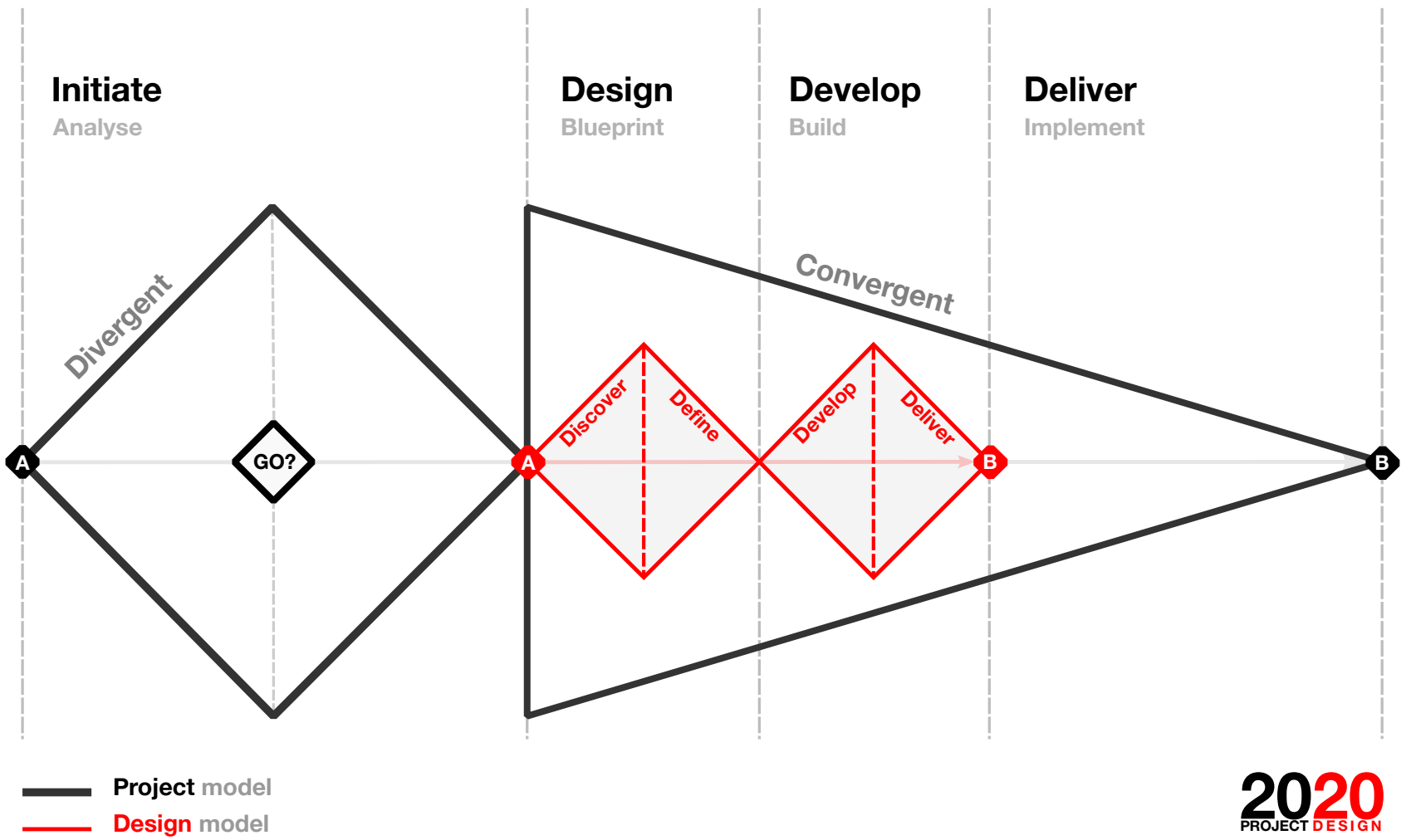


# MANAGE THE PROJECT & DESIGN THE PRODUCT

A project process is used to make sure your desired outcome is achieved. A design process is used to make sure you create a useful product. Here is how the two processes fit together.



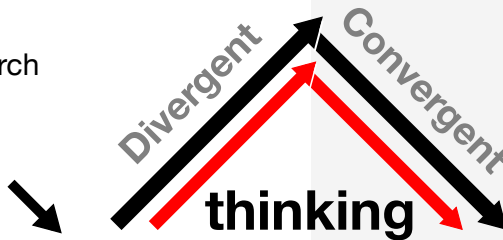
## Project process

You manage a project to create a product

A project process is used to organise and control the workflow of tasks and resources within a specified budget, time and quality. You plan to coordinate and track stages of a project from A to B. A good project plan splits a project into digestible chunks to make it manageable.

↗ Open up the conversation to research and explore project requirements.

↘ Narrow project focus to set, design, develop and deliver desired outcomes.



## Design process

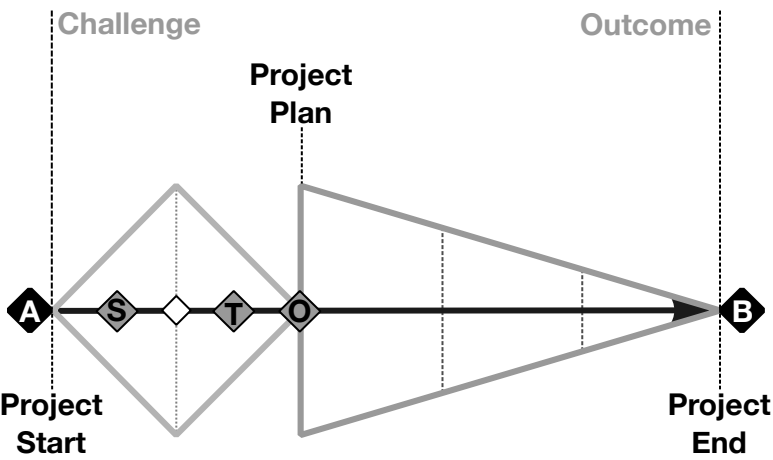
You design a product to fulfil a desire

A design process is used to structure your approach to creating your product. The four phases guide your design thinking from empathy to define, ideate, prototype, test and back to empathy. Ever improving your design as you iterate and learn what works.

↗ Open up the conversation to discover and develop new design ideas.

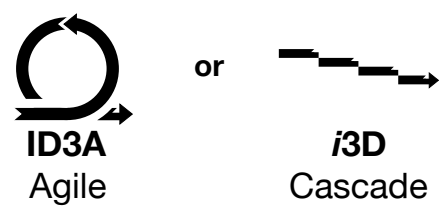
↘ Narrow design focus to define prototype and deliver your product.

## Project timeline

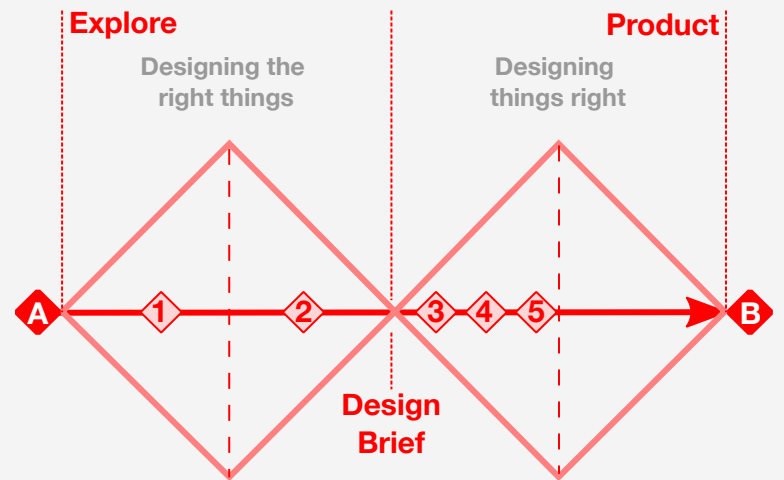


The 5 sub-plots - tell the project's story:

- S Strategy** - start with the 'Big Picture' - the vision - the desired outcome of the project.
- T Tactics** - make your vision a reality by planning i.e. break the Big Picture into smaller chunks.
- O Operations** - follow the plan and do the work. An adaptable but structured workflow builds better products.
- R Reports** - measure and evaluate the products and keep track of project progress in all stages.
- Y You** - identify what knowledge, skills and behaviours you need throughout the project.



## Design timeline



The 5 planes - design the user experience:

- 1 Strategy** - start with why users would use this product. What do they get from using it?
- 2 Scope** - what are the specifications for features and functions users want in the product?
- 3 Structure** - organise the features and functions in a meaningful and useful way.
- 4 Skeleton** - optimise the placement and arrangement of features and functions to maximise efficiency.
- 5 Surface** - design the look and feel of features and functions in line with the user experience.



www.robinspinks.com