

Defining a product

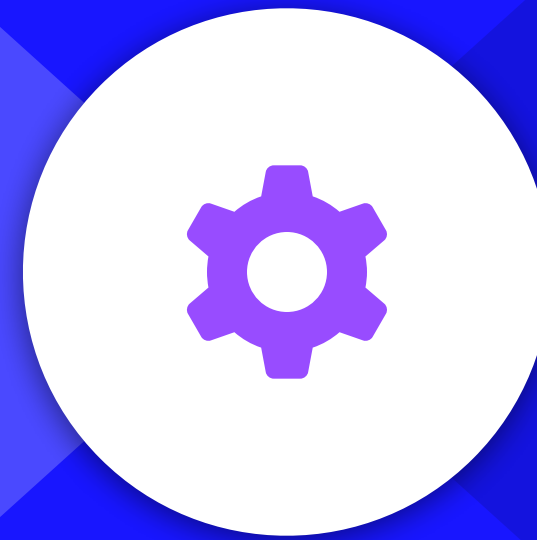
Breaking down your findings to identify the core of your product



User
Research



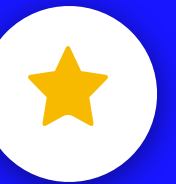
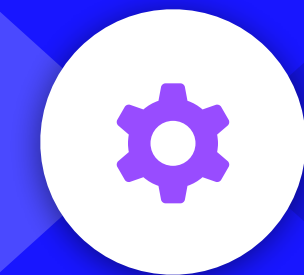
Lo-fi
testing



Systems
design



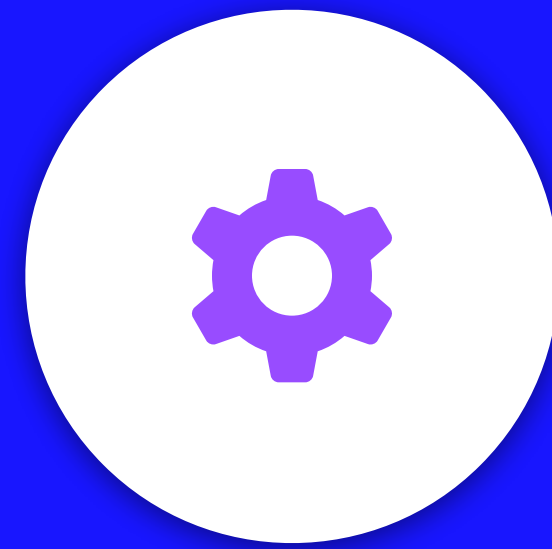
Mi-fi
testing



What we've done so far



User interviews



Lo-fi and Mi-fi
prototypes



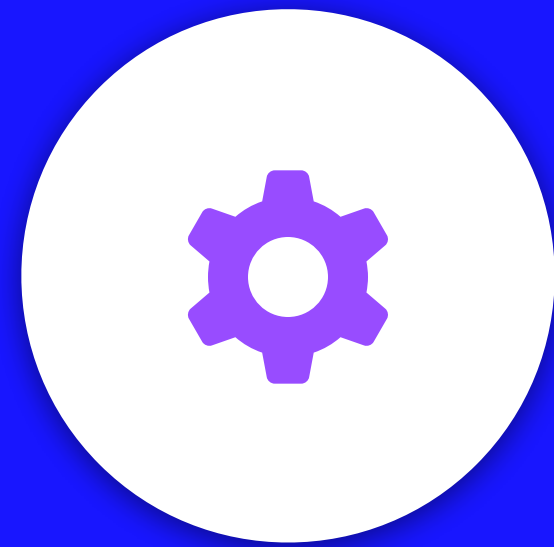
Systems design
and user flows



This showed us



Current behaviors
Pain points
Desires and needs



Good features
Unwanted features
UI details



General sense of the
system
How someone moves
through it



**This is a lot of
different inputs**



Where do we go next?

How does this become a full product?





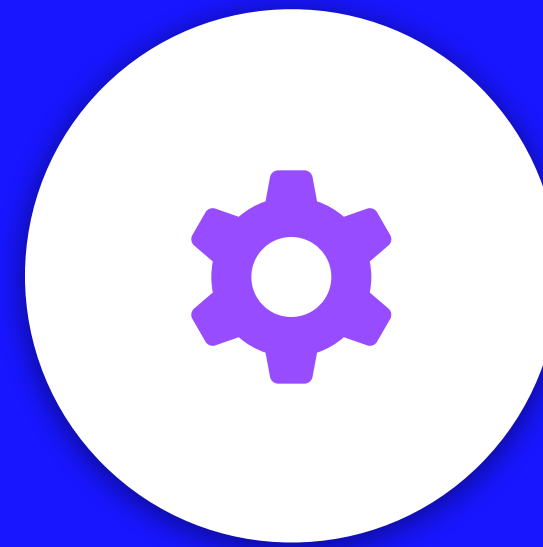
We have to
examine it all again



Work to date



Key insights
Hypothesis



**Each round of
prototypes**
Prototype findings
Feature sets



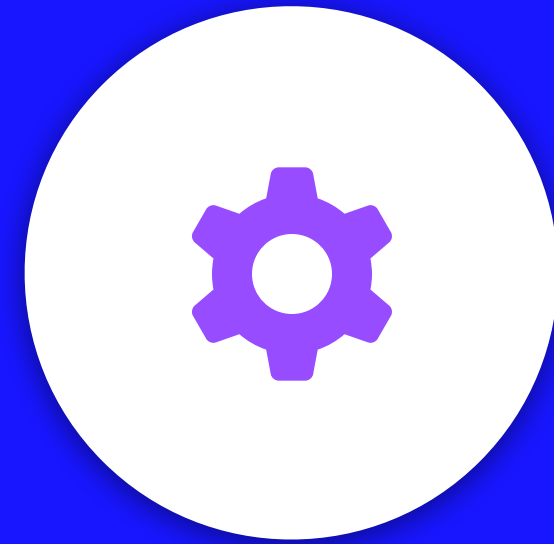
System map
User flows



Work to date



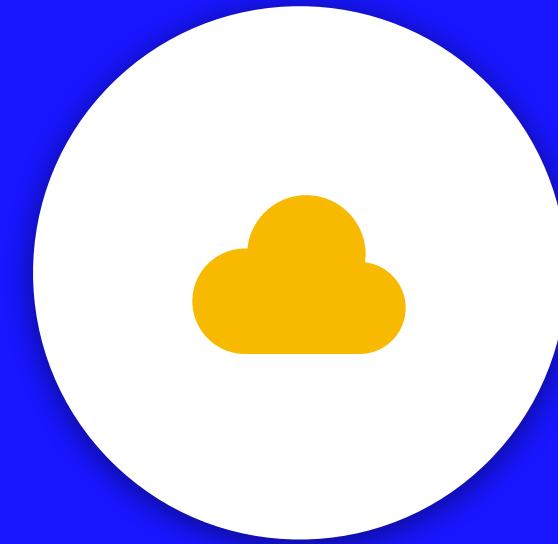
Key insights
Hypothesis



**Each round of
prototypes**
Prototype findings
Feature sets



System map
User flows



**Genius ideas to
not forget**



Put it all on the wall

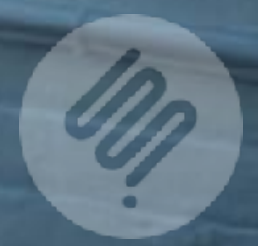


Hypothesis



Each prototype

Notes from testing



Synthesize findings
across all phases



We're gonna get strategic



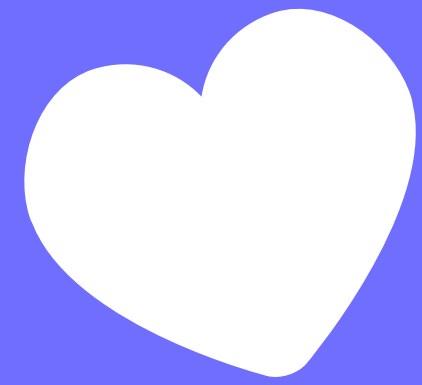
Desirability

Feasibility

Viability



**Do people
want it?**



**Is it financially
possible?**

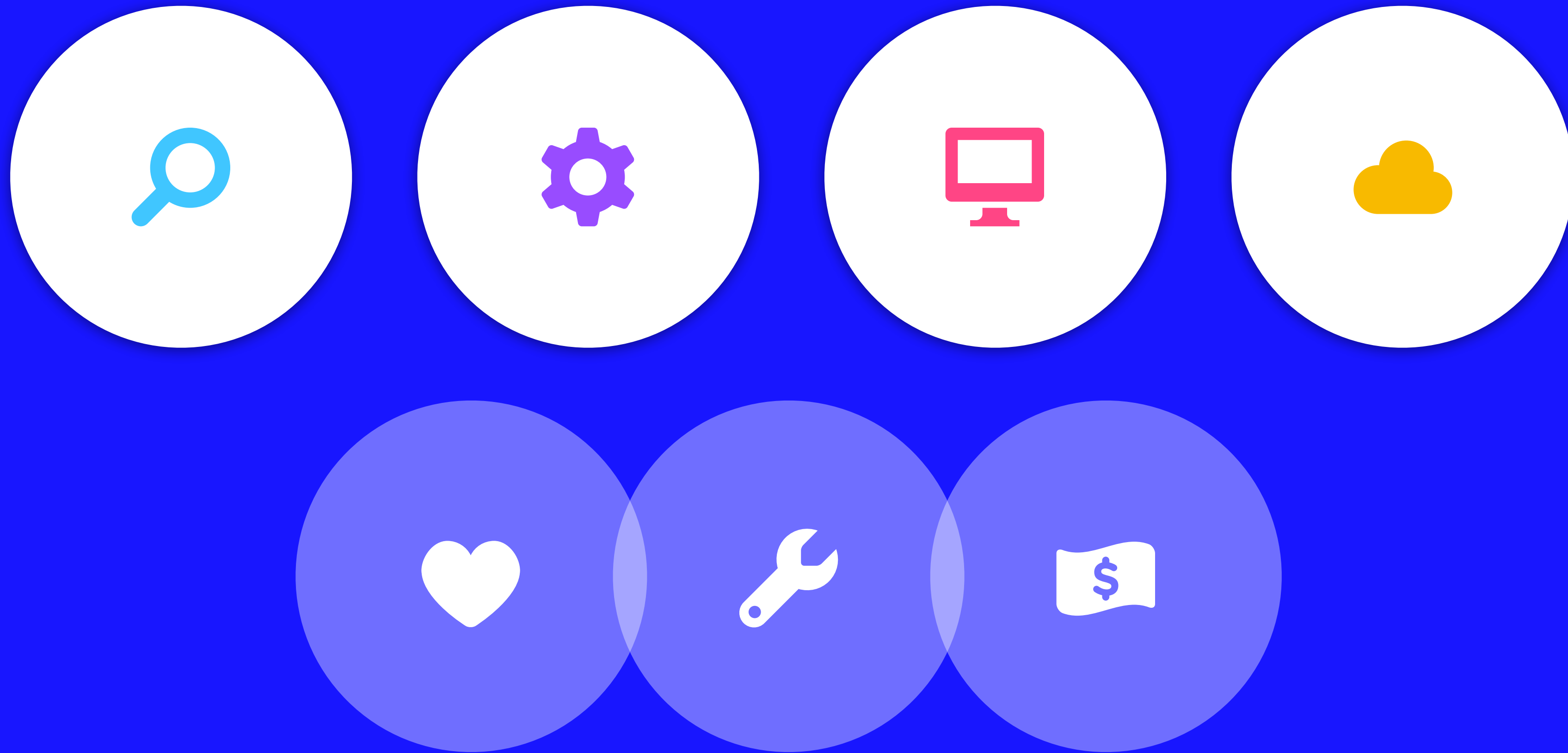


**Can we
make it?**



Synthesis and prioritize

Be brutal, only the best ideas win here





We're aiming for the heart of your product

By sorting through everything we know so far



