The EA Approach to Human-Centered Design
A human-centered approach to product design keeps the mindset and preferences of real people at the forefront of every phase of the design process. Ultimately, this helps us ensure that products and services will be more intuitive, accessible, and effective for everyone involved.

The EA Approach to Human-Centered Design

1. **PRODUCT SCOPE AND ROADMAP**
   Consider the challenge from multiple perspectives. Develop a roadmap with priorities and guardrails around feasibility.

2. **USER RESEARCH**
   Get to know the groups of people we are serving with the product and understand their mindset, challenges they face, and desires from their perspectives. We develop personas, journey maps and desired features for each group.

3. **SPEC, PROTOTYPE, AND ITERATE**
   In collaboration with users and other stakeholders, the UI/UX and engineering teams discover and develop the product’s detailed functional requirements, and then will design the user interface. Throughout the process, the evolving design is validated against feedback from users and stakeholders and evaluated for constructability.

4. **USABILITY REVIEW/TESTING**
   To capture user feedback, we interview individuals from each user group. The number of tests can start small (3-5 users from each user group). Time permitting, additional rounds of testing are done to inform the next development cycle.

5. **DEVELOPMENT AND QUALITY CONTROL (QC)**
   Throughout the design process, the engineering teams identify and refine key fundamental product requirements, then plan the product’s foundational architecture accordingly. It is important to note that applications are often highly modular, to allow development, testing, and design to occur in cycles. Product and feature releases occur on a predictable cycle, and we only release products and features that pass all levels of quality assurance.

6. **TRAIN, LAUNCH, OBSERVE**
   The communications and engagement team develops core product messaging to translate the value proposition and provide explanatory content that will effectively orient and onboard people to use the product. Insights from the process inform the training plan and the creation of the materials that support the product.

7. **USER ACCEPTANCE REVIEW**
   Review usage analytics, examine previous usability reviews and conduct additional interviews that allow us to learn in real time from how users are using the platform, and glean where the benefits are and where new challenges or additional functionality is desired from the user’s perspective. Working across all teams, we prioritize future changes for implementation.

8. **ADDITIONAL DEVELOPMENT AND EXPANDING FUNCTIONALITY**
   No product or feature is ever complete. The team holds a continuous improvement philosophy and approach. The process is repeated for each new feature.