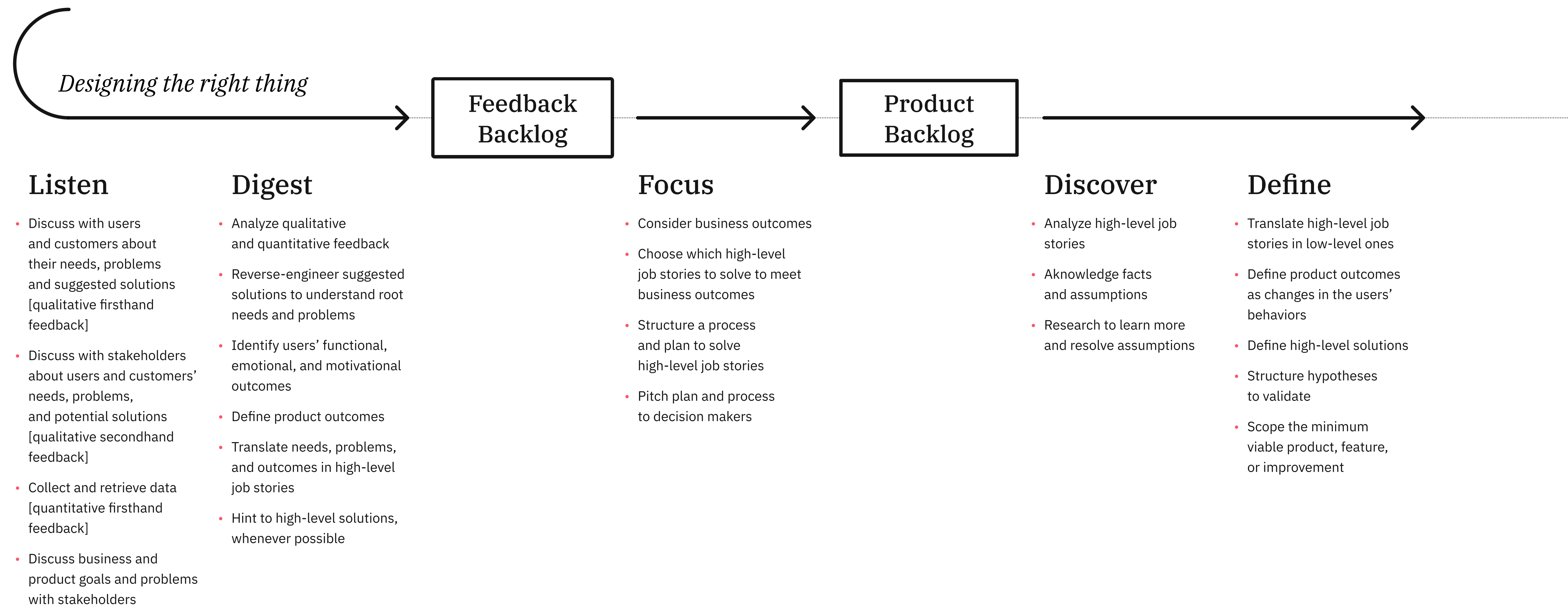Andrea Buran, product design lead, at your service. I design and craft digital services and products that help people do things better.

About My Design Process ½

Designing the right thing

Feedback Backlog

Product Backlog

Listen

- Discuss with users and customers about their needs, problems and suggested solutions [qualitative firsthand feedback]

- Discuss with stakeholders about users and customers' needs, problems, and potential solutions [qualitative secondhand feedback]

- Collect and retrieve data [quantitative firsthand feedback]

- Discuss business and product goals and problems with stakeholders

Digest

- Analyze qualitative and quantitative feedback

- Reverse-engineer suggested solutions to understand root needs and problems

- Identify users' functional, emotional, and motivational outcomes

- Define product outcomes

- Translate needs, problems, and outcomes in high-level job stories

- Hint to high-level solutions, whenever possible

Focus

- Consider business outcomes

- Choose which high-level job stories to solve to meet business outcomes

- Structure a process and plan to solve high-level job stories

- Pitch plan and process to decision makers

Discover

- Analyze high-level job stories

- Aknowledge facts and assumptions

- Research to learn more and resolve assumptions

Define

- Translate high-level job stories in low-level ones

- Define product outcomes as changes in the users' behaviors

- Define high-level solutions

- Structure hypotheses to validate

- Scope the minimum viable product, feature, or improvement

About My Design Process ⅖

Designing the thing right

→ → → → **Real World**

Explore

- Explore alternate design solutions through <u>low-fi</u> prototypes
- Validate prototypes with fellow team members, stakeholders, and users
- Listen to and learn from feedback
- Iterate on prototypes in response to feedback
- Choose the right design solution to detail further

Detail

- Detail the right solution through <u>high-fi</u> prototypes
- Validate prototypes with fellow team members, stakeholders, and users
- Listen to and learn from feedback
- Iterate on prototypes in response to feedback
- Define and detail acceptance criteria
- Detail edge cases

Build

- Implement the solution through <u>code</u> prototypes
- Validate prototypes with fellow team members, stakeholders, and users
- Listen to and learn from feedback
- Iterate on prototypes in response to feedback
- Resolve last minute, unexpected problems

Test

- Make sure the solution is built soundly
- Check and resolve all acceptance criteria
- Share feedback to iterate on the solution

Release

- Release the solution
- Announce the solution to users, customers, and stakeholders
- Test and make sure the solution is released safe and sound