

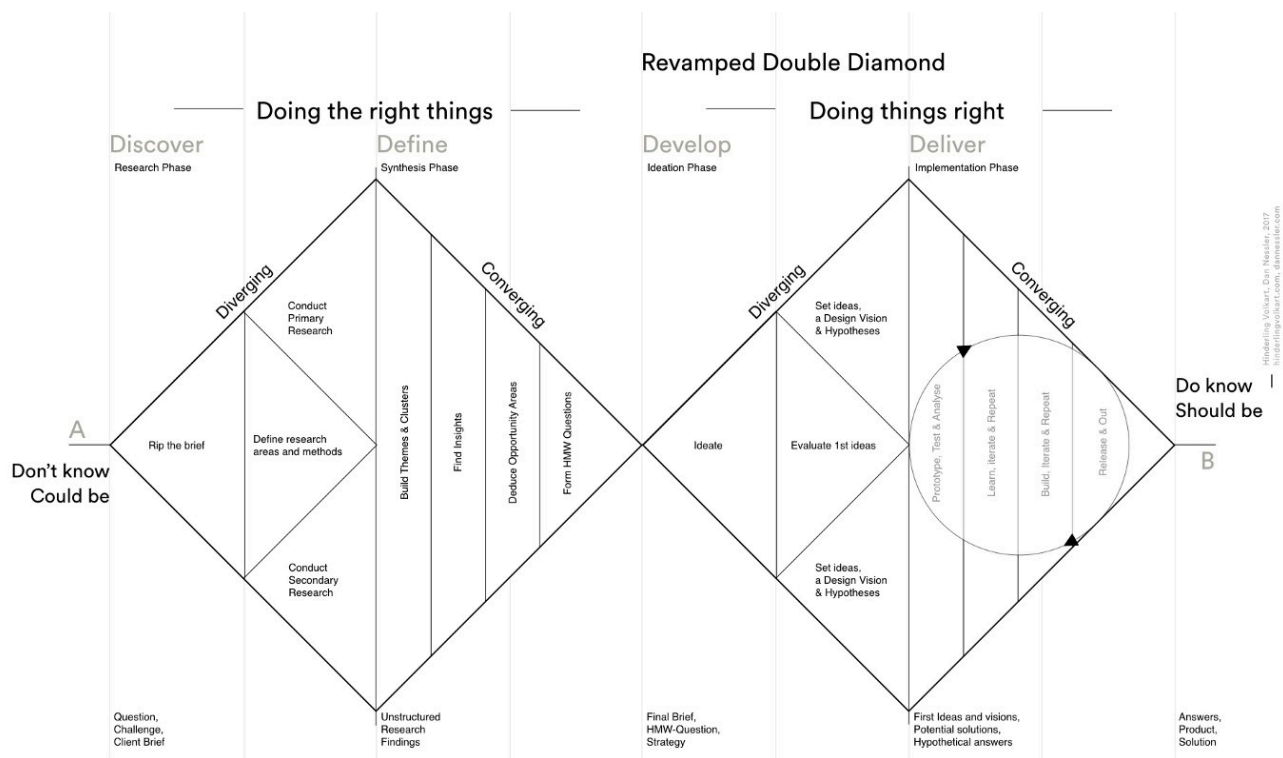
# UX and Design Methodology

In this page we would explain the ways of working for UX team. Specifically it would be oriented to the handling of projects from the UX perspective.

## 1. Double Diamond

The double diamond is the framework that the team would be used as the fundamental and basic pillars of the ways of working.

This framework is used across many software companies and has become a standard for technology companies to build successful (understood as customers pay for the product) products.



It is divided in two main blocks:

1. **Doing the right things:** This is the first step. It would consist of a research around a topic that seems important for the customer's satisfaction. This research would tell us to understand the real problem the user has that is not allowing him to be happy.
  - a. **Discover:** This step allows the UX team to research to explore any area that is interesting for him around the topic. The goal is to get as much valuable input as possible. Bear in mind in the diagram is a Diverging moment.

b. **Define:** This step allows the researcher to define what are the problems and hypothesis that would need a solution. Bare in mind in the diagram is a Converging moment.

2. **Doing the things right:** This second step, would consist on finding the right solution for the customer’s problems we found out in the previous step.

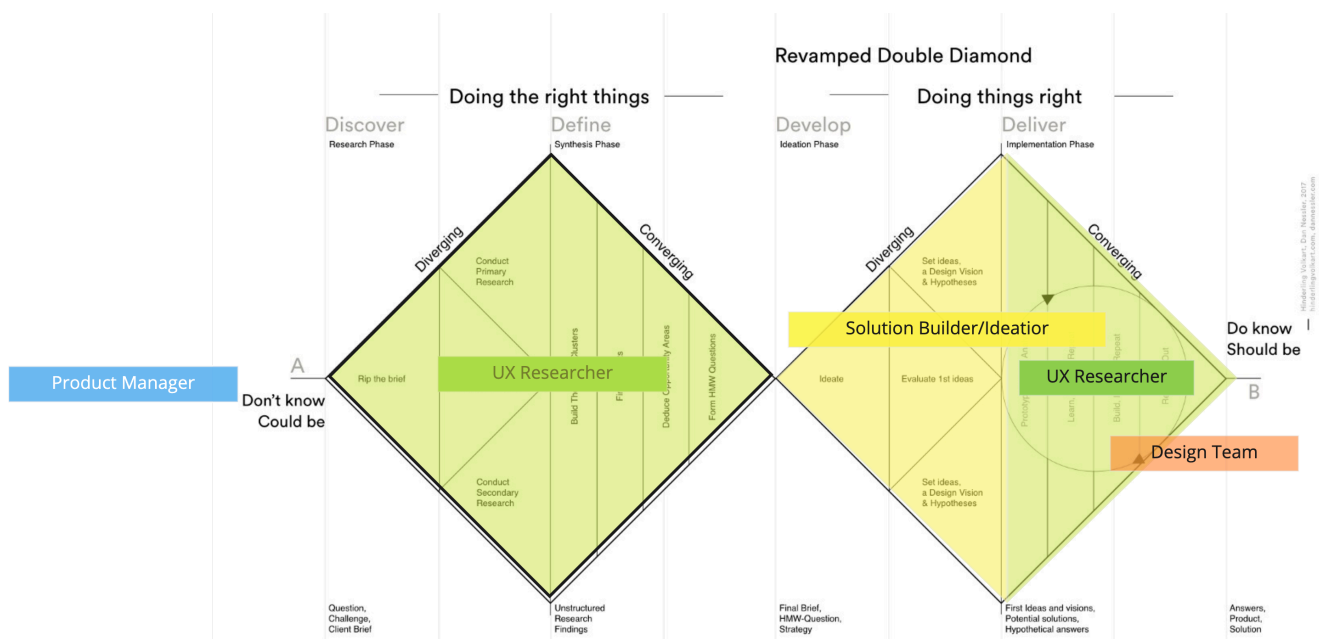
a. **Develop:** In this step the researcher would be able to build the solution to the problems. This is based on wireframes, that can help researcher to have many different ideas on how to solve the problem.

b. **Deliver:** This step is meant to get ready the solution to hand in to building stage, to developers. Before being able to deliver, the solution must be validated and the documentations for the hand in must be done.

Read more about the double diamond here: [Mk Design Thinking 101 – The Double Diamond Approach \(Part](#)

II of II)

## 2. Who is who ?



### a. Product Manager

Before the start of the double diamond, it has to be **defined what would be the topic to evaluate**. It can vary from a large feature as for example build a dashboard, to something more problem oriented like: users are not using a feature.

### b. UX Researcher

This person would be leading the discovery and definition phase. Some of the tasks can be:

- Define tasks for the research
- Conduct research interviews, group interviews, competitor’s analysis, technical limitations,

The topics to evaluate would come from the **Product Manager**.

support tickets from customers, analytics data, NPS tools , surveys...

- Converge the research into a list of hypothesis, findings and problems.

### **c. Solution Builder**

This person gets the problems and research from the UX researcher and builds a solution for this problems. Some of the tasks are:

- Understand the problem fully
- Brainstorm on ideas using wireframes
- Validate the ideas with tech teams to understand limitations
- Validate the ideas with user feedback doing user tests, interviews.. Might also be the researcher involved in this area.
- Define the details specs of the solution to be able to hand it in to developer team.
- Clarify questions and detail them in the specs documentation.

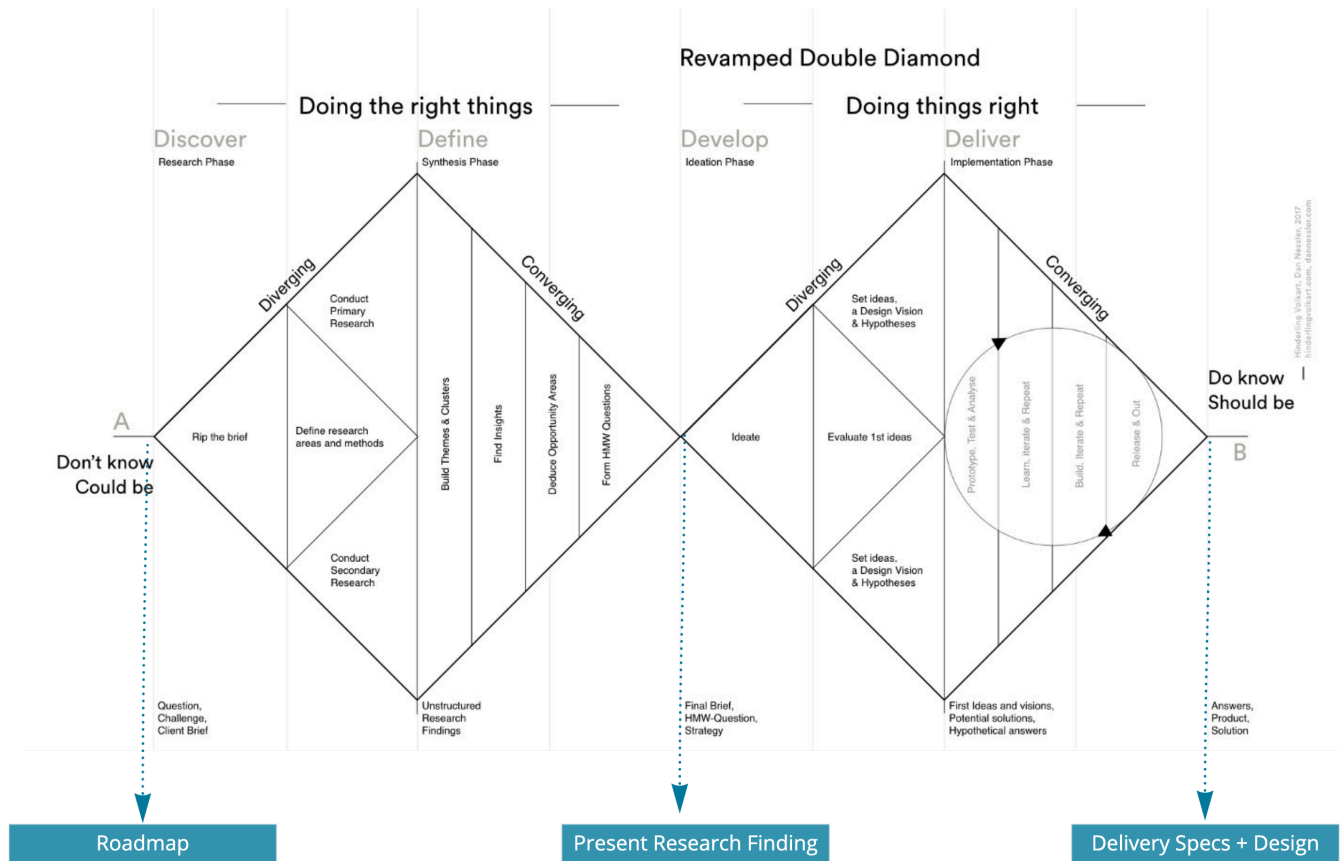
### **d. Design team.**

This person gets the wireframes from the Solution builder and implements the design in a way that is consistent with the rest of the platform design.

Some tasks are:

- Understand the wireframe details and flow
- Build the design based on the wireframes
- Prepare the hand off design for dev team

### 3. Deliverables



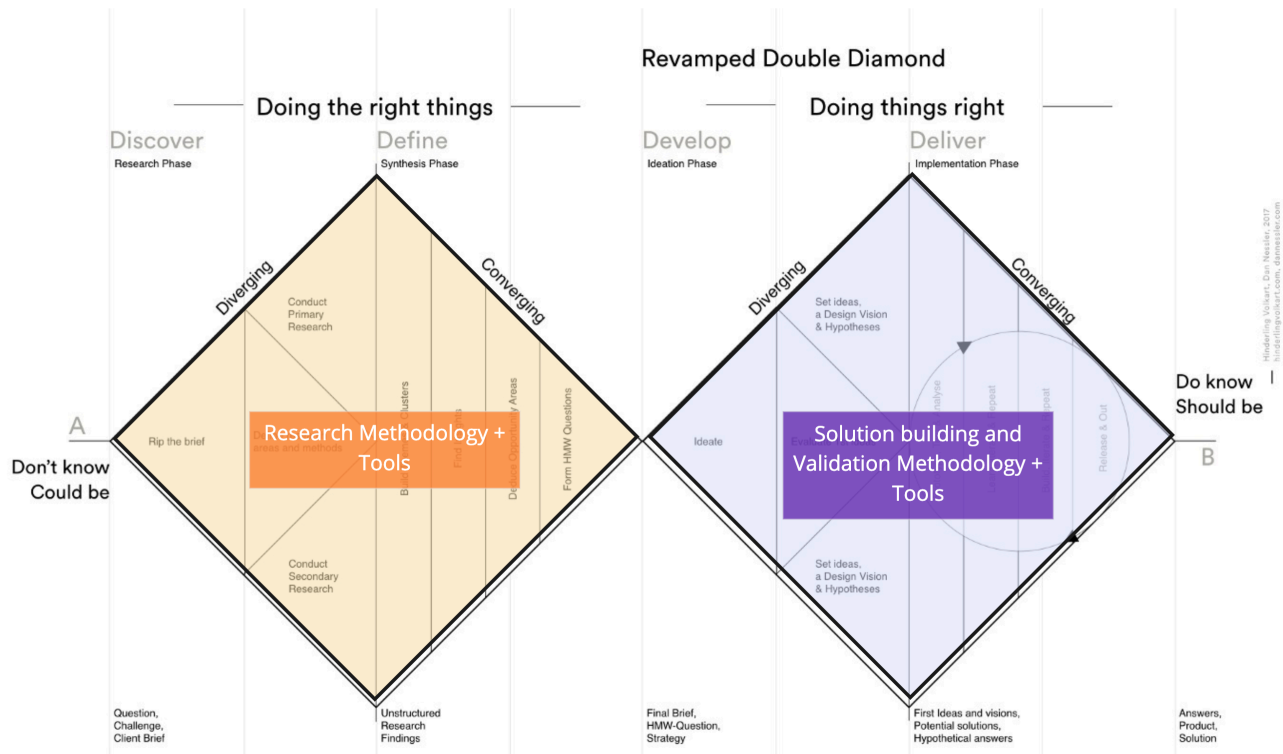
To be able to get from A to B the team has three main deliverables points.

a. **Roadmap.** Delivery that would trigger the beginning of the diamond. Read more on roadmaps [here](#).

b. **Research Findings.** UX researcher has to hand in the research findings and details. For this the researcher would use [this](#) template ppt.

c. **Specs and design.** Solution builder and the design team should be able to deliver the specifications and design pages for the developer team. More information on this [section](#).

## 4. Methodologies



There is a description on how to use the methodologies in order to be able to present high quality research and validations, that allow us to make sure we are building the right products in the right way.

This would be described in:

- [Research Methodology](#)
- [Solution building and validation](#) methodology

## 5. Across all the diamond

To be able to unify the information around each specific topic, the team uses this [template](#) to link their work. Design would link the Figma file, UX researcher the deliverable, the scope of the research, documents or tools used to discover...

More information on how to use the template [here](#).

## 6. Projects.

As for now we have been saying we would work on a topic when implementing the double diamond. From now on, we should call this PROJECTS.

## General definition

A project should be a specific challenge we, as a team, want to work in. It will be something that will improve the product for the customers. It should bring value to the customer. Examples of projects can be: Trouble shooting, reporting, API services...

## Appendix:

This presentation can be used to share the ways of working, strategy and methodology to stakeholders across LINK.

From product design to development

The hand-over from product to development will be three folded and consist of

- Documentation in Atlassian
- Flow with mockups in Figma
- Design handover following the design system

Documentation template: <https://linkmobility.atlassian.net/wiki/spaces/AR/pages/362551032/Logs+end+Message+search>  
Flow template: <https://www.figma.com/file/pZSIEVDjhyrTthechW4W/Message-Search?node-id=0%3A1>

[Argo ways of working - full presentation](#)