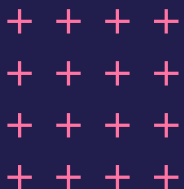




GUIDE

# Product Creation Process



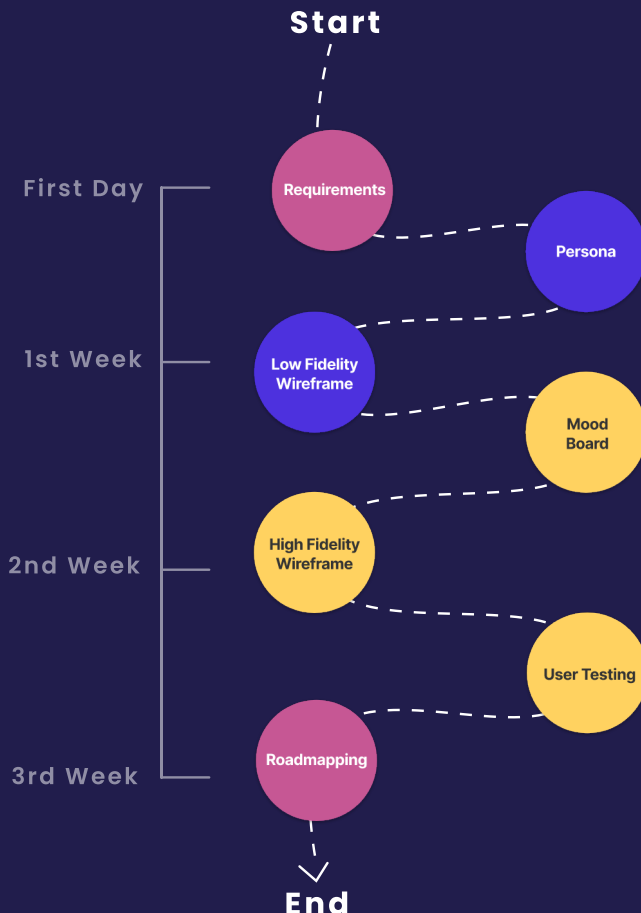
# Why this process?

Lots of products fail due to incorrectly defining and executing the pre-development stages.

Before starting to burn money, it is essential to carry out a series of tasks to understand, identify and plan the product that you want to create and the target audience.

Through this process, we will define a consistent and clear product that you can take to the development stage.

By using designs and mockups you will also have a way to present your product to potential users/investors without the need of any type of software development.



# Requirements

Defining requirements is the core of any product, knowing what should be built is important for the following stages in order to be effective.

Given a product we should research, analyze and think of possible solutions to the problem which can be then listed in a detailed document for all the team.

## Inputs

- Product idea and client vision.

## Outputs

- Well-defined product requirements (functional requirements and non-functional requirements).
- Low fidelity estimation with the core requirements

## Meetings

- A meeting to present a competition analysis to the client.
- Exchange of messages to present the list of functionalities to the client and validate them.

Estimated Time: **3 Days**

# Persona

It is a prototype of the person who is going to use the app. Defining this is important since the user experience will change depending on it. Designing for an elderly person is not the same as designing for a teenager.

## Inputs

- Well-defined product requirements and the target user.

## Outputs

- The user prototype who will use the product. In some cases, there may be more than one user persona.

## Meetings

At this stage, we will have to be in constant contact with the client since he/she is the one who knows the product to develop.



## Lara

34 YEARS / PET LOVER / MONTEVIDEO, UY

### Description

Lara is a young woman living in Uruguay. She is an animal lover who is thinking of adopting a pet as a life partner.

She is also aware of the situation of animals in shelters and tries to help the NGO that carries out this work with donations and volunteering.

Estimated Time: 4 Hours

# Low Fidelity Wireframe

Wireframing is probably the most important part. It's necessary because this stage will help define the user flows within the app. How does a user get from A to B, how long does it take, how many steps, and how easy it is.

**Do you test the wireframes?** Yes, not as profoundly as in the following stages but we must validate that users can understand the flows of the app. It usually takes three to four user testers.

## Inputs

- Persona type.
- Requirements.

## Outputs

- Low Fidelity Prototype validated with real testers.

## Meetings

As this stage usually takes between 3 and 4 days of work, there is no need for more than 2 or 3 meetings with the client to adjust the details.

## Tools used on this stage

- Figma

Estimated Time: 3-4 days

# Output of Low Fidelity Wireframe

# 03



# MoodBoard

Once the app flows have been defined in the low fidelity stage, the process of creating the final design begins. For this, we always start by looking for inspiration from other designers such as color palettes, design trends, typography, and more. This is necessary because it will lay the foundations for the design starting from an idea of what you want to see reflected in the final product.

## Inputs

- Requirements.
- Low-Fidelity Prototype.

## Outputs

- Typography, color palette, design trends, and more to consider in the next stage (High-Fidelity Prototype)

## Meetings

We will generally have between 1 or 2 meetings with the client where they will be shown a list of designs and give opinions on them so we know where can guide the design in the next stage.



Estimated Time: 2 days

# High Fidelity Wireframe

The High-fidelity wireframe looks exactly like the final product.

The difference between Low-Fidelity and High-Fidelity is that low fidelity mainly focuses on the UX (User Experience) that's why designers use just one font and one or two colors. A real basic layout to check the flows. On the other hand, high fidelity focuses on everything (UX and UI), which means the using different fonts, colors, and images.

## Inputs

- Requirements.
- Low-Fidelity Prototype.
- Mood Board Inspiration

## Outputs

- Final design of the product (High-Fidelity Prototype).
- UI Assets for developers

## Meetings

This is one of the longest stages of the process, therefore frequent meetings will be held where the progress of the design will be shown as well and minor corrections will be defined.

## Tools used on this stage

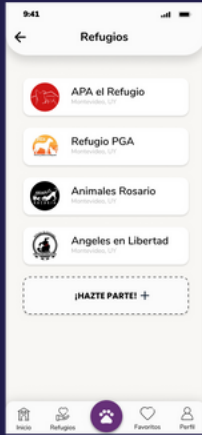
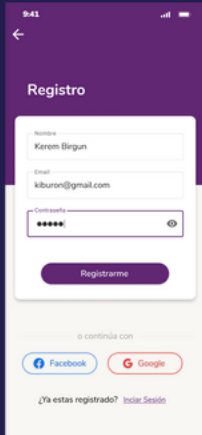
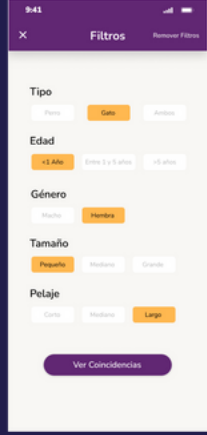
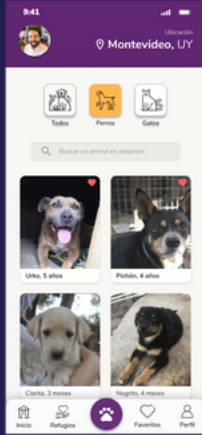
- Figma

Estimated Time: 5 days



# Output of High Fidelity Wireframe

# 05



# User Testing

In the final stage of this process, we will expose the product to real users who can give us useful feedback to improve the final product design. At this stage, we are going to use unmoderated tests.

An **unmoderated test** happens when we are not around and just send the link for the prototype.

- How many people do you need for your tests? Just **five**. UX researchers worked out that if you send a product out to be tested, everything that needs to be found will be found within the first five people. Anything after that, they'll just come back with the similar issues.

## Inputs

- High fidelity prototypes
- Testers

## Outputs

- Feedback on possible improvements for the product design.

## Meetings

At this stage, we will contact the client as soon as the feedback from the testers arrives, where improvements can be defined.

## Tools used on this stage

- Maze

Estimated Time: **5 Days**

# Roadmapping & Timeline

The final stage before development is to define a roadmap and timeline with the deliverables.

Given the set of requirements and the design, we define a high fidelity estimation and a timeline with the deadlines that the client has. Resources and costs are also included in the estimation.

## Inputs

- High fidelity prototypes
- Requirements

## Outputs

- High fidelity estimation
- Timeline
- Cost

## Meetings

Meeting to present the outputs of this stage.

Estimated Time: 2 days