

Product Design Steps: The Language of Goals

	Step	Goal	Process	Products
1	Customer Research	Know your customer	Customer interviews, observations: What are their goals? For each task: How do they go about it? What is the product of their work?	Customer goals identified and aligned with business goals Personas
2	Invention	Innovation, Differentiation Resonance	Brainstorm, analyse, explore, sketch, animate, write	Ideas communicated through sketches, graphics, animation, words, and widget prototypes
3	Productization	Decide on a product	Gain customer and product team feedback, through product walk throughs (user tests) and iteration	Work flow diagrams, functional specifications, screen design, product prototypes
4	Detailed Design & Production	Make the product	Design all words, layouts, graphics, Develop software	Shipable product
5	Marketing Communication	Inform your customer	Brainstorm, analyse, explore , sketch, animate, write	Web site, video, and printed materials