My process ½

Focusing on the right problem

Feedback Backlog

Defining the problem right
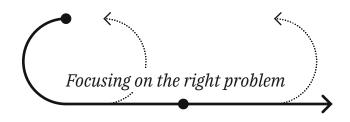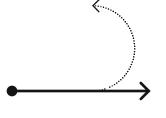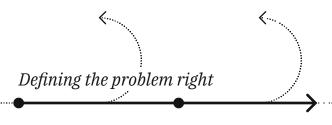
Product Backlog

Listen

- Monitor metrics and data (quantitative feedback)
- Talk about needs, problems, and suggested solutions with users and stakeholders (qualitative feedback)
- Discuss users' needs, problems, and potential solutions with the team (qualitative feedback)
- Discuss business problems and goals with the team

Digest

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

Focus

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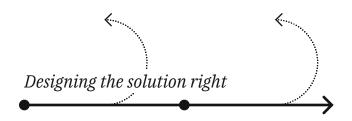- Pitch plan to decision makers and stakeholders

Discover

- Analyze high-level job stories
- Acknowledge facts and assumptions
- Design and run research (quantitative or qualitative) to learn more about the problem and resolve the assumptions

Define

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

My process ⅔

Designing the solution right
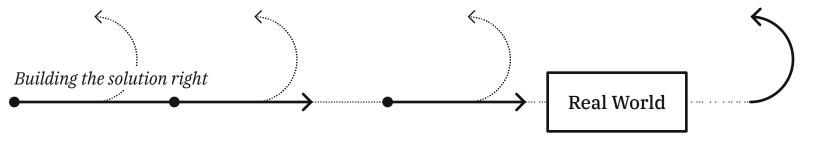
Building the solution right

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 and measure the solution outcomes

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
- Held a retrospective to review what worked well and what did not