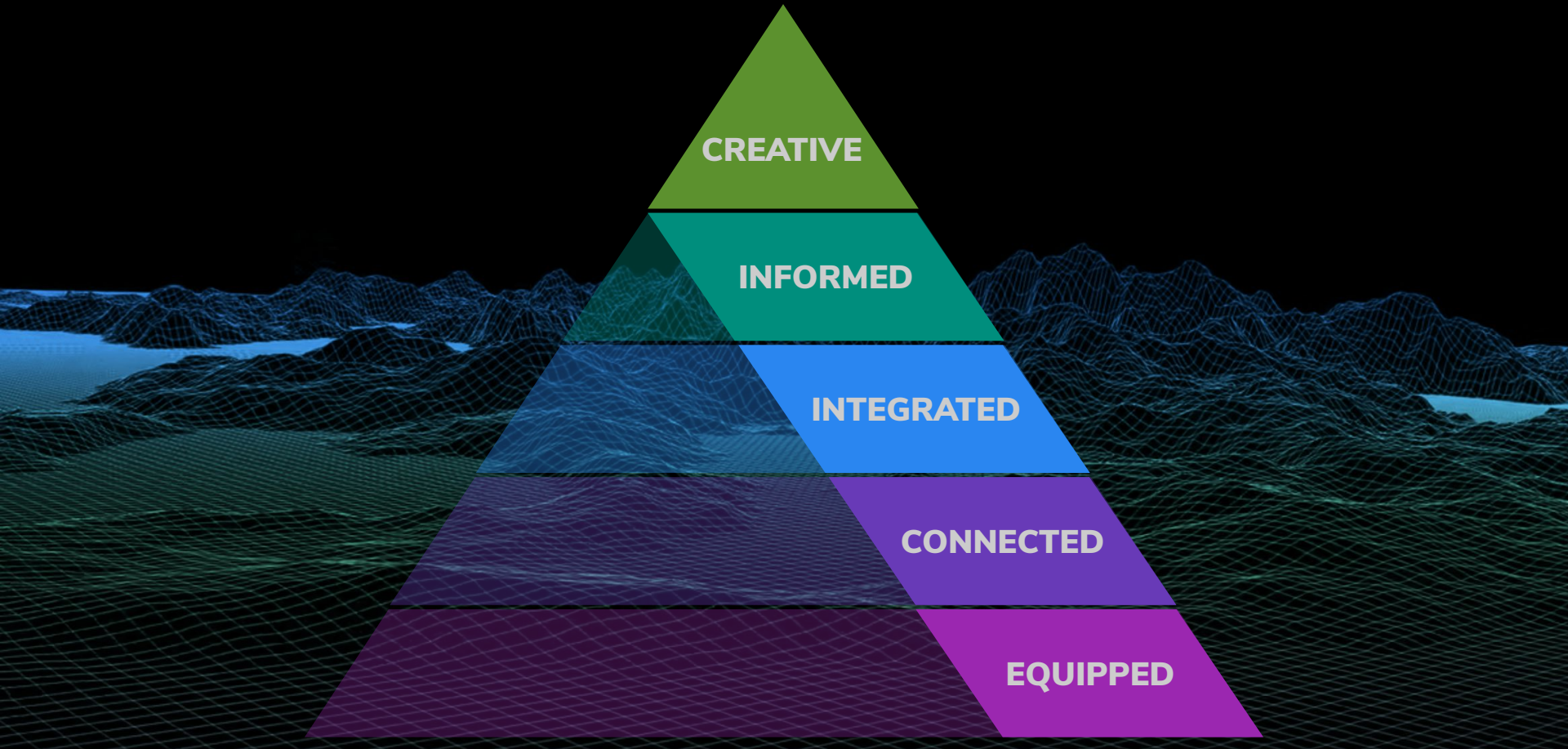
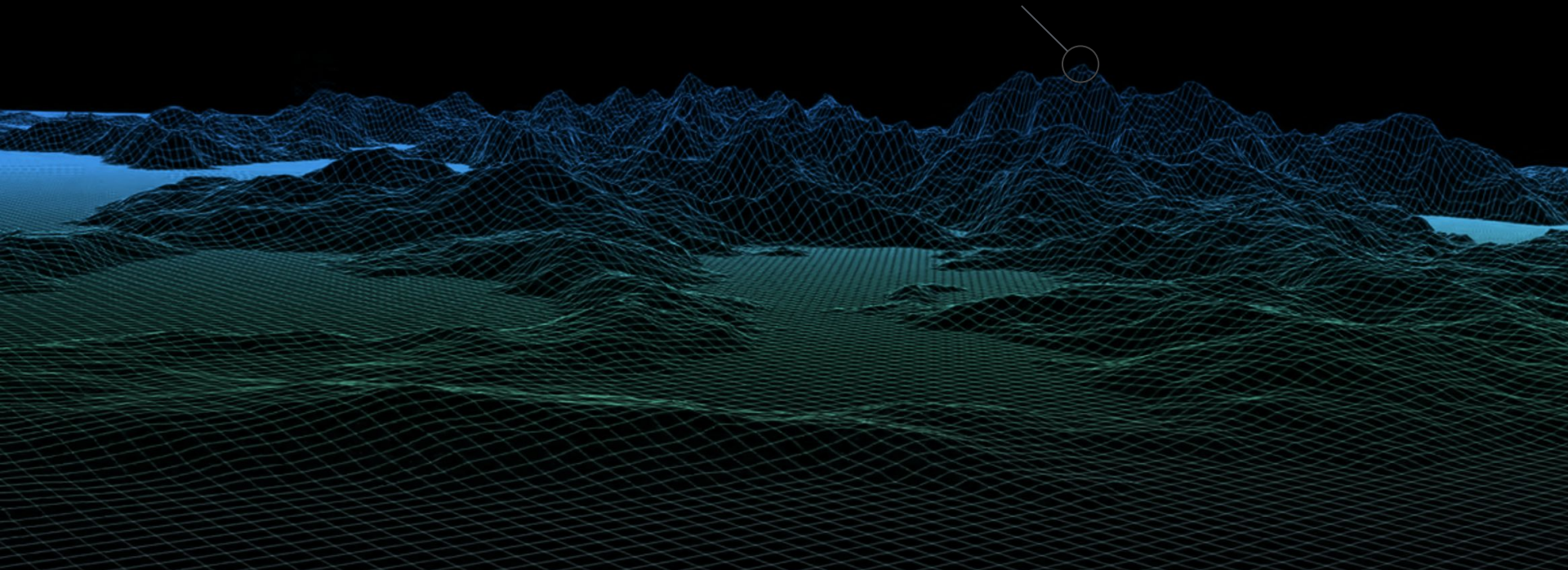
...targeting how products and or services can become deeply meaningful.



building on that success to become fully featured.



Can we do this?



The Future of DesignOps will drive business innovation.