DesignOps Summit by Rosenfeld

@DesignOpsSummit #DOS2021

29 September 2021

THEME 1: Establishing and Growing DesignOps *led by Kristin Skinner*

The DesignOps Starter Kit

UX in REAL LIFE new podcast debuts Oct 6

bit.ly/design-ops-starter-kit

MICHELLE CHIN

Principal DesignOps Manager, CITRIX

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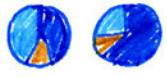
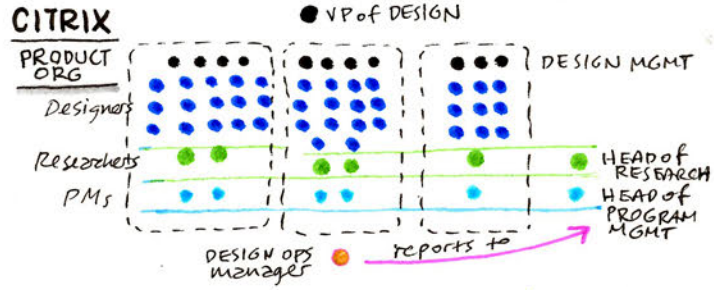
BACKGROUND: My Role as a Design Manager



REALISTICALLY... We were all struggling to get operational initiatives done... what if it were ONE PERSON?

I WANTED TO FOCUS ON DESIGNOPS

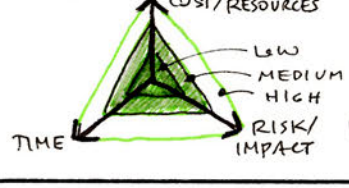


1 Decide on decision-making responsibilities

- THE DECISIONS YOU MAKE WERE MADE BY OTHERS BEFORE
- ORGANIC DECISION-MAKING DOESN'T ALWAYS WORK FOR HIGH-STAKES EFFORTS
- COLLABORATE ON WHO'S ACCOUNTABLE FOR MAKING DECISIONS and WHO'S INVOLVED IN FEEDBACK

TOP TIPS

- BE EXPLICIT on DECISION POINTS and FEEDBACK (I made my own RACI)
- TRY a DECISION FRAMEWORK
- LOOK for OPPORTUNITIES TO ALLEVIATE DECISION FATIGUE



2 Communicate – everything

- People have different mental models of DesignOps
- They might not fully understand what you're working on or how you'll do things
- Uncharted territory – can be very exciting
- You are the DesignOps spokesperson – help build TRUST & CONFIDENCE

TOP TIPS

- COMMUNICATE AS MUCH AS POSSIBLE and IN DIFFERENT FORMATS [email / mtgs / slack etc.]
- THINGS THAT SEEM UNINTERESTING to YOU MAY BE VERY INTERESTING TO OTHERS! governance [DESIGN SYSTEM STRUCTURE]
- BE APPROACHABLE; DO Q&A and 1:1s

3 Start Small; scale up

- Scaling something across the org can be daunting
- It's rare to get things right the first time
- Buys you some flexibility

TOP TIPS

- CREATE PILOTS WHERE YOU CAN. PILOTS CAN SCALE and PEOPLE ARE OK WITH PILOTS
- IF YOU CAN'T PILOT THEN GET AS MUCH FEEDBACK AS POSSIBLE (users, stakeholders, peers, etc.)

We did a pilot to improve accuracy of story points

4 Create a backlog [JUST DESIGNOPS]

- People will be inspired and want more
- People understand DesignOps in their own special way
  - "Doesn't DesignOps include [random task]?
  - "Isn't [random task] Michelle's responsibility?"
- A backlog can help you and others pace and define the DesignOps practice

TOP TIPS

- CREATE A SHAREABLE BACKLOG
- PERIODICALLY REVIEW IT
- LOOK OUT for YOURSELF – FOCUS on YOUR GOALS for the YEAR

5 Create templates on the fly

- I spend a lot of time communicating and forging working relationships
- Templates can help streamline your workflow
- Reusable things include: diagrams, checklists, org charts, meeting note formats, playbooks, presentation formats, etc.

TOP TIPS

- FIND ANYTHING YOU CAN RE-USE and MAKE IT REUSABLE BY OTHERS

Ex: Design System Hierarchy of Needs — LISA WELCHMAN

- ITERATE & SHARE!

Celebrate team wins!

SKETCHNOTES by @mjbroadbent