

DISCOVER			
Understand current market problems and the product opportunities that maximise value for Fiserv and FI clients	Stakeholder Interviews	Interviews with people in the organisation (or clients organisation) who fund, build, test, market, sell and support the product	1. Interview responses 2. Summary of all participant responses 3. Implications for the product
	Alignment Workshop	Build common understanding of the product, service, idea, or challenge with all stakeholders (UX, PM, PS, Sales, Marketing, PD)	Scope Business vision Product goals and KPIs Product roadmap Key product features Understanding of users Understanding of user journey
Evaluate our current product experience(s), competitors solutions and other comparable offerings	Cognitive Walkthrough	An informal method of usability analysis where a usability expert walks through a set of most typical user tasks supported by the product.	Analysis of products learn ability for new or infrequent users and recommendations for resolving usability issues
	Heuristic evaluation	An informal method of usability analysis where a usability expert compares the product against a set of heuristics and identifies where a product doesn't follow .	Analysis of products learn ability for new or infrequent users and recommendations for resolving usability issues
	Service blueprint	A map that displays all the touch points of the consumer with your brand as well as the key internal processes involved in it. Useful to visualise the path followed by consumers across multiple channels and how you could improve the flow .	Blueprint
	Competitive audit	Method for identifying strengths and weaknesses of competing products. It could compare features content visual style or usability.	Analysis of competitive products using a general set of actions based on context of use
	Value proposition	Reductive process in the early stages of the product definition that maps out the key aspects of it: what it is who it is for and when/where it will be used. Helps the team narrow down and create consensus around what the product will be .	Value proposition
	Benchmark usability test	Measures the current usability of a product to provide a base line against which future products can be compared.	1. Usability test findings (qualitative) 2. System usabilityscale (SUS) score (qualitative) 3. Product design recommendations
	Analytics Review	Review analytics data to understand how users are engaging with your product .	Analysis of product usage and current problems reviewing bounce and exit rate, average time on page and conversion rates.
Observe the needs goals and motivations how far FIs and their customers	Contextual Inquiry	Method where researchers observe and interview users in context of the daily work - in their environments as they work - to gather user requirements	1. User motivations and goals 2. User stories and scenarios 3. User profiles 4. Personas 5. Workflows 6. Top 10 tasks 7. Obstacles 8. User requirements 9. Environment or ecosystem 10. Functional requirements
	Interviews	UX team gains understanding on how users work, their motivations, behaviours, attitudes, tasks, existing problems etc.	1. Interview responses 2. Summary of all participant responses 3. Implications of the product
	Focus Groups	A question and answer method for discovering facts and opinions held by users. A researcher will interview one participant at a time.	1. Focus group responses 2. Summary of all participants responses 3. Implications for the product
	Surveys	A focused discussion where a moderator leads a group of people through a set of questions on a particular topic.	1. Survey responses 2. Summary of all participants responses 3. Implications for the product
	Diary Studies	Used to gather feedback from end users. Service can be an effective method for identifying many things including: who you are users are, what they want, what do you think of your product, what they currently on and what day intent to purchase.	Analysis of contextual understanding of user behaviours and experiences over time including: 1. Habits to usage scenarios 2. Attitudes and motivation 3. Changes in behaviours and perceptions 4. Customer journeys
	Task Analysis	Method to collect qualitative data about user behaviours, activities and experiences over time. Data is self-reported by participants.	1. A detailed description of physical, perceptual and cognitive activities involved with each task. 2. Task duration and variability 3. Task frequency, sequence and complexity 4. User skills, education and training 5. Identified problems, inefficiencies and obstacles 6. Proposed improved workflows and task lists
DEFINE			
Analyse discovery phase data and develop insights, themes and opportunity areas.	Affinity Diagramming	Method to interpret customer data and diagnose complicated problems. It involves grouping and organising qualitative data from user research or usability studies to reveal insights, themes and opportunity areas.	High-level findings from affinity diagramming detailing problems and opportunity areas for improvement.
	Persona Development	Personas describe the target users of a product or application, giving a clear picture of how they are likely to use the system, and what they will expect from it.	Personal documents that capture the most important information about each user group including: 1. Goals: What users are trying to achieve, such as tasks they want to perform 2. Behaviour: Online and offline behaviour patterns, helping to identify users' goals 3. Attitudes: Relevant attitudes that predict how users will behave 4. Motivations: Why users want to achieve these goals 5. Business objectives: What you ideally want users to do in order to
	User journey mapping	A process that pushes us to think deeply and how we can use experience design to have a positive impact on our customers.	Visual or graphic interpretation of the oral story from an individual's perspective of the relationship with an organisation, service, product or brand, over time and across channels. Journey maps contain: 1. Personas 2. Timeline 3. Emotion 4. Touch points 5. Channels 6. Moments of truth 7. Supporting characters
	Scenarios	Scenarios are descriptions of one or more users interacting with a system, device, or process to achieve a goal under specified conditions and constraints. They provide information about the context in which a system has to operate, in a user and task oriented way.	Scenarios can be presented as a rich narratives (example an hour or a day in the life of a user) or simple statement describing the triggers and situations that prompts a user to interact with the system. Scenario sometimes include simple list of the steps in a task. Scenarios are used in design sessions, what walk-throughs and usability tests to ensure that the system design effectively supports user in a wide range of real-life situations .
	Task Analysis	Task analysis identifies the actions and cognitive processes required for a user to complete a task or achieve a particular goal.	Some of the outputs of a task analysis include: 1. A detailed description of physical, perceptual and cognitive activities involved with each task 2. Task duration and variability 3. Task frequency 4. Task sequence 5. Task allocation 6. Task complexity 7. Environmental conditions 8. Data and information dependencies 9. Tools required for the task

Align on the best opportunities and design solutions to pursue. Define a shared vision, experience strategy and roadmap plan.	UX strategy and vision	UX strategy is the vision and plan to deliver the optimal product experience that meets the business goals and end user needs.	<ol style="list-style-type: none"> 1. Who are you building the product for? 2. What problem are you solving for these people? 3. How will you solve it? 4. How will you attract initial users? 5. How will you retain users? 6. How will you make money? 7. Who are you competing against? 8. How is your product different or better than the competitors?
	UX Roadmap development	Detailed plans to improve a product experience.	UX Program Plan
DESIGN			
Explore possible design ideas through sketches and wireframes that support user stories, IA, navigation and workflows. Validate with a FI clients and end users.	Brainstorming	Brainstorming is a group creativity technique by which efforts are made to find a conclusion for a specific problem by gathering a list of ideas <u>spontaneously contributed by its members.</u>	Document of ideas
	Moodboards	A collaborative collection of images and references that will eventually evolve into products visual style guide. Allows creatives to show clients and colleagues a proposed look for the product before investing too <u>much time on it.</u>	Moodboard
	Storyboards	Comicstrip that illustrates the series of actions that consumers need to take while using the product. Translates functionalities into real-life situations, helping designers create empathy with the consumer while <u>having a first look at the product scope.</u>	Storyboard
	Sketches	A quick way of visualising a new interface by using paper and pen. Sketches are useful to validate product concepts and design approaches <u>both with the team members and users.</u>	Sketches of concepts
	Wireframes	Wireframe is a rough guide for the layout of the website or app.	Balsamic wireframe
	Taxonomies	An exploration around multiple ways to categorise content and data: topics in a new site, product categories in an e-commerce etc. Assists designers in defining the content structure to support the users and the <u>organisation goals.</u>	Categorised list of product content and data
	Content Audit	The activity of listing all content available on the website. This list will come in handy at various stages of the project: see the big picture, define the content strategy and check the details of each page.	Listing of available content
	Card Sorting	A technique that consist in asking users to group content and functionalities into open or closed categories. Gives you input on content <u>hierarchy, organisation and flow.</u>	Report of card sort test findings
	User Flow	A visual representation of users flow to complete tasks within the product. It's the user's perspective of the site organisation, making it <u>easier to identify which steps could be improved or redesigned.</u>	Flow diagram
	Sitemap	Diagram of websites pages organised hierarchically. It makes it easy to <u>visualise the basic structure and navigation of a website.</u>	Site map diagram
	Click-through prototypes	And interactive prototype that i rudimentary working model of a product, usually built for demonstration purposes. It can vary in design fidelity.	Axure click-through prototype
	Design Patterns	User interface design patterns are recurring solutions that solve common <u>design problems.</u>	Enterprise Design Language
Delete it early and often. From early wireframes through refined prototypes. Validate with FI clients and end users.	Unmoderated Usability Testing	Participants complete as in their own environment without facilitator present. <u>The task our pre-determined and our present it to the participant via online testing nplatform (such as UserZoom).</u>	Usability report of test findings
	Moderated Usability testing	Participants complete tasks with a facilitator present. It can either be on-site or remote from their own environment. The task are pre-determined and are presented to the participant by the facilitator via online testing <u>platform (such as UserZoom).</u>	Usability report of test findings
DELIVER			
Plan backlog grooming and design sprints. Prioritize based on user stories and most important tasks.	Feedback analysis	Analyse feedback and insights collected from FI clients and end users <u>through user research and usability testing.</u>	Insights from research, insights and testing.
	Incorporate Insights	Create epics and identify constraints.	Epics and constraints
	Identify Goals	Prioritise epics and create goals	Epics and goals
	Create Small Stories	Create small stories from epics	Stories from epics
	Provide supporting documentation	Make sure stories are ready (clear, feasible and testable) and have <u>supporting documentation.</u>	Stories with supporting documentation.
Design works friends ahead of development. Prototypes are delivered for development.	Wireframes	Wireframe is a rough guide for the layout of the website or app.	Balsamiq wireframe
	Click – through prototypes	An interactive Proto type that is a rudimentary working model of a product, usually built for demonstration purposes. It can vary in design fidelity.	Axure click-through prototype
	Design patterns	User interface design patterns are recurring solutions that solve common <u>design problems.</u>	Enterprise design language
Validate the product experience design work with FI clients and end users over time.	Unmoderated usability testing	Participants complete task in their own environment without a facilitator present. The task or pre-determined and our present it to the participant <u>via an online testing platform (such as UserZoom).</u>	Usability report of test findings
	Moderated usability testing	Participants complete tasks with a facilitator present. It can either be on-site or removed from their own environment. The task or pre-determined and our present it to the participant by the facilitator via an online testing <u>platform (such as UserZoom).</u>	Usability report of test findings