

fearless
product
design
playbook

**A service
is something
that helps a user
to do something**



Products give access to services

Products set limits on services

Products augment services

The plays

Study the service

Create a model

Build a prototype

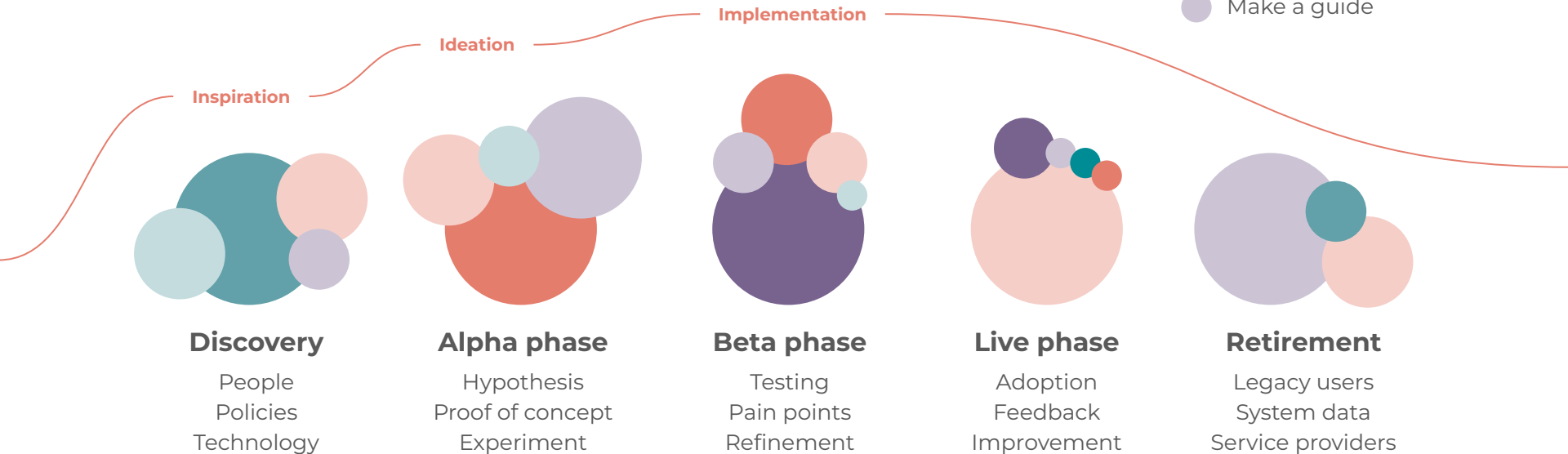
Measure performance

Help deliver

Make a guide

When to use a play

- Study the service
- Create a model
- Build a prototype
- Measure performance
- Help deliver
- Make a guide



Study the service

3–10 days

1–3 people

Product owner

How to do it

1. Pick a user journey or transaction
2. Explore the information you have
3. Talk to users and frontline staff
4. Make insights easy to share and find

What to share

- User feedback
- Research reports
- Digital analytics
- Service blueprints
- Stakeholder maps

Create a model

1–10 days

1–3 people

How to do it

1. Decide on a user goal
2. List the inputs and decisions
3. Write in user-centered terms
4. Make it easy to demo and find

What to make

- User flows
- Journey maps
- Site maps
- Design patterns

Build a prototype

1–15 days

1–5 people

How to do it

1. Pick a user journey or transaction
2. Create a hypothesis to test
3. Plan for accessibility and inclusion
4. Make it simple to test and demo

What to use

- Paper
- Design software
- Live code
- Human voice

Measure performance

2–10 days

1–3 people

Product owner

How to do it

1. Pick a user journey or transaction
2. Define success for users and staff
3. Find sources of user and product data
4. Share insights and suggestions

What to use

- Surveys
- Digital analytics
- Call center data
- Financial information

Help deliver

1-2 weeks

1 person

Product team

How to do it

1. Understand the path to delivery
2. Explore the roadmap and backlog
3. Attend a planning meeting or demo
4. Assist with reviews and decisions

What to offer

- User story maps
- Design artifacts
- User insights
- Visual feedback
- Accessibility testing

Make a guide

2–10 days

1–3 people

How to do it

1. Define the story you will tell
2. Write a draft in plain language
3. Test for understanding
4. Make it easy to read and find

What to make

- Interview scripts
- Usability test plan
- Style guides
- Component libraries

Tools & Materials

Reading

[Designed things](#)
[What we mean by services](#)
[A performance framework](#)
[Releasing software](#)

Guides

[Accessibility](#)
[Usability testing](#)
[User research](#)
[Interviewing](#)
[Product evaluation](#)
[Discovery operations](#)
[Service blueprints](#)
[User stories](#)



Templates

[User journey map](#)
[Product journey map](#)
[Stakeholder map](#)
[User story map](#)
[Equity scenario worksheet](#)
[Research plan worksheet](#)
[Production plan worksheet](#)

References

[Usability test script](#)
[Usability heuristics](#)
[Inclusive design cards](#)
[Accessibility checklist](#)
[Plain language checklist](#)
[Terminal commands](#)
[Git cheat sheet](#)

Glossary

Frontline

Staff that provide service to users directly.

Hypothesis

A statement to prove with testing.

Journey

The steps a person takes to meet a goal.

Example: getting a permit.

Product

A digital tool like an app, website or API.

Service

The way people receive a benefit.

Transaction

An exchange of data or money.

Example: apply for a permit.

