BIMA

2022

A NEW AGE OF PRODUCT DEVELOPMENT PROCESSES

New data on Design Delivery and effective product development from 100+ tech professionals

How are product teams streamlining their development processes?

For the latest BIMA Bites, we partnered with Zeplin— the Design Delivery tool for agile product teams — to ask BIMA members about product development in their workplaces.

More than 100 members responded, and the survey results revealed opportunities for product teams to improve product development workflows and overall team collaboration using the right tools and workflows.

So where are BIMA members less convinced about the effectiveness of product development? What tools could help address that? And how does Zeplin support user experience-driven product development workflows?
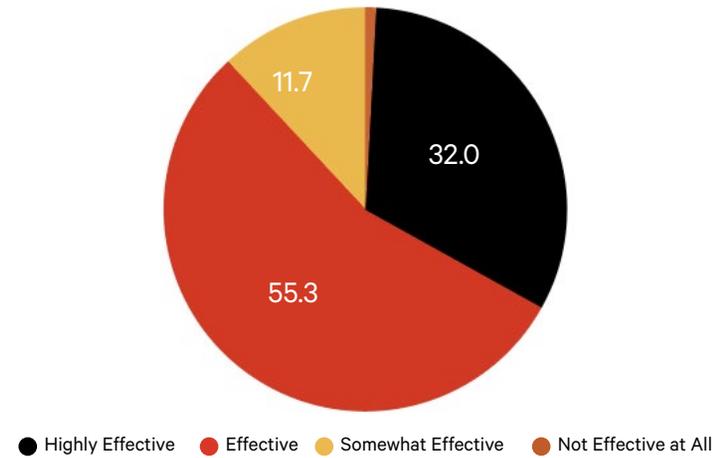
This BIMA Bites report will explore how designers, developers, and project managers on product teams are improving their processes with Design Delivery and making better products.

Let's explore what we found.

Current product development workflows are "effective" but have room to grow

Only 3 in 10 respondents rated their product development process and the transition between design and build as "highly effective." As organisations grow and scale, systems that aren't working as effectively as possible will quickly become strained.
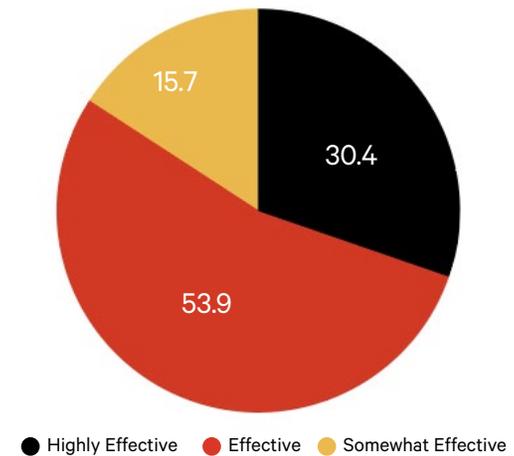
LEADERSHIP LESSON

Our respondents felt that processes and tools, rather than skills, were the main blocks to an effective transition. Take the time to audit your product development process — from research to release — to find out where you need to update your systems and tools.

Learn more about Design Delivery, a new approach to aligning designers and developers that is helping companies ship better products faster.
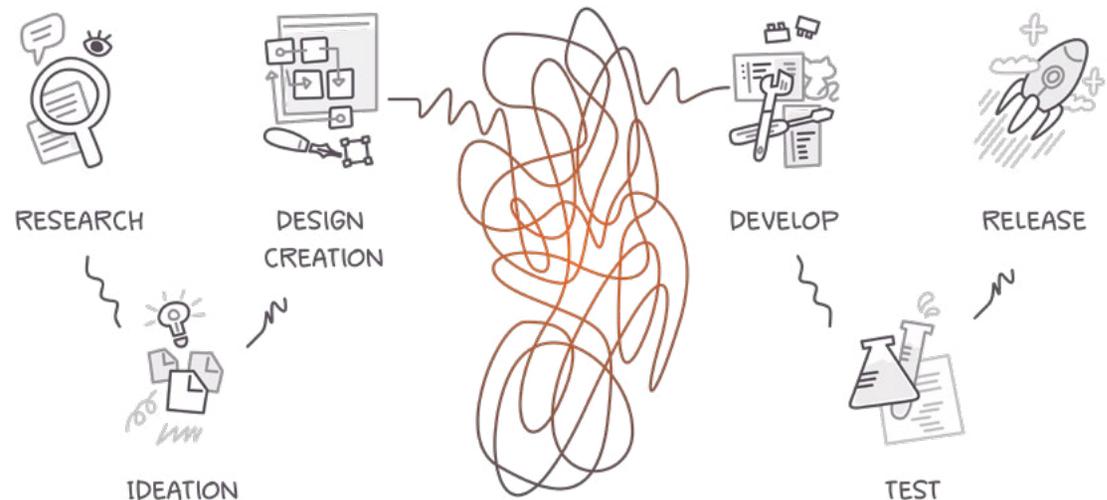
How would you rate the transition between Design & Build?

- ● Highly Effective
- ● Effective
- ● Somewhat Effective
- ● Not Effective at All

32.0 / 55.3 / 11.7

How would you describe your product development process? (%)

- ● Highly Effective
- ● Effective
- ● Somewhat Effective

30.4 / 53.9 / 15.7

The phase between design and develop is currently the most ineffective stage of product development

Product teams have mastered product planning, ideation, designing, and building, but the phase between Design and Develop is still the biggest challenge in the building process. **Product leaders are looking for tools that provide flexibility and fluidity, along with testing, feedback, and product iterations.**

Product development ineffectiveness by stage

RESEARCH   DESIGN CREATION   DEVELOP   RELEASE

IDEATION   TEST

Source: Zeplin

The power of design clarity and team collaboration

98%

of tech professionals surveyed consider design clarity highly valuable or valuable at their companies.

"Design clarity means everyone has a clearer vision of what's being built. With design clarity, we build products that are better, more robust, and something we can all be proud of," said Matt Emmins, Creative Director, Other Media.

"We avoid design debt and product inconsistencies from misinterpretations during the handoff between designers and developers. We save time by getting to the basics earlier — it's the difference between a mediocre and great experience," James Marriott, Creative Team Lead at 3 Sided Cube added.

DESIGN CLARITY IMPACTS

The development process
Improves creative alignment and team collaboration, reduces timelines and design debt

The finished product
Increases product quality and reduces errors, better user experience

Developers
Removes blockers, prevents unnecessary back-and-forth and meetings

The business
Lowers product development costs, adds business value by saving time, energy, and morale

Agile Processes + Locked Designs

Product teams need to move faster, and when designers and developers work asynchronously on different sprint cycles, they need to continue iterating without losing any details in the process. Zeplin allows product teams to combine the power of agile, flexible workflows with locked designs for developers, and it was designed with the belief that handoff can be better.

The transition from design creation to development requires a distinct workflow called Design Delivery. Instead of just handing off specs, Design Delivery offers a clear separation between the design canvas, where the designer can continue iterating, and the "locked" designs that the rest of the team can reference.

When "locked" designs are organized in a collaborative workspace that non-designers can easily understand and developers can clearly see what needs to be built — everyone can work together more effectively, and stay aligned under one design system.

"Zeplin is a bridge and a communication channel at the same time. It smoothes out misunderstandings. It makes things more visible and transparent, not only for designers and developers, but also for the whole product team" said Zoltan Radanyi, Director of Experience Design, EPAM Systems.
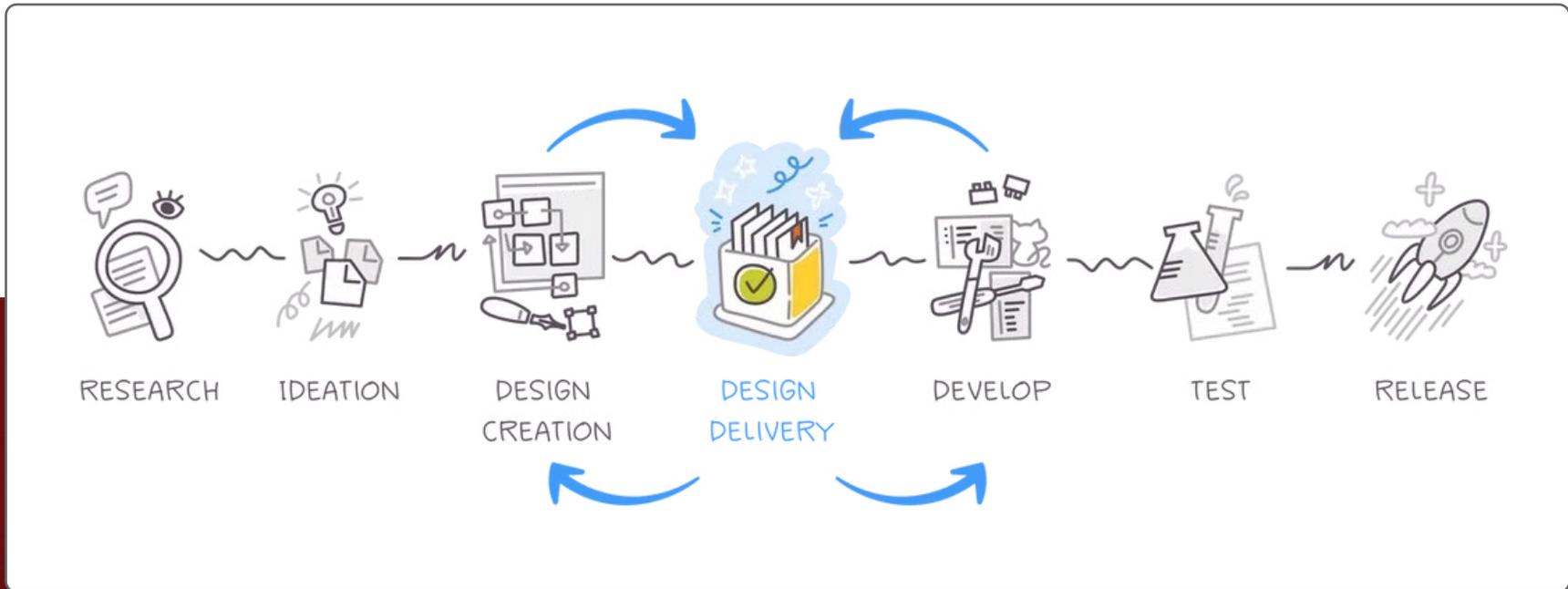
Locked designs are helping product teams handle:

- Business changes
- Budget updates
- Client alterations
- Accessibility and brand guidelines
- Faster development timelines
- Better team alignment

Transitioning to Better Design Systems

When teams move from sending static files manually, measuring pixels by hand, and guessing at font sizes and colours to collaborating and using Design Delivery principles, they can improve their flow and output dramatically.

RESEARCH → IDEATION → DESIGN CREATION → DESIGN DELIVERY → DEVELOP → TEST → RELEASE

Source: Zeplin

Benefits of Design Delivery

When teams transition to a Design Delivery tool, they save anywhere from 10-12 hours per week per employee, and reduce meetings and unnecessary communication in the development process.

COLLABORATION

Improves team alignment with a structured workspace that is friendly to the entire product team, including non-designers

EFFICIENCY

Boosts team efficiency and fine-tunes the product development process, making each build better than the last

QUALITY

Brings pixel perfect quality to all products and screens, with direct access to optimized assets, specs, and code snippets

BUSINESS OUTCOMES (ROI)

Eliminates unnecessary manual work, allows individuals to use their specialized skills, and helps companies ship more products

"Zeplin [a Design Delivery platform] allows us to be very precise in building exactly what is intended for users and their experience," says Ben Shutt, iOS development leader for 3 Sided Cube.

Design Delivery in Action

How 3 Sided Cube uses Design Delivery to build more tech for good

CHALLENGE
Growing teams led to inconsistent designer-developer handoff. These inconsistencies impacted the final product, team relationships, and the end user experience.

SOLUTION
The 3 Sided Cube team streamlined their Design Delivery processes so their developers could reference project specs, gather assets, and collaborate — all in one place.

OUTCOME
By adding Zeplin to their product team's design and development workflow, each designer saved 4 hours per week compared to previous manual processes. 3 Sided Cube also experienced better file management, organisation, and collaboration.

[Read the full story](#)

How Other Media improved user engagement with Design Delivery

CHALLENGE
Other Media's digital design and development processes were "effective" at best, but manual workflows were slowing their team down and causing breakdowns between design and development, negatively affecting the user experience.

SOLUTION
Other Media incorporated Zeplin and Design Delivery into their process, introducing design clarity, allowing for earlier issue identification, and removing ambiguity for developers.

OUTCOME
With the switch to better product development workflows and design organisation, Other Media team members saved hours in their day. They found it easier to organise and manage designs, and that Zeplin gave them more time to work on the parts of the project that matter most.

[Read the full story](#)

Development processes are changing

Product teams are ready for a change. How can your organisation improve development processes, particularly designer-developer handoff, to create better products? How can you invest in collaborative user experiences, starting with the building process itself?

Keep up with the latest product development trends and best practices and join us in creating best-in-class solutions.

Streamline your product development process with Zeplin

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