Design Theory & Methods
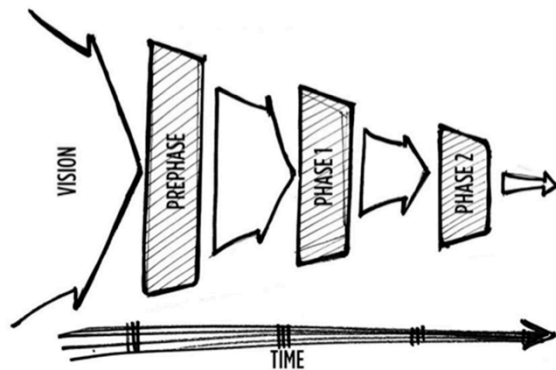: Current members: Euiyoung Kim, Daniel Lim, Ingrid Hong, Serena Chang, (Research Advisors: Prof. Alice Agogino, Prof. Sara Beckman)

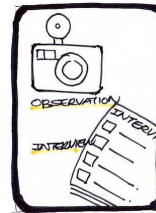# **Design Roadmapping**: User Experience Focused Strategy

What is Design Roadmap?

: A canvas that reflects expected core design elements acquired throughout various types of design activities over time.
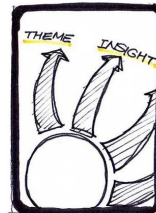

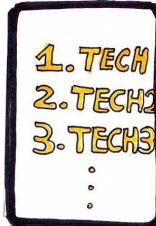## ➢ 6 Steps of the Design Roadmapping

a. Conduct Comprehensive Design Research
Selective in-depth interviews, behavioral observations for unexplored needs and opportunity spaces for innovation. Comprehensive online surveys. Find out pain points and develop frameworks for identified problems.
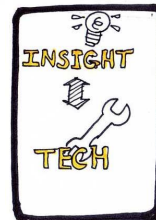

b. Extract Common Themes and Insights
Synthesize data to create common themes and insights for the future. Narrow down user group focus and create primary and secondary personas and use scenarios. Record key observations and data from these personas and use scenarios.
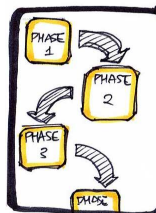

c. Identify and Prioritize List of Technologies
Research different existing technologies and functionalities. Brainstorm potential new features. Prioritize these technologies based on stages of development. Select which technologies would be beneficial and useful for the target personas.

d. Map Technologies to Human Insights
Prioritize technologies based on needs that stem from human insights, and examine how technologies can be applied to address opportunity spaces and pain points of target user groups.

e. Create a Design Roadmap
Combine elements from user research and technology analysis to map out a plan that integrates human-centered solutions with targeted technologies. Create a cohesive collective shared vision for a design team.
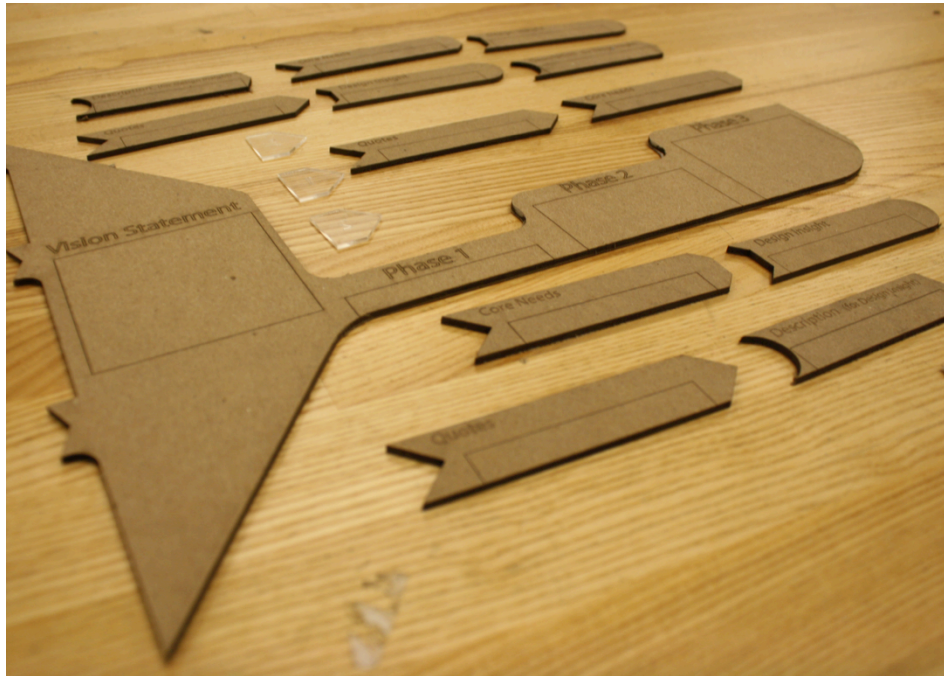
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Design Roadmapping: User Experience Focused Strategy

✓ **Tangible Design Roadmapping <u>Puzzles</u>**
A set of puzzles for team based activities for managers, designers, and engineers.

✓ **Tangible Design Roadmapping <u>Worksheets</u>**
A set of worksheets for individual design roadmapping exercises.