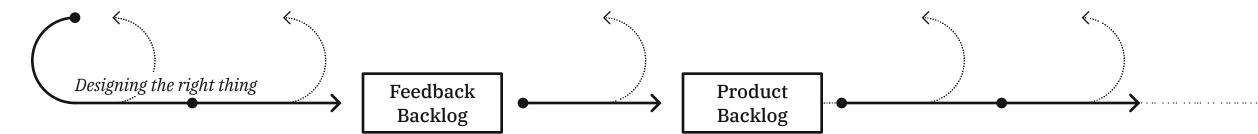
Andrea Buran, product designer & leader. I design digital services and products, solving people's problems and helping organizations reach their goals.

The Start www.andreaburan.com hello@andreaburan.com 45° 37' N · 12° 33' E

My design process ½



Listen

- Keep an eye on data (quantitative feedback)
- Talk with users about needs, problems, and suggested solutions (qualitative feedback)
- Discuss users' needs, problems, and potential solutions with stakeholders (qualitative feedback)
- Discuss business problems and goals with stakeholders

Digest

- Analyze qualitative and quantitative feedback
- Reverse-engineer suggested solutions to understand root needs and problems
- Identify users' functional, emotional, and motivational goals
- Translate needs, problems, and goals into high-level job stories
- Hint to high-level solutions (whenever possible)
- Translate business goals into product goals

Focus

- Consider user and product goals
- Select high-level job stories to solve to meet both user and product goals
- Plan process and timeline to solve high-level job stories
- Pitch plan to decision makers and stakeholders

Discover

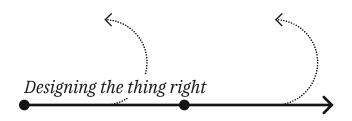
- Analyze high-level job stories
- Acknowledge facts and assumptions
- Structure hypotheses to validate
- Run research (quantitative or qualitative) to learn more and resolve assumptions

Define

- Translate product goals into outcomes (changes in the users' behaviors)
- Translate high-level job stories into low-level ones
- Define high-level solutions
- Scope the minimum viable product, feature, or improvement

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My design process 3/2



Building the thing right Real World

Explore

- Explore alternative solutions through low-fi prototypes
- Discuss solutions with team members and stakeholders
- · Validate solutions with users
- Iterate on solutions based on learnings and feedback
- Select the right solution to detail further

Detail

- Detail the right solution through high-fi prototypes
- Discuss the solution with team members and stakeholders
- Validate the solution with users
- Iterate on solutions based on learnings and feedback
- Define acceptance criteria
- Identify and resolve edge cases
- Finalize the right solution to build
- Define metrics to track to measure impact

Build

- · Build the solution
- Iterate on the solution based on development learnings and realizations
- Resolve last-minute, unexpected problems

Test

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

Release

- Plan for the release of the solution
- Release the solution
- Announce the solution to users and stakeholders
- Test and ensure the solution is released safe and sound

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