Understanding	Creation & Implementation			Delivery & Usage	
Presudy and concept design iteration	Design preview iteration	Design system component Development	Feature implementation	Feature delivery	Feature lifecycle monitoring
• Architects • Developers • Designers	• Developer team • UX designer • QE	• Front-end developer / platform • UX designer • Visual designer • QE	• Developer team • Designer (support role) • QE	• Delivery team • QA	• Data analysis • Developers (support) • Design (support)
Architects and devs study technical feasibility, platform limitations and designer creates high level design draft how the feature fits into existing app use flow.	The details of new feature specs are reviewed in detail and used DS components are being identified. If new DS component is needed, it is created in Design System component creation cycle. Implementation plan is created and split to tasks, sub-tasks and sprints.	DS component is designed and developed in isolation for each platform by small group of platform devs, designer and QE who tests the produced component. Telemetry events are embedded in the component. Documentation is created for DS component.	Feature is implemented like today, but no components need to developed as all required components are available in DS. QA realease tests the feature.	Final smoke testing is done by delivery team and feature is delivered.	Follow up on telemetry of new features and components. Feedback collected from the operator partners about opinion and usage of the new feature.
Fig jam Confluence	Figma Git Jira	Figma Git SDK's Magical awesome documentation platform	Git SDK's Jira		Redash

Understanding		Creation & Implementation		Delivery & Usage
Research & Analysis	Concept creation	Design & Dev iterations	Refinement & Review	Release
ALL stakeholders (Product Manager, Designer, Developer)	Designers, Developers, Product Manager	Designers, Developers	Designers, Developers, Quality	Designers, Developers, Quality
• Checking technical feasibilities • Platform alignment and differences • What is the problem we are trying to solve? • Effort estimation re Quality and CX vision • Pre-studies • UX research	• Concept/quick prototyping • Wireframe level • If needed, test!	• Feedback and iterating • Clarifications/questions • Use design system foundations as a baseline - flagging when there is a need for something new	• Frozen "spec" / handoff • Development underway • Documentation for shared understanding and updates to design system	• Quality Testing • Dev-Dev review • Beta feedback
• Jira epics • User stories creation • Co-creative workshops	• Figma • UX Weeklies • Adhoc meetings	• Figma • UX Weeklies • Adhoc Dev-Des calls • Grooming meetings	• Jira tickets • Spec repository with user stories • Figma links • Tools that automate UI validation (e.g. for accessibility)	• Telemetry usage for analysis/future • Customer Support feedback • Communication across channels - website, CS, knowledgebase articles • Refinements for future

Understanding	Creation & Implementation			Delivery & Usage
DISCOVER	EXPLORE	REFINE	DEFINE & DEVELOP	RELEASE / LAUNCH
• Design team (UX Designers, UX Researchers) • Product Management • Development team (Possibly architects where applicable)	Design team (UX Designers, Visual designers - When creating concepts which cannot use components .) • Product Management • Full Development team	• Qlix • UX, Visual designers • Development teams • Product managers •	VD DEV UX QE	SALES TEAMS All previous teams support + map improvements!
• UX research - Benchmarking, secondary research, Competitor analysis...) • Define problem better • Common understanding of the possible directions - Across stakeholders. (Tech feasibility + closing tech debts)	• Couple of Conceptual prototypes (To use as much from existing libraries -High F, and new concepts / components - Mid to high F) • User testing the concepts • Pre-study (Feasibility studies) 1. POCs 2. Scope VF 3. ROM	• High level notes on effects on other products. • Outline flows • UX designers to user liberty to construct views • REVIEWS + FEEDBACK • VDs and Dev to Create any new components needed - add to relevant libraries. • Platform specific specs? / Notes	• Detailed Prototypes • Micro-interaction and animation outlines • REVIEWS + FEEDBACK • QE testing • Testing bug fixes	EAT CAKE End user feedback customer support inputs Make follow up tickets on improvement items. to
Design workshops (For co creation) Design Weeklies (for updates) Research tools / Documenting learning. JIRA FIGMA	Design workshops (For co creation) Design Weeklies (For updates) User testing framework and tools. Optional and where applicable - POC Demos COMPASS JIRA FIGMA / PROTOTYPING TOOLS	Grooming Planning Design Weeklies (For updates) Design demos?	Grooming Planning Design Weeklies (For updates) DEMOS	

Understanding	Creation & Implementation			Delivery & Usage
DISCOVER Epic creation & pre-study	DEFINE UX exploration/trials	DEFINE Prototyping/ Final specs	DEVELOP Development & QA	DELIVER Delivering & customizing to partners and customers
• product management • architects • team leads • UX designers	• UX designers • Visual-designers • Developers • Project management	• Developers • UX designers • Project management • QA	• Developers • QA • UX Designers	• Delivery and account teams • Product management
• Business analysis: how many people are impacted?, can this be combined with other things?, how does this compare with what we are trying to do?, do we think we can get revenue?, will we do this or not? • Technical analysis: is this feasible technically?, what teams are involved?, what is the ROM? (rough order of magnitude) • Design analysis: what is the users' point of view? what are preliminary UX discovery and concepting?	• First ideas on the user journey: how are people using the new view? • UI elements: do we have any other similar examples in our products already? how are those handled? do we have design components to cover all the aspects of the page? Visual designers are involved • UX elements: how do all the elements come together in the same page? • Accessibility: considering corner cases and others such as dark theme, high contrast, ... • Developers are involved in the first design efforts: they hold the knowledge on the platform, Os, comment on feasibility and possibility. Common meetings with UX and developers to give feedback → CO-CREATION 🎉	• Create the final specs • Common meetings with developers and designers to review them • Iterative process • Creating the prototype (the screens are linked with the prototype function or with arrows, so that the proto is clear in action and not only a static one) • Think about different platforms (mac vs windows vs android vs ios) → document how they work differently	• Implement the UI • Asking clarifications on the design if needed • Asking feedback on the implementation from design • Think about test flows • Implementing TA (think about the flows) • documentation changes • release notes • Global application master documentation?	• account team works with partner in app builder to create customizations • New elements should have automatic default values (which can be based on existing customization settings) if not customized specifically in advance of the update. • GA should mean releases just go out to the existing customizations with minimal additional steps • Delivery monitors update progress • Delivery works with development for any issues arising
• Jira tickets • Confluence documentation • Teams workshops	• Figjam • Figma • Teams workshop • Design weeklys	• Jira tickets • Confluence documentation • Figma design sources • Bitbucket source control • Teams meetings	• IDE • Jira tickets • Confluence documentation • Figma design sources • Bitbucket source control • Teams meetings • Jenkins	• app builder • test automation • build automation • channel & store release automation • documentation