

# My process

These are the main six steps I follow to keep a holistic view of the product and design process, involve team members, stakeholders, and users. It's always in beta—*just like this presentation!*

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# Define



Defining the business needs, vision, problems. It doesn't always start from here, but since our mission is to generate value, this is often the best place to start from.

## Some of the tools

- › Funnels creation
- › Team or company OKRs
- › The *I-want-this-feature* checklist

# Understand



Understanding user behaviors and needs. Asking the questions is the way to go in order to gather insights on your product or your customers (or future ones!). Here's where we build *empathy*.

## Some of the tools

- › Hypothesis canvas
- › User interviews
- › Card sorting
- › Benchmarking

# Creation



Designing a better user behavior change that meets both the business and user needs. That is inclusive and done strategically important, too.

## Some of the tools

- › User intent mapping
- › Group sketching
- › Prioritization
- › Design it (well)!

# Validate



Identifying and testing assumptions is critical in order to avoid later failure, at heavier costs. If done well, it might expose earlier possible areas that might need iteration that can inform your roadmap.

## Some of the tools

- › Assumptions assessment
- › Prototyping
- › MVP implementation
- › User testing

# Measure



Measure the impact of your changes is the ultimate way to understand if your product is becoming successful and observe the change brought in user behavior.

## **Some of the tools**

- › A/B testing
- › Cohort and funnel analysis
- › The updated hypothesis canvas
- › User interviews

# Iterate



No real magic wand here!

Identify the next iteration or unfulfilled need and repeat the process. 🙌

# Thank you~!

Want to know more about how I work?

Contact me at [riccardo.buzzotta@gmail.com](mailto:riccardo.buzzotta@gmail.com).

