

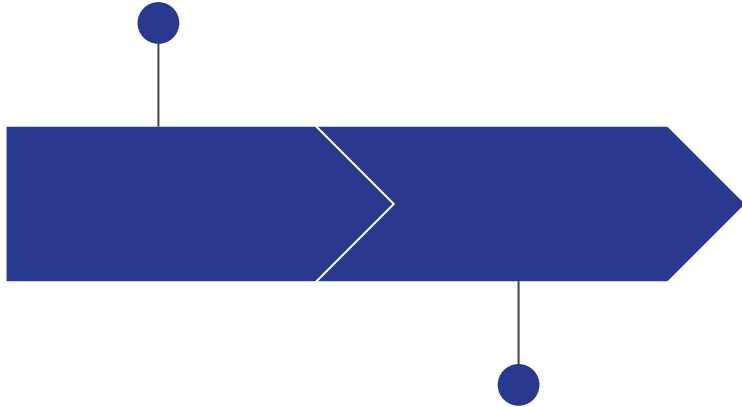
Process

Designing software using
Design Thinking

Cross functional, multiple
opportunities for testing and
iteration

Define

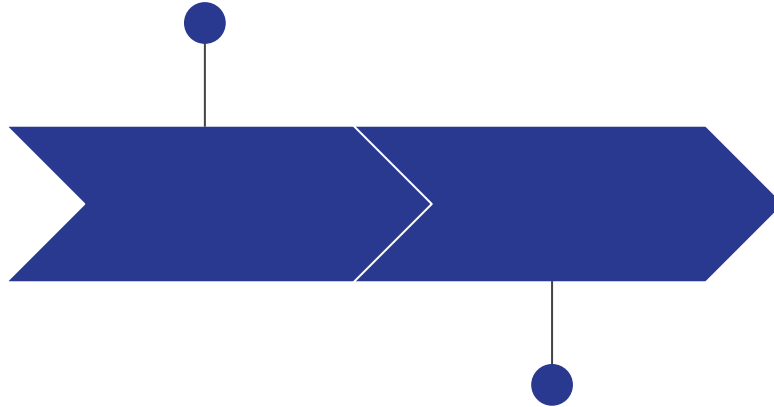
Need for a new feature
arises



Product Manager and
Stakeholders meet to
determine requirements

Research

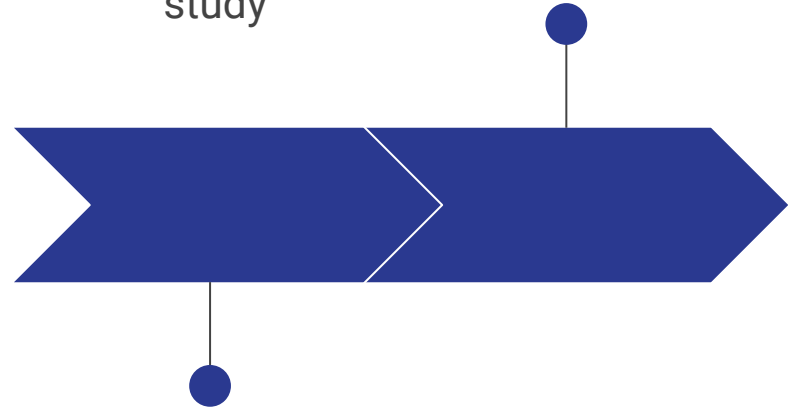
Idea is validated using
empirical research



Key assumptions are
laid out and tested

Prototype

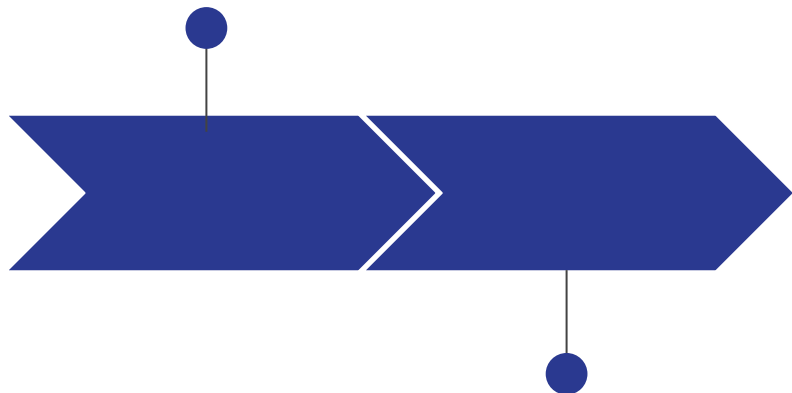
Wireframes go in front of stakeholders for feedback, including a round of initial heuristic evaluation or usability study



Designer works with the PM and other stakeholders, such as Eng lead, to create a low-fi wireframe.

Choose

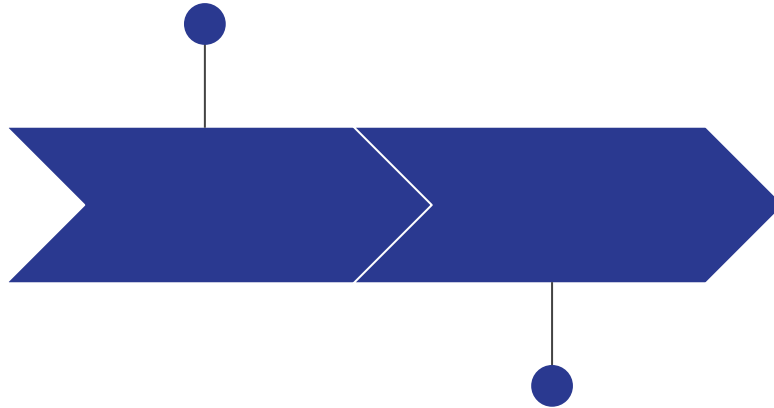
Designer sits down with developers to piece out general stories from the finalized wireframe



Designer refines the design and creates high fidelity mockups, including specs for styling

Implement

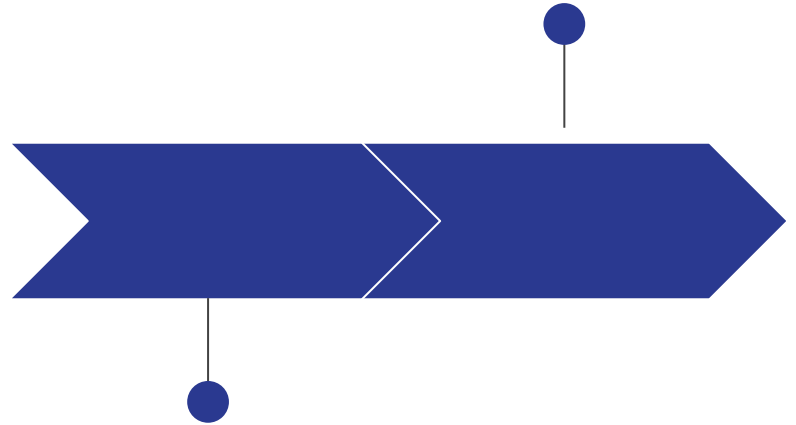
Designer works with developers
to ensure the implementation
follows what's been designed



Designer reviews PR's/is part
of the QA process

Learn

Continued monitoring of the feature once it's deployed to ensure it meets the customer's needs



User testing using the incomplete feature to find UX issues that may have arose during the development process

General Notes

Design works ahead

Design should be working on the Research, Prototyping, and Choose phases at least 2 Sprints ahead of the development effort (while also helping with the Implement phase).

More testing is better

Testing, because of its time consuming nature, is often the first thing to fall by the wayside. The more testing that happens however, and the sooner it does, the quicker problems can be isolated and solved.

Questions are good

Design is exploratory by nature. Early in the process, asking questions helps foster a shared understanding of the problem and solicits alternate solutions that may have not been considered.