DESIGN FOR SUCCESS

Describe - Explore - Search - Implement - Gather- Nurture

Use these six steps to design and implement solutions to the challenges you and your customers face.

Describe Shortcomings

1

how is the product or solution inferior?

Explore Situation

2

how are users behaving?

Search Solutions

3

how might you design a better offering?

Implement Fixes

4

how can you test and rollout your creation?

Gather Feedback

5

what are users telling you about your design?

Nurture Improvement

6

how can you continue to refine and improve your design?