

Ship it sooner

How to get more done in less time

Catt Small – Pixel Up!



I love mess.

Me

Marie Kondo

A little about me:

- ◇ Senior Product Designer, **Etsy**
- ◇ Co-organizer, **Game Devs of Color Expo**
- ◇ Maker of various things!

The goal of today's talk:

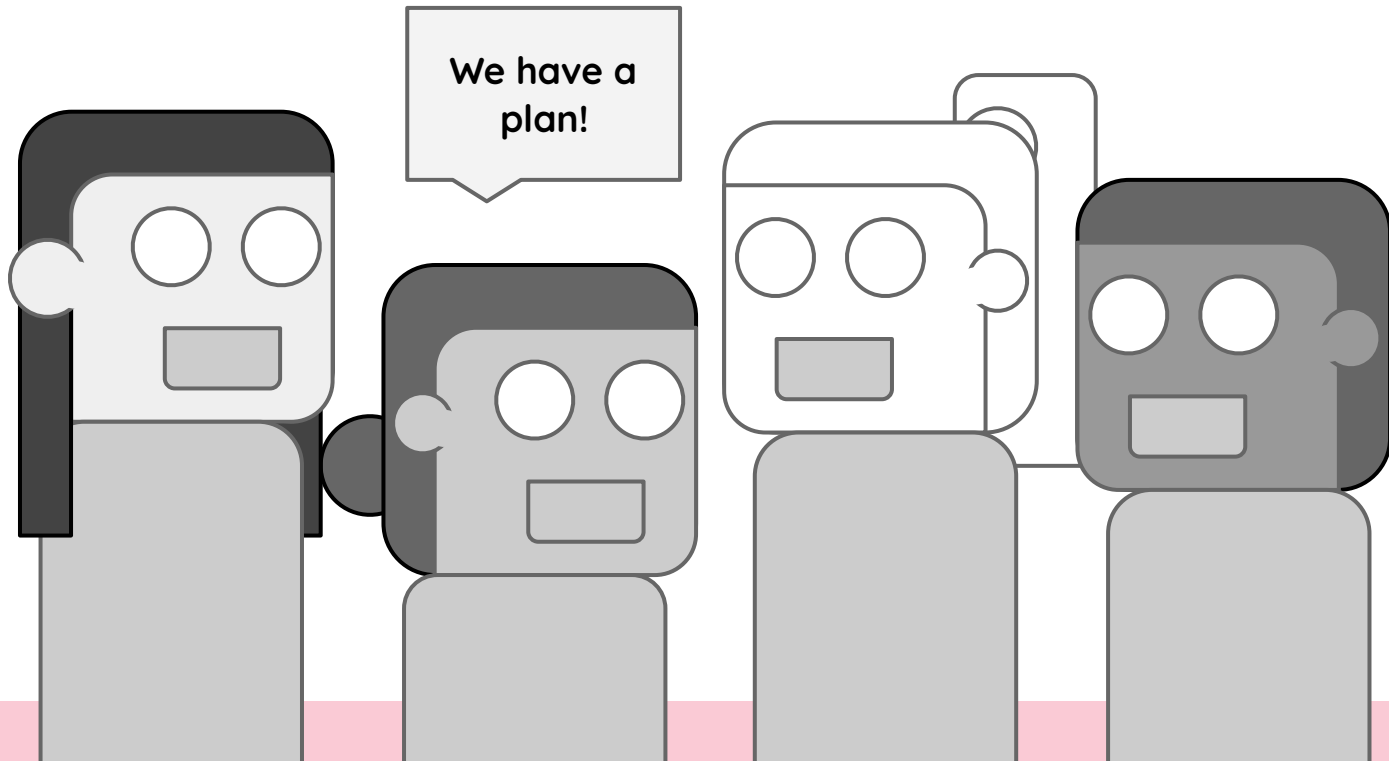
To help you worry less about the **how**
and more about the **who, what,**
when, where, and why.

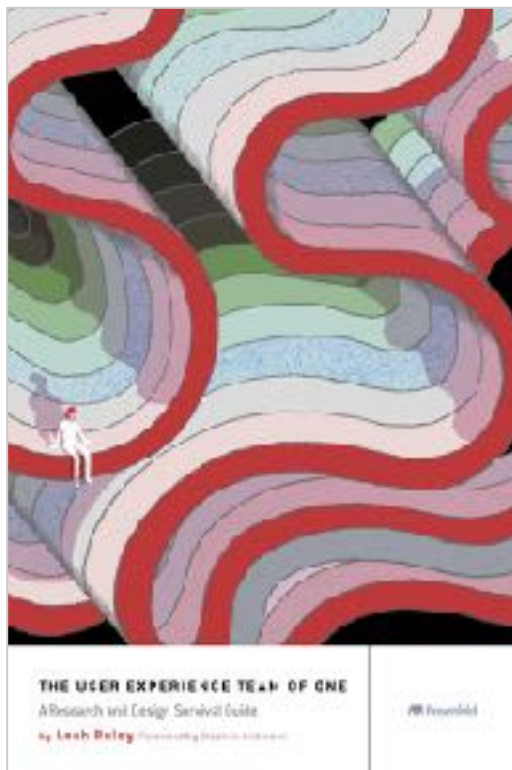
Topics:

- ◇ Why & when process can be helpful
- ◇ Why process can be unhelpful
- ◇ Ways to focus less on process

Why process can be
helpful

Guidance





Efficient

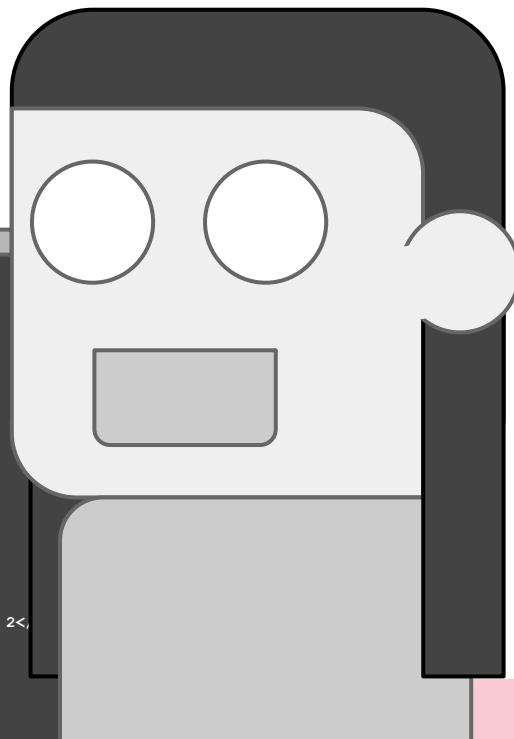
It just works!

```
<form action="#" method="post">
  <div>
    <label for="name">Text Input:</label>
    <input type="text" name="name" id="name" value="" tabindex="1" />
  </div>

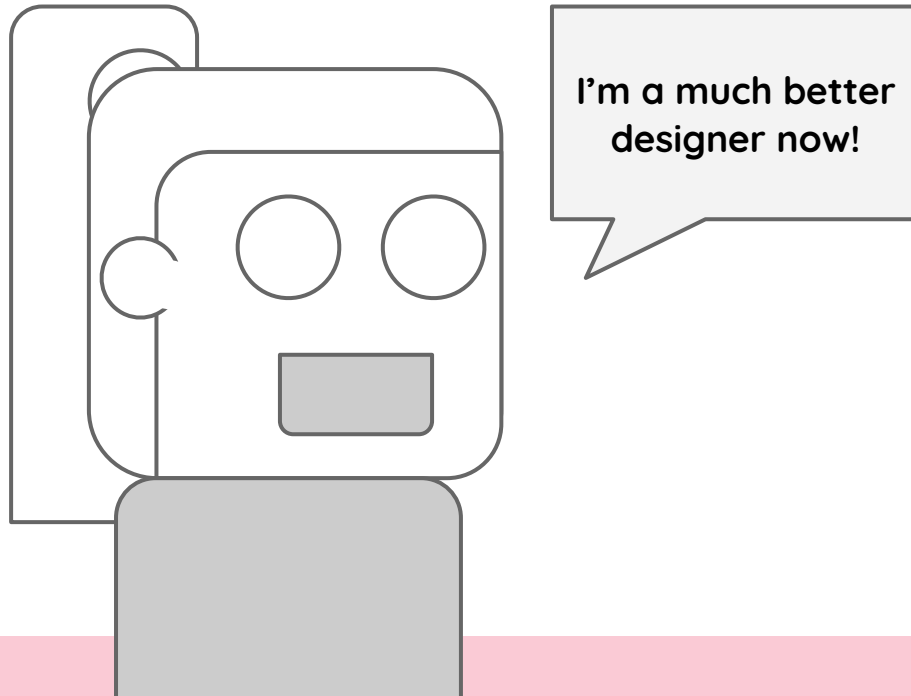
  <div>
    <h4>Radio Button Choice</h4>

    <label for="radio-choice-1">Choice 1</label>
    <input type="radio" name="radio-choice-1" id="radio-choice-1"
tabindex="2" value="choice-1" />

    <label for="radio-choice-2">Choice 2<
label>
    <input type="radio" name="radio-choice-2" id="radio-choice-2"
tabindex="3" value="choice-2" />
  </div>
```



Self-improvement



Use cases

Case 1: Lacking clarity



What the heck are we making?

I don't know what to do next...



**Original
scope**

Case 2:

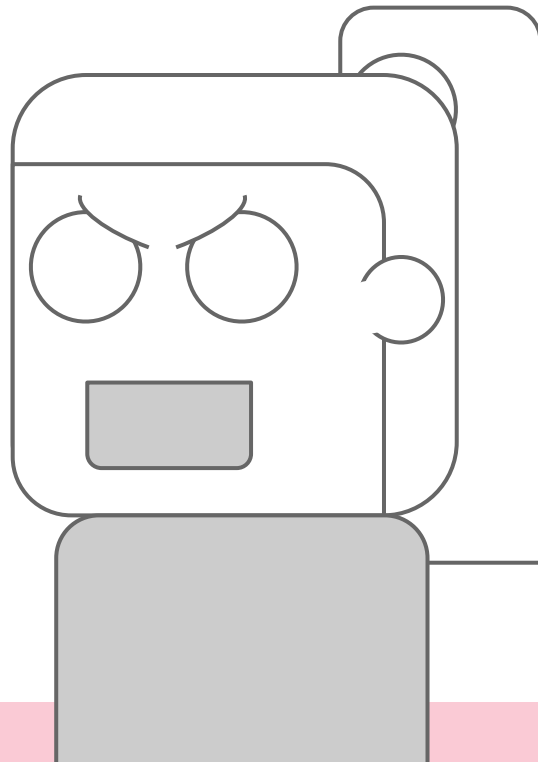
Feeling frustrated

A cartoon character with a square head and a rectangular body, rendered in shades of gray. The character has a dark gray top section and a lighter gray bottom section. The face is dark gray with white eyes and a white rectangular mouth. The character's expression is one of concern or worry. A light gray speech bubble with a black outline is positioned to the left of the character's head, containing the text "Something is wrong!".

Something is wrong!

Case 3: Needing communication

I feel lost!

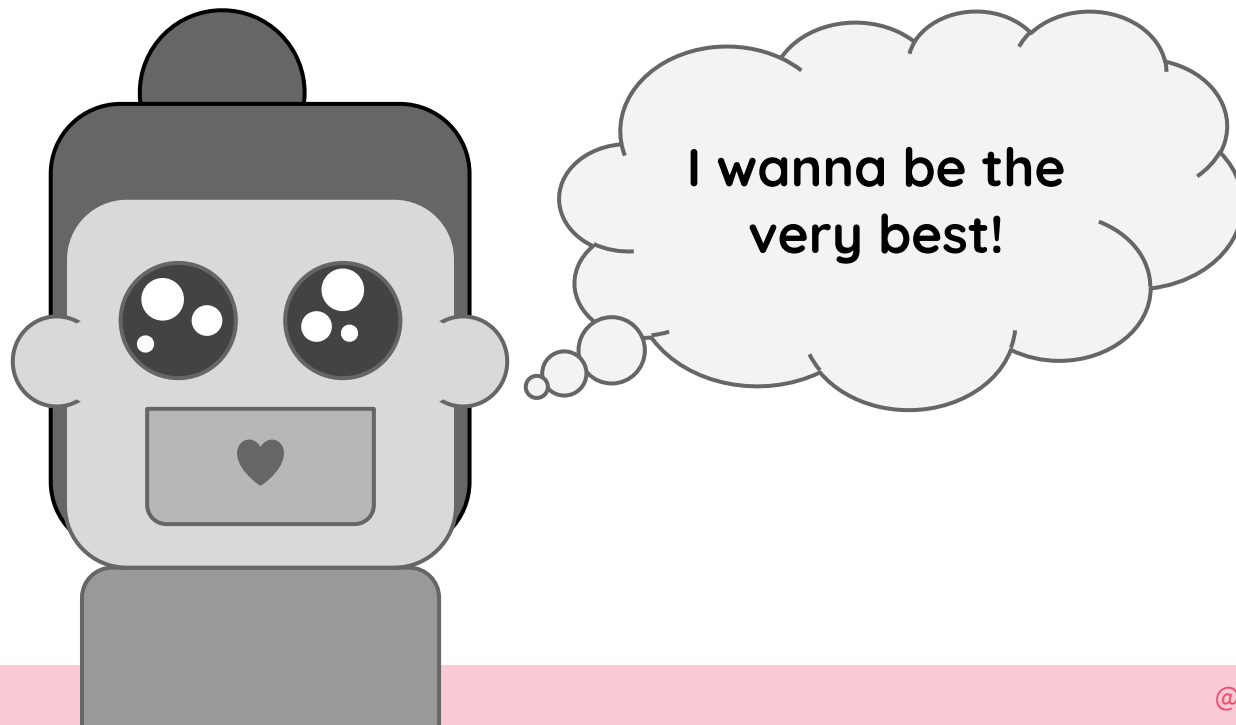


Structure

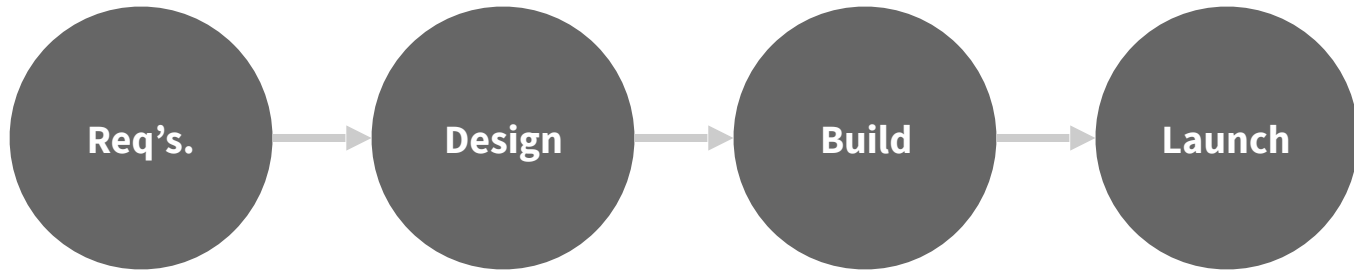
Why process can be
unhelpful

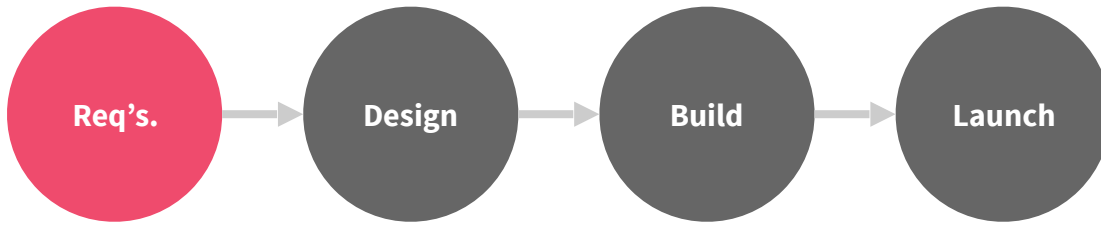
A long time ago
in a galaxy far, far away...

Baby designer Catt!

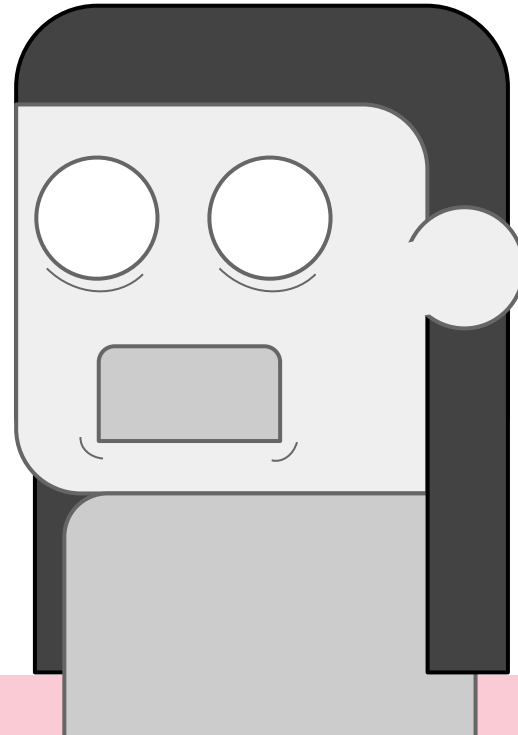


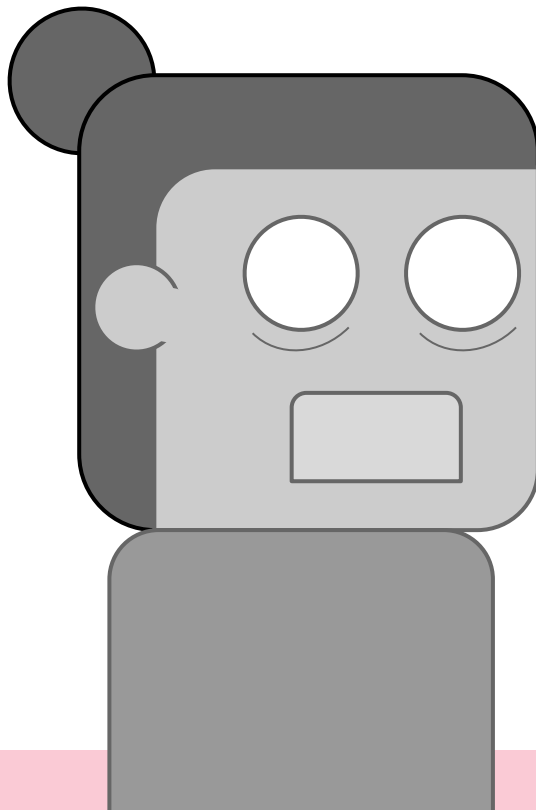
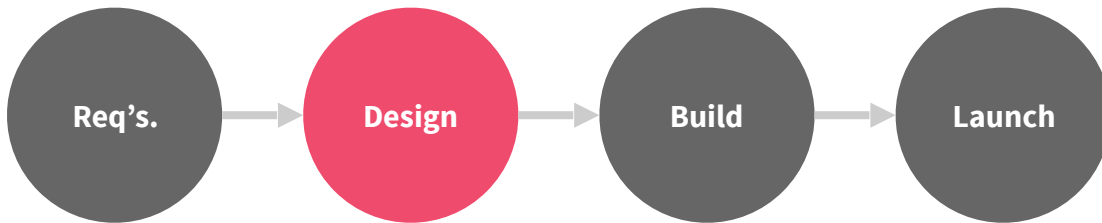
Waterfall process



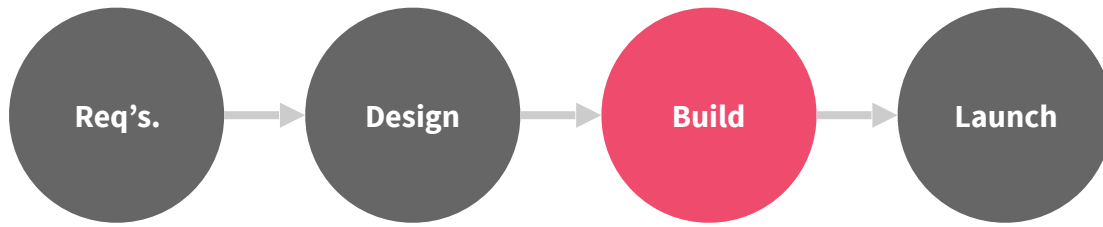


I don't understand why these decisions were made!

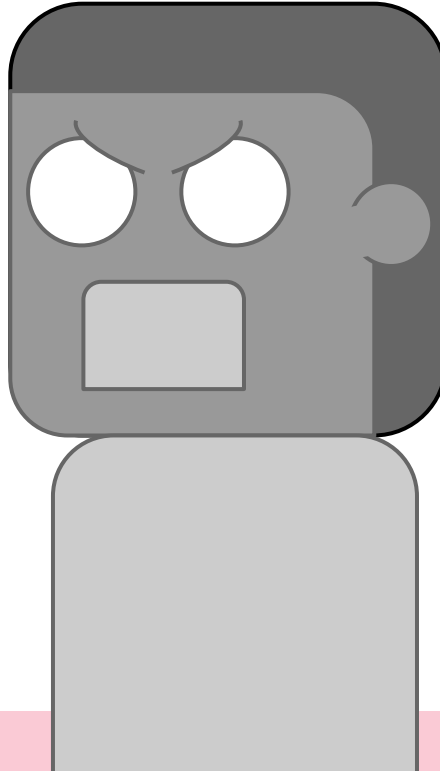


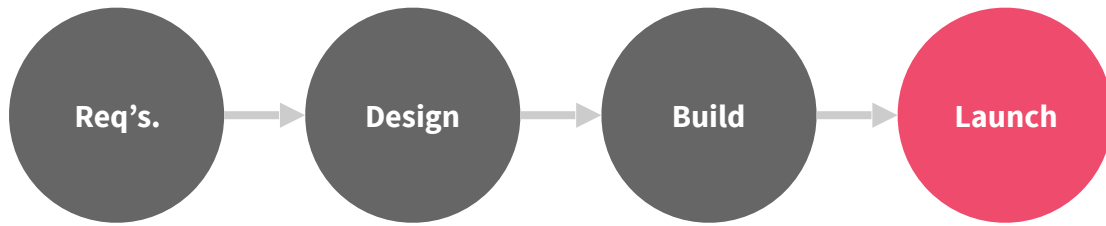


I have a feeling that this isn't going to turn out well.

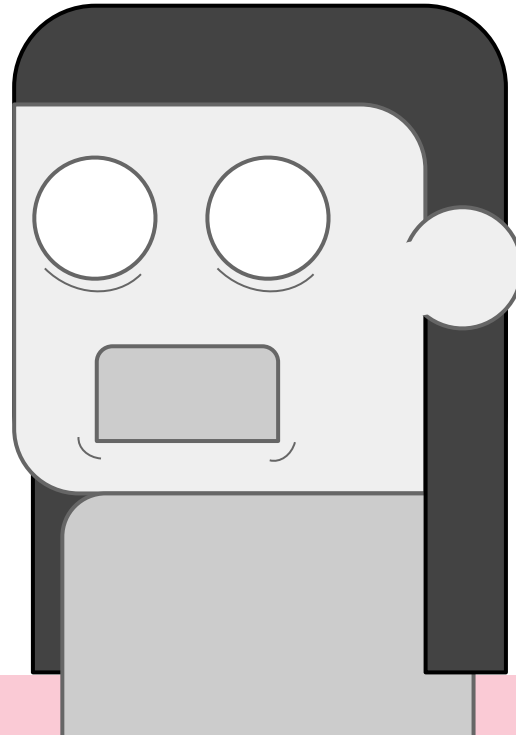


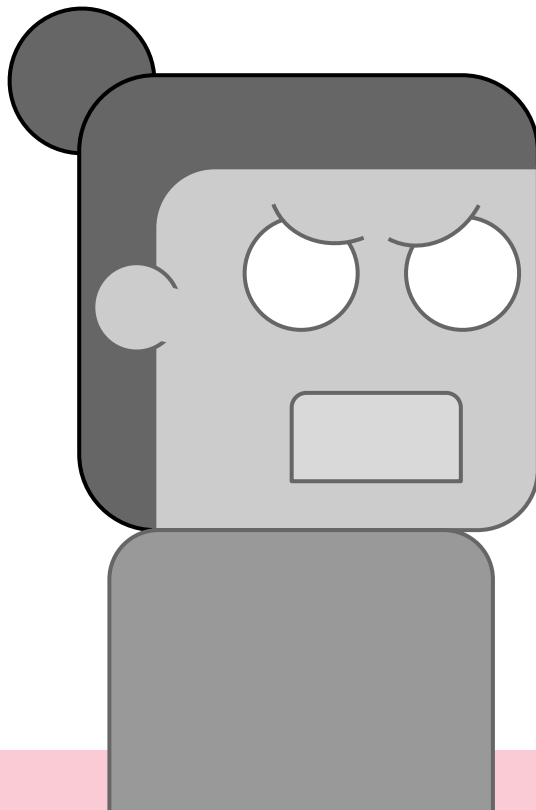
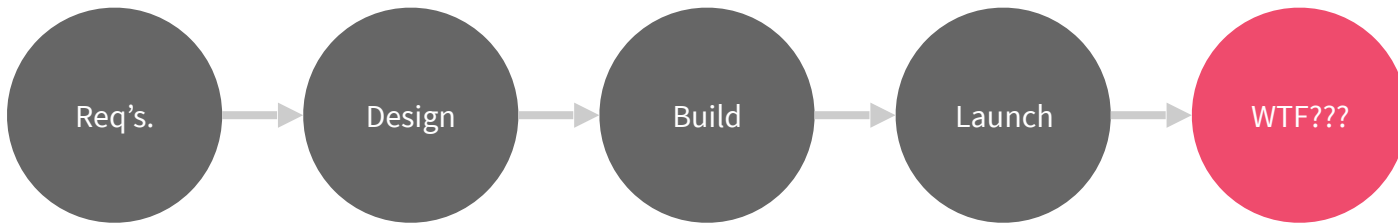
This design is virtually impossible to build!





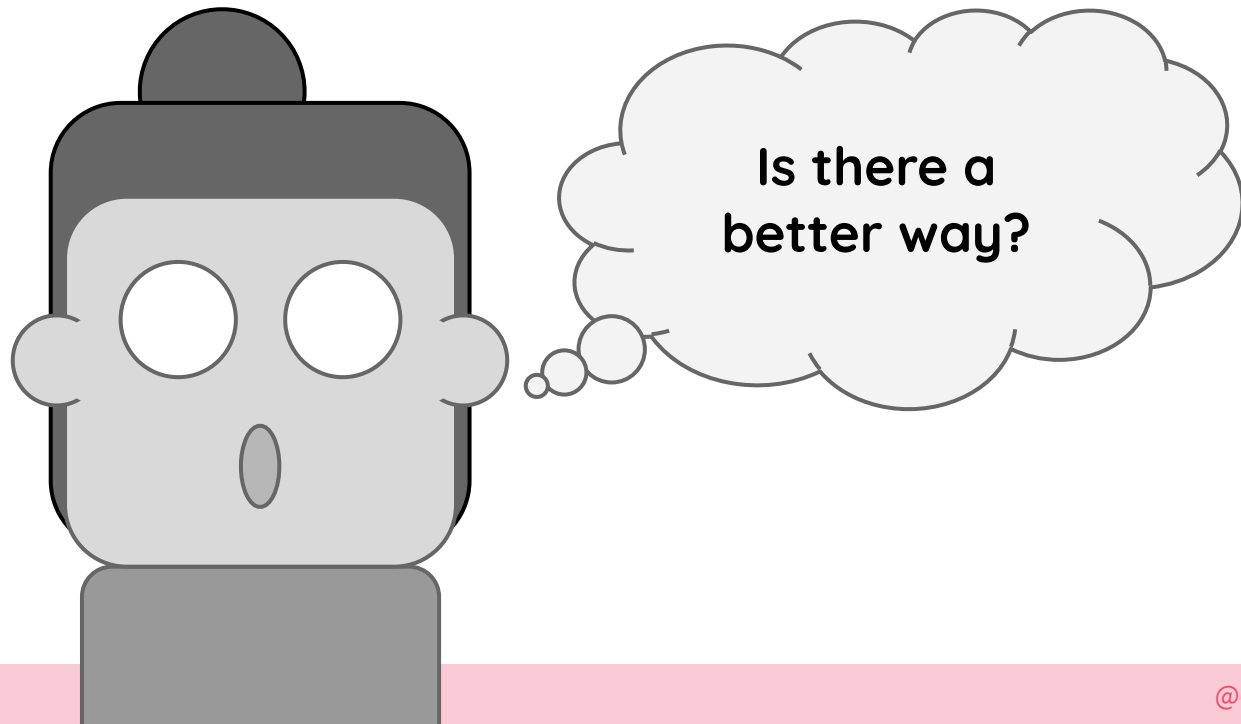
**We're too far in now!
Just ship this crap!**





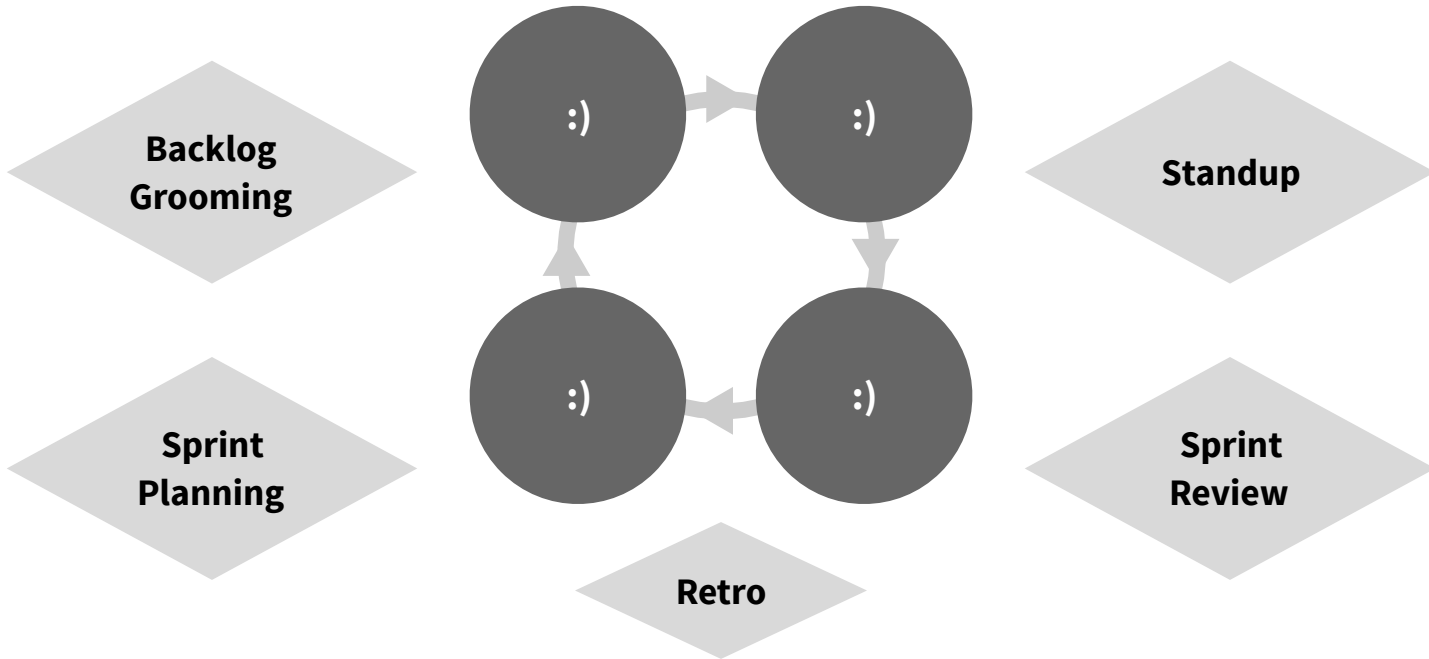
**I can't believe they
mangled my design**

It was a waste of
time, effort, and money.

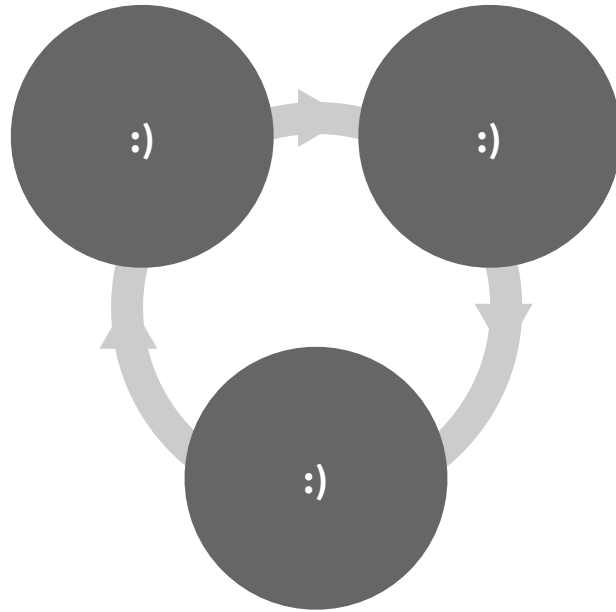


**Is there a
better way?**

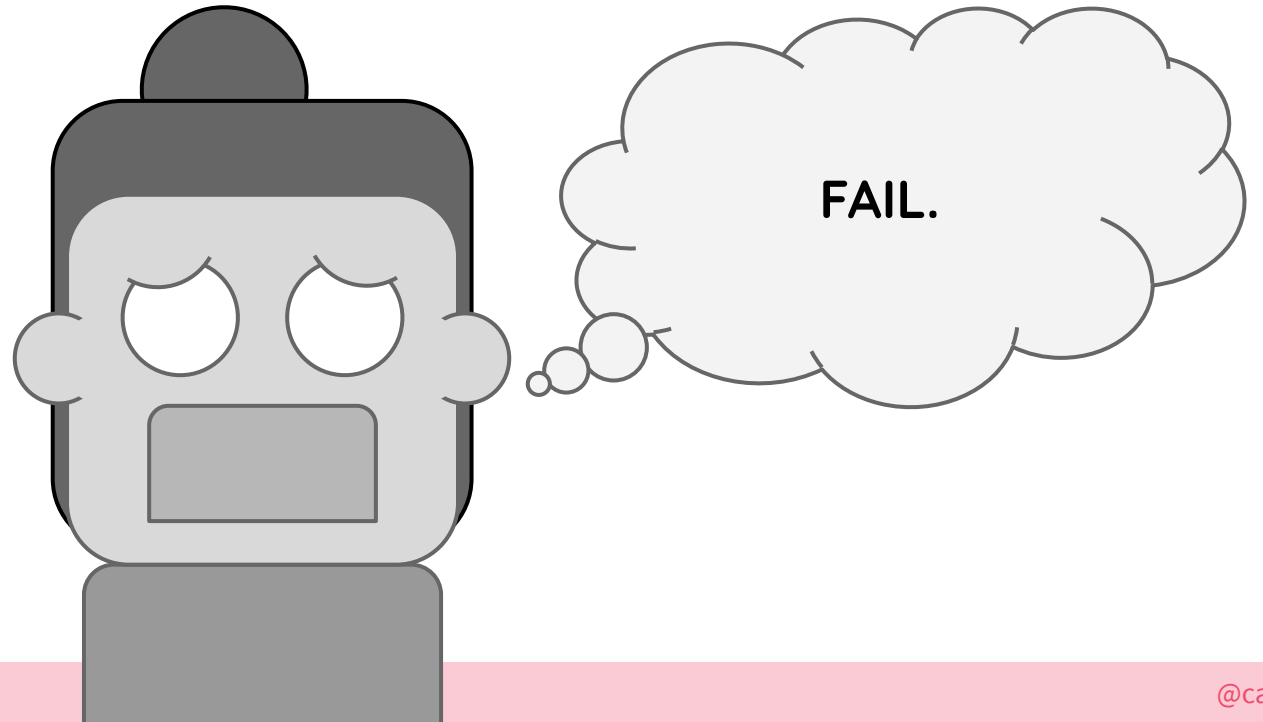
Agile

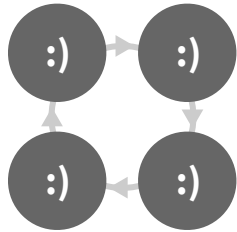


Lean UX

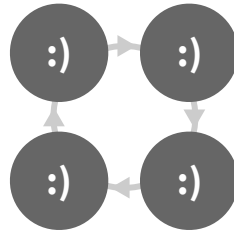


It didn't work

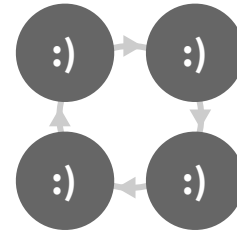




50-person company

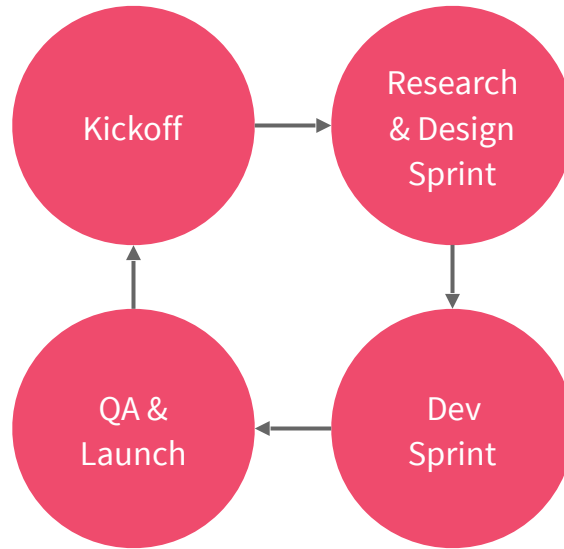


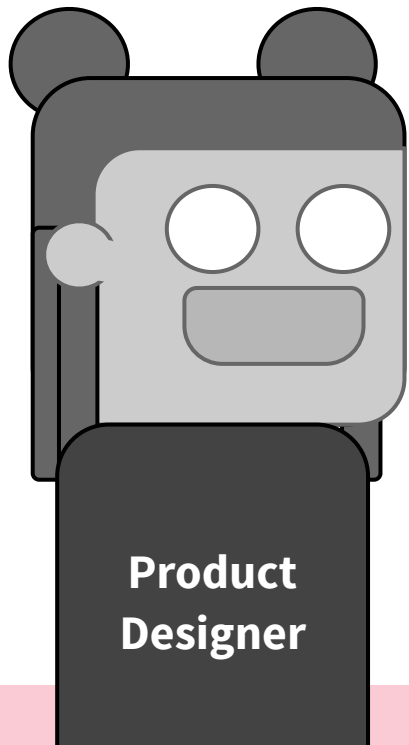
200-person company



1,000-person company

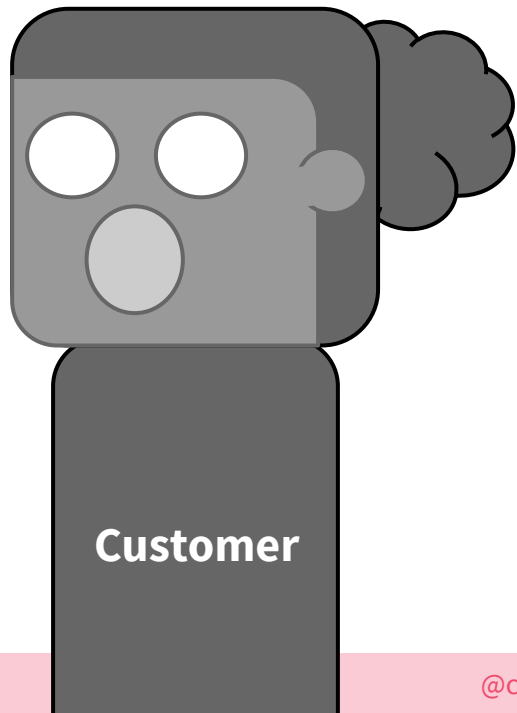
I learned from my mistakes.

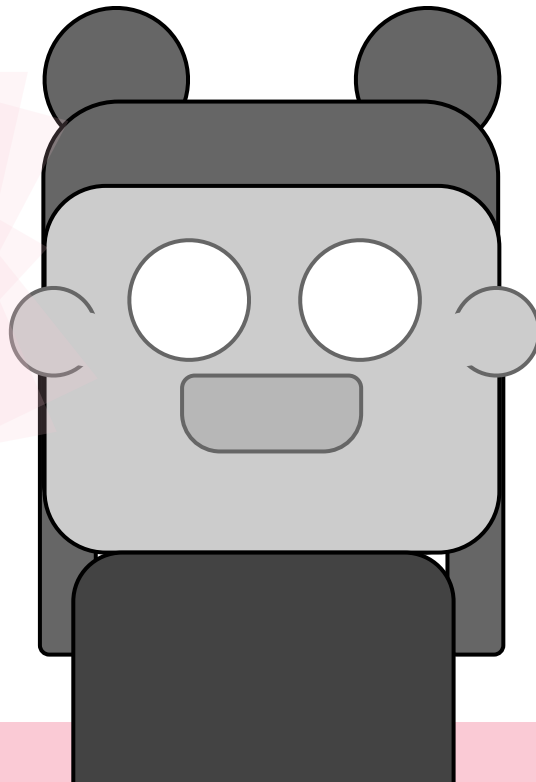
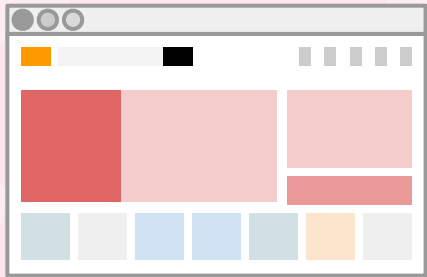




What do you do?
What are your goals?

Well...





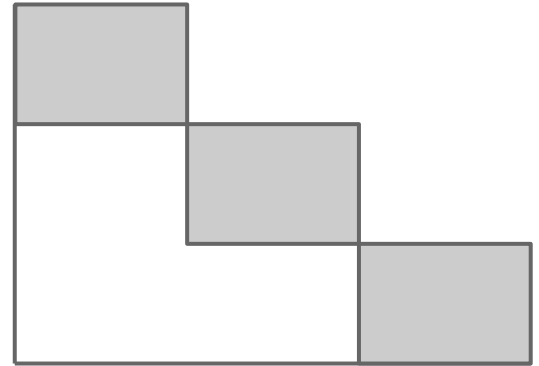
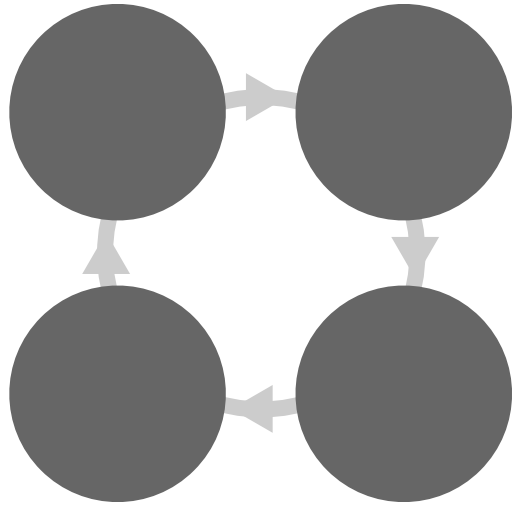
It's perfect

Built from the ground-up

Process can **distract** us

Distraction 1: Right vs. wrong





LL

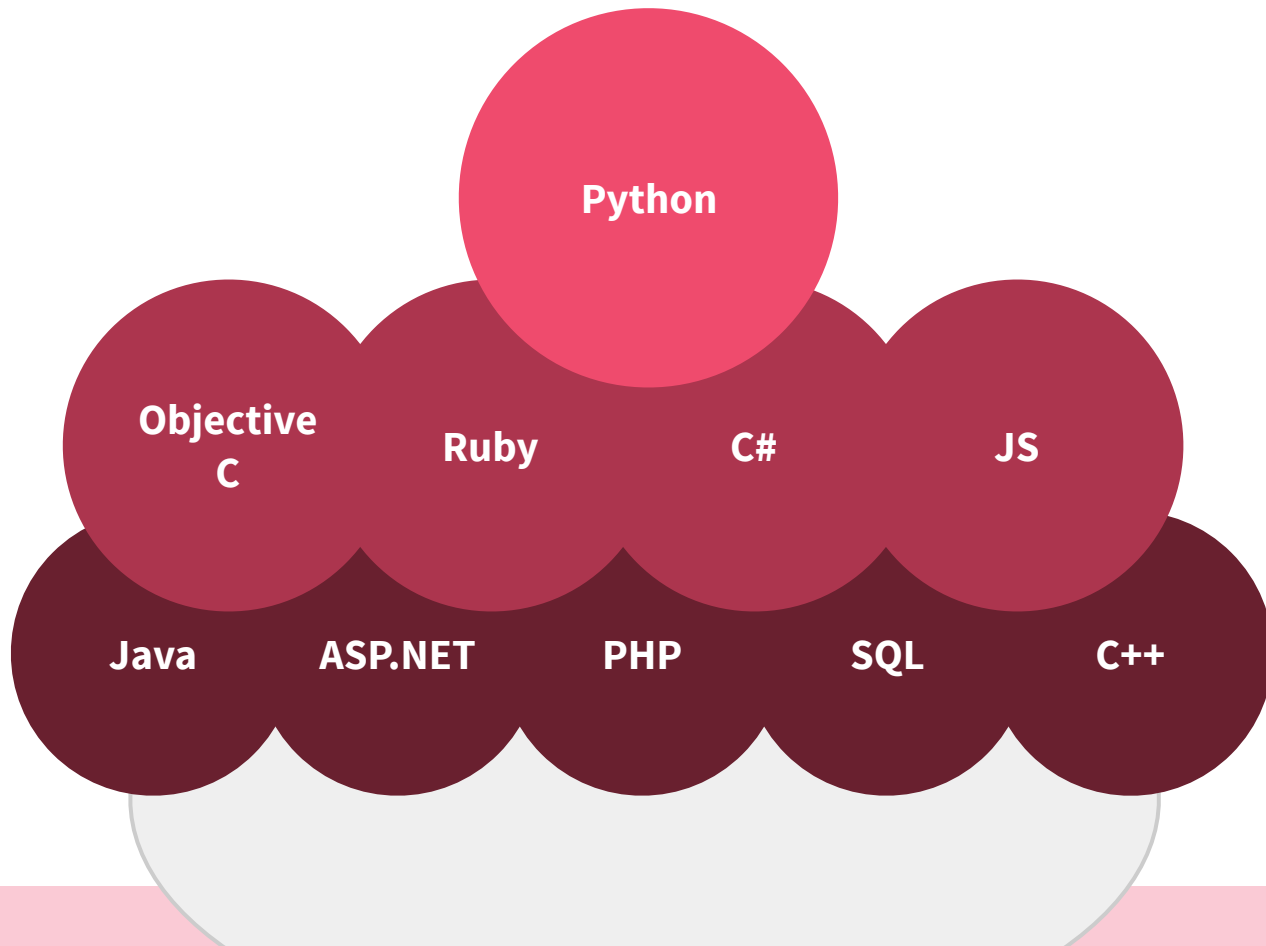
I have an opinion!!!!11!1!!!!

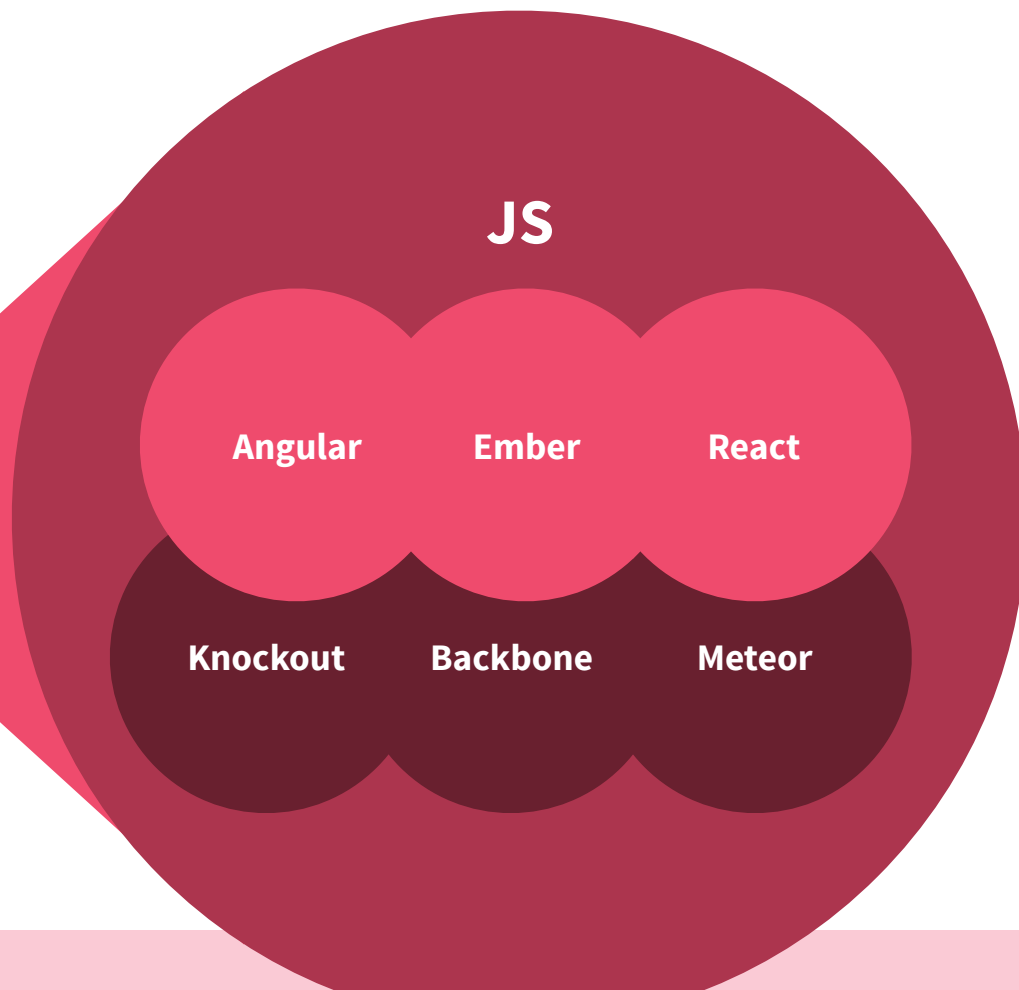
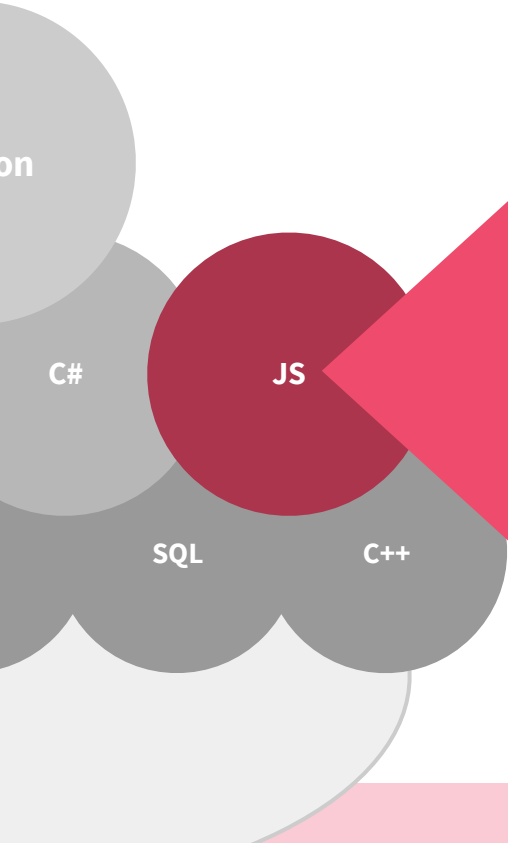
77

Everyone

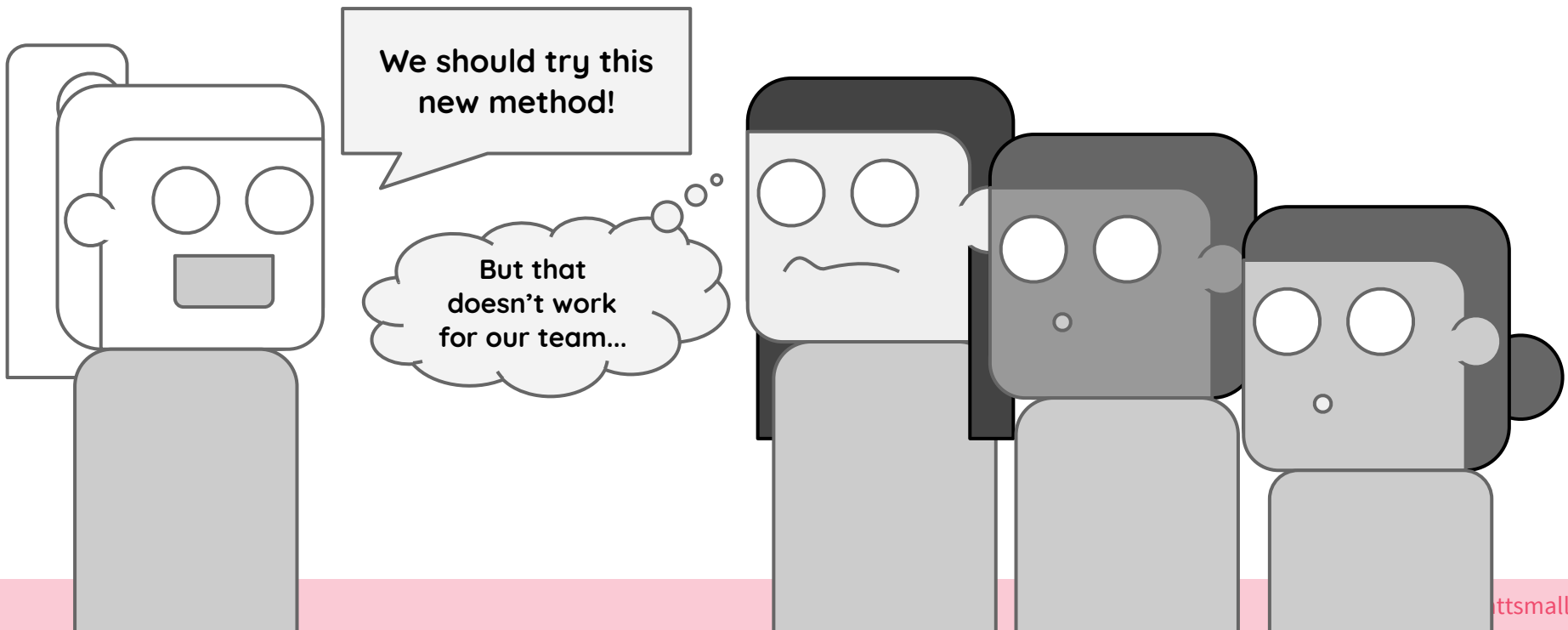
Distraction 2: Hierarchy







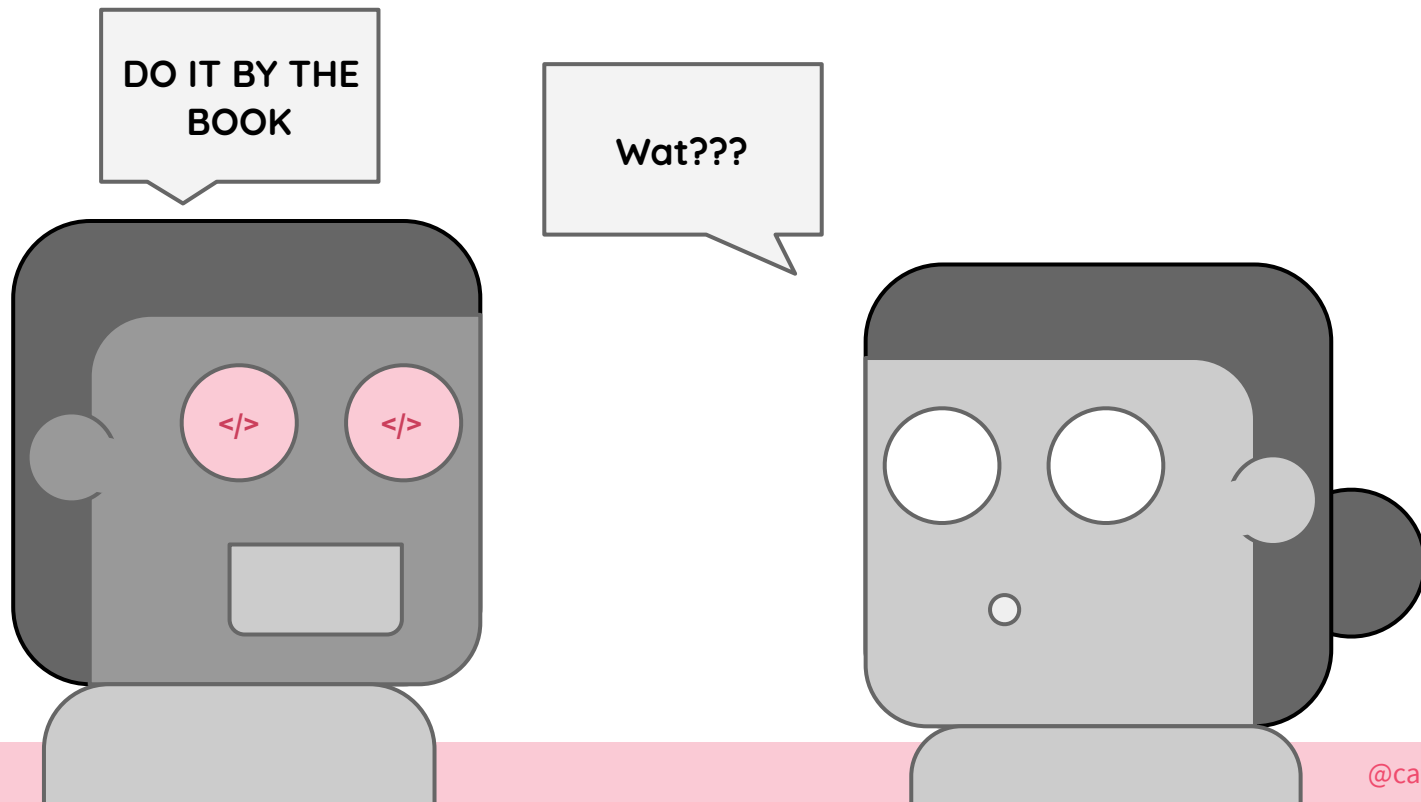
Distraction 3: Cookie-cutter self-help



We should try this new method!

But that doesn't work for our team...

Hard to understand



Perfectionism

Refusal to accept
any standard short of
perfection

“

The mind deflects the message of
impossible expectations and literally
pushes it into the body.

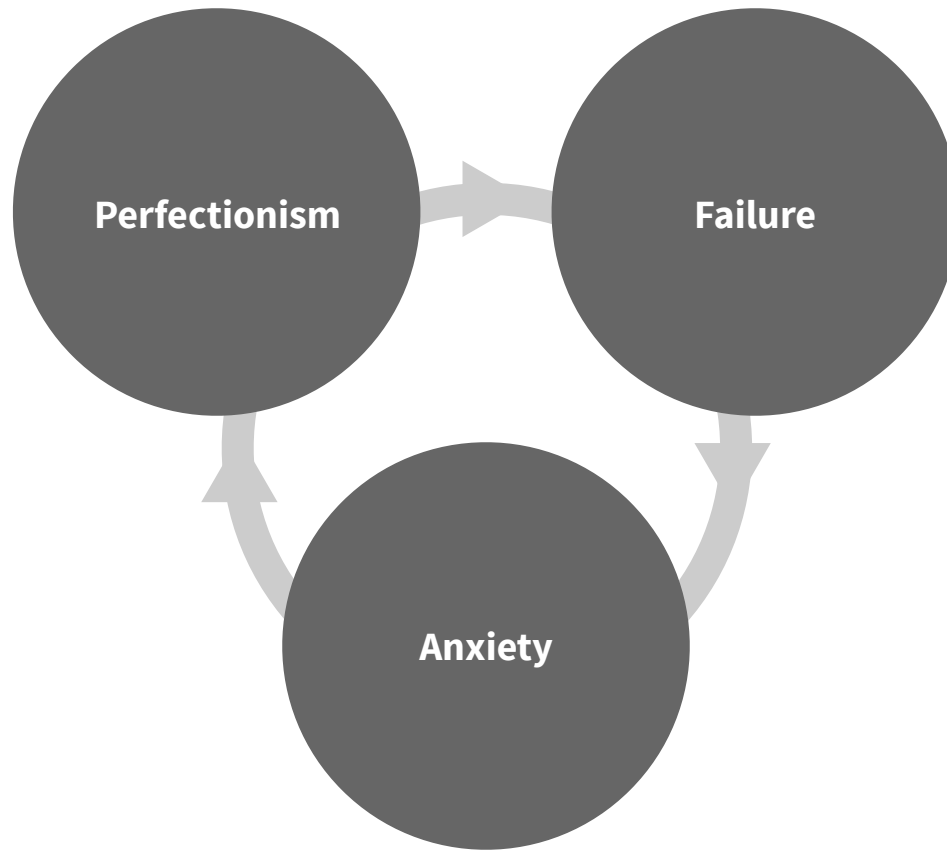
”

Meredith Arthur, “The Epidemic of Perfectionism”

Anxiety

A feeling of worry, nervousness, or unease, typically about an imminent event or something with an uncertain outcome.

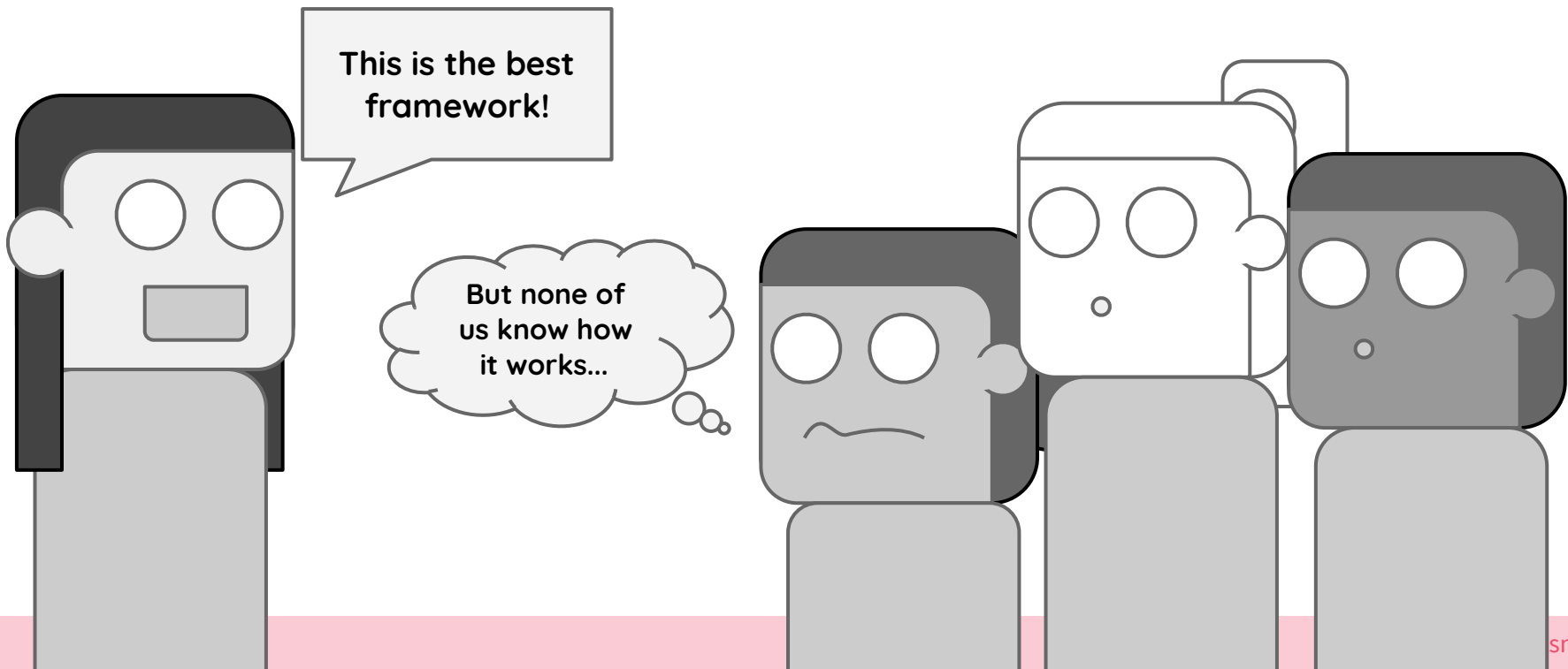
“Impostor syndrome”



What this leads to

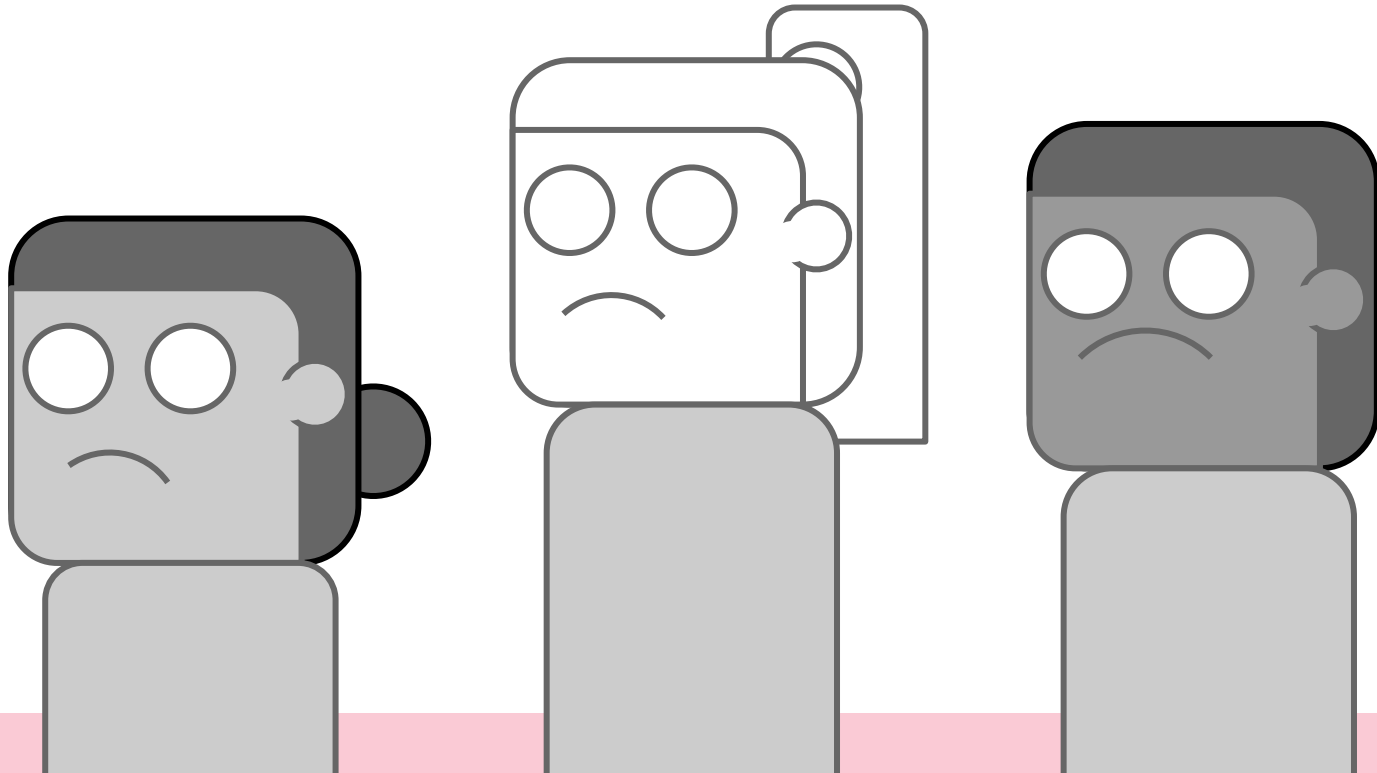
Problem 1:

Power shifts & vacuums



This is the best
framework!

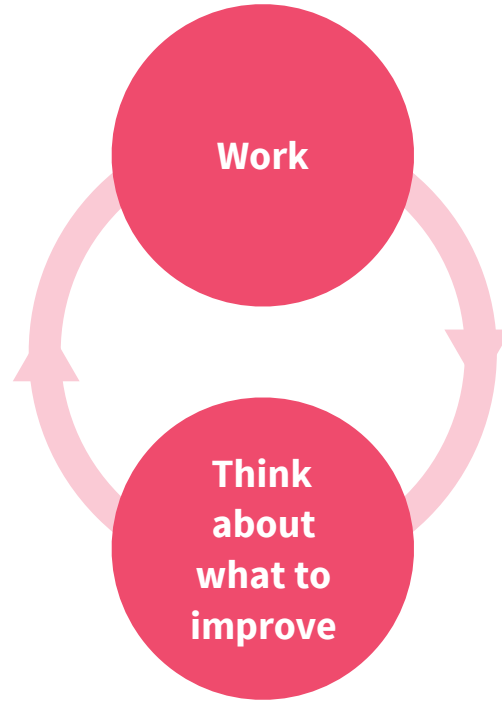
But none of
us know how
it works...



Problem 2:

Burnout

Physical or mental collapse
caused by overwork or stress



“

It is the harsh self-evaluative processes central to perfectionistic concerns that are understood to fuel the perfectionism-burnout relationship

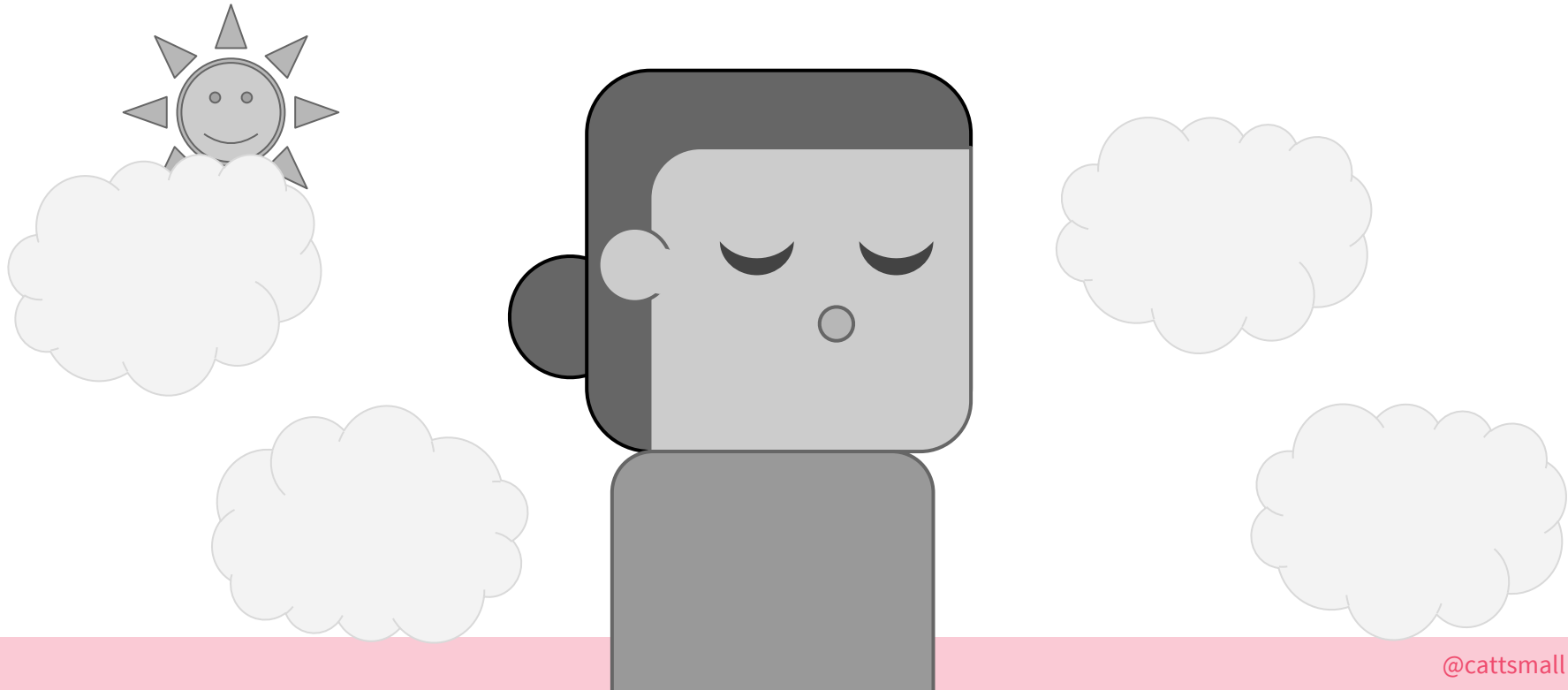
”

Andrew P. Hill & Thomas Curran, “Multidimensional Perfectionism and Burnout”

How to refocus

Method 1: Center yourself

You're doing a good job



Method 2:

Define objectives



I think we should use-

What is our goal?

I still don't get what we're doing!

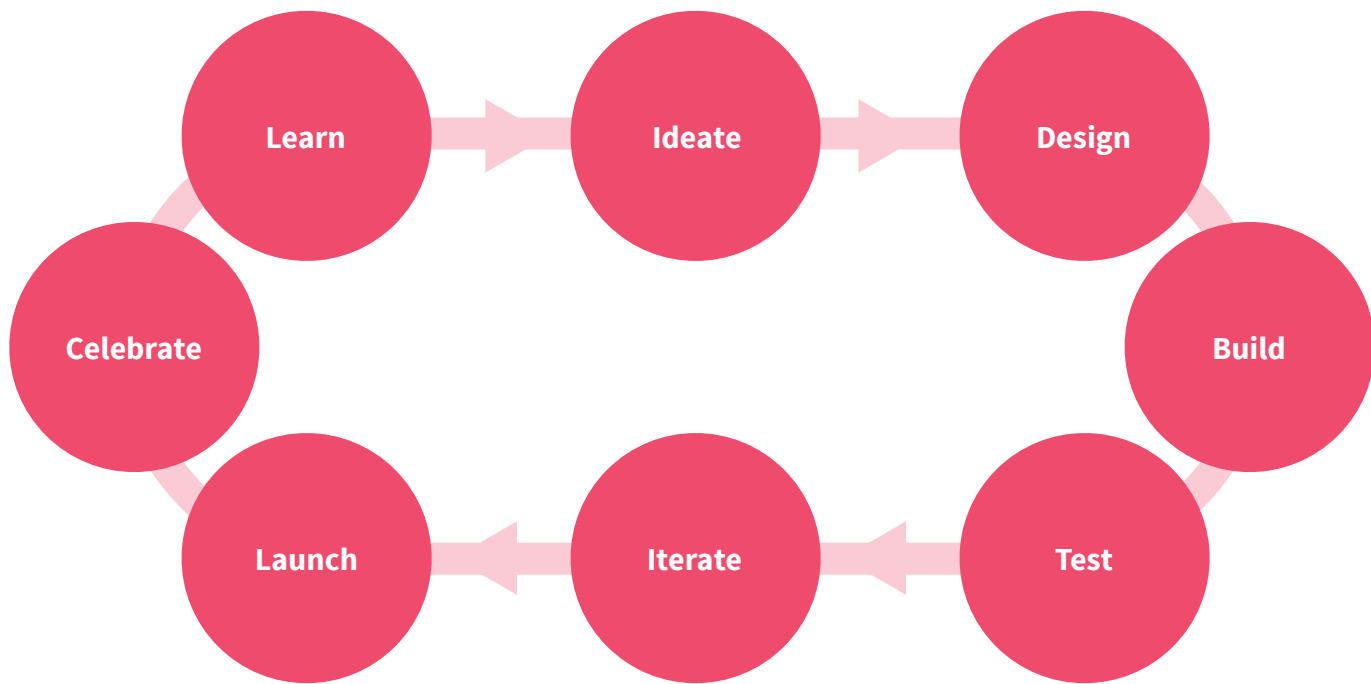
Yeah!

Me neither.

How about we step back?

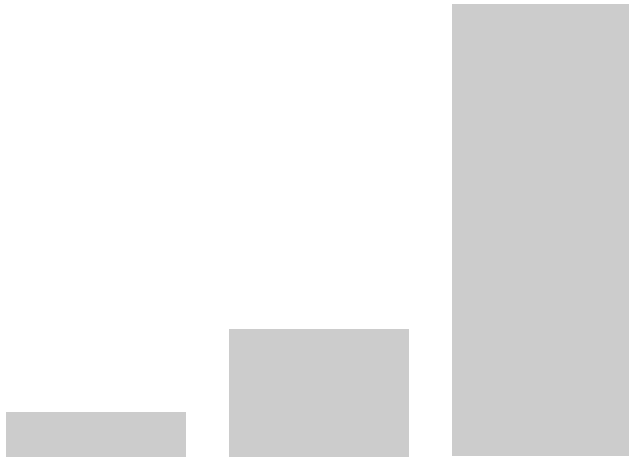
Method 3:

Make your own process



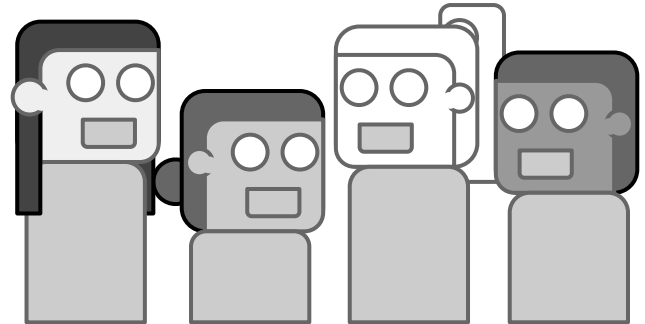
Consider your context

Company size



+

Team composition



Create a deadline



Define
who, what, when, where, why



Define
how

Things to remember

Lesson 1:

Communicate upfront



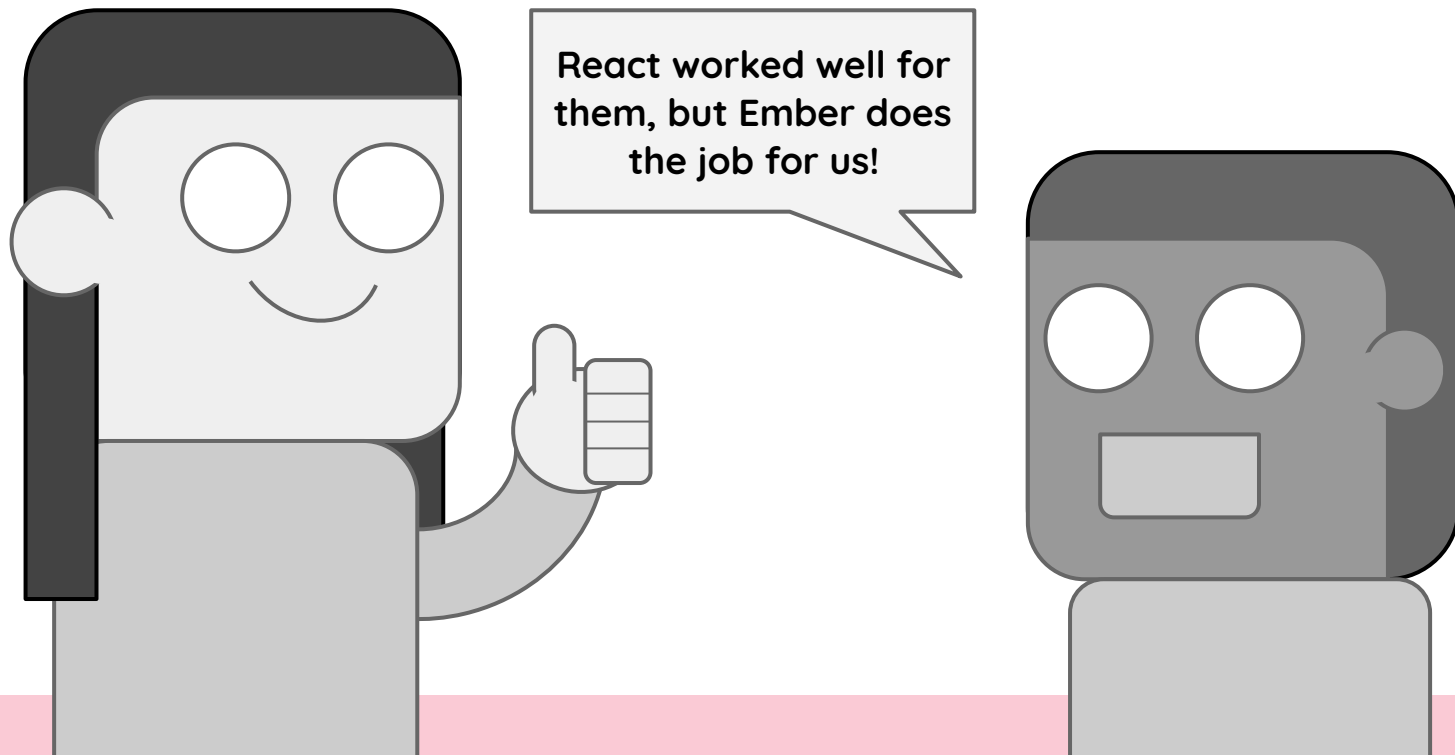
How do you like to work?

Lesson 2:

Ignore trendy hotness



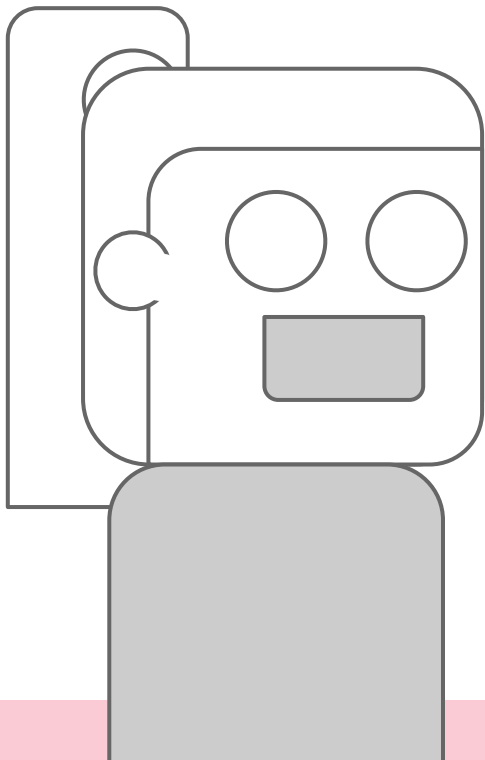
"Fire Burning" by matthewvogel1234 on DeviantArt (lol)



React worked well for them, but Ember does the job for us!

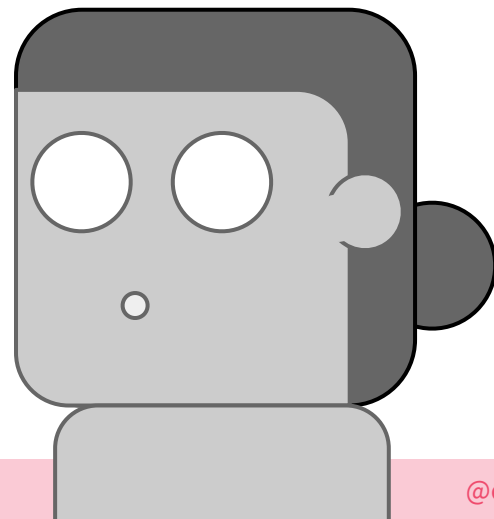
Lesson 3:

Share knowledge

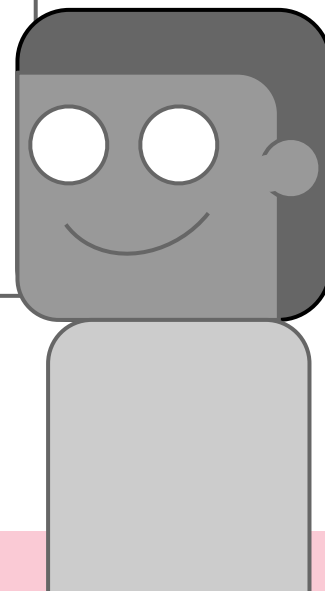
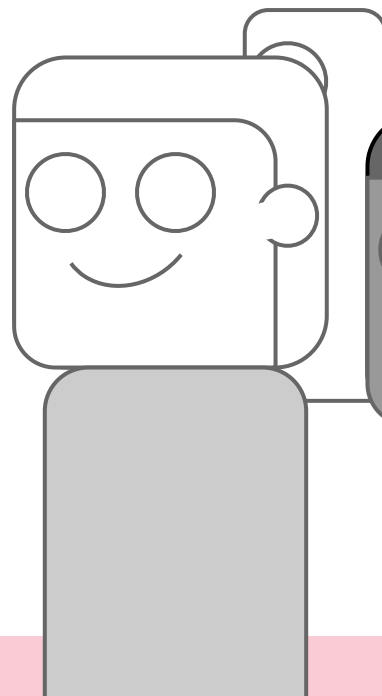
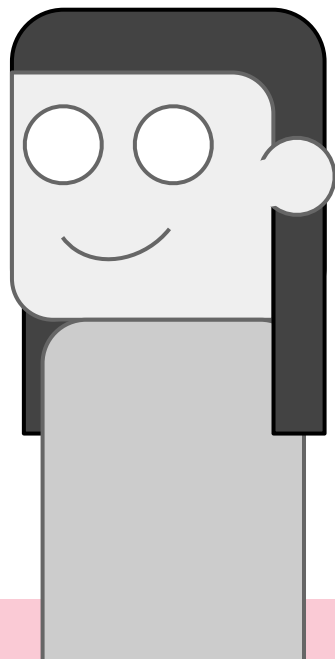
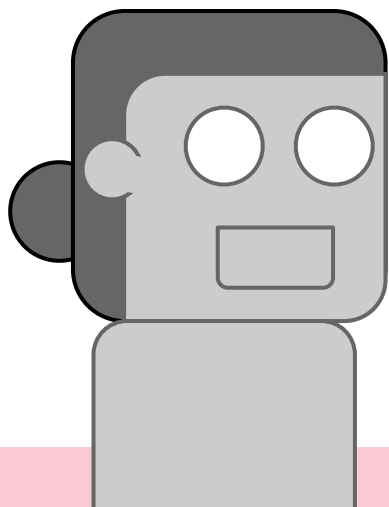


Let's break down how
this function works.

```
//random integer method.  
Lorem.prototype.randomInt = function (min, max) {  
  return Math.floor(Math.random() * (max - min +  
  1)) + min;  
};  
//text creator method with parameters: how many,  
what  
Lorem.prototype.createText = function(count, type) {  
  switch (type) {  
    //paragraphs are loads of sentences.  
    case Lorem.TYPE.PARAGRAPH:  
      var paragraphs = new Array;  
      for (var i = 0; i < count; i++) {  
        var paragraphLength =
```



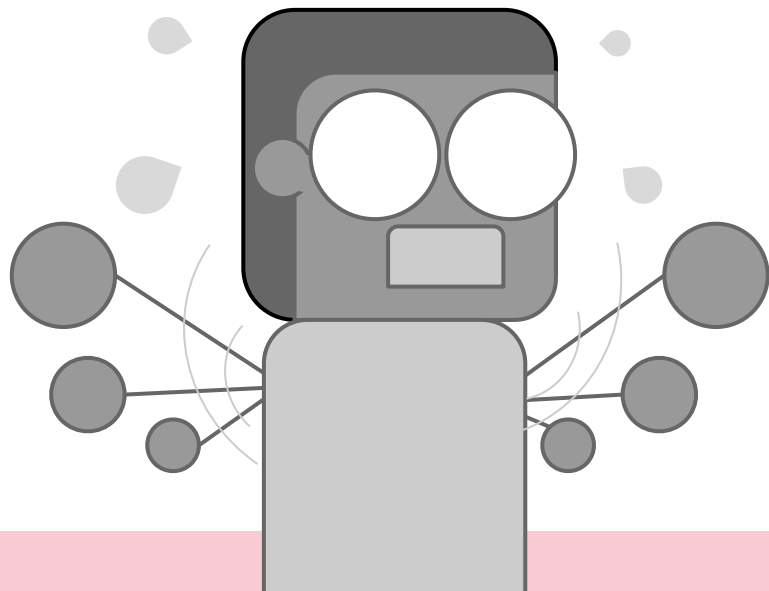
Let's do a
sketching
session!



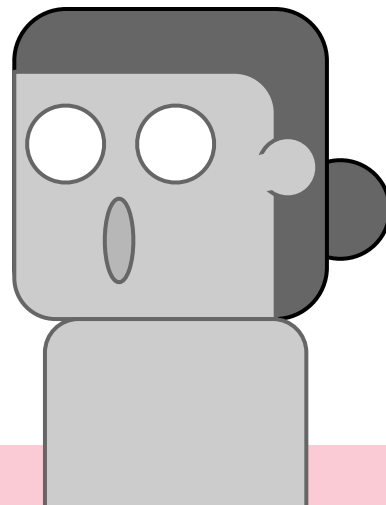
Lesson 4:

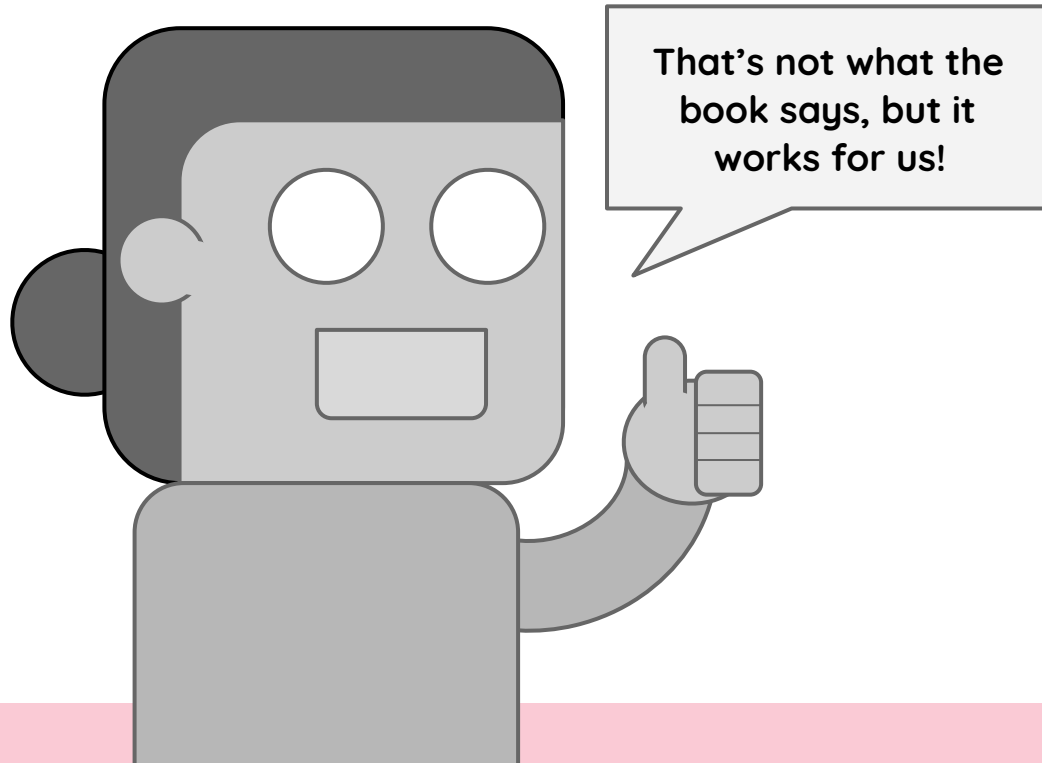
Be flexible

**WE DIDN'T GO BY
THE PROCESS OH
MY GLOBBBBB**

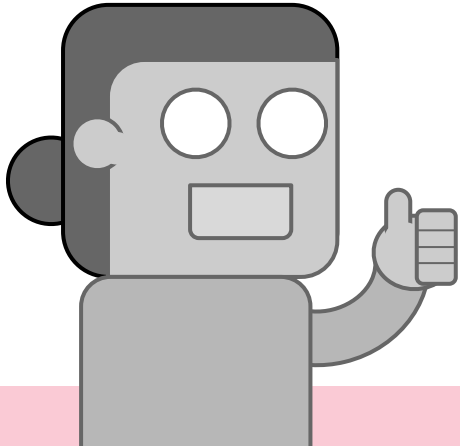


CHILL OUT



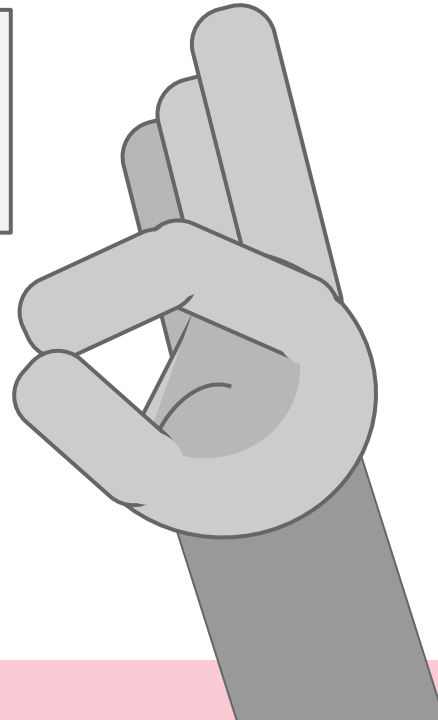


We're all
gross meaty
bump lumps



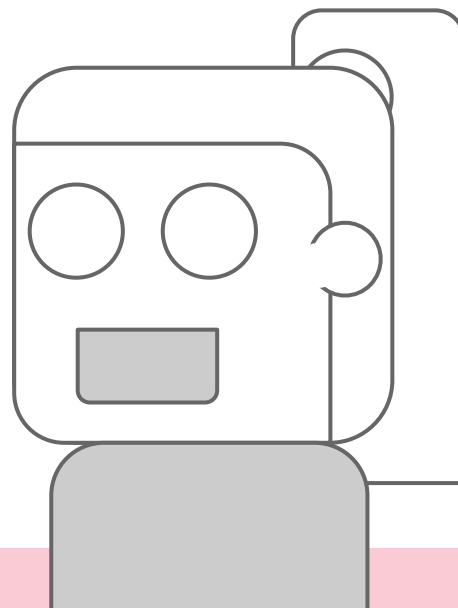
Lesson 5:
Celebrate wins *and*
opportunities to learn.

NOICE!



You tried

yay



Wrap-up

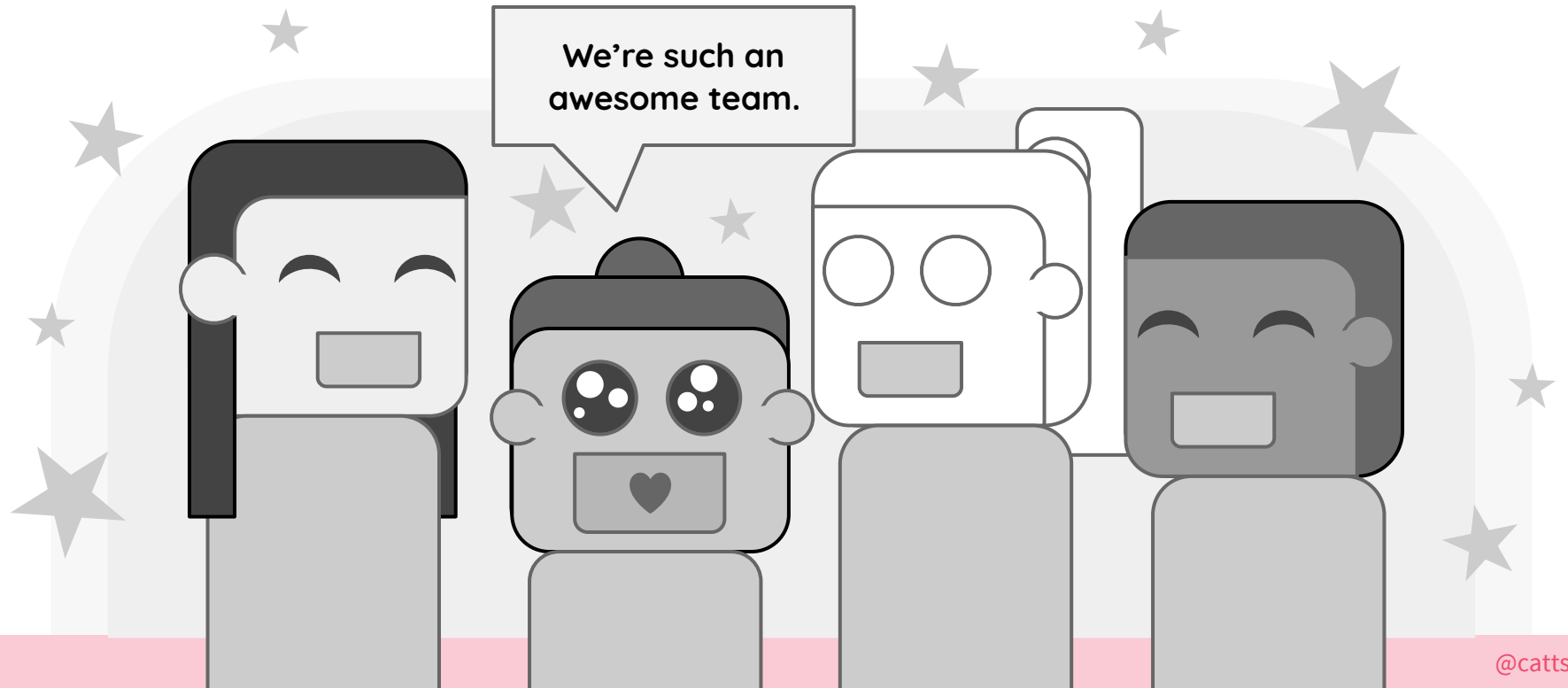
In summary:

- ◇ Process is a double-edged sword.
- ◇ One's right is another's wrong.
- ◇ Power shifts/vacuums can happen when one person advocates for a new process or tool.

Advice:

- ◇ Think about your context first.
- ◇ Always define project goals.
- ◇ Accept imperfection.
- ◇ Don't worry about the new hotness.
- ◇ Share what you learn.

Celebrate what you make!



Resources:

- ◇ UX Team of One
- ◇ Overcoming Perfectionism
- ◇ The Burnout Society
- ◇ Unf*ck Your Brain
- ◇ Therapy

Thank you.

Questions?

Tweet **@cattsmall**

Gaming event in July: **gdocexpo.com**