“Design is not how it looks and
feels like, Design is how it works”

- Steve Jobs

Design × Implementation Playbook

Objective: To Design, Develop and Deliver with seemlessly with minimal errors and keeping all departments in loop.

This is a process doc that identifies Touch points in the Design implementation cycle. It bridges the gap between various Departments and enables smooth transition and Delivery.

Version	**1.0**	Project	**Studio Documentation**
Author	**Plum Design Team**	Client	**Plum Design Team**

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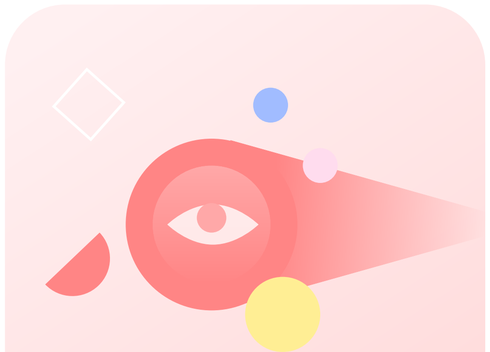
4 Phased Implementation Cycle

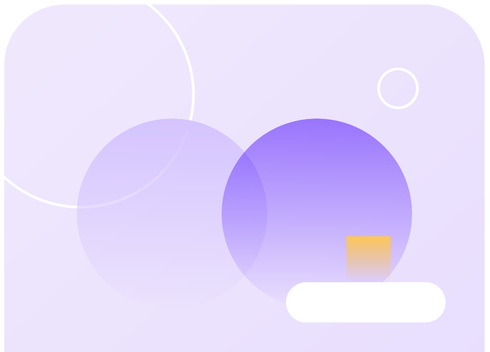


Discovery

A layered approach to create Conceptual Models

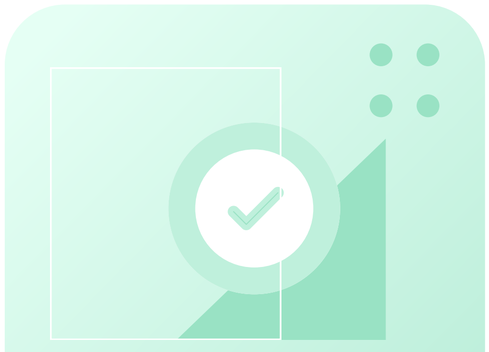
Execution

This phase covers exteding the Discovery phase.



Hand - Off

The Design is handed off to Development in Agile manner



Review

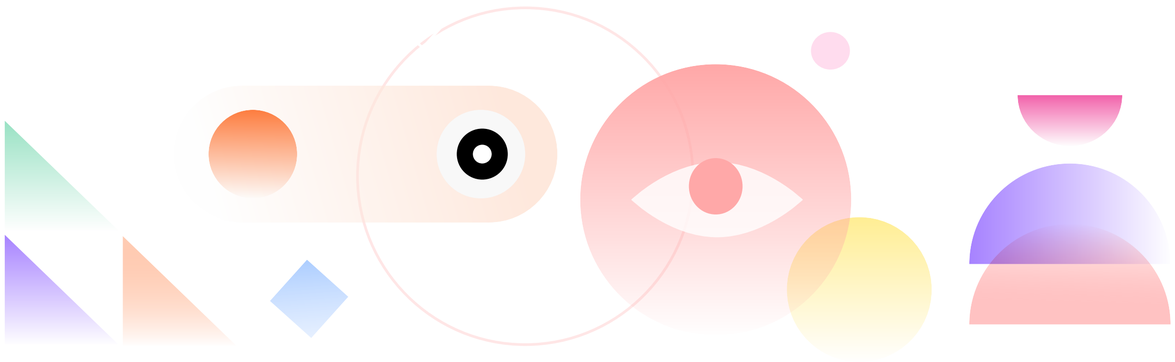
Multiple Design Review rounds happen at this stage,

Discovery

The Discovery is a layered approach to create Conceptual Models to Match te User’s mental model. We also make sure that the Conceptual model matches the Business goals.

It starts with rough sketches and becomes better at each Test and Validation level. At the end, we have major Design that’s cloder to the version that both Users and the Stakeholders want, ready for Design Execution.

Major features and main screens are
identified at the end of this.



Discovery: Layer 1

Designer

START

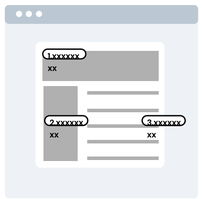
Design Team or Designer starts with the Discovery Phase as the first step in the Handoff process

Create Wireframes

Step 1

Low fidelity wireframes

Create low fidelity wireframes — Module wise for the entire scope of the application



Step 2

Annotate

Introduce WF description along with wireframes

Step 3

Map design with story

Map the design (page-level) with High-level User Stories (or Epic) and document in the WF

Validate Wireframes

Lead Dev

Project Consultant/BA

Project Manager

He/She can be a Person who have answers or knows everything about the project

Step 4

Validate with team

Validate the wireframes internally with PMs, BAs & Lead Devs.

Clients /Stakeholders

Step 5

Prototype & Validate

Prototype and validate the wire frames with the client stakeholders.

Project Consultant/BA

Step 6

Document Userstories

BA Documents the Users Stories

Validate Wire frames + User stories

Step 7

Validate the stories along with wireframes with the client stakeholders

Designer

Clients /Stakeholders

Get It Approved

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Discovery: Layer 2

Get It Approved

Validate & Get Approval on the stories along with wireframes with the client/stakeholders

START

Design Team or Designer starts with the next phase of “Discovery” with by creating Hi-Fi Designs

High Fidelity Design

Step 1

Create Hi-Fi Design

Create high fidelity designs for the major screens as per the sprint goal, backlog user stories, etc

Validate Hi-Fi Design

Step 2

Validate with team

Validate the Design screens internally with PMs, BAs, Lead Devs & QA Lead

Clients /Stakeholders

Step 3

Validate Hi-Fi Designs

Validate the designs with the client stakeholders.

Get It Approved

Pre-Process or Before creating Hi-fi /VD Design

Reuse third party design system For ex: Material Design or Bootstrap.

Step 0

Create Design System

Deisgn System to be created or existing to be used"

To Create Design System

Step 0.1

To Create Design System

1. Include elements keeping both developers and stakeholders in mind.

2. Access to the entire Design team + all other client design systems as examples.

Step 0.2

Create Templates for Web & Mobile Interfaces using:

Color,
Tab order
Fix region
Typography
Accessibility
Call to Action
Major and minor Interaction
Tone of communication/Language

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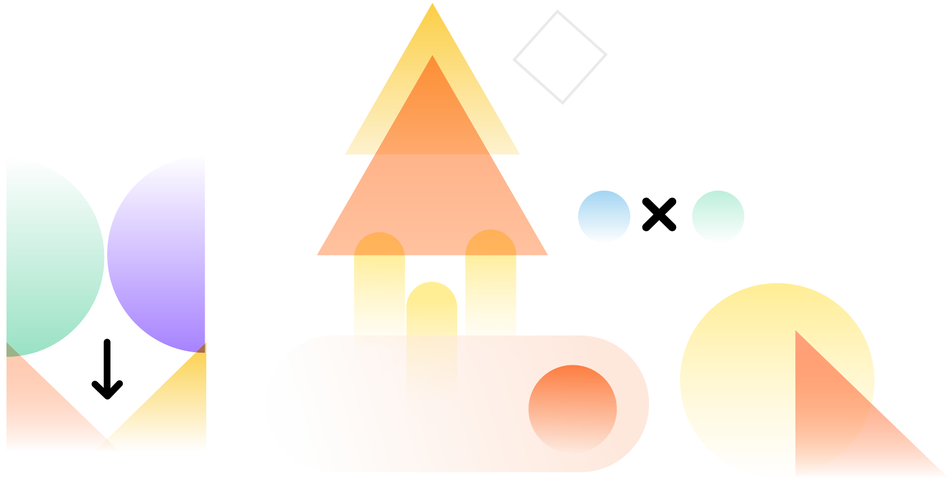

Execution

This phase covers exteding the Discovery phase. Design sprints are formed and remaining Features ared designed according to the plan.

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Execution: Layer 2

Get It Approved

Validate & Get Approval on the High level Hi-Fi designs with the client/stakeholders

START

Design Team or Designer starts with the “Execution Phase” as the third step in the Handoff process

Design Sprint

Design Sprint Starts

(It starts 2 weeks ahead of actual Development sprint)

Step 1

Create Hi-Fi Design

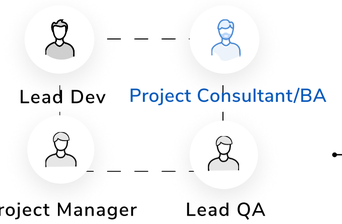
Create high fidelity visual designs for screens as per the sprint goal, backlog user stories, etc

Step 2

Responsive & Adaptive

Design screens for various breakpoints —responsive /adaptive designs

Validate Design



Step 3

Validate with team

Validate with PM, BAs, Lead Devs & Front End Team. If required refine the designs and validate again

Clients /Stakeholders

Step 4

Validate Designs

Validate the designs with the client stakeholders. If required refine the designs and validate again.

Get It Approved

Walkthrough DSM

Step 0

Walkthrough of DSM

Complete the DSM & have a Separate walkthrough should happen for DSM with the team.

Pre-Process or Before the “Design Sprint”

Step 0

Walkthrough of Hi-Level Designs

Walk through of Hi-level screens, with explaining every possible scenarios and UI interactions.

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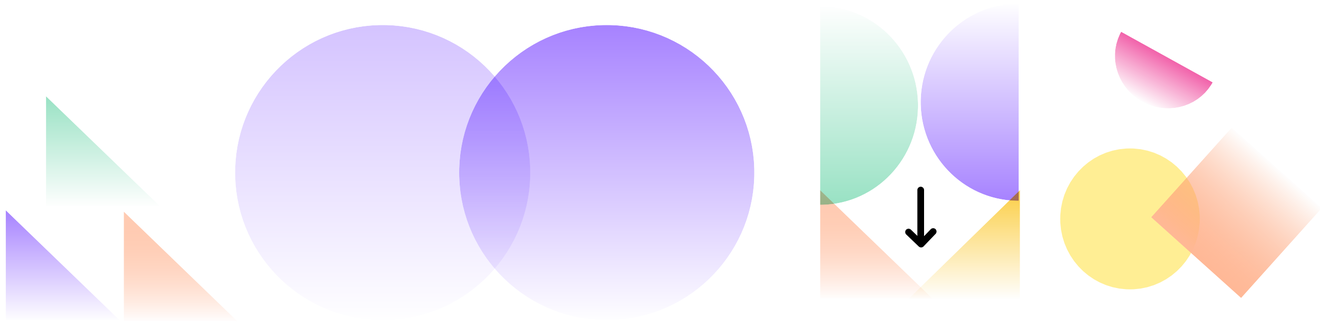
Handoff

The Design is handed off to Development in Agile manner after each Design Sprint with multiple stakeholders involed and signoffs. Validation is repeated again at this stage to iron out missing scenarios and address development roadbloacks.

Design iteration can also happen at this stage to ensure the Design also meets development goals along with User and Business goals, keping the constraints in mind.



Dev Handoff

Get It Approved

START

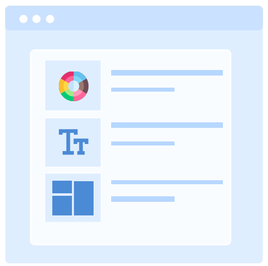
Design Team or Designer starts with the “Execution Phase” as the third step in the Handoff process

Design Handoff

Step 1

Walkthrough of Designs

Walk-through of designs, screen by screen, element by element along with explaining every possible scenario and UI interactions.



Step 2

Share Assets

Design Guidelines to be shared — Zeplin, DSM, etc. with the dev team

Step 3

Share Documents

The same details should also be shared through user stories with all the links and supporting documents

Development Excecution

Walk-through of designed screens, Sharing of Design Documents & Assets internally with PMs, BAs & Lead Devs.

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Review

Multiple Design Review rounds happen at this stage, to ensure Design matches the Development.

This is followed by iteration if required at both Design, Development level, and reviewed again.

Review

Design Review of the implementation

Step 4

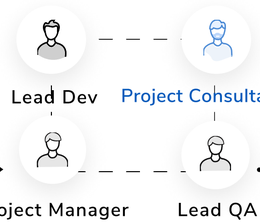
Developers walkthrough

Developers give a walkthrough to Designers

Designer Review

The designer will review the developed designs separately in detail

Review Design



Step 5

Review Designs

A formal design review session to approve the build or to record the issues (BAs & PMs must be present)

Step 6

Report Design Issues

Report the above issues to the concerned person(s) in the team

Issues can be added to a tools like OpenProject and assigned to the concerned person

Developer

Step 7

Discuss Issues

These issues can be discussed offline as well as in the common review meeting later.

Designer

Step 8

Designer Review

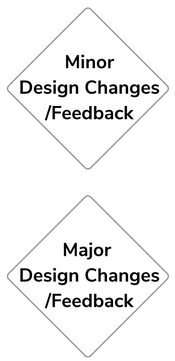
Design review will happen again to check whether raised issues or bugs are fixed by the developers.

Design Changes/ Feedback

Designer Review

Feedback can come from users, business, stakeholders, etc. once they test the released product or once they start using the implemented features.

Will be added as new issue or change in Open Project tool



Will be added as new feature which starts from"Discovery" Phase

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Delivery

Ater all successfull reviews, final changes are shipped to the Market.

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