

# Can't We All Just Get Along?

Design & Development  
Collaboration





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Disclaimer:  
I'm not a  
developer.

# Outline

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A broad overview of  
what we'll discuss today

- Myths
- Development in Design
- Design Hand-off
- Design in Development
- Go-Live

# The Designer Myth: Know No Code

**BUSTED**

Th  
My  
Code

*A promise:*

# From Design to Development

We should always be **validating what we do with each other** instead of going off on our own and selling clients on things that aren't possible or in the scope of the project. We do this by **keeping everyone informed throughout the design process.** From research, to concepting and prototyping, developers and designers should be constantly co-mingling.

# The Developer Myth: Know No Design

Th  
My  
Design

**BUSTED**

*A promise:*

# From Development to Design

We'll take time to understand your decision-making in order to adapt miscellaneous client requests quickly with minimal effort team-wide. We'll provide constructive feedback based on scope and requirements and give alternative solutions that would work based on proposed mockups that do the best job of keeping the same look and feel initially intended.

# The Collaboration Myth: One Hand-off is Enough

**BUSTED**

Th  
My  
Hand-off Is Li

*A promise:*

# For the team

Designers will include developers in all phases of design. We should be validating and checking proposed scope issues before the client is involved. Developers should always be including design review of our builds before the client sees the deliverable. We will make sure there is enough time in the process to allow for design QA bugs and implementing the fixes.

Each team values the others' input, and honor your commitment to delivering quality to clients.

**Let's Collaborate  
During Design!**

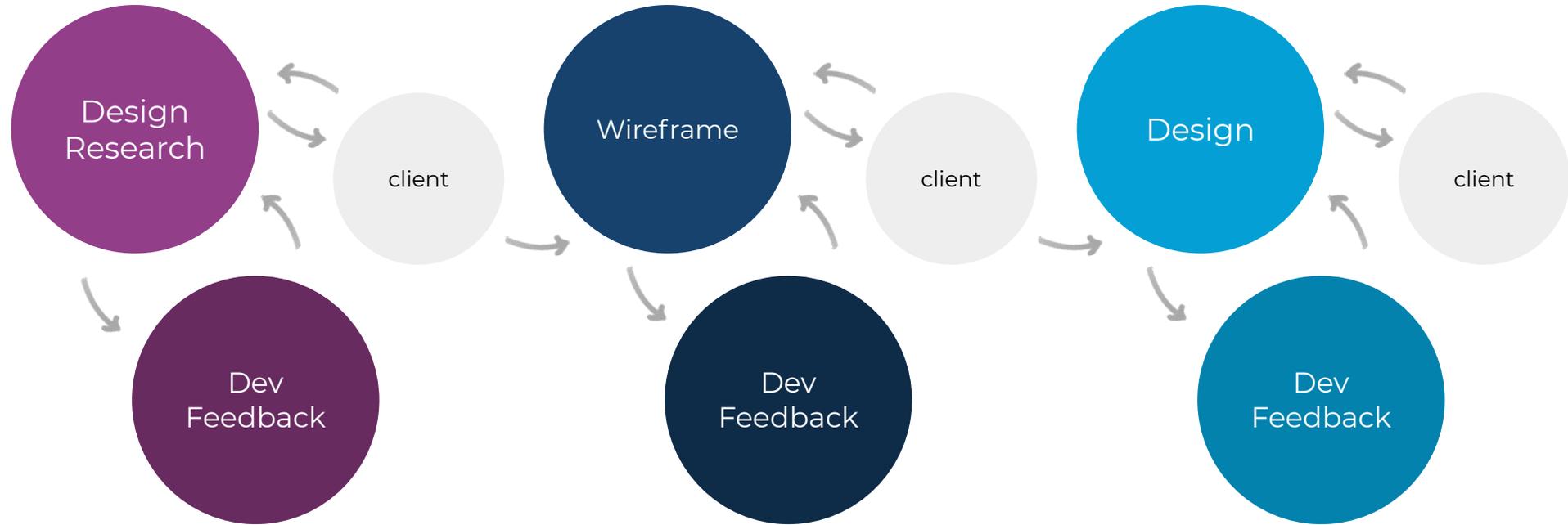
# Goals of this Process

- Keep design recommendations on track with development scope
- Keep project expectations realistic for client
- Keep everyone informed, always - minimize surprises
- Finding bugs pre-build to avoid extended development efforts



# So How Do We Do It?

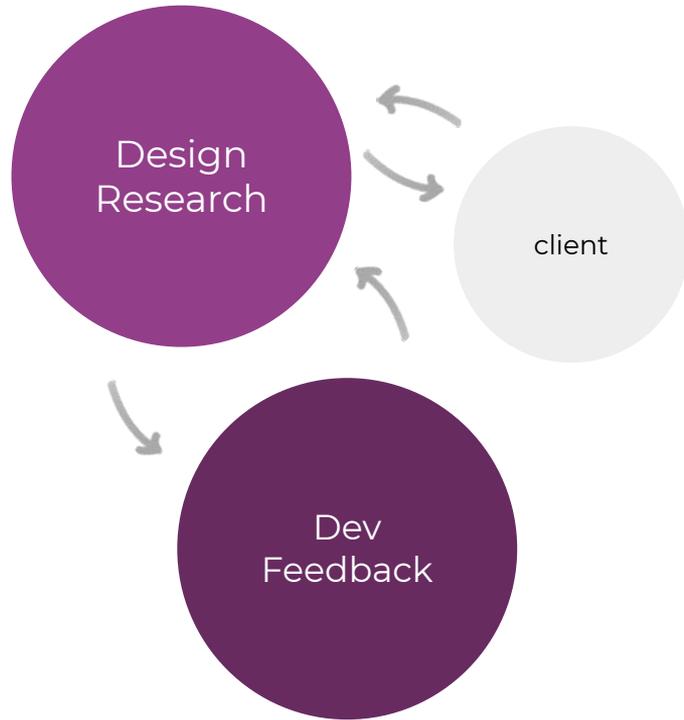
# Three Phases of Design





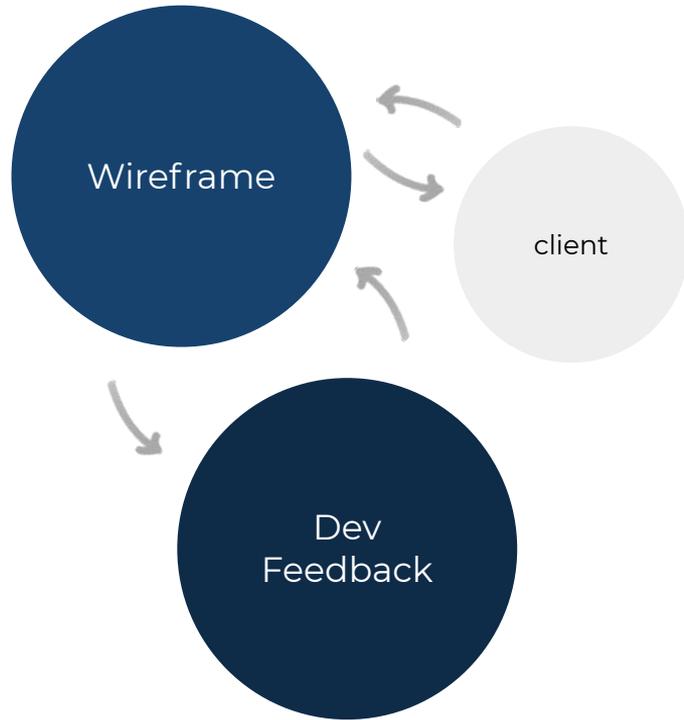
Designate a  
**Development**  
**Champion**

# 01. Design Research



- Design team conducts competitive analysis
- Design team reports findings to project lead and development champion
- Team collaboratively summarizes findings
- Cohesive feedback summarized for client presentation

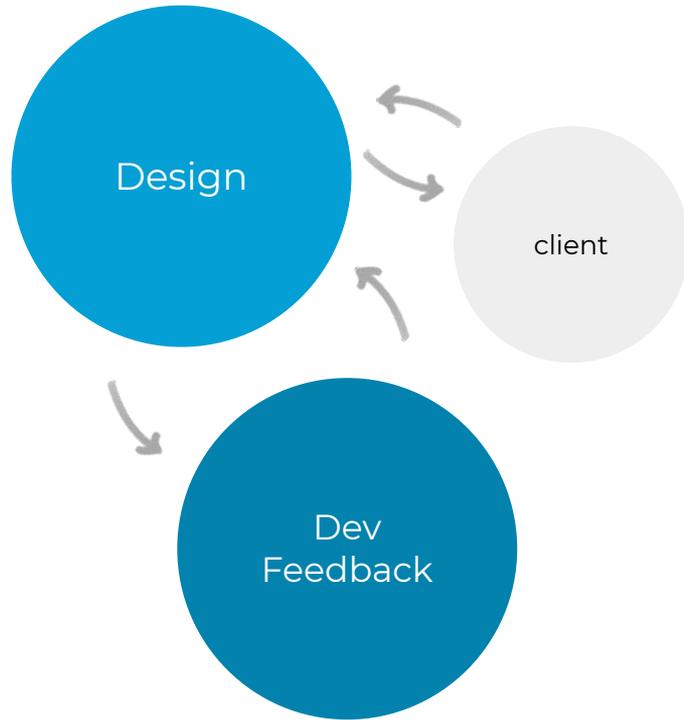
## 02. Wireframes



- First draft of features, components, and layouts created with a low-fidelity wireframe for internal use
- This can be a whiteboard sketch
- Design, project lead, and development work through functionality scope
- Summary of input adjusted in a higher-fidelity wireframe for client review

**“Let me check  
with the  
developers”**

# 03. Design Phase



- Design takes wireframes and adds styling, functionality and animation
- Design works with development to determine scope of desired function
- With the best course of action, design takes development feedback and iterates
- Final results presented to client

# We Want All of You

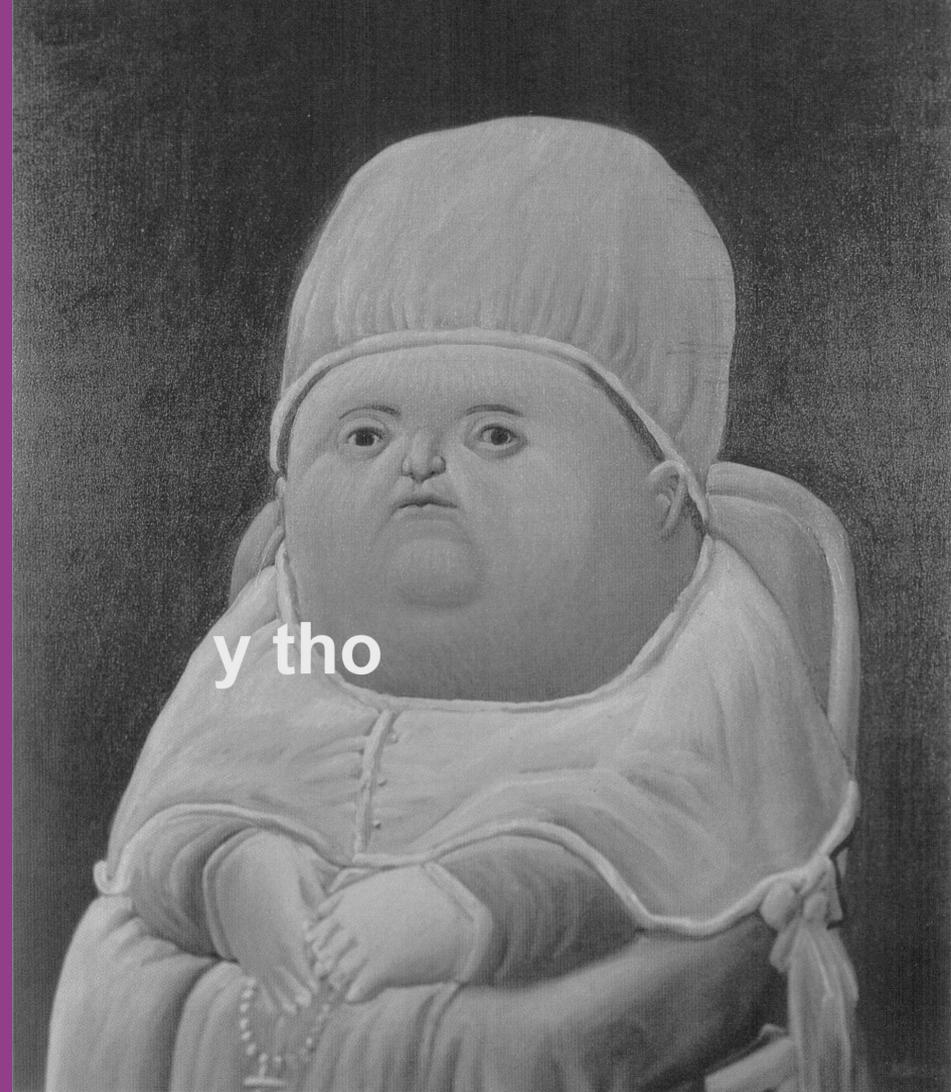
Let your voice be heard!

As a designer, the most important thing for the success of the project is feedback from other members of the team.

All feedback, beyond technical implementations, are welcome in all phases of this process.



We've gotta  
know Why are  
you thinking  
that?



# Development Team Hand-off

A photograph of a man and a woman holding a baby, overlaid with a purple gradient. The man is on the left, looking towards the right. The woman is on the right, smiling and holding the baby. The text labels are: DESIGNER (top right), DEVELOPER (bottom left), and PROJECT (bottom center).

**DESIGNER**

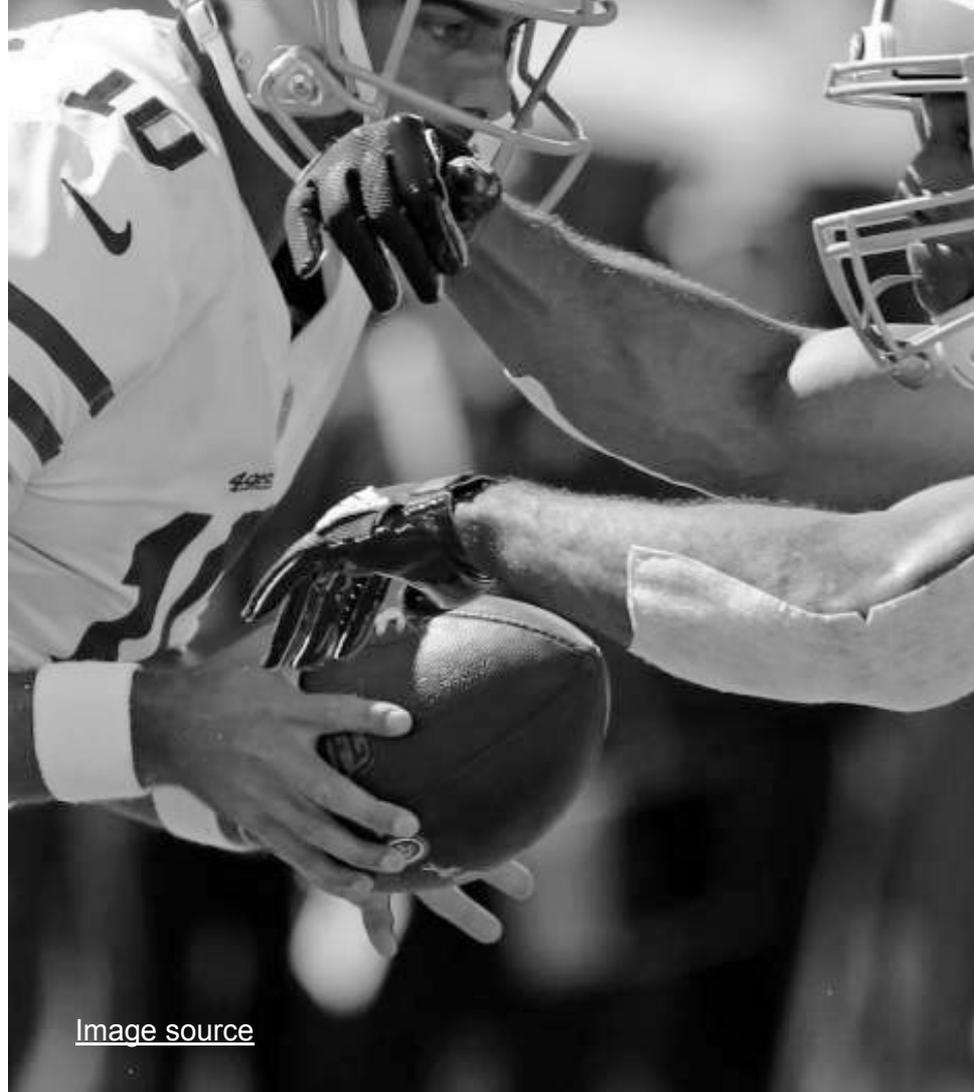
**DEVELOPER**

**PROJECT**

# Why An Official Hand-off?

Until now, we've had one primary point of contact from development.

**Less confusion = quicker build!**



# What Does It Look Like?

- 1-2 hour meeting with development and design team
  - Design will “present” the mockups to development team
- Set a schedule for milestones and review process during development sprints
  - Development will prioritize components / templates with design team

**Let's Collaborate  
During Development!**

# Goals of this Process

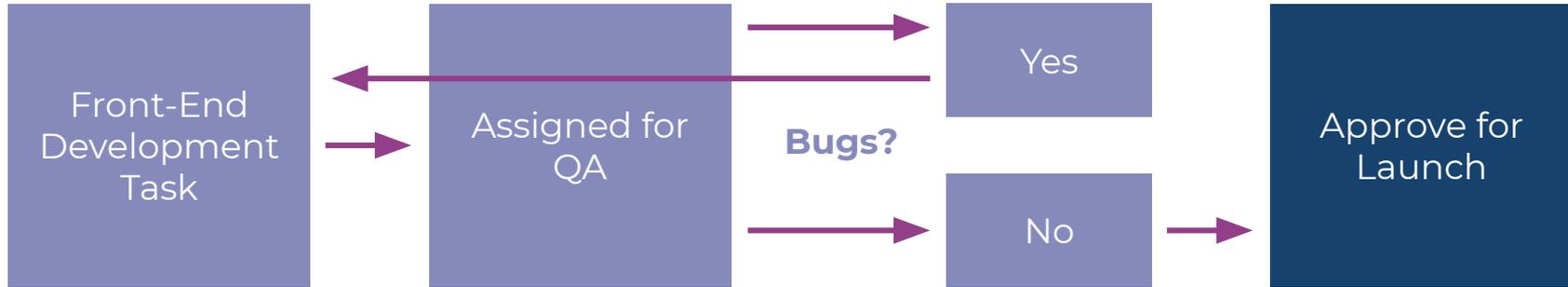
- Compare aesthetics match the delivered prototype
- Check responsive behavior of designed items
- Check cross-browser functionality of aesthetics and animations
- Finding bugs, reporting bugs, suggesting improvements



# So How Do We Do It?

# Development QA Workflow

Typically, development QA will preface design QA. Developers are spot-checking technicalities while designers are looking for structural and UI accuracies.

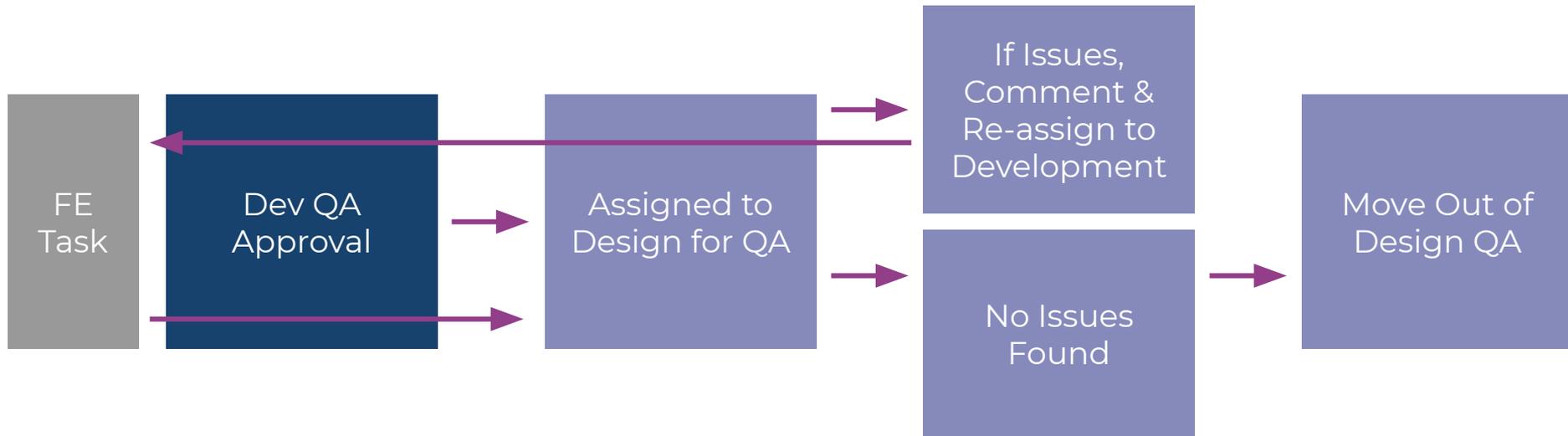




Designate a  
**Design**  
**Champion**

# Design QA Workflow

We need to add design QA into the development process, here's how:



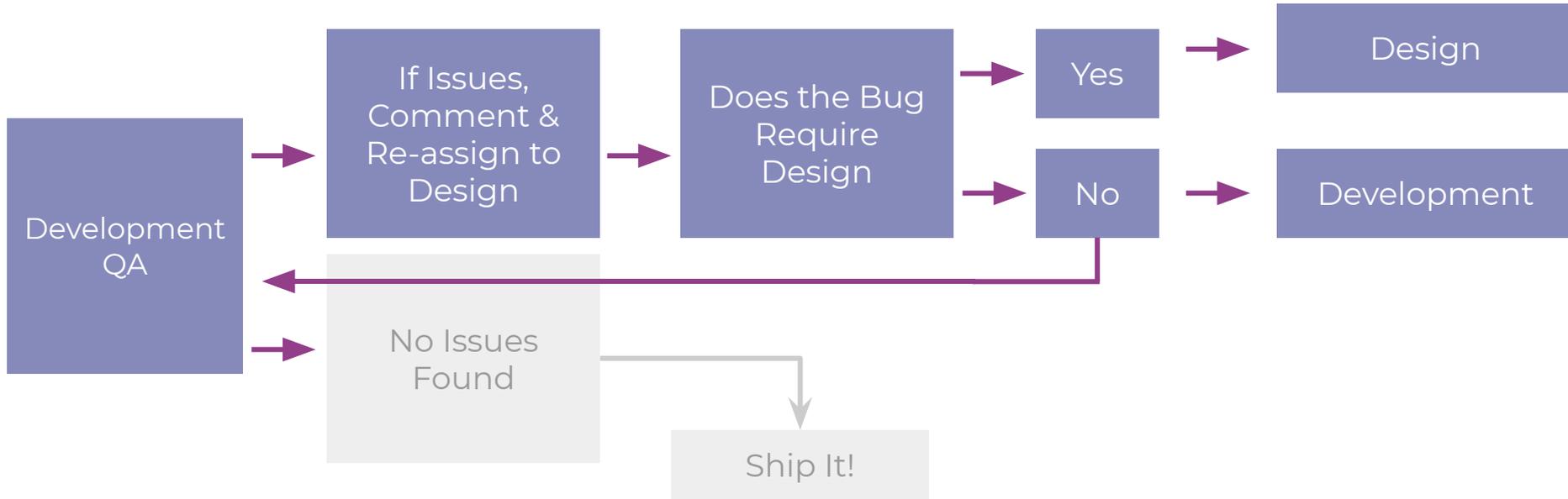
**Design &  
Development QA  
should sign off on  
all items before  
seen by client.**

# Development Bugs Affect Design



# Development QA Affects Design

What the process looks like when a development bug affects design.

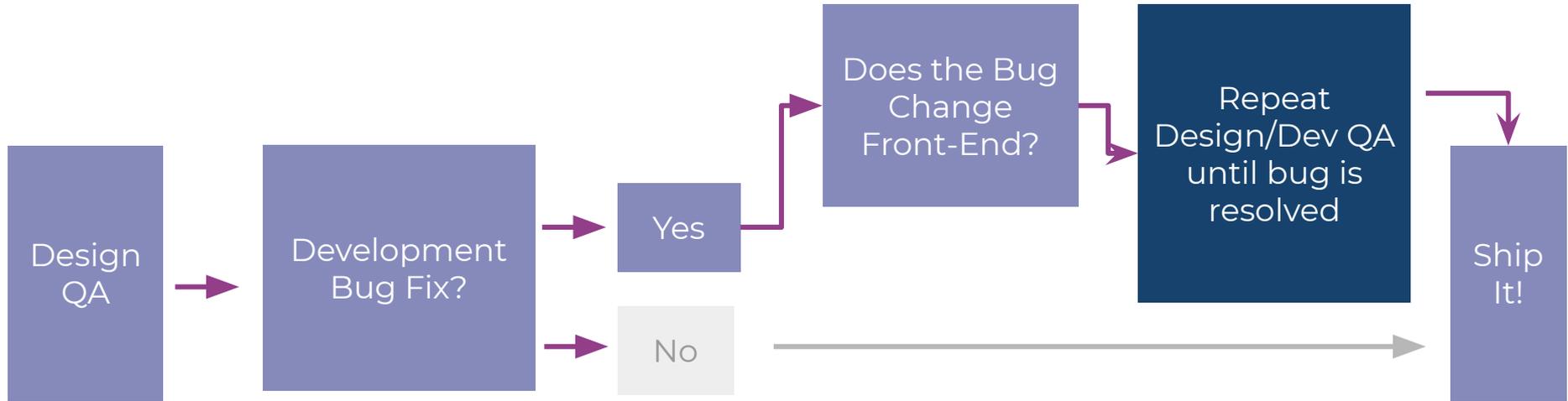


# Functional Requirement Changes in Design QA



# Design QA Requires Development

What the process looks like when a design QA bug needs development.



# Plan Accordingly!

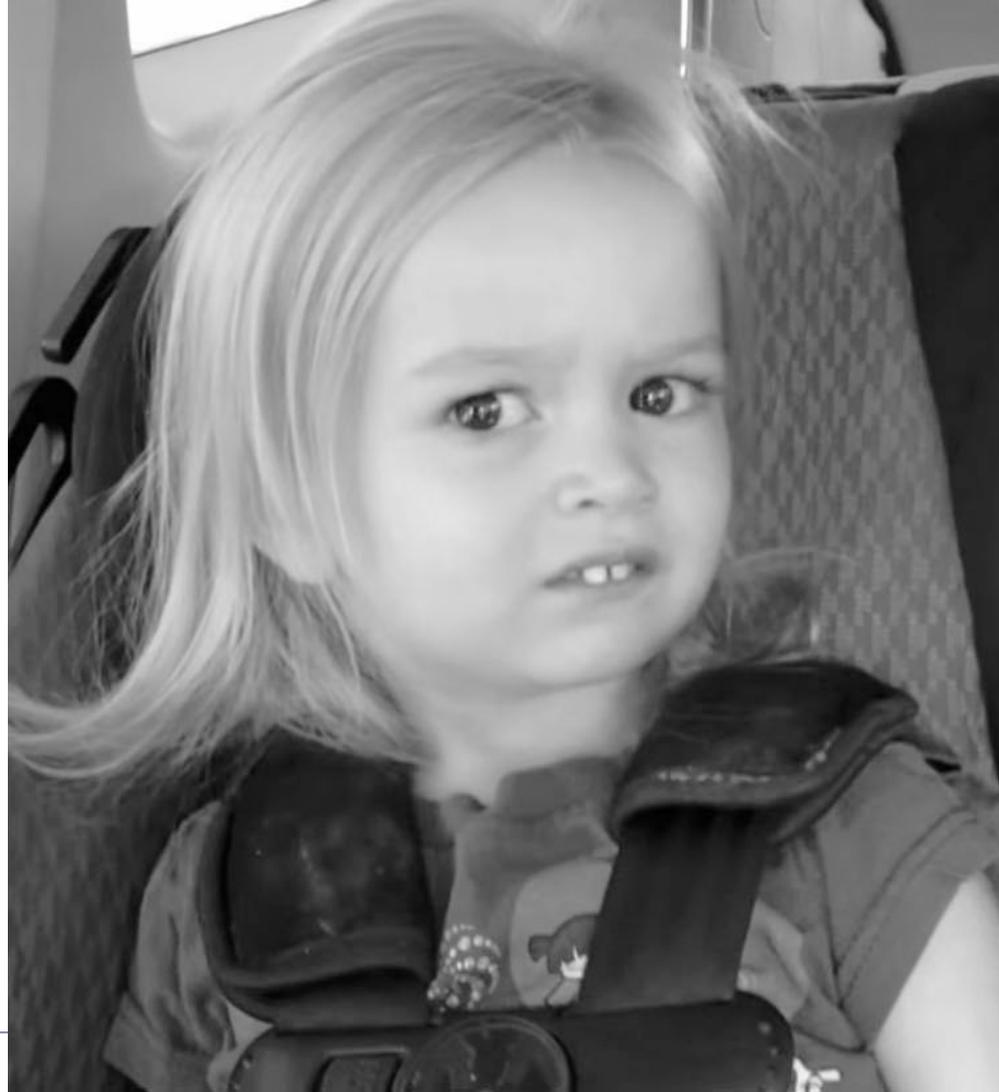
# You Need Time For Design QA

QA isn't always a quick task. Make sure you leave enough time to:

- Check functionality
- Compare deliverable to dev environment
- **Document findings**
- Provide solutions to bugs
- Mockup changes for bugs
- **Review again**



Wait a  
minute, did  
you say  
“Re-Review”?





One last  
“full-site” review  
before go-live

# What are we looking for?

This is not the time to request new enhancements or new functionality.

We're looking for:

- Ensuring change requests have been implemented that impact the post-launch success



# Setting Expectations



The first step, is  
planning  
accordingly.

# Allocating Appropriately

I'm going to mention this again here, because it's important: QA & enhancements take time!

Make design time in the development phase, and add it to the project plan.

Often times design time is not scheduled during development build-out, so let's fix that!

# How Much QA is Too Much QA?

There comes a point where we all feel like we're moving in a never-ending circle. How do we know when to end it?

- Design QA should compare requirements from original hand-off approved by client to development
  - Exceptions: Client Change Requests During Build
- Design iterations should be flexible
  - Prioritize based on needs and nice-to-haves
  - Budget restrictions constrain approval process for new concepts, keep it reasonable folks!



**DEV NEEDS  
TIME TO FIX  
THE BUGS!!**

# Developer Allocations During Design

The same goes for development time during the design process.

Often, there is not a developer allocated to the task until it is “their turn” for the project.

**Newsflash:** We need ya early!

# Collabs Make The Best Products



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Questions?