

Great idea (customer need, feature request, etc.)

What	Who					
	PM	PO	UX	DV	UI	ENG
Business Exploration						
Stakeholder exploration sessions	●	●	●	●		
User research	●		●	●		
Competitive analysis	●					
High-level feature options	●	●	●	●		
Business prioritization	●	●				

- Active role
- Consulting role
- Depends on feature

↓ Produces Deliverable

Research Initiative → Move to planning

Architecture/Refinement (if needed)	PM	PO	UX	DV	UI	ENG
Generate architecture/design solutions			●	●		●
Refine feature options		●	●	●		●
Estimate relative costs, identify preferences from design, business, engineering		●	●	●		●
User research/focus groups for specific solutions			●	●		
Rough description of options to include	●	●	●	●		●

Design Tickets →

Feature design	PM	PO	UX	DV	UI	ENG
Refine solutions, flesh out functional details			●	●	●	●
Design prototypes and chart skeletons			●	●		
Apply UI styles			●	●	●	
Ensure engineering compatibility		●	●	●		●
Usability testing			●	●		
Finalize implementation plan - features and sequencing		●	●	●		●

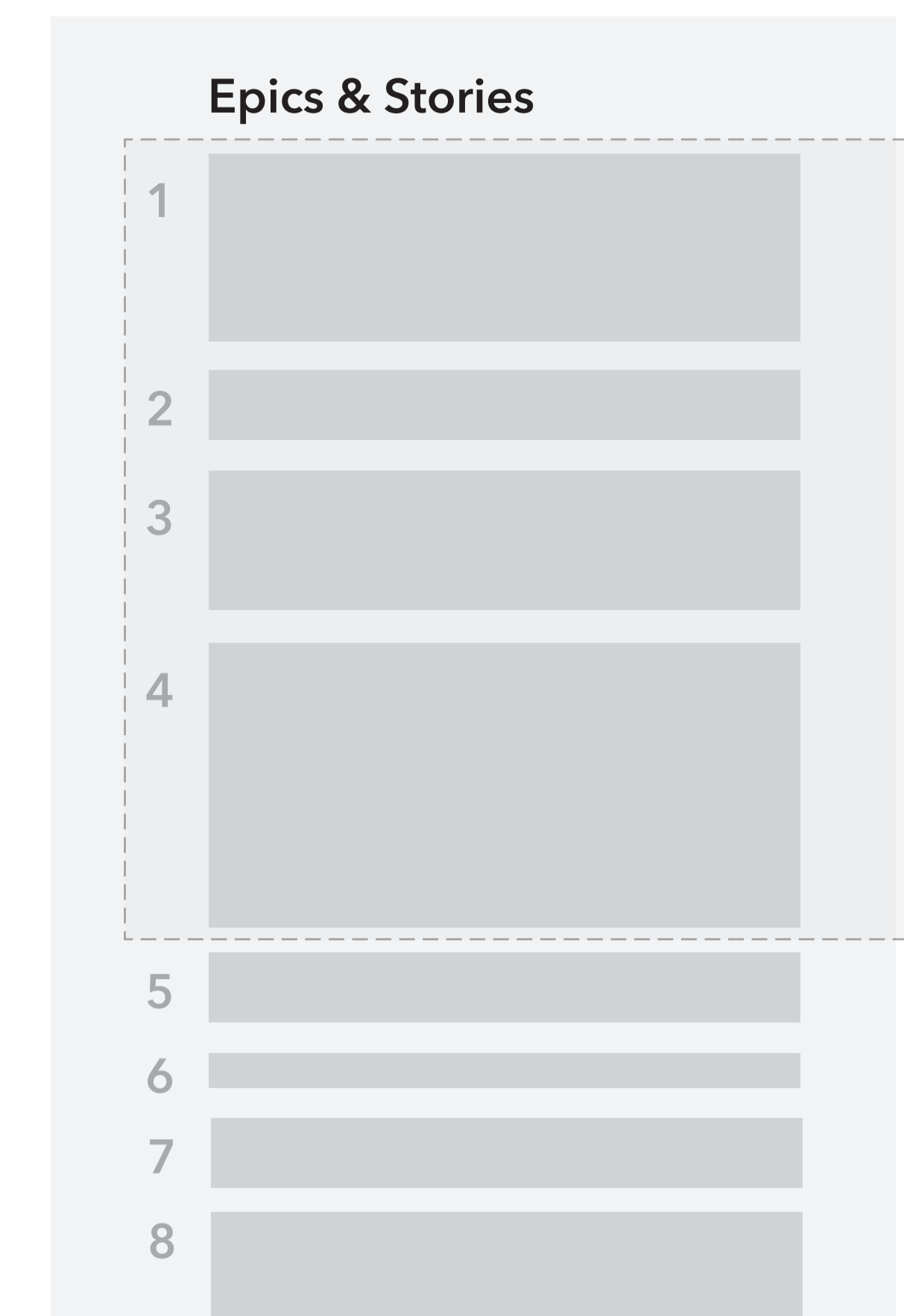
Design Collateral

Engineering Tickets →

Feature development	PM	PO	UX	DV	UI	ENG
Story tickets with design collateral			●	●	●	
Grooming and engineering estimates		●				●
Actual sprint work						●
Design QA			●	●		

Feature release!

Product Roadmap



Big Room (Quarterly) Planning

Sprint tasks

Key takeaways:

- Feature development can be broken into distinct stages, with intermediate deliverables to track progress
- UX and DV perform similar roles, but for different kinds of features
- Design participates in all stages of the process