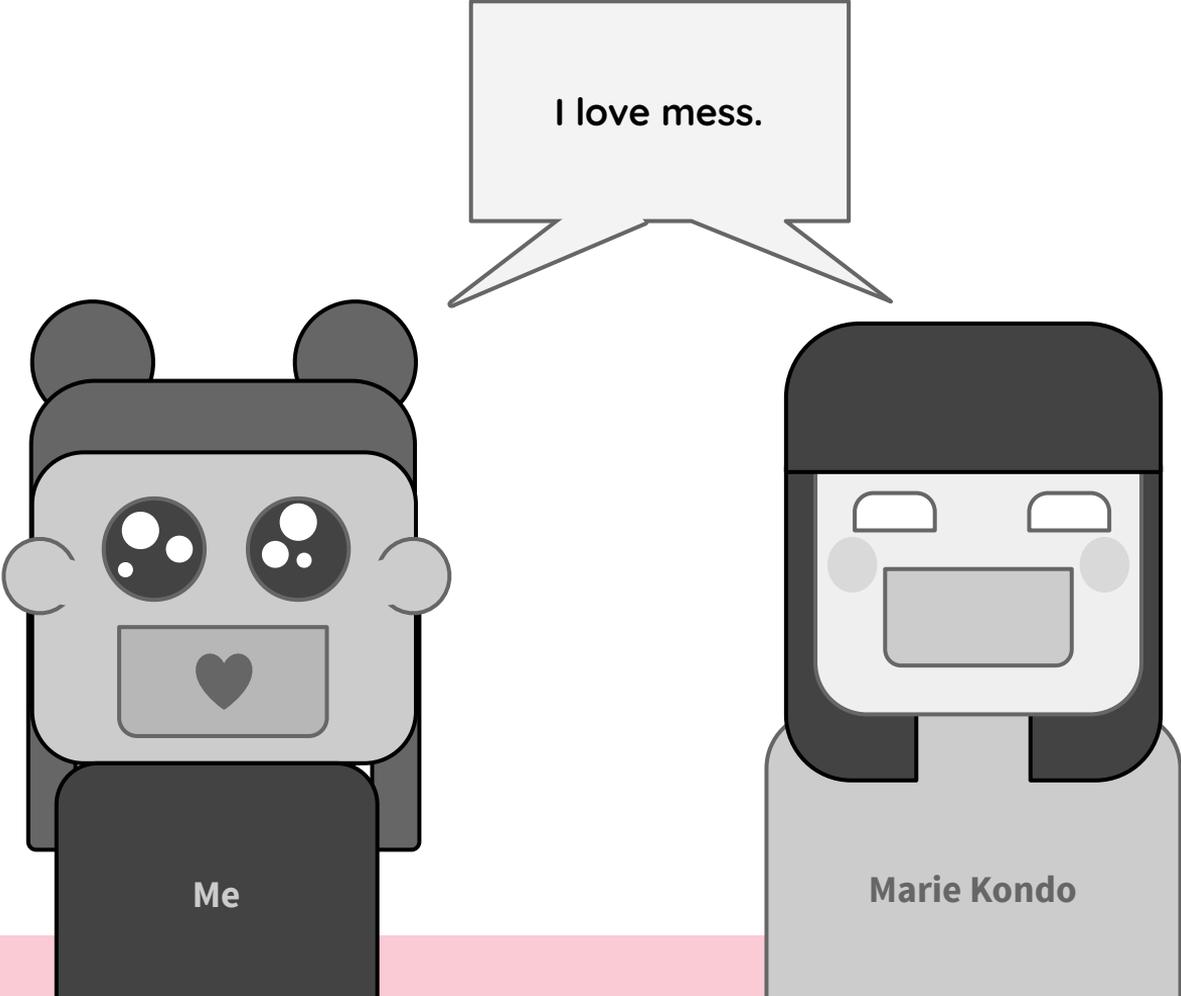


# Ship it sooner

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:

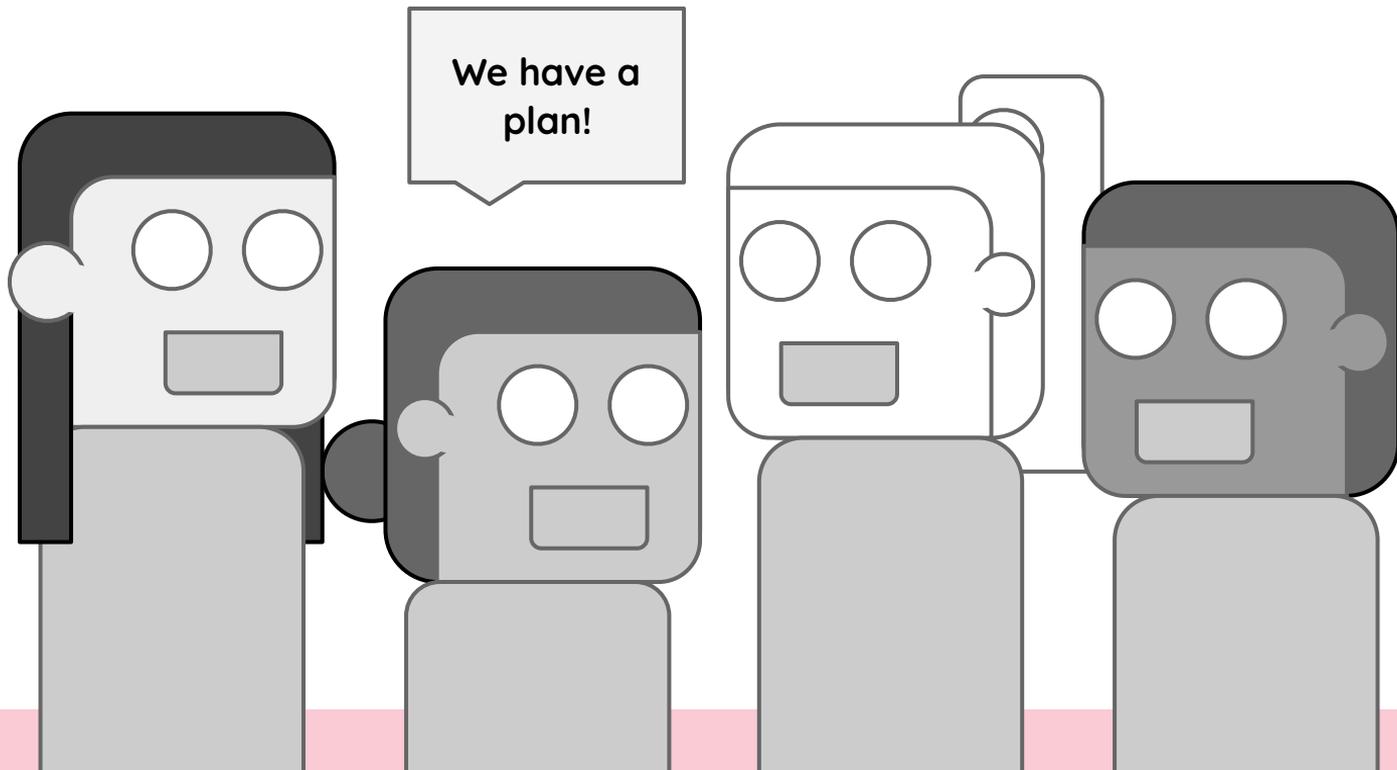
To help you worry less about the **how**  
and more about the **who, what,**  
**when, where, and why.**

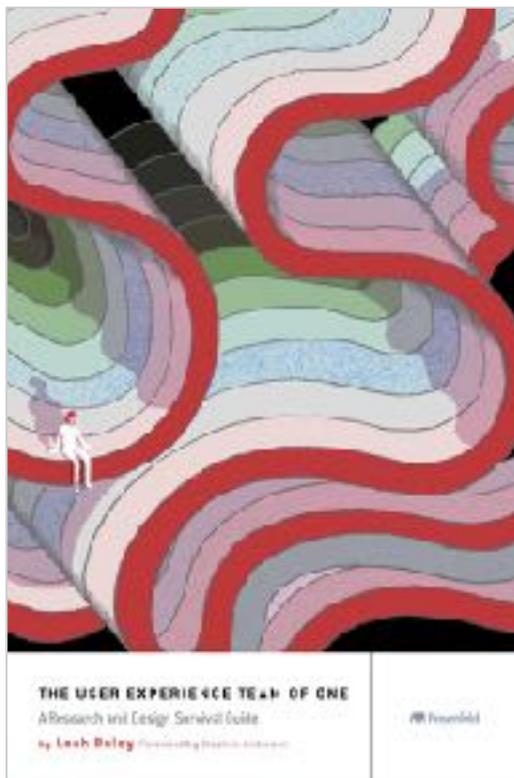
# Topics:

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

Why process can be  
**helpful**

# Guidance





# Efficient

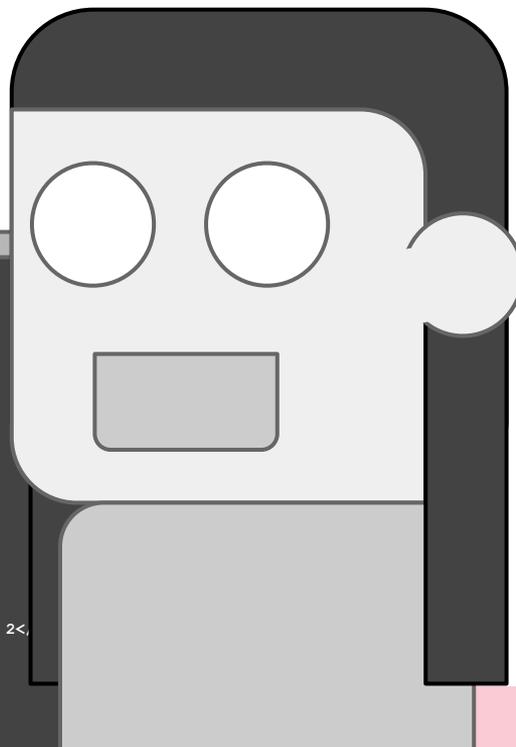
It just works!

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

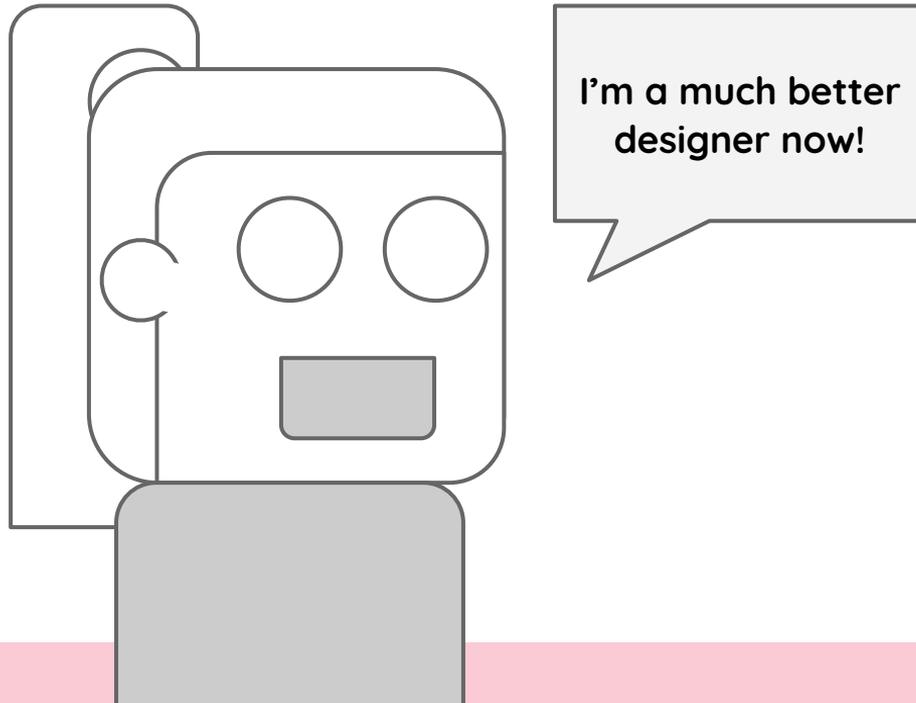
  <div>
    <h4>Radio Button Choice</h4>

    <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>
```

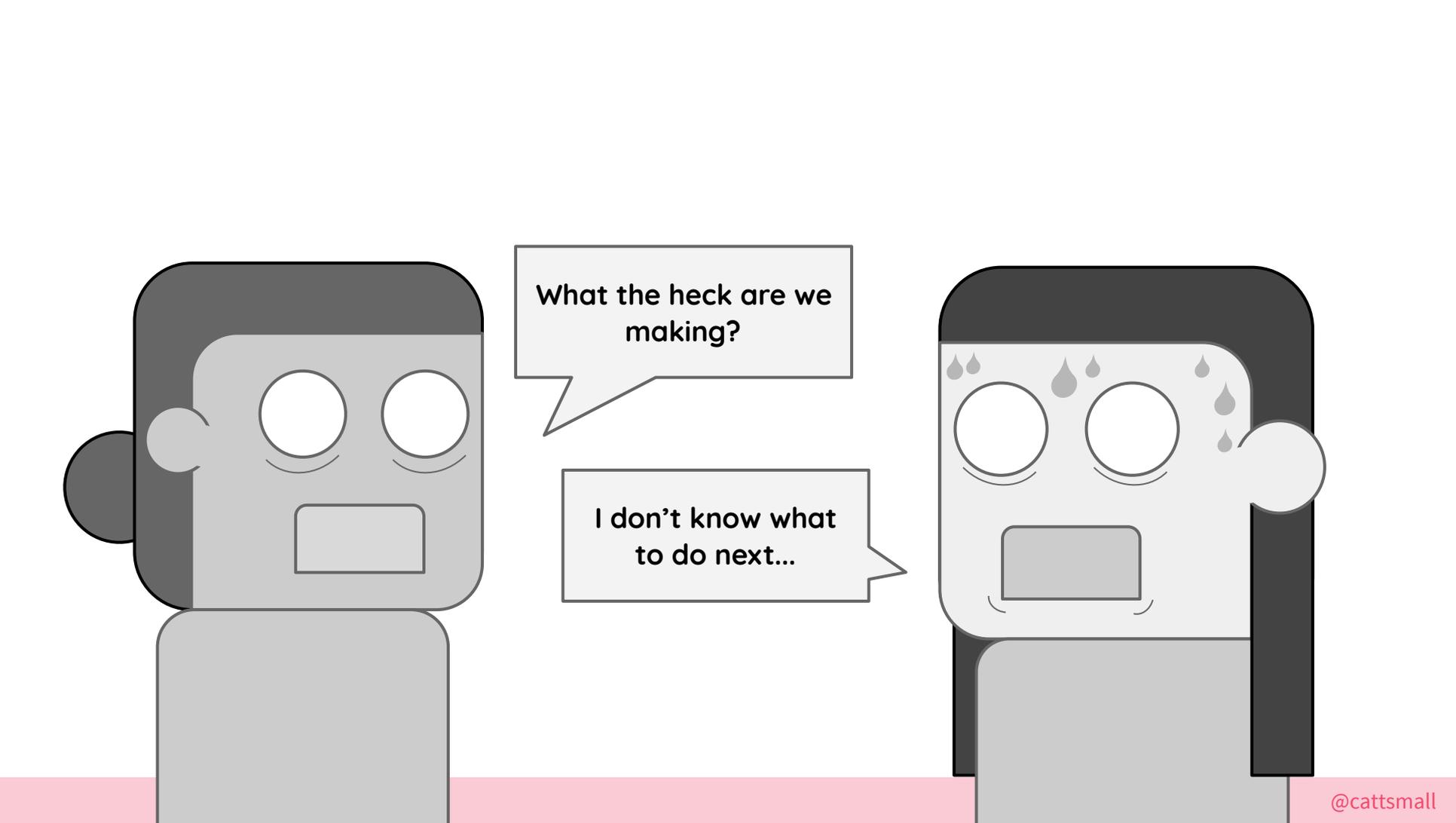


# Self-improvement



# Use cases

# **Case 1:** Lacking clarity



What the heck are we making?

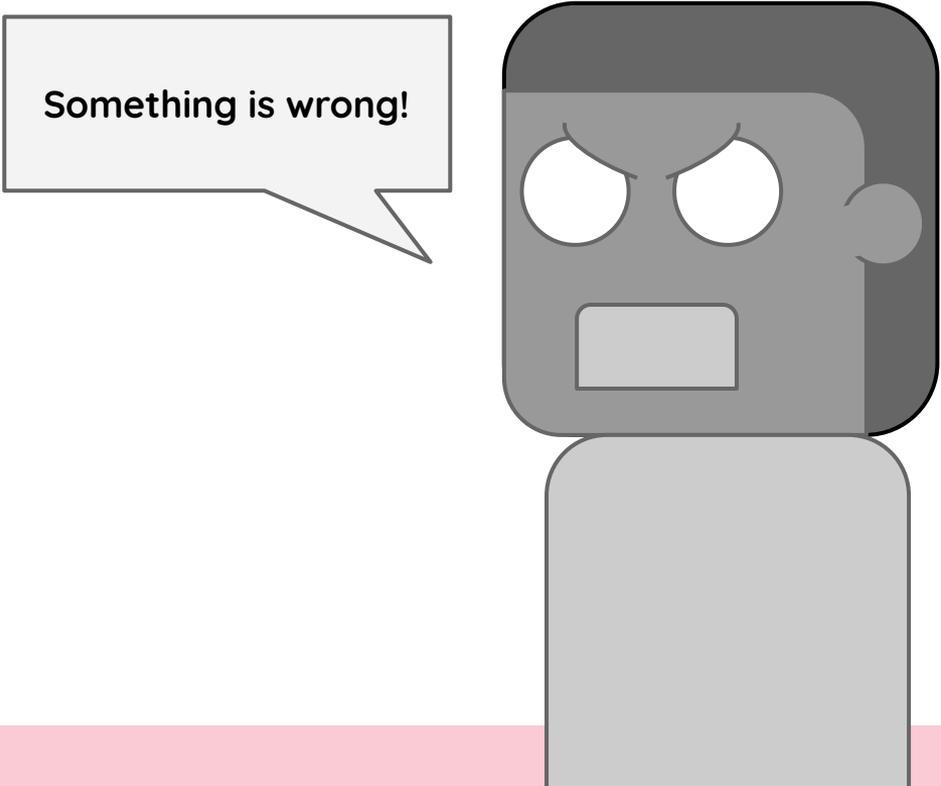
I don't know what to do next...



**Original  
scope**

# **Case 2:**

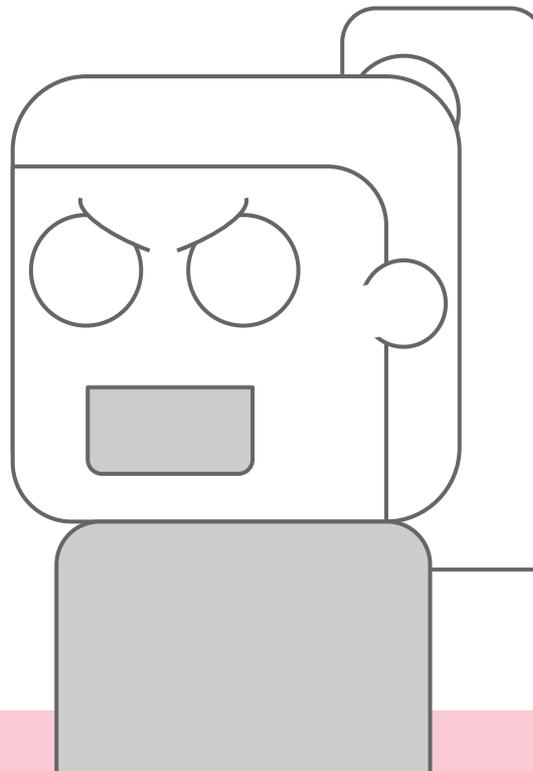
# Feeling frustrated

A cartoon character with a square head and a rectangular body, rendered in shades of gray. The character has a dark gray top half and a lighter gray bottom half. Its eyes are white with black outlines, and its mouth is a simple gray rectangle. A speech bubble 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!

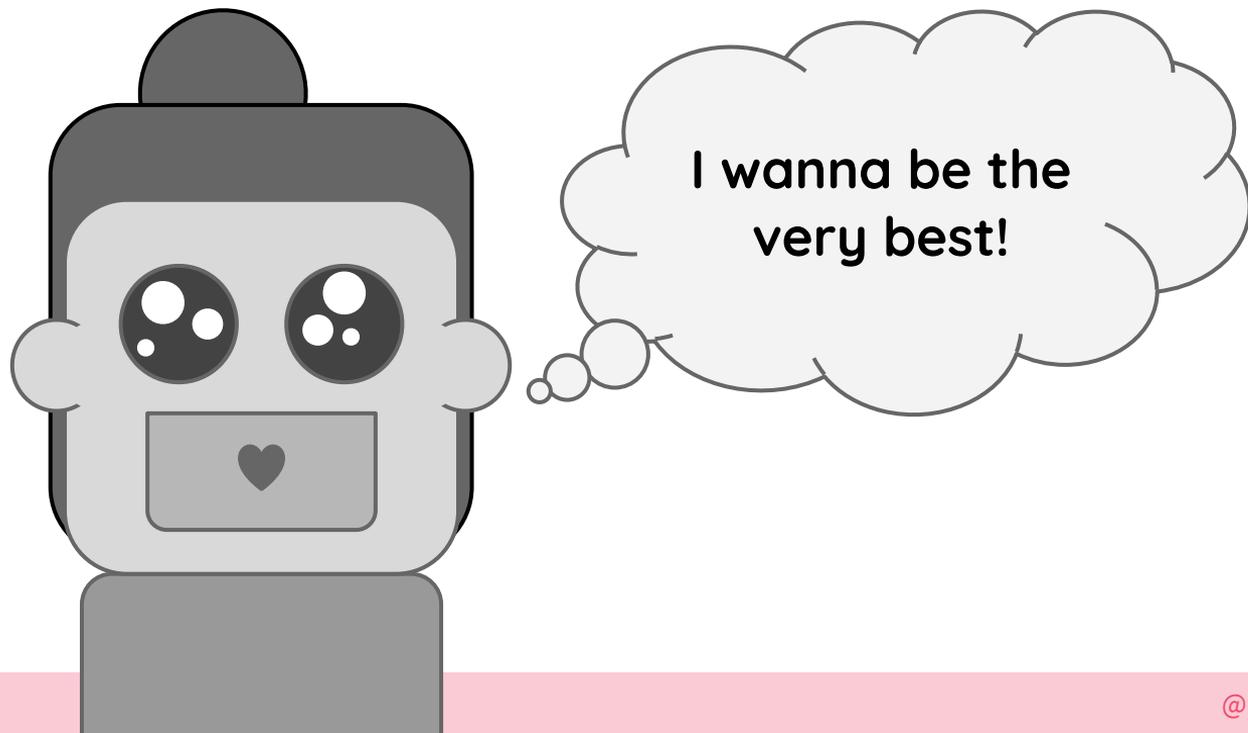


# Structure

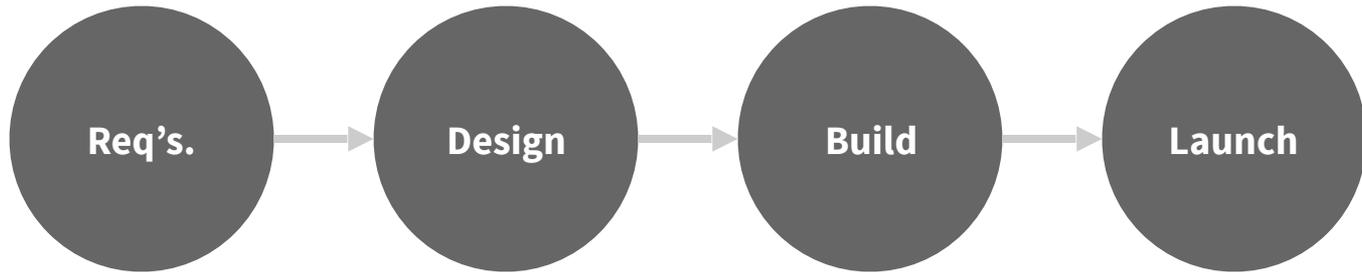
Why process can be  
**unhelpful**

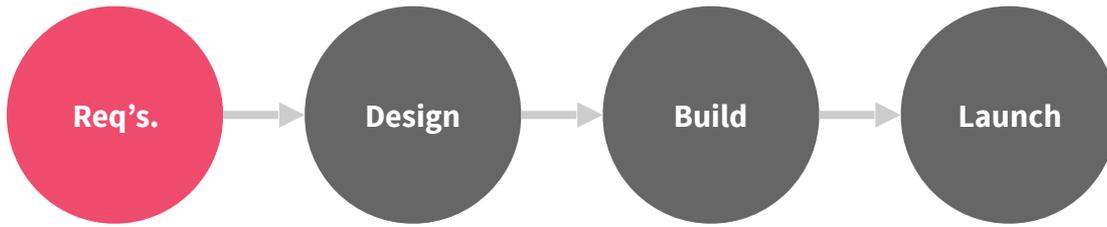
A long time ago  
in a galaxy far, far away...

# Baby designer Catt!

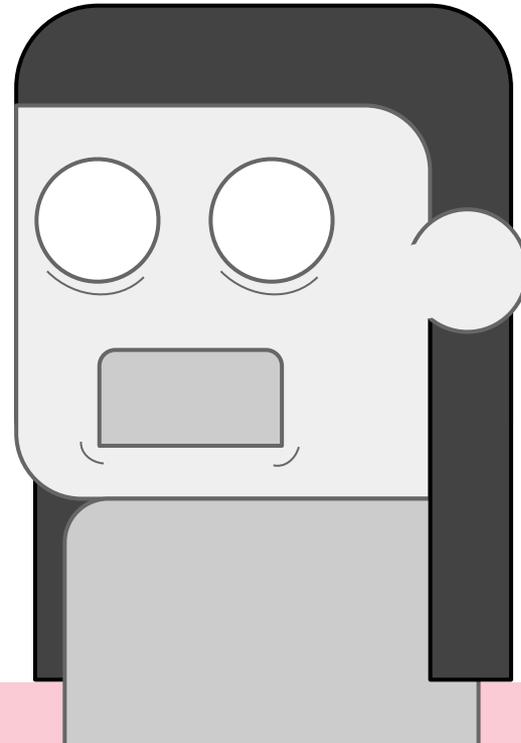


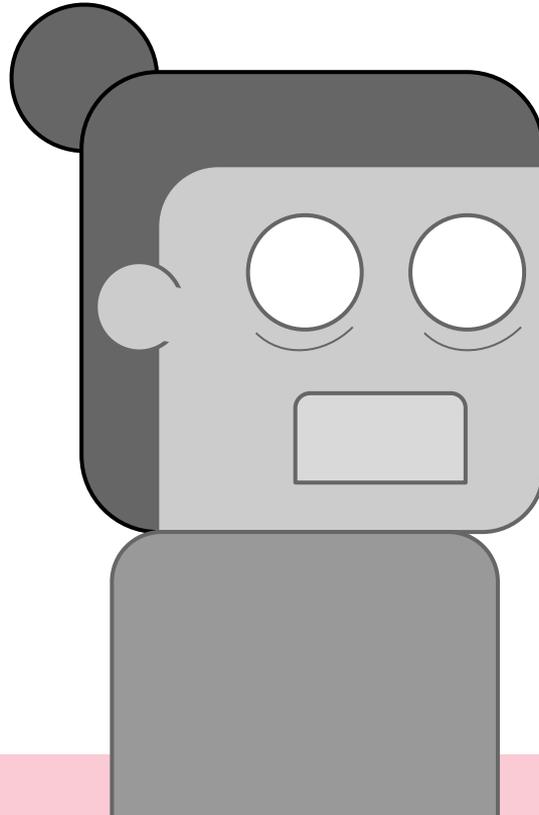
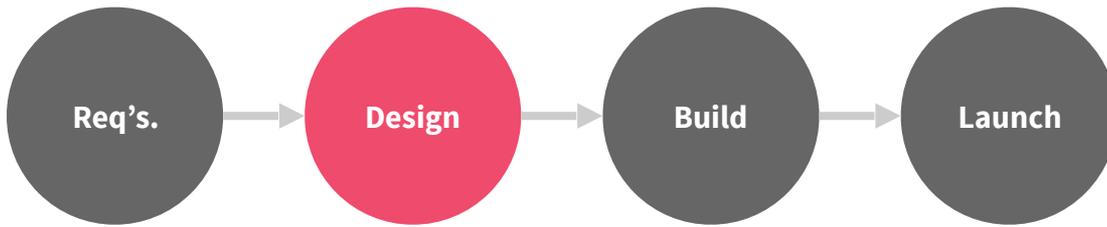
# Waterfall process



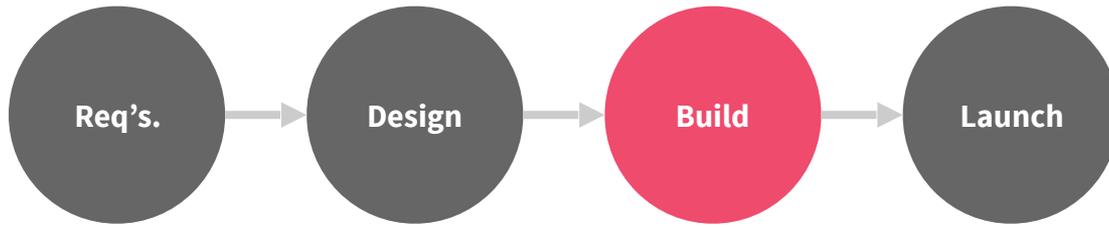


I don't understand why these decisions were made!

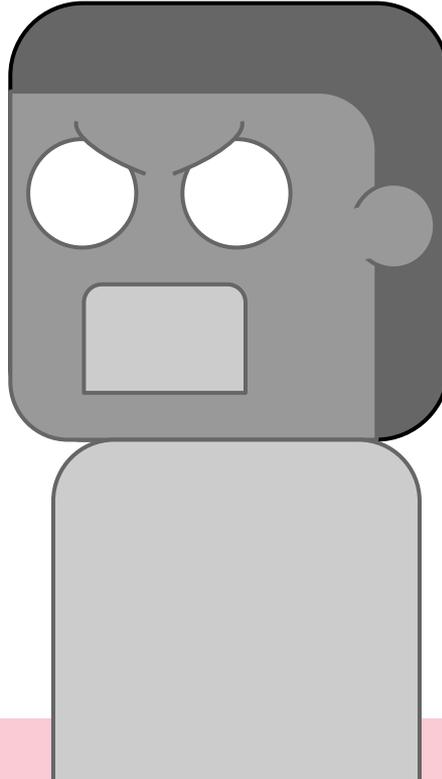


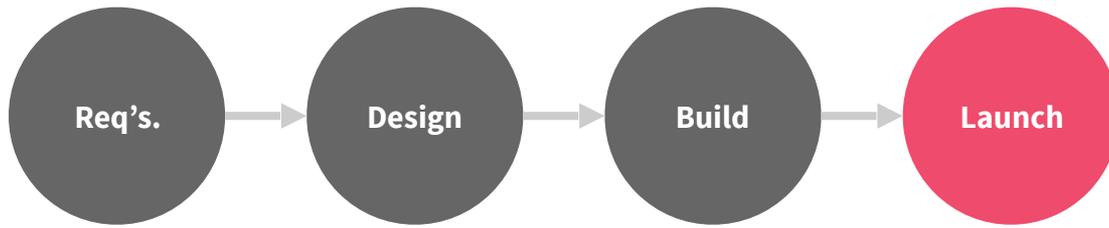


I have a feeling that this isn't going to turn out well.

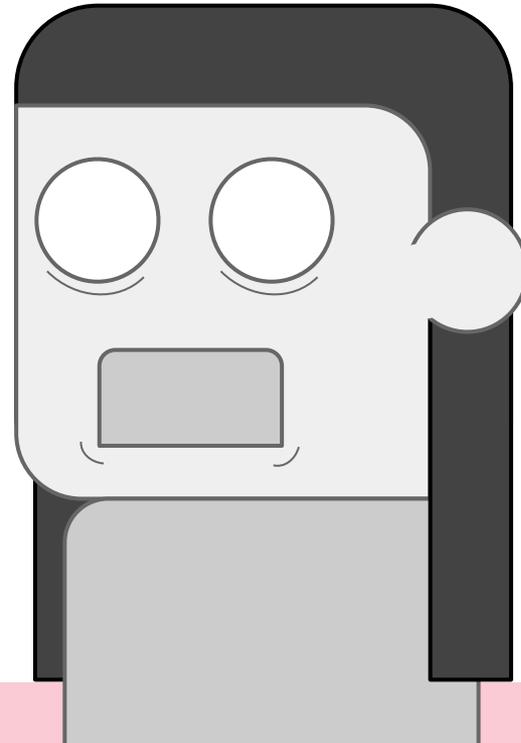


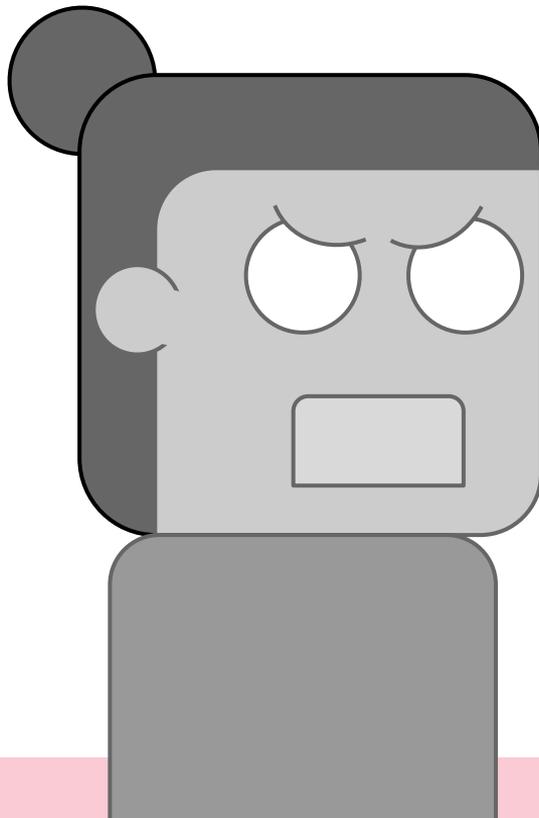
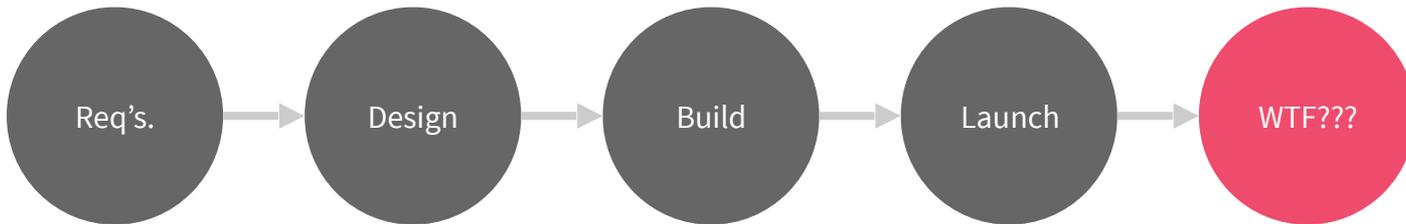
**This design is virtually impossible to build!**





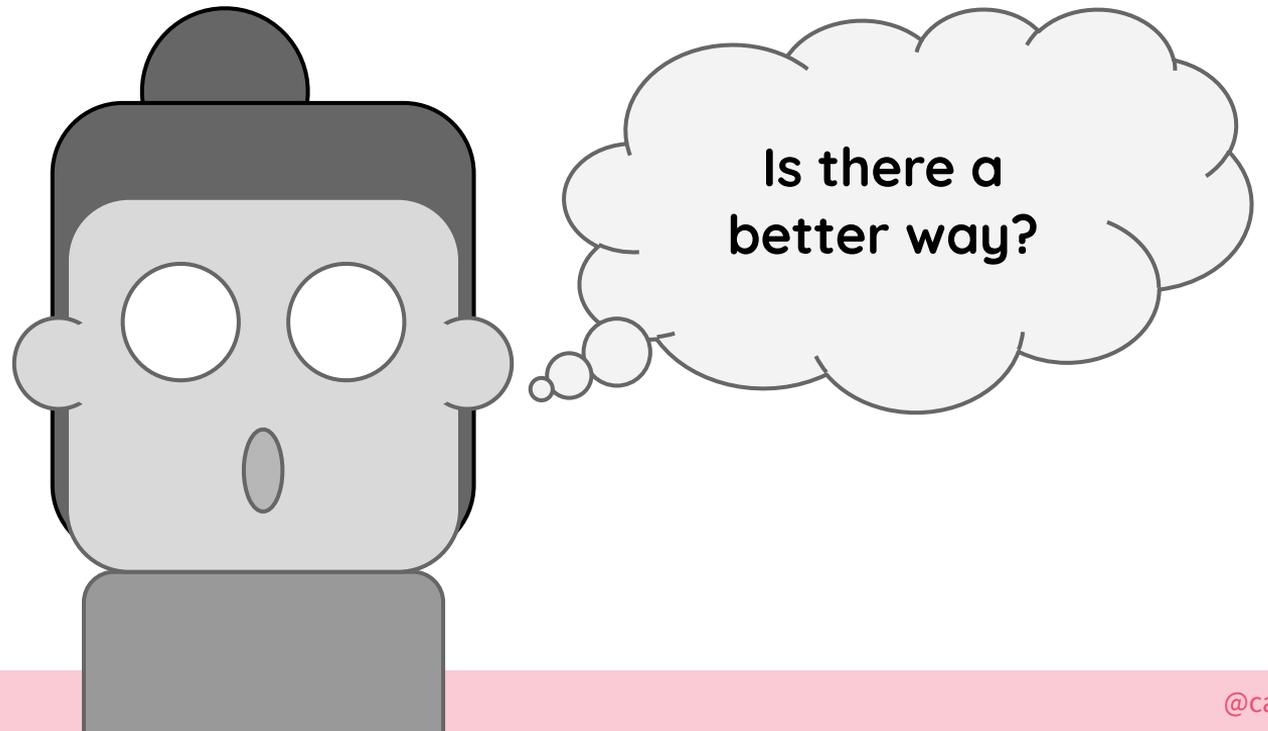
**We're too far in now!  
Just ship this crap!**





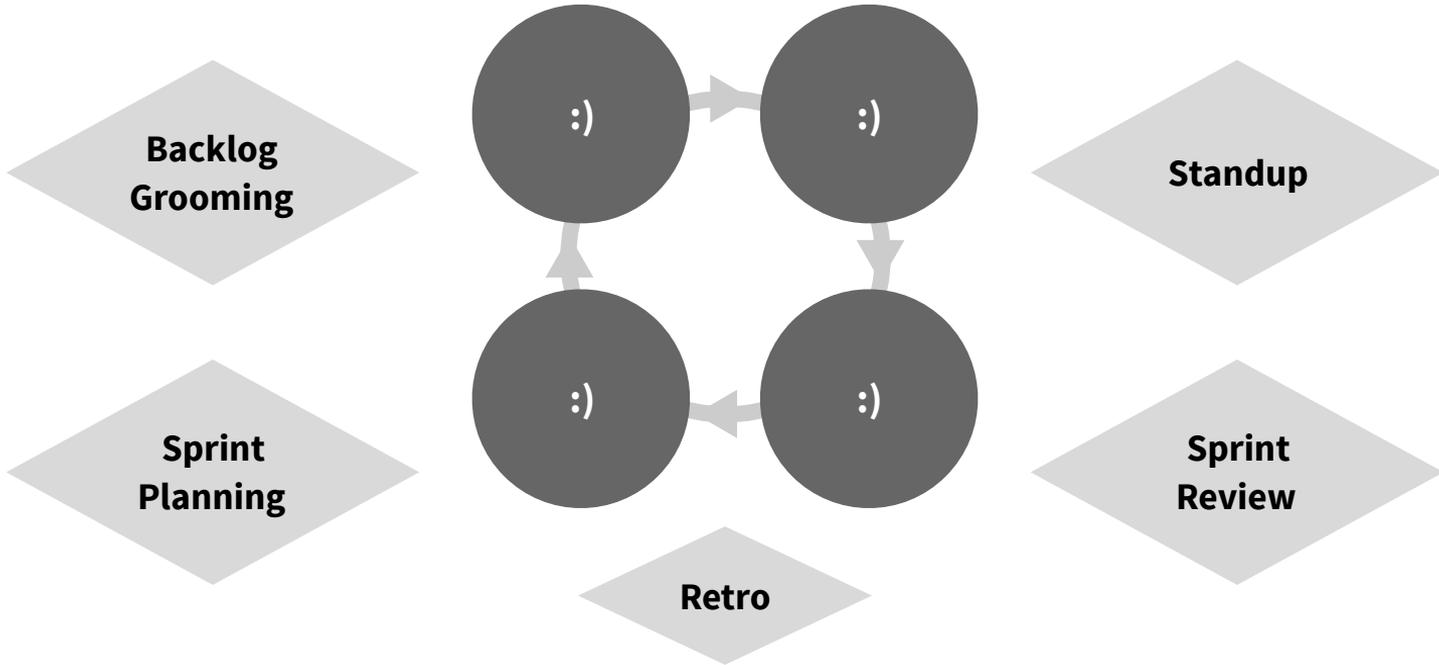
**I can't believe they  
mangled my design**

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

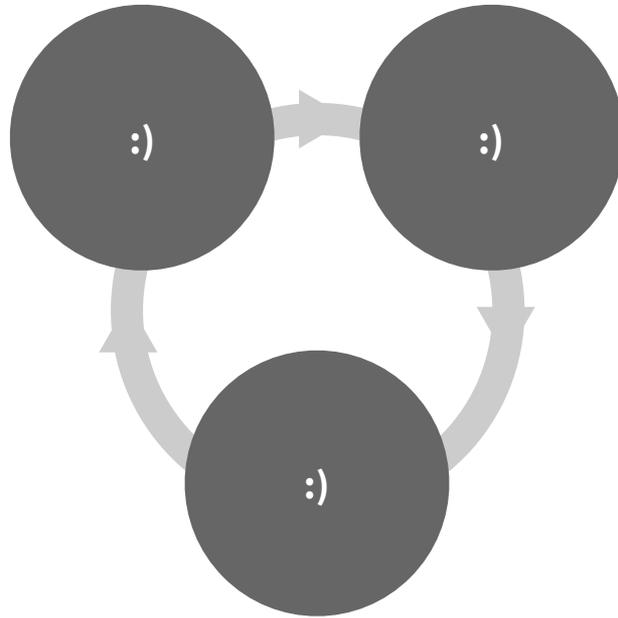


**Is there a  
better way?**

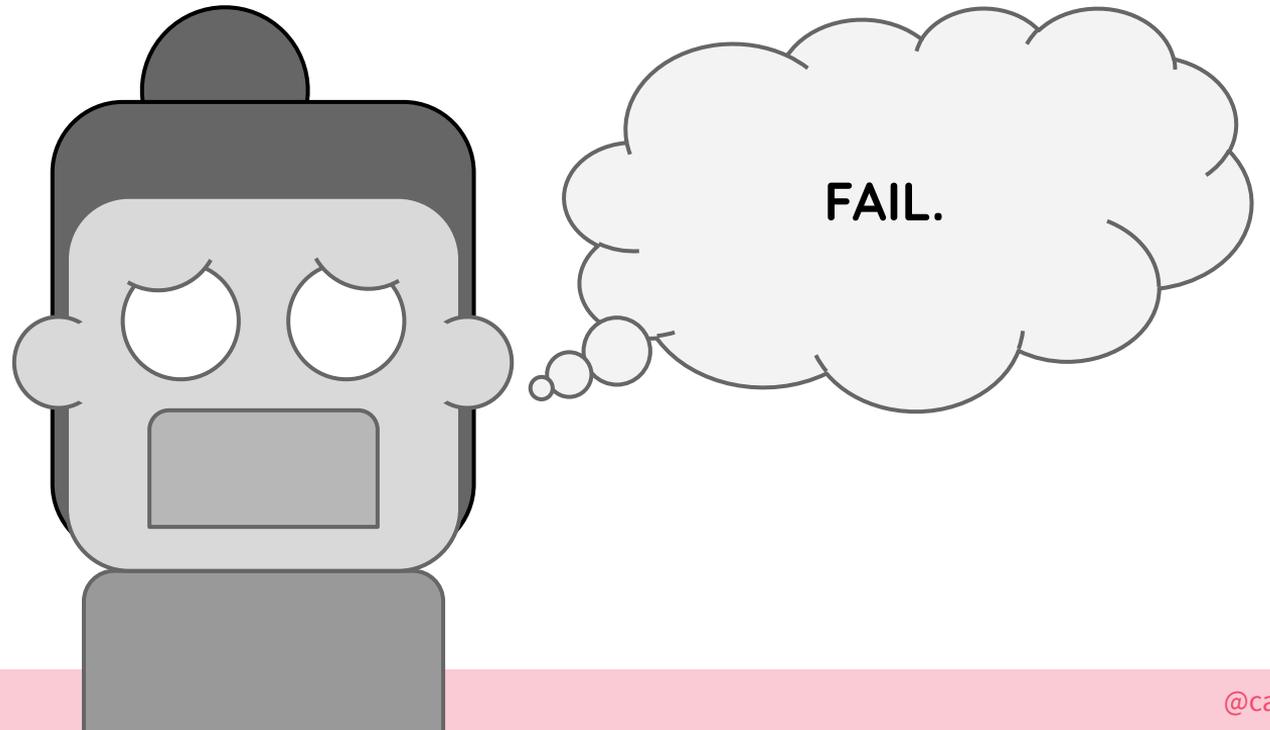
# Agile

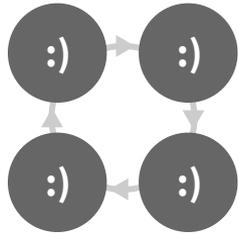


# Lean UX

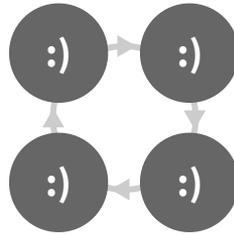


It didn't work

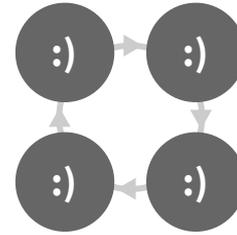




50-person company

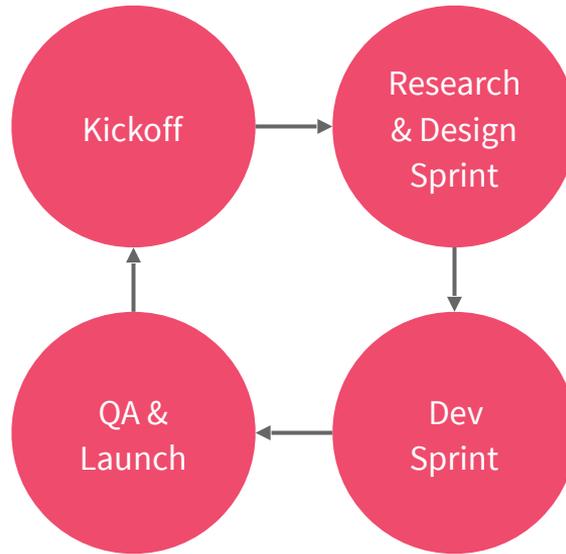


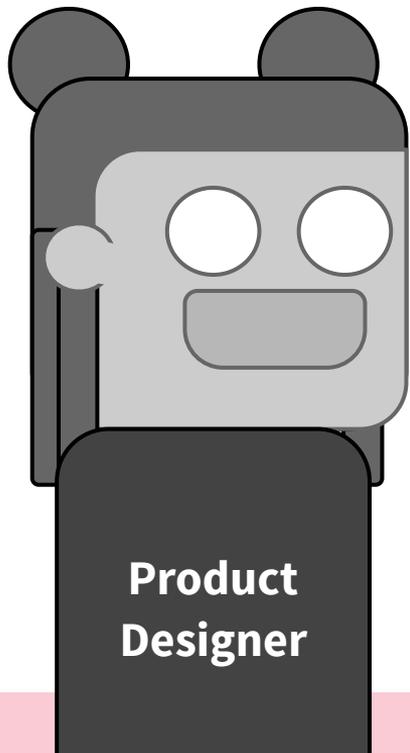
200-person company



1,000-person company

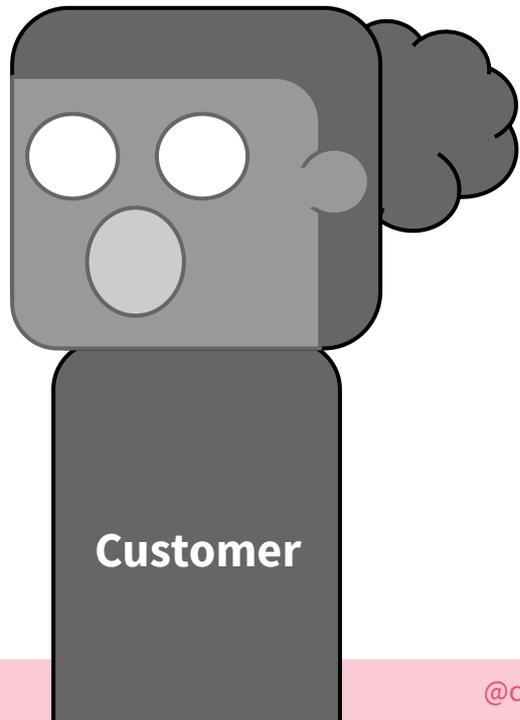
I learned from my mistakes.

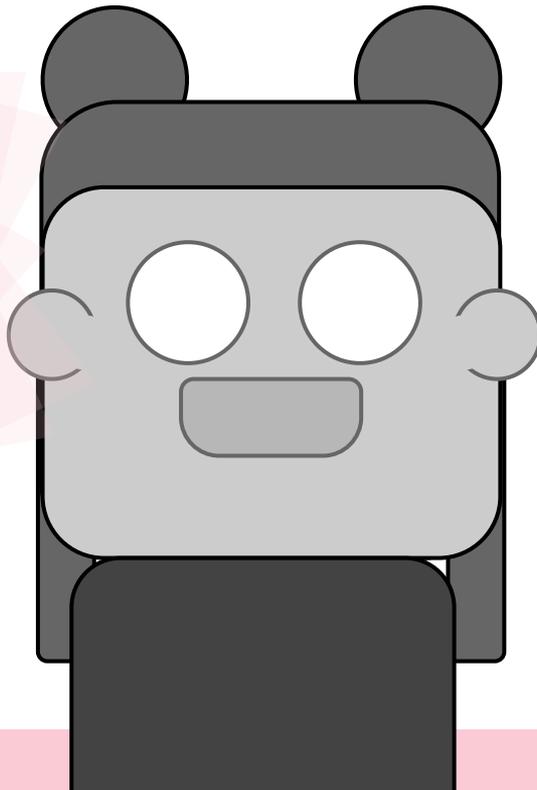
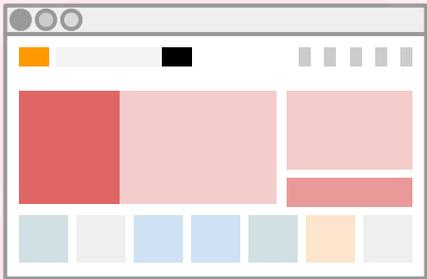




What do you do?  
What are your goals?

Well...





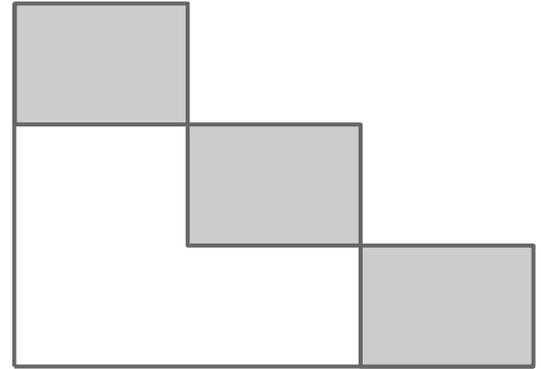
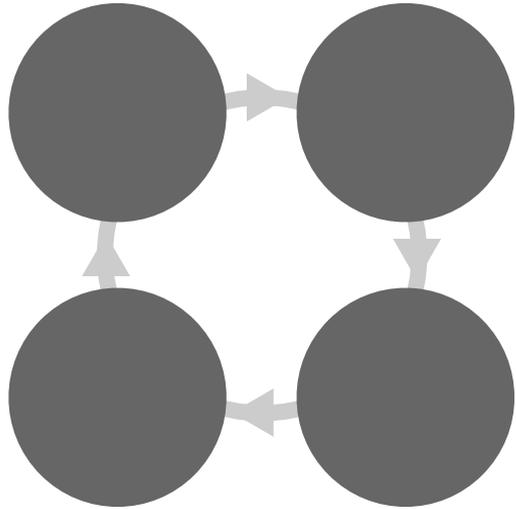
It's perfect

Built from the ground-up

Process can **distract** us

# **Distraction 1:** Right vs. wrong





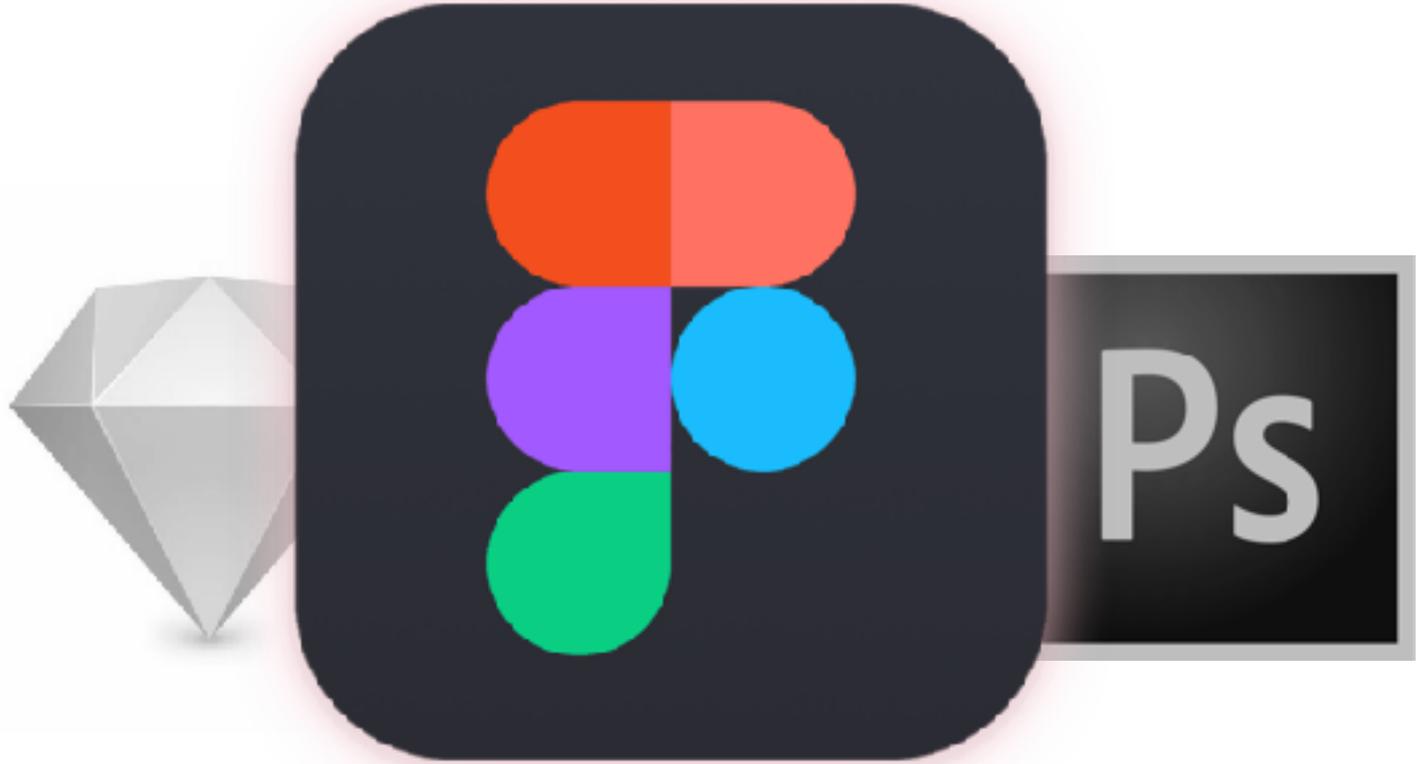
LL

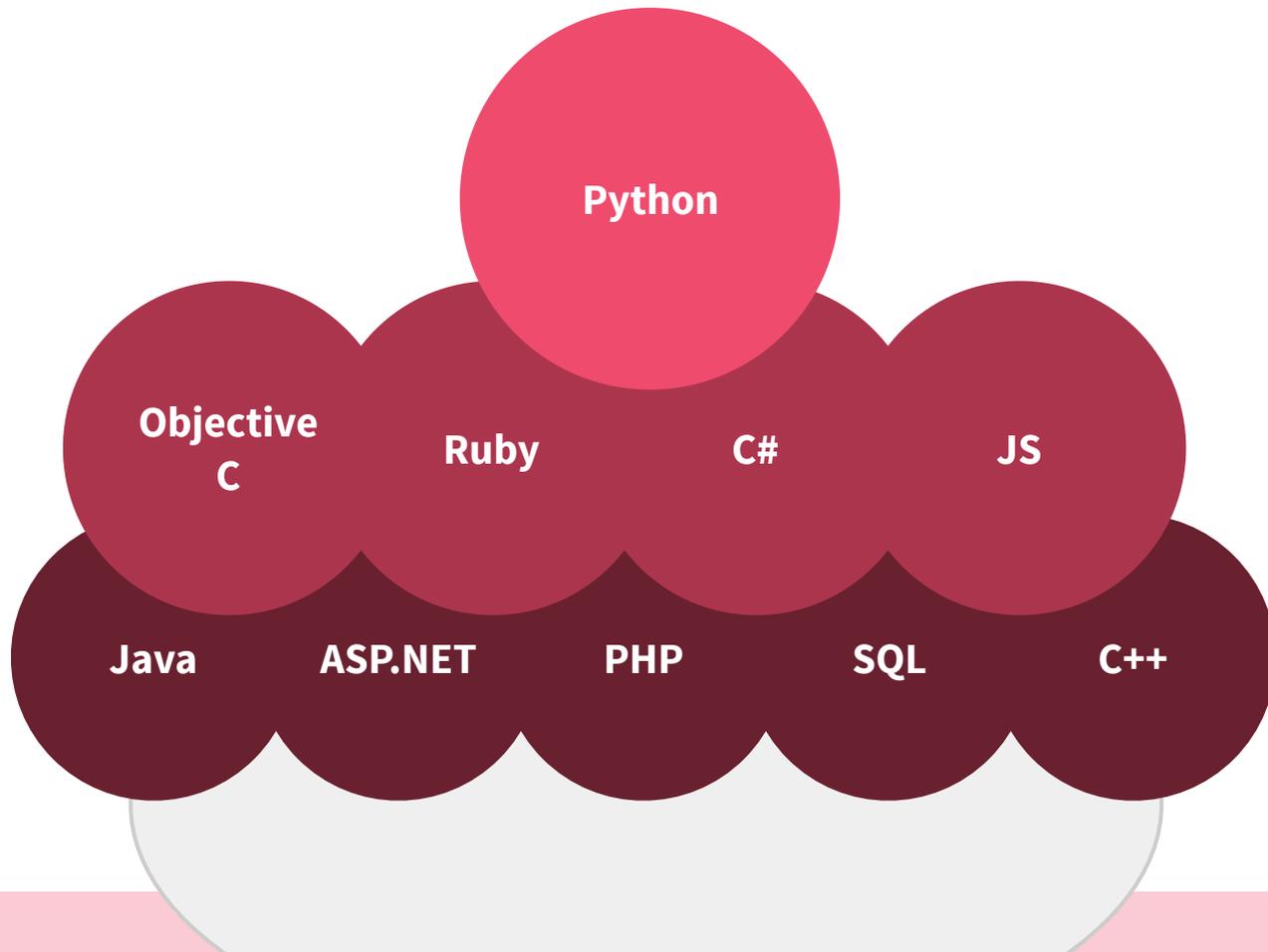
I have an opinion!!!!11!1!!!!

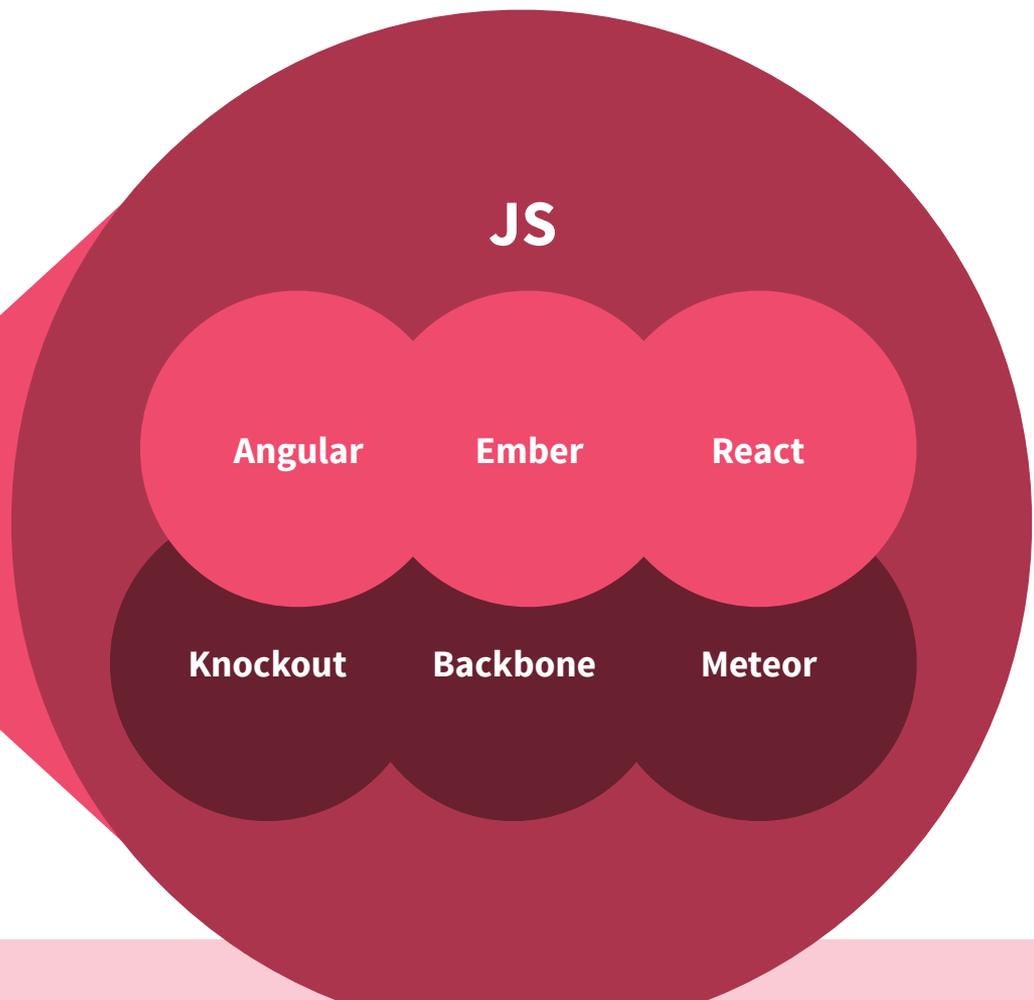
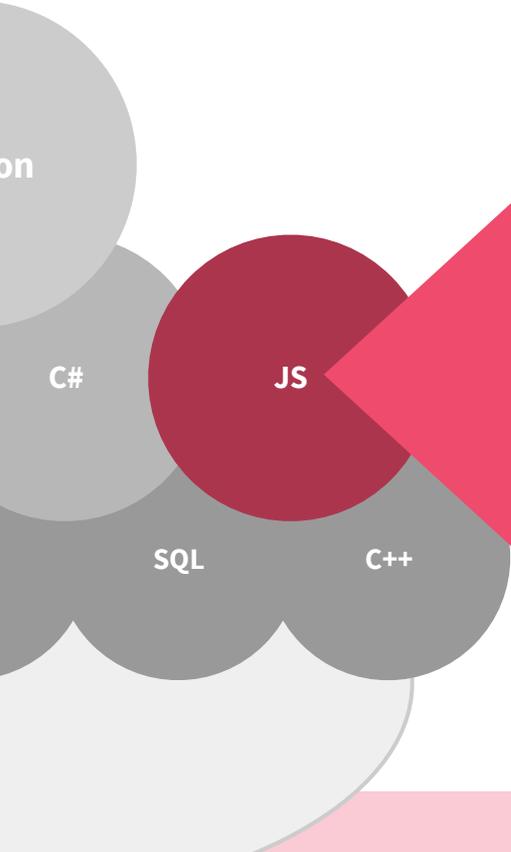
77

Everyone

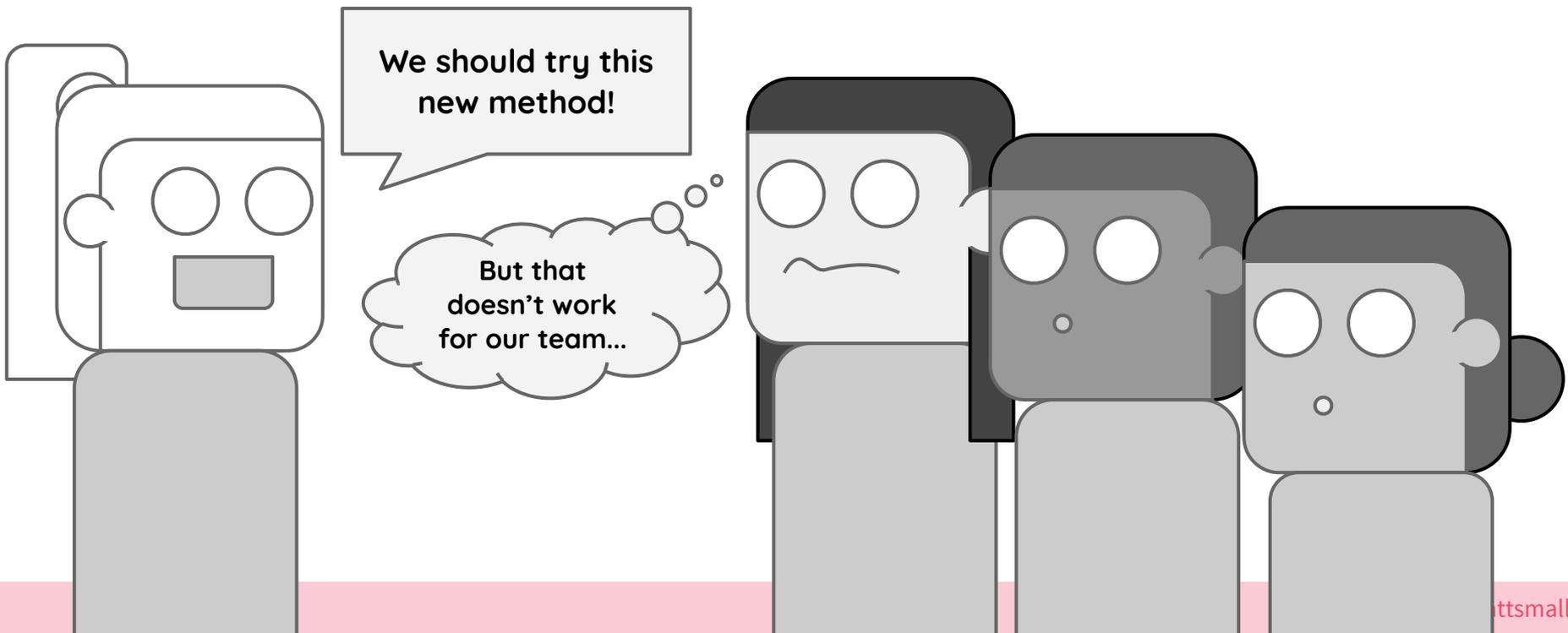
# **Distraction 2:** Hierarchy







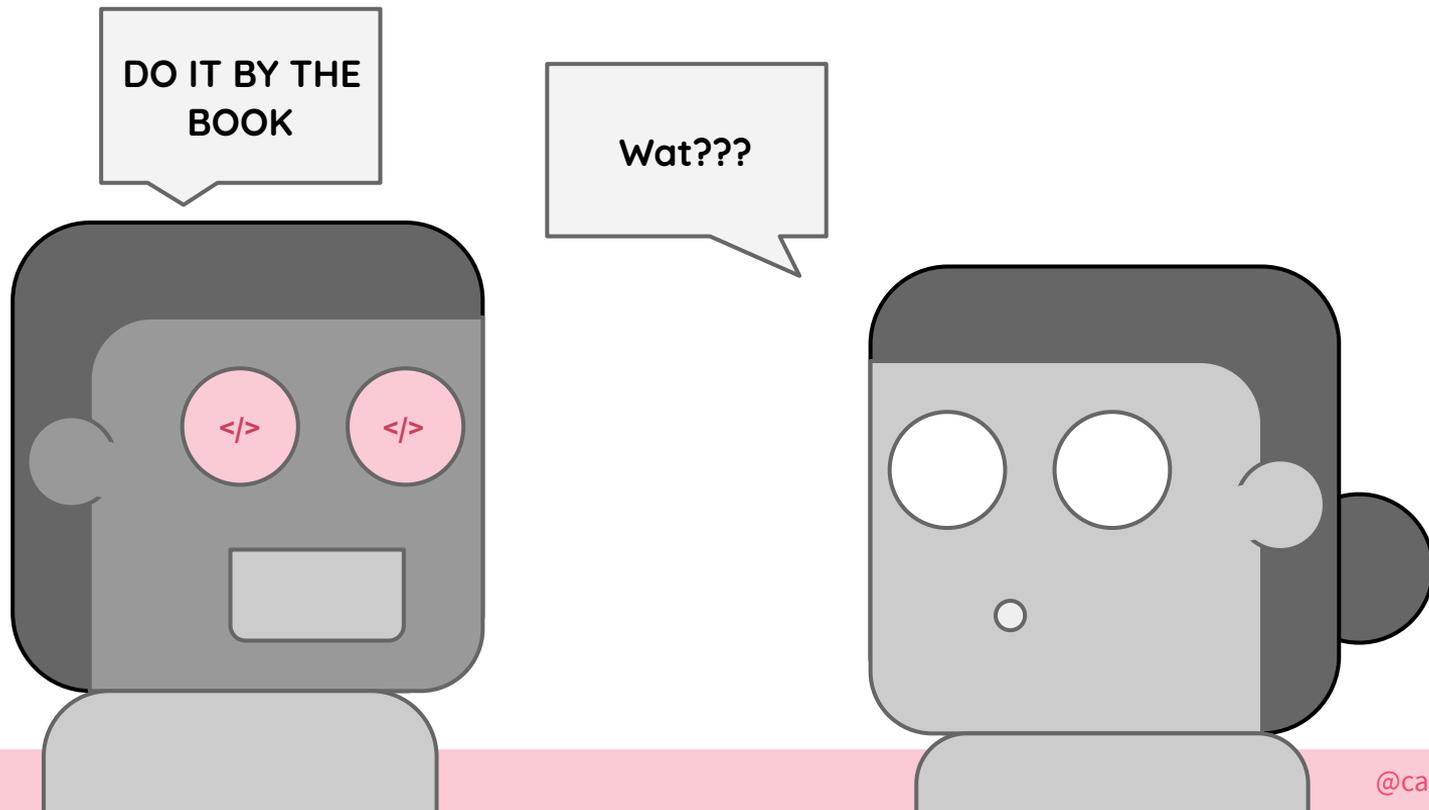
# **Distraction 3:** Cookie-cutter self-help



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.

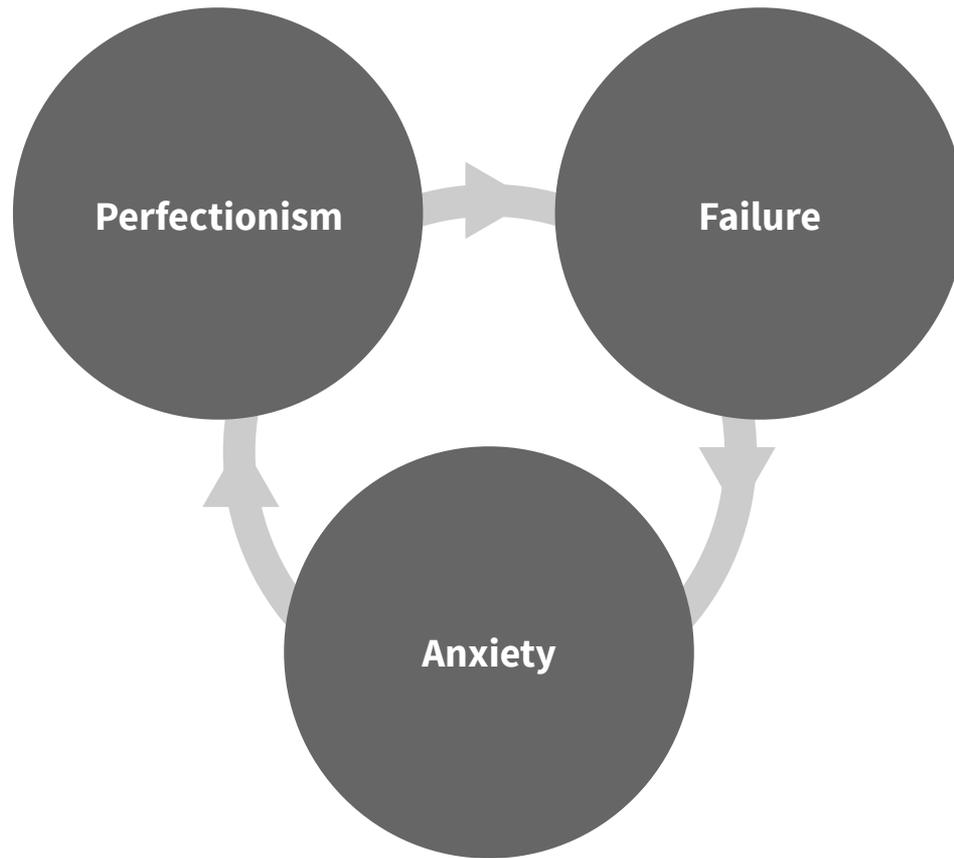
”

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.

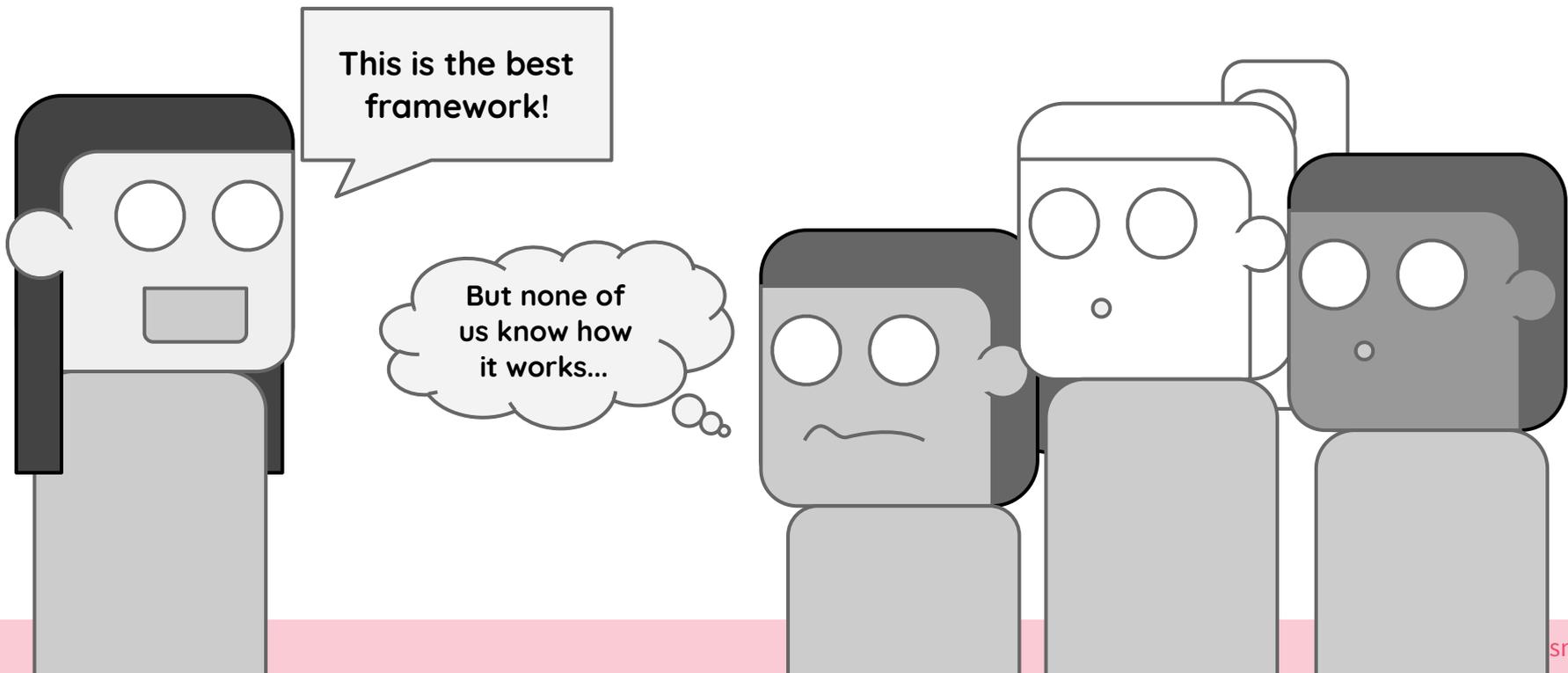
“Impostor syndrome”



What this leads to

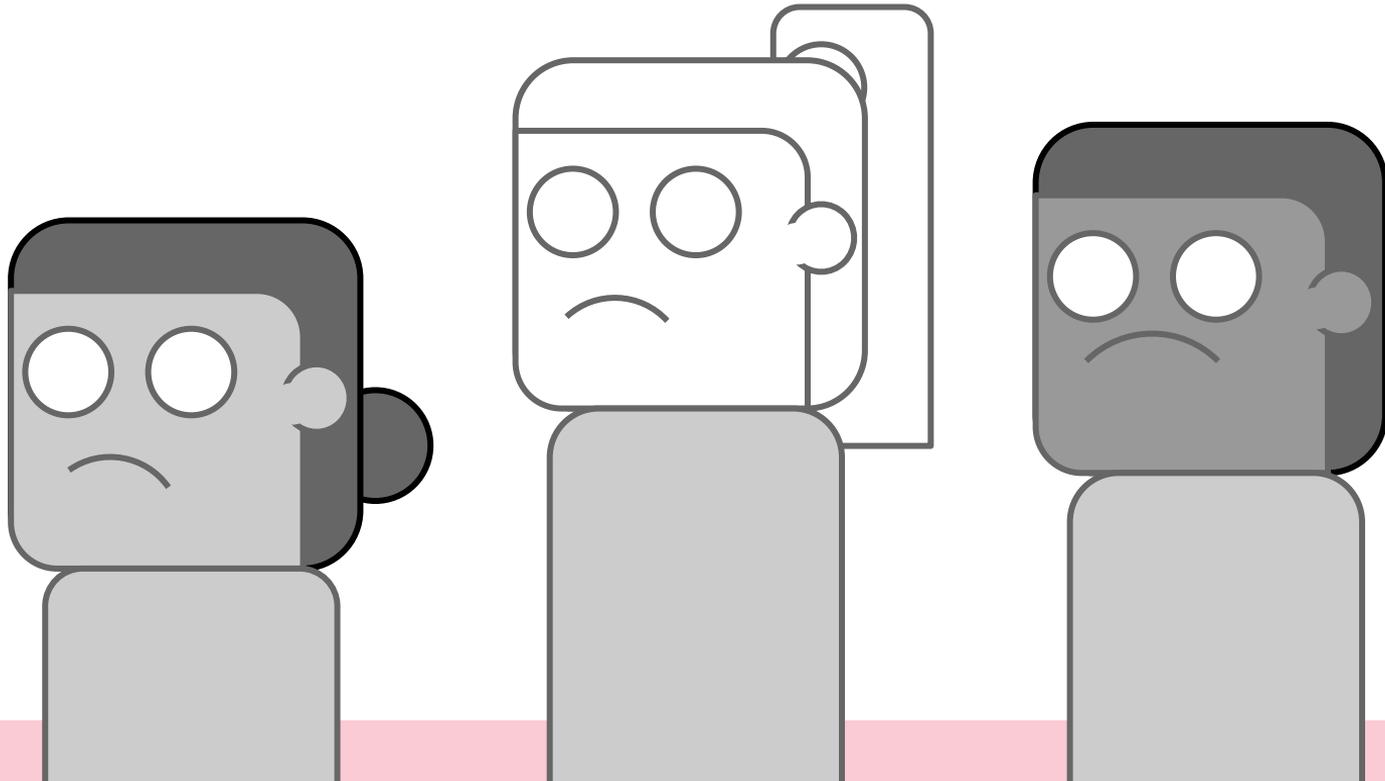
# **Problem 1:**

## Power shifts & vacuums



This is the best  
framework!

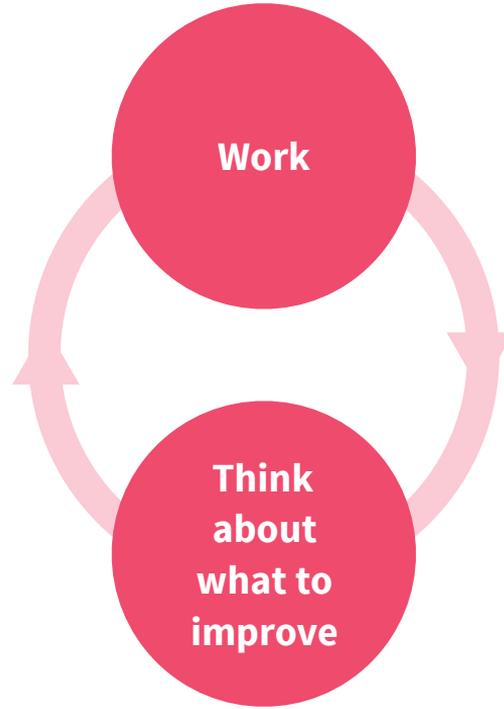
But none of  
us know how  
it works...



# **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

”

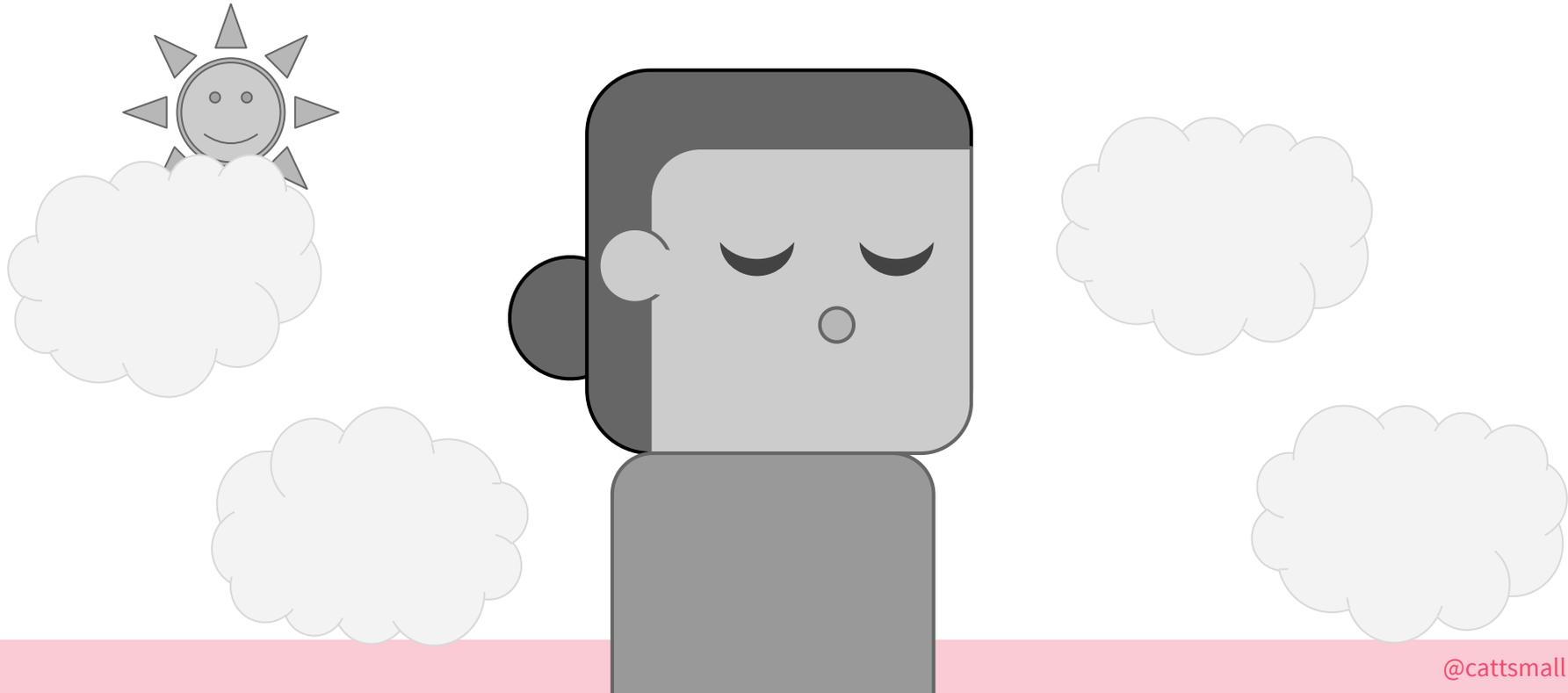
Andrew P. Hill & Thomas Curran, “Multidimensional Perfectionism and Burnout”

# How to refocus

# **Method 1:**

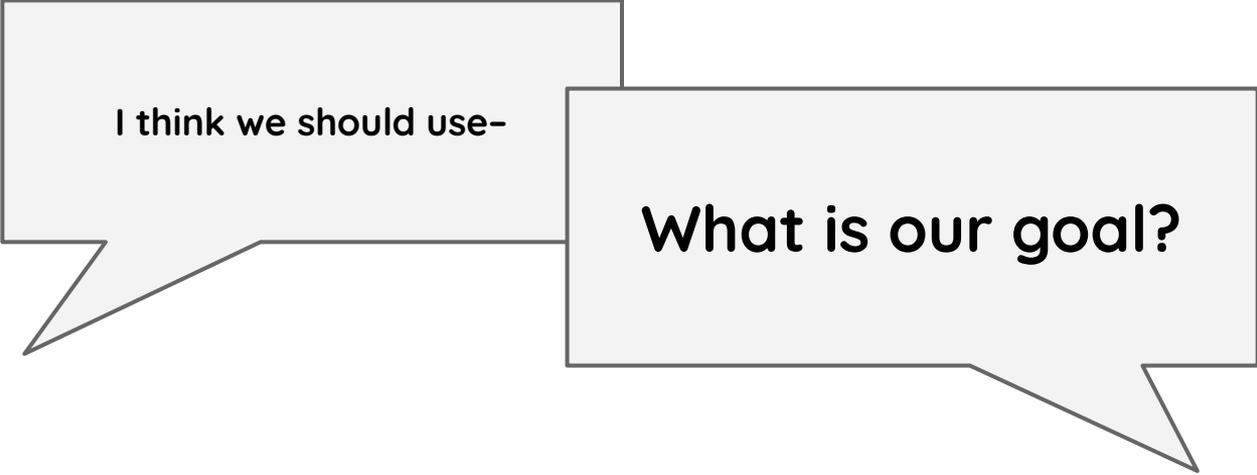
## Center yourself

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!

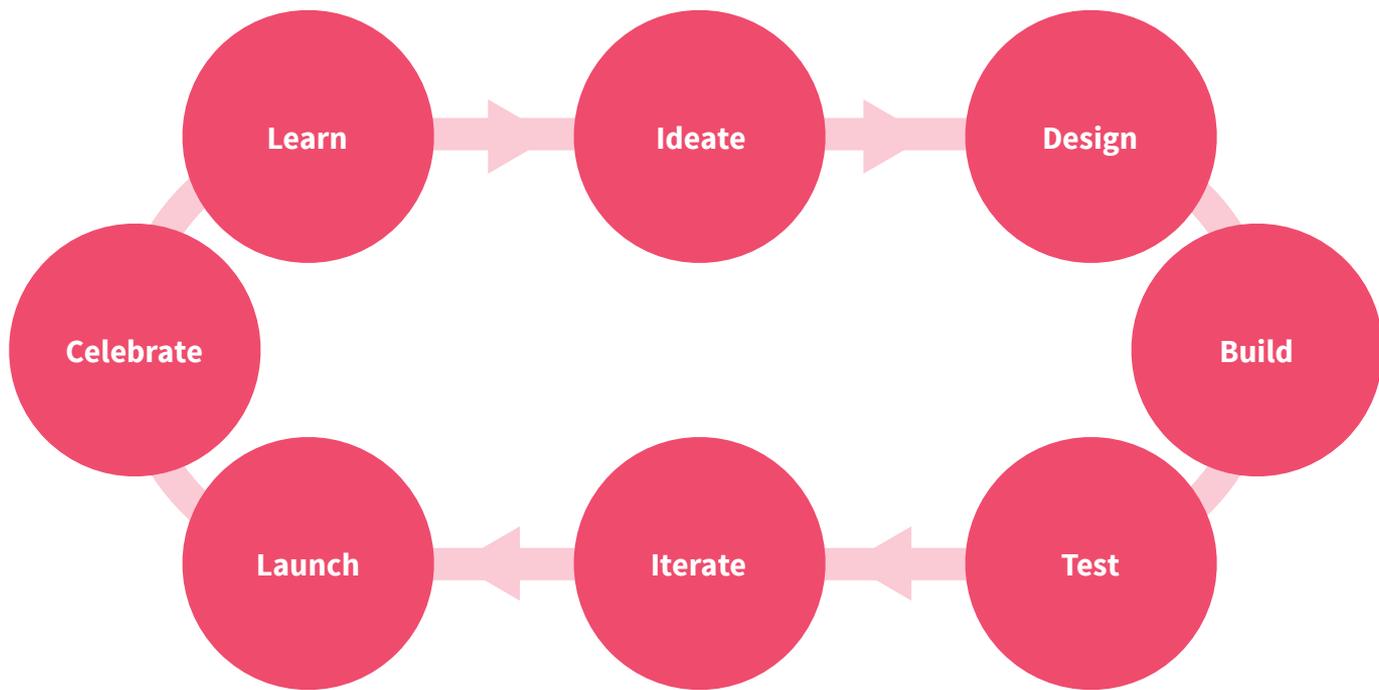
Yeah!

Me neither.

How about we step back?

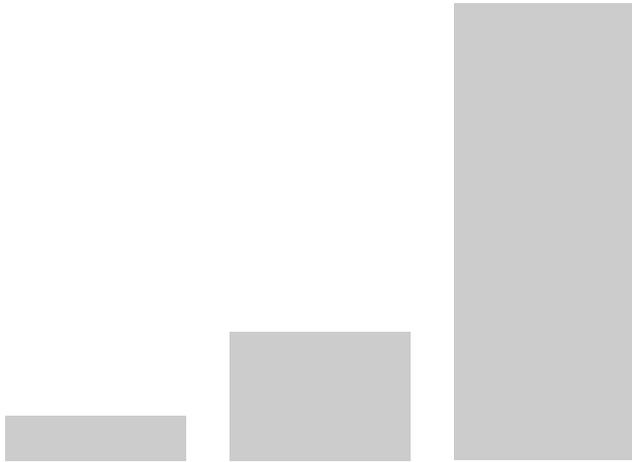
# **Method 3:**

## Make your own process



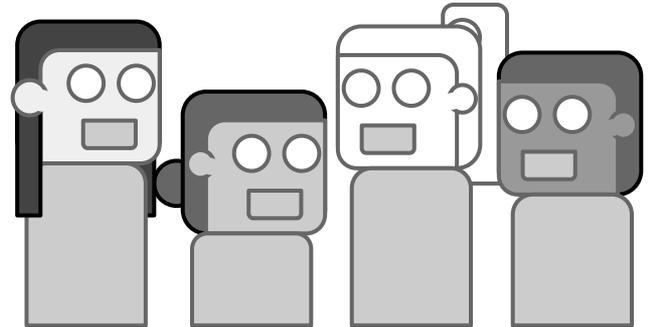
# Consider your context

Company size



+

Team composition



# Create a deadline



**Define**  
who, what, when, where, why



**Define**  
how

# Things to remember

# **Lesson 1:**

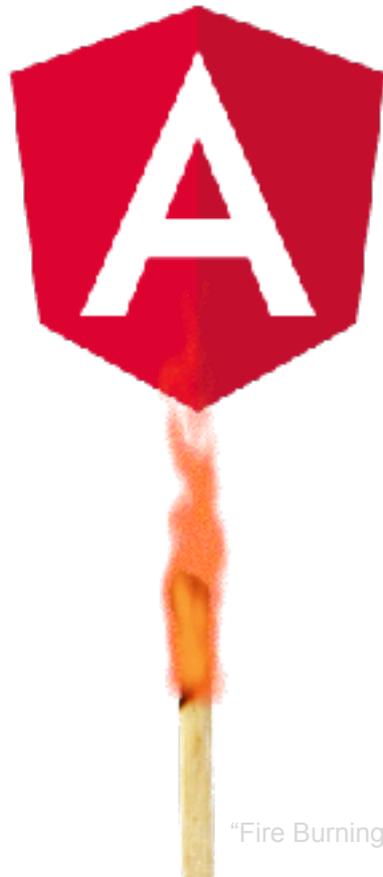
# Communicate upfront



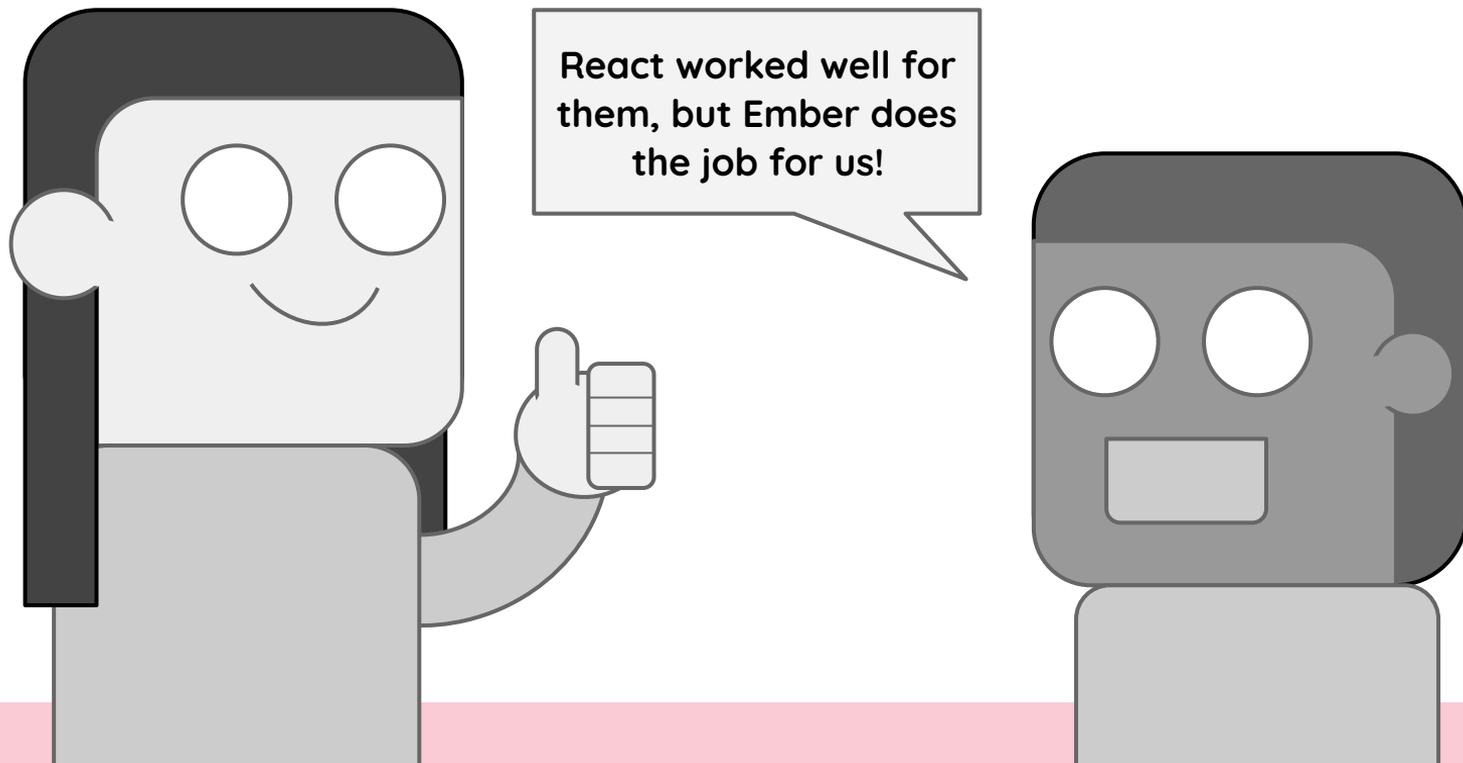
**How do you like to work?**

# **Lesson 2:**

## Ignore trendy hotness



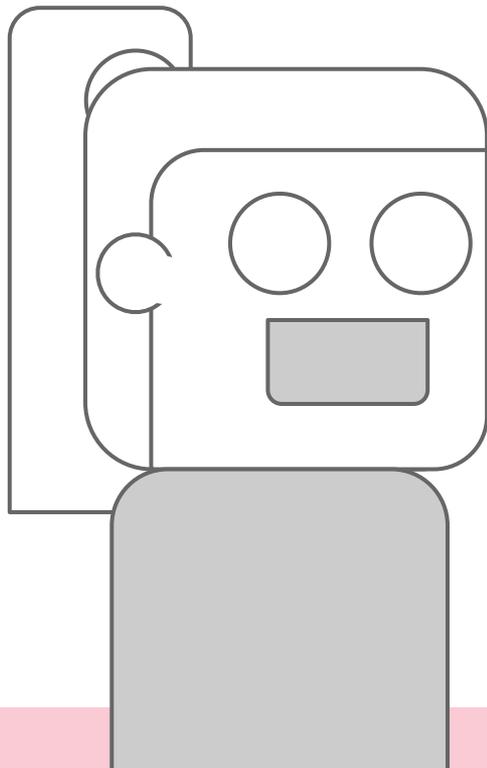
"Fire Burning" by matthewvogel1234 on DeviantArt (lol)



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

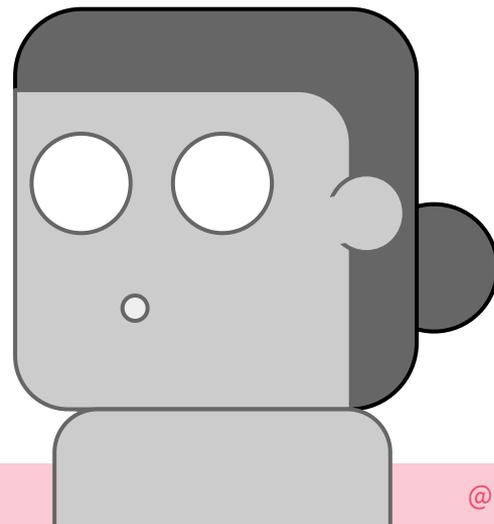
# **Lesson 3:**

## Share knowledge

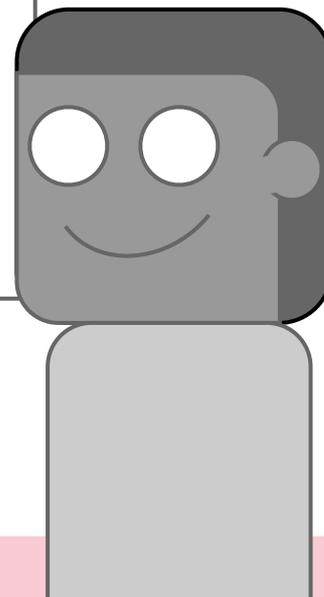
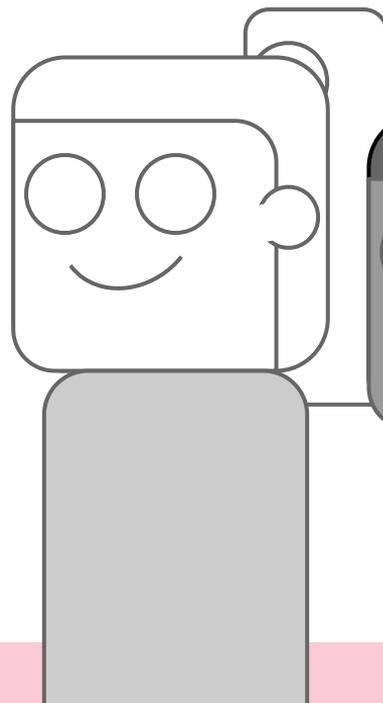
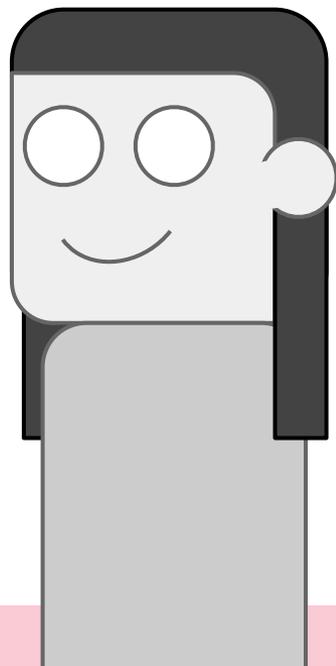
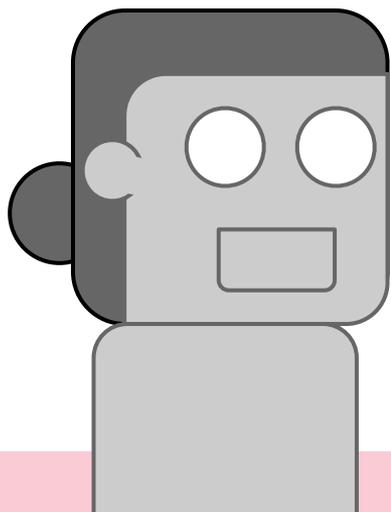


Let's break down how  
this function works.

```
//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 =
```



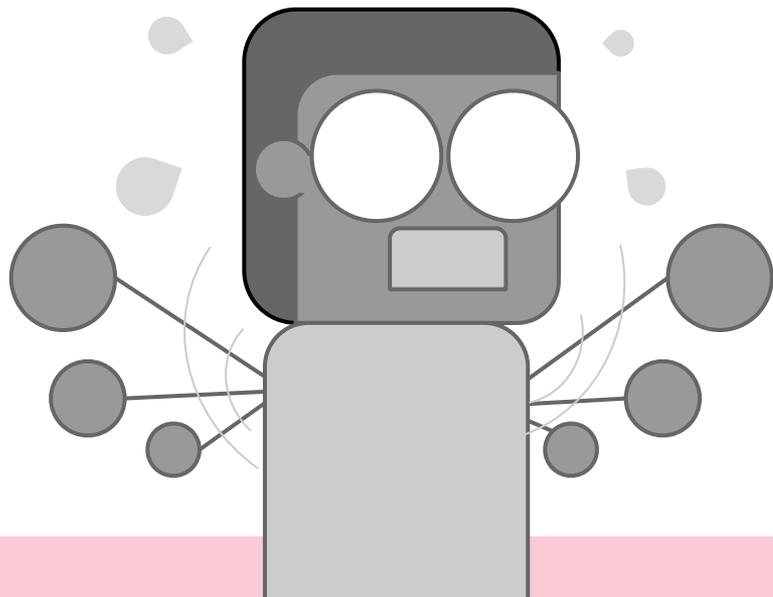
Let's do a  
sketching  
session!



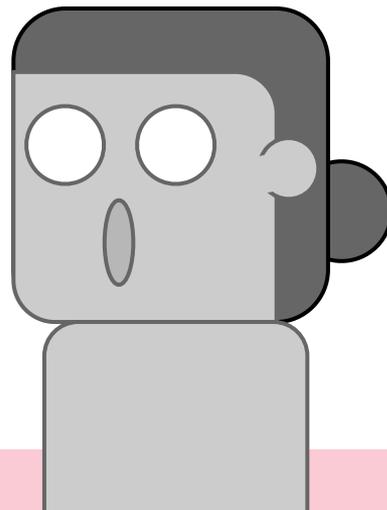
# **Lesson 4:**

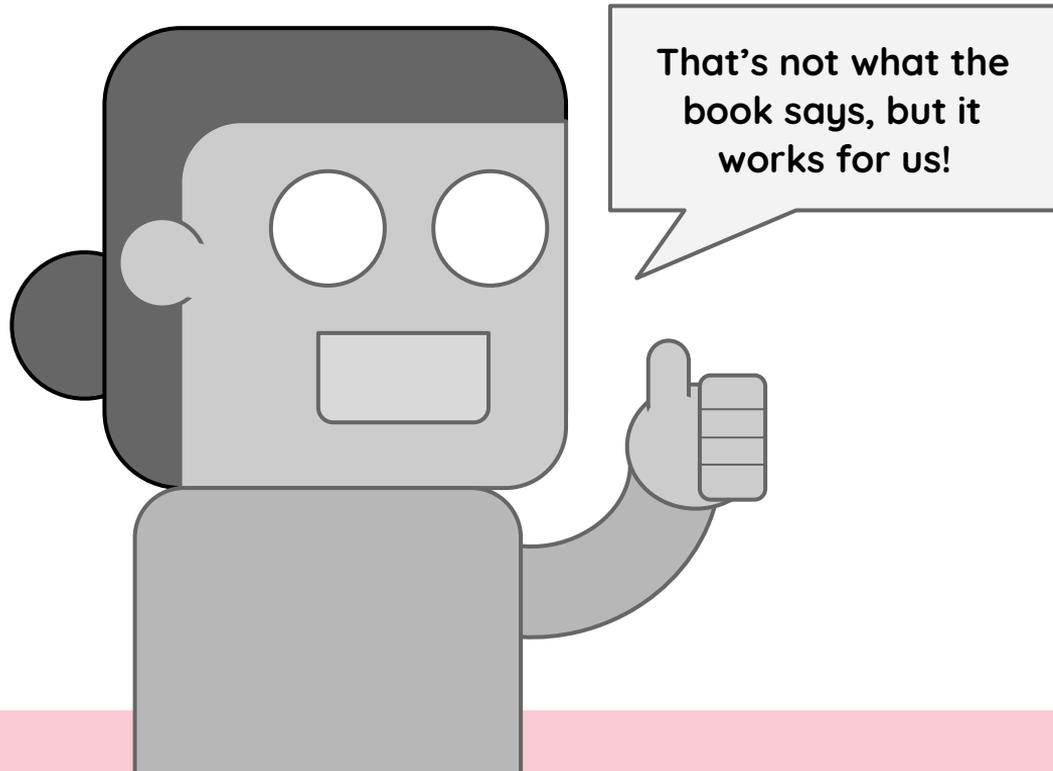
## Be flexible

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

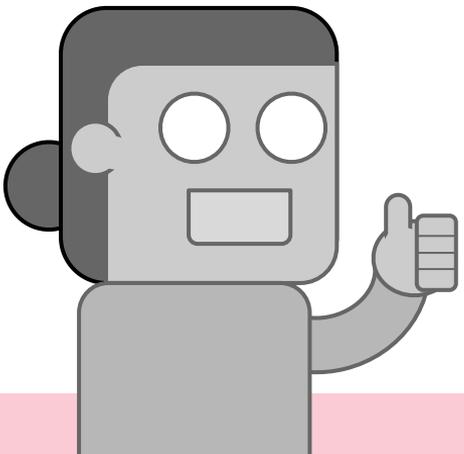


**CHILL OUT**





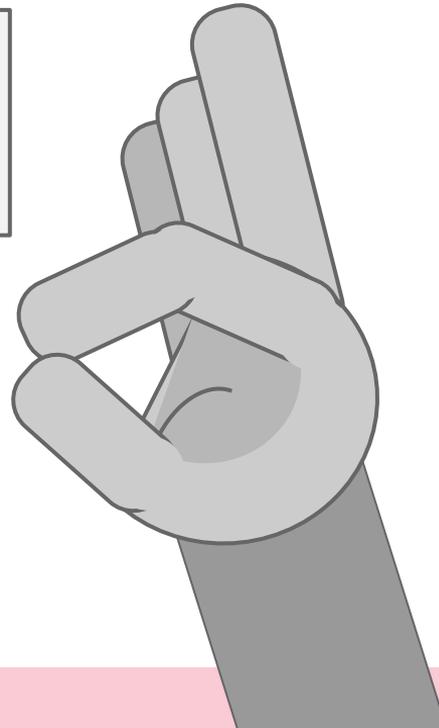
That's not what the  
book says, but it  
works for us!



We're all  
gross meaty  
bump lumps

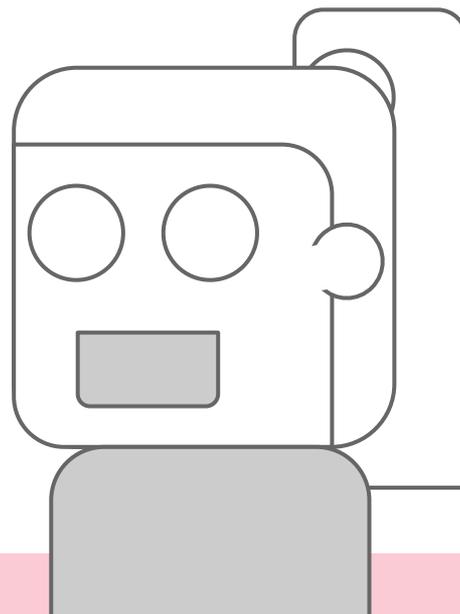
**Lesson 5:**  
Celebrate wins *and*  
opportunities to learn.

**NOICE!**



You tried

yay



Wrap-up

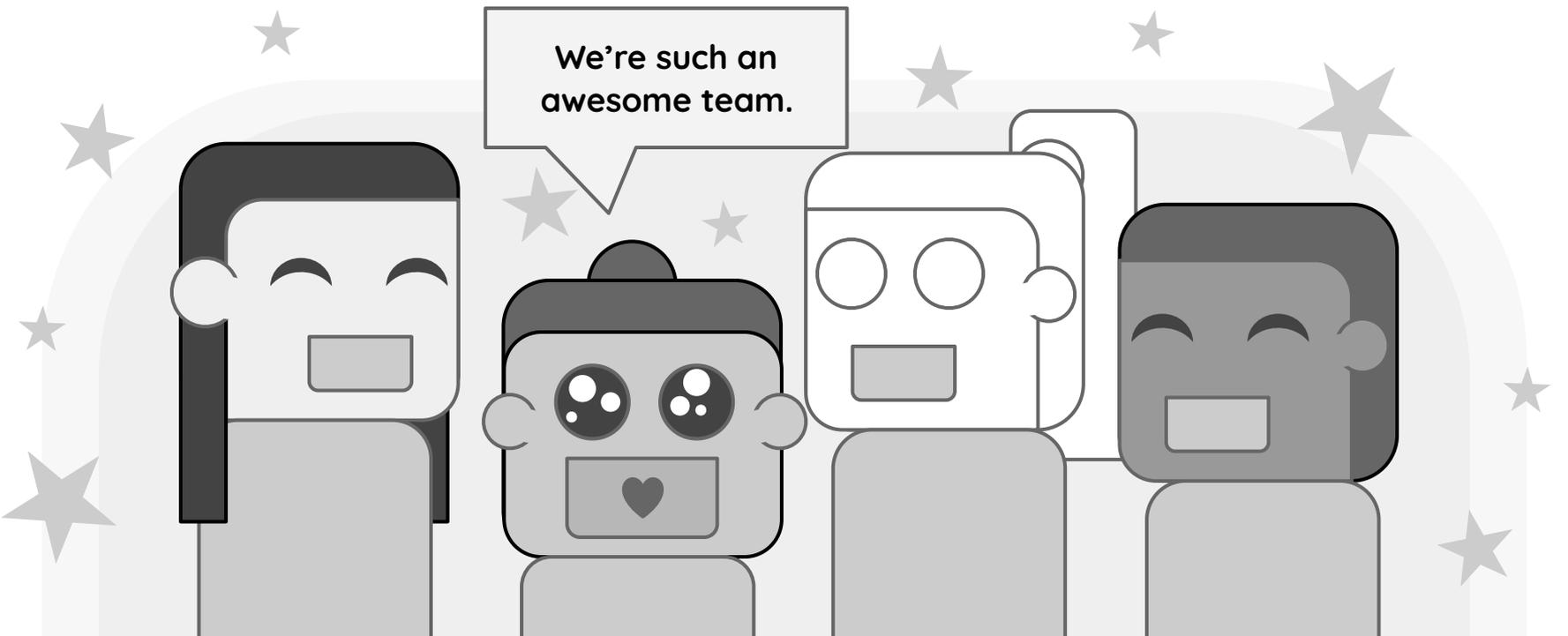
## In summary:

- ◇ 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!



We're such an awesome team.

# 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**