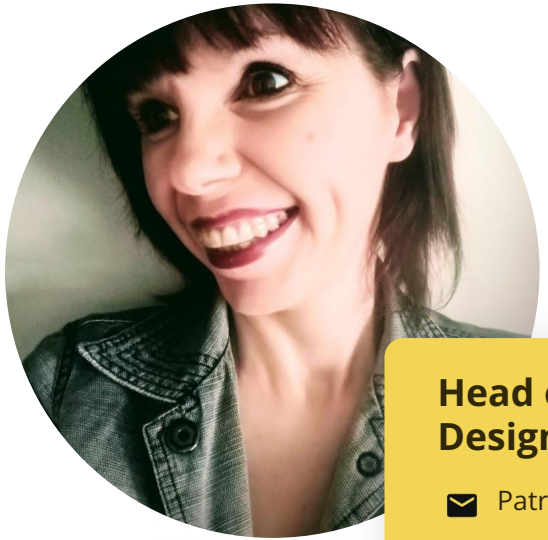
Pushing DesignOps' Influence into New Global Markets.

By Patrizia Bertini & Alexandra Mengoni

DesignOps Summit
By Rosenfeld

Patrizia Berniti



TRUELAYER

Meet the team

Nice To Meet You!

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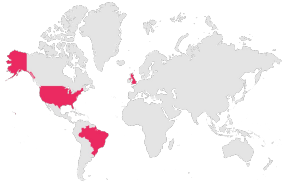


HUGE

The context:
What we observed...

DesignOps Latam

DESIGN OPS ITALIA



Founded in August 2021, 300+ members

- Early Stage DesignOps.
- Design leaders who wear the DesignOps hat once in a while.

Founded in April 2022, 40+ members

- Designers who do some DesignOps tasks.
- Design Leaders who are trying to understand if DesignOps is a thing.

The first mention of DesignOps was in November 2016

- Ever since the term has been growing in popularity mostly in US, UK and Brazil.



Our big questions...

1

Why DesignOps is so slow in taking up in our markets?

2

Why the conversations about DesignOps are so different in our regions?

3

What is missing in our narrative to make DesignOps appealing and engaging?

Our Hypothesis...

If we compare how DesignOps is understood and perceived in local communities WITH the English narratives we can identify what elements can support the definition and establishment of DesignOps in non-English markets.

Our Approach



A survey to understand the design communities



We used carrot an online clustering engine to analyse and cluster online DesignOps resources in 5 languages



Engaged with local online communities

The Survey.

We run 2 surveys between March and June 2022

We wanted to answer one question:

How much time and efforts are design teams investing in managing the Operations?



Latam

126 Answers

11 Countries



Italy

87 Answers

What LATAM & Italian respondent have in common?



Majority of design teams have less than 10 members.



- 30% have a DesignOps professional in their team.
- 12% considers the role not necessary.
- 40% of respondents are considering it.



There is a clear correlation between size of the team and the presence of DesignOps!

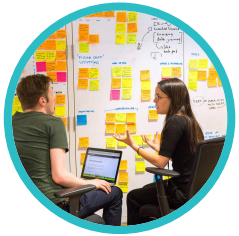
What LATAM & Italian respondent have in common?



The biggest commonality

Review design E2E processes is the most time consuming activity for all respondents.

What LATAM & Italian respondent diverge?



Italy: Mostly design director and senior management (49%)

Latam: Mostly middle management (50%)



In Italy the respondents work mainly in **consultancies** compared to Latam, where the majority comes from **in-house companies.**



Satisfaction with Design Strategy (CSAT)

Italy: 77%

Latam: 54%

What LATAM & Italian respondent diverge?



The biggest difference

Italian respondents are spending more time in **definition the strategy** and organizing the **workload.**

Latam is focused on all **operational tasks** and has a growing interest in DesignOps.

Design strategy is still immature.

Design culture needs to consolidate before being operationalised.

There is still around 40% of teams that not see the value on having a support role.

Pure operational tasks are left behind

What is the biggest obstacle?

x-functional collaboration



Latam:

Admin work and process standardisation.



Italy:

Stakeholders management and ways of working.

All these are core DesignOps activities!

All these are designOps' remits!

Why are leaders doing these?

The main inefficiencies respond to a support that DesignOps can provide.

However, they are fairly basic tasks for the practice.

It could be challenging for leaders to delegate certain responsibilities



What do they ask for as pain relievers?

- Growing and Upskilling the team.
- Improving X-functional collaboration.
- Better design processes.

Are the three priorities!

Comparing Narratives

Global

Advanced practices and clear correlation with business value.

Topics: 38

- Management (9)
- Approach (7)
- Design System (6)
- Tool (6)
- Business & Design (5)

English

Focus on design at scale and business value.

Topics: 35

- Design at scale (10)
- Business & design (5)
- Development (5)
- Operational management (5)
- Services (5)
- Operational workflow (5)

Spanish

Focus on defining the discipline with an eye on development and teams.

Topics: 33

- DesignOps (8)
- Definitions (8)
- Team (5)
- Development (3)

Comparing Narratives

French

Focus on training and learning, with a twist to Devops.

Topics: 28

- Events & resources (6)
- Organisational impact (5)
- Intro to DesignOps (4)
- DevOps (3)
- Influencers (Maluf)

Italian

Understanding of basic practices and definitions.

Topics: 28

- DesignOps (6)
- Definitions (6)
- Management (4)
- Processes (4)
- Influencers (Gratton/Bertini)

German

Focus on jobs and roles and key tactical aspects such as design system and UI/UX design.

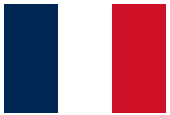
Topics: 23

- DesignOps manager (6)
- DesignOps resources (4)
- Design Lead (3)
- Design system (3)
- UX/UI Design (3)

What are the DesignOps drivers?

DesignOps Latam

DESIGN OPS ITALIA





Support the great growth in the design teams.

#Organization
#Processes
#Standarization

The need to organize processes and Design System are the key entry points and needs.

#Organization
#Processes
#DesignSystem

France

One of the Key drivers is Figma!

Germany

Improving quality, process and its scalability.

The Learnings.

The burden of managing Design Operations is evident, but the problem is not clearly articulated.

Although it is clear that respondents invest significant amount of time in operationalising the strategy and the design processes, less than 1 in 3 respondents has someone supporting design operations and for a 12% it is not a need.



Conversations are tactical and lack a strategic approach to push adoption.

The capacity to operationalise a Design vision is not valued as a distinct skillset.





The limited maturity of Design prevents teams from scaling and maximising value delivery

Quotes from the survey highlight how much Design is often seen as “pixels” rather than “experiences” limiting the ability to scale teams and growth design into a critical business function.

The business value of DesignOps is unclear!

Next steps and recommendations

We need to position DesignOps as a strategic role

Not a task to pick up randomly!

We enable the execution of the design strategy


It’s not about how we do things, it’s about how much business value is created through operational excellence.

We need to discuss

How DesignOps delivers business value to the organization.

- Translators of the Design vision into business results.
- Show results with quantifiable metrics.



Let’s talk about how to build an operational strategy.

Let’s introduce systems thinking to impact on the x-functional collaboration



We are all responsible to drive and engage with local conversations.

As part of both local and global DesignOps communities, it is our responsibility to support local communities by elevating the conversations and bringing the DesignOps view into our local markets.

The resources

We engaged with multiple online communities and DesignOps practitioners to collect as many multilingual resources on DesignOps!

- Find a public and living document **here.**
- The DesignOps Latam full report is **here.**

Key communities

- DesignOps LATAM > Link
- DesignOps Italia > Link
- DesignOps assembly local chapters

Big Thank you...!

Communities

DesignOps Latam

DesignOps Italia (IT)

The FrontGuys (FR)

The Bridge (BR)

The DesignOps LOL (AU)

The DesignOps Assembly

Rosenfeld Media Community

People

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Matteo Gratton from **DesignOps Italia**

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Bernardo Carvalho Wertheim from **The Bridge**

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Meredith Black From **DesignOps Assembly**

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