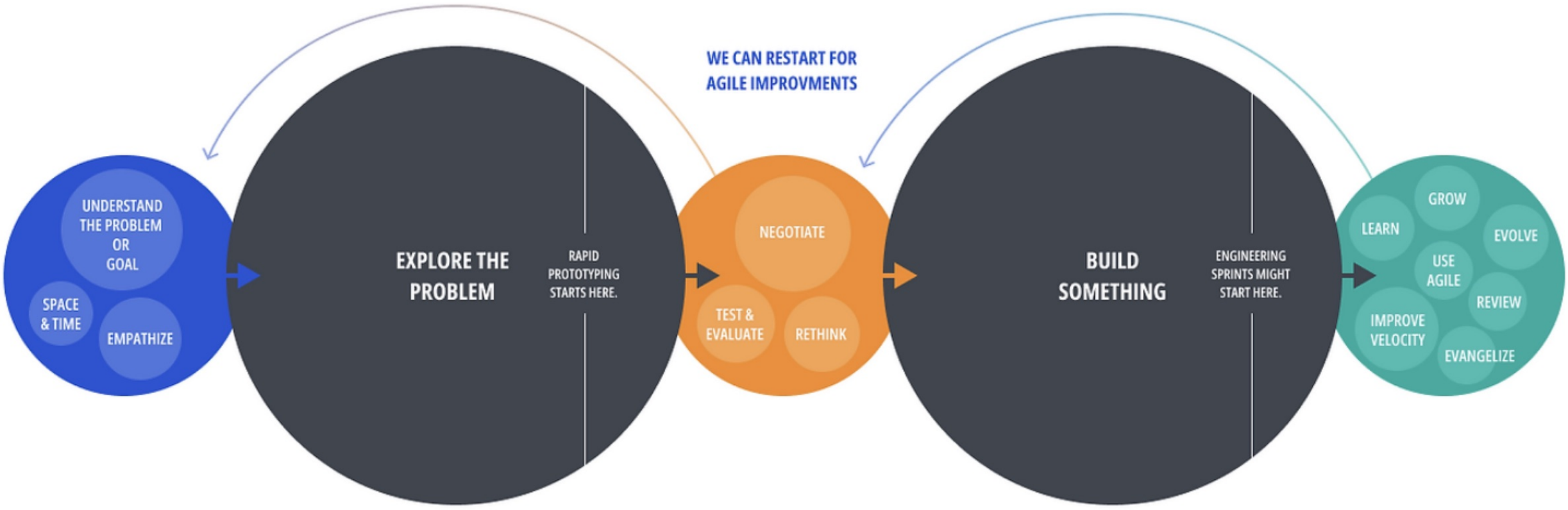
MC

DESIGN THINKING

DT

PRODUCT DESIGN PROCESS.

UNDERSTAND | **EXPLORE** | **BRIDGE** | **BUILD** | **REFINE**



Understand the problem | Collect Assets | Understanding business goals | Define Success | Empathize with the user | Refine User Stories | General Discovery | Craft Research Tools

Review Research tools | Rapid Prototype | Low fidelity wire frames | Workflow Charting & Documentation | Test Hypothesis | Build Confidence | Realign with business | Collaboration with product & business | Hi fidelity wire framing | Click on stuff

Understand the problem | Collect Assets | Understanding business goals | Define Success | Empathize with the user | Refine User Stories | General Discovery | Craft Research Tools

Code | Prototype | Retest | Watch and learn | Review findings | Debrief and critique | Point and estimation | Bring clarity to development | Make developers lives easier. | Establish behavior expectations | Ask others for input | Open mindedness

Understand the problem | Understanding business goals | Empathize with the user | General Discovery | Craft Research Tools

UNDERSTAND

The work begins. A problem or goal is identified. Space and time is created to do the work. Thorough research, data collection, conversations, and understanding is developed. Familiarization with the subject-matter begins. Hypothesis might be formed; theses might be written. The cycle may loop back on itself if results do not make business goals or if agile improvements are required. The problem may be redefined as the understanding grows with available space/time changes.

EXPLORE

This is where early design happens in **Low-Fidelity**, Low-fidelity prototypes/ wireframes are built, and freeform changes should occur. Feedback from product owners and business stakeholders are encouraged. Multiple iterations can be made. Boundaries exist to keep the work focus but ideas can be stretched.

BRIDGE

Explorations are demo'ed and challenged, critiques happen, stakeholders change their minds and we evolve the soluton. **This is the bridge that must be crossed before work is finalize.** The work may return to **Explore** and **Understand** befor moving forward to best evolve and be thoughtful.

BUILD

Build stage, focused design happens in **Hi-Fidelity**. Collaboration with engineers or production happens, but should remain organic as changes occur along the way. Nothing is final till we deliver. Business and Product can have insight to our work via **Figma**. Comments can be made around the changes inside of our new Figma environment. Figma can become our discussion platform for modifications of all high fidelity deliverables. Figma can also become our delivery mechanism to the development team.

REFINE

The work is about to wrap up, but not before the scope is trimmed and the work is measured. The project may never get delivered although in which case it's just unceremoniously finished.

QUESTIONS WE ASK:

What is the problem?
Why is this important?
Who is it impacting?
What are the busines goals?
What does success look like?

QUESTIONS WE ASK:

What came out of our research?
What did we learn?
Can we prove or disprove our hypothesis?
How can we delight the customer/user?

QUESTIONS WE ASK:

Are we thinking outside the box enough?
Did we interpret the problem correctly?
What does business think ?
What rethinking needs to happen?

QUESTIONS WE ASK:

Did our prototypes solve the problem?
Do we need to adapt more?
If we test or demo, what sort of critique came back?
Can we make developers lives easier with our delivery?
What did users think?

QUESTIONS WE ASK:

What did we learn?
How can we make improvements?
Did we create any technical debt?
What can we evangelize as a team?
How did this process open new questions?