

P L A Y B O O K

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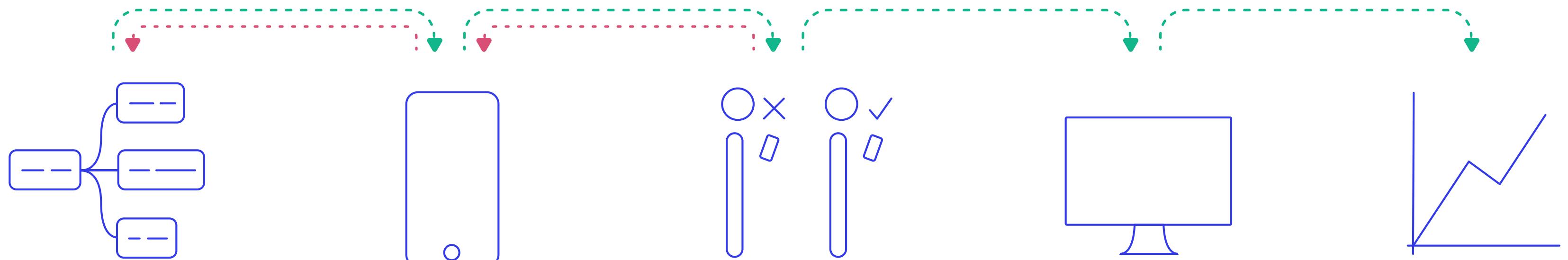
# Pipeline

LIQUID SHAPE DESIGN.COM



## Be formless, shapeless

- Separate problem, content, interaction and visual
- Plan how to get the qualitative and quantitative data
- Include the user at key moments
- Empower the team to create a useful product that fulfils the user needs and the business KPIs



### UX STRATEGY

Discovery  
Design Thinking  
Research & Analytics

### PROTOTYPE

Wireframes  
UI Design  
Development

### UX TESTING

User Interviews  
User Research  
Iterate

### DEVELOPMENT

Support  
Documentation  
Assets Creation

### RELEASE

Beta & A/B Testing  
Analytics  
Optimisation

# Strategy

## ASKING THE RIGHT QUESTIONS

### Cross-functional & Ownership

- The problem is defined at the kick-off meeting with the PM, Design, Development and Stakeholders
- Identify what needs to be done and define who is doing it
- Get a clear view of the problem and all its connections.

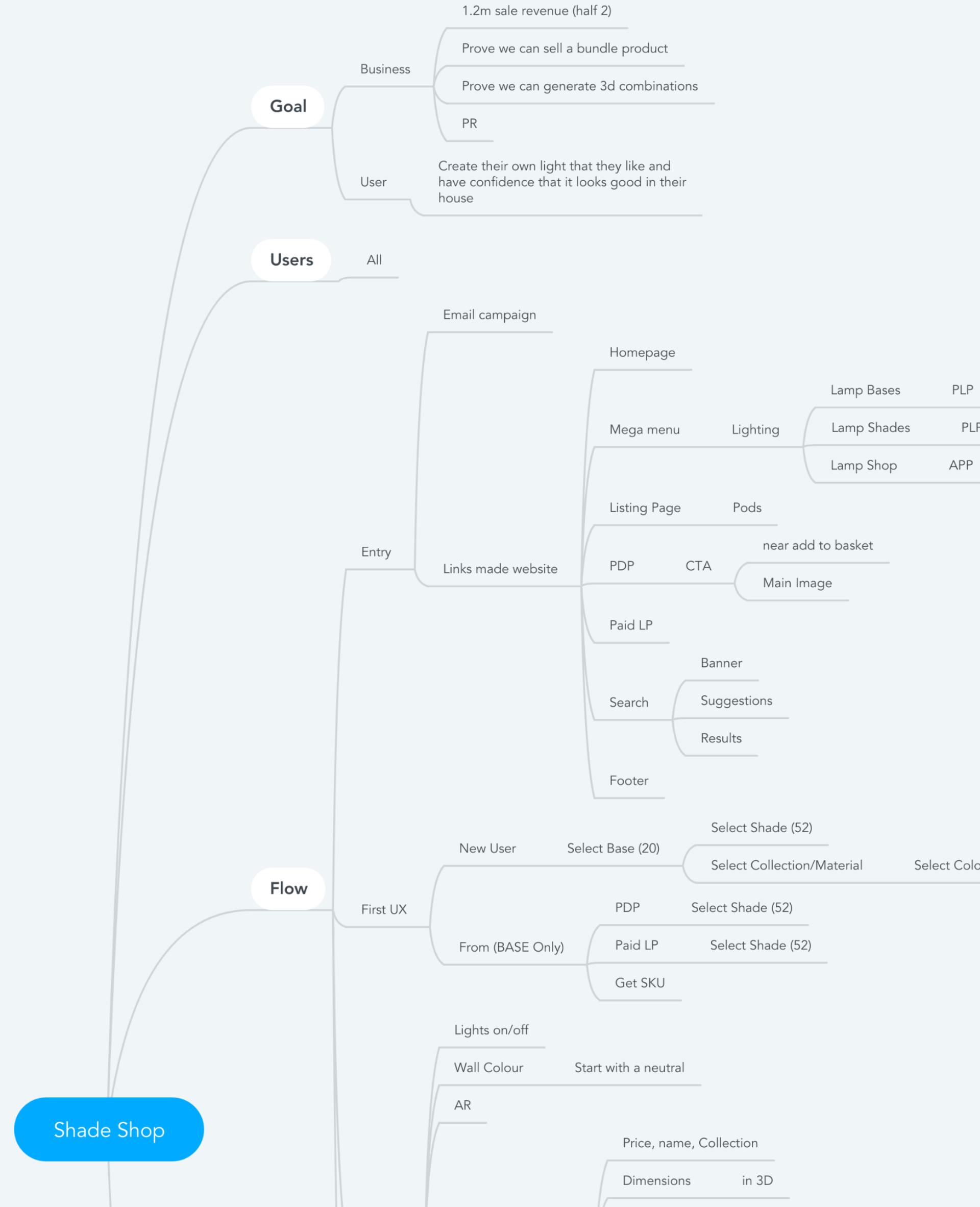
### Goal-driven design

- User goals: why are they using your product? What is the problem you are solving? Mostly assumptions
- Business goals: what are the predictions and expectations of the business? Having some clear KPIs helps

### Research

- Interviews: talk with different users and ask them questions
- Surveys: great reach, great to understand group behaviours
- Analytics data: the real numbers behind the product

Shade Shop



# Production

## FROM DISCOVERY TO DEVELOPMENT

### Discovery

- During the strategy phase we identified the hypotheses behind the creation of a product or feature. Validating them will give us confidence that we are building a useful product

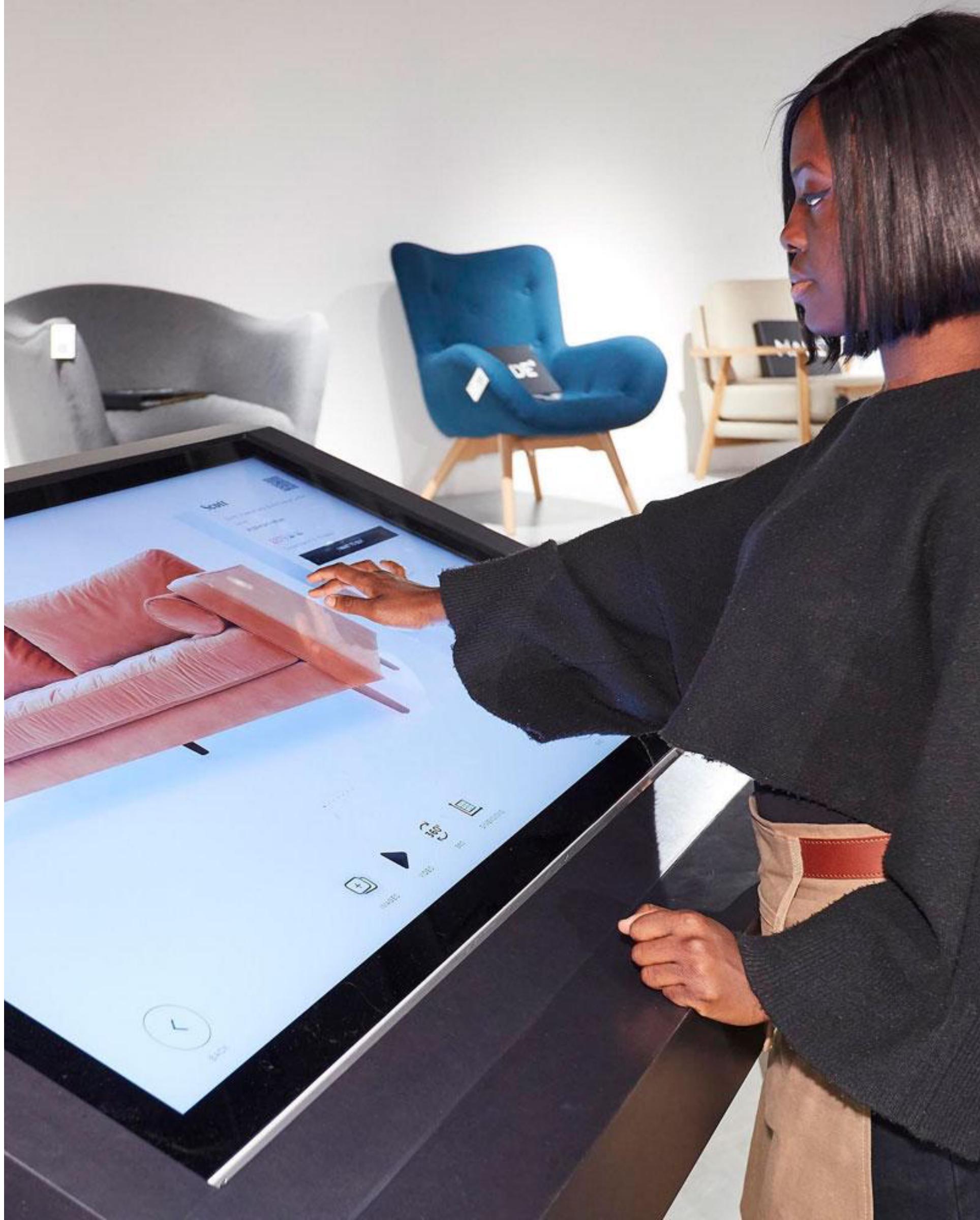
### Prototype & User Testing

- Wireframes and UI are part of the process of creating a proxy for the user to interact with and expose their problems, positives and interest
- User testing sessions with 5 users and implement the user feedback between sessions:

Guidelines from Nielsen Norman Group

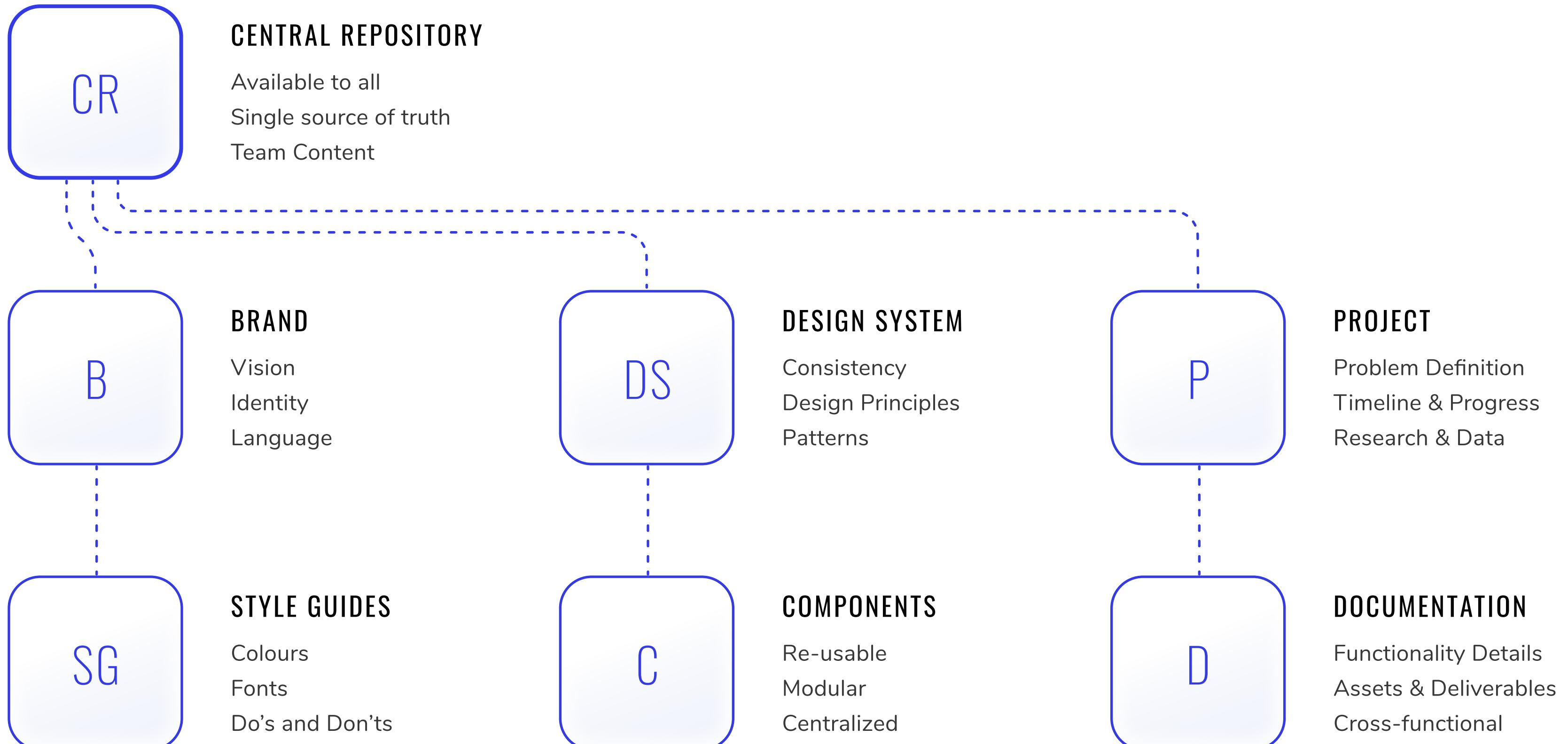
### Development

- At the Kick-off session, UX presents the findings, documentation and explains in detail all the screens
- Support the development team, export assets, adapt
- Review sessions coordinated with the development team



# Platform

A TRANSPARENT SINGLE SOURCE OF TRUTH



# Team

## ENABLE CREATIVITY

### Culture

- Articulate a Vision for the user experience that inspires others to act and represents the larger brand vision
- Inspire others to live & breathe the vision
- Establish trust, give credit, reward risk taking and learning
- Share the information: create responsibility, ownership and self-confidence
- Bi-weekly team meeting and a quarterly event
- Committed to inclusion and diversity

### Mentoring and Coaching

- Lead with empathy and understanding
- Schedule weekly 1-1 and bi-annual feedback meetings
- Learning is emphasized and valued
- Define clear objectives, expectations and goals
- Support career development



This is the end :)

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