Design & Research Activities

Late Phase—Pre-launch Research Methods:
- Usability Test
- A/B Tests
- Beta Launch

Data for future discovery and innovation

Develop

Measure

Launched Analysis Methods:
- Site Analytics
- Customer Feedback
- Benchmark Usability
- A/B Testing
- Surveys

Implementation Design Activities
- Prepare Assets for delivery to development (redlines & graphic exporting)
- Prototype review
- Implementation Coordination Meetings
- QA/UAT support

Discovery

Early Phase—Discovery Design Research:
- Site Analytics Review
- Heuristic Review
- Competitive Review
- Surveys
- Contextual Inquiries
- Diary Study
- Ethno / Field Study

Target Audience / Customers

Quick wins & Bug fixes

Check & Refine

Review and Approval
- Stakeholder Reviews and Revision Cycles
- Finalize requirements
- Finalize Designs

Mid Phase—Design & Refine Research Methods:
- Usability Test
- 5 second Tests
- Click Tests

Concept

Early Phase Design Activities
- Discovery Workshops
- Content Inventory / Review
- Analytics Spelunking & Review
- Sketching / Whiteboarding
- Wireframing / prototyping
- Screen Mock-ups

Early Phase—Evaluation Research Methods:
- Simple Interaction Tests
- Concept Test
- 5 second tests
- Card Sort / Tree Tests

Design

Main Design Activities
- Requirements Refinement
- Design Workshops
- Sketching
- Wireframing / Prototyping
- Visual Designing

Evaluate