t0 to Launch

USER CENTERED DESIGN PROCESS

1. Discover & Define

Problem Definition
Emphatise with your users

In-depth Interviews (IDIs),
Ethnography,
Focus groups, Observations,
Data analytics,
Netnography, User Journeys,
Emphaty Maps, Personas

Value Proposition Design
Define what you will deliver

Trend analysis, UX
Benchmarking, Value
Proposition Workshops,
Hypotheses Generation, KPI
analysis and design

Information Architecture
Organize content in line with users' mental models

Content strategy, Information
Design, Card sorting, Tree tests,
IA Wireframes, User Story Maps

2. Design

Minimize risks with an iterative process

Prototyping, F2F - remote
testing, Unmoderated tests,
User panels

Prototype

Test

Learn

3. Develop

UI Design
Provide the best interaction

Design Systems, Styleguides, Style tests
UI Asset Creation, Hi-fi Prototyping
Micro interactions / animations
Perceived quality tests

Develop
Monitor development to deliver a high quality user experience

UI Documentation, CSS, UI Quality Assurance

Launch
Go on collecting real-life data

Beta tests, Diary studies, Retrospective
testing, A/B tests, Data analytics

4. Deliver

1. Discover & Define