

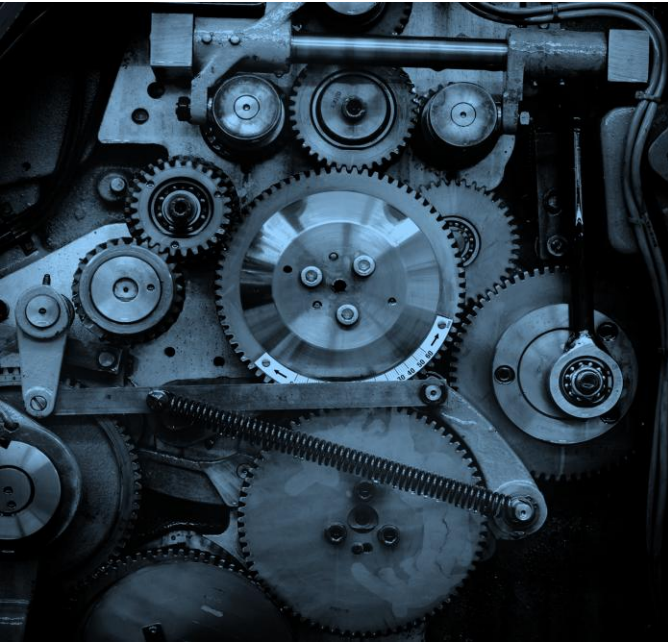


CORPORATE
SERVICES

Build. Connect. Collaborate.

Making the Transition to
**DesignOps &
Design Thinking**
As a Service

Building the Value of Design through DesignOps



DesignOps is the orchestration and optimization of people, processes, and craft in order to amplify design's value and impact at scale.

– Nielsen/Norman Group

The intent of a DesignOps strategy is to:

- Operationalize the design process
- Enable and support designers
- Scale design's reach and impact
- Increase productivity
- Enable alignment and collaboration
- Improve quality and efficiency

The goal of DesignOps is to **establish processes and measures that support scalable solutions** for project challenges, so designers can focus on design.

The DesignOps Landscape

Our DesignOps practice is defined by **how we collaborate**, how we create **quality work** and how our work creates **impact** throughout the organization.



How We Work Together

- Relationship building
- Role definition
- Work environment
- Fluid onboarding
- People Development
- Rituals and meetings
- Formal intake process



How We Get Work Done

- Standardize process
- Create consistency
- Leverage research
- Allocation
- Accurate estimation
- Balance Workflow
- Collaboration

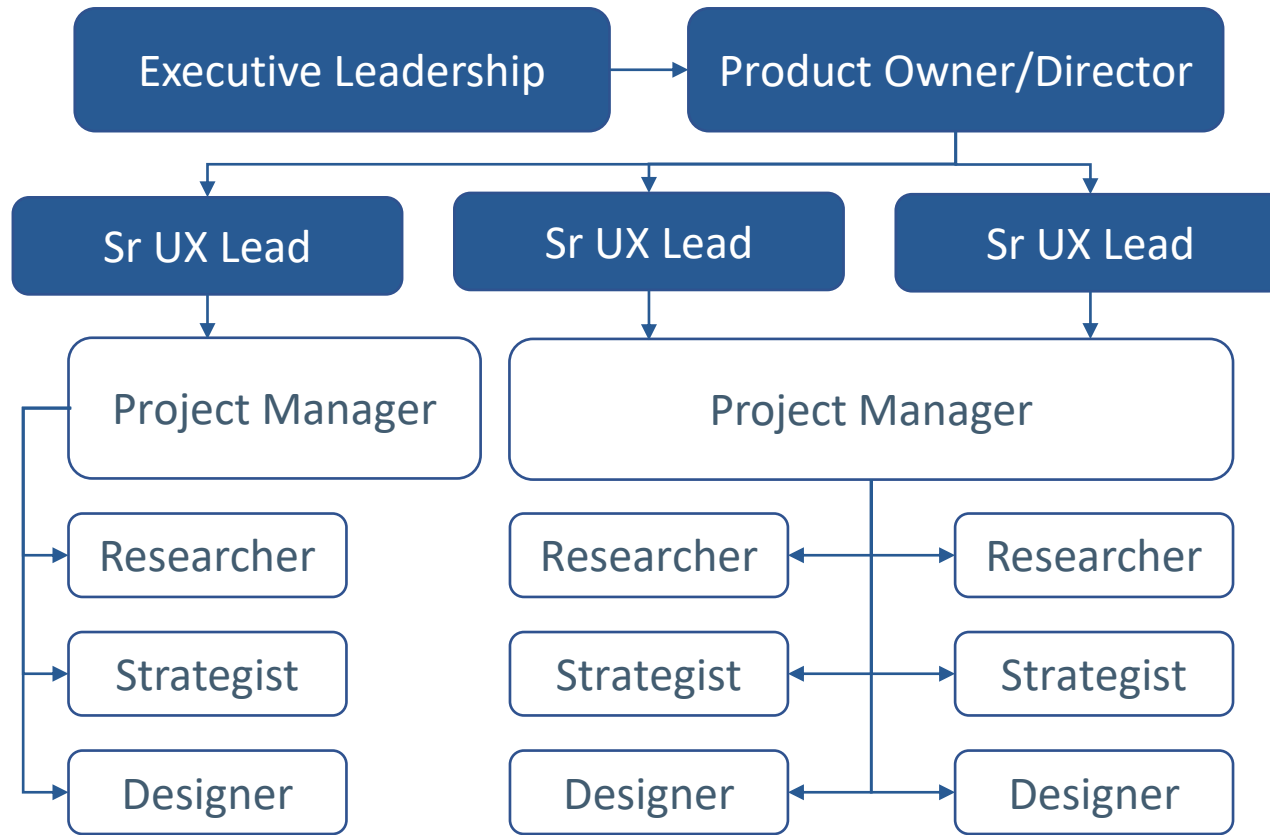


How We Make an Impact

- Metrics
- Standards
- Success stories
- Value definition
- Skills training
- Playbooks
- Reward and recognition

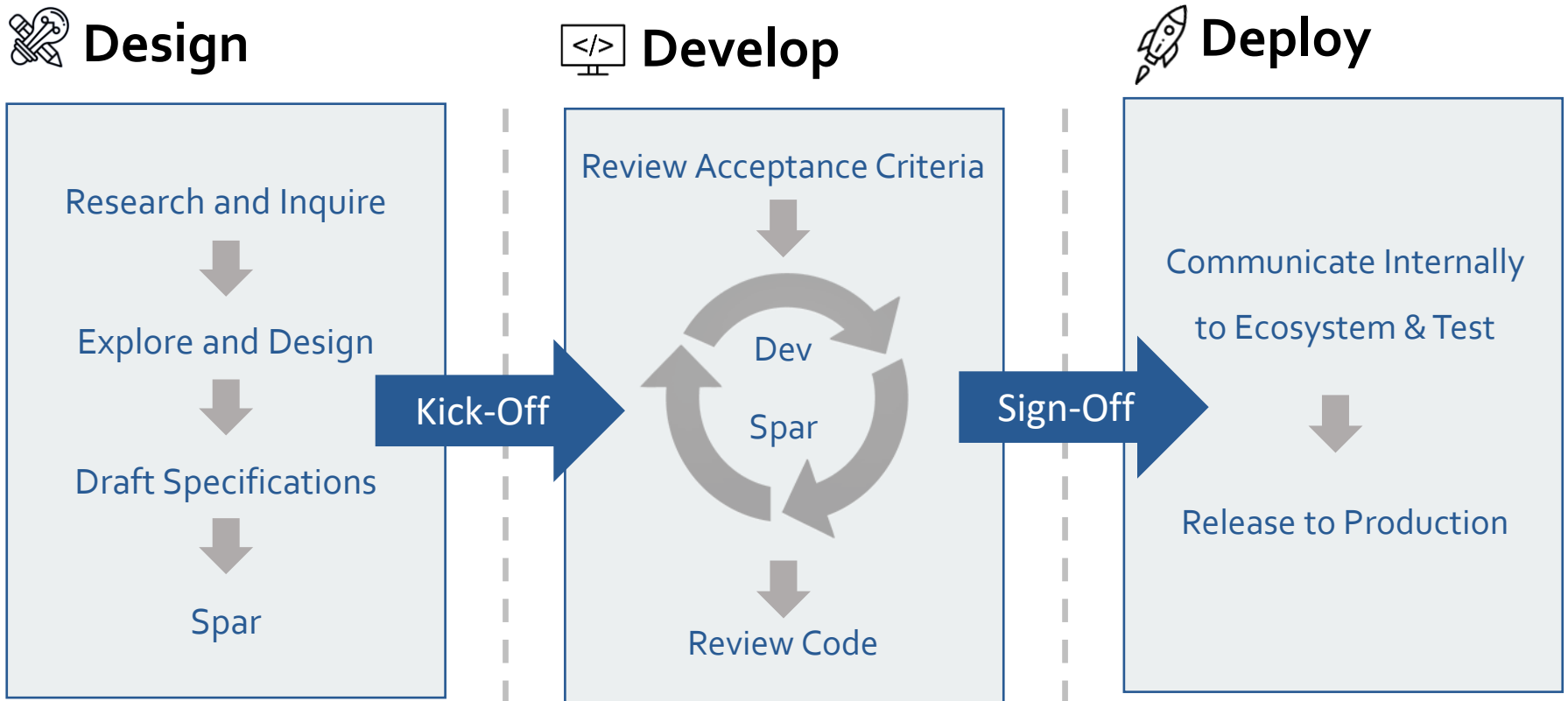
The DesignOps Organizational Structure

The organizational structure of the team is paramount for improving productivity and efficiencies. Through flexible scalability, the team can adjust to the request.



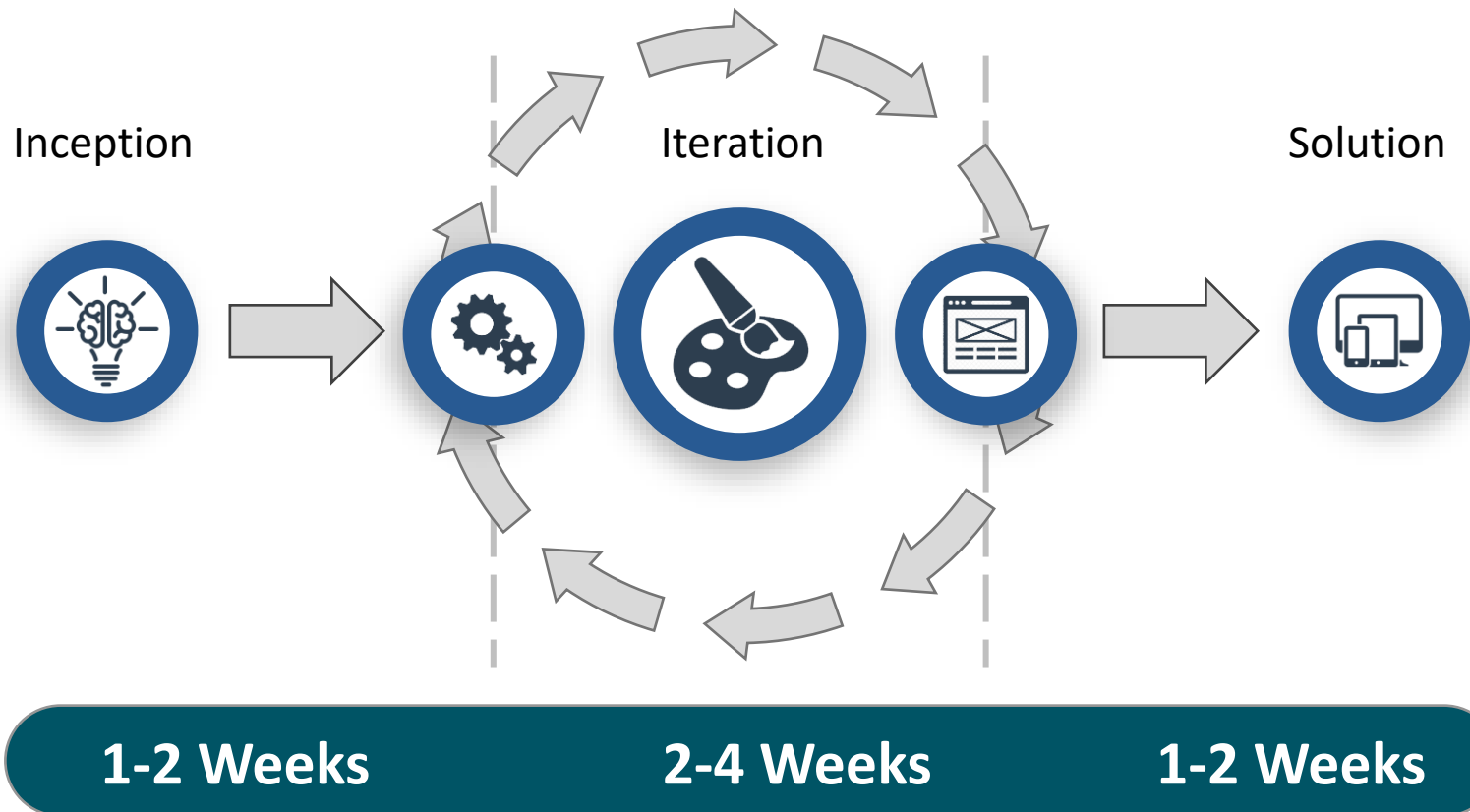
The DesignOps Workflow

DesignOps is an operational model for streamlining the inception-design-development process. DesignOps iterates with the life cycle of the project/product but has the most weight in the earliest stages of creation.



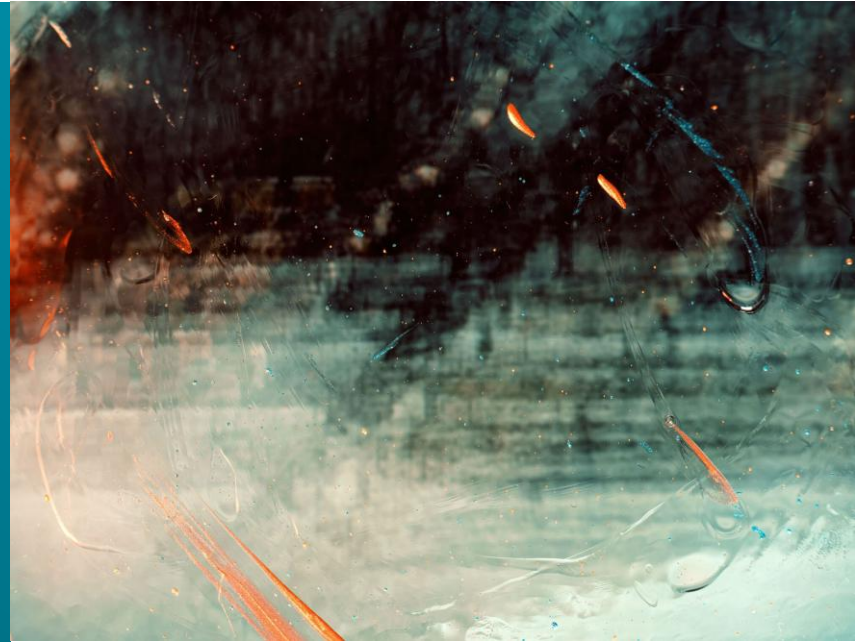
The DesignOps Iterative Process

Like DevOps, DesignOps success depends on multiple iterations during the research, design and development phases. Strategists work directly with customers to improve communication and collaboration results.



The Differences between DevOps and DesignOps

DevOps is an IT methodology for designing and operating complex IT systems and organizations. *DesignOps* is an emerging strategy for addressing the challenge of minimizing the gap between stakeholders, designers and developers.



Fundamental Differences

Design Studio Culture

- Deconstructive
- Problem Understanding
- Getting to the Right Decision
- Imagining Possible Futures

Development Culture

- Constructive
- Solution Engineering
- Getting the Decision Right
- Risk Mitigation

The Role of DesignOps in DevOps

Although there are many similarities, the differences are significant. Successful DesignOps teams protect the *craft*. Design management supports the creative design team.

Designers require a space separate from team members external to design. This separation is referred to as the “safe harbor.” During the design process, external team members have little to no input while designers apply their craft. During this time, communication with designers is limited to the DesignOps project management team.

Safe Harbors are Organizational

- The Lead UX Strategist optimizes the researcher and designer’s day-to-day workflow
- The Design Director promotes design within a company and shares with UX leadership
- The Design Executive ensures the design team’s efforts align with the organization’s goals

Ensuring designers are free to be creative and practice their craft is key to the DesignOps approach. In addition, leadership has a predictable, scalable solution for solving design needs throughout the enterprise.



How DesignOps Works

Design, *in the traditional sense*, is a naturally agile process of cycling through iterations that are constantly reviewed and improved.



Operationalizing Design

The common theme between **DevOps** and **DesignOps** is to “operationalize” certain parts of the process to increase efficiencies, so developers and designers can best use their talents and focus on delivering work.

DesignOps was born out of the primary need to design at scale

DesignOps is one of the key points in the intersection of digital transformation, design thinking, customer experience and flexible, scalable project delivery.

It's not just a standardized methodology to adopt—*it's the orchestration of all these parts that helps bring success to organizations of any size.*

Measuring DesignOps Performance (KPIs)

DesignOps metrics are defined by two main types of indicators: **Operational Efficiency** and **Operational Efficacy**.

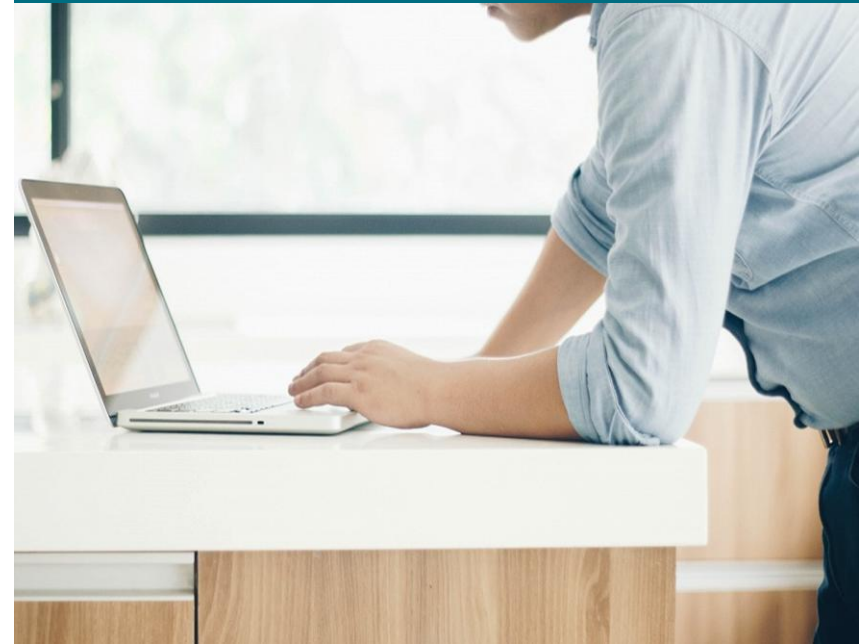
Operational Efficiency

Operational Efficiency are metrics related to the ways processes are streamlined and bottlenecks have been removed, and they include KPIs such as:

- Tools' engagement and utilization metrics
- Rapid testing and prototyping lead time
- Number and type of quality reviews
- Team productivity
- Delivery time
- Cost and budget ROI

Operational Efficiency focuses on how resources — *time, money, people* — are utilized and it defines the opportunities to maximize the organization's return of investment.

DesignOps relies on continual performance assessments to evaluate what can be done better to create a predictable and positive impact on business key performance indicators.



The Role of Design Thinking in DesignOps (KPIs)

Operational efficacy focuses on soft metrics that assess inner qualities of the teams and the execution of a *design thinking* approach to success.

Operational Efficacy

Employing **design thinking** brings together what's desirable from a human point of view with what's technologically feasible and economically viable.

Design Thinking is a form of operational efficacy and measures/weights behaviors that have a direct impact on operational efficiencies such as:

- Empathy and the capacity to deliver on an ongoing, user-centric engagement
- Ideation and experimentation cycle times
- Composition of teams' skills and skills' distribution
- Perceived value of design teams by cross-functional partners
- Employee satisfaction and retention

Empathise



Define



Ideate



Prototype



Test



Key Takeaways: What You Need to Know

Great design makes it easier for internal and external customers to use applications, improves productivity and efficiencies, and conveys expectations and key components in a matter of seconds. Three main components of DesignOps:

1. **Design Thinking.** A methodology used by designers to solve complex problems and find desirable solutions that revolve around a deep understanding of the people for whom the product or service is being designed. CCI currently promotes the use of Design Thinking in many areas of the organization.
2. **DesignOps.** A strong focus on process and a flexible, scalable architecture that can grow with the organization's needs.
3. **Inter-Departmental Collaboration.** An effective strategy starts with the relationship a design team makes with others in the production process, not just the stakeholders.

The three main purposes of design is function, communication, and aesthetics.



About the Author

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Tom manages UX/ UI design and strategy for enterprise web and print solutions. Tom works with Corporate Services' Portals and Collaboration team in *Digital Services*. He has over 30 years of experience working for some of the nation's largest organizations. Tom is also LUMA certified.



Digital Services offers custom design and strategy solutions for web and print. Services include:

- UX/UI research, design, and strategy solutions
- HTML rich email template design
- Custom design & development
- Communications planning
- Corporate presentations
- Logo design
- Premiums and incentives
- Print services

