My, *"I don't do it exactly like this every time,"* Design Process.

Empathy through process

TLDR:

🤓 *Understand*
🧬 *Align*
🧪 *Research*
👨🏾‍🎨 *Design*
🩻 *Test*
🎁 *Handoff*
🚀 *Launch*

Design process:

Understand the problem - ask a lot of questions. Don't be afraid to sound dumb or stupid. Remember that the goal is to solve a user need but to do that you have to dig into the problem.

Align team on problem - Now that you have become an expert on the problem help your team understand the problem as well. Try to make everybody aligned on the problem to help ensure you are all working towards the same goal.

Do research to understand the users and needs - Be curious and listen actively and by doing so, you are creating empathy. If you have a UX Researcher on the team partner with them and do interviews, surveys, market research, etc. If you have a Data Analytics team, get the data from them. Remember that analytics can only tell you *what* the users did, they can't tell you *why* they did it. This is why observing your users is just as important to have a better understanding of *why*.

Ideation, Exploration, Design - start exploring different designs to solve the problems. There is a tendency in this phase to become myopic after you do a few designs and then start thinking you have solved the problem. Be exhaustive. Every exploration/solution you design, write down what the solution is and how it solves the problem. Writing it down is a good way to communicate what your thought process was as you were designing that solution. This is also a good exercise in being consciously aware of why your current design might be better than another solution.

Choose, Prototype, Test, Iterate - once you have done a lot of designs, you, as a designer, should choose one. This process of choosing happens after you think

you have exhausted all explorations. Then, based on your experience as a product designer and deep understanding of the problem, choose the one you think best solves the goals. Next, prototype it, and then test it. Testing could be sending the Figma files to users, conducting Maze tests, in-person tests, etc. The key here is to test a solution, get feedback on it, and iterate on the designs based off the feedback.

Handoff - once you have tested and iterated a few times then you hand it off to developers. Hopefully you have involved them from the beginning so that they also gave feedback along the way. This handoff process looks differently for everybody so make sure you and the developers are aligned on how the handoff process happens.

Launch, Feedback, Iterate – finally launch day is here! The developers have finished building the solution and then you release it. Remember *design is ongoing*. Partner with the UX researcher and get feedback on the product and then iterate again.