Product Design

Marvelloux

Startup —

Process

01

Discovery & User Research

02

Userflow & Wirefraes

03

UX/UI Design

04

Usability Testing

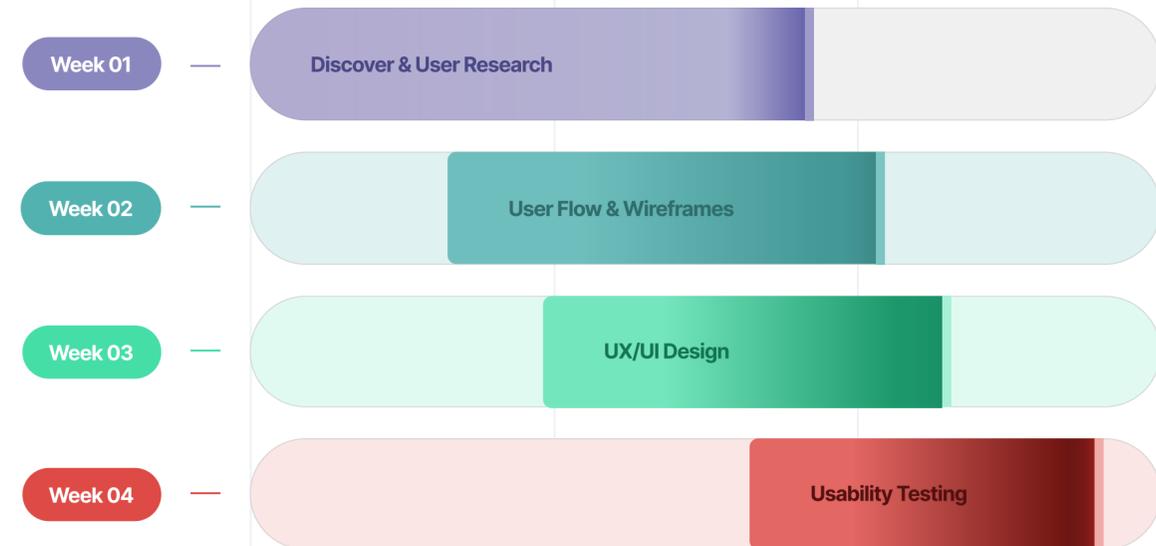Week 01 — Discover & User Research

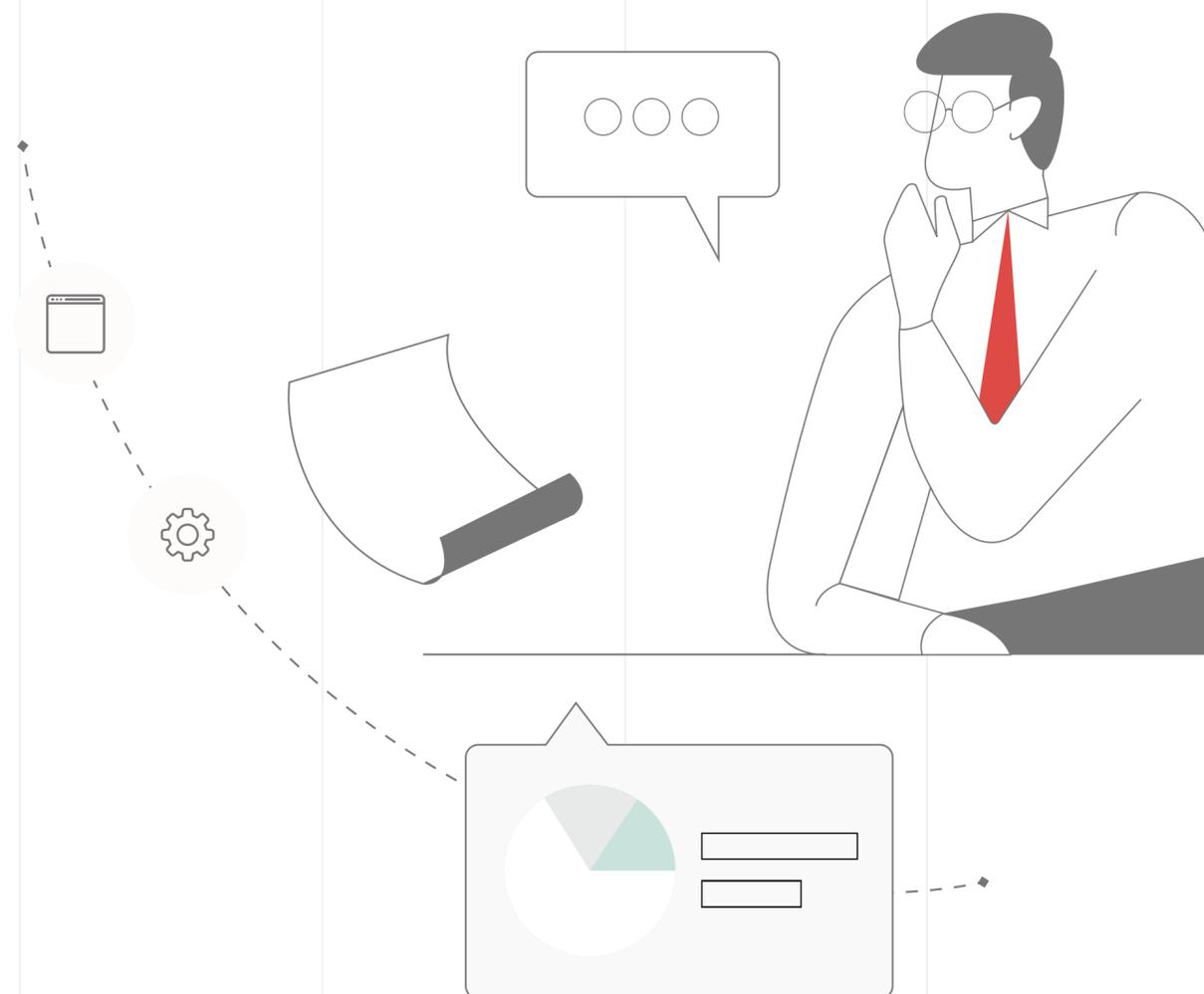Week 02 — User Flow & Wireframes

Week 03 — UX/UI Design
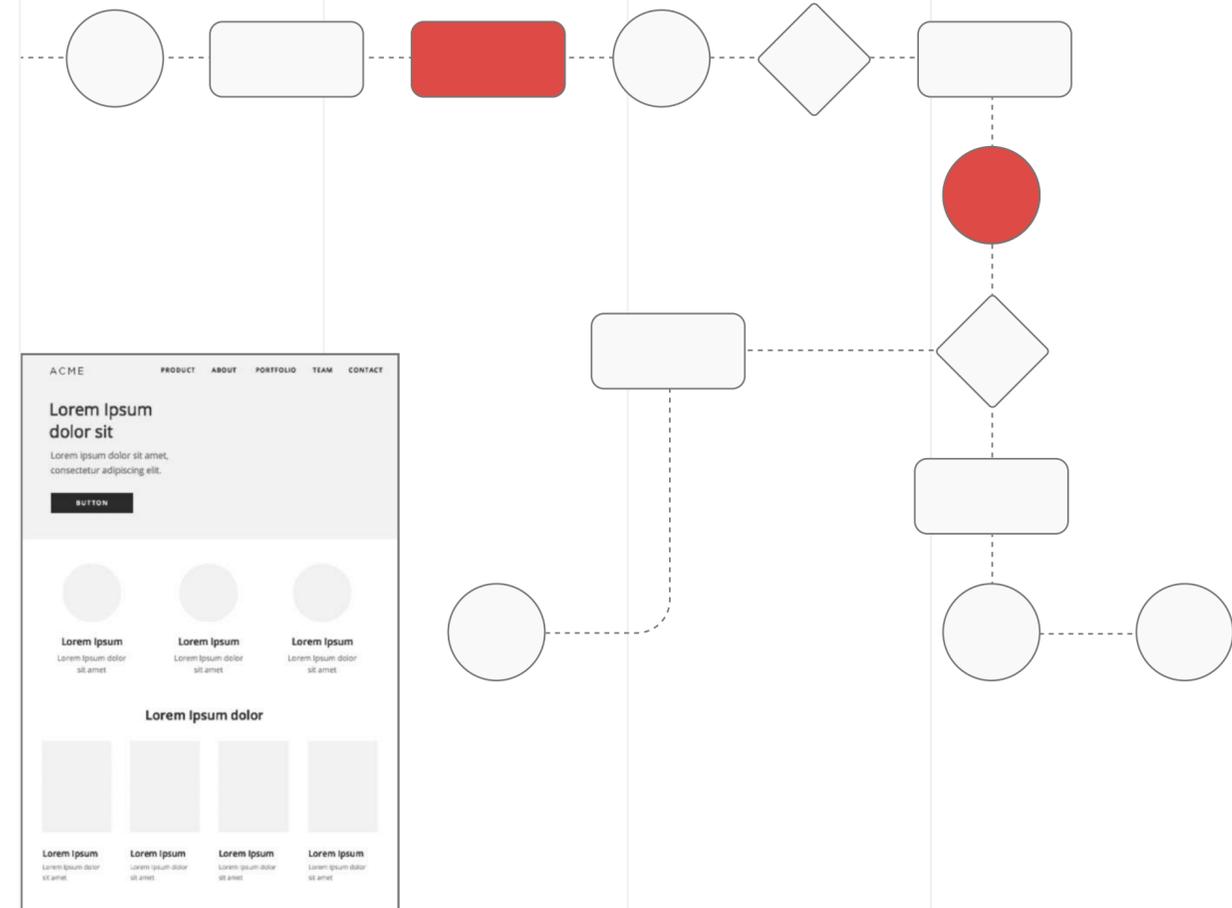
Week 04 — Usability Testing

1 Discovery & User Research

During this phase, our team focuses on exploring the ins and outs of your existing product/idea and identifying the untapped areas for improvement. This is done by exercising various forms of discussions from stakeholder interviews to user interviews, from personas to user journey maps. At the end of this phase, you are provided opportunistic suggestions on how to improve the existing product.
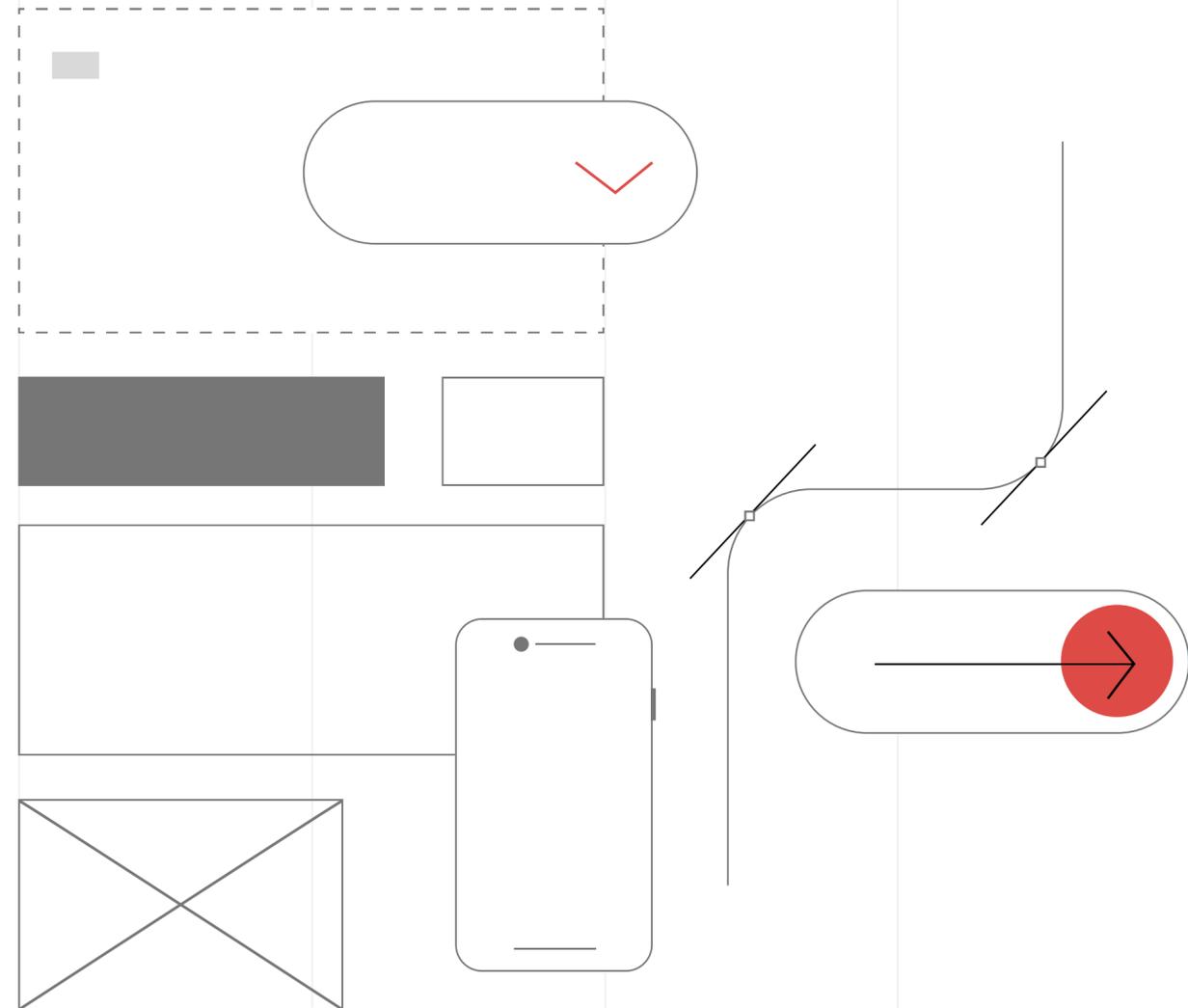
2 User Flow & Wireframe

During this phase, we sketch user flows on how your user will move through your product. This helps to determine exactly how many pages are required to complete the task effortlessly. These layouts give you an overall visual representation of how the product actually is. Once the user flows are set, our team starts constructing the wireframes.

3 UX/UI Design

In this phase, our team focuses on the look and feel of your product that your user interacts with. Both UX and UI designers come together to bring innovation to the design. We work on bringing the sketched wireframes to life, incorporating the input of UX and brand values. To improve the overall user experience, our team of designers follow a psychological approach.

4 Usability Testing

In this phase, our team will work together to create a prototype of the final product. Our aim in this phase is to make a prototype real enough to get an authentic response from a potential user. We test the functionality of your completed digital product by observing them as they attempt to complete tasks on it.

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