

EXTREME DESIGN

The Secrets to Successful Design Pairing

Samuel Bowles & Paul Hart



Samuel Bowles

@shmuel

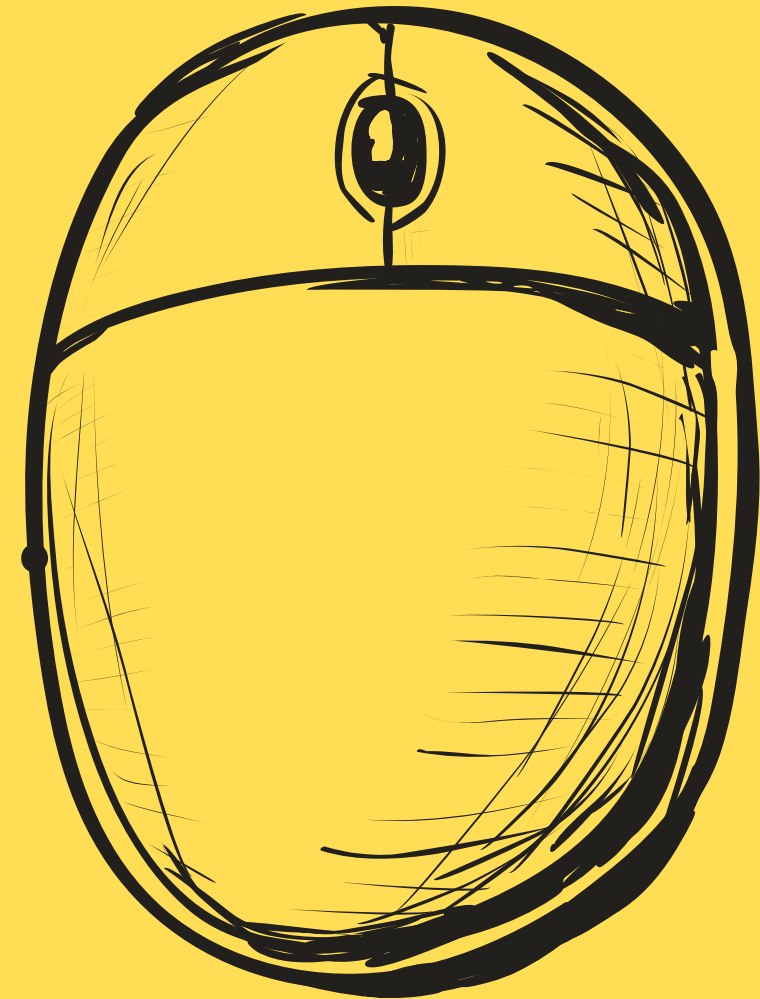


Paul Hart

@pablohart

Design (n):

A **specification** of an **object**, manifested by an **agent**, intended to accomplish a **goal**, in a particular **environment**, using a set of **primitive components**, satisfying a set of **requirements**, subject to **constraints**.



Pairing (v):

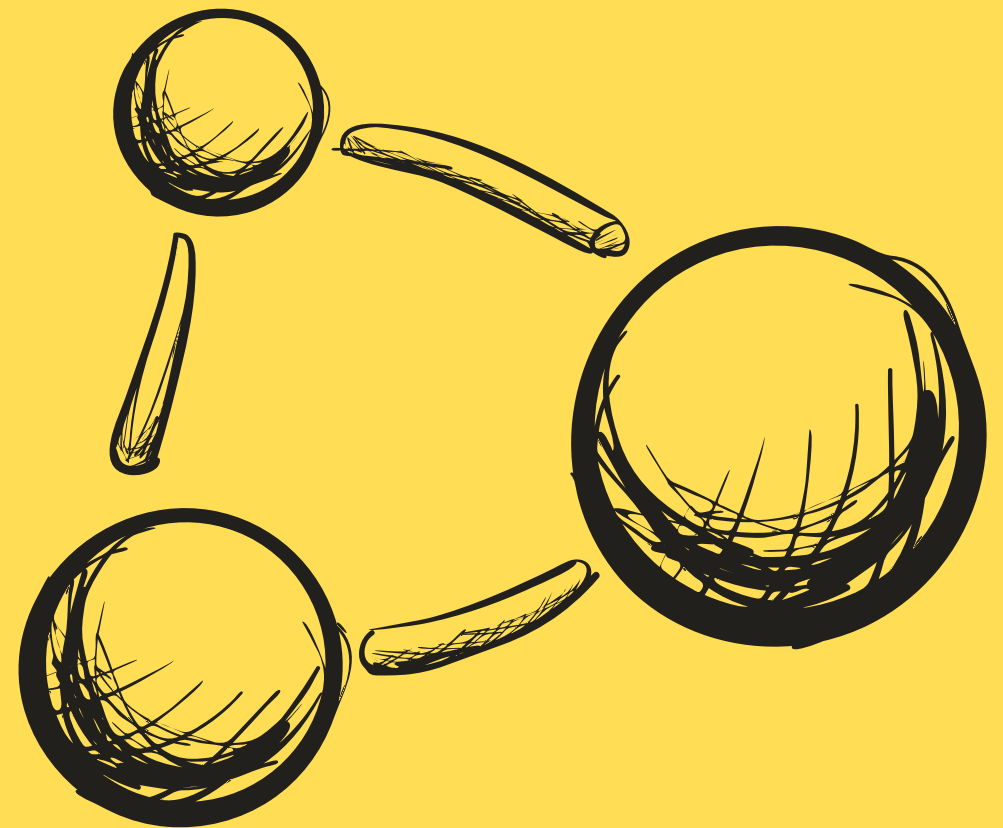
Two people with a common goal working on a shared artifact.



Collaborate (v):

To work jointly with others or together especially in an intellectual endeavor.

<http://www.merriam-webster.com/dictionary/collaboration>



TYPES OF PAIRING

Functional

Cross-functional
Balanced Pairing

WHY



PAIR

Universal Benefits from Pair Programming

- Increased discipline
- Better work-product
- Resilient flow
- Improved morale
- Collective ownership
- Mentoring
- Team cohesion
- Fewer interruptions

WHY



PAIR

Specific Benefits for Pair Design

- Removes Bias
- Ensure rationality
- Visual to spoken ideas
- Catalog Decisions

WHY

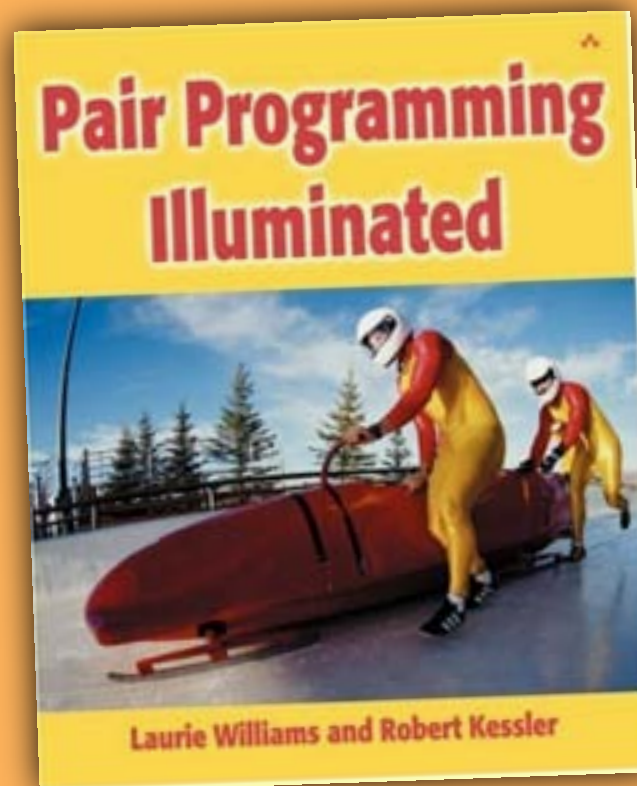


PAIR

Specific Benefits for Cross-Functional Paring

- Greater Accessibility
- More Holistic Solutions
- Better Load Balancing
- Improved Morale
- Increased Team Value
- Decreases the Bus#

The Expert/Novice



<http://blogs.construx.com/blogs/stevemcc/archive/2008/03/27/productivity-variations-among-software-developers-and-teams-the-origin-of-quot-10x-quot.aspx>

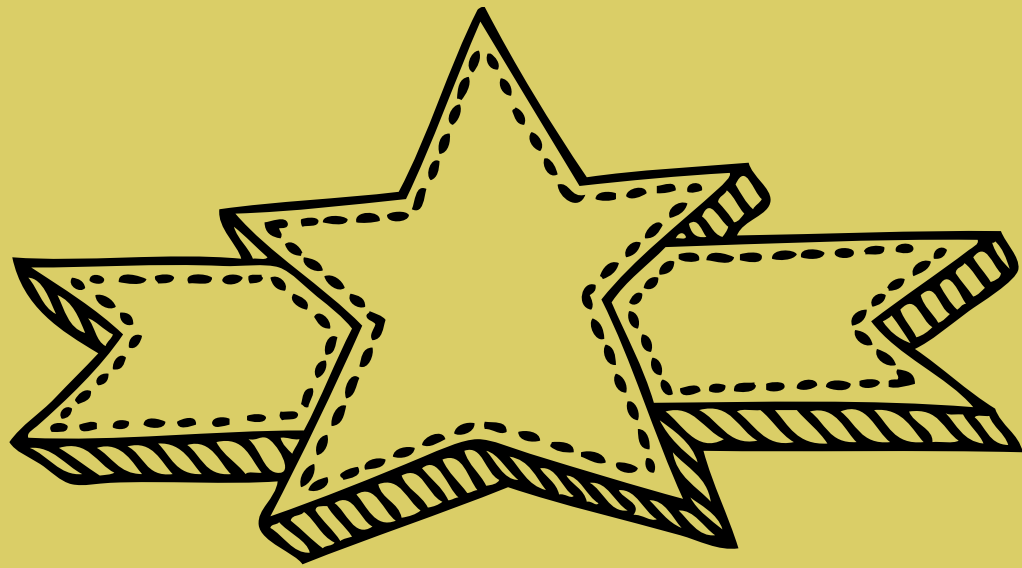


THE CHALLENGE

*“I don’t think this change will take place before the end of the century. **We will have to suffer first from the lack of foresight of our fathers and forefathers.** After that, something radically different can come, but it won’t come on its own: it has to be prepared.”*

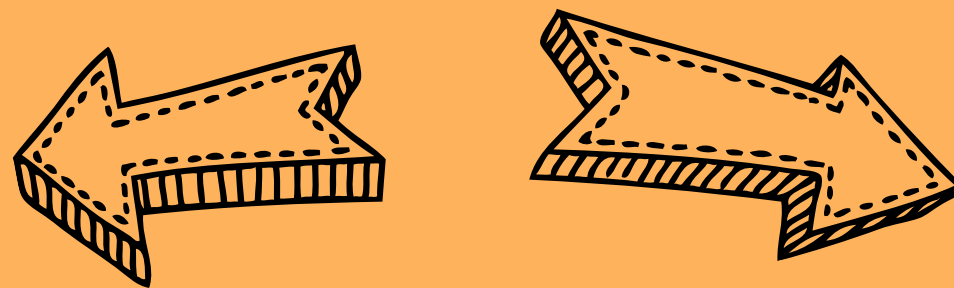
— Robert Jungk on Participatory Design
Closing Comments *Design Participation*, 1972

Hero Culture



- Heros work for awards
- Heros seek control
- Love Walls
- Expert-mindset
- Worship Originality
- Work Alone
- Reveal work when its "ready"

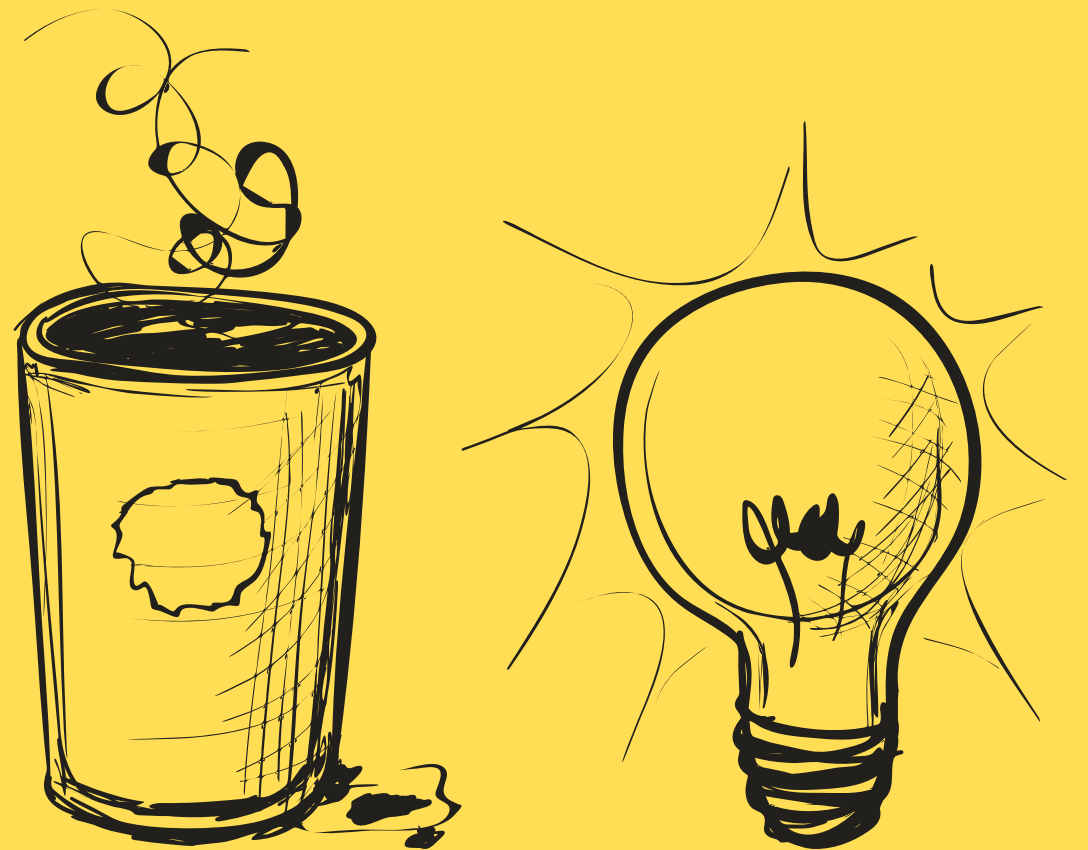
Competitive



Culture

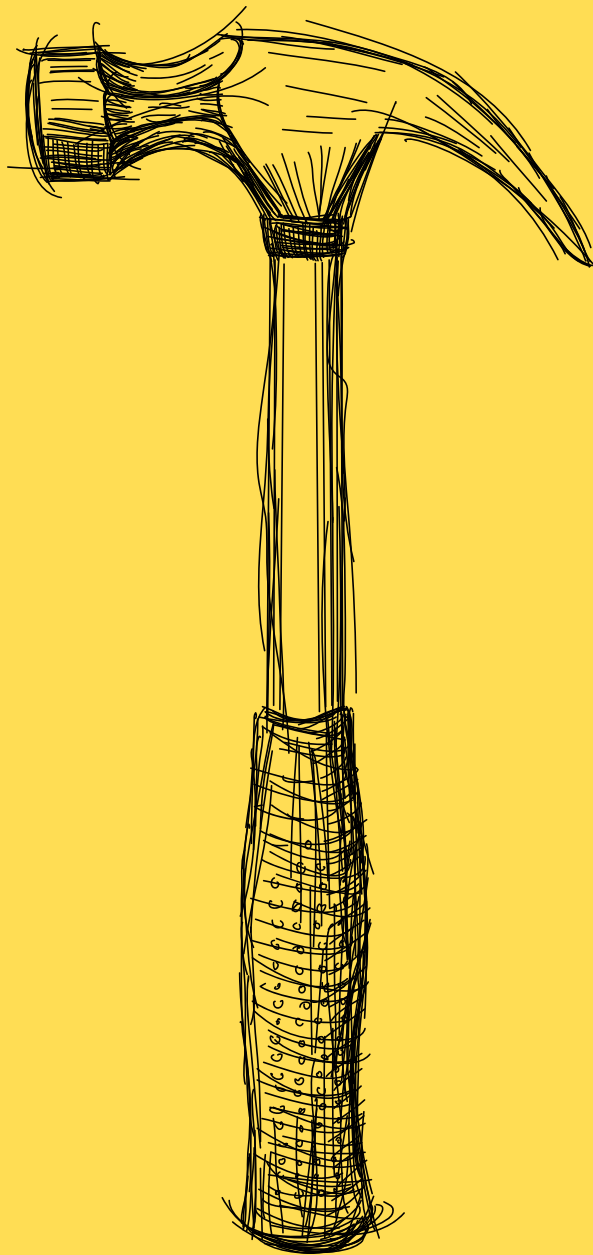
Environment

Process



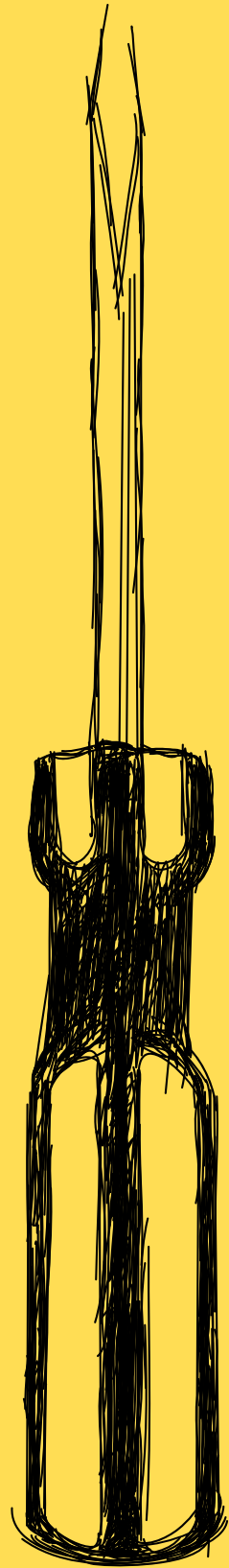


Effective Pairing



Communication

- Talk about pairing
- Allow time for self-correcting
- Pass the keyboard
- Use standards
- Practice active listening
- Talk a lot



Conflict

- Bring in a 3rd party
- Card it and shelve it
- Take 10
- Drive for Five

Pair Picking

PAIR PARTNER PICKING PRINCIPLES

Strategic

Cross-functional
Collaboration
User/Product Owner/Client

Tactical

Functional
Pairing
Designer/Coder

PAIR PARTNER PICKING PRINCIPLES

Visual

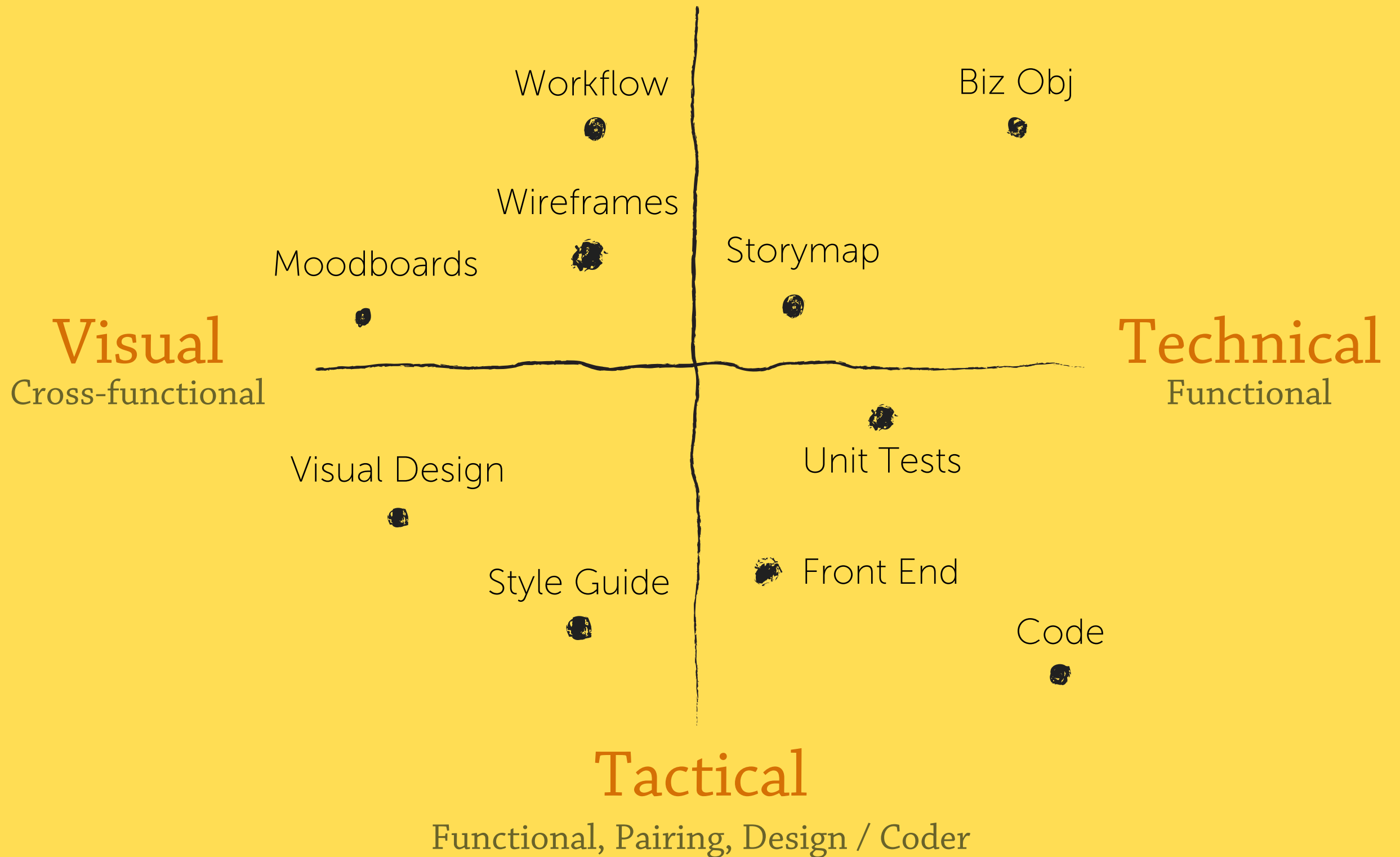
Technical

Cross-functional

Functional

Strategy

Cross-functional, Collaborative, User / PO / Client





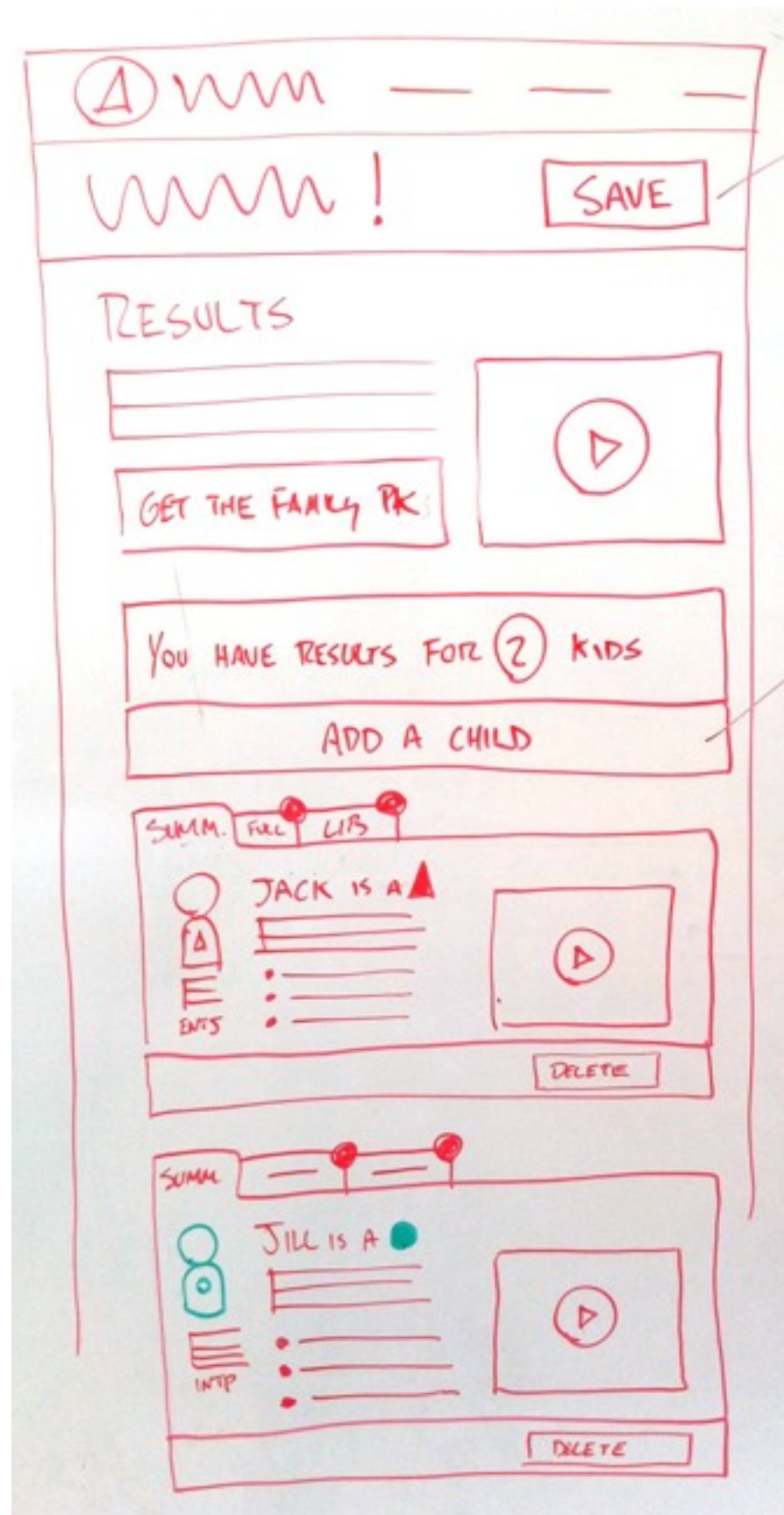
Pairing in Practice

Case Study: Kidtelligent

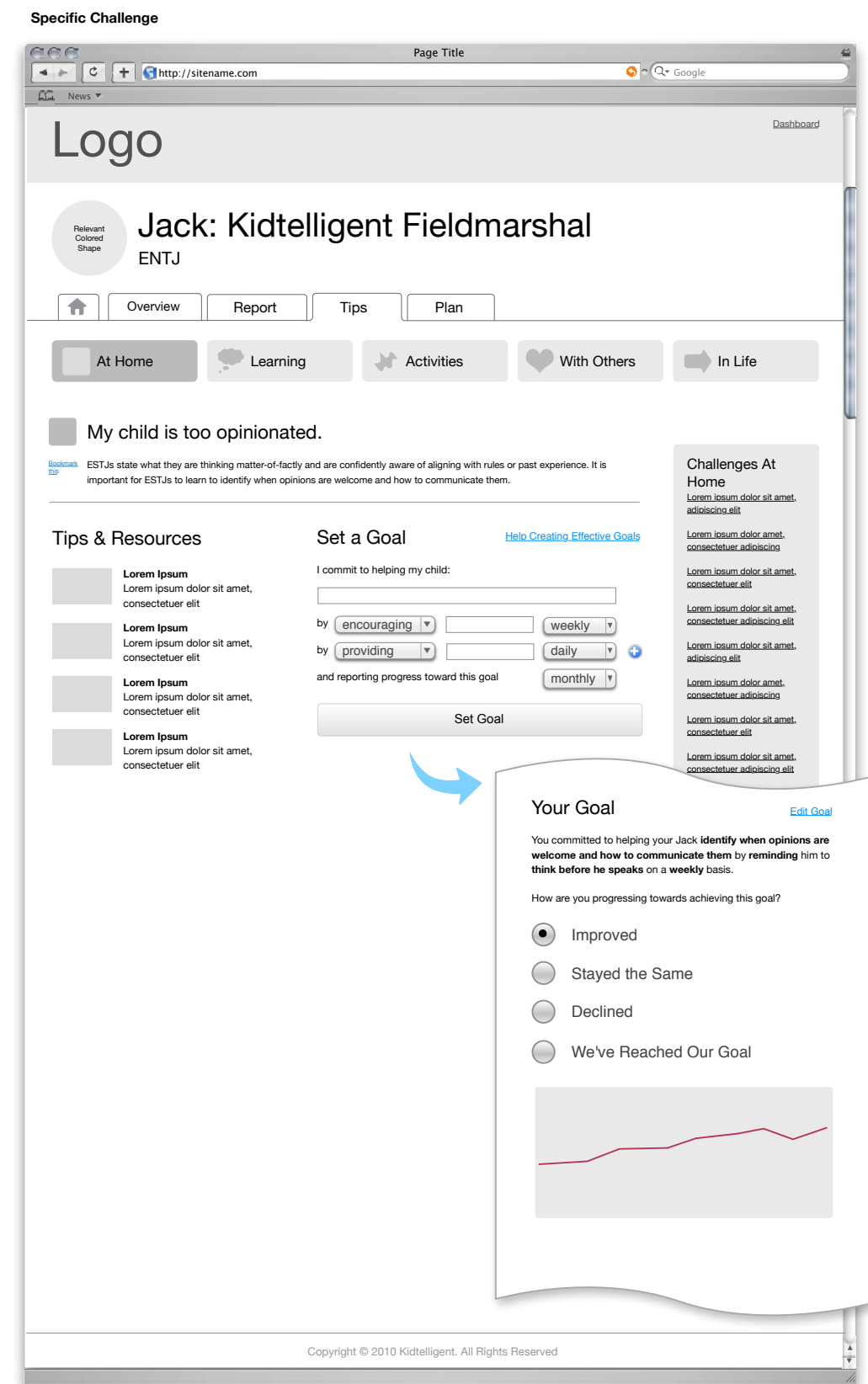
Brand Attributes

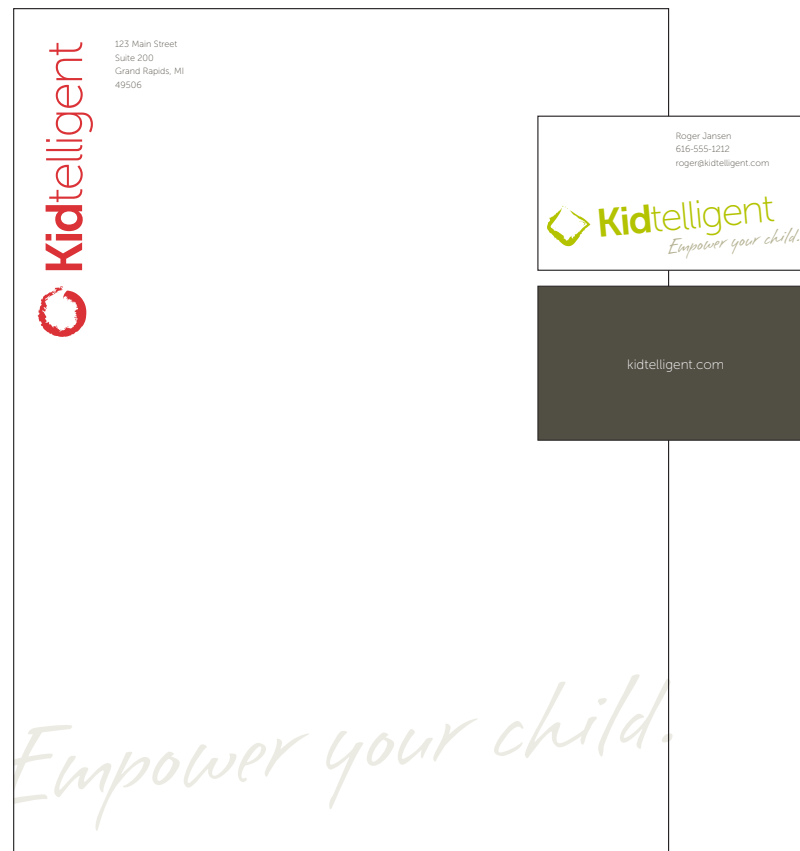
- Approachable
- Smart
- Helpful
- Current
- Intelligent
- Trusted
- Legitimate
- Recognized
- Proven
- Global





Kidtelligent — Wireframe





Headline Museo Sans

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Josiah

I'M A KIDTELLIGENT
COMPOSER

kidtelligent.com

Isabela

I'M A KIDTELLIGENT
INVENTOR

kidtelligent.com



Headline Serifa Bold and Brisa

Body copy—Georgia

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**Learn how
your child:**

- * Gains Energy
- * Processes Info
- * Makes Decisions
- * Organizes Life

**Does your child make
new friends easily?**

	1st Child	2nd Child	3rd Child	4th Child
Yes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
No	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Don't know	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Next Question >



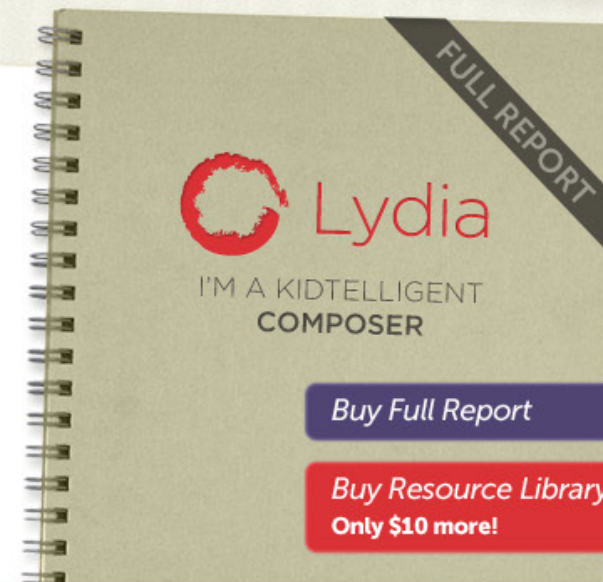
“Kidtelligent has transformed my relationship with my children.”



19⁹⁹

Full report of your
child's personality
including:

- ✓ How your child relates at home
- ✓ How your child learns best
- ✓ How your child likes to have fun
- ✓ How your child relates with others
- ✓ Get access to the full resource and tips library for only \$10 more!



Buy Full Report >

Buy Resource Library >
Only \$10 more!

A resource to assess, evaluate and explore your child's personality.



Access to Tips & Resources

- ✓ Tips for relating to your child
- ✓ Tools for helping your child succeed
- ✓ Specific report for your child's teacher
- ✓ Reference material from many sources



Based on research to:

- Help kids thrive
- Build on strengths
- Get a jump on success

For Ages 7-13



Inspire your Inventor

Unlock the power of your child's personality and help them thrive. Take the survey and use the system to get ideas for addressing concerns and achieving success in life.

[Read more](#)

[Start with our free survey](#)



Be More Intelligent About What Makes Kids Successful

Stop the discipline battles.



At Home

Avoid the homework wars.



Learning

Find the best sports fit.



Activities

Be a good friend.



With Others

Think about future careers.



Be Your Best

See What it's All About



What is Kidtelligent?

Kidtelligent is a system based on 30 years of research in what helps kids address everyday challenges and be successful.

[Start with our free survey](#)

