

VALIDATE INTERNALLY:

Get quick and frequent feedback from executive and team members. *Usability Testing*

PROTOTYPE:

Visual Design, Style Guide, Icons, Screen Mock Up, HTML Prototype, iOS & Android Prototypes.

TEST EXTERNALLY:

Meet with or communicate with customers and find niche group of target users.

Usability Testing

WIREFRAME:

Use Cases, Work Flow, Site Map, Screen Wireframing, Basic Layout, Major Interactions.

SUMMARIZE:

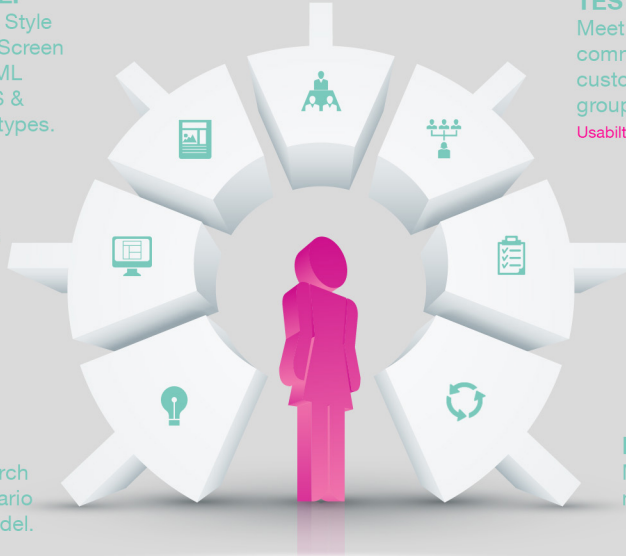
Validate and learn from user behavior.

DISCOVERY:

Discover and research to define user scenario and conceptual model.

ITERATE:

Modify, Update, Plan and move to the next cycle.



My UX Design Process