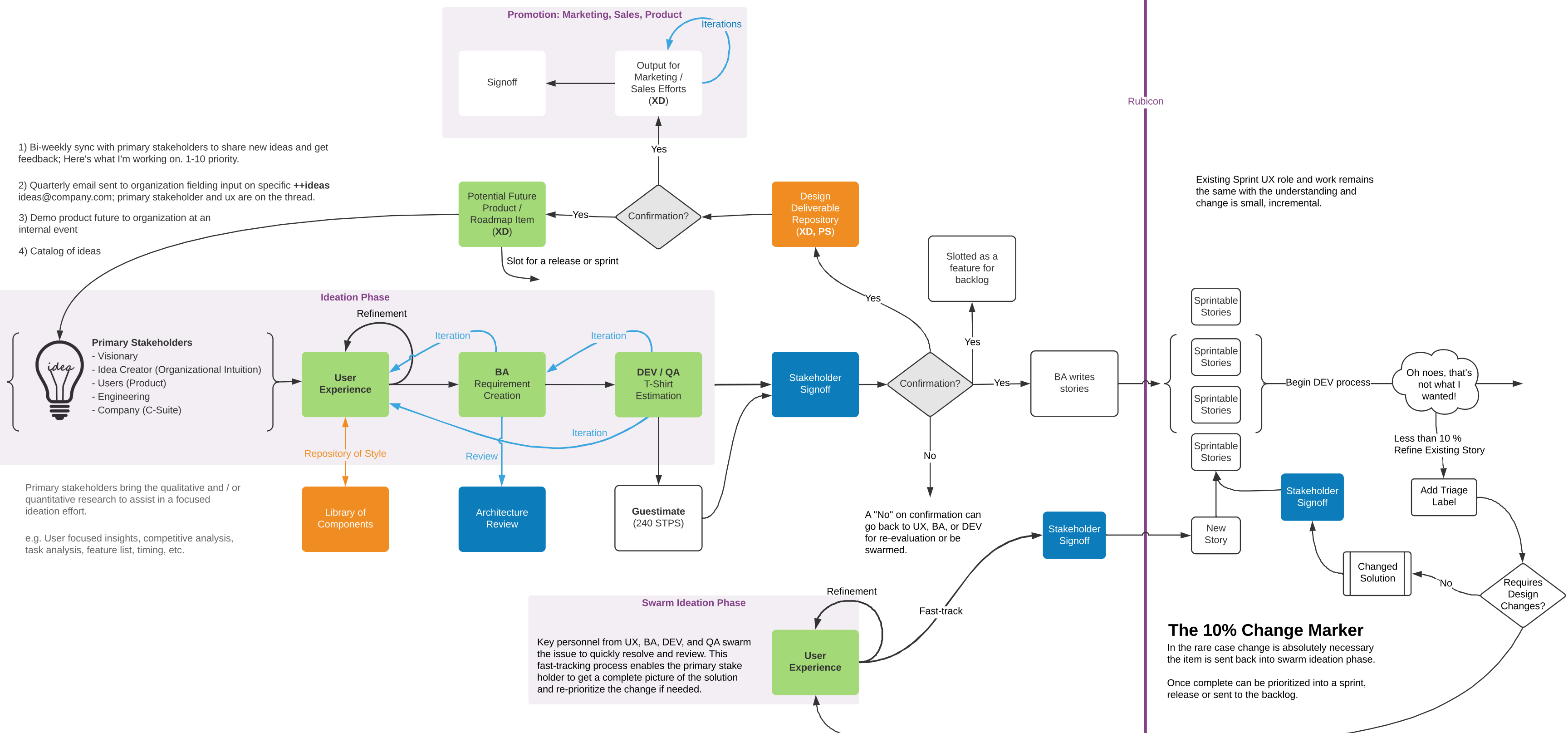


Discovery Process and Ideation with User Experience



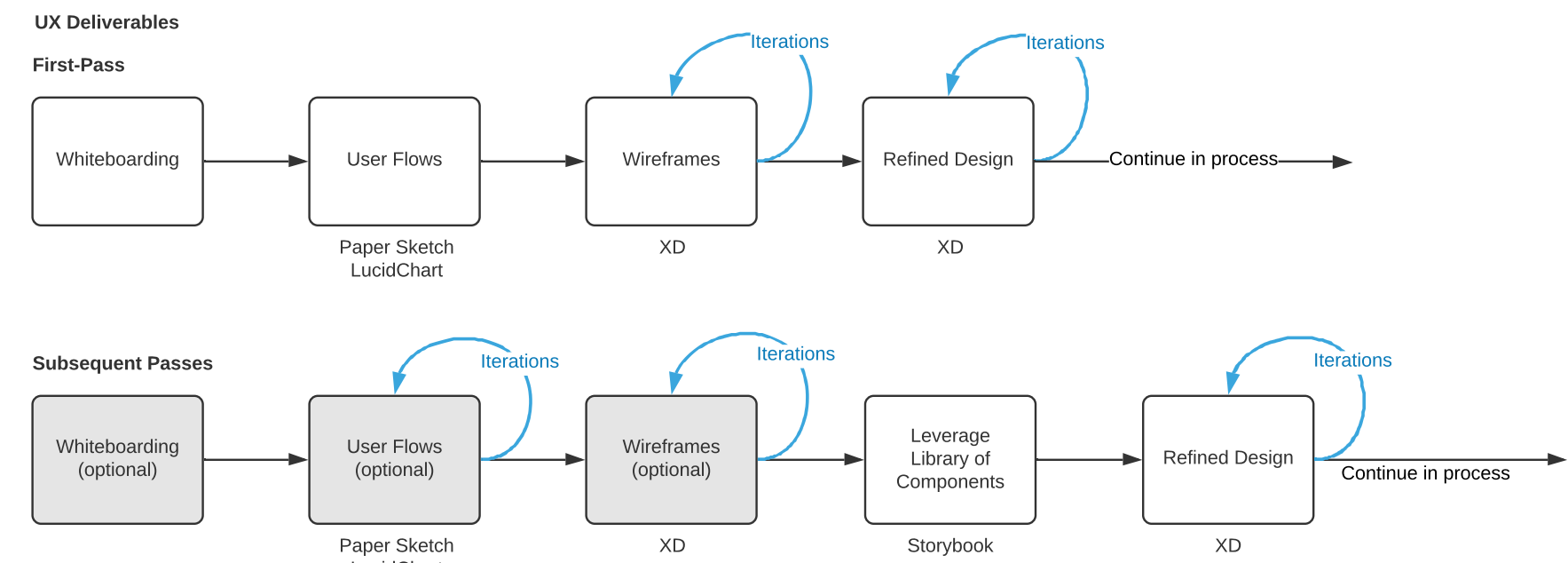
- 1) Bi-weekly sync with primary stakeholders to share new ideas and get feedback; Here's what I'm working on. 1-10 priority.
- 2) Quarterly email sent to organization fielding input on specific ++ideas ideas@company.com; primary stakeholder and ux are on the thread.
- 3) Demo product future to organization at an internal event
- 4) Catalog of ideas

Primary Stakeholders

- Visionary
- Idea Creator (Organizational Intuition)
- Users (Product)
- Engineering
- Company (C-Suite)

Primary stakeholders bring the qualitative and / or quantitative research to assist in a focused ideation effort.

e.g. User focused insights, competitive analysis, task analysis, feature list, timing, etc.



Existing Sprint UX role and work remains the same with the understanding and change is small, incremental.

The 10% Change Marker

In the rare case change is absolutely necessary the item is sent back into swarm ideation phase.

Once complete can be prioritized into a sprint, release or sent to the backlog.

UX DEV

How Discovery & Ideation Operate

Outside of time and implementation constraints

