



As a team, we accept and embrace uncertainty.

Everyone is a product and design contributor. We are all problem solvers that are determined to create a better experience for our customers. It takes a village to accomplish great work; therefore, our process is one of inclusion and diversity. We recognize good ideas come up, down, and across the organization; our outcome will thrive with early and often feedback across the team.

CEO, PMs, engineers, and the greater CrossLead team are invited to contribute to defining the problems we are solving and the personas we are solving problems for.

CEO, PMs, engineers, and the greater CrossLead team are invited to contribute to low-fidelity solutions, high-fidelity solutions, prototypes, and visual design.

We validate our assumptions through user research, usability testing, and most importantly - our customers using our product. We will continuously prioritize our real-life user needs and feedback

Together, let's discover, define, and solve our customer problems...

Discover and define the problem

- CEO, PMs, design and engineering work closely together to prioritize issues to solve.
- CEO, PMs, design define the personas related to the problem; correlating the needs with the individual issues we are solving. Who are we creating solutions for? What are their goals?
- Before coming up with solutions, discuss the scope with the PM and define the problem we are looking to solve. Validate problem-solution hypothesis with usability and usefulness testing.
- We aim for minimal viable solutions that are optimized for quick delivery and immediate user feedback. Larger in scope problem-solution are broken down into small achievable steps.

Solutions I: ideation

- CEO, PMs, engineers, and the greater CrossLead team are invited to contribute to low-fidelity solutions, high-fidelity solutions, prototypes, and visual design.
- Engineering is looped in early (low-fidelity) in order to effectively contribute to the solution.
- Every solution should aim to be the minimal viable solution or iteration which stays within the scope outlined by PMs, design, and engineering.
- Solutions should start as low fidelity, then as a prototype to further flesh out the interaction, and continue to evolve to a production-ready visual design.
- Solutions at any fidelity need to consider the user flow from one area of the product to another.
- As solutions evolve they often expand beyond the original problem scope. Understandably, this is due to stakeholder feedback, business needs, technical challenges, new user and interaction constraints. When this occurs the additions are created as separate issues to be broken down into small steps.
- When breaking down features into small steps, the full picture needs clear communication to engineering, that includes how the steps will be implemented to meet the big picture solution.

Solutions II: proposal, iterations, and final delivery

- CEO, PMs, Engineers, and the greater CL team are invited to contribute to feedback on low-fidelity early stage designs. Feedback that is outside the scope of the solution and the specific problem being solved will be documented, considered, and/or tasked to complete at an appropriate time.
- Items to review: product/UX priorities, user flows, storyboards, user research, usability feedback, early-mid-late wireframes, prototypes, and production ready visual designs.
- The solution proposal and review will be framed around the problem, user/persona, and flow.
- Proposals will only include one solution for the problem being solved. However, multiple proposals will be used in extenuating circumstances, with specific reasons why multiple proposals are needed.
- Engineering needs to be closely aligned with the solutions as they evolve to ensure solutions are staying within the scope of the sprint/roadmap.
- CEO approves final solutions for production, as proposed by the team.

Test, measure, validate, iterate, and repeat