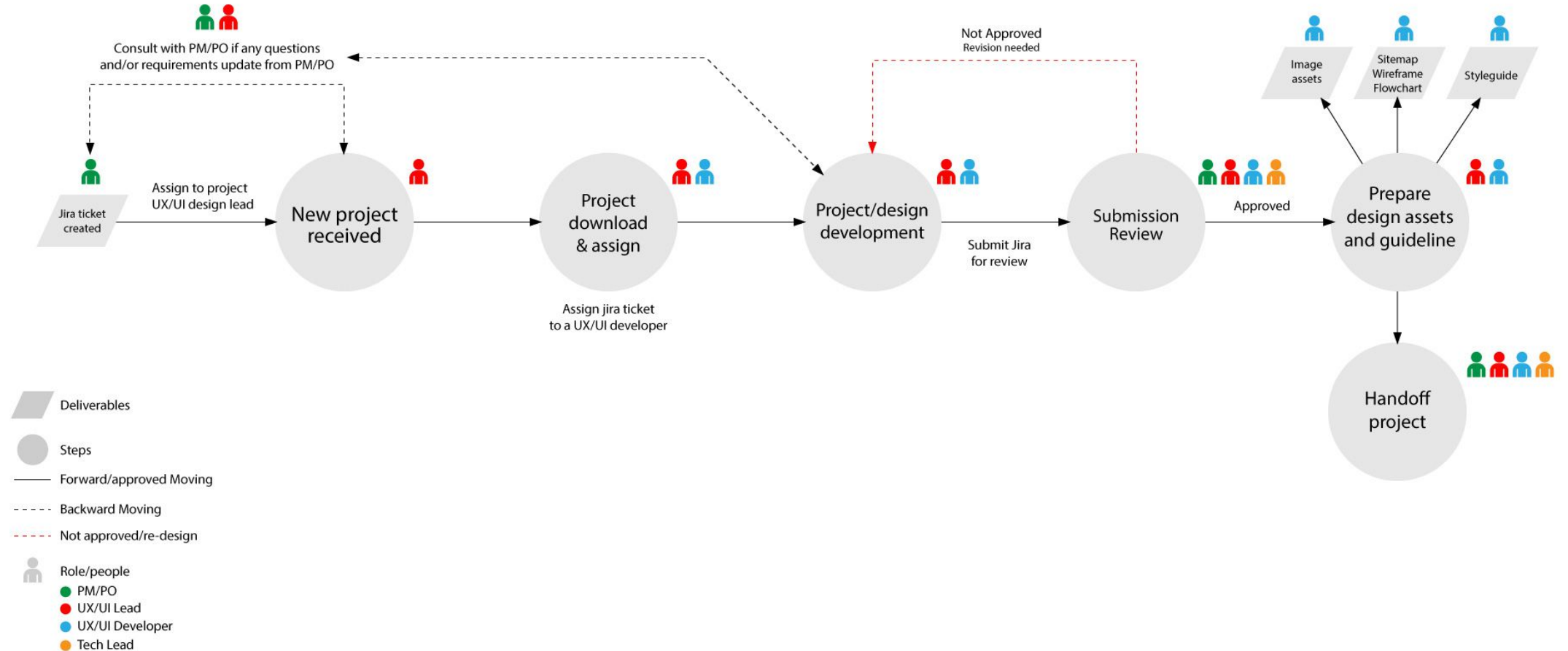


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Single feature/fix/refinement Project develop and deliver flow (length 1day-1week)



Single feature/fix/refinement Project development stages and definition

	Create design request (jira ticket)	Assign Jira ticket to UX/UI team lead	Assign jira ticket to UX/UI designer	UX/UI design development	Submission for review	Preparation for design assets	Project handoff
Primary Roles	PO/PM	PO/PM	UX/UI team lead	UX/UI Developer	PO/PM	UX/UI Developer	PO/PM & UX/UI Developer
Supporting Roles		UX/UI team lead	UX/UI Developer	UX/UI team lead	UX/UI team lead & UX/UI Developer	UX/UI team lead	UX/UI team lead
Optional Roles			PO/PM	PO/PM	Tech Lead	Tech Lead	Tech Lead
Steps Definition	<p>Create a Jira ticket for design requests, including:</p> <ul style="list-style-type: none"> Project name Design objective Function detail and requirement and description Project timeline 	<p>UX/UI lead downloads and assigns Jira ticket to UX/UI developer.</p> <ul style="list-style-type: none"> If there are any questions, the UX/UI lead will consult with PM and find out the answer. If there is any update or change for the project requirement, the PO/PM will consult with the UX/UI lead. If needed, UX/UI lead and PO/PM should negotiate on the estimated delivery date. 	<ul style="list-style-type: none"> UX/UI lead download and assign Jira ticket to designer. Provide necessary guidelines or direction for the UX/UI developer. If there are any questions, the UX/UI lead and developer will consult with PM and find an answer. 	<ul style="list-style-type: none"> UX/UI developer works on the design solution. UX/UI lead ensure the the quality of the design and answer any question. If there are any questions, the UX/UI lead and developer will consult with PM. If any feature or requirement update, PO/PM will sync with the UX/UI team. 	<ul style="list-style-type: none"> Re-assign Jira back to PM for review Tech lead might be involved to ensure the solution is technically doable. Collect feedback and comments from PO and tech lead for revision. PM approve and close Jira ticket PM re-assign jira ticket to UX/UI lead (if disapproved). 	<ul style="list-style-type: none"> UX/UI developer prepares required assets such as images, sitemap, wireframes, user flow, and style guide for development. UX/UI lead will ensure the quality of the deliverables 	<p>Submit and transfer design assets to PO/PM or tech team via attaching files in a Jira ticket and sharing them on a Google Drive folder.</p>



UX/UI design review guideline

- All designs need to pass the internal review by the UX/UI lead or assigned peers
- Prepare prototype if need
- Project manager and tech lead should be involved if needed
- Share the design by Google doc or arrange a meeting for a presentation
- Collect feedback or comment
- Prepare for revision or adjustment

Quick checklist for review elements:

- Does the design solution meet the project objective and all requirements?
- Is the design solution appropriate for the target users?
- Does the design solution have a consistent UX pattern across all sections?
- Does the design solution cover all user scenarios?
- Is the design solution technically achievable?
- Does the design meet with the aesthetics principle?

New feature set - UX/UI project develop and deliver flow



New feature set - UX/UI project development stages and definition

	Initial project kickoff meeting	Features requirement definition	Generate project Jira tickets	UX/UI projects development stage	Product design review meeting	Design assets preparation	Project handoff
Primary Roles	PO/PM	PO/PM	PO/PM	UX/UI lead & UX/UI developer	PO/PM	UX/UI lead	PO/PM
Supporting Roles	Marketing lead, Tech Lead, and UX/UI lead	UX/UI team lead	UX/UI team lead	PO/PM	Marketing team and Tech team	PO/PM and UX/UI developer	UX/UI team Tech team
Optional Roles		Tech lead			UX/UI team		
Steps & Definition	<ul style="list-style-type: none"> • Introduce the new product • Define owner for tech, marketing, and project management • Go over the design spec • Define overall business goal, objective, and target users...etc • Define Key features • Define the overall product development timeline 	<ul style="list-style-type: none"> • List out all key feature requirement • Discuss and define the details of the feature requirement • Translate features into specific function requirements. • Set up priorities (must have/nice to have) 	<p>The PM will create Jira tickets for design tasks, including:</p> <ul style="list-style-type: none"> • Project name • Design objective • Function detail (requirement and description) • Project timeline <p>PM will assign the Jira tickets to UX/UI lead.</p> <p>If needed, the UX/UI lead and PO/PM should negotiate on the estimated delivery date.</p>	<ul style="list-style-type: none"> • UX/UI lead assigns and downloads design for each task (Jira ticket) to one UX/UI developer. • UX/UI lead provides essential direction and guidelines for UX/UI developers. • UX/UI developer works on the design task. • PO/PM will contact the UX/UI lead if any requirement is updated. • UX/UI lead will contact PO/PM if any questions. • PO/PM will review individual deliverables. 	<ul style="list-style-type: none"> • Once the UX/UI team has accomplished an overall design solution for the new product. PO will arrange an internal cross-team meeting to present and review the design result. • Collecting feedback and comments for necessary revision or adjustment. 	<ul style="list-style-type: none"> • UX/UI developer prepares required assets such as images, sitemaps, wireframes, flows, and style guides for tech development. • UX/UI lead will ensure the quality of the deliverables 	<p>Submit and transfer design assets to PO/PM or tech team via attaching files in a Jira ticket and sharing on a Google Drive folder</p>



UX/UI design team - Design review meeting guidelines and checking list
After the project manager and product owner approve the UX/UI design for a large-scope project, the UX/UI team will start preparing for a design review meeting

Design review meeting guideline

- Preparing prototype in a case for demo during a meeting
- Preparing/editing slide presentation for main UI and UX design
- Present and explain the design during the meeting
- Collecting feedback and comments from others
- Check-in with UX/UI lead and project manager

