

Product Design Process

ALIGNMENT		QUALITATIVE RESEARCH		QUANTITATIVE RESEARCH			PERSONA DEVELOPMENT			PRODUCT DESIGN PROCESS	
WEEK 1	WEEK 2	WEEK 3	WEEK 4	WEEK 5	WEEK 6	WEEK 7	WEEK 8	WEEK 9	WEEK 10	WEEK 11	WEEK 12
PLANNING AND DOCUMENT REVIEW	STAKEHOLDER & SME SESSIONS	PROTOCOL AND INTERVIEWS	INTERVIEWS AND ANALYSIS	DEVELOP QUESTIONS	FIELD RESEARCH	ANALYZE PRESENT	DOCUMENTATION IN THE FIELD	PREPARE AND PRESENT		WORK SESSIONS	DOCUMENT
KEY MEETINGS IN DETROIT											