

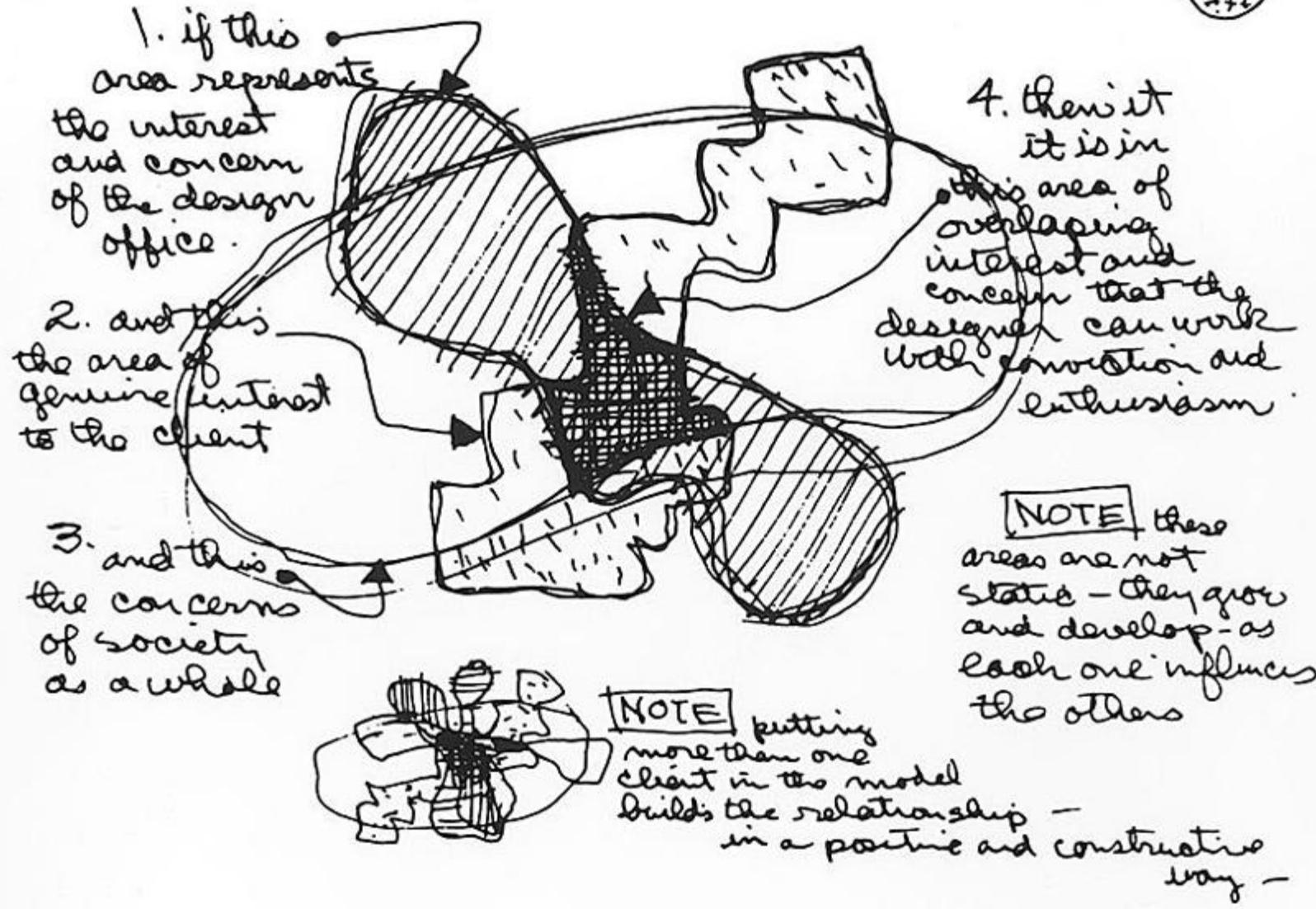
# Designing the sweet spots

The foundation of good product design

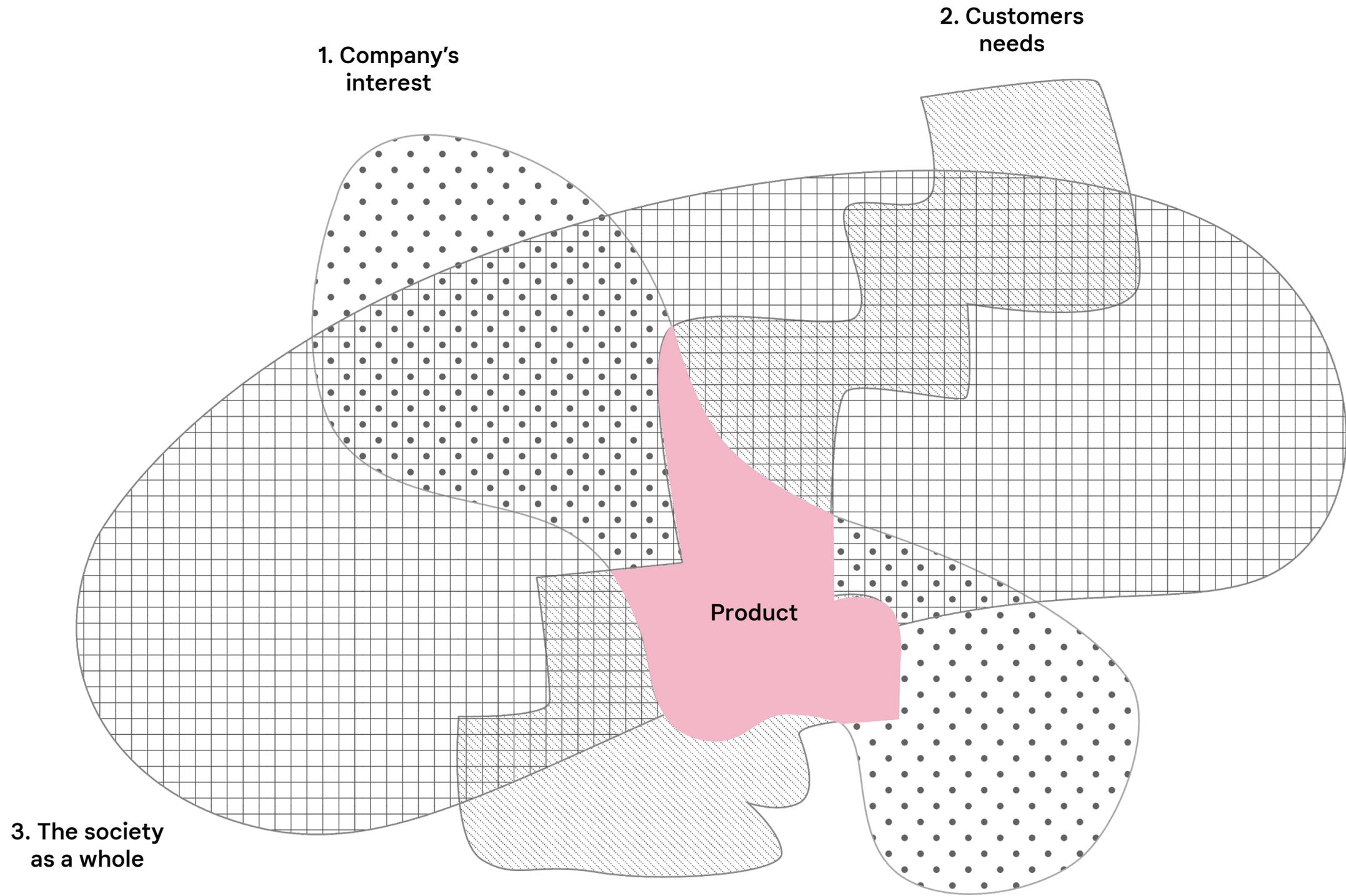
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# The sweet spot

What makes a product and what should a designer consider when working for a digital product



Statement of the Eames Design Process by Charles Eames for the Louvre Show, "What is Design," 1969



# Design principles

The importance of setting guiding principles  
and having a clear vision through your project

# What and why?

Set of considerations that form the basis of any good product

Excellent set of rules for organisations and bigger teams

Design principles help teams with decision making

Guiding the teams in decision making in a constructive way

Source:  
<http://principles.design>

# Shopping principles

## Building relationships

Drive an authentic social experience by user-to-user and user-to-brand conversations

## Instant interaction

Reward the user with instant feedback

## Seamless experience

An intuitive all-in-one shopping experience

## Discover & engage

User centered discovery, validated by other user

# The balloon test

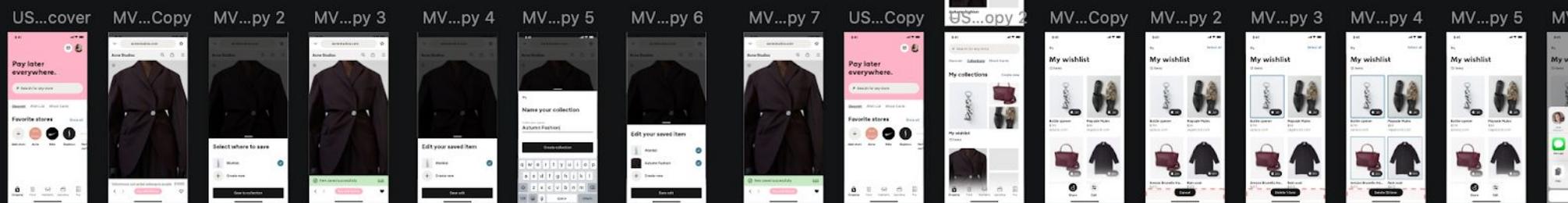
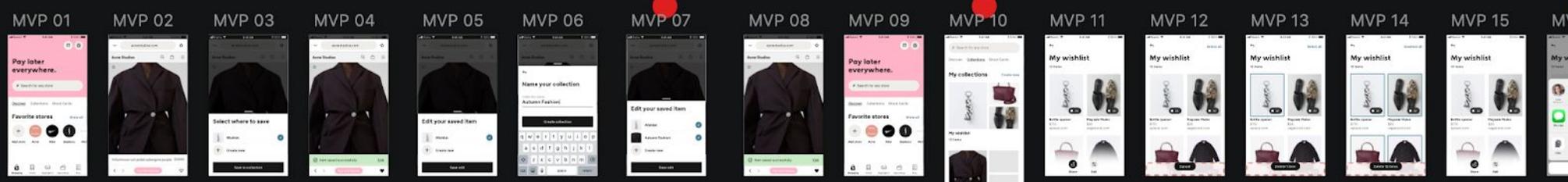
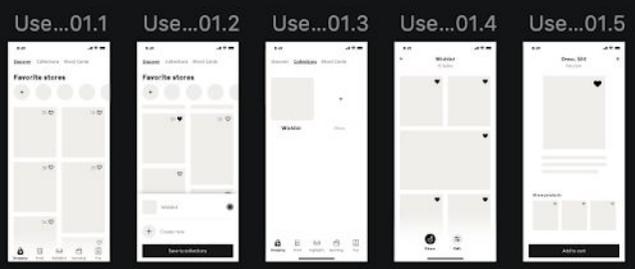
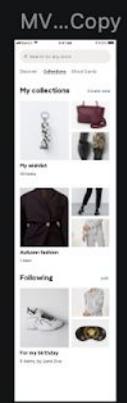
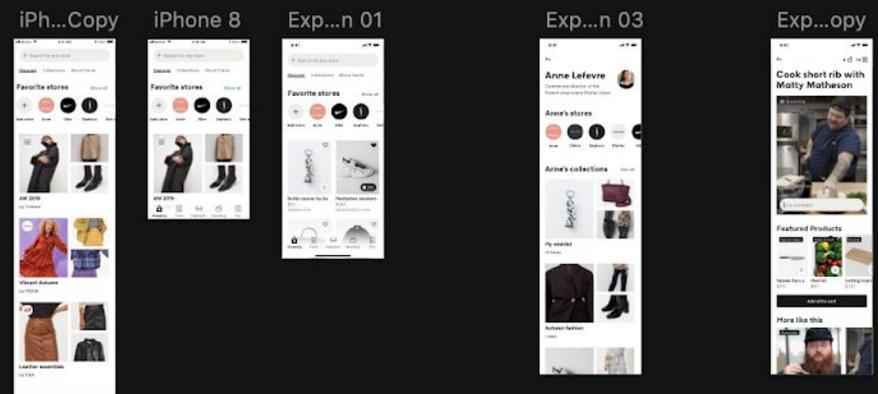
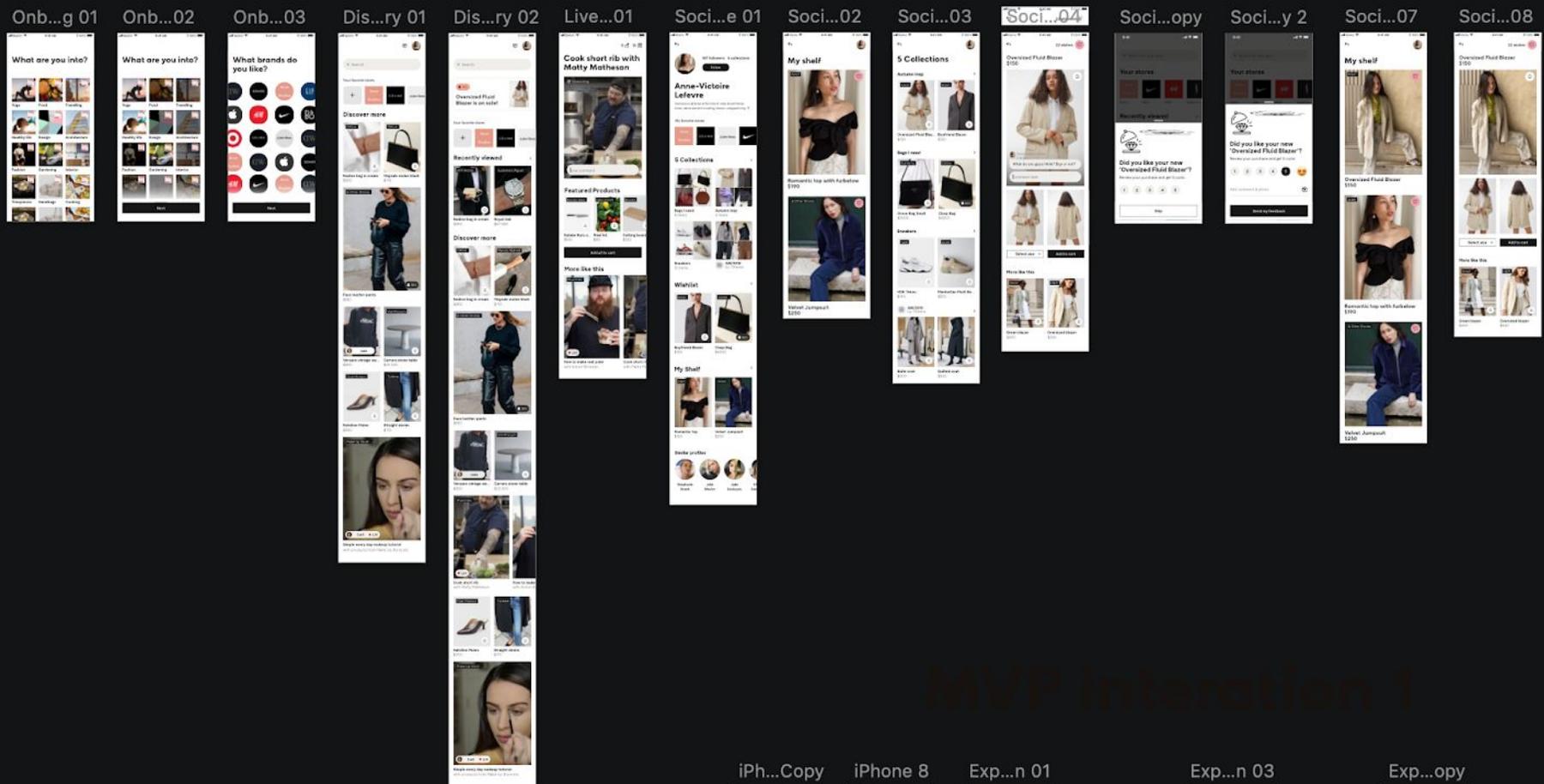
Stand in pairs, blow up the balloon, complete action while throwing the balloon between you

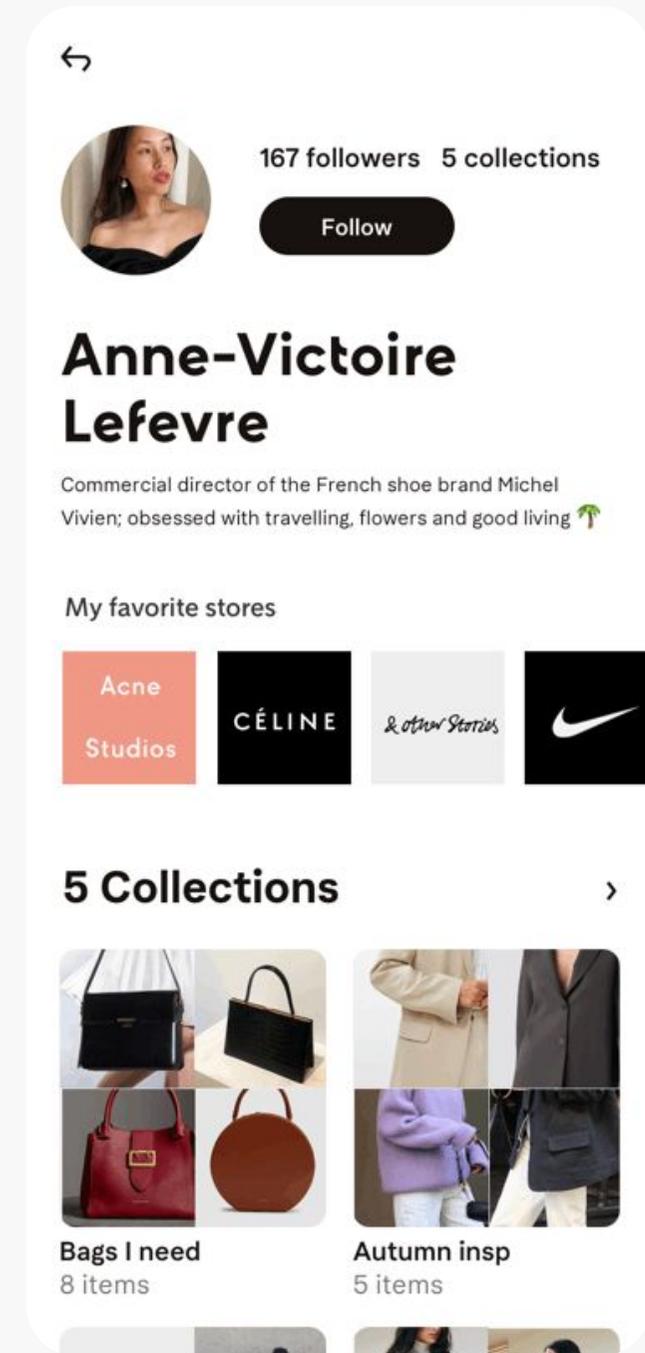
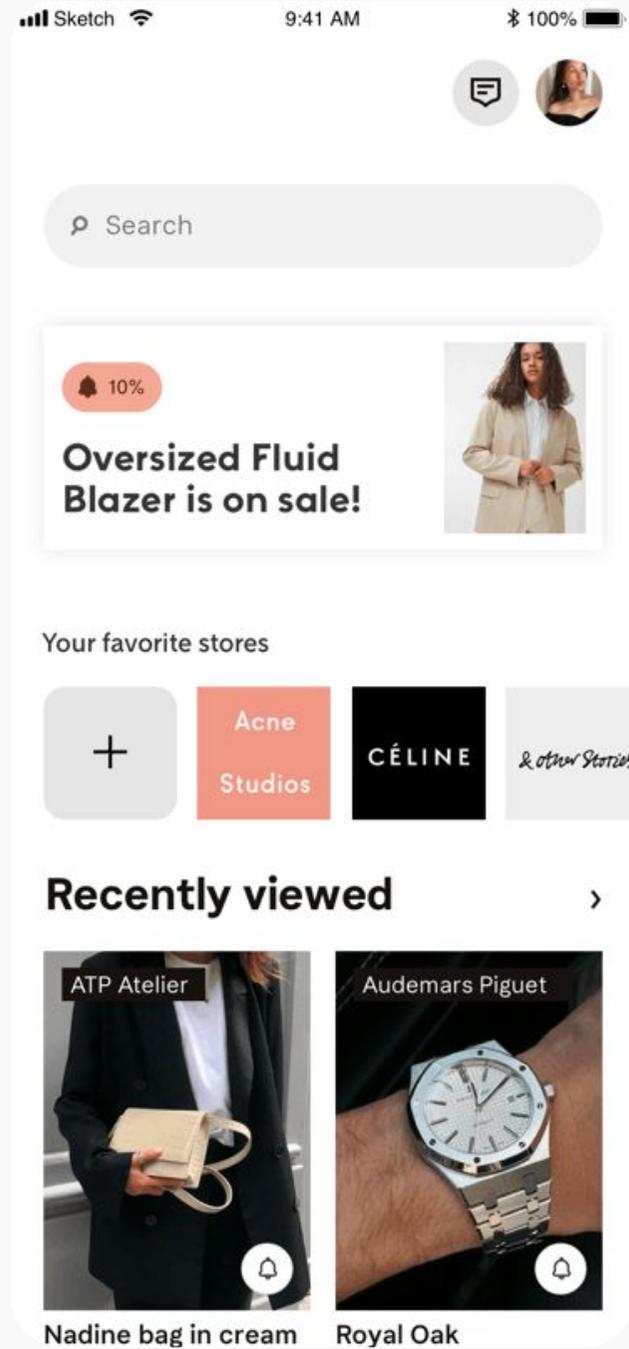
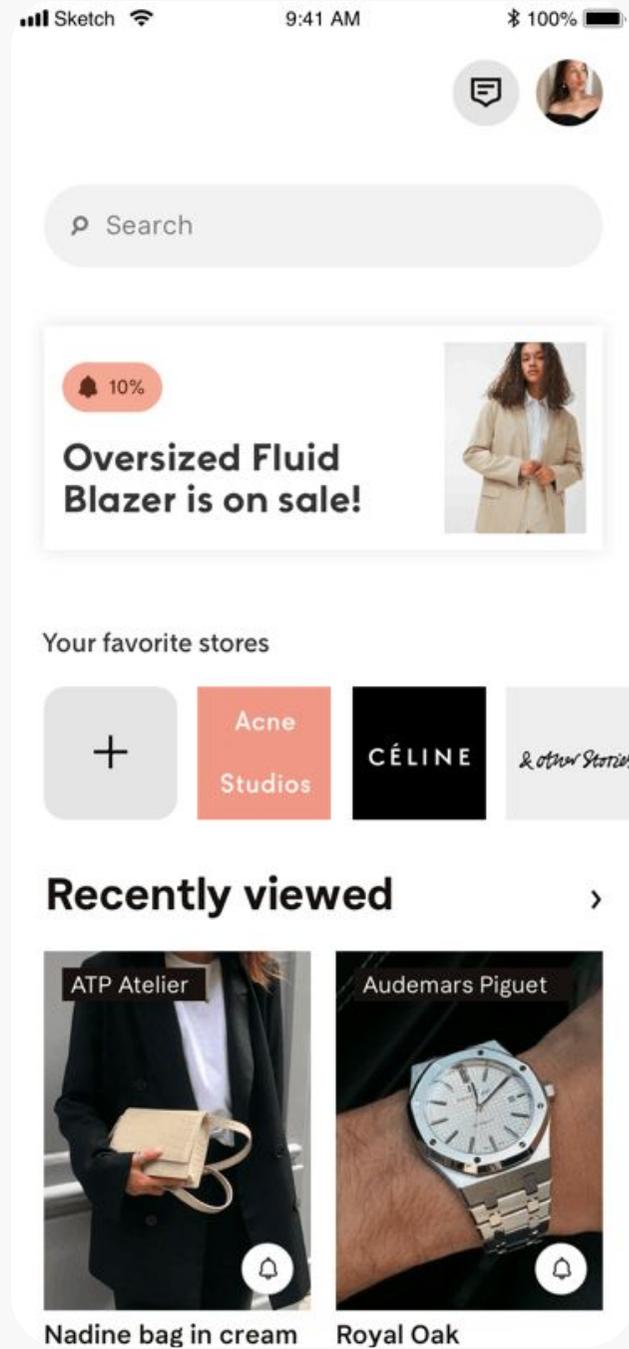
# Developing a product

Discovery phase, design phase and  
implementation of validated designs

# 1. Discovery phase

An exploratory phase which can vary and consist of different exercises and workshops. The aim is to think big before narrowing down and to explore as many relevant concepts for the project as possible

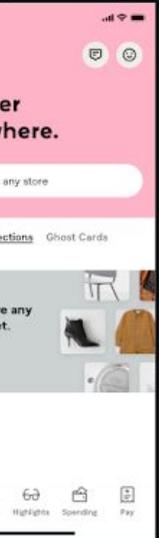




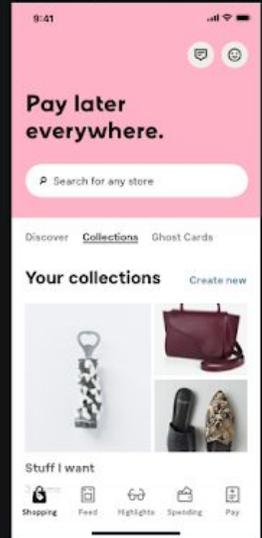
# 2. Design phase

This is where the designer is adapting to existing design systems of the company and creating designs that fit within the framework of the product as well as follow the guiding principles and the bigger roadmap

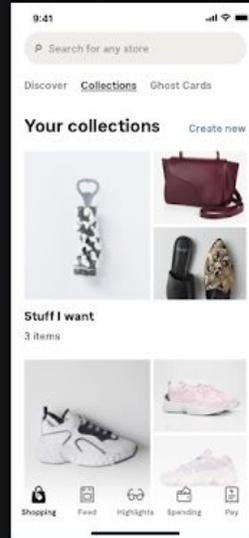
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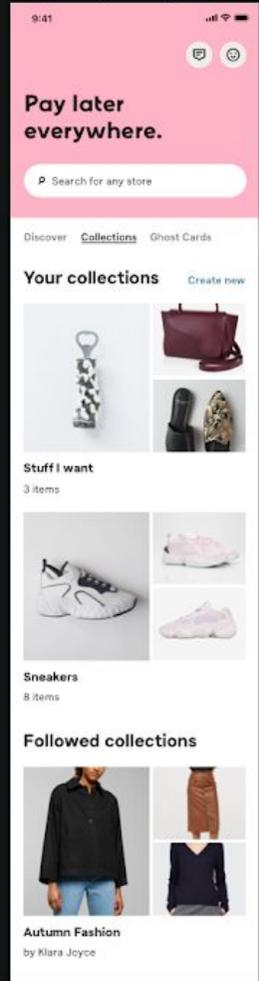
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02 Shop...ions scroll



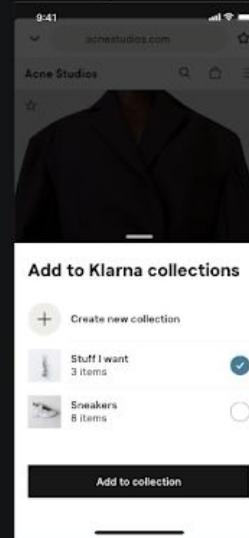
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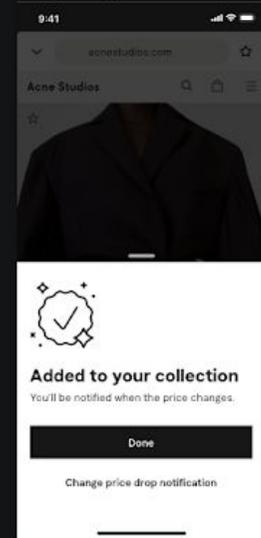
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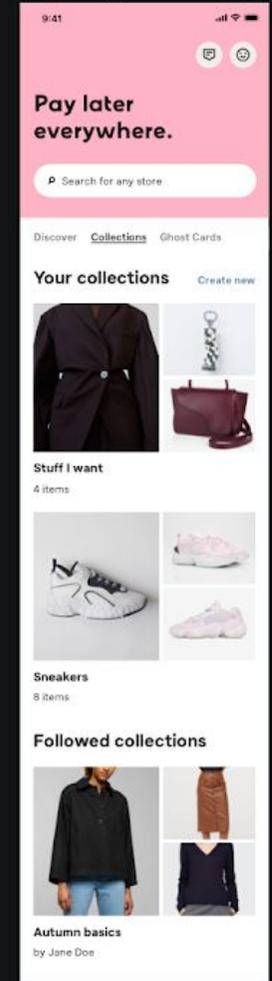
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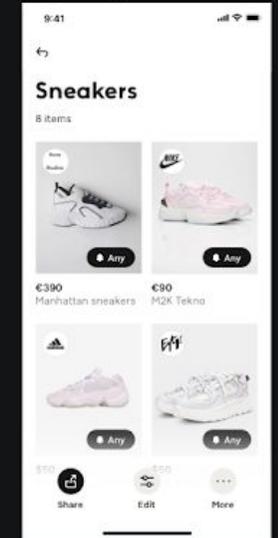
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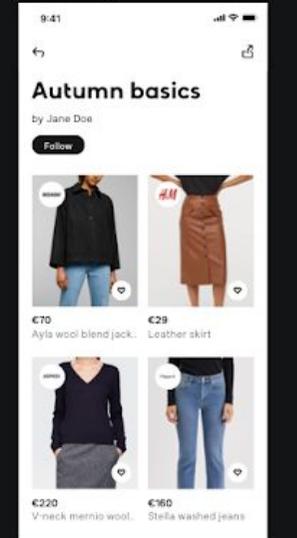
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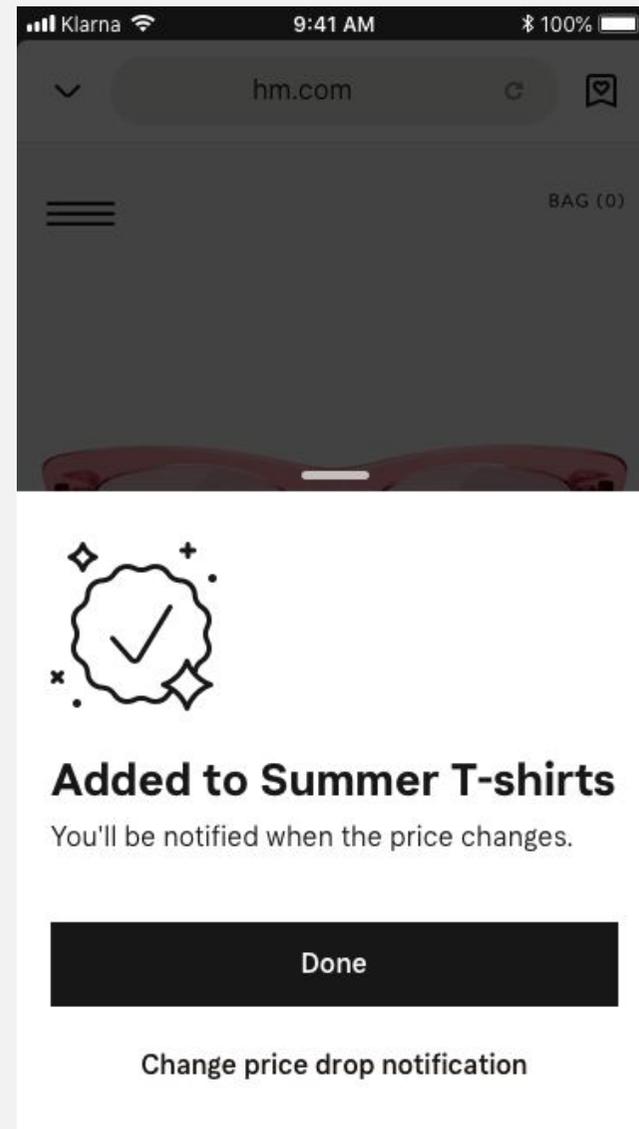
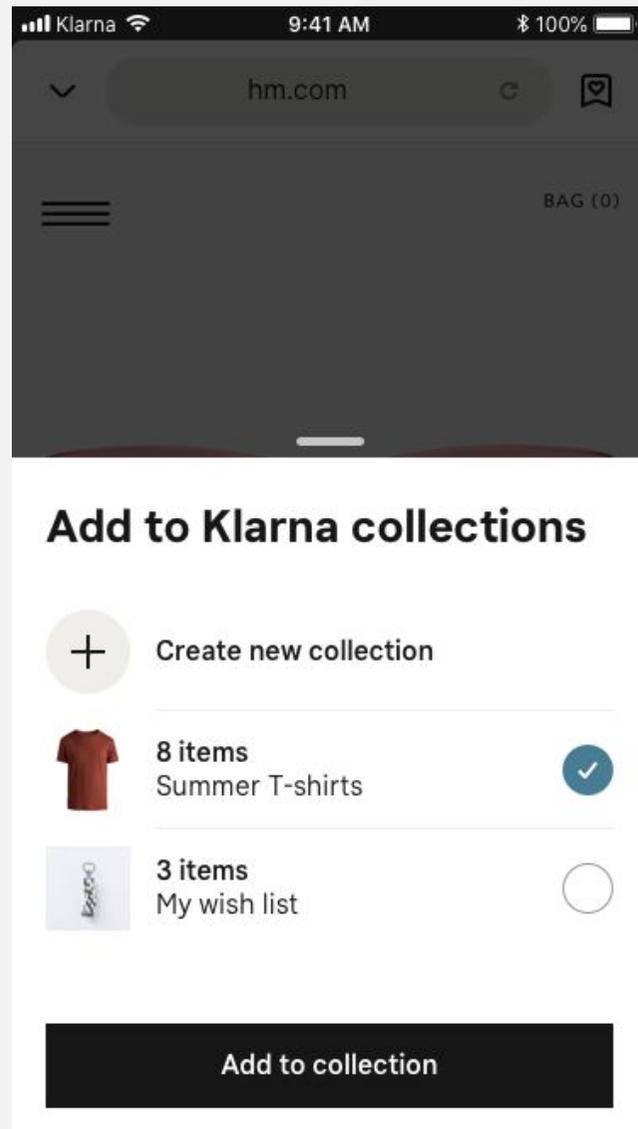


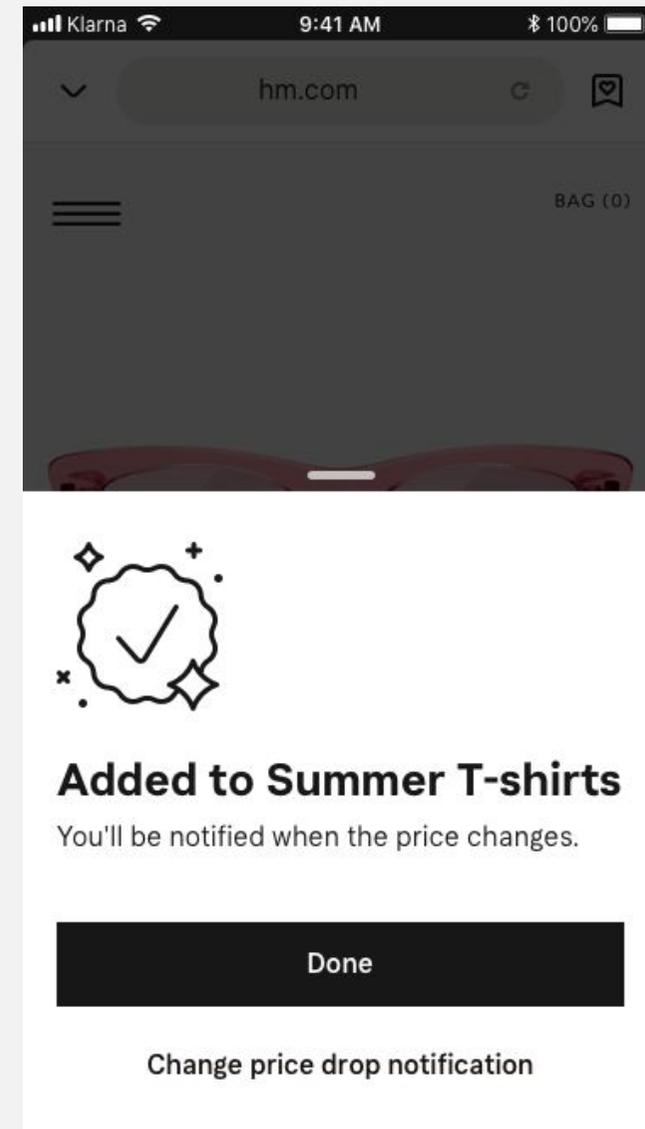
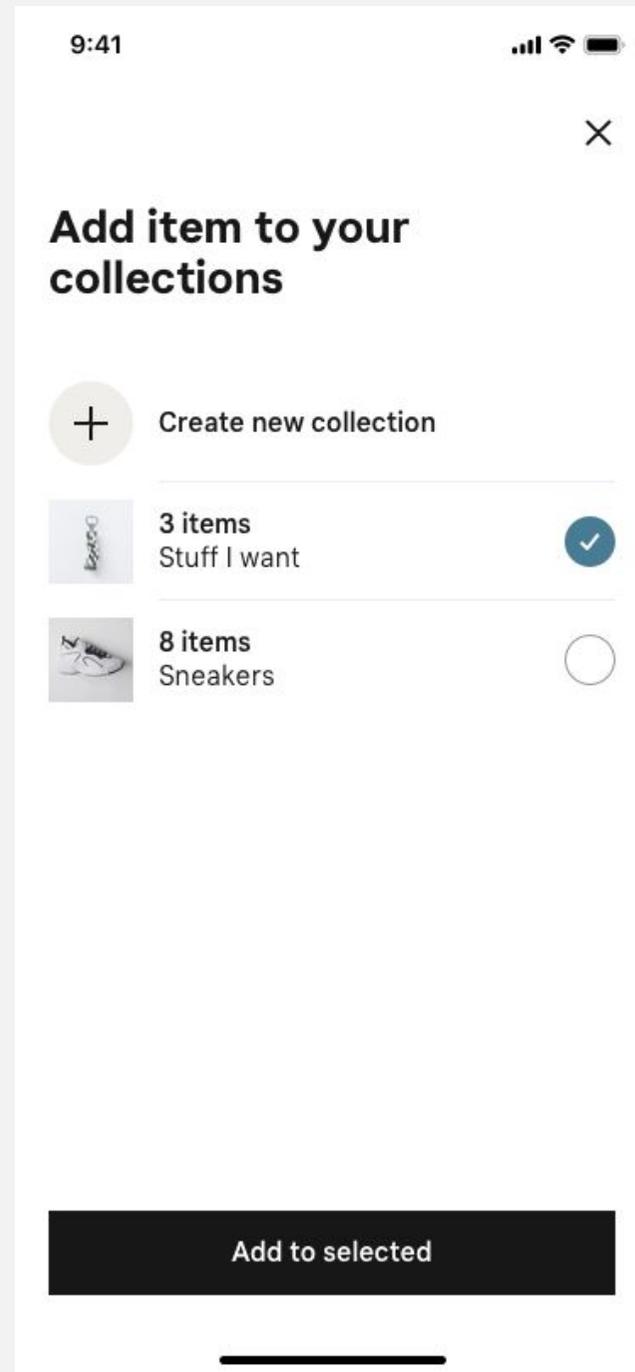
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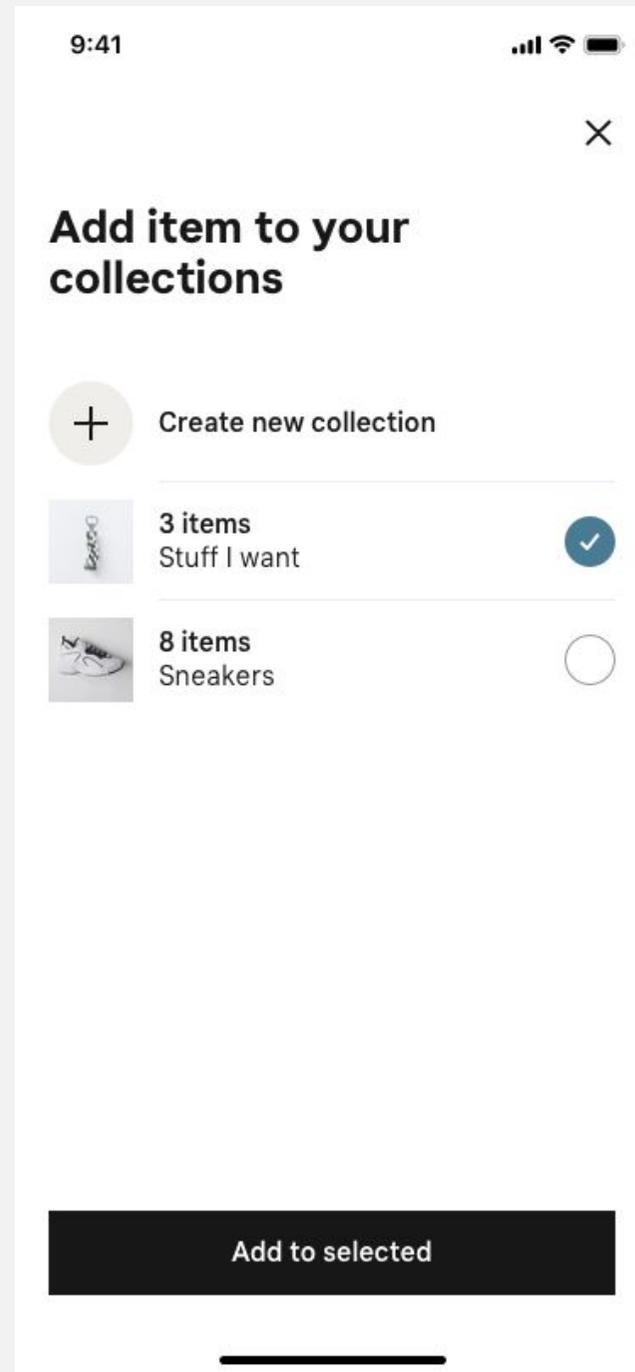


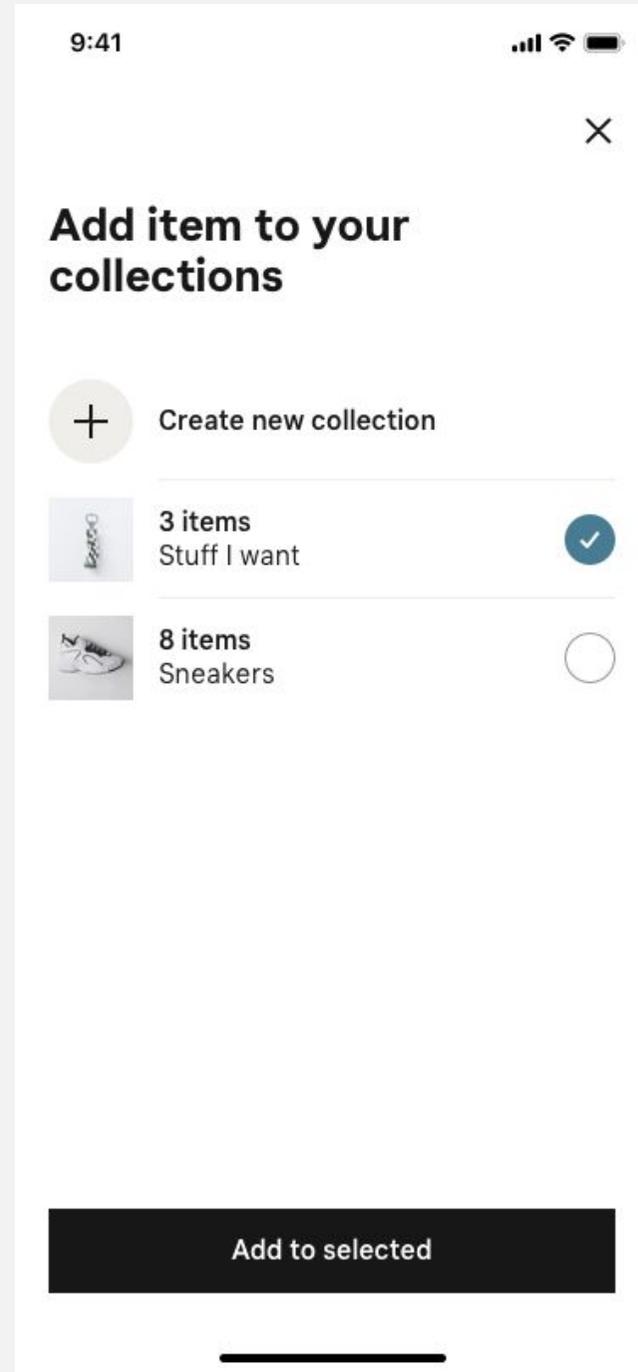
# 3. Validation

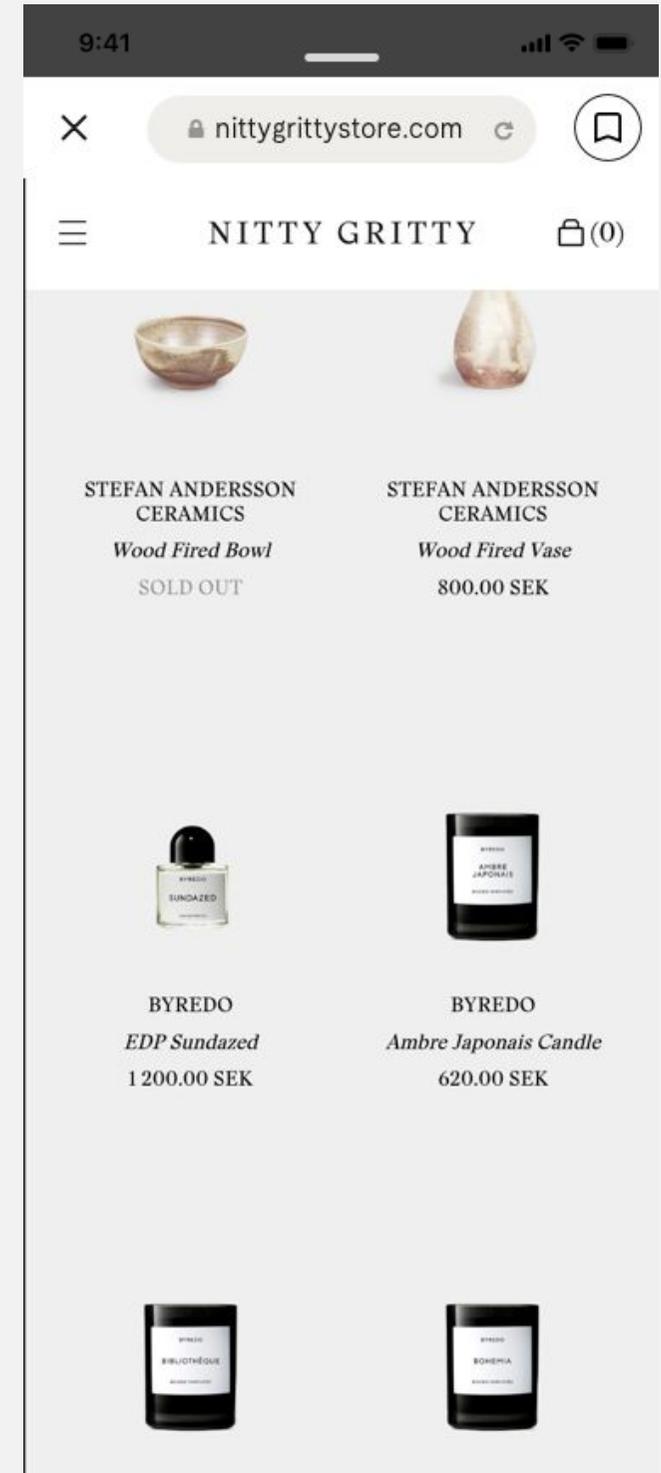
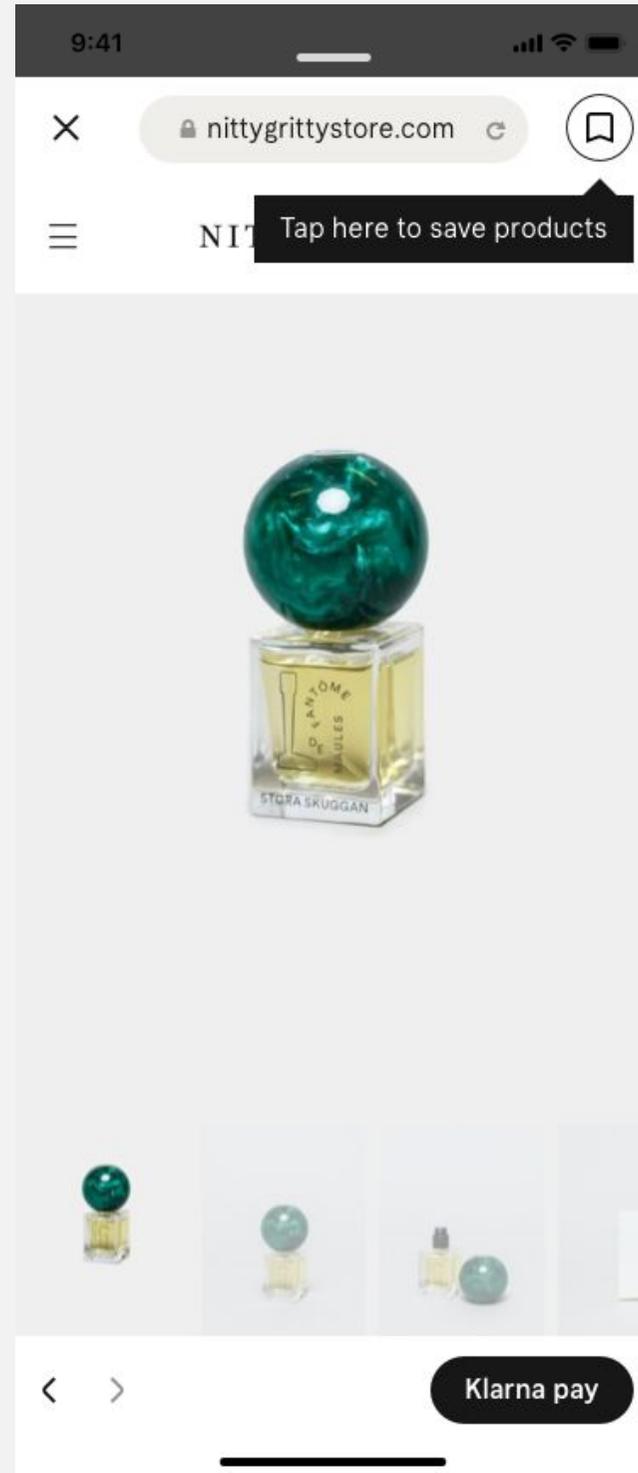
This is a crucial step for our process, to constantly validate designs with tech and users and to adapt to requirements and dependencies from a technical aspect











# 4. Detailing use cases

Once we have the “key designs” for our project, it’s time to details these into several use cases and scenarios to understand what’s missing from the designs

# 5. Implementing MVP

Now we have a minimum viable product to proceed with in a fast manner, the aim is to ship first and tweak as we go

# 6. Reiterating



Once our MVP is released and users start using it, we collect data and continue with user testing if needed to fix where we went wrong in our hypothesis

# Thank you!

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**K.**