

**DAWN**

Design + Strategy

**DELATTE**

# Paul Young's "Tremor"

New product idea validation

## Timeline

~6 weeks

## Role

Research, Strategy, + Prototype Design

## Process

The project began with market segmentation exercises to identify potential customers experiencing the problem Paul identified, documenting their characteristics and scoring them based on their needs. Understanding the current solutions in the industry, including competitors like the Atlassian product suite, was crucial for identifying gaps.

With a target customer in mind, the team tracked assumptions and tested potential opportunities, formulating problem statements and hypotheses. Testing involved creating a prototype and conducting user interviews, aiming to validate assumptions and identify emerging opportunities. Through iterative testing, some assumptions were invalidated, leading to a shift in focus towards a new market segment.

The process emphasized continuous engagement and learning, culminating in the development of new targets and assumptions for subsequent rounds of testing, focusing on qualitative feedback from user interviews.

## Outcome

Through over 30 interviews with industry experts, potential customers, and those familiar with the problem, the team gained valuable insights into the perceived problem and existing solutions, guiding their focus for the next steps. Paul Young emerged with key findings supporting the continuation of the product idea, armed with a refined problem statement and additional solutions to test, positioning them well to attract co-founders and investment.

See public case study [here](#).

## Context Brief

### Problem Context

Several times every semester, Jamie the part-time student tries to pick up extra shifts at her job. The current portal doesn't show her which other staff are on or off, which leads to frustration and hours of back and forth texts and phone calls before she knows if work is available for her.

### Expected Outcomes

Jamie is able to understand at-a-glance if shifts are available to work, and when they are available.

This screenshot shows a digital workspace interface. At the top, there are tabs for ARCHITECTURE, DATA REPORTS, BUSINESS GOALS, CUSTOMER PERSONAS, and USER VIDEOS. The CUSTOMER PERSONAS tab is active. Below the tabs, there is a section titled 'LINK TICKET' with a button labeled '+ LINK TICKET'. To the right, there is a card for a 'Customer Interview' with a thumbnail showing a person speaking. The card includes the text 'Description of pain point' and a play button icon. Other cards for 'Engineering > Create red button' and 'Engineering > Onboarding Flow' are also visible.

This screenshot shows a ticket detail view in a project management system. The ticket is for 'Engineering > PRO-1651' and is assigned to 'Member Staff UI'. It has a due date of 'DUE 14'. The ticket details include sections for 'Description' (a snippet of recorded user interviews), 'Checklist', 'Attachments', and 'Comments'. A callout bubble on the right side of the ticket area says 'TREMOR' and notes 'This ticket has additional context that might be helpful to you.' Below the ticket, there is a video player showing a person speaking, with a play button icon and a progress bar showing '0:00 / 00:42'. A 'See Full Video' button is also present. A purple 'Explore More' button is located at the bottom right of the ticket area.

## Context Brief

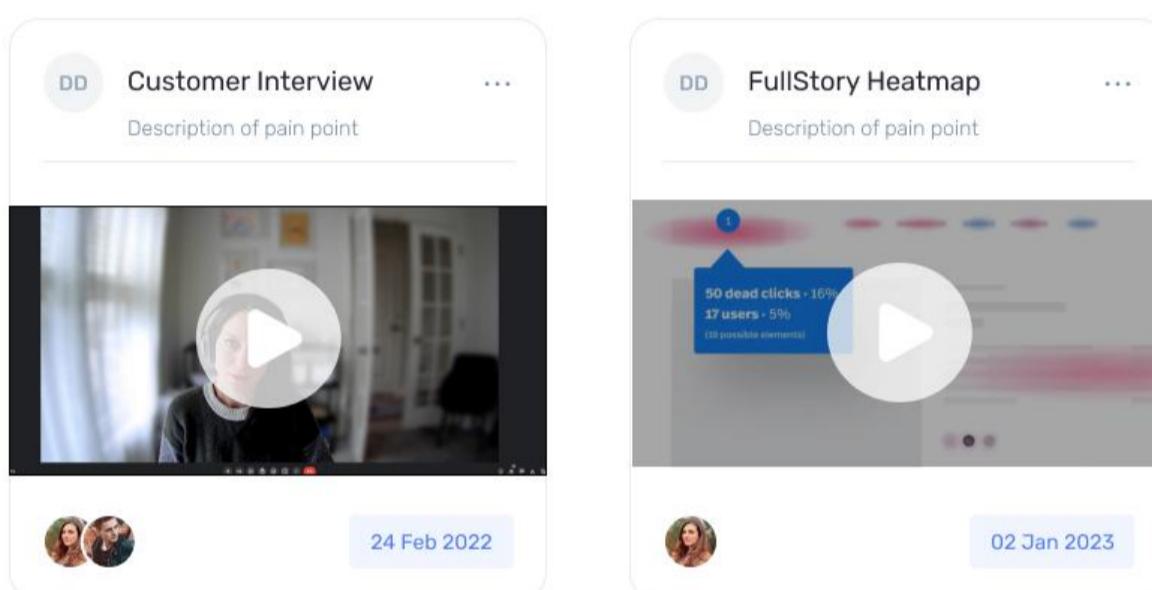
**Problem Context**  
Several times every semester, Jamie the part-time student tries to pick up extra shifts at her job. The current portal doesn't show her which other staff are on or off, which leads to frustration and hours of back and forth texts and phone calls before she knows if work is available for her.

**Expected Outcomes**  
Jamie is able to understand at-a-glance if shifts are available to work, and when they are available.

**Business Goals**  
Increase engagement with customers through our marketing website by 20%.

ARCHITECTURE DATA REPORTS BUSINESS GOALS CUSTOMER PERSONAS USER VIDEOS

- SORT: A-Z
- + LINK TICKET  
Engineering > Create red button  
0/34 4
  - Engineering > Onboarding Flow  
18/36 9
  - Marketing > Search Engine Optimization  
0/12 2
  - Design > Dashboard for Journeys  
56/10 5



## Supporting Evidence:

- [Rakesh Sharma](#)
- [Nirmal Manavalan](#)

Theme 2: Less mature teams (or smaller teams) may have a stronger need for process improvement.

💡 "I think that this could become very useful, but right now we would probably misuse it."

💡 Their dev team has a lot of autonomy to decide how something gets implemented

## Supporting Evidence:

- [Donald Hunter](#)
- [Michael Schott](#)

Theme 3: Context is preferred during planning, not during execution

Most developers currently gather the context they need to build something during planning phases. They don't seem to perceive a problem with this process and expect there to be minimal back and forth once they are working at the "story" level.

💡 "Most context is given during planning"

💡 If [participant] was in a situation where they were making a technical or implementation decision, it would never just go straight to development, it would go back to the product team or design team

## Related Artifacts

- [UserInterviews.com](#) > Paul Young Validation Sprint (Eng Managers + Senior Architects)
- [Google Drive](#)
- 4 Phase 3 Interviews (notes + recordings)
  - [Basecamp > Docs & Files](#)

## What did we learn in Phase 3?

Theme 1: Engineering managers do not expect their teams (IC Devs) to participate in "product work"

Engineering Managers tend to be the ones responsible for their team's delivery, effectiveness, timeliness, and quality. Individual contributors require a lot of guidance, unless they are particularly experienced or senior.

💡 "My job is to keep things moving and to keep things from being stuck"

💡 "Engineering managers and product deals with deadlines"

💡 Some Devs don't want to be bothered by administrative things, they just want to "crunch codes"

# 45 Exchange

Product Design Sprint for crypto exchange platform

## Timeline

~2 weeks

## Role

Design Sprint facilitator, prototyping, research + testing

## Process

45 Exchange aimed to develop a platform where artists can share their songs with listeners who can then financially invest in them. This model allows artists to sell shares of their songs, fostering financial independence and enabling fans to share in the success of their favorite artists. To manage trading volume, transactions on the platform will be conducted using the 45 coin, a cryptocurrency created specifically for this exchange using blockchain technology.

The 45 Exchange team hired thoughtbot to undergo a [Product Design Sprint](#), focused on testing assumptions through user interviews and a clickable prototype. We partnered with an Ethereum developer to conduct technical feasibility research alongside integrating tools for complex functionality. The sprint utilized design thinking to ensure the product meets user needs and ensures that we made a plan for building a compliant and valuable MVP solution.

## Outcome

At the end of the sprint, the 45 Exchange team was equipped with a wealth of product knowledge and deliverables comprised of research insights, divergent ideas for various solutions, and a technical plan for achieving MVP. Those insights included user personas, a user journey map and an assumptions table. We also created a clickable prototype, serving as a dynamic tool for further validation and investment fundraising.

A backlog of jobs-to-be-done for the MVP, coupled with a detailed roadmap delineating the development stages for the new exchange platform, provided a clear path forward for the 45 Exchange team.

## 45 Exchange

The screenshot shows the mobile application's main screen. At the top is a dark header with five navigation icons: Dashboard, Discover, Bank, Settings, and Help. Below the header is a search bar with the placeholder "Search all Music". The main content area is titled "Top Trending" and features three cards. The first card is for a song by an artist, showing the title "Wings Belongs on Planes not Racing Cars.", the date "Jun 24th 2017", and the category "ARTIST". The second card is for a publisher, showing the title "Man Standing in the Dark" and the date "Jun 24th 2017". The third card is for a genre, showing the title "Folk" and the date "Jun 24th 2017".

The screenshot shows the web-based trading interface. At the top right are "BUY" and "SELL" buttons. The "BUY" section shows a total balance of \$5478.54, a bid of 6.00, and an ask of 2.50. It includes fields for Order Type (Limit Order), Price (5.00 USD), and End Date (12/31/19). Below this is a "PLACE BUY ORDER" button. The "SELL" section shows a number of DAs (50) and an end date (12/31/19). In the center, there's a detailed view of a song listing for "Man Standing in the Dark" by Mason Fischer from Motown Records, BMI. It includes owner type (Publisher), revision input, and a play button. Below this is a "Price History" chart showing price fluctuations over time. To the right is a "Selling Summary" table with several rows of data, and at the bottom is a "Buying Summary" table.

# Fit Rebel

Branding + Website Design + eBook

## Timeline

~4 weeks

## Role

Brand design, content strategy, low-code site development

## Process

The Fit Rebel's brand and web presence were established through exercises inspired by Google Ventures Brand Sprint. Core elements such as company values, target audience, brand attributes, and competitive landscape were defined to shape the brand identity. I worked directly with the CEO, Nastassia Syz, to develop logo options and define the visual identify for Fit Rebel.

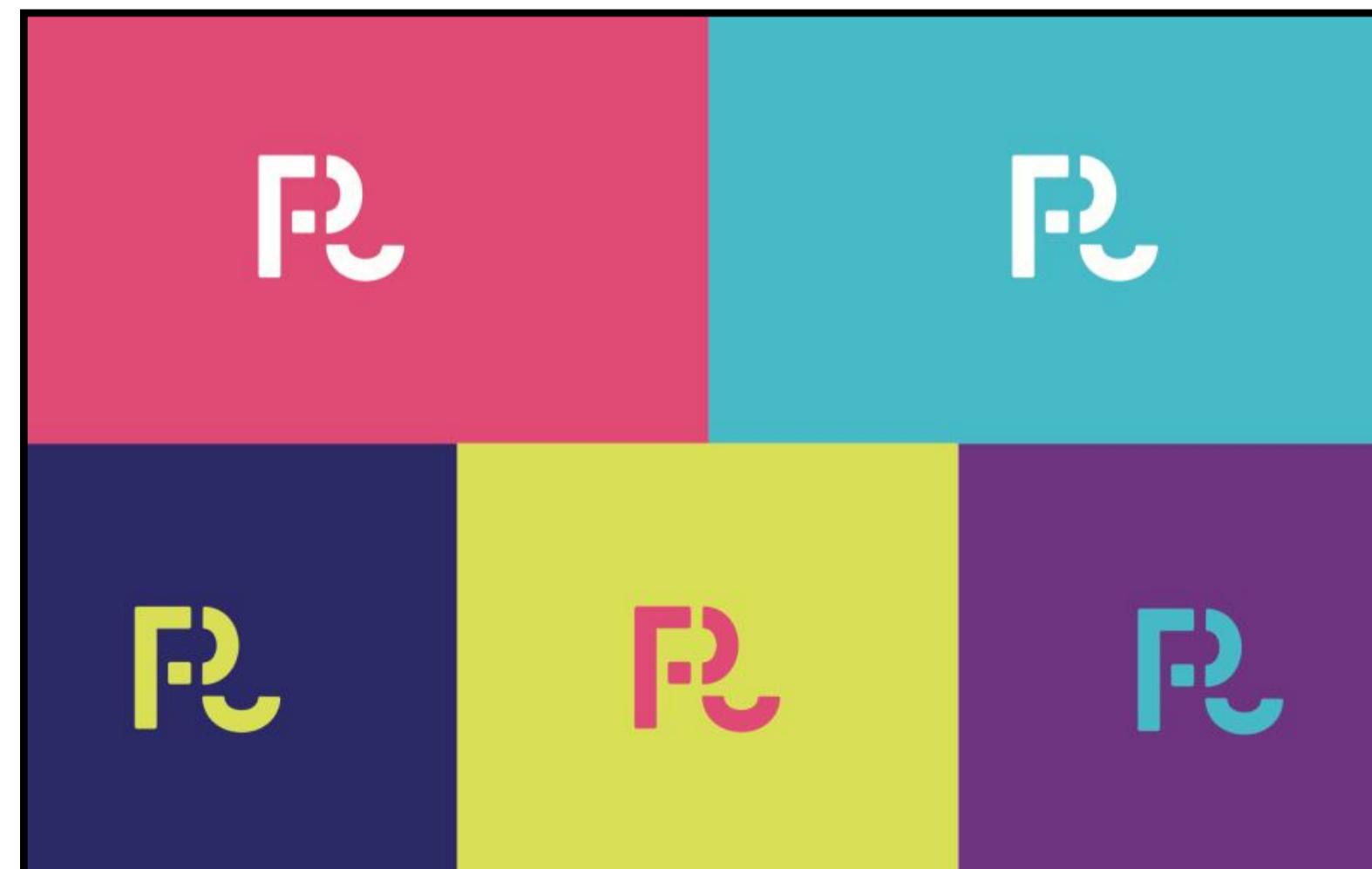
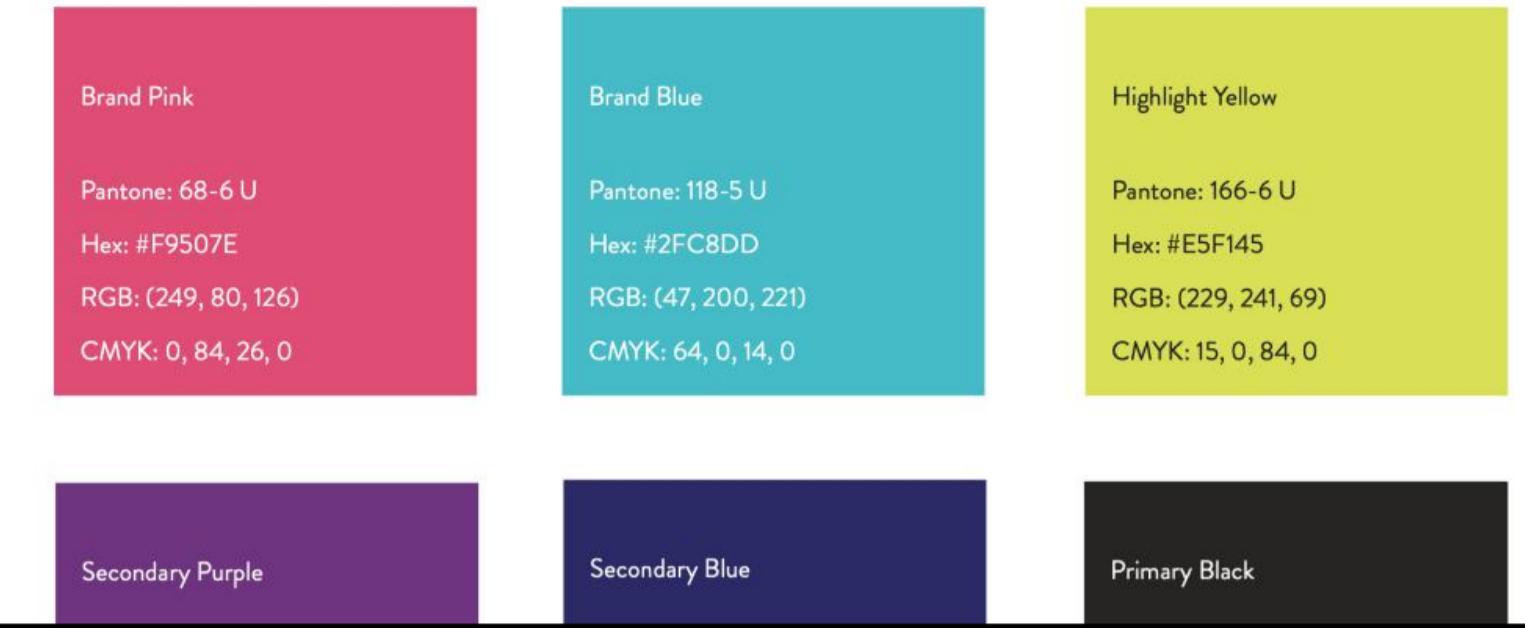
In addition to establish the brand identity, we launched TFR online using Squarespace supplemented with integrations like Stripe and Memberspace to ensure efficient website management. The online experience launched, allowing customers to access classes, purchase products, and engage with content. We also worked with Nastassia to create new, valuable content to expand the online presence and engage with a wider audience through social media and other channels.

## Outcome

The partnership resulted in visually expressing Nasstassia's story and vision for The Fit Rebel, alongside implementing tools to support business growth. From a shared methodology to a globally accessible brand and digital presence, the transition was marked by incorporating the new logo across various platforms and materials, reinforcing brand cohesion. This expansion facilitated increased social media followers and improved client access to programming, enhancing The Fit Rebel's reach and impact.

See public case study [here](#).

The Fit Rebel - Colors



# Speaking + Workshops

## Recent Live streams

[Incubator wrap up with Womanish](#)

[Incubator kick off with Womanish](#)

[Incubator update with AvidFirst + Senga](#)

## Some Podcasts

[Giant Robots with CEO Chad Pytel](#)

[Giant Robots with Ashley Sheble](#)

[Tentative Podcast with Brenda Storer](#)

[Tentative Podcast with Kyle Fiedler](#)

## Workshops / Events

Moderator + Facilitator at Health Tech Austin events - 2019 - 2024

Product Design Sprint Coaching for Innovation teams at Relias /  
Nurse.com - 2020

# Writing

## thoughtbot Playbook

[Customer Discovery Playbook](#)

Co-authored with Jordyn Bonds, Director of Product Strategy

## Blogs

[Giant Robots Blog Articles](#)

## Other

Collaborated with Jordyn Bonds to design and launch [thoughtbot's first Incubator program](#) est. 2023