

# **Applying design thinking principles in establishing product features product backlog as part of discovery phase for retail solution**

## **1. Empathize with Retailers and Customers:**

Start by conducting interviews, surveys, and observations to understand the pain points, challenges, and goals of both retailers and customers.

Create user personas to represent the various types of retailers and customers you're targeting.

## **2. Define the Problem:**

Clearly define the problems and opportunities based on the insights gained from your research.

Use tools like problem statements and "How might we..." questions to frame the challenges.

## **3. Ideation and Brainstorming:**

Organize brainstorming sessions with your team to generate creative ideas for addressing the defined problems.

Encourage wild and diverse ideas without judgment.

## **4. Prioritization:**

Use techniques like dot voting or the MoSCoW method (Must-haves, Should-haves, Could-haves, Won't-haves) to prioritize the generated ideas.

Consider which features have the most significant impact on solving the defined problems.

## **5. Prototyping:**

Create low-fidelity prototypes of the selected features. These can be sketches, wireframes, or paper prototypes.

Test these prototypes with actual users to gather feedback and refine the concepts.

## 6. Testing and Feedback:

Continuously test your prototypes with retailers and customers, gathering feedback to make iterative improvements.

Be open to making changes based on user insights.

## 7. Product Backlog:

Create a product backlog based on the validated and refined features and ideas.

Use user stories to describe each feature from the user's perspective. For example, "As a retailer, I want to be able to..."

## 8. Estimation and Prioritization (Agile Principles):

Estimate the effort required for each user story. You can use story points or other estimation techniques.

Prioritize the backlog items based on factors like business value, user impact, and dependencies.

## 9. Iterate and Repeat:

Continue to iterate through these steps as you gather more insights and as the project progresses.

Keep refining the product backlog as you learn more and as market conditions change.

## 10. Collaboration and Cross-functional Teams:

Foster collaboration among cross-functional teams, including designers, developers, product managers, and domain experts.

Ensure that everyone is aligned with the DT process and the product vision.

## 11. Iterative Development (Agile):

Consider using an Agile development methodology (e.g., Scrum or Kanban) to build and release features incrementally.

Regularly review and adapt your product backlog during sprint planning and retrospectives.

## 12. User-Centric Evaluation:

Continuously measure the impact of the features on user satisfaction, engagement, and business KPIs.

Make data-driven decisions to refine and evolve the product.

