



UX

approach



Learn

In kick-off phase we look at your business from every angle to find out how to execute on the project at the highest level with all necessary stakeholders.

Scope
Business vision
Product goals
Understanding of Users



Research

Next our team refines assumptions and fills in the blanks. This stage varies based on complexity of the product, timing, resources, level of existing knowledge, and many other factors.

- User profiles
- UX Audit Report
- User Stories
- User journey



Discovery

During the Discovery Phase our focus is on understanding the strategic goals for a product development effort; learning about target users' characteristics and the tasks they'll perform using your product through user research.

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- Story board
- Use cases
- User scenarios
- Experience map



Wireframe

At this point, the product definition, product priorities, and product plan has been defined and are ready for more formal design deliverables.

- Screen flow
- Information architecture
- Layout & navigation
- Solution blueprint



Prototype

The UX and UI designer discuss the structure and look for UI solutions. They create high fidelity comp layouts with responsive guidelines, then animations and transitions are defined. Ready for development.

Visual design
Style Guide
Validation
Iterations



Summarize & Plan

After launch of the live product we monitor feedback data such as support tickets, bug reports, and other analytics continue to drive product refinement through subsequent iterations, and upgrades. Decide on your next steps. Put together a multi-level plan for your UI/UX improvements.

- User testing
- Market validation
- Evaluation roadmap



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