



BESPIN

Designer Journey Map

Persona

Designer
(UX researcher or designer)

Scenario

The product design process

Expectations

Ensure a great user experience in the digital products that BESPIN produces. Ensure enablement and growth of Airmen designers during the product design and dev process.

Discover

Decide

Develop (Make)

Deliver (Validate)

Build a greater understanding of your problem and the people it impacts.

Elaborate on research from your Discovery phase. Choose the user need to focus on.

Create a testable solution or prototype several solutions.

Test a design hypothesis with end users and the business.

ACTIONS

1. Get to know your potential users better
2. Understand your stakeholders' main concerns

CHALLENGES

- Lack of formal structure and product ownership leads to breakdowns in product direction
- Pressure to iteratively deliver overlooks time needed to fully understand the problem space

QUOTES

- “There’s a lot of cooks in the kitchen, but there’s no one who really owns it.”
- “It’s great having design and developers work so closely together and features, but it would be nice to have more lead time to really focus on the design and get it right.”

ACTIONS

1. Validate initial assumptions
2. Develop a deeper understanding of workflows and processes
3. Develop design hypotheses

CHALLENGES

- Designers are creating interfaces that are easier to use, but may still mirror the same broken processes
- Ensure enablement and growth of Airmen designers during the product design and dev process

QUOTES

- “It’s hard for people to see that there is likely a better way to do it.”

ACTIONS

1. Create testable designs via sketching, wireframing, and prototyping

CHALLENGES

- Pressure to iteratively deliver overlooks time needed to fully understand the problem space
- Prioritizing virtual meetup over in-person

QUOTES

- “You can’t design on the fly. You’re not going to get the best design out of it.”
- “Sitting down with the developers helps a lot in terms of building rapport with them and building that trust because we are a relatively new team.”

ACTIONS

1. Testing (and re-testing) your designs with users

CHALLENGES

- Designers have difficulty obtaining users for usability testing

QUOTES

- “[It’s hard] finding the time to use your test because the people that we want to test they’re busy and they have their own schedule.”

THE EXPERIENCE

OPPORTUNITIES

💡 Ensure projects have a defined product owner

💡 Ensure adequate time is spent on Discovery for the problem, context, and audience

💡 Understand the limitations and constraints the project is in and work with the product owner to ensure the hypotheses are acceptable

💡 Grow the expertise of Airmen UX Novices through basic UX design principles, exposure to embedded UX professionals, and targeted training and coaching

💡 Understand the fidelity of the prototype and who’ll be creating it

💡 Ensure design and dev teams communicate effectively so that designers have the space to prototype without creating the actual app. Allow time for development to work on technical architecture, security, and be a part of the user research process.

💡 Operate with a remote-first mindset

💡 Ensure Product Owners are aware that they need to help with recruiting users for usability testing (through contracts and training)

💡 Formalize the remote usability testing guide and educate designers on it

💡 Clarify how the teams work with Delivery and Service managers to make sure they have access to users