

Product Design





What Is Product Design?

Solving a Problem

Business Thinking

Problem

Solution



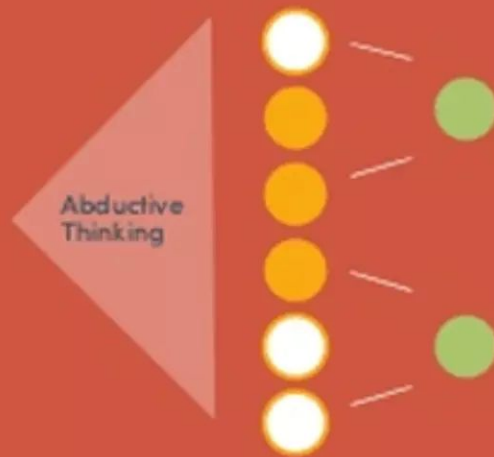
Image credit: Cathy Wang

Design Thinking

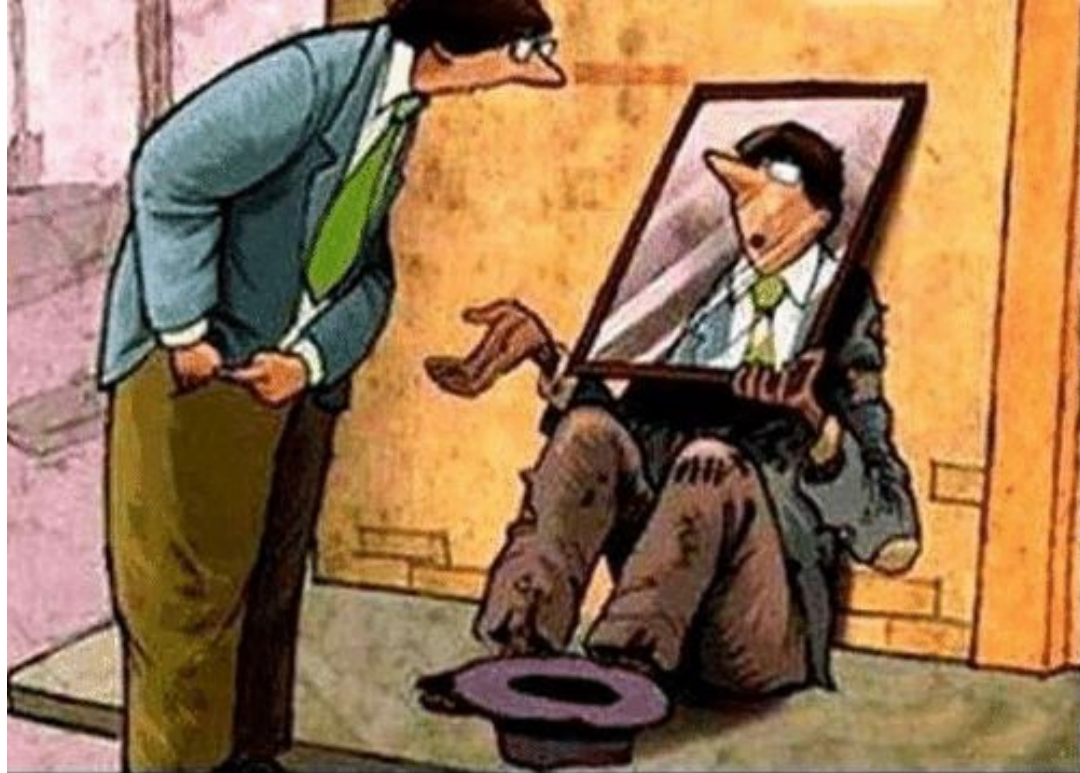
Understand

Problem

Solution



Design thinking is a human-centric creative process to build meaningful and effective solutions for people.



EMPATHY

would this help?

Design Process

1. Vision & Strategy
2. Research
3. Analysis
4. Ideation
5. Design
6. Testing
7. Post Launch

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VISION - UBER

— — —

WHAT?

WHY?

VISION - UBER

— — —

WHAT?

- App based taxi service.

WHY?

VISION - UBER

— — —

WHAT?

- App based taxi service.

WHY?

- Lack of public transport, and taxi services are expensive, not reliable and not safe

STRATEGY - UBER

— — —

HOW?

- Cut the middlemen and reach drivers directly. Create separate app for riders and drivers.
- Transparency to make the riders feel safe.
- ETA and GPS tracking for reliability

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Research steps

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Interviews

In person interviews > Phone/Remote. Observe body language, behaviour

Online Survey

Keep it short, and direct.

Market Research

Competitors Research

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Personas

— — —

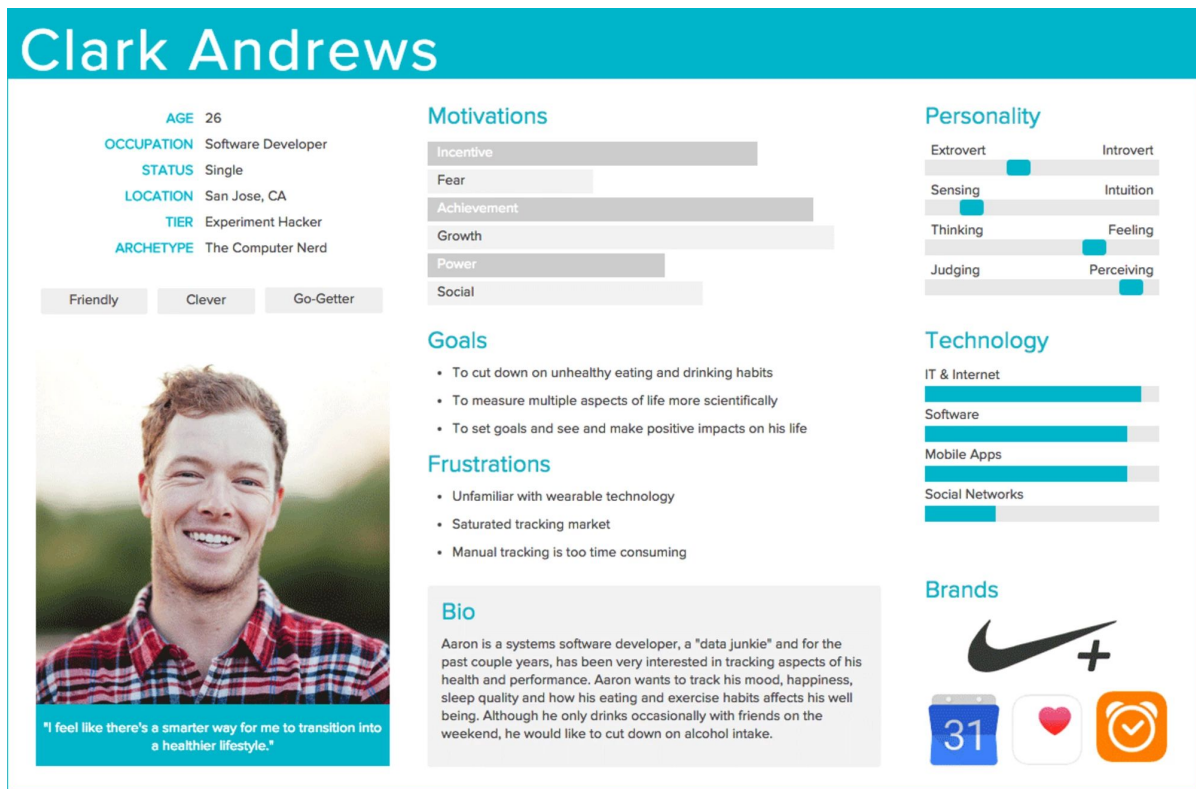
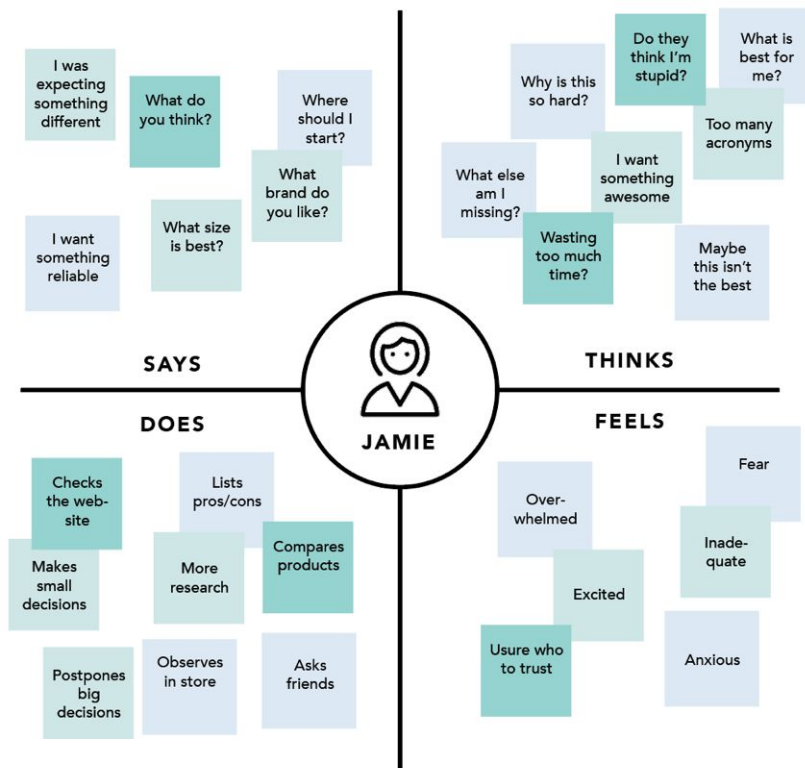


Image credit: xtensio

Empathy Map

EMPATHY MAP *Example (Buying a TV)*



NNGROUP.COM **NN/g**

Image credit: NNGROUP

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User Stories

As a Persona I want to Action So that Outcome

Information Architecture

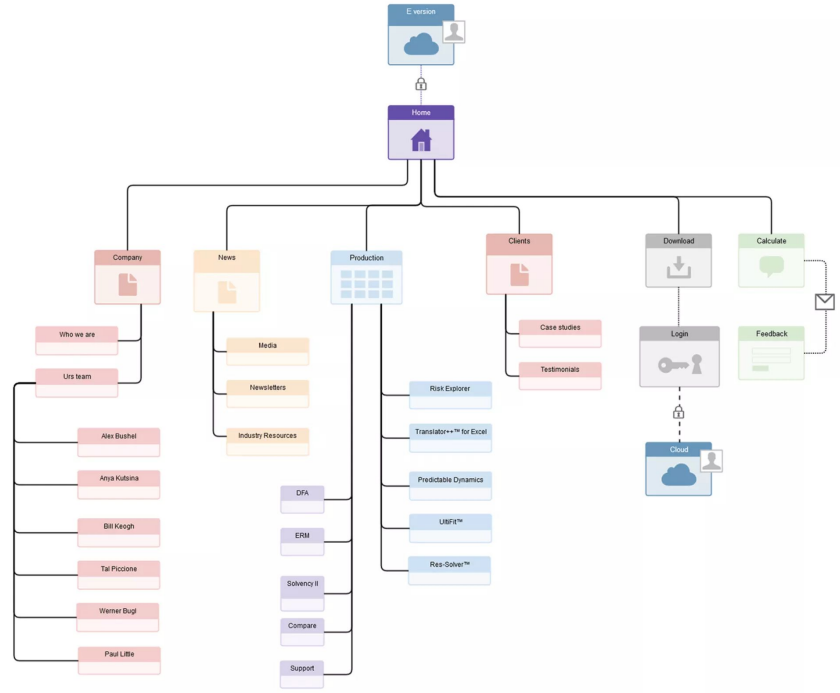


Image credit: Anton Suprunenko

Wireframing

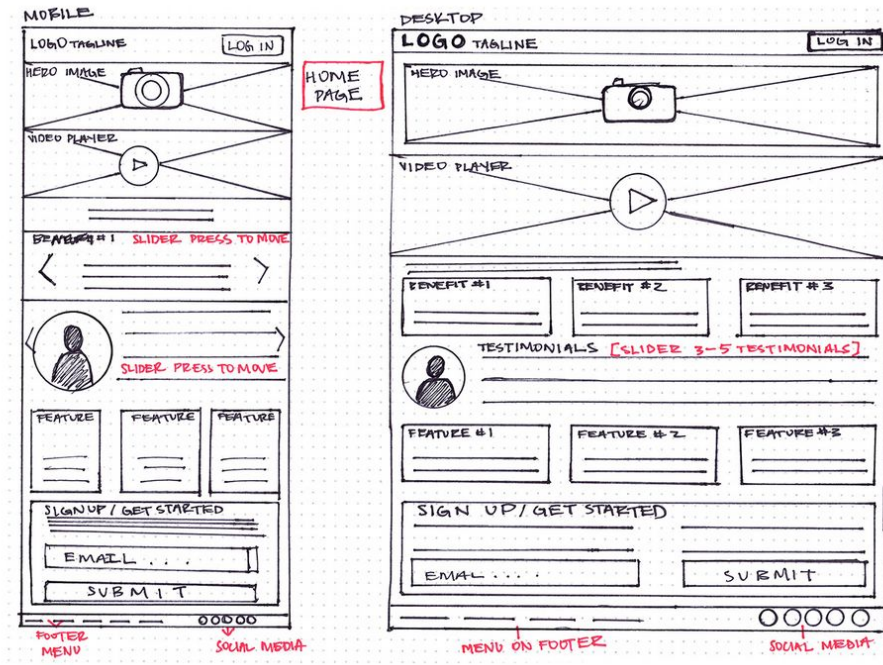


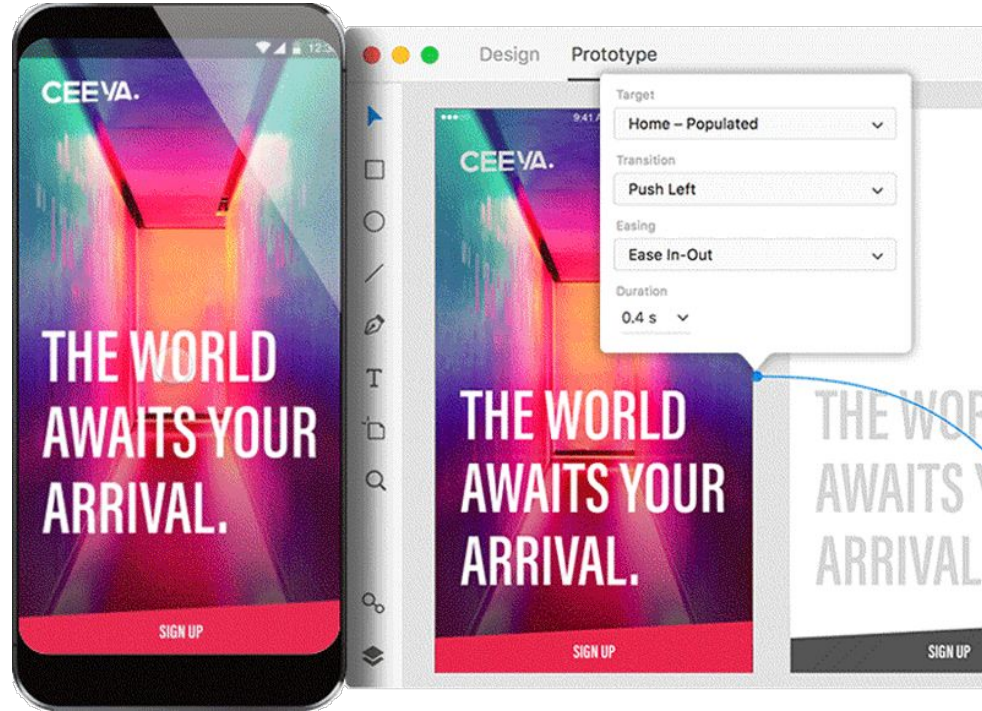
Image credit: Henry Wu

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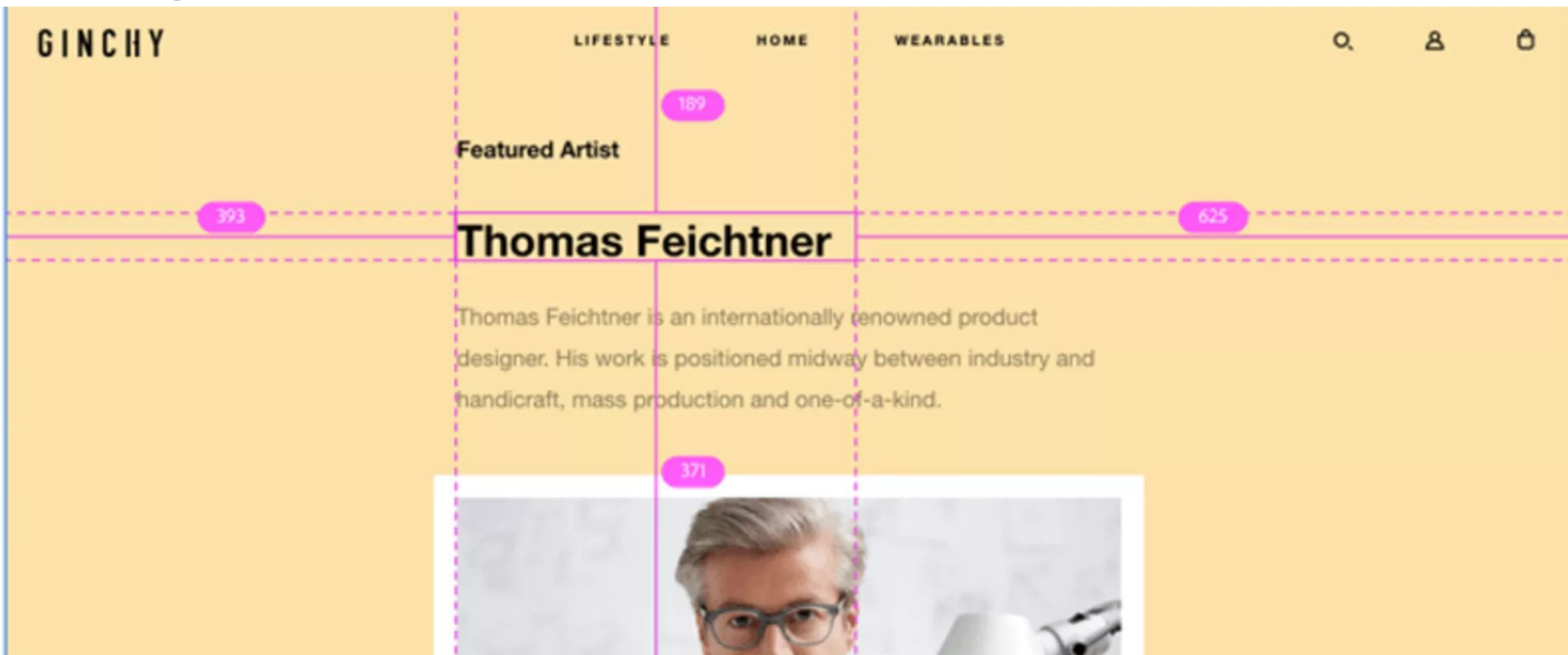
Prototyping

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Prototyping on Adobe XD

Design Handoff



Specs on Adobe XD

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Validation

— — —

Testing with Team

Dogfooding

Testing with real users

Usability Testing, Diary Study and logging

Design Process

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- 7. Post Launch**

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online

NEW RETURNING



Type	PCT
FEED	46.38%
DIRECT	21.87%
ORGANIC	12.85%
REFERRAL	10.52%
EMAIL	8.38%



Country/Territory	Visits	Time on Site
United States	67.445	00:01:54

DAILY VISITS



01.26.14 (January) - 01.29.14 (January) ▼



Image credit: Ramotion



Reading

Understanding User Behaviour

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Metrics Analysis

Google Analytics, Hotjar, Inspectlet

A/B Testing

Experimenting without risks.

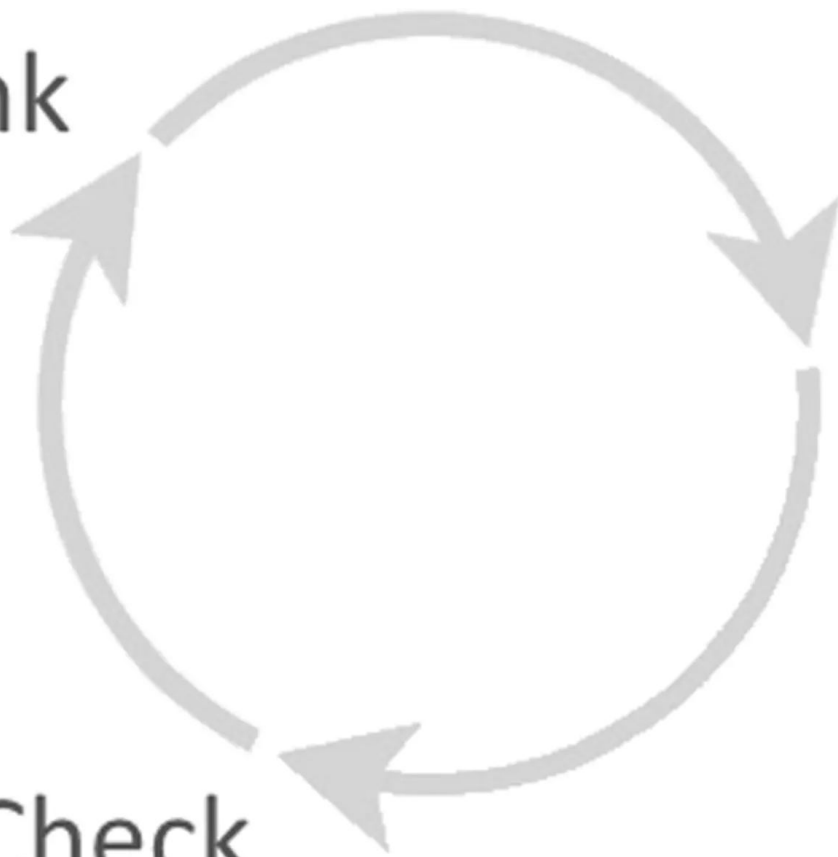
Feedback from users

Communicate regularly with the end user.

Think

Make

Check



Thank you.

Credits : Nick Babich, Henry Wu