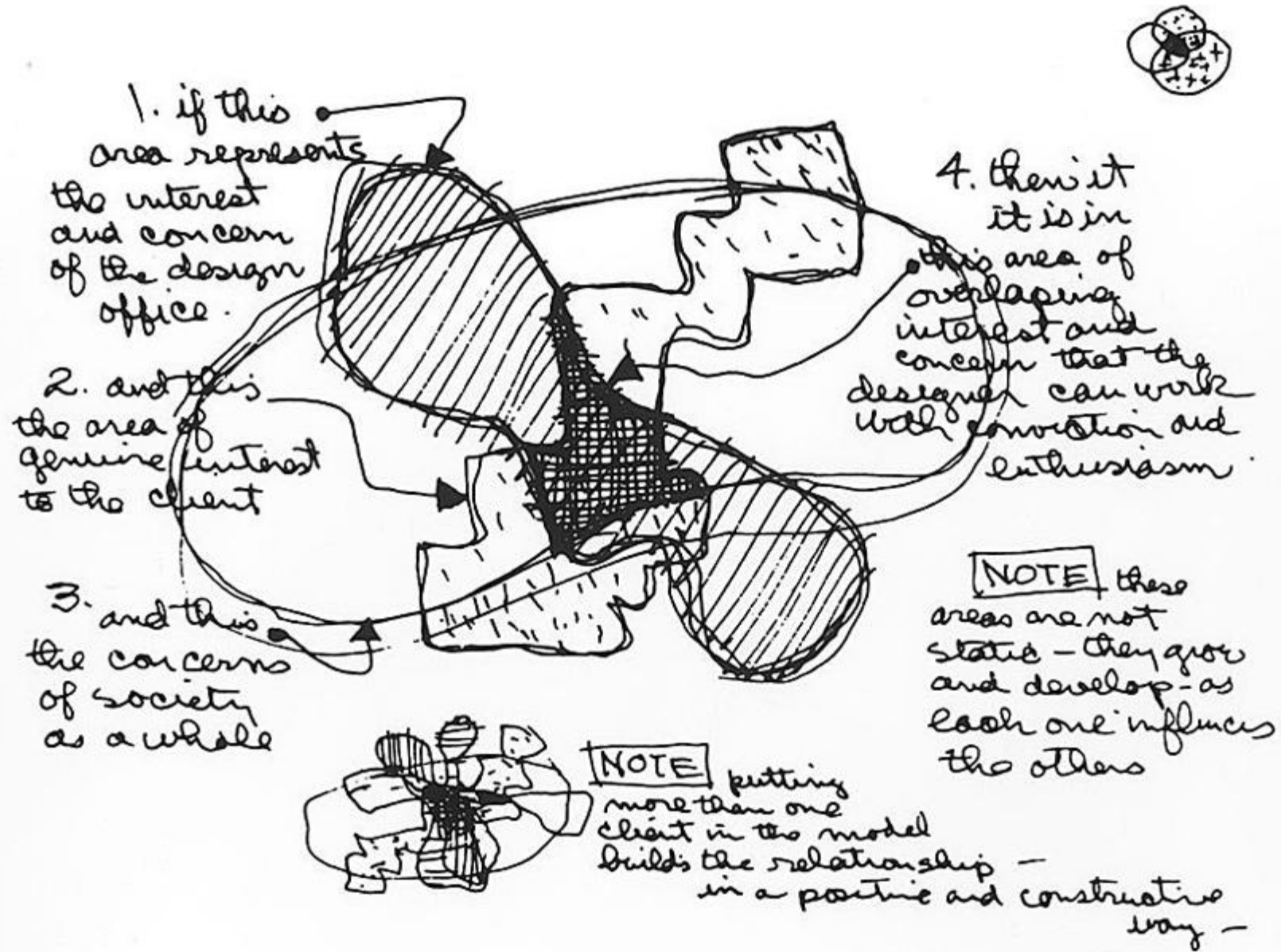
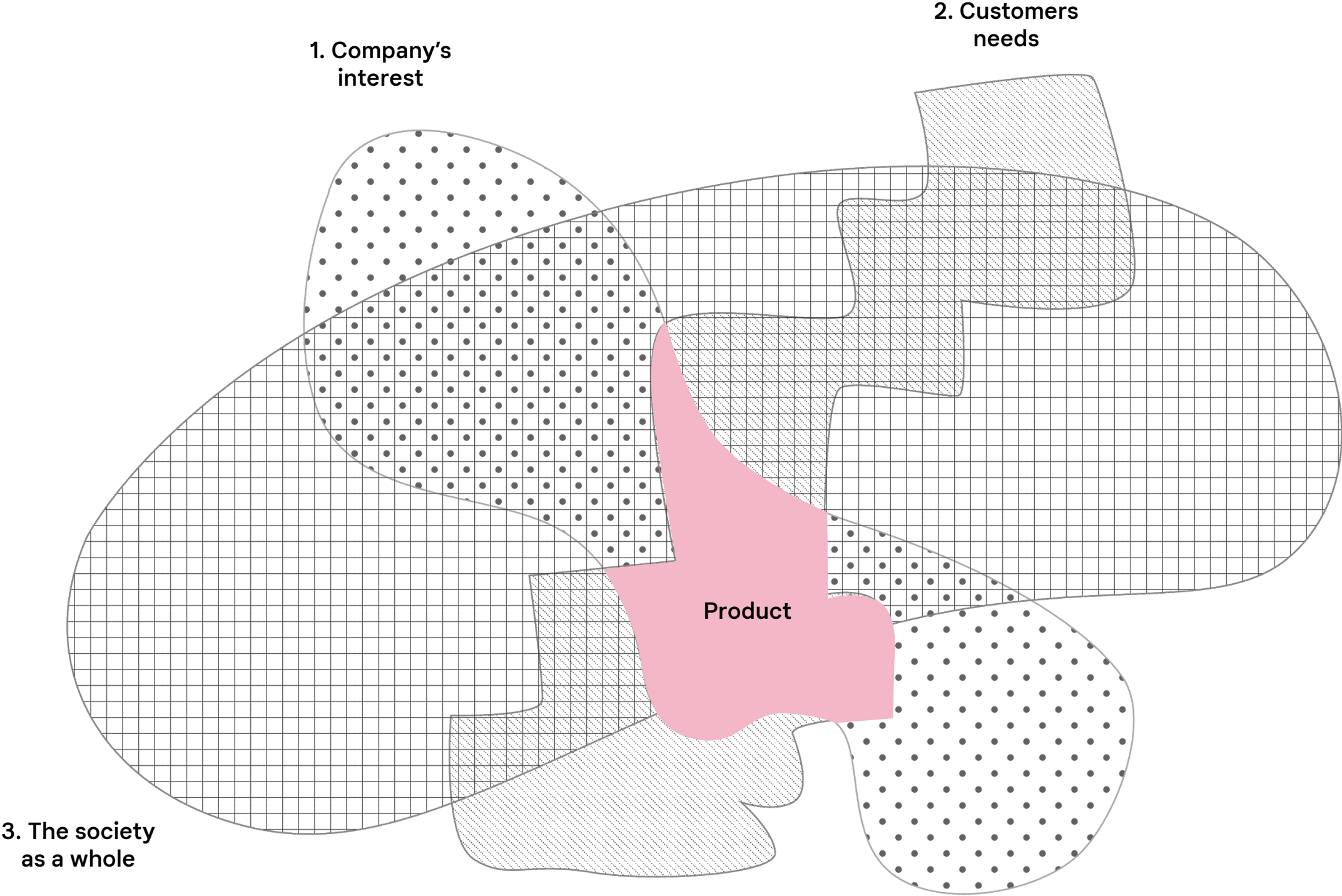


Designing the sweet spots

The sweet spot

What makes a product and what should a designer consider when working for a digital product





Design principles

The importance of setting guiding principles
and having a clear vision through your project

What and why?

Set of considerations that form the basis of any good product

Excellent set of rules for organisations and bigger teams

Design principles help teams with decision making

Guiding the teams in decision making in a constructive way

Source:
<http://principles.design>

Shopping principles

Building relationships

Drive an authentic social experience by user-to-user and user-to-brand conversations

Instant interaction

Reward the user with instant feedback

Seamless experience

An intuitive all-in-one shopping experience

Discover & engage

User centered discovery, validated by other user

The balloon test

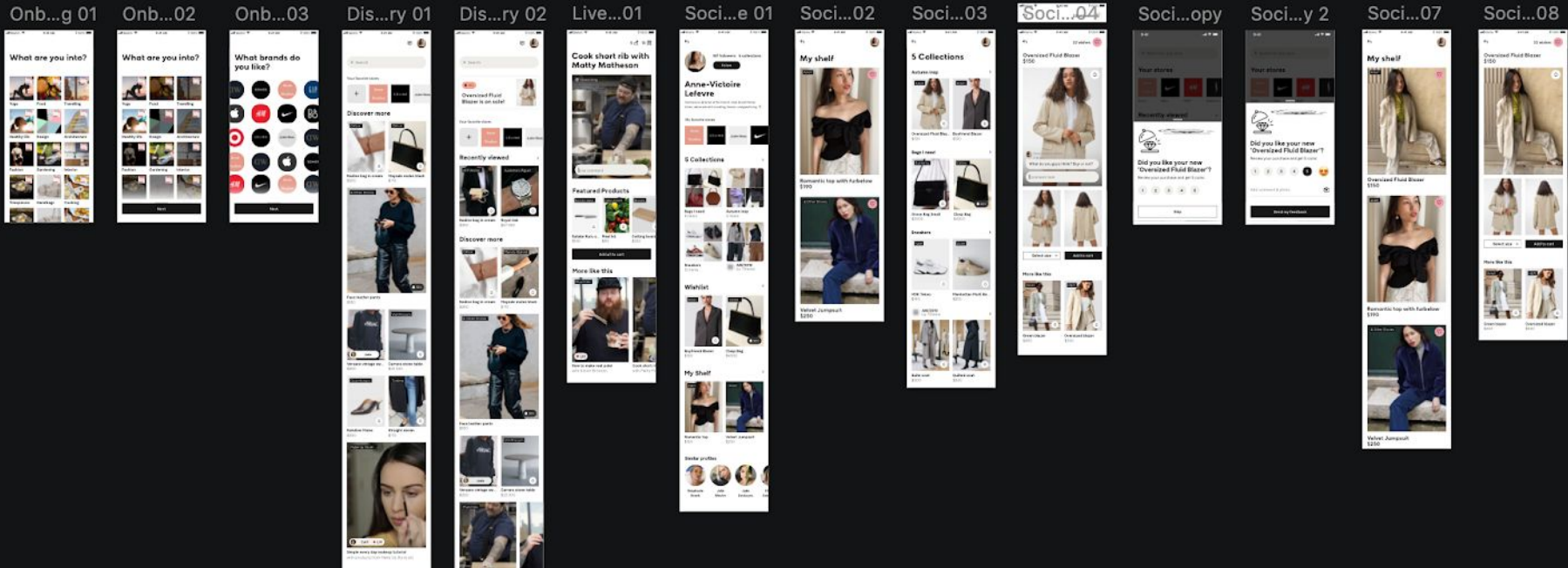
Stand in pairs, blow up the balloon, complete action while throwing the balloon between you

Developing a product

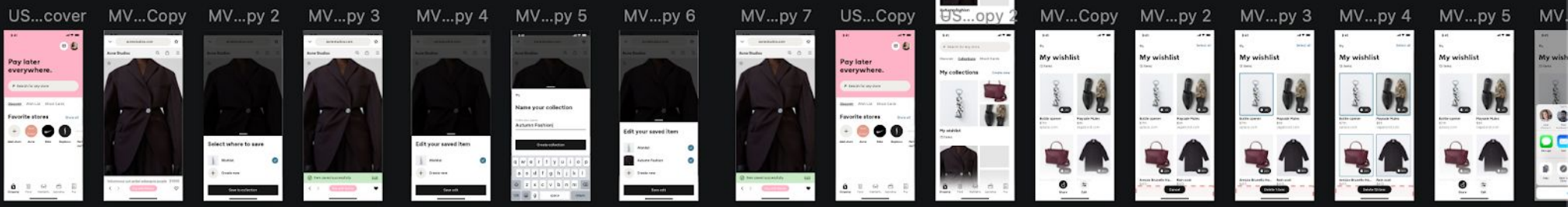
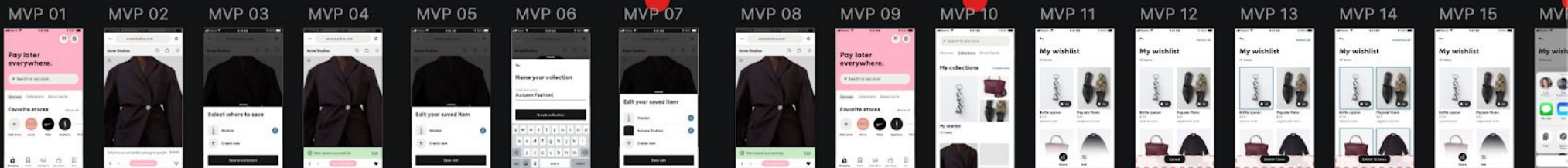
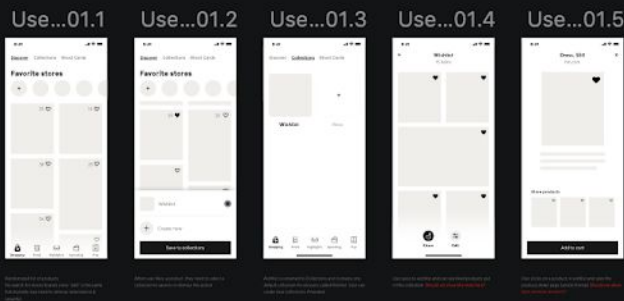
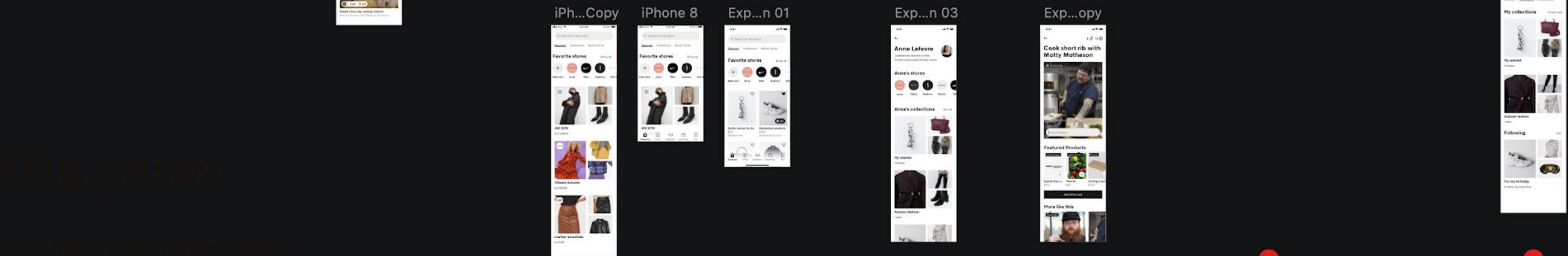
Discovery phase, design phase and
implementation of validated designs

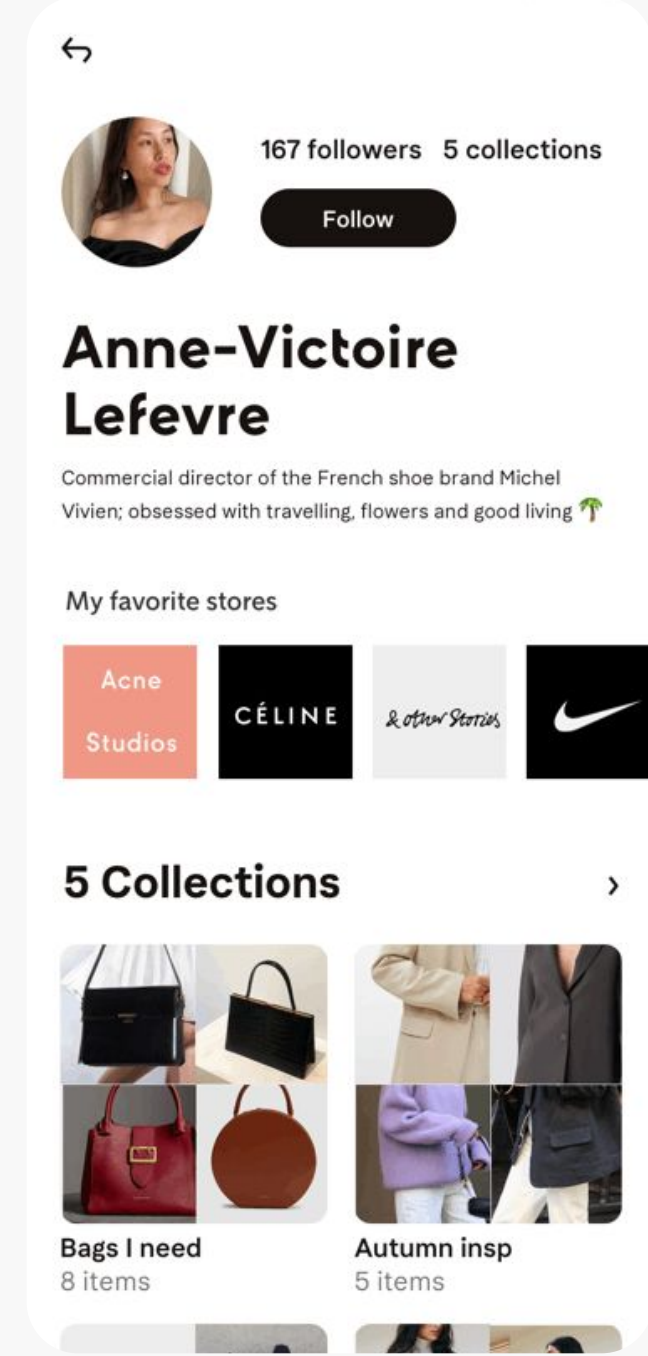
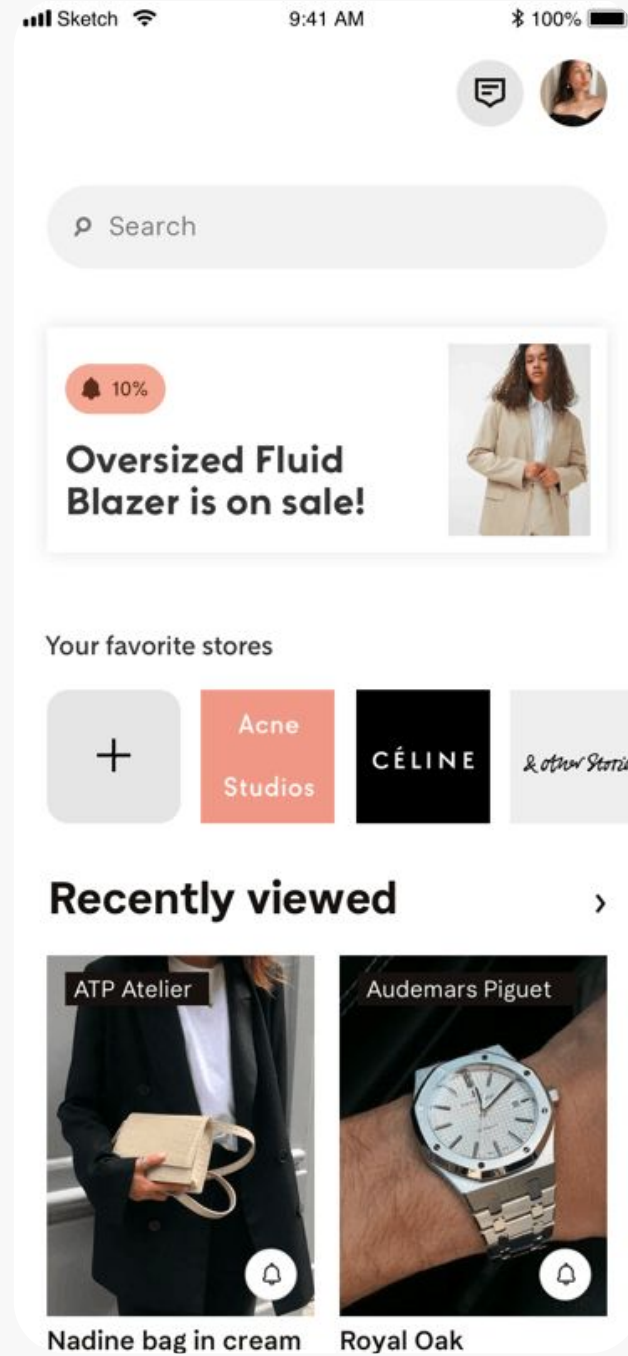
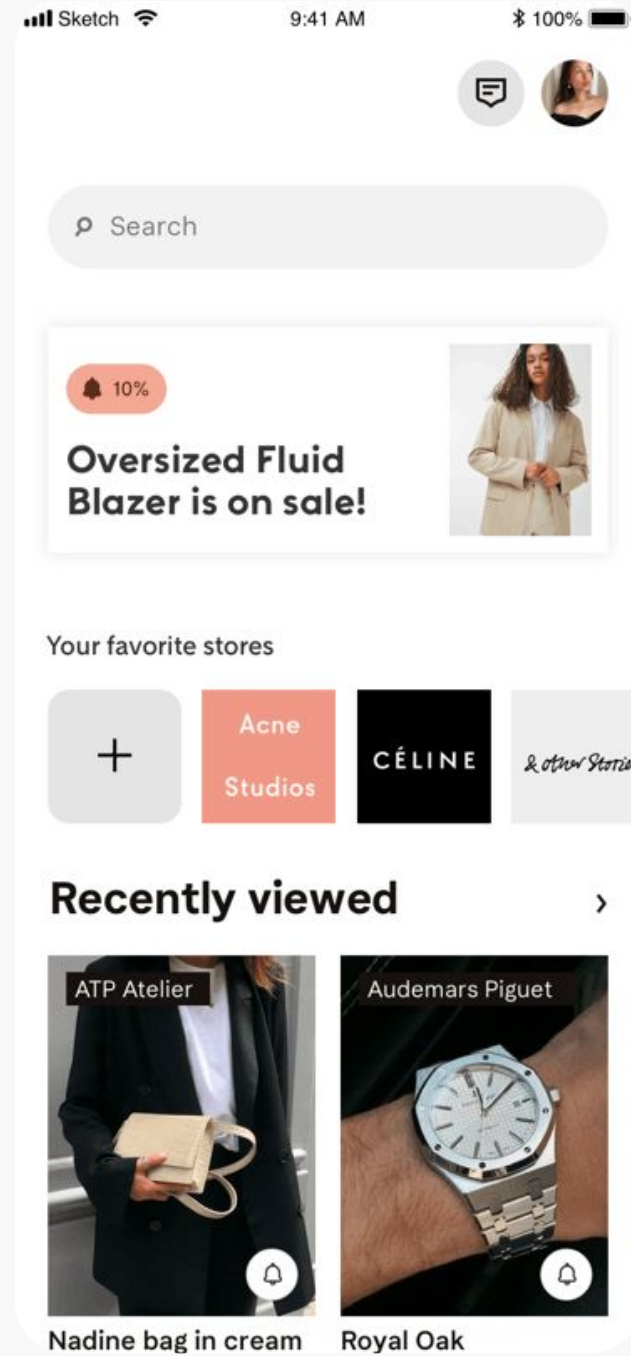
1. Discovery phase

An exploratory phase which can vary and consist of different exercises and workshops. The aim is to think big before narrowing down and to explore as many relevant concepts for the project as possible



Mobile Application

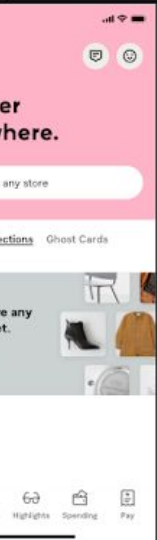




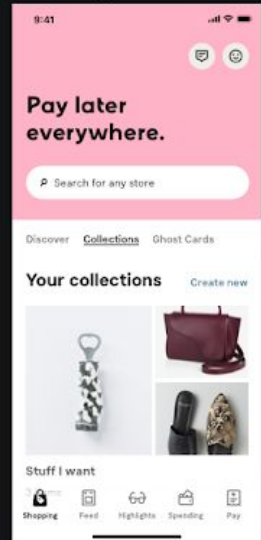
2. Design phase

This is where the designer is adapting to existing design systems of the company and creating designs that fit within the framework of the product as well as follow the guiding principles and the bigger roadmap

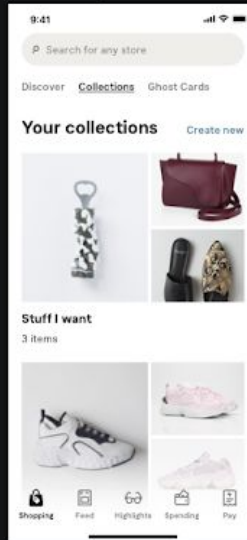
00 Shoppi...ollections



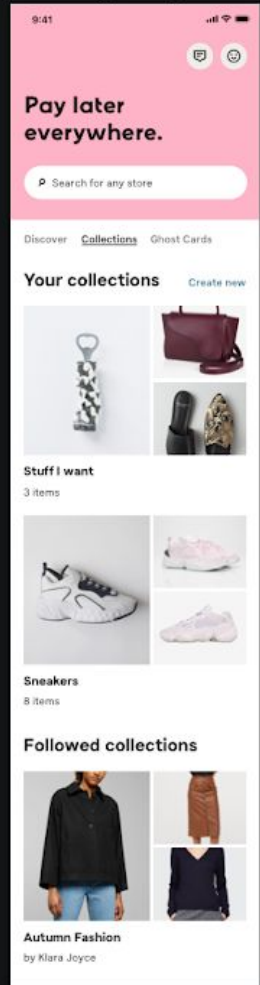
01 Shoppi...ollections



02 Shop...ions scroll



03 Shopp...expanded



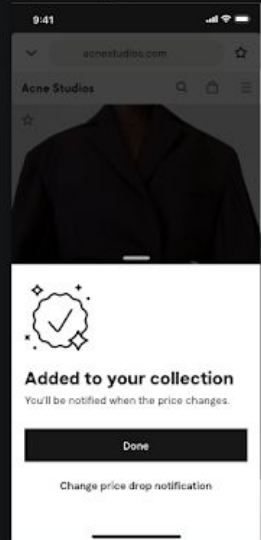
04 Shopp...ollections



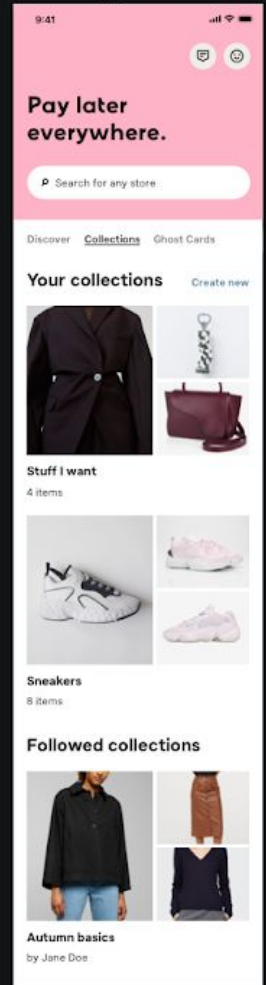
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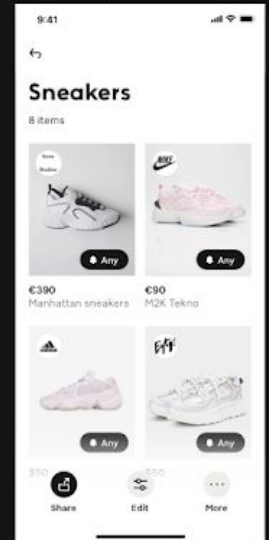
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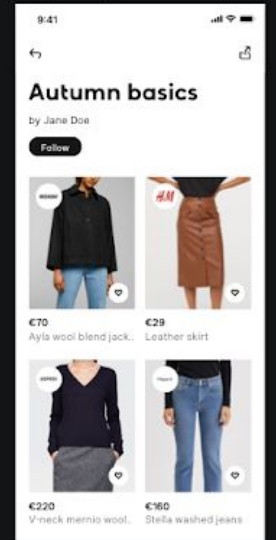
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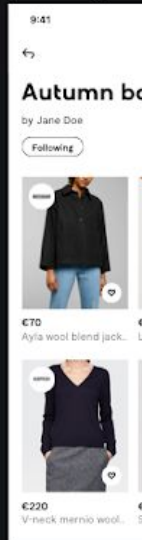
08 Shopp...tions user



10 Shoppi...ns shared

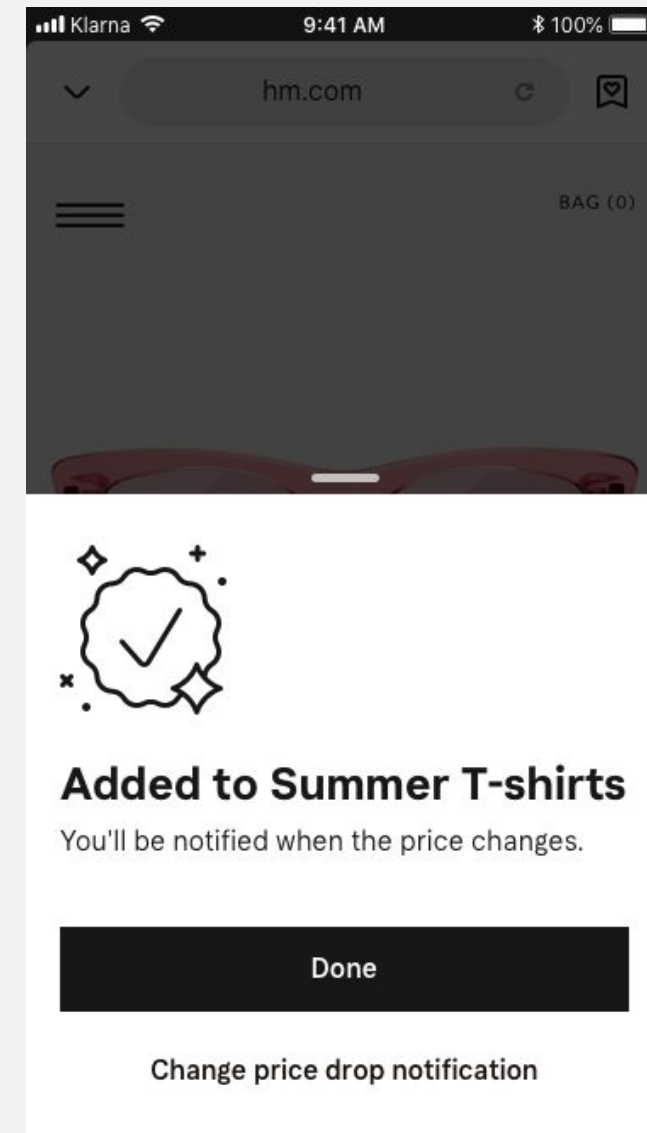
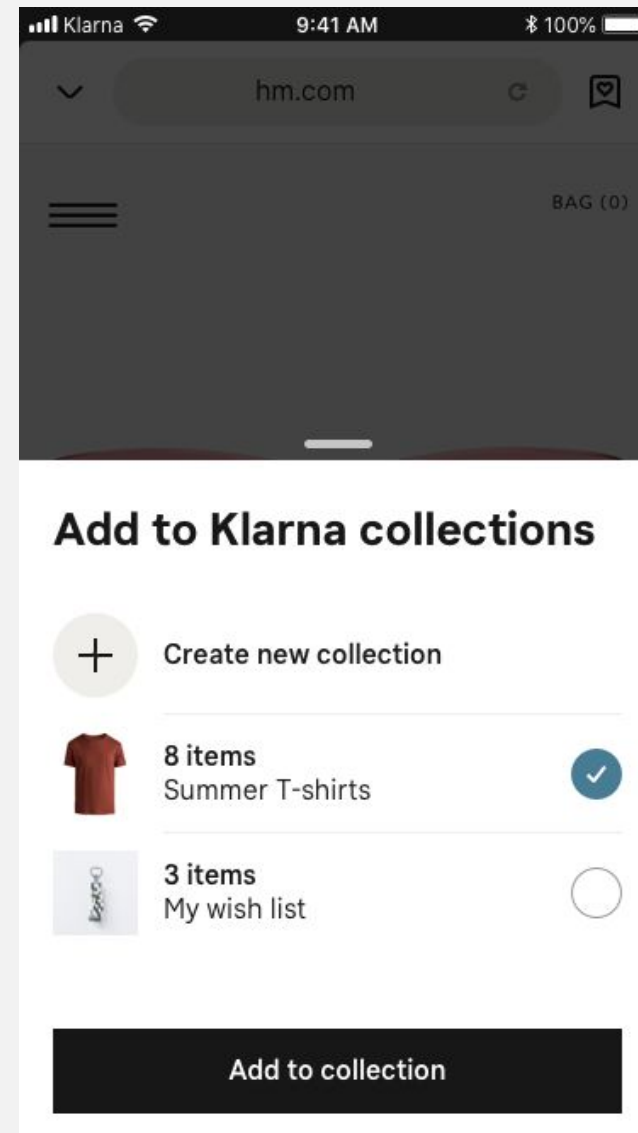


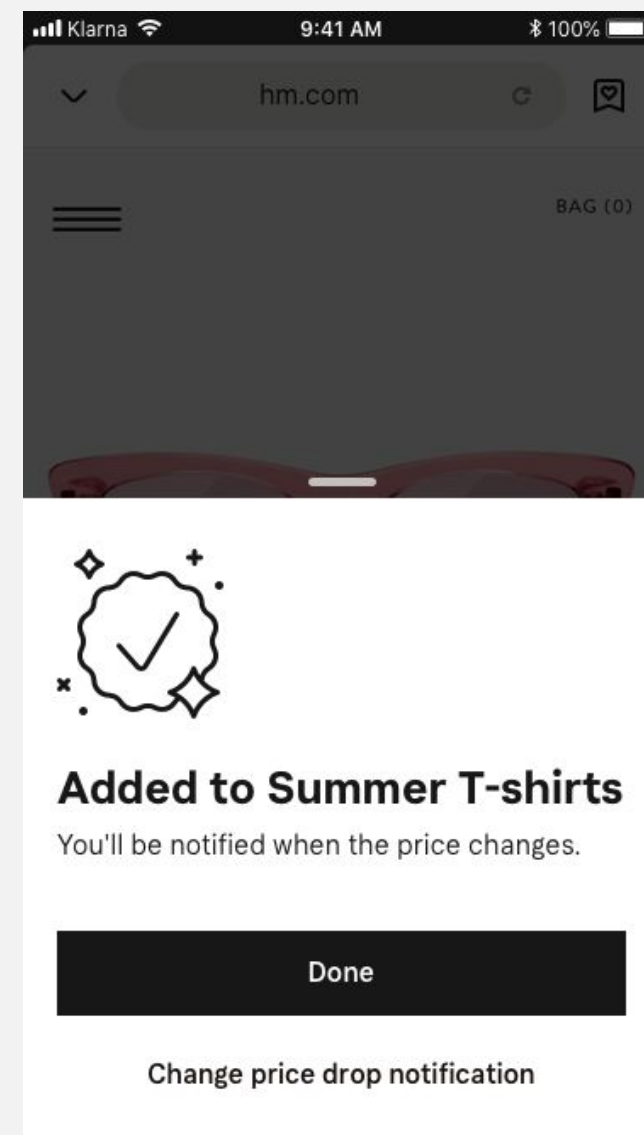
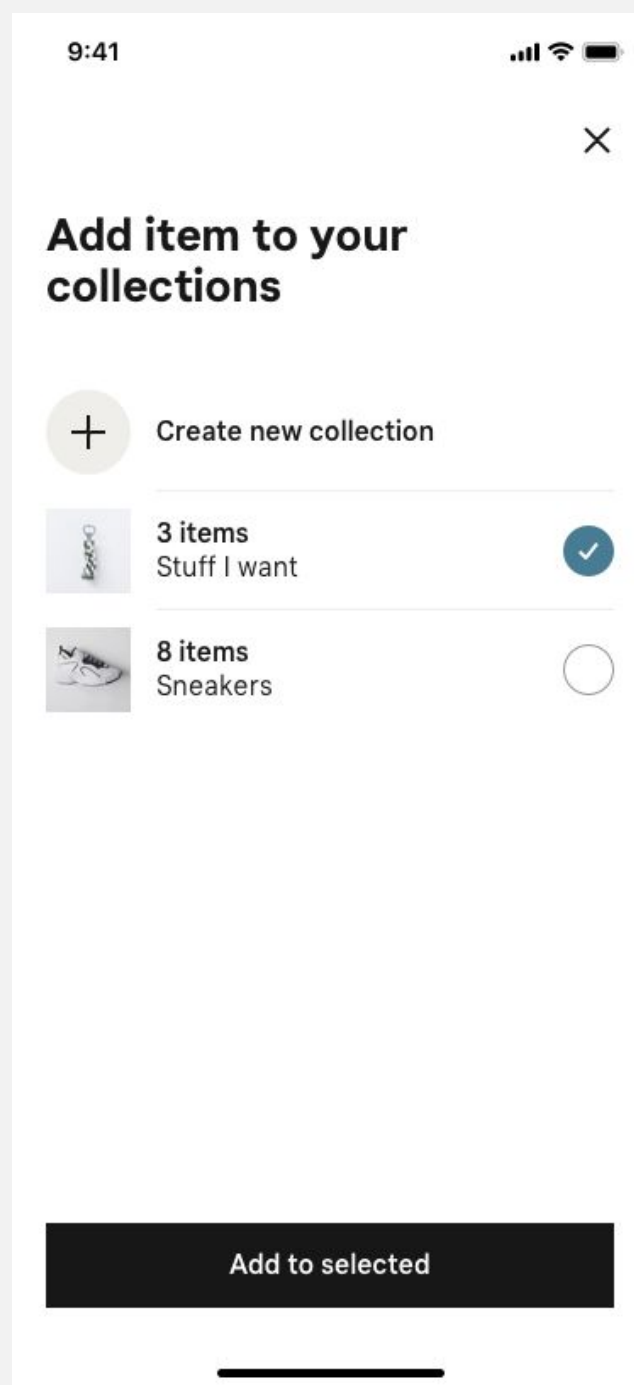
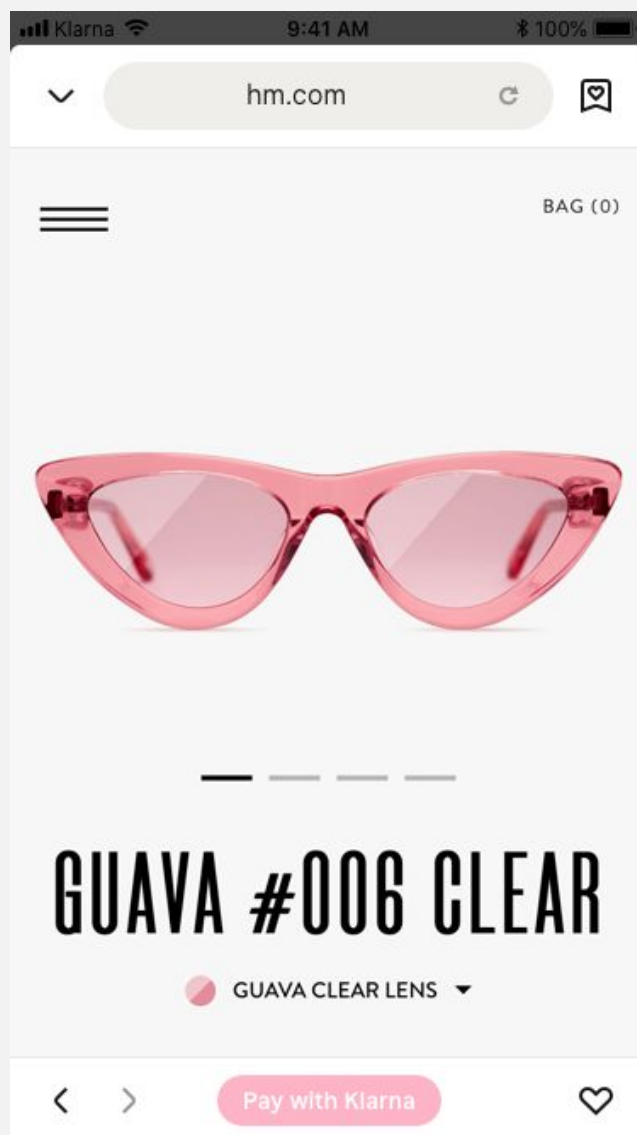
11 Shoppi...

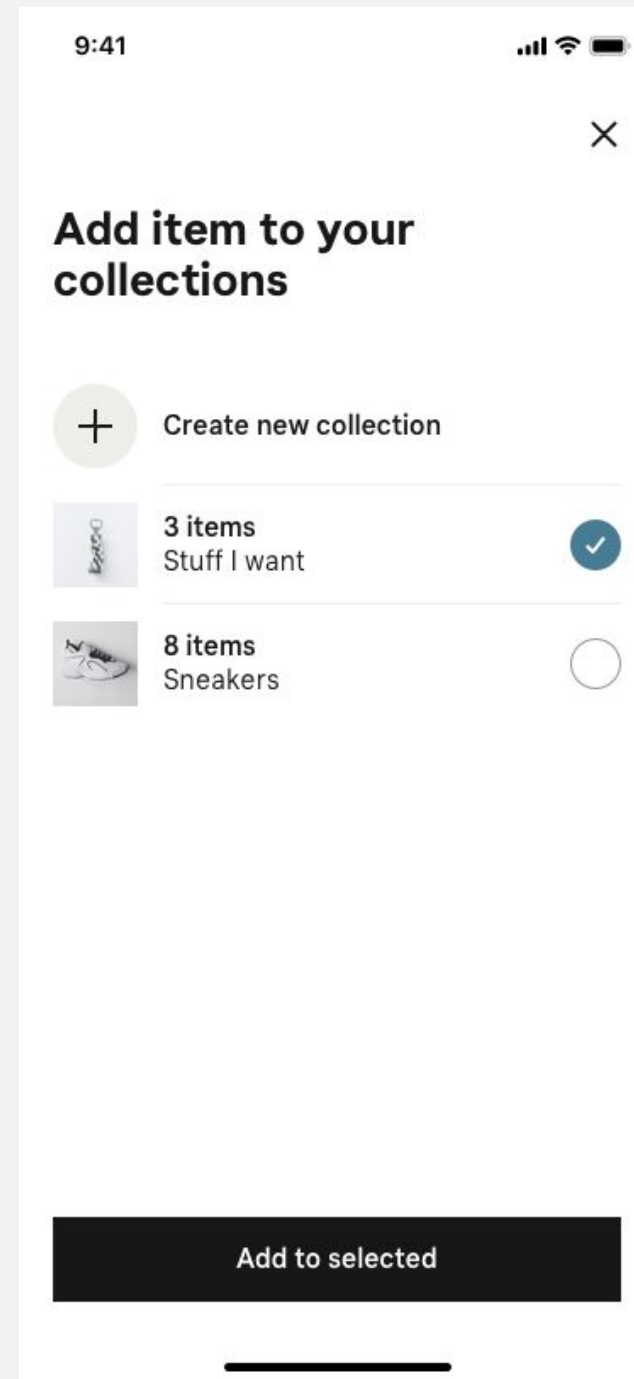


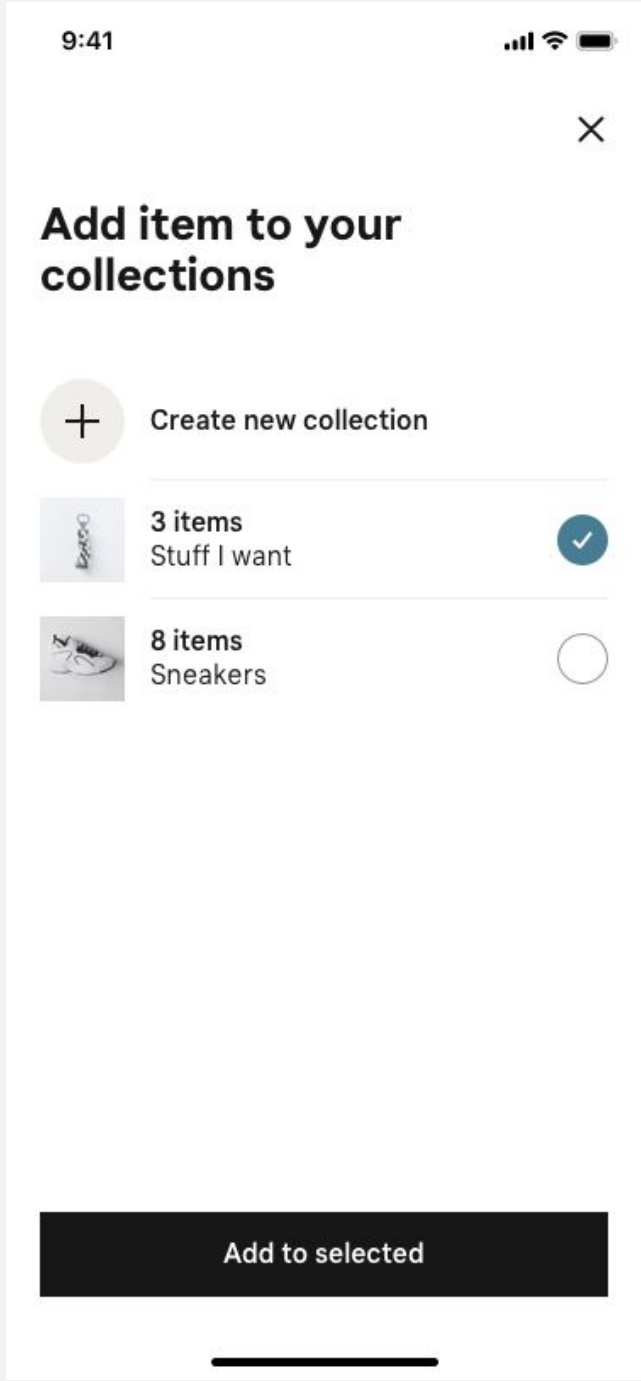
3. Validation

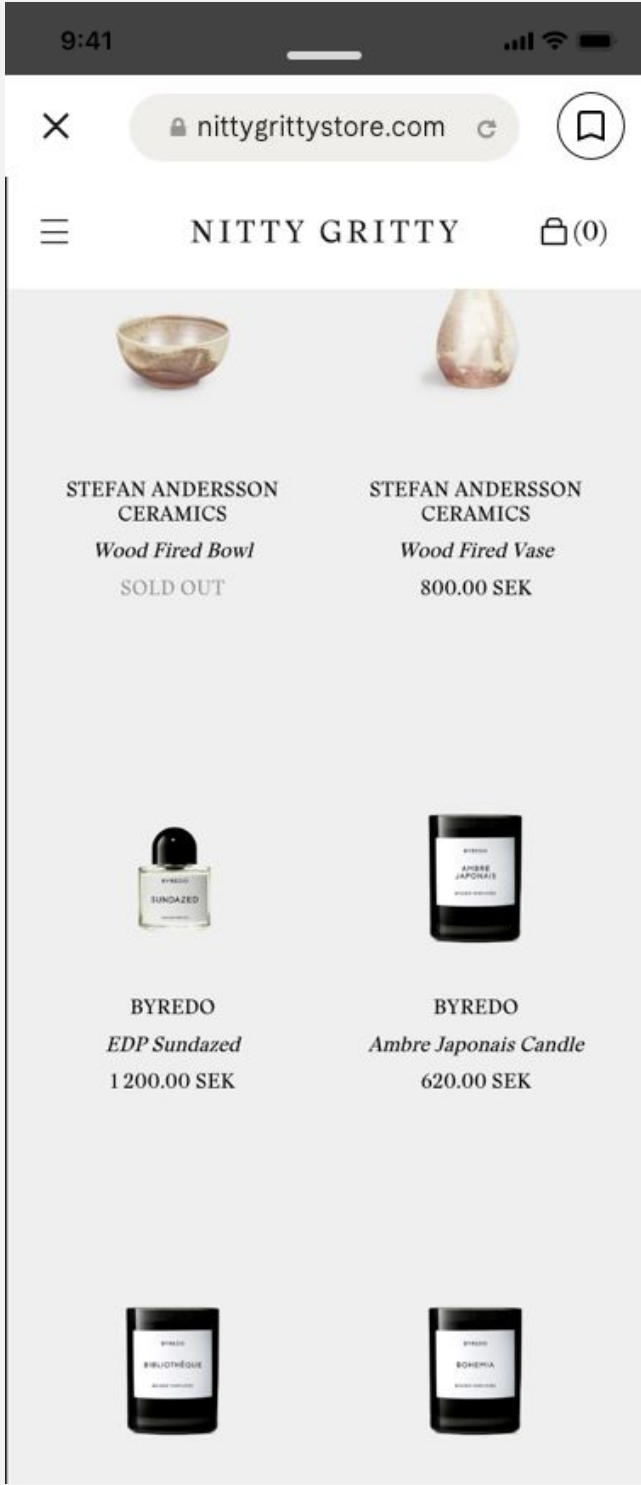
This is a crucial step for our process, to constantly validate designs with tech and users and to adapt to requirements and dependencies from a technical aspect











4. Detailing use cases

Once we have the “key designs” for our project, it’s time to details these into several use cases and scenarios to understand what’s missing from the designs

5. Implementing MVP

Now we have a minimum viable product to proceed with in a fast manner, the aim is to ship first and tweak as we go

6. Reiterating



Once our MVP is released and users start using it, we collect data and continue with user testing if needed to fix where we went wrong in our hypothesis

Thank you!

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K.