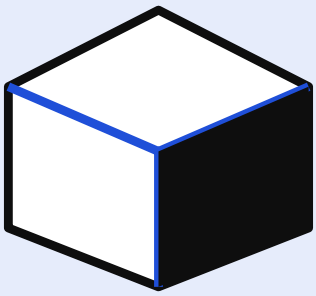
Discipline

Product design

Designs a digital product as a whole and decides with product and engineering what to build, to achieve measurable changes in what people do and in the business.



In Spanish

Diseño de producto digital

Origin

A role that spread across tech companies in the 2010s (Budd, 2016), rooted in UX and interaction design; Cagan (2017) places it in the product team

What it deals with

A product can be easy to use and still fail because no one needs it, it can't be built, or the business can't sustain it. Digital product design looks at the experience and at those decisions together; it is not the industrial design of physical objects.

Principles

Outcomes, not features

Progress is measured by what changes in people's behavior, not by how many features ship.

Continuous discovery

The people building the product talk to customers every week to decide what to do next.

Four risks before building

Before development, the team checks whether it is valuable, usable, feasible and viable for the business.

Iterate with data

Each release is a hypothesis; metrics and experiments show whether the change worked.

Decide as a team

Design, product management and engineering choose together, balancing what the person needs, what the business wants and what the technology allows.

Applications in design

Use it like this

Define the outcome you want as a measurable change in behavior and test several ideas with prototypes before committing to development.

Avoid

Measuring progress by features shipped, or designing only the interface of something no one has confirmed is needed.

Don't fall for it

Data tells you what happened, not why: pair metrics with conversations with real people.

Especialidad

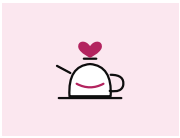


Specialty

Wearable design

Designs devices worn on the body, such as watches or bands, for a body that moves.

Theories

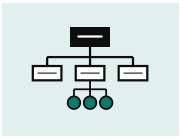


Theory

Emotional design

What we feel when we see and use an object changes how we judge it, how much we use it and whether we keep it.

Methods and tools



Artifact

Opportunity solution tree

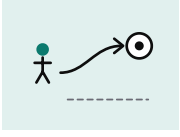
A tree-shaped map that links the outcome you want with people's needs, ideas and tests.



Method

In-depth interview

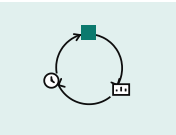
A long, open conversation with one person to understand their experiences and motives.



Approach

Jobs to be done

Understanding what progress a person seeks in a situation and what they "hire" a product for.



Process

Lean Startup

Build the minimum, measure how people respond and learn, in short cycles.

Connections

Builds on

- Behavioral economics
- Anchoring
- Mental accounting
- Sunk cost effect
- Compromise effect
- Endowment effect
- IKEA effect
- Decoy effect
- Goal-gradient effect
- Default effect
- HEART framework

Related to

- Design futures
- Interaction design
- UI design
- Business design
- Industrial design
- Ubiquitous computing design
- UX design

Authors and works

2013	**Jeff Gothelf and Josh Seiden**	Brought lean ideas to digital product design: hypotheses, small experiments and cross-functional teams.
2016	**Andy Budd**	Explained why Silicon Valley companies were hiring "product designers" instead of UX designers: a hybrid of interface work and UX fundamentals, backed by research, product management and design systems.
2017	**Marty Cagan**	Described the product team, with a product manager, a product designer and engineers, and the four risks it must check before building.
2019	**Josh Seiden**	Defined an outcome as a change in people's behavior that creates value for the business, and proposed planning by outcomes rather than deliverables.
2021	**Teresa Torres**	Described continuous discovery as the building team's contact with its customers, at least weekly, in pursuit of a specific outcome.

Sources

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- Torres, T. (2021). Continuous discovery habits: Discover products that create customer value and business value. Product Talk LLC.
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