EXPLORE → DISCOVER → DESIGN ⇄ BUILD

EXPLORE

Research

Multidisciplinary team focused on discovering the core problem to be solved and how the market currently fills or fails to meet the needs of consumers.

DESIGN   **MARKET**   **USER**

Define

After discovering the problem, the team should shift focus to defining the target users and use cases that further define the consumer's needs.

Deliverable   User Stories and Personas

DISCOVER

Brainstorm

Through a series of exploritory concepts and prototypes, a product idea will surface that is directly related to the user stories and personas defined.

Wireframe
↓
Prototype
↓
User Testing

Very short and rough cycle that allows for the creation of low fidelity prototypes of multiple solutions to be put in front of users with the goal of finding a solution that best meets the product objectives.

Spec

Technical requirements, timeline, developement challenges, risks, and risk mitigation should all be addressed in a formal product requirement document.

Deliverable   Product Requirement Document

DESIGN

Wireframe

↓

Prototype

↓

User Testing

Very short and rough cycles that allows for the creation of low fidelity prototypes of the proposted solution to be put in front of users for X number of rounds or until base level of ease of use it acheived.

High Fidelity

Technical requirements, timeline, developement challenges, risks, and risk mitigation should all be addressed in a formal product requirement document.

Deliverable

Interaction Maps & UI Designs

BUILD

Plan & Iterate

[Step that involves planning and a more solid timeline and then moving forward with said plan]

User Testing

As soon as there is a functional demo, user testing should begin. This maybe lead to small design sprints, or a larger push back to the design phase of the project.

Deliverable

Working System, Ready For QA