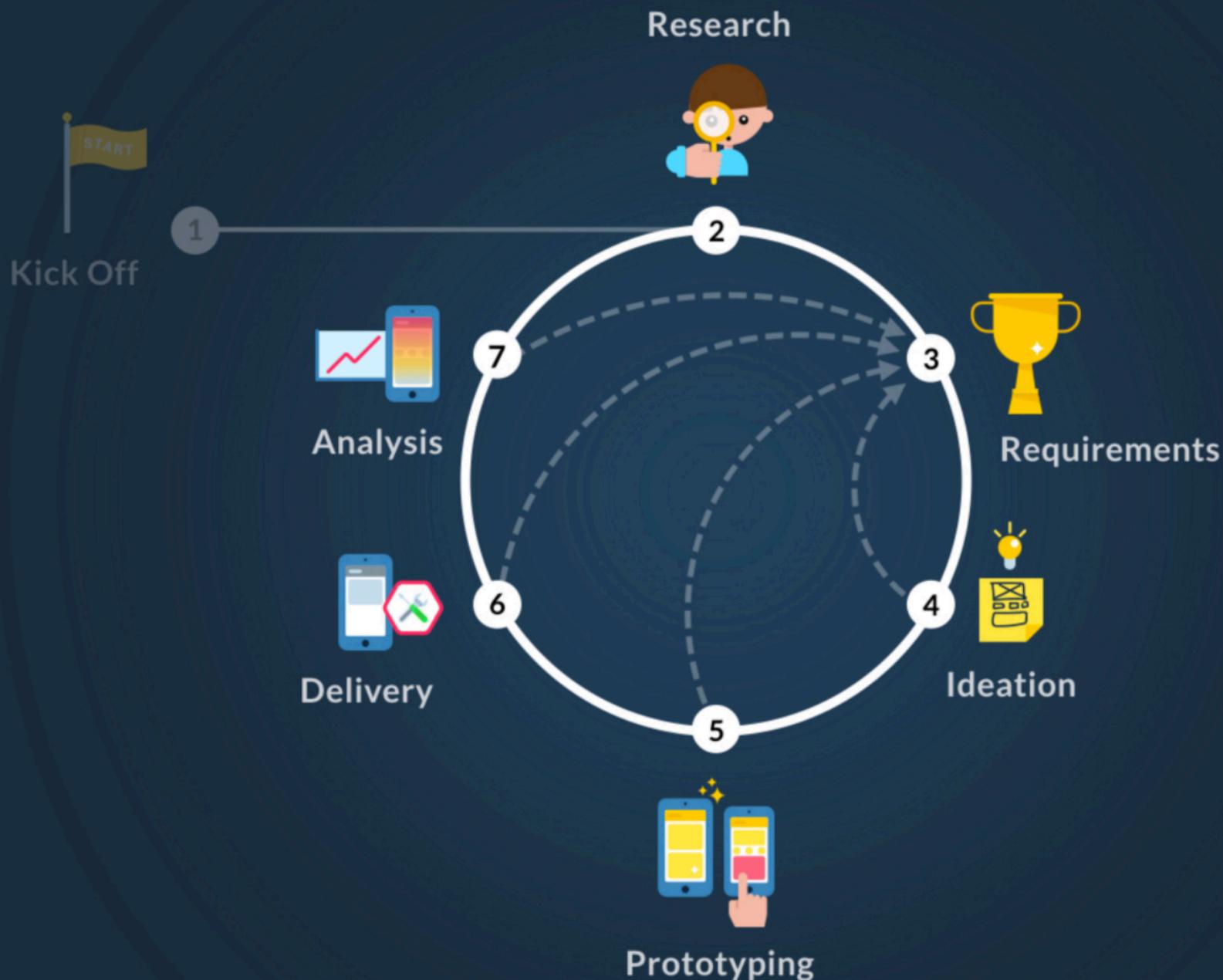


the
product design
process



The Project Team

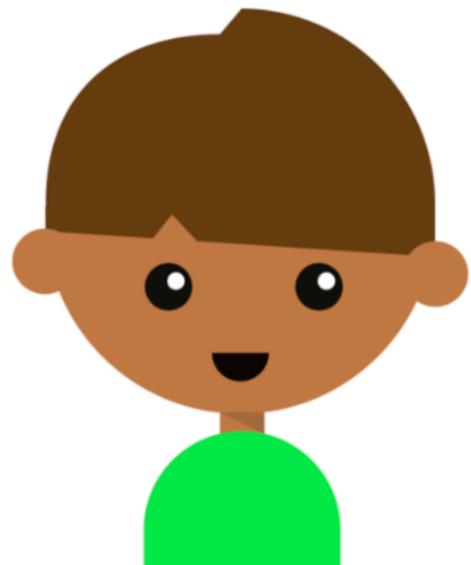
Product Team

(PO, PM, BA)



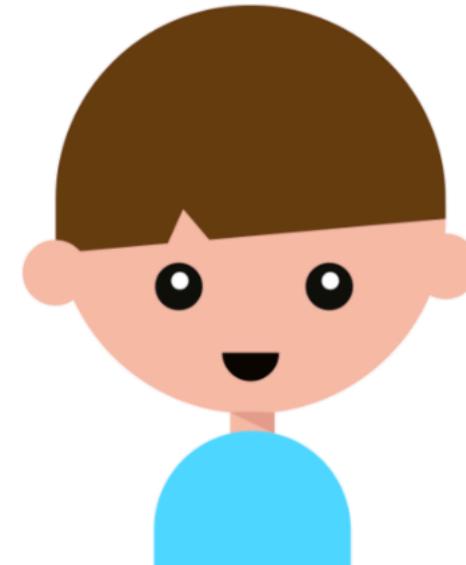
Dev Team

(Web/App Developers)



Design Team

(XD)





During a Kick Off Meeting

Project Definition

⌚ Why we doing it?

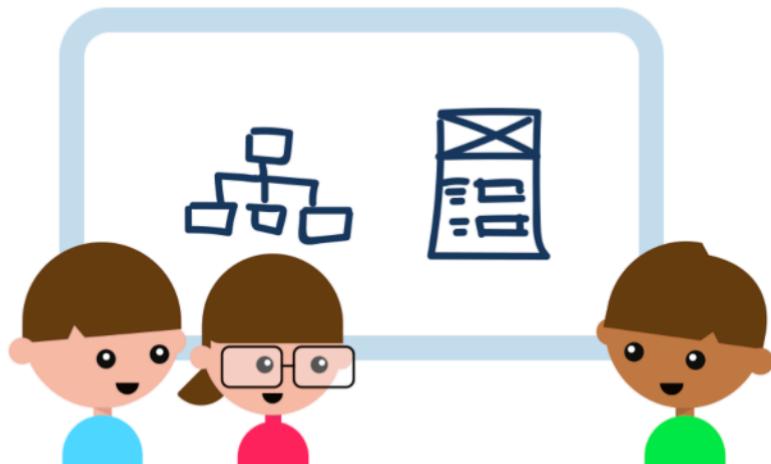
⌚ Who is it for?

⌚ The KPI's?



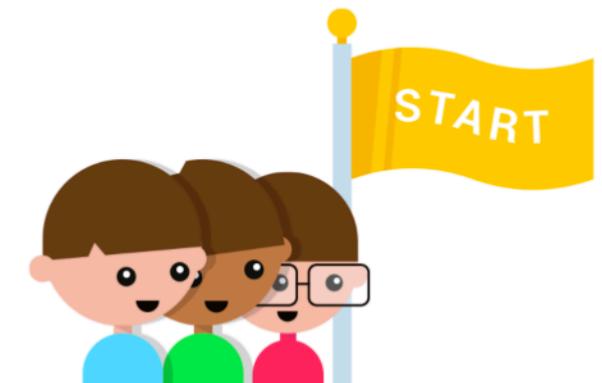
Brainstorm

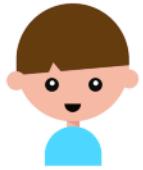
What initial ideas do we have?



Why? 

Align everyone's understanding of the project and what is expected of them





Design Team Research

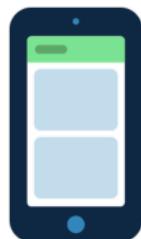
Stakeholder

Find out what the business wants



Product

Analyse existing and competitor products



User

Investigate the user base



Brand

Investigate the brand



User Requirements

User requirements are the needs of the user and what they want from the product.





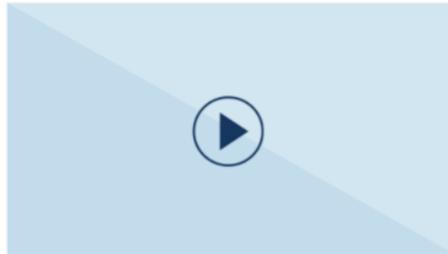
Product Team Research

Gather the Business Requirements (with the 'why')

Hard Requirements

Things that can't be changed

e.g. "videos are provided in 16:9 so must be displayed in this ratio"



Soft Requirements

Business goal stated, solution not prescriptive

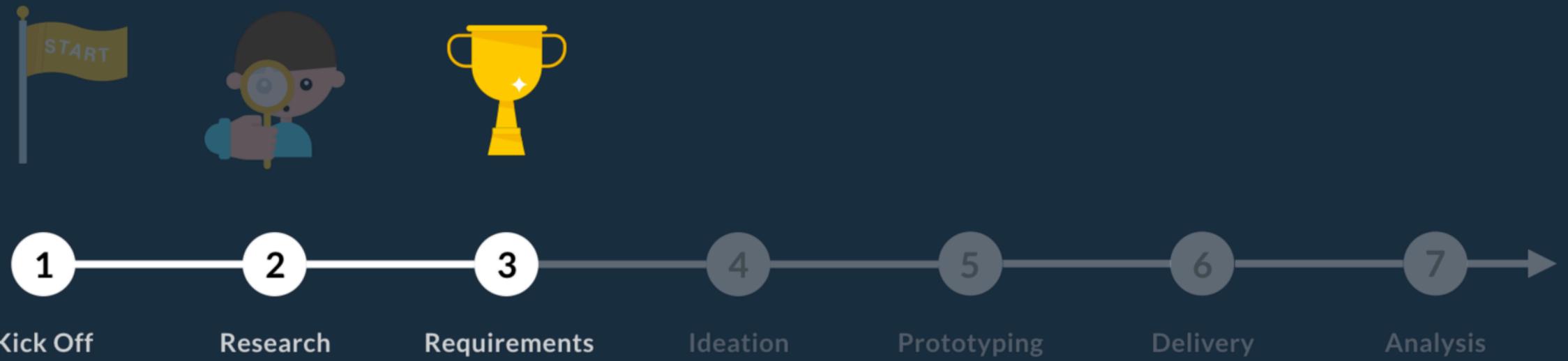
e.g. "banner advert must be in view for 5 seconds to gain revenue"



Business Requirements

Business requirements outline the business model and define how the product will make money.





Create Project Goals

Users + Business = Project Goals



Why?

Align everyone to share the same vision
for success





During an Ideation Workshop

Problem Story

How might we...



Brainstorm

Generate ideas quickly



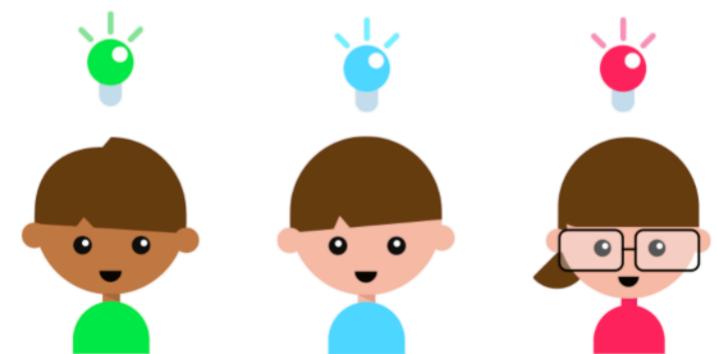
Vote

Prototype best ideas



Why? 🤗

Allow everyone to get their ideas across,
listen to advice from each expert before
work is even started



Part 1: Ideation & Prototyping



Developing Ideas

Wire-framing & Design

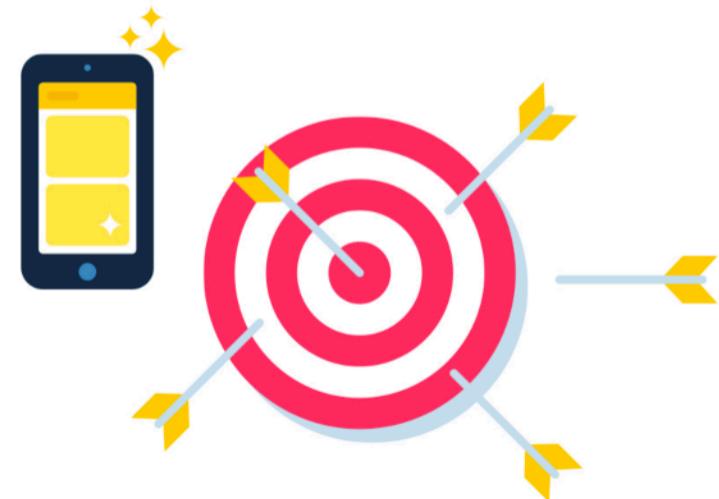


Prototyping & Interactions



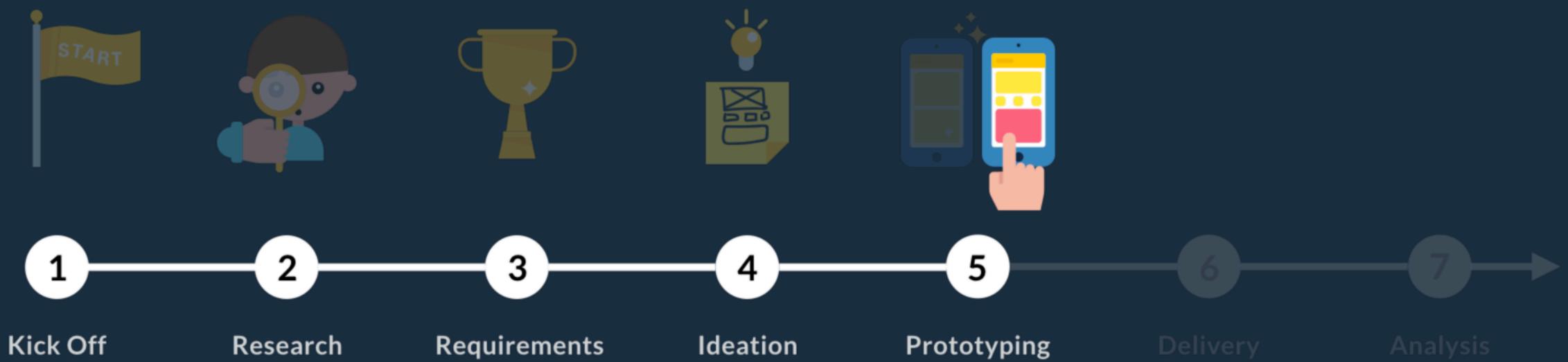
Why? 

Explore ideas to fail faster and succeed sooner



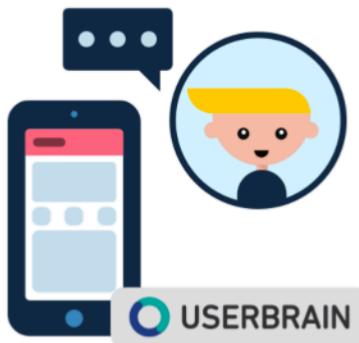
Part 1: Ideation & Prototyping

Part 2: Usability Testing



How We Test

Speak

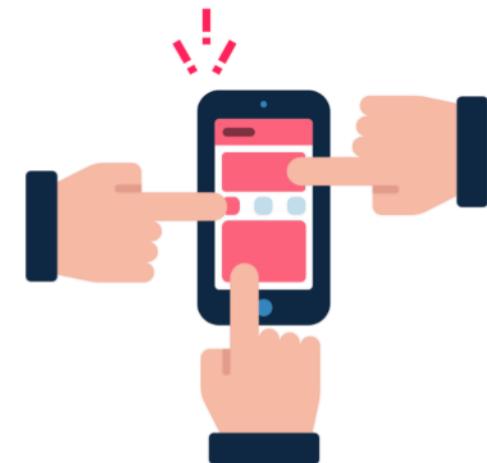


Data



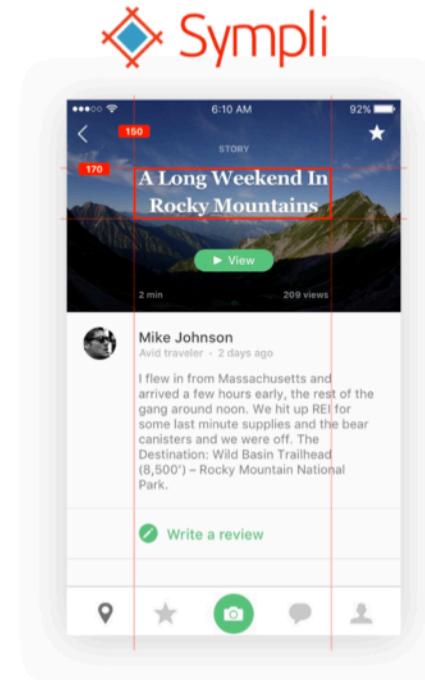
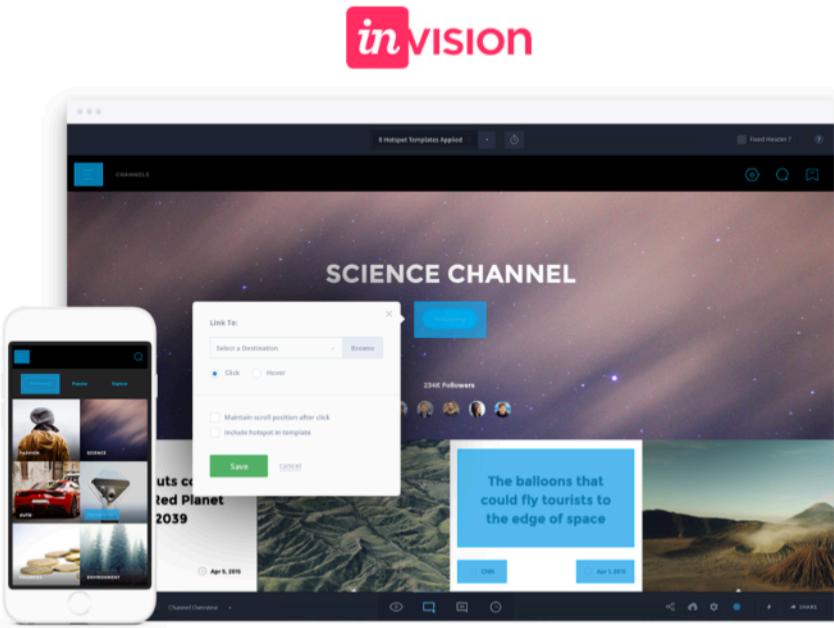
Why? 🤗

Gain user input, identifying issues and validating ideas





Communicate Design → Development



Why?

Constant communication with development team during build essential to ensure a smooth and accurate end product





Assessment and Improvement Theories

Why? 

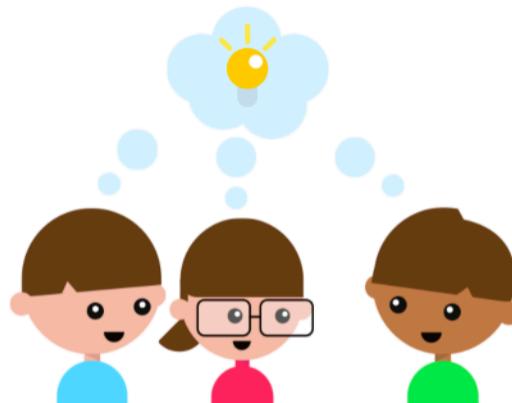
Test

Collect quantitative and qualitative data from the live product

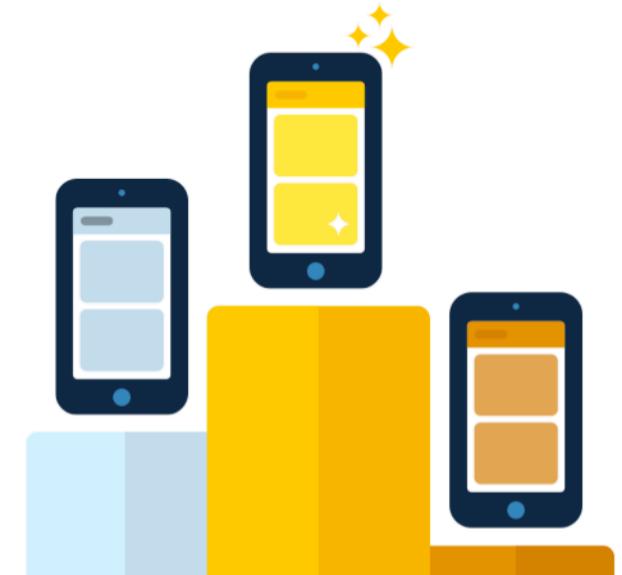


Discuss actions

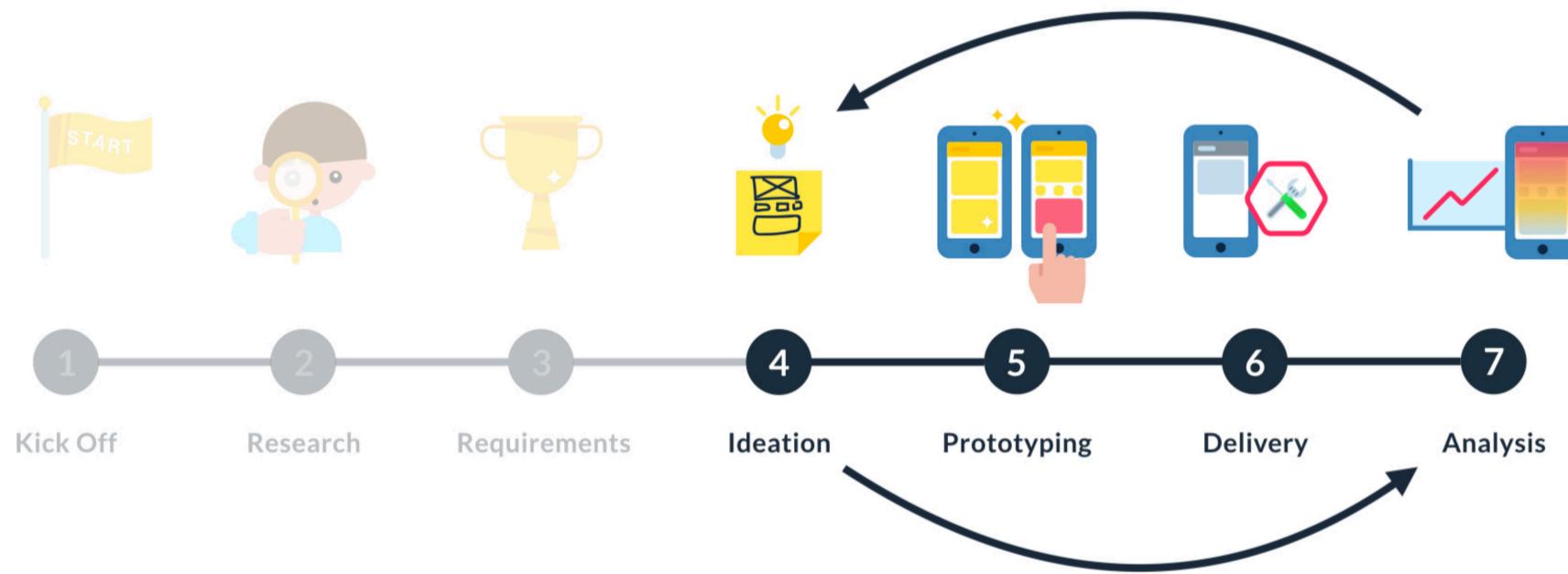
Hypothesise about ways to improve KPIs and conversion

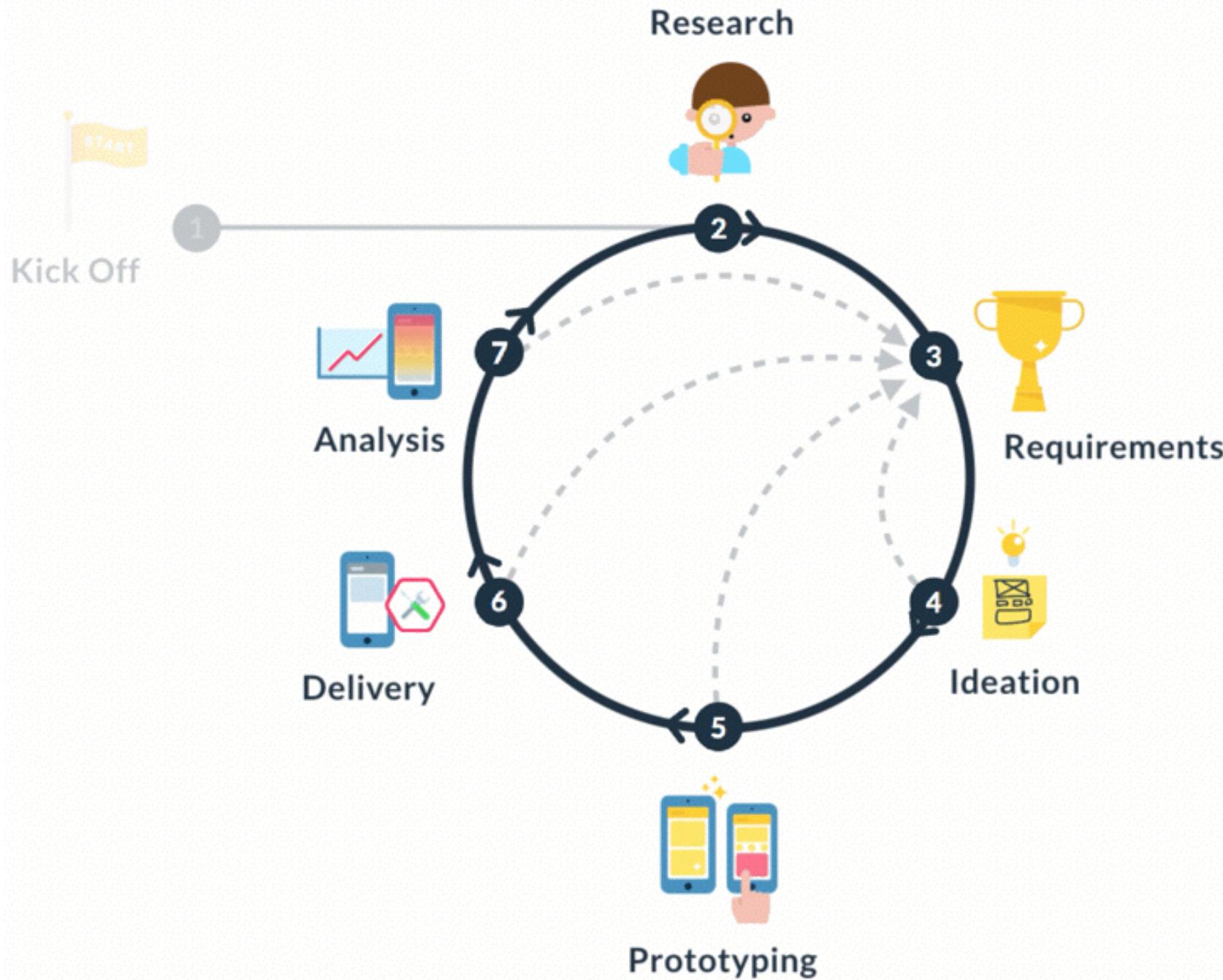


Measure-Test-Iterate. Important to reflect to keep improving









THANK YOU



Javed Khatri

Chief Everything Officer, Kustard
[@IamJavedKhatri](https://twitter.com/IamJavedKhatri)

QUESTIONS?