Collaborative Design

Building a really well-designed product is almost always best done by a team, not an individual. Every team member brings a different perspective and skillset, and this diversity is not simply something to tolerate—it is an incredible resource that you should deliberately build into your process and benefit from.

For example, effective collaboration can help to ensure you're not designing too deeply with your own bias. Let's say you are building a travel application. If you are a frequent flyer, you might have some personal pain points you'll want to solve. If you don't involve others, you might go down a path that is specific to your own unique experiences instead of designing something that is generalizable to other users. You also may not have the skills to build the product from end to end. In this case, you might miss key technical risks or business operations risks that will limit the project's impact later on in the process.

Collaborating early and often prevents these kinds of issues.

Where Designers Design

https://youtu.be/hQh8mPvfNUw

QUESTION 1 OF 3

Match the probable process style with the design setting:

Submit to check your answer choices!

DESIGN SETTING	PROCESS STYLE
An agency working with a Fortune 500 company	Ideal
An agency working with a 3-person, unfunded start-up	Guerrilla
A freelance role in a 5-person, unfunded startup	Guerrilla
A freelance role in a 100-person, well-funded startup	Ideal or Guerilla
A lead designer role in a well-funded product organization under a deadline to launch a new product quickly	Guerrilla

Involving Your Stakeholders

📺 https://youtu.be/2Tx3IkwxOYA

Understanding How to Obtain Buy-In

Asking the questions presented in the video helps you to communicate effectively with your stakeholders. What you don't want to do is not learn from these conversations. If an engineer you're working with expresses they want to see more empirical, qualitative data, you should probably add some form of numerical analysis to your presentations for the next meeting instead of only including user quotes. I've seen designers fail to iterate on their own interactions, which leads to a strained, distant relationship between the

designers who are interfacing with customers and the engineers who are interfacing with code.

Share Key Progress

Along our design journey, we'll be collecting data to inform our designs. "Data" can be anything, from what someone said or did, to some statistic about the state of an industry. As you watch the following video, think about the types of data and information you can present to stakeholders along the way so that they understand how your design came into existence.

https://youtu.be/kMP09Bf1bU4

QUESTION 2 OF 3

Why is it important to align stakeholders?

(Select all that apply.)

- They have a final say in the direction of the product
- There may be a larger strategy at play
- There may be information the stakeholder can share to improve designs

QUESTION 3 OF 3

When should you involve your stakeholders?

(Select all that apply.)

- [ ] After a critical product direction decision
- [x] Before a critical product direction decision
- [x] When scoping budget and time
- [x] Whenever there is not enough data to make a decision
- [ ] Only after desirable user interactions