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Design Methodology

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Overview

This document aims to outline the methods for the design process at Airbit, as well as defining the roadmap of how design of projects maintained in the future.

METHODOLOGY

The process involves 4 steps of design thinking and delivery. Define, Prototype/Design, Iterate and Deliver/Handoff.

Some of the steps also involve a close collaboration with the engineering and product team.

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Define

PROBLEMS

- What are the problems we aim to solve with design?
- Are there any blockers preventing the design process kick off?

SPECS

- Is there a clear feature-set ready?
- User flows, SWOT anaylses and/ or specifications documentation.

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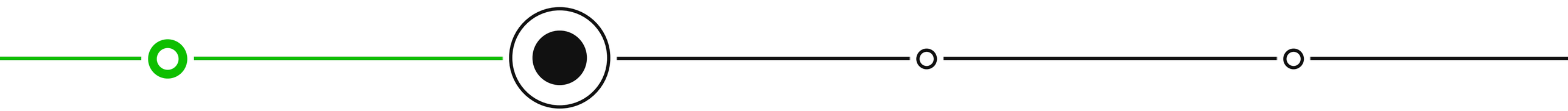
Prototype/Design



USER FLOW MOCKUPS

At this stage low fidelity design mockups are generated per the spec sheet and feature-set.

With some smaller projects, the low fidelity mockups process can be swapped with high fidelity prototypes if there already are designed components ready to use within the project.

HIGH FIDELITY DESIGNS

Has a Design System?: Designs are generated with the elements from the DS and additional components are designed if it’s missing in the current DS.

No Design System?: The process eventually need to be combined with a design system built for a future-proof foundation.

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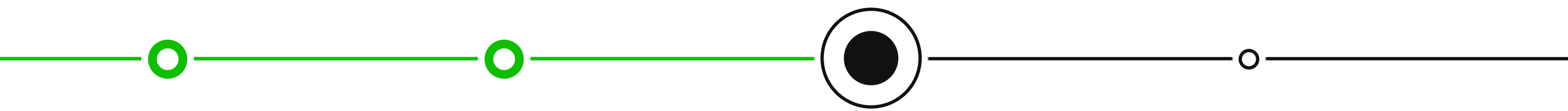
Iterate



DOES IT SOLVE THE PROBLEM?

The design aims to solve a problem: It can be providing more intuitive ways to engage with the users, or return better conversion rates at the end.

Does the design serve as a solution to the problem?

If there are multiple ways to come up with solutions in design, those ideas can be visualized for final approval.

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Deliver/Handoff

DEV READY ASSETS

All the specs of the design need to be ready for the development team without leaving any room for guesses.

Do the final designs align well with the dev team's production methods and schedule?

At the final stage of the delivery, a **QA** analysis needs to be conducted with the lead designers and engineering leads.

Example case: The engineering team can take incentives for a missing component/flow design, but that is NOT preferable and needs a design execution by lead engineers and designers first.

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In the Long Run

A SOLID DESIGN SYSTEM

A definition of the use of colors, typography, use of whitespace and component styles and use case scenarios. It is meant to create and design products at scale.

As the design system grows, the sole ownership of maintaining the DS remains in the lead designer and the lead engineer, preventing a bloat of components and deviations in the systems.

For a centralized maintenance, the sole ownership of the DS should not exceed 3-4 people from the design and engineering team. This way, any new additions to the system goes through a decision making process to avoid complexity.

In some cases, there can be deviations to the design system, but NOT on the product/micro product level.

Example Case: A landing page design for Airbit Studio does not necessarily have to rely on the product's design system components, but needs to align well as a final output. Ie. buttons and forms may have altered styles, but not too far off from the global rules.