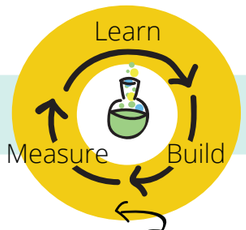
DANDY PEOPLE

From impact goal to sliced delivery with light weight validation with the Agile Product Team

The Product Development Process

Discover and Deliver in... 

...iterations and increments.



... measurable impact goals

... shared understanding of the user and their context

... possible solutions

... validating, learning and throwing away

.... slicing, building & releasing for tactic learnings

.... evaluating the impact based on usage of the solution

Define the problem | Find solutions | Deliver

Start here → Framing | Insights | Focus | Ideation | Prototype & test | Not here → Plan | Deliver | Evaluate

Product Disovery & Delivery Toolbox

Framing	Insights	Focus	Ideation	Prototype & test	Plan	Deliver	Evaluate
Impact Goals	User Interviews	Persona & Roles	Story Board		User Story Map	Visual Design	A/B testing
Project Hypotheises	Usability Testing	Jobs to be Done	Design Studio	Rapid Prototyping	User Scenarios	Frontend Development	Usability Testing
Impact Mapping				Usability Testing	Specification by Example	Backend Development	
Purpose	Data from usage	Empathy map	6 Thinking Hats	P.O.C	MVP	Interaction Design	
	User Transaction Flow		The Anti-Problem	Mockup		Navigation Design	
	Customer Journey			Moodboard		Information Design	

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