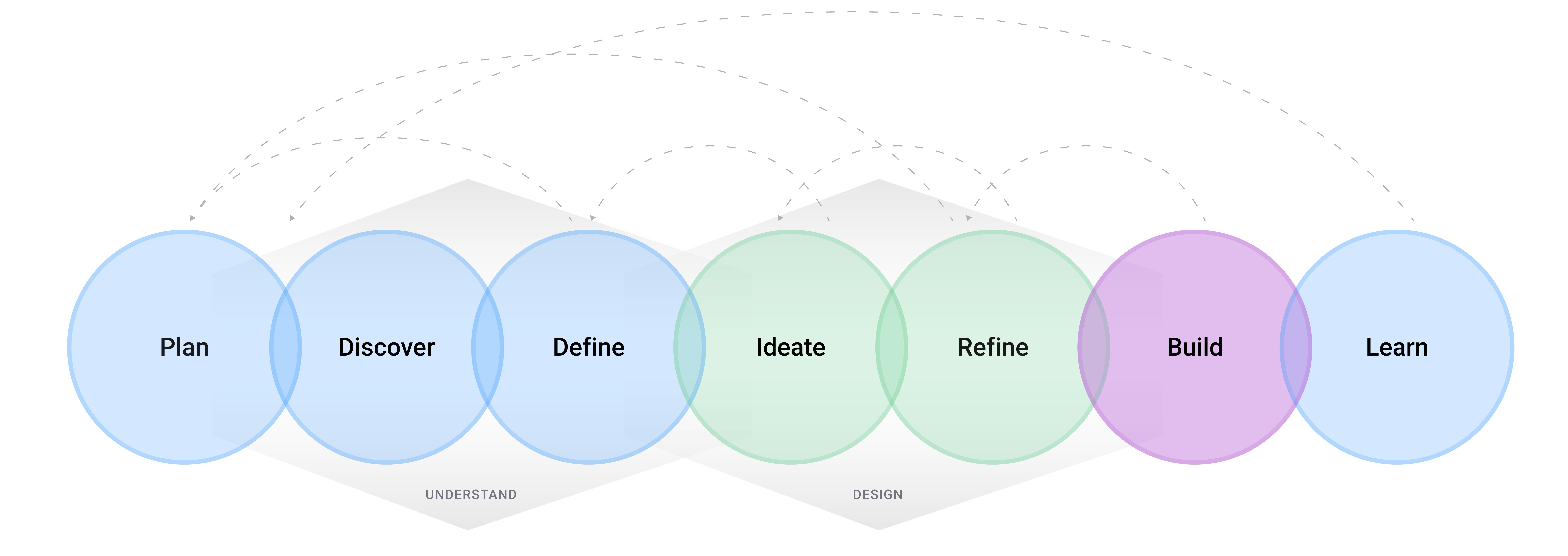
THE UX PROCESS

This document visually outlines the collaborative approach to designing great user experiences. Product design is often a nonlinear and messy process. This framework is intended to establish a common baseline of how we design great experiences, but certain scenarios will require you to skip, alter, rearrange, or even abandon steps. A thorough understanding of the relevance of each step is the key to discerning when to refine your process, as a team, without sacrificing quality.

This is not just a resource for UX designers. For other roles, consider these benefits:

- Shared understanding and vocabulary for product design discussions
- Clear goals and value for all UX-related work
- Informed decision-making for product planning and delivery estimates
- Understanding of roles and involvement in UX-related work

Process Overview



Plan

The starting point for stakeholders to align on a shared understanding of a product team's opportunity.

Discover

Explore the users'
perspectives around the
opportunity and how our
competitors solve similar
problems in the market.

Define

Explore the problem to be solved, capitalize on the opportunity, and discern what is required to create an informed user experience to address the problem.

Ideate

Explore and share a variety of solutions as a team in order to get early critique as well as insight into new approaches.

Refine

Refine and validate the solution that addresses the problem, resulting in finalized designs and deliverables.

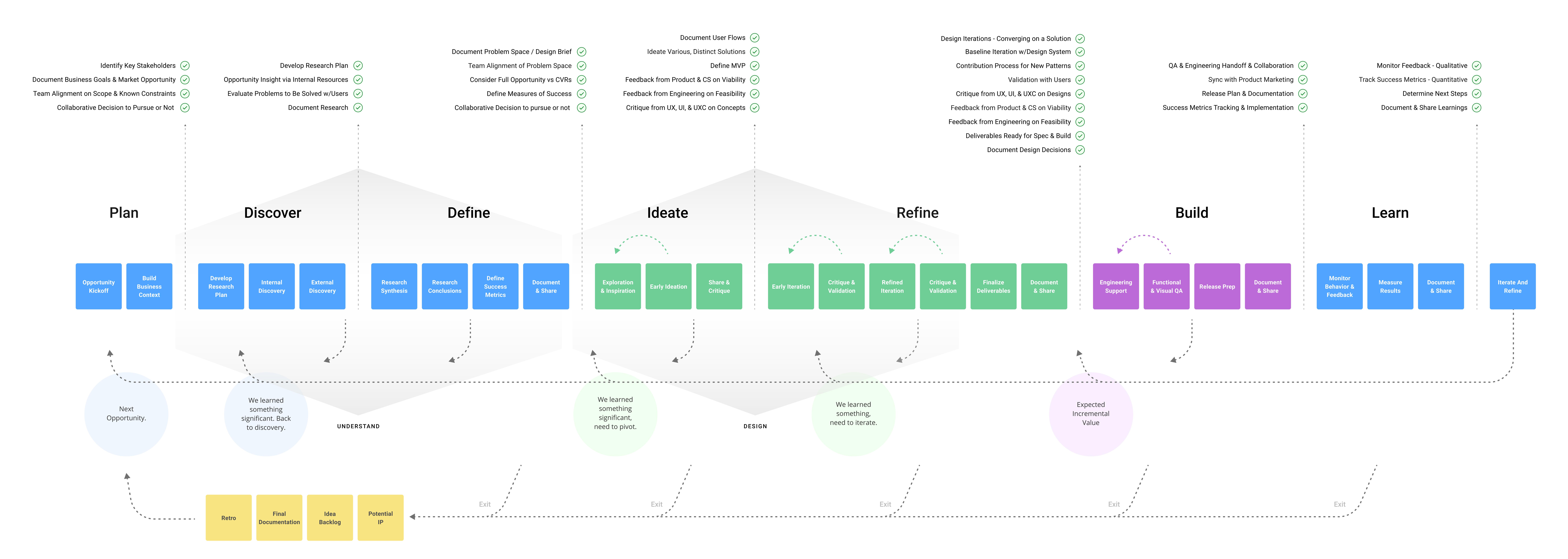
Build

Execute on the design deliverables to bring the solution to production.

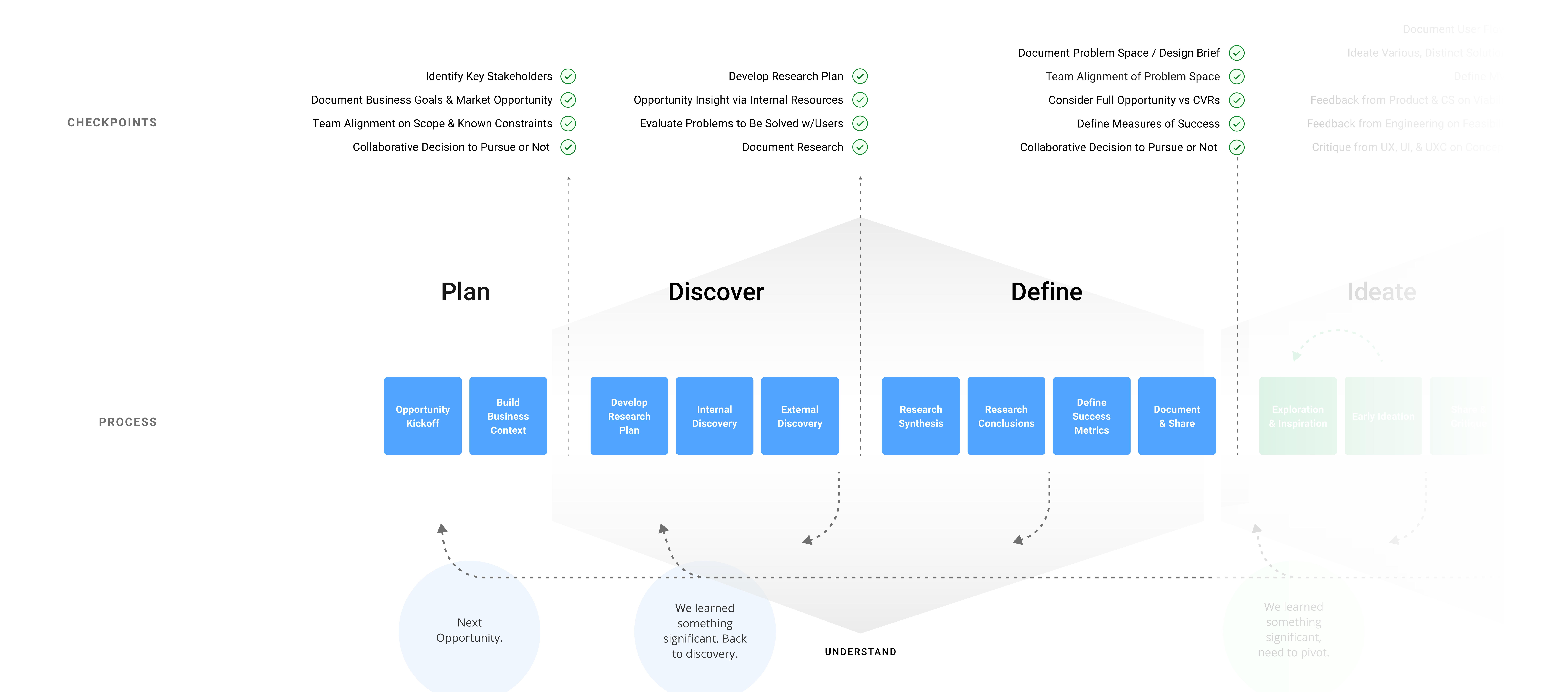
Learn

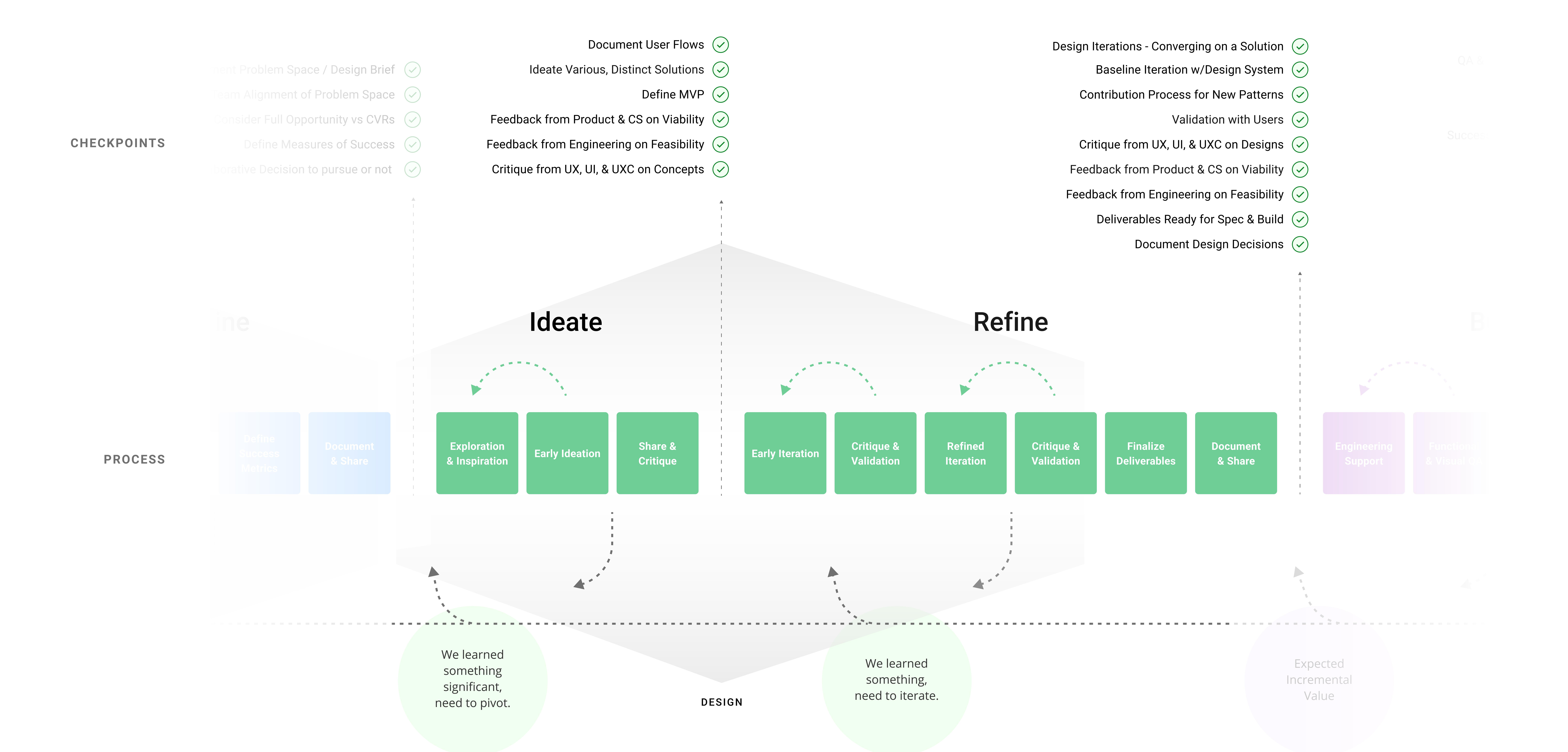
Measure against key success metrics and validate whether our solution achieved the intended outcome.

Process Details

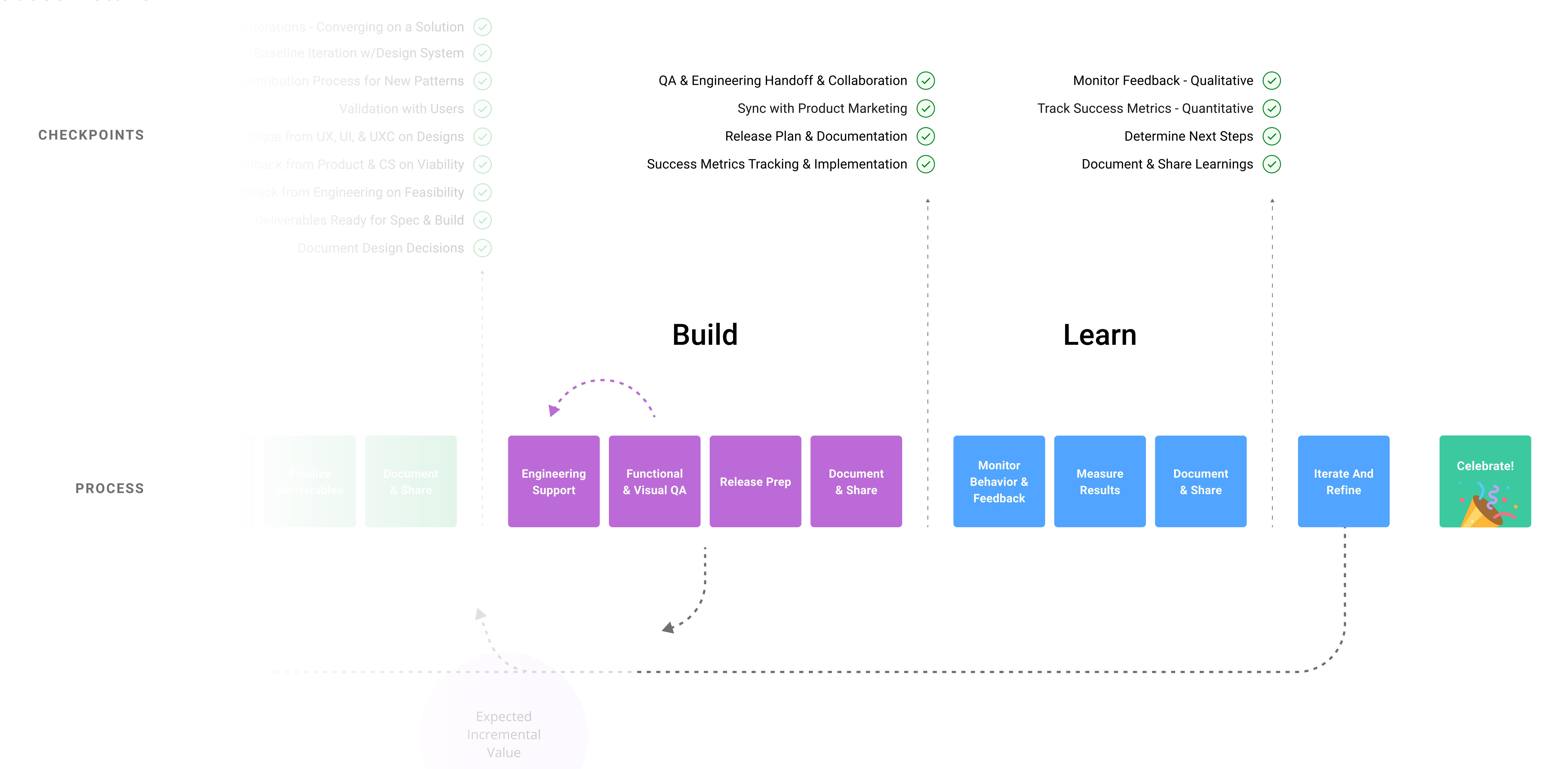


Deprioritize

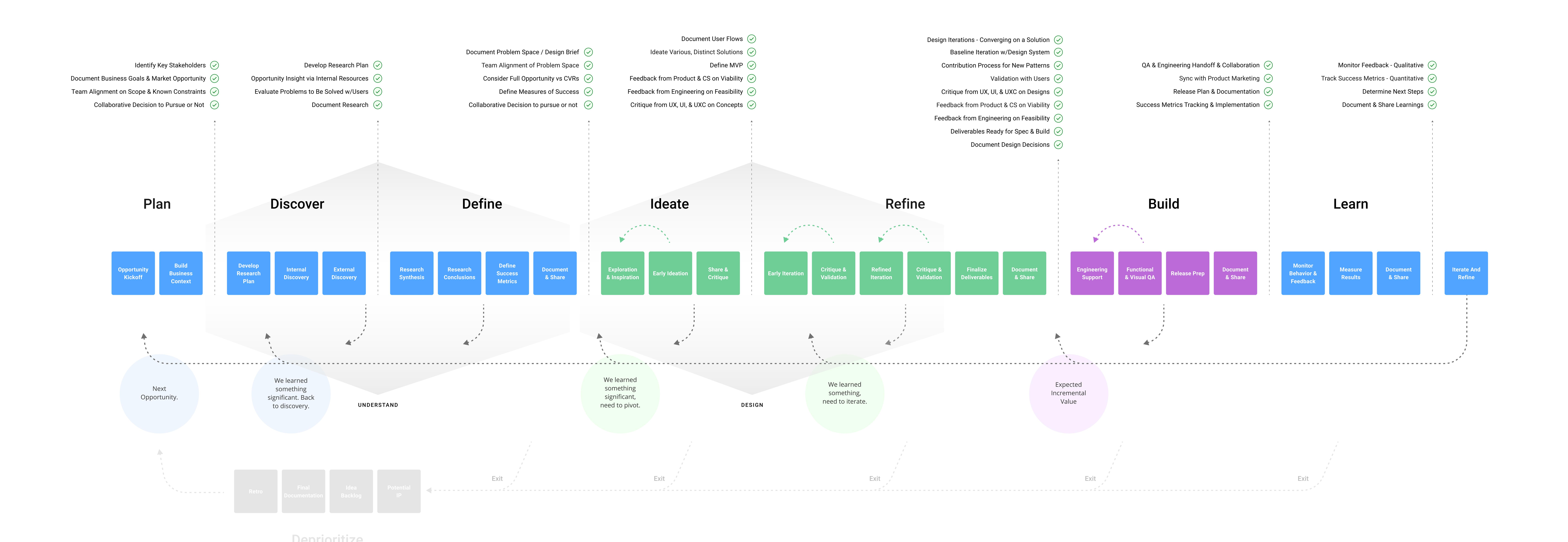




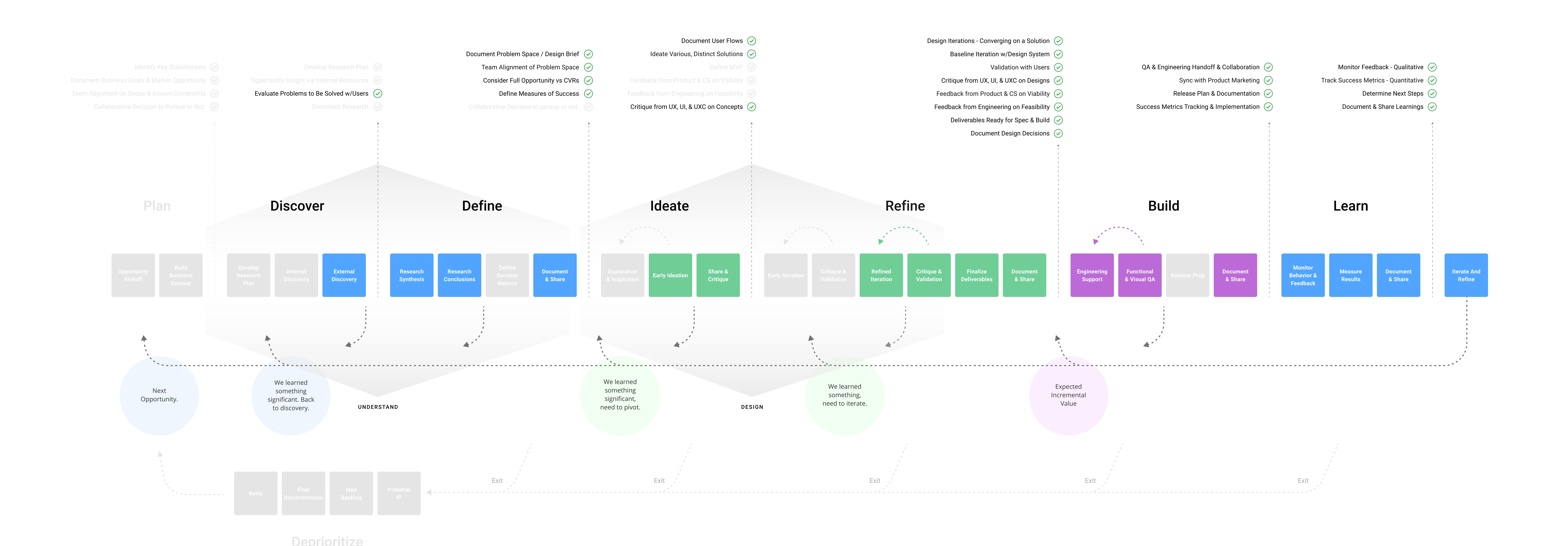
Process Details



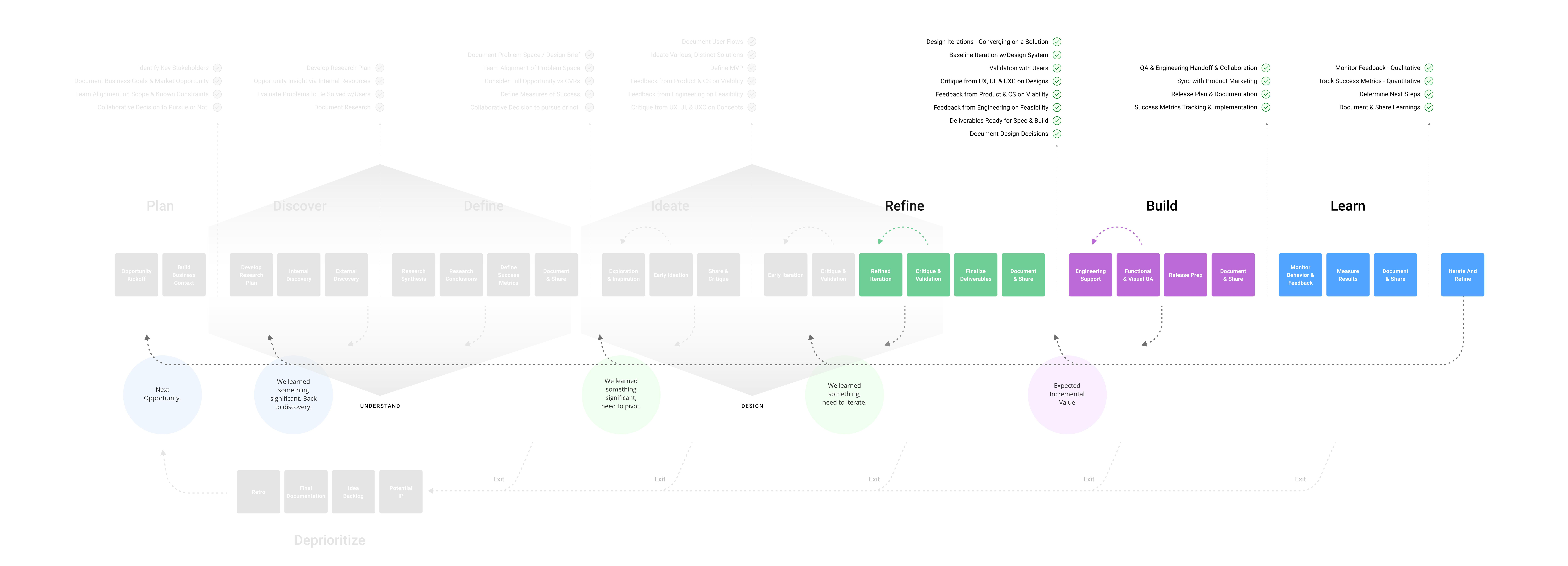
Process Examples - Net New



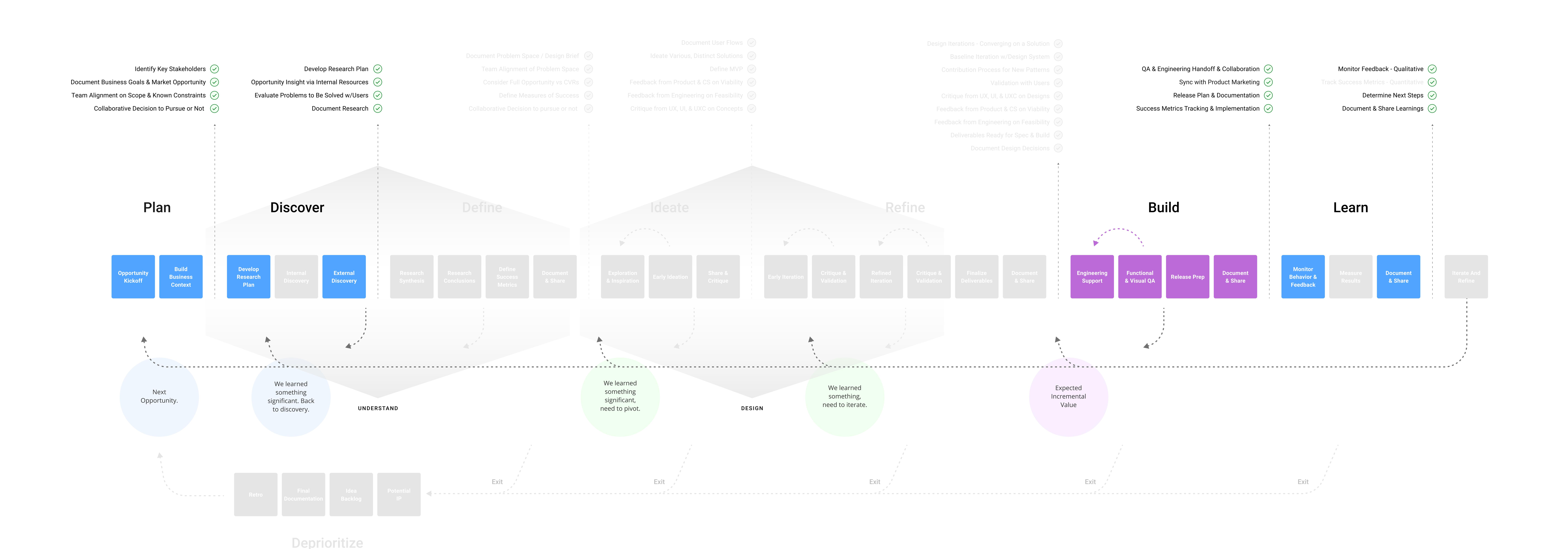
Process Examples - Improvement



Process Examples - Update / Customer Value Release



Process Examples - Maintenance



Process - Roles

