

# Product Design Cycle

Understand how product designers work through the end-to-end process.

## Program Description:

This program is designed to familiarize participants with how product designers work in real-life situations and enable you to become one. Throughout the program, we will focus on learning how product designers work and what the process entails in each phase by addressing provided cases. The program **will not** begin with fundamental concepts such as Figma basics and an introduction to UI/UX, but we'll cover these basic things later outside the program. The program will be less theoretical and more practical.

## This program will be suitable for you, if you:

- Junior designers who are still confused about what you need to do in your design process
- Designers who work as solo designers want to expand your knowledge about how to design a product based on actual problems and how to work with other stakeholders.
- Love practical learning & just want to learn new things

Are you identified as one of the above? If yes, you can keep reading! 🤗

## Topics\*

We will follow these topics in the learning process. This program focuses only on the design work side.

Phase	Action Items in each phase
Discovery	<ul style="list-style-type: none"> <li>• Problem discovery</li> <li>• Looking for a product/feature opportunity</li> </ul>
Analyze	<ul style="list-style-type: none"> <li>• Understanding the problem</li> <li>• Empathize user target</li> <li>• Developing hypothesis</li> <li>• Validate the hypothesis through quantitative &amp; qualitative</li> </ul>
Solutioning	<ul style="list-style-type: none"> <li>• Brainstorming</li> <li>• Ideate for solution</li> <li>• Ideation workshop</li> </ul>
Concepting	<ul style="list-style-type: none"> <li>• Create high-level concept</li> <li>• Create flow &amp; journey</li> <li>• Create a wireframe (lo-fi)</li> <li>• Present and communicate design concepts to stakeholders</li> </ul>
Crafting	<ul style="list-style-type: none"> <li>• Design with intention</li> <li>• Crafting UI (hi-fi)</li> </ul>

	<ul style="list-style-type: none"> <li>• Testing the design</li> </ul>
Development	<ul style="list-style-type: none"> <li>• Handover design to engineer</li> <li>• UI Audit or UI QA</li> </ul>
Monitoring	<ul style="list-style-type: none"> <li>• Monitor product/feature performance</li> <li>• Understand design impact</li> </ul>

## Learning Outcomes:

- Understanding how product designers work
- Identifying and solving the right problem
- Designing with intention
- Understanding other important things in the design process such as user research, developing and validating hypotheses, presenting & communicate design concepts to stakeholders, usability testing, design handover, UI QA, etc
- Implementing what we have learned directly into our work.

## Format and Delivery:

- The discussions will be **live and fully online**
- The program length is **7 weeks** and will have approximately **7 online discussion sessions** ( Every: Sunday at 21.00 WIB - 1,5 hours per session)
- The language used will be **Bahasa Indonesia**
- The program will be cohort-based, each cohort will have a maximum of **5-10 participants**.

## Benefits:

- Exclusive community and group to share ideas, design discussion, portfolio, get feedback, career discussion, sharing session and help each other
- Lifetime mentoring and consultation with the facilitator\*
- Sharing sessions related to product design
- Cohort course & all live sessions will be recorded and available forever
- No homework

## About the facilitator:



Read about [Galuh NAP's profile](#) here or take a look [Galuh's personal website](#)

## Program Overview

### 1st Session

Agenda (Introduction, about product design cycle, join our small community)

### 2nd Session

Agenda (Discovery and Analyze the problem or opportunity)

### 3rd Session

Agenda (Project Brief & Managing Timeline)

### 4th Session

Agenda (Solutioning: Brainstorming, Ideation workshop)

### 5th Session

Agenda (Concepting: Create high level concept, create flow & journey, present & communicate design concept)

### 6th Session

Agenda (Crafting: Design with intention, crafting UI (hi-fi), testing the design)

### 7th Session

Agenda (Development and Monitoring: Handover design to engineer, UI QA, Monitor product/feature performance, understand design impact )

Register Here [NAP Learn Website](#)

If you have a problem or question about this program feel free to reach me at email [napdesign.learn@gmail.com](mailto:napdesign.learn@gmail.com) or at my Twitter [@galuhnnap](#) (for fast response).