Product Definition - Visionary

Working in Product Management space has really helped me appreciate and see the value in defining the product vision, definition, and goals. I see the same value applicable in design space as it brings clarity and focus that would eventually lead to creating the right solution.

Regardless of who defines the product, fully understanding what I’m building and why I’m doing it should be my responsibility as a designer.

Research & Analysis - Researcher

Whether developing a new or improving an existing product, research and analysis provide the necessary foundation in building a useful product by validating assumptions and discovering the needs and goals of people who would use it.

Interaction Design - Designer

Based on the insights from Research & Analysis, the goal here should be connecting the dots and figuring out the best possible way – easy, effective, efficient, and enjoyable – for people to interact with the application while trying to achieve the desired result.

My favorite part ☺

Wireframe & Prototype -

Finally at a point where the underlying abstract ideas and carefully thought out interactions come to life. I look for the right balance of applying conventional design patterns and exploring creative solutions that minimize the interaction cost (the sum of efforts – mental and physical – that the users must deploy in interacting with a site in order to reach their goals – Nielson Norman Group).

Bringing functionality to life

Layout

Design patterns

Interaction at a UI level

Usability Evaluation