









# Product Design Interlude (Brief)

Team

Project/initiative

The following are a series of prompts intended to help designers (and wider product teams) scope and prioritise their research and design effort. The intention is to capture answers to many of these questions at the outset of a project/initiative; as well being a reference point for decisions made during the project, and before the teams moves on to the next significant piece of work. See this is a guide to have better conversations and ensure work is well-aligned and has had the desired impact.

1. Framing the Opportunity		2. Scoping the Project/Initiative	
<p><b>Who is the target user/customer?</b> </p> <p><small>Who are the group of users (or the persona) we're looking to serve with this piece of work? Who will benefit most from our efforts and exhibit the behaviour we're looking to drive/influence?</small></p>	<p><b>Why is this valuable to the customer/business?</b> </p> <p><small>Why is this important to the customer/Redgate (hypothesis)? What JTBD, pains or gains does it seek to address? How does it relate to the product roadmap / strategy?</small></p>	<p><b>How do we determine the priority?</b> </p> <p><small>How much design/research effort is required? How critical is design and research to the success of this project/initiative? How does this compare to other competing projects? What's the ROI?</small></p>	<p><b>What are the constraints and dependencies?</b> </p> <p><small>Are there any known constraints? Is this a time-sensitive opportunity? Are there any key dependencies? What work is required beforehand? How long might it take? Is the scope reasonable?</small></p>
<p><b>What is the customer problem to be solved?</b> </p> <p><small>What is the customer problem to be solved? When and how often do they experience this problem? What should be considered in scope and out of scope? How much research is required upfront?</small></p>	<p><b>How will we determine success?</b> </p> <p><small>When would this work be deemed complete? What is/are the success criteria? What would be a great outcome for the customer? How do we plan to measure success (behavioural change)?</small></p>	<p><b>Who are the key stakeholders?</b> </p> <p><small>Who has requested this/needs this? Are there any other stakeholders we should be aware of? How should we involve them in this project? How are we making decisions? Who determines 'done'?</small></p>	<p><b>Are there any existing resources we can draw on?</b> </p> <p><small>What background information is there? What is already known about this problem? What insight do we already have? Does a solution already exist? Can we use any existing design patterns?</small></p>