Research, analyze & understand behavioural characteristics and product usage patterns of users

DISCOVERY	DESIGN DEVELOPMENT	POST-RELEASE

- Work with TCP and Workspace teams to prepare a list of specific user groups to conduct exploratory research for upcoming product features

- Formulate a process to switch to a Google Design Sprint model for the product design undertakings

- Set up a framework to conduct 3 web-based user testing sessions every week

Build a strong online presence with a powerful brand identity for the design team

- Post a minimum of 3 WIP creatives on Dribbble, Behance, Instagram, LinkedIn and Twitter handles for **tapchief.design**

- Post a minimum of 1 one long form content based post on the Medium **tapchief.design** handle - preferably related to the current product feature/campaign/process/design-tools being worked on

- Work on formulating a process to track the performance and engagement metrics of these branding materials