

Design Delivery Overview

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Our goal is to deliver high-quality work in a way that's efficient and predictable. To do this we work in agile-based delivery sprints that ensure we manage our capacity realistically, priorities the most important work accordingly and ensure expectations are managed across the business.

The below illustrates how designers and ceremonies fit into the structure of a value stream:

Value Stream 1		Value Stream 2	Value Stream 3	Value Stream 4	
Design Estimation & Retros					
UX Designer 1	UX Designer 2	UX Designer 3	UX Designer 4	UX Designer 5	UX Designer 6
Design Planning		Design Planning	Design Planning	Design Planning	
PM 1	PM 2	PM 3	PM 4	PM 4	
Design Demo	Design Demo	Design Demo	Design Demo	Design Demo	

Structure

Each Value Stream has its own designer/s working with PMs across multiple engineering squads depending on the size of the value stream and business objectives. This is reviewed on a quarterly basis to ensure we are supporting the teams appropriately but shouldn't change too often.

Designers never "belong" to a specific squad or PM, we are assigned to a Value Stream. This allows us to be really flexible with how we work and empowers the value stream team (including designers) to be self-organising depending on what needs to be worked on.

Ceremonies

Below is a list of ceremonies and meetings that happen across the course of a sprint. These ceremonies exist to ensure communication happens in appropriate forums and project delivery isn't compromised by chaotic communication and "crossed wires".

Session	Purpose	Frequency	Owner / Notes
Pre-estimation refinement	Collaborative session led by the PMs to identify and prioritise work for the Designer to carry out in the next sprint	Bi-weekly - Mon or Friday before Estimation planning	Value Stream PM however Designers should be proactive in encouraging this.
Design Estimation & Allocation	Break down work into more specific outputs and estimate the size of each. We use planning poker to do this together as a collective design team.	Bi-weekly	Design Team Value Stream Designers
Value Stream Planning	This is a collaborative session with PMs of estimated tasks and negotiation of what will be included in each sprint.	Bi-weekly	Value Stream Designers PMs
Design Sync Standup	Opportunity for the design team to share/update what they're working on with other designers.	Weekly	Design Team
Squad Demos	This is an opportunity to show the broader team what you've been working on over the week, regardless of completion. This is a really important touchpoint that allows for border team input and feedback.	Weekly	Value Stream Designers PMs
Design Retro	This retro is focused around design ops and delivery and helps ensure we identify and resolve issues quickly.	Monthly	Design Team
Squad Standups	Daily check-in with the squad you are currently delivering work for.	Daily	PMs
Design Show & Tell ON HOLD	This happens as part of the Design Townhall and is an opportunity for designers to showcase work to the wider UX Research and Design team.	Bi-weekly	UX Research & Design Team
R&D Show & Tell	Opportunity for designers to showcase work to the wider R&D team.	Weekly	Operations Teams - @Veselin Petkov Show & Tell Agenda

The Sprint

Design sprints currently happen in sync across all value streams so that we can sync up estimation sessions and normalise the way we size issues. These sprints happen over the course of two weeks and cycle independently from engineering delivery sprints. PMs will work to ensure design work is delivered in alignment with when engineering resource can pick it up.

Below illustrates what a typical 2-week sprint typically looks like:

Workshops

Planning & Estimation Workshop (with Designers)

[Recording](#)

[Miro](#)

Design Planning & Delivery QA (with PMs)

[Recording](#)

Links

[Refinement, Design Estimation and Planning](#)