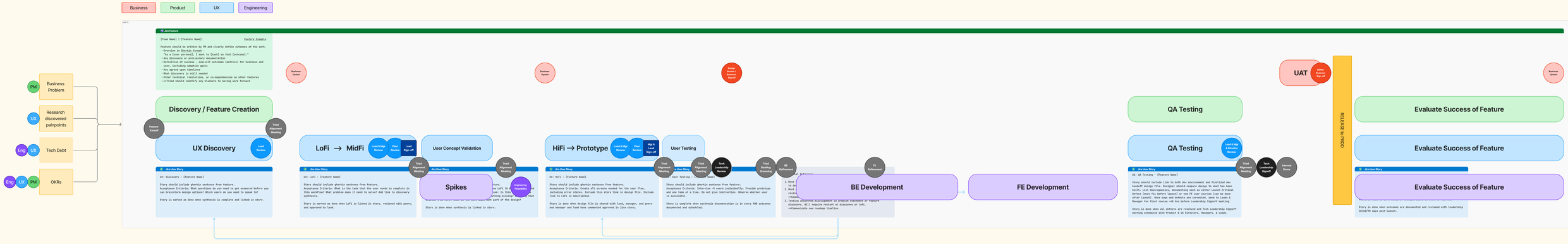
Business
Product
UX
Engineering
PM
Business Problem
UX
Research discovered painpoints
Eng
UX
Tech Debt
Eng
UX
PM
OKRs
Jira Feature
[Team Name] | [Feature Name]
Feature Example
Feature should be written by PM and clearly define outcomes of the work.
Acceptance Criteria: What is:
- "As a [user persona], I want to [task] so that [outcome]."
- Any discovery or preliminary documentation
- Definition of success - explicit outcomes (metrics) for business and user, including adoption goals
- Any agreed upon timelines
- What discovery is still needed
- Other technical limitations, or co-dependencies on other features
- ***Trial should identify any blockers to moving work forward
Business Update
Business Update
Design Review / Business Signoff
Business Update
Discovery / Feature Creation
Feature Kickoff
Trial Alignment Meeting
UX Discovery
Lead Review
Jira User Story
UX: Discovery - [Feature Name]
Story should include gherkin sentence from feature.
Acceptance Criteria: What questions do you need to get answered before you can brainstorm design options? Which users do you need to speak to?
Story is marked as done when synthesis is complete and linked in story.
LoFi → MidFi
Lead & Mgr Review
Peer Review
Lead Sign-off
Trial Alignment Meeting
Jira User Story
UX: LoFi - [Feature Name]
Story should include gherkin sentence from feature.
Acceptance Criteria: What is the task that the user needs to complete in this workflow? What problem does it need to solve? Add link to discovery synthesis.
Story is marked as done when LoFi is linked in story, reviewed with peers, and approved by lead.
User Concept Validation
Trial Alignment Meeting
Jira User Story
Spikes
Engineering Feasibility
Story is done when synthesis is linked in story.
HiFi → Prototype
Lead & Mgr Review
Peer Review
Mgr & Lead Sign-off
Trial Alignment Meeting
Jira User Story
UX: HiFi - [Feature Name]
Story should include gherkin sentence from feature.
Acceptance Criteria: Create all screens needed for the user flow, including edge cases. Include this story link in design file. Include link to LoFi in description.
Story is done when design file is shared with lead, manager, and peers and manager and lead have commented approved in Jira story.
User Testing
Trial Alignment Meeting
Tech Leadership Review
Jira User Story
User Testing - [Feature Name]
Story should include gherkin sentence from feature.
Acceptance Criteria: Interview ~5 users individually. Provide prototype to each user at a time. Do not give instruction. Observe whether user is successful.
Story is complete when synthesis documentation is in story AND outcomes documented and scheduled.
Trial Backlog Grooming
BE Refinement
FE Refinement
BE Development
FE Development
QA Testing
QA Testing
Lead & Mgr & Design Review
Trial Alignment Meeting
Tech Leadership Signoff
Internal Demo
Jira User Story
UX: QA Testing - [Feature Name]
Story should include link to both dev environment and finalized dev handoff design file. Designer should compare design to what has been built. List discrepancies, documenting each as either Launch Critical, Defect (must fix before launch) or new FE user stories (can be done after launch). Once bugs and defects are corrected, send to Leads & Manager for final review ~48 hrs before Leadership Signoff meeting.
Story is done when all defects are resolved and Tech Leadership Signoff meeting scheduled with Product & UX Directors, Managers, & Leads.
UAT
Lead Business Signoff
RELEASE TO PROD
Evaluate Success of Feature
Evaluate Success of Feature
Jira User Story
Evaluate Success of Feature
Story is done when outcomes are documented and reviewed with leadership 30/60/90 days post-launch.
Business Update