

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

CASE STUDY

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.