

AN OVERVIEW

# Design Process

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## 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

CASE STUDY

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# UN's Trust Fund Gateway

The UN's Multi-Party Trust Fund (MPTF) office recently approached my team to help redesign their Gateway.

The Gateway is a transparency portal where the UN and its partners are able to report and monitor where and how pooled funds are being spent.