FEEDBACK and RESEARCH

Continious

Sprint 1 — small

Sprint 2

Sprint 3

[...]

BIG BANG — no!

+

collaborative

integrate!

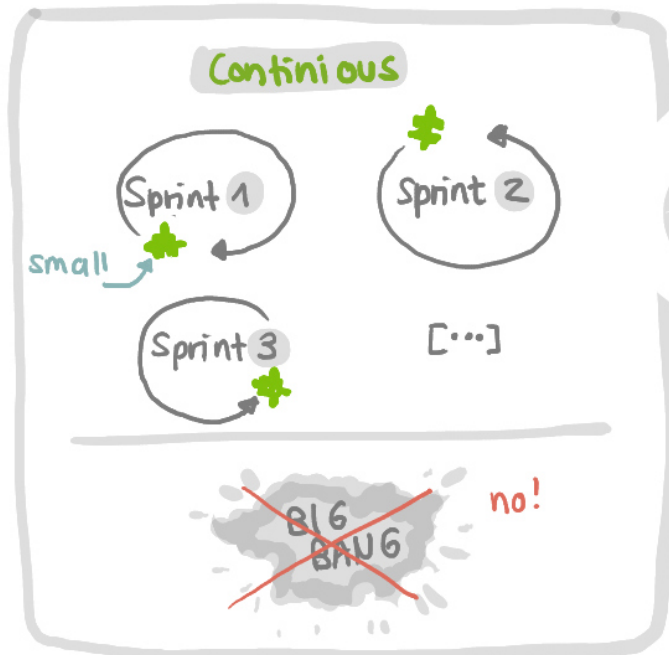specialized researcher

Quality of learning ++

shared understanding ++

examples

Ask the customer service
sry...what sucks?

Feedback Mechanism
u happy?
☑ yes
☐ no

Search logs
search
what are the users searching for?

fieldwork
? ! ? !
mixed up teams

vs

Lab
?

RAW DATA
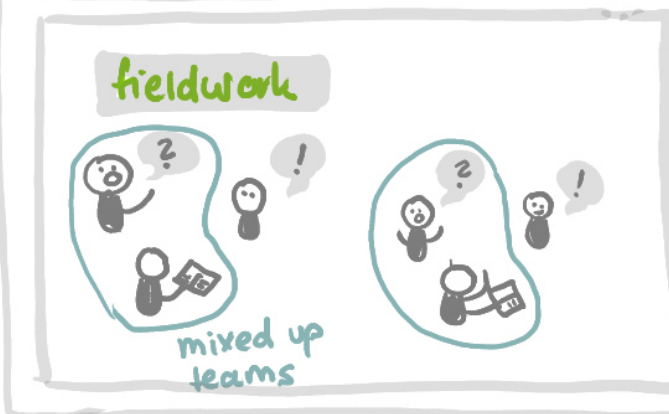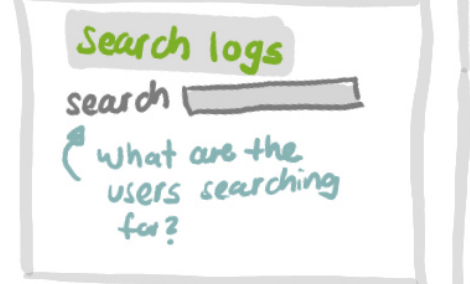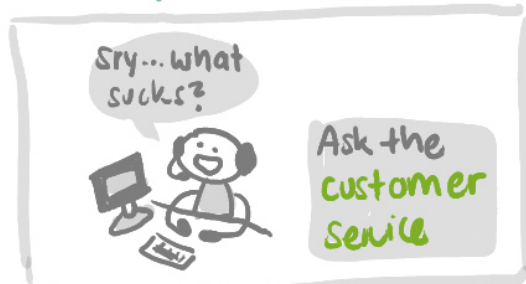
fast →

REVIEW SESSION

C

A C

a b

look for patterns

park outliners

maybe they match a pattern?

verify with other sources

hmmm

prototype

OFFICE
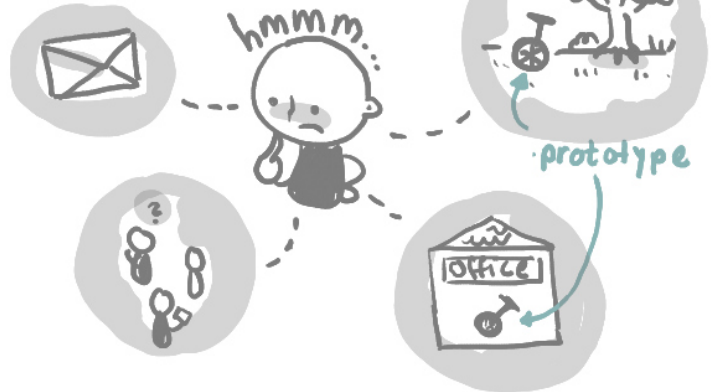
TEST EVERYTHING

"What is ready on **testing day** is what goes in front of **users!**"

sketches

Code
{ }

wireframes
mockups