User interface   **Interaction design**   **Prototyping**   **User test & Research**
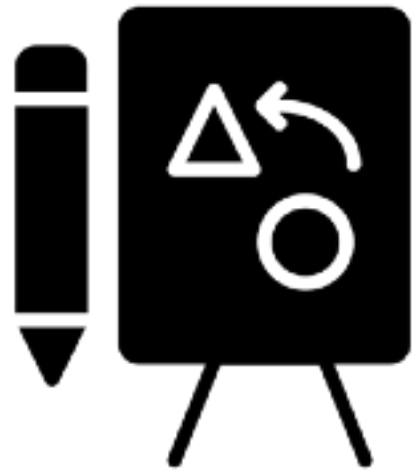
Design

Build product design team

Adopt Lean UX

Build pre-sales materials

User test & Research

Execute