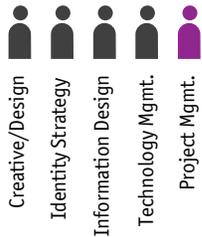


Define → Architect → Design → Implement

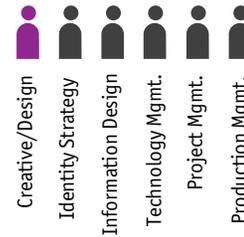
- ▶ Gather information:
 - Research
 - Interviews
 - Brainstorming
 - Focus Groups
- ▶ Determine objectives
- ▶ Identify content
- ▶ Establish functionality
- ▶ Understand marketing environment
- ▶ Research technology
- ▶ Establish budgets & schedules



- ▶ Interpret information:
 - Analyze
 - Prioritize
 - Categorize
- ▶ Assess & outline content
- ▶ Conduct brainstorming & concerting sessions
- ▶ Develop names & positioning platforms
- ▶ Provide marketing consultation
- ▶ Research Technology
- ▶ Map structure & navigation
- ▶ Conduct user testing



- ▶ Create the look & feel
- ▶ Give personality
- ▶ Establish visual metaphors
- ▶ Create visual language
- ▶ Direct the creation of:
 - Illustration
 - Photography
 - Copywriting
- ▶ Conduct user testing
- ▶ Perform beta testing
- ▶ Proofread



- ▶ Format & apply design
 - Create graphics files
 - Develop style guides
 - Write code
 - Stage site
- ▶ Extend system across multiple components or platforms
- ▶ Perform beta testing
- ▶ Proofread
- ▶ Localize

