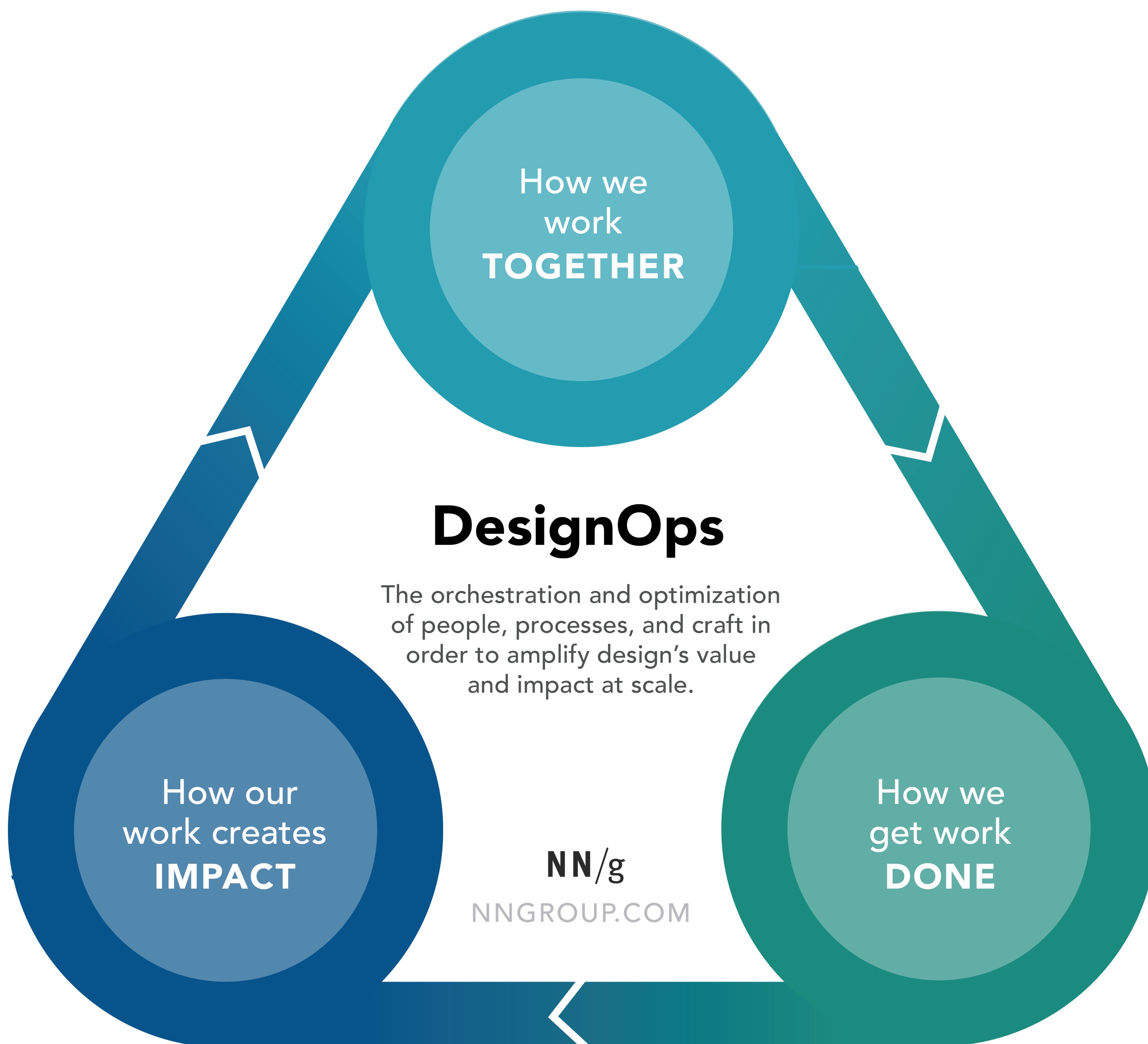


DesignOps Planning Workbook

Sourced from: www.nngroup.com/articles/start-designops



Implementing DesignOps

Treat your goal to implement DesignOps like a design problem: Identify painpoints and align DesignOps efforts accordingly.

Research the Problem Space

Launch a Discovery Survey:

Gather data for benchmarking

Interview Team Members:

Investigate roadblocks and painpoints

Document the Design Process:

Identify areas of waste and value

1

Define DesignOps Value

Focus DesignOps Efforts:

Define areas of opportunity

Establish Ownership:

Define and differentiate DesignOps roles

Socialize the Vision:

Build buy-in for DesignOps

2

Prioritize and Roadmap

Identify Initiatives:

Align initial activities to goals

Create a Roadmap:

Organize tactics into a timeline

Evaluate DesignOps Efforts:

Track impact with quantitative metrics

3

The DesignOps Menu

DesignOps practices should be defined based on an organization's biggest gaps or pain points within the 3 main areas of DesignOps: how we work together, how we get work done, and how our work creates impact.



1. How we work **TOGETHER**

ORGANIZE

Organizational structure
Team composition
Role definition

COLLABORATE

Rituals and meetings
Environment
Communities of practice

HUMANIZE

Hiring and onboarding
Career development
People operations



2. How we get work **DONE**

STANDARDIZE

Guiding principles
Design process
Consistent toolsets

HARMONIZE

Design systems
Research hubs
Asset management

PRIORITIZE

Balancing workflow
Estimation
Allocation



3. How our work creates **IMPACT**

MEASURE

Design standards
Design metrics
Definitions of good and done

SOCIALIZE

Success stories
Reward and recognition
Value definition

ENABLE

Skills training
Playbooks
Education

Interview Guide



1. How we work **TOGETHER**

ORGANIZE

How do we structure our teams, and build the right team?

Probes: Organizational structure and reporting, skill sets (current or required), the role of individual designers and the design department or team

COLLABORATE

How do we create environments and gatherings that enable effective communication?

Probes: Meeting structure and cadence, shared team spaces and collaboration methods, planned or ad hoc design communities and groups

HUMANIZE

How do we create effective hiring, onboarding, and career-development practices?

Probes: Interviewing practices, hiring and onboarding practices, success metrics for new team members, availability of career pathways and development opportunities



2. How we get work **DONE**

STANDARDIZE

How do we facilitate design quality through consistent toolsets and processes?

Probes: Gaps or inefficiencies in the design process and associated activities; tools, methods, and processes used across teams

Interview Guide

HARMONIZE

How do we share design and research intelligence and resources?

Probes: Storing and sharing of design assets and research insights, redundancies in efforts across teams, accessibility of knowledge

PRIORITIZE

How do we make decisions about what projects to work on and when to work on them?

Probes: Bottlenecks workflow, design-team capacity and workload, methods for project or feature prioritization



3. How our work creates **IMPACT**

MEASURE

How do we make design accountable by defining and measuring design quality?

Probes: How “good” and “done” are defined, prioritization and alignment of metrics to design work over time, how success of design work is measured

SOCIALIZE

How we educate others on the role and value of design?

Probes: The perceived role and value of design, how design’s value and successes are shared throughout the organization

ENABLE

How do we cultivate the understanding and use of UX activities outside of the team?

Probes: Design education, accessibility of design knowledge and activities outside of the design team, skills training or educational workshops

Initiatives Worksheet



1. How we work **TOGETHER**

	#1 Painpoint	#2 Painpoint	#3 Painpoint
Focus Areas What are the biggest painpoints?	<i>Example:</i> Design team members feel siloed, leading to high turnover.		
Strategic Goals What high-level outcomes do you want to create?	<i>Example:</i> Maximize engagement and retention of design team members		
Tactical Goals What tactics can you try implementing to reach your strategic goals?	<i>Example:</i> Send out a quarterly engagement survey Sponsor annual training for every team member Organize a UX Week where the team gathers in a single location (digital or physical) to share resources and experiences		

Initiatives Worksheet



2. How we get work **DONE**

	#1 Painpoint	#2 Painpoint	#3 Painpoint
Focus Areas What are the biggest painpoints?	<i>Example:</i> Teams don't know where or how to access design assets.		
Strategic Goals What high-level outcomes do you want to create?	<i>Example:</i> Improve consistency throughout all design outputs across teams		
Tactical Goals What tactics can you try implementing to reach your strategic goals?	<i>Example:</i> Invest in a Sketch library Host one workshop per quarter to increase awareness of design system Add a design-system roadmap to the internal website		

Initiatives Worksheet



3. How our work creates **IMPACT**

	#1 Painpoint	#2 Painpoint	#3 Painpoint
Focus Areas What are the biggest painpoints?	<i>Example:</i> External partners aren't sure how UX contributes to the business.		
Strategic Goals What high-level outcomes do you want to create?	<i>Example:</i> Increase understanding of UX value outside of the team		
Tactical Goals What tactics can you try implementing to reach your strategic goals?	<i>Example:</i> Write a case study for the company newsletter next quarter Establish and promote weekly open-office hours Increase awareness of design system by 20% (where awareness is benchmarked and track via a survey)		

Roadmap Worksheet

	Now (3 months)	Next (6 months)	Later (1 year)
How we work TOGETHER			
How we get work DONE			
How work creates IMPACT			