

I BELIEVE

DESIGN MANIFESTO

1. I believe in empathy, empathy makes a designer in and of the world.
2. I believe in collaboration, even if it is troublesome, even if it creates friction.
3. I believe in failure, failing fast is the best way to learn and relearn.
4. I believe in being honest, not everything that can be (re)designed should be (re)designed.
5. I believe that designers are storytellers and that great design tells a story.

AN OVERVIEW

DESIGN PROCESS



RESEARCH AND DISCOVERY

Validate the problem, target market and business goals

METHODOLOGY

1. competitive & industry analysis
2. user research & interviews
3. project and stakeholder mapping
4. meetings and wiki



IDEATION AND PROTOTYPING

Organize learnings, develop wireframes and prototypes

METHODOLOGY

1. define MVP
2. user journey mapping and page flows
3. sketching & wire-framing
4. paper prototypes*



COLLABORATIVE DESIGN

Design internally validated ideas, test with users

METHODOLOGY

1. rapid prototyping of MVP
2. visual design
3. concierge testing
4. user testing



VALIDATION & ITERATION

Validate, learn and plan for next iteration

METHODOLOGY

1. feedback integration
2. A/B testing
3. iterative design
4. pivot or preserve