Process

Loop-in users#

Design iteration based on feedbacks and analysis

Design iteration based on usability test, log findings, track goal-entered usage

Understand

Explore

Materialize

Envisioning

Research & Analysis

Evaluate

Design

Validate

Develop

Know the business

Stakeholder interviews
Understanding key goals
Detail product's purpose outline
Setting expectations

Meet the users

Demographic research
User challenges
Understand vision gap
User journey map

Data won't lie

Define metrics & hypothesis
Competitor benchmarking
Persona creation
Experience Mapping

Keep it simple#

Sketching
Wire-framing
Interactive Prototyping
Visual Design
Micro interactions

Stick to the designs

Design asset handoffs
UI reviews
Development support
Stakeholder demos

#Iterative process