PROBLEM
How can we help novice designers to develop ideas in their early design phase

SOLUTION
Improve accessibility of design knowledge and tools that can guide novice designers through early design phase

PROCESS

- Literature Review
  8 design characteristics as structural foundation

- SME & ND Interviews
  10 UX subject matter expert and 10 novice UX practitioner interviews

- Competitive & Product Analysis
  Discover Parlay’s niche direction and unique selling points

- Affinity Analysis
  3 rounds of analysis and 3 thematic maps

- Ideation
  Opportunity for 3 areas of focus for Parlay

- Sketch & Wireframes
  Sketch and wireframes development for how to approach areas of focus

FINDINGS
We compared SMEs and NDs with 15 characteristics in mind and identified the 3 characteristics with the biggest difference between the two groups.

- **PA: Aware of Reason**
  Tend to be more aware of the reasons behind the use of something

- **PA: Aware of Direction**
  Tend to be more aware of project goal and direction

- **PA: Team Participation**
  Approach design by engaging and communicating with the team members, including stakeholders

KEY WIREFRAMES

- **Aware of Reason: Summary of project (goals, success metrics, users...etc) remind users why they are doing what they are doing**

- **Team Participation: Teamwise understanding of how each person’s work is contributing**

- **Aware of Direction: Project flow allows users to be aware of narrative of their projects**

- **Team Participation: Getting to know more about team member can develop team dynamic**