

JA PRODUCT DESIGN PROCESS

- 1 DEFINE Define the problem and requirements
- 2 ANALYZE Take time to think / Do competitive analysis
- 3 GET INSIGHT Journey/empathy map and/or insight method
- 4 STRATEGIZE Form strategy, success metrics, and roadmap
- 5 MAP CONTENT Map out navigation/content model
- 6 DO VISUALS Design visuals / Mind heuristics and patterns
- 7 BUILD IxD Form IxD and model from emotive hypothesis
- 8 PROTOTYPE Prototype / Mind HCI, behaviors and physics
- 9 USER TEST User test and interpret findings
- 10 PRESENT Present findings/rationale and negotiate
- 11 IMPLEMENT Implement specs / Perfect, export & review
- 12 SHOW ROI Mine analytics, survey, post ROI and improve