

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 interface with several cards. At the top, there are tabs for ARCHITECTURE, DATA REPORTS, BUSINESS GOALS, CUSTOMER PERSONAS, and USER VIDEOS, with 'USER VIDEOS' being the active tab. Below the tabs, there is a sorting dropdown set to 'A-Z'. A 'LINK TICKET' button is visible. Two ticket cards are shown: one for 'Engineering > Create red button' (status 0/34, due 4) and another for 'Engineering > Onboarding Flow' (status 18/36, due 9). To the right of these cards is a video thumbnail titled 'Customer Interview' with a description 'Description of pain point' and a play button. Another video thumbnail is partially visible on the far right.

This screenshot shows a ticket detail view for 'PRO-1651' under the 'Engineering' category. The ticket includes fields for 'Member Staff UI' (assigned to a user), 'Description' (a brief description of the task), 'Checklist' (an empty list), 'Attachments' (an empty list), and 'Comments' (a text input field with placeholder 'Your message'). To the right of the ticket, a sidebar displays a video player for a recording titled 'TREMOR' with the subtitle 'This ticket has additional context that might be helpful to you.' Below the video, there is a section titled 'Accumulated Evidence' with the subtitle 'Snippets of recorded user interviews during product discovery', followed by a preview of the video and a 'See Full Video' button. A purple 'Explore More' button is located at the bottom of the sidebar.

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%.

Back to PM Board

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

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

Customer Interview
Description of pain point

24 Feb 2022

FullStory Heatmap
Description of pain point

02 Jan 2023



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 menu and a 'Top Trending' feed. The menu includes options like Dashboard, Discover, Bank, Settings, and Help. The trending feed displays three items: 'Wings Belongs on Planes not Racing Cars.' by 'Jacob Wellington' (Artist), 'Man Standing in the Dark' by 'Mason Fischer' (Publisher), and 'Folk' by 'Motown Records'.

The screenshot shows the web-based trading interface. It displays a song listing for 'Man Standing in the Dark' by Jacob Wellington, showing details like owner type (Publisher), owner name (Mason Fischer), label (Motown Records), and royalties (BMI). The interface includes a 'BUY' tab with fields for total balance (\$5478.54), order type (Limit Order), price (5.00 USD), and end date (12/31/19). A 'SELL' tab is also present. Below is a 'Price History' chart showing price fluctuations over time, and summary tables for 'Selling Summary' and 'Buying Summary'.

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.

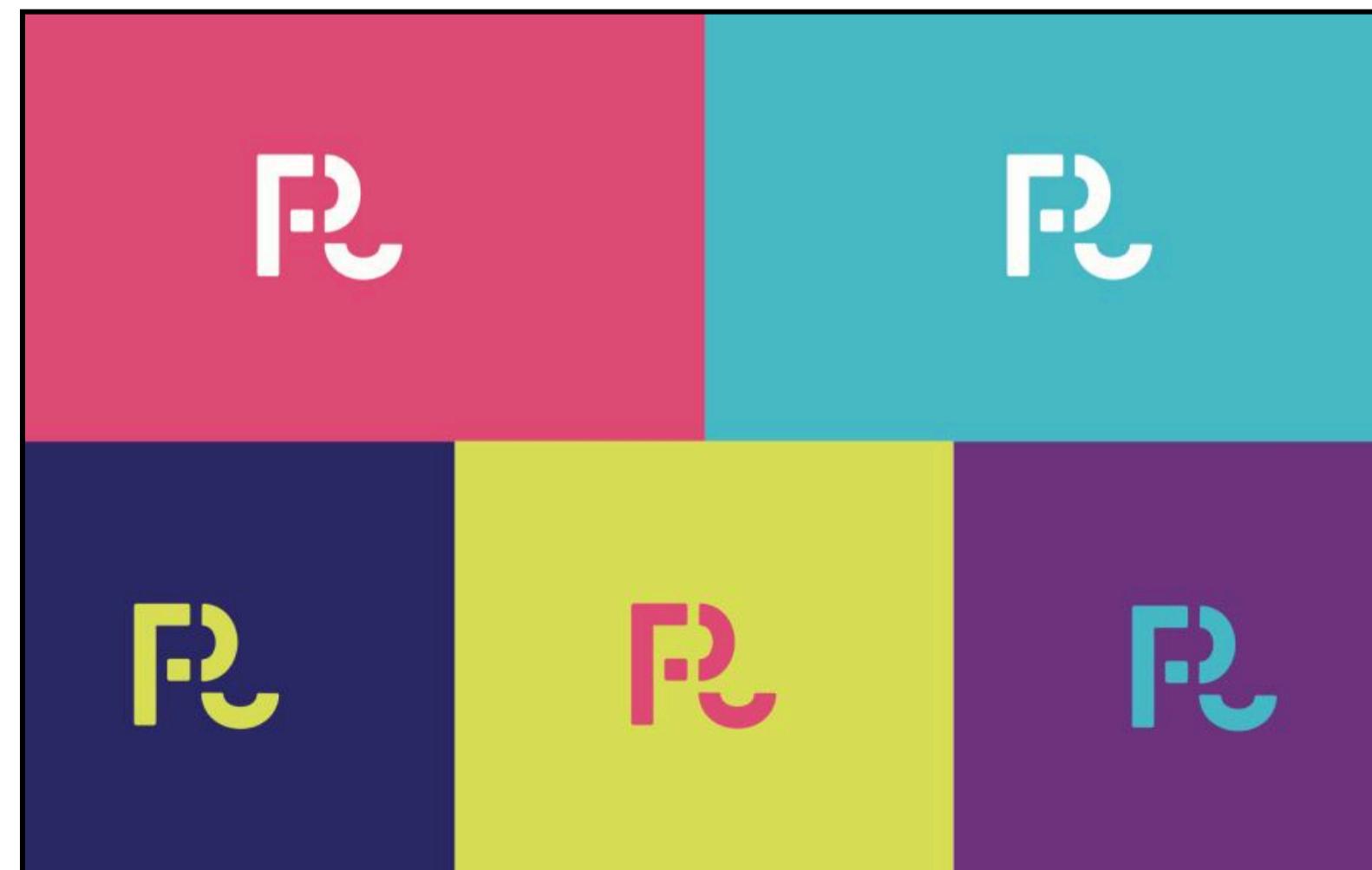
Outcome

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

Brand Pink	Brand Blue	Highlight Yellow
Pantone: 68-6 U Hex: #F9507E RGB: (249, 80, 126) CMYK: 0, 84, 26, 0	Pantone: 118-5 U Hex: #2FC8DD RGB: (47, 200, 221) CMYK: 64, 0, 14, 0	Pantone: 166-6 U Hex: #E5F145 RGB: (229, 241, 69) CMYK: 15, 0, 84, 0
Secondary Purple	Secondary Blue	Primary Black



Speaking + Workshops

Recent Live streams

[AI In Focus: Bustin AI Myths](#)
[Incubator kick off with Womanish](#)
[Incubator update with AvidFirst + Senga](#)

Some Podcasts

[Giant Robots with Chad Pytel and Elaina Natario](#)
[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