PROPHET
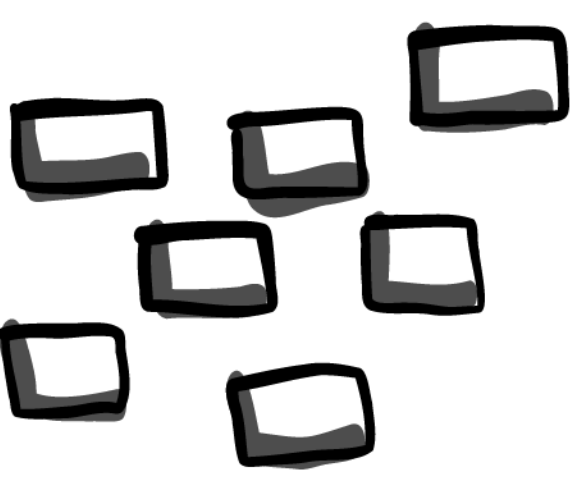
The Collaborative Product Design Process

How we do, what we do...

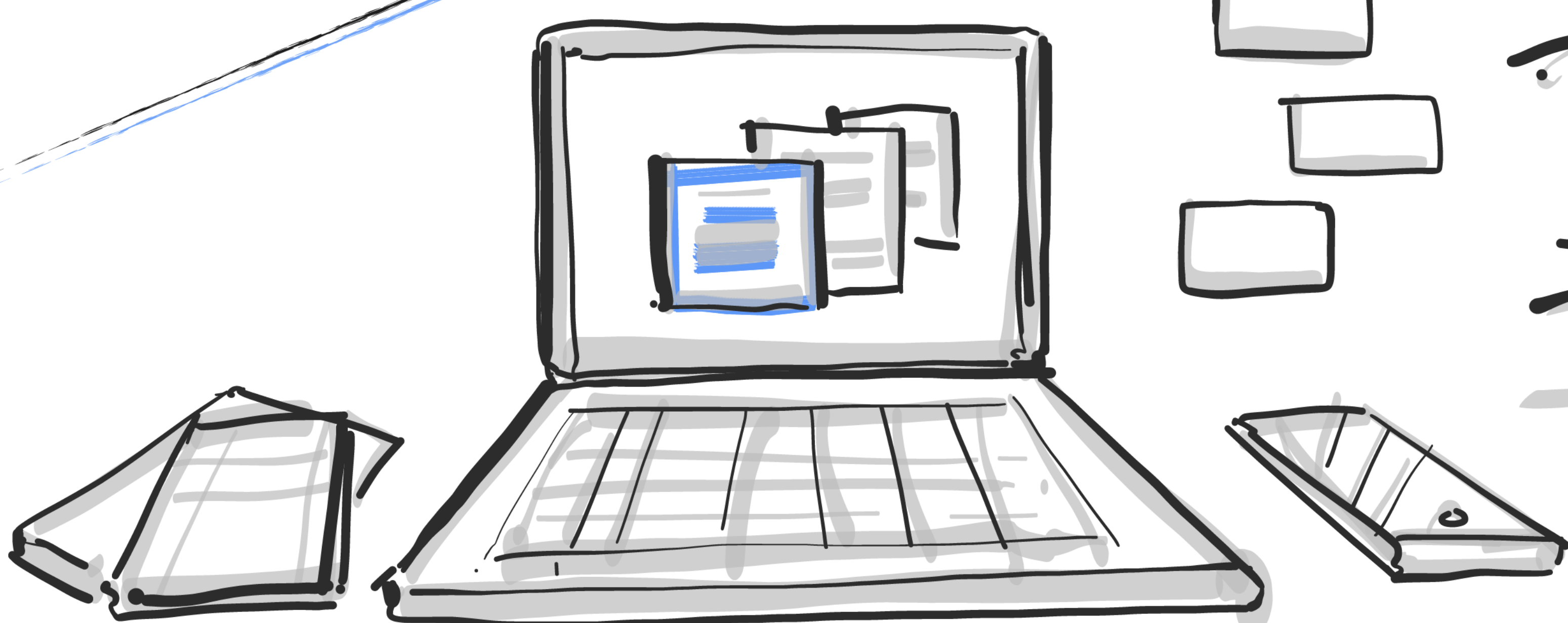### Research & Insights

1.

This is where we go deep to understand the problem space and areas of interest.

HOW WE DO IT:
- Research
- Analysis & Synthesis
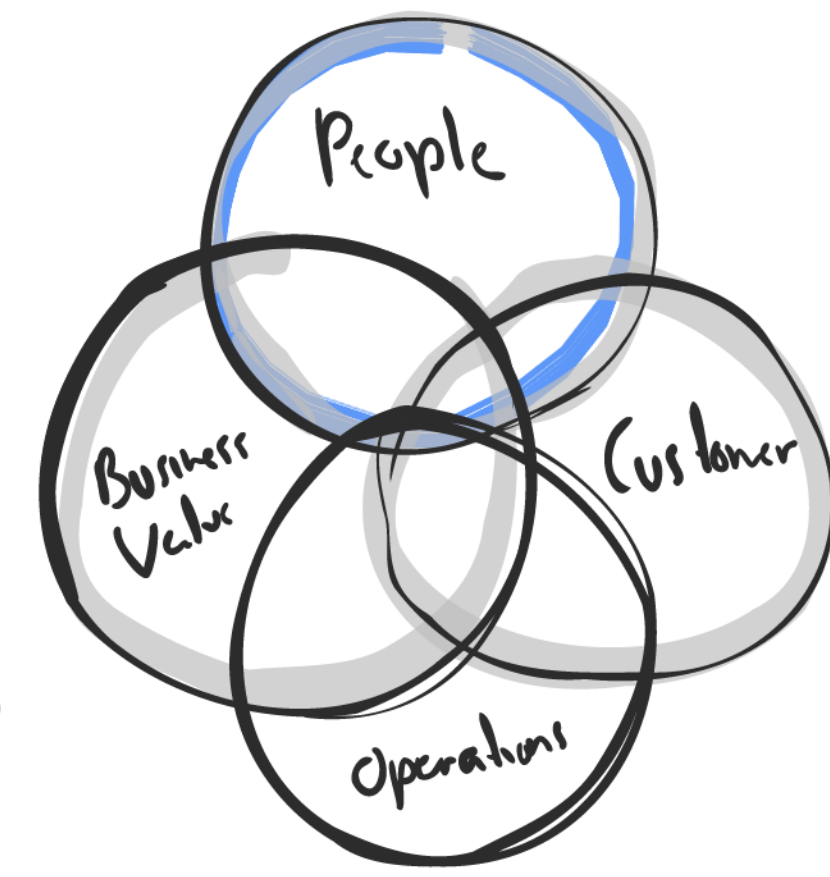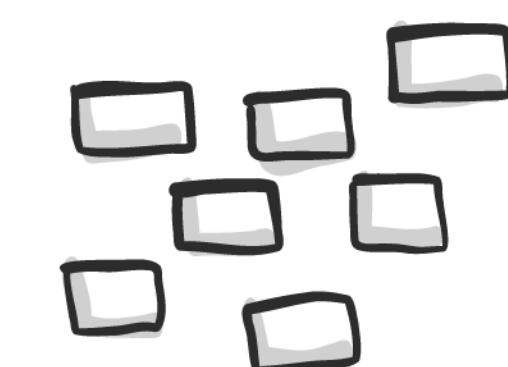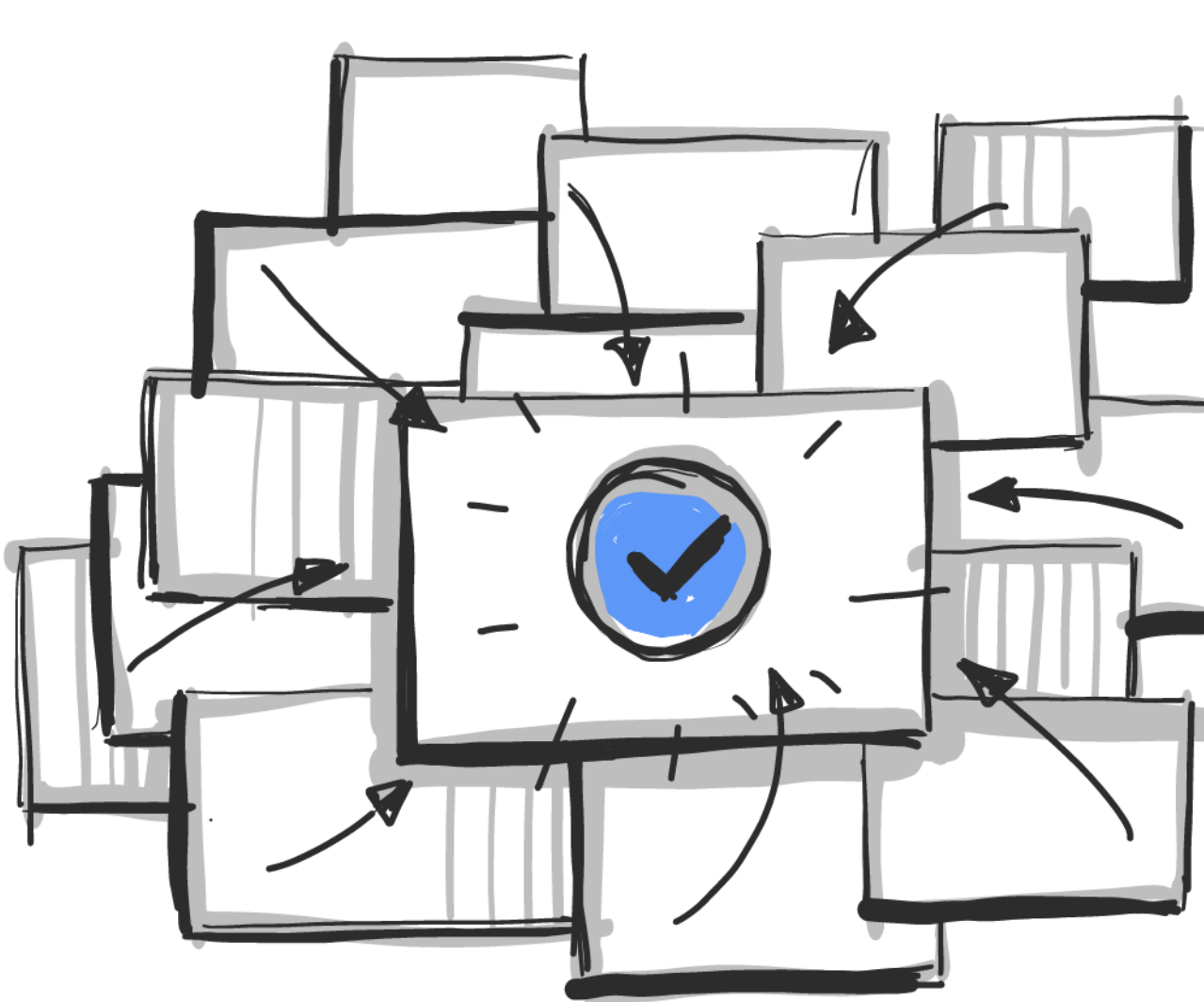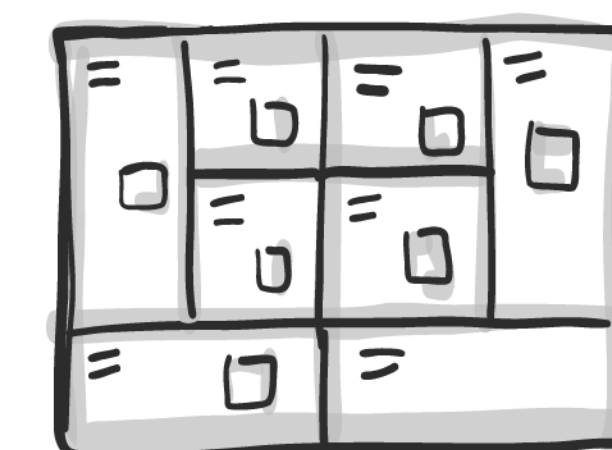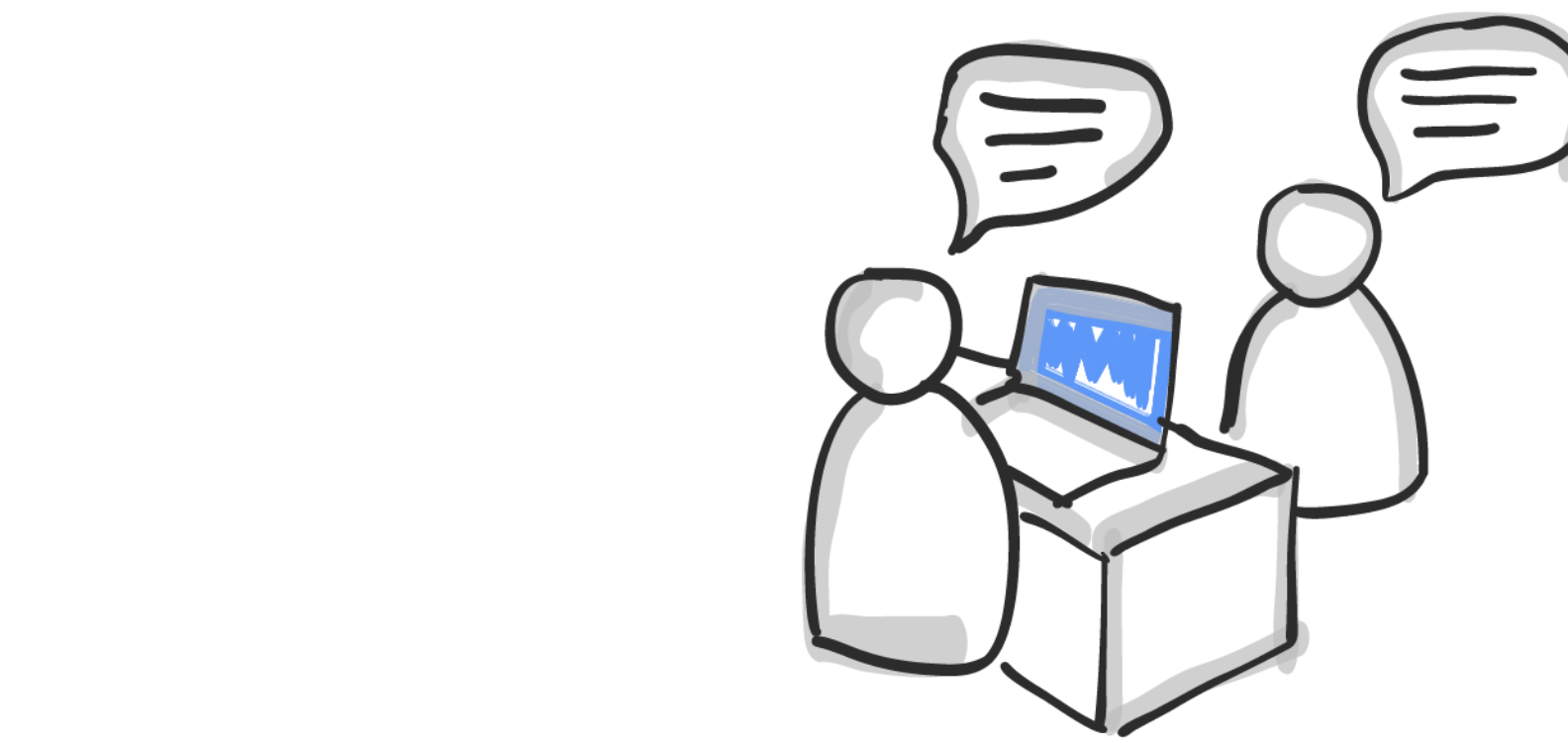
POSSIBLE FUTURES.

Framing the Problem

2.

Before we create, we need to frame the problem and set the vision for the possible futures.

HOW WE DO IT:
- Idea Generation & Prioritization
- Validation & Refinement

Defining the Experience

3.

This is where we set the guiderails for the experience and define the North Star. It's important to not solutionize at this stage, but more focus on setting parameters on what you want to create.

HOW WE DO IT:
- Personas, Archetypes, JBTD
- Problem Framing
- Experience Principles
- [Maps, Flows, Diagrams]

DISRUPTIVE INNOVATION.

Experiment & Prototype

6.

Once we have the design concept, we look to bring it into experimentation and prototyping. This helps validate the concept with users.

HOW WE DO IT:
- Building Prototype
- (Test, Learn and Refine)

5. Design

In the design phase, we start with the lowest fidelity and build out key flows, journeys.
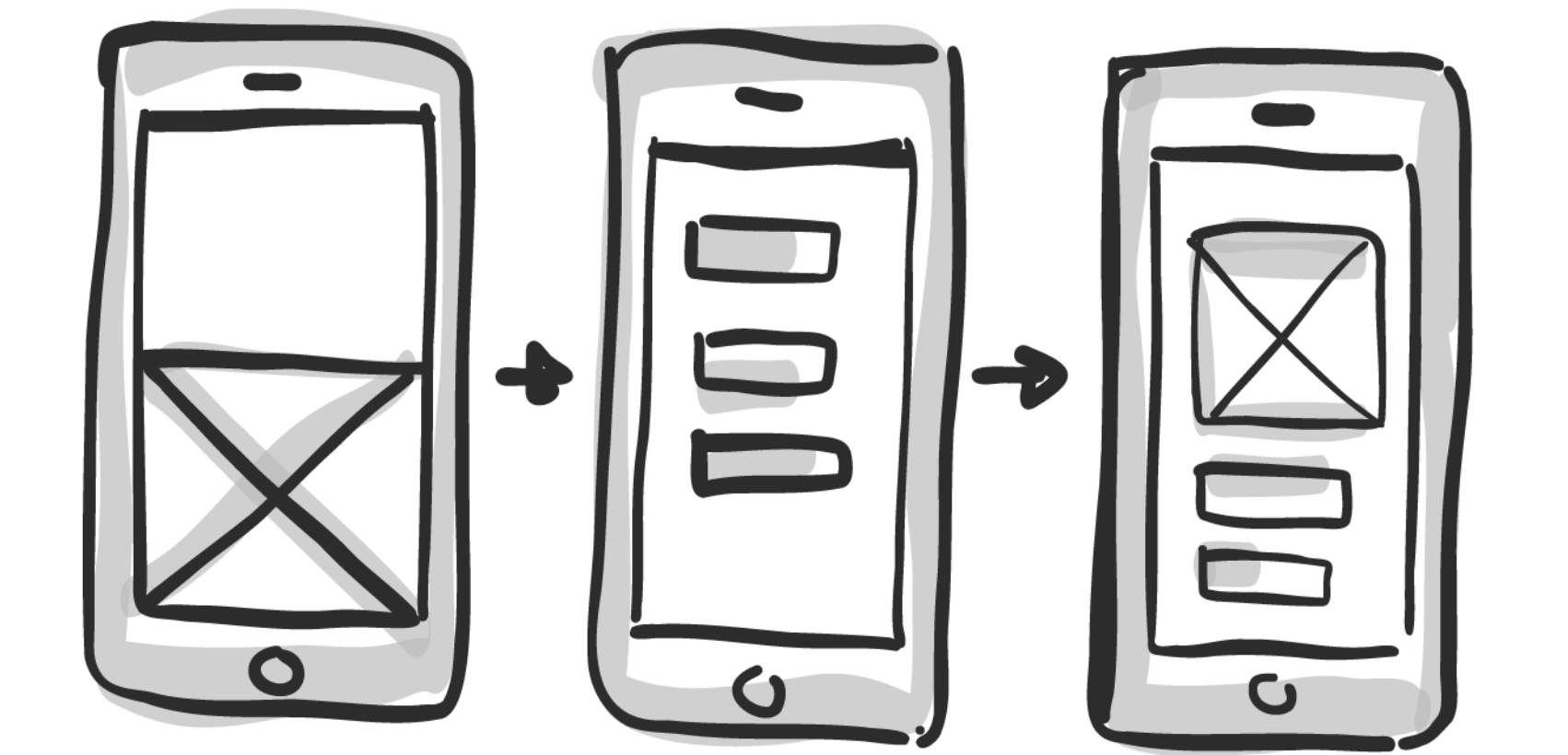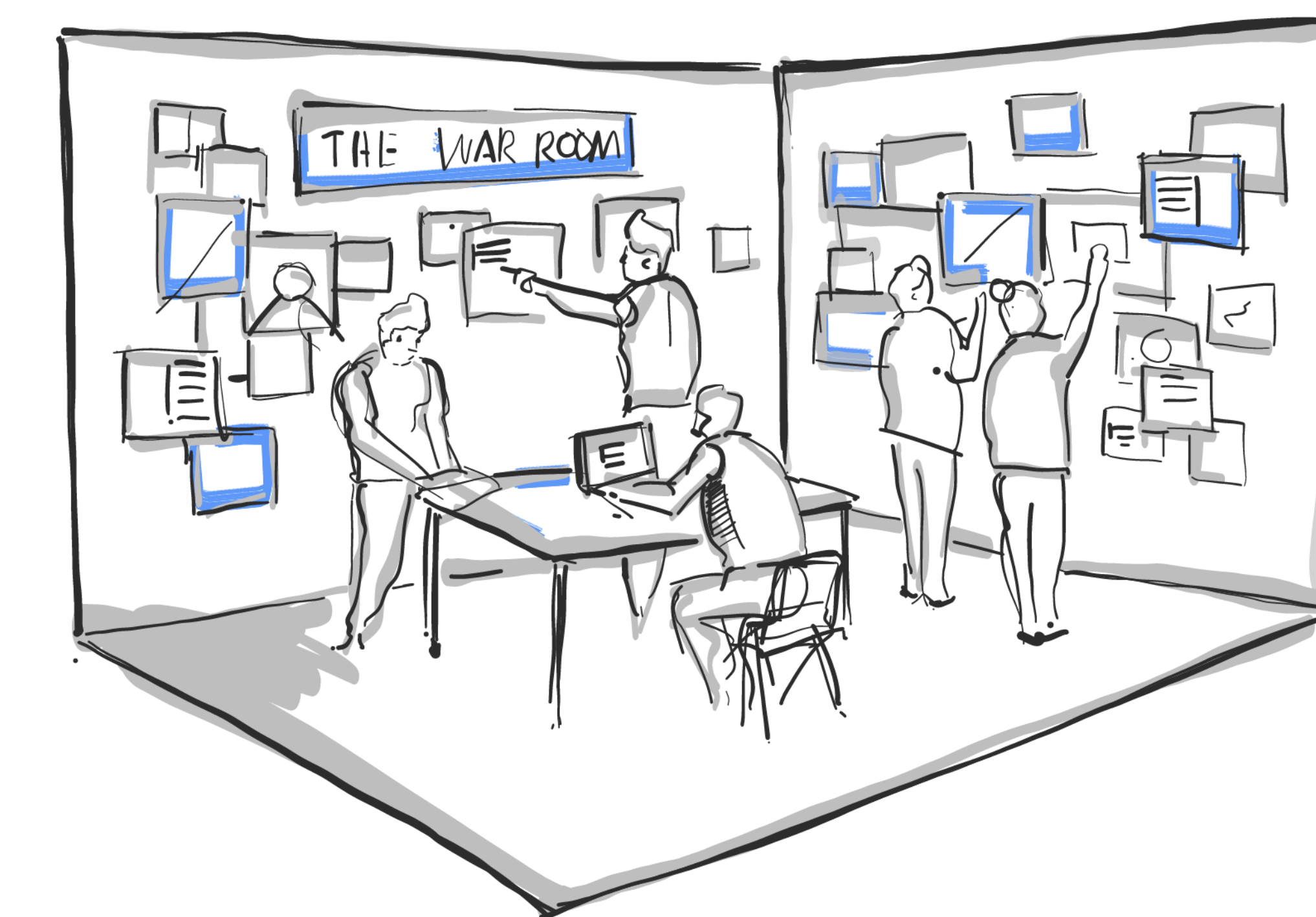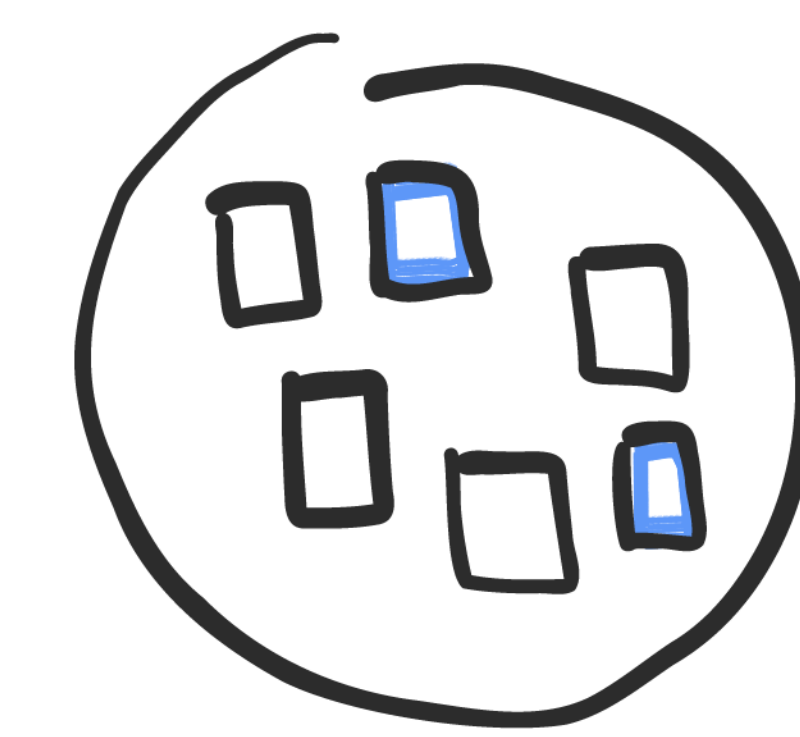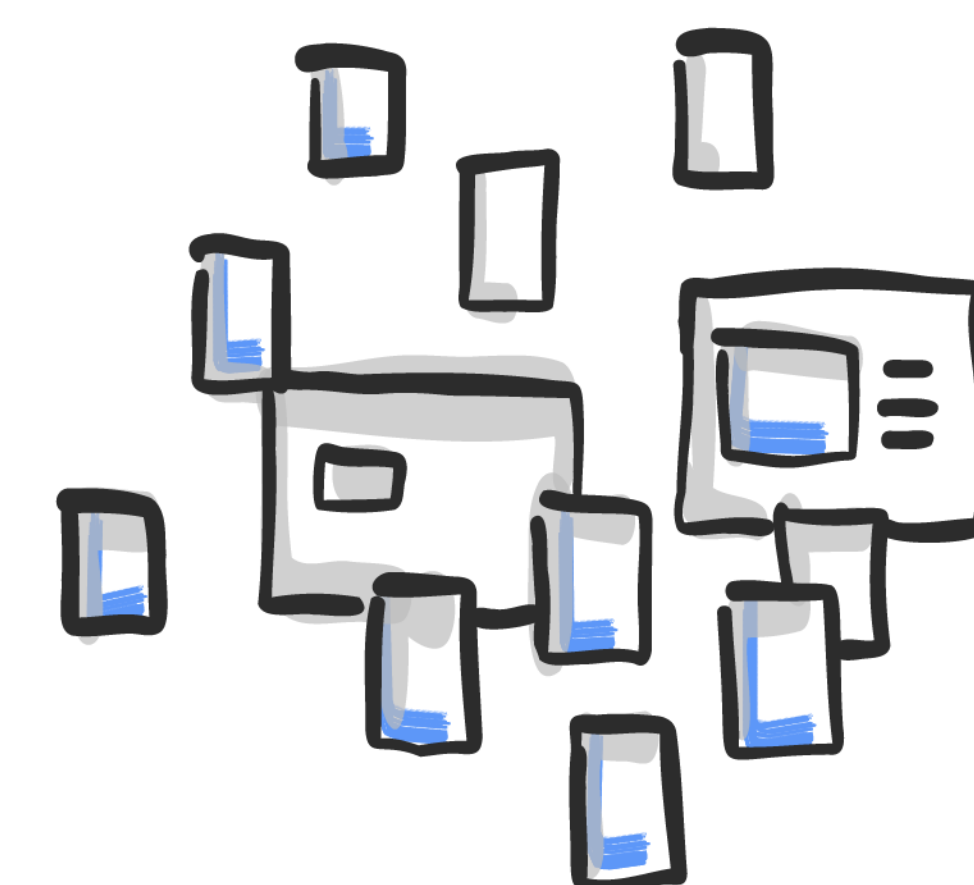
HOW WE DO IT:
- Information Architecture
- Interaction Design
- Visual Design
- Motion Design

THE MIX OF ART & SCIENCE

4. Ideas & Concepts

This is where we generate ideation based on a hypothesis. This is a generative phase where we want to push the thinking and realm of what's possible

HOW WE DO IT:
- Idea Generation & Prioritization
- Validation & Refinement