

Understand the problem.

The last thing you want is to complete a project only to discover that no one needs or wants the product. Engage with your users early and consistently to understand their challenges, needs, and frustrations creating truly value.

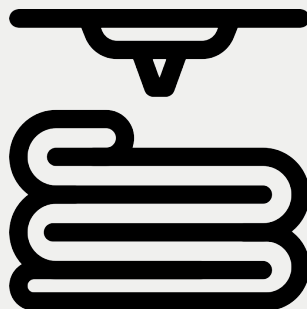
The backbone of your project.

The design criteria should be guided by legislation, thorough research, and industry demand. Avoid assumptions about the information to include.



Never assume what your target market wants.

Engage with your users early and consistently to understand their challenges, needs, and frustrations. This insight is key to creating something truly valuable.



You can make prototypes from anything.

A physical model provides insights that sketches or computers can't. It can be rough and rugged but get it into your users' hands.



Don't forget about launching your product.

Having the best product in the world means little if it's not launched effectively. To maximise success, clearly define your target audience. Be precise and strategic in tailoring your marketing efforts to reach and resonate with them.



Take it back to the first principles.

Don't let past experiences or limitations hold you back. Start with the basics and fresh perspective.

Use A/B testing to identify the best feature for the product.

Avoid fixating on a single idea. Experiment with multiple features and elements, gathering feedback from clients to understand which ones resonate most with them. This approach allows you to identify the features they value most and incorporate them into the final design effectively.



Be inspired by other what there is in other industries.

Focus on understanding the core principles of solutions and draw inspiration from other industries and products outside your market. Often, the most innovative ideas and inspiration come from unexpected places.