

UX for the Agile Enterprise

Client

Our client, a leading telecom company, was seeking to create even more innovative and engaging digital products for its global user base.

Over the past several years the company has been making a customer-focused shift in its product development strategy, building an internal UX team and using iterative processes to better incorporate user research and feedback. Part of this transition has involved developing a customized agile/DevOps framework designed to optimize both UX quality and the speed of product release.

Challenges

Like many companies facing increasing UX demands and shorter timelines, our client was finding agile methodology a largely effective fit. However, volume issues were still interfering with the depth and efficiency of their UX work. The internal UX team was handling a wide range of tasks including visual design, leaving little bandwidth to take on new projects. With a growing number of products and teams in need of high-quality UX support, the company knew they needed a fast, agile-specific way to augment their capacity.

Approach

In Filter, the client found a UX partner with not only the skills to elevate customer experience but also the flexibility to respond to, and help improve on, their unique implementation of agile/CD practices.

Our team of UX research and design experts serves as a shared resource for multiple teams within the organization, working closely with designers, developers and stakeholders to maximize the powerful user benefits of continuous iteration.

Working within a fast-paced model that can sometimes lead to rushed or insufficient user research, Filter is helping our client maintain an unwavering focus on customer needs.

Impact

The bandwidth and expertise we provide have enabled the company to better understand its users and to translate their findings into measurable product improvements. With UX research incorporated earlier and more often, our client has realized a reduced need for time- and cost-intensive fixes post launch.

Through a combination of on-site and remote collaboration, we facilitate ongoing communication and knowledge sharing that is central to agile methodology. Beyond the short-term, we're helping our client solidify their overall agile UX strategy by establishing best practices, creating style guides, and making recommendations for more efficient tools, technologies and workflows.