

Exprima Discovery

“The only important thing about design is how it relates to people.”
- Victor Papanek

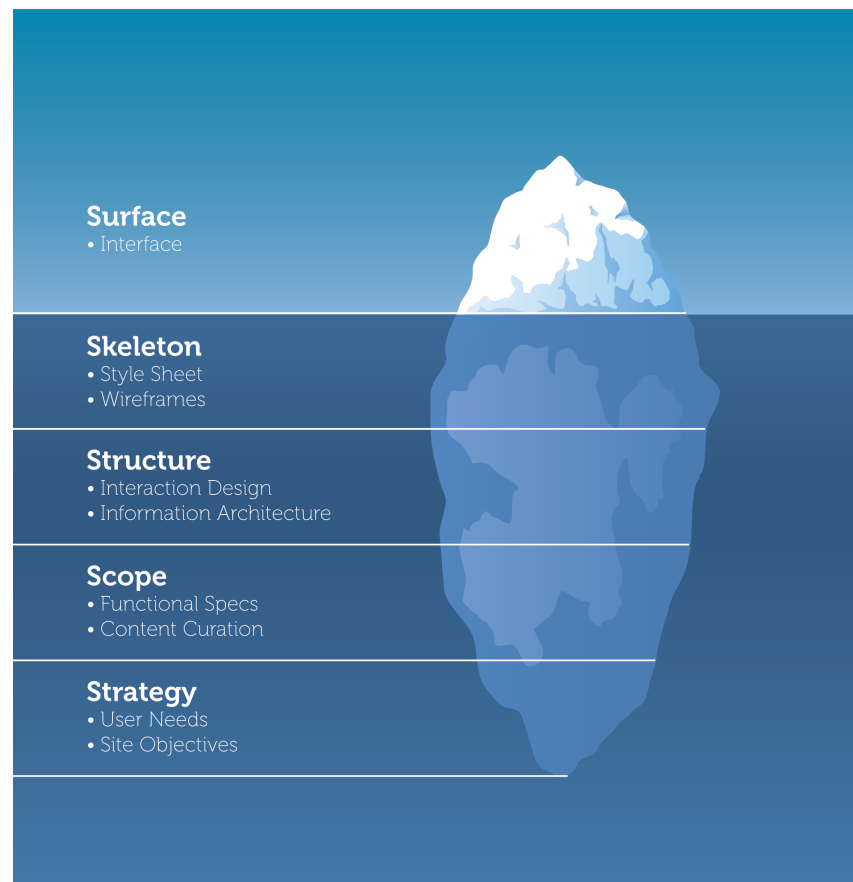
Discovery?

Exprima Media's software represents the application of sophisticated design and development procedures to affect a joyfully simple interface that connects users with their goals.

This illustration portrays an iceberg analogy of software design. The user interacts with the product on its experiential surface - the user interface. If well-crafted, this interface is simple and immediately usable.

However, this simplicity belies an underlying sophistication; user goals and site objectives need to be clearly defined; content needs to be carefully curated; the navigation and layout should be aligned with user goals; and the visual design of the interface must support users while reinforcing the brand.

The entire process, then, hinges on the discovery of user needs and product objectives. This Discovery process is an essential first step. The Discovery will employ discussion, interviews, pragmatic personas, and mental modeling exercises to generate a single deliverable - the version 1.0 product specification.



The Stages of Discovery



Who Is 'Us'?

Team participants should include a wide variety of product stakeholders. A typical team includes content experts, business stakeholders, designers, engineers, and even potential users. An Exprima Media facilitator will lead this team through a series of discussions and conversation and exercises designed to rapidly elucidate user information and product requirements.

1. What are you after?

What are your pedagogic goals with this product? Also, what specific business goals apply to the distribution and use of the product? We need to know what you want users to know.

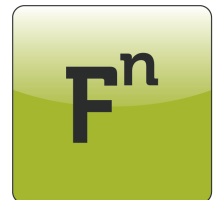


2. Happy Users

We will use a variety of methods to determine the users of our product. Time will be spent generating user personas, outlining user goals, and sketching potential use scenarios. Knowing our users will help us create a product that meets their needs and excites their imaginations.

3. Feature Storm

We will review existing similar products in the marketplace, including your own. With these, we will create a list of features currently available to potential users. Exprima Media will conduct a set of structured brainstorming and mental-map exercises meant to collect a wide arrange of possible features for the new product. These will be reviewed, collated, and prioritized.



4. The Walking Skeleton

The grand finally of a good discovery session is a solid description (and perhaps even some reliable sketches) of a version of the product that performs only the most essential user activities to satisfy essential user goals, central elements of the business logic, and key brand considerations: the 'walking skeleton' version 1.0 of your product

The Document



Our discovery will be summarized in a single thorough document. This document provides a concise description of use goals, product features, and content considerations. Moving into the development phase with this specification in-hand will supply us with three essential elements of software-development success:

- Clarity of purpose** - discovering and analyzing your core business values and intentions will facilitate making the right decisions when it comes to product features and design.

- Confidence in design** - all interaction design and visual design decisions will flow from this document and will thereby be far less arbitrary and more informed, use-case oriented, and beneficial

- Continuity of development** - obtaining a clear vision at the start of any development project ensures stable and well-informed maturation of the product.

The document serves as a springboard to the development phase of the project. A representation of the agreed-upon product scope and specifications, the Discovery document can be readily converted to a contract to facilitate rapid development.