CSF Design Process

START

1 — Assumptions and Validations

Do we have a persona diagram?
- **N** → **Map Persona Diagram** — Create diagram and plot people who are influenced by the problem
- **Y** →

Have we conducted secondary research on the problem?
- **N** →
  - **Literature Review** — Find and analyze studies and surveys related to problem
  - **Competitive / Comparative Analysis** — See what's out there and how others address the problem
- **Y** →

Have we validated the personas through primary research?
- **N** →
  - **Workshops** — Gather participants for discussions to gather insights
  - **Interviews** — Ask in-depth questions / validate assumptions
  - **Observations** — Contextual learning
  - **Affinity Mapping** — Arrangement information to help see patterns, trends, and gaps
  - **Generate Userflow** — Map user's emotional journey
- **Y** →

2 — Iterative Design and Usability Testing

Is there clarity in the direction of the design?
- **N** → **Design Studio**
- **Y** →

Conceptual Design → **User Testing** →

Does the design meet the needs of the user?
- **N** → **Iterative Design** → **User Testing**
- **Y** → **Wireframe / Prototype** →

3 — Handoff to Developers

END

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