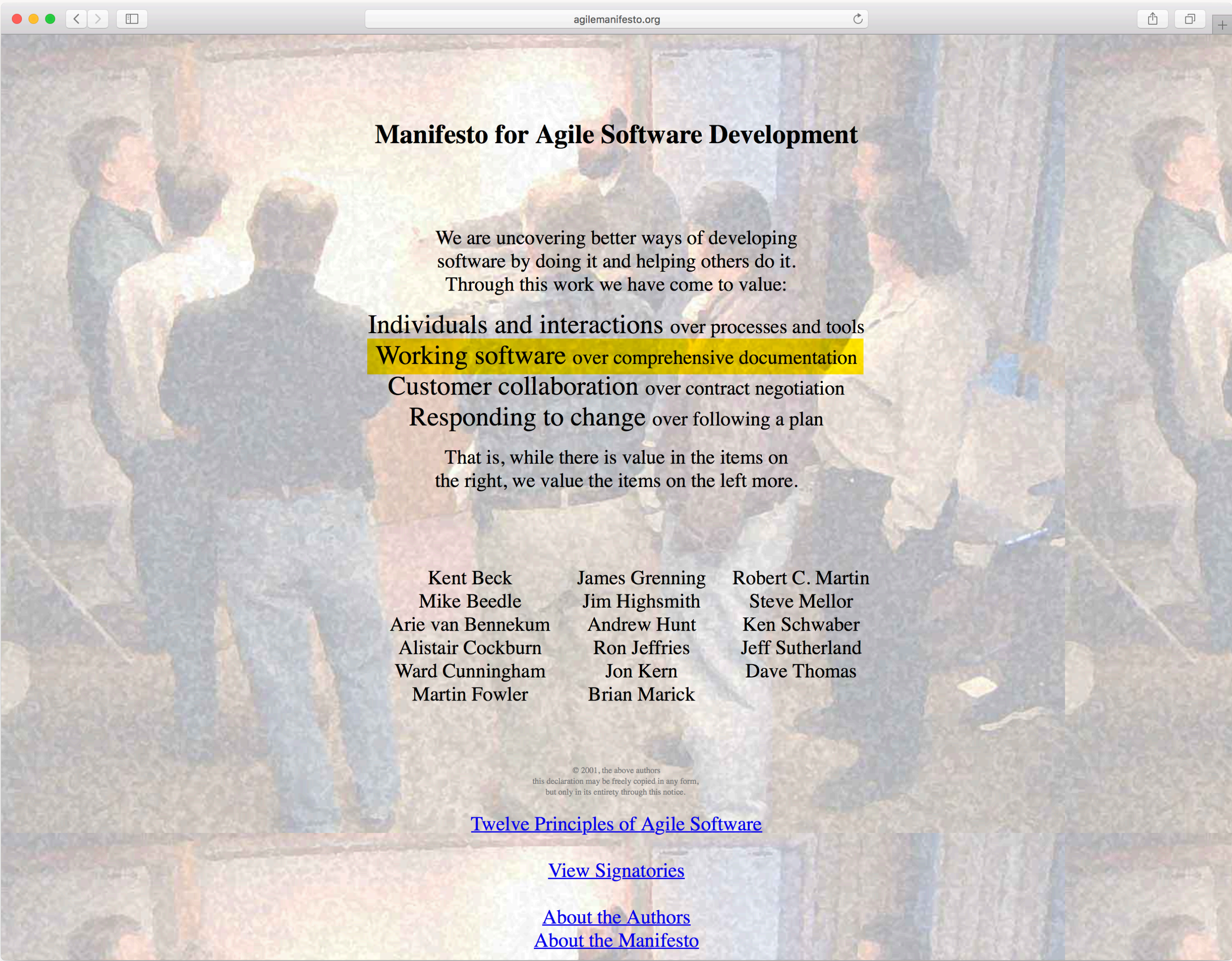# Designer vs. Developer!

Brad Frost, Ian Frost, Dan Mall — Smashing Conference NYC, October 15, 2019

# Manifesto for Agile Software Development

We are uncovering better ways of developing
software by doing it and helping others do it.
Through this work we have come to value:

**Individuals and interactions** over processes and tools
**Working software** over comprehensive documentation
**Customer collaboration** over contract negotiation
**Responding to change** over following a plan

That is, while there is value in the items on
the right, we value the items on the left more.

| | | |
|---|---|---|
| Kent Beck | James Grenning | Robert C. Martin |
| Mike Beedle | Jim Highsmith | Steve Mellor |
| Arie van Bennekum | Andrew Hunt | Ken Schwaber |
| Alistair Cockburn | Ron Jeffries | Jeff Sutherland |
| Ward Cunningham | Jon Kern | Dave Thomas |
| Martin Fowler | Brian Marick | |

[Twelve Principles of Agile Software](#)

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[About the Authors](#)
[About the Manifesto](#)

| Information Architects | Copywriters | Strategists |
| --- | --- | --- |
| Diagrams | Documents | Briefs |

| Product Managers | Designers | Developers |
| --- | --- | --- |
| Requirements | Comps | Code |

Information Architects

~~Diagrams~~
Documentation

Copywriters

~~Documents~~
Documentation

Strategists

~~Briefs~~
Documentation

Product Managers
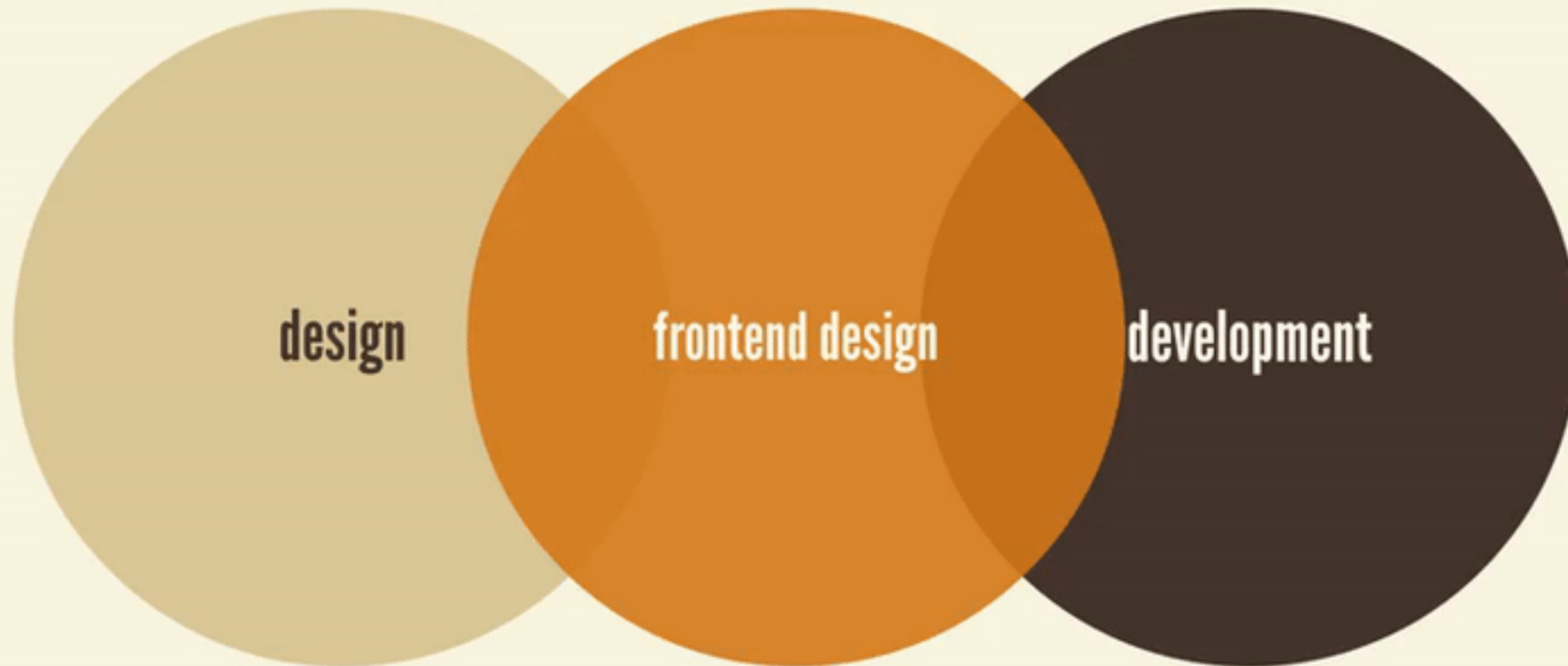
~~Requirements~~
Documentation

Designers

~~Comps~~
Documentation

Developers

Code
Software

# Principles

- Minimum viable artifacts

- Lowest fidelity

- Do what's fastest

- Iteration

- Death to approvals

- Get into the final environment as soon as possible

- Anticipation

- A two-way street

- Support your developer

- Death to handoffs

- **Eyes on the prize**

# Thanks!

@brad_frost          @frostyweather          @danmall