

The following table outlines the eleventen user experience design process. It is to help clarify our methodology, illustrate our approach to interactive projects and to show how this process encourages creativity in our solutions. It is also used to assist in quoting and determining project timelines. Not all stages are applicable to all projects

CONCEPTUALISE	DEFINE	DESIGN	CREATE	GROW
<p>Conceptualise scope The amount of work required for the conceptualise stage is scoped.</p> <p>Business objectives outline Core objective for the project outlined as well as all other peripheral objectives. A good understanding of the brand is also established and documented.</p> <ul style="list-style-type: none"> Business objectives Brand overview <p>SCOPE & OBJECTIVES SIGN OFF</p> <p>Research & analysis Analysis is conducted into existing client media. Research of competitors, of the existing market and also of the client audience is conducted.</p> <ul style="list-style-type: none"> Research & analysis <p>Brainstorm concepts Solutions to the project are brainstormed. All relevant media formats are considered and linking ideas to offline material.</p> <p>Conceptual Presentation Brainstormed ideas are presented with descriptions of how they meet project objectives. Indicative quotes also given.</p> <ul style="list-style-type: none"> PRESENTATION & FEEDBACK Concepts & indicative quotes CONCEPT SIGN OFF 	<p>Define The solution to the project is expanded upon. The project is clearly defined by the scope of work to be done, the desired outcomes of this work, timelines and the quality standard required. Technical information is detailed and creative requirements are outlined.</p> <ul style="list-style-type: none"> Systems requirement specification Creative requirements Data requirements Technical specification <p>REVIEW TIMINGS, SCOPE & COSTS</p> <p>SRS & SCOPE SIGN OFF</p> <p>Content management system strategy An initial strategy is considered in relation to any content that has to be managed on the project.</p> <ul style="list-style-type: none"> CMS specification <p>Architecture A breakdown of the organisation and hierarchy of all the information in the project in the form of schematics and flow charts.</p> <ul style="list-style-type: none"> Project Architecture Reviewed CMS specification <p>PRESENTATION & FEEDBACK</p> <ul style="list-style-type: none"> ARCHITECTURE SIGN OFF REVIEW TIMINGS, SCOPE & COSTS 	<p>Interface brainstorm Interface functionality is brainstormed. Different navigation systems and metaphors are considered with the project objectives and client brand in mind.</p> <p>Visual mood-boards A collection of existing media elements illustrating a certain visual style are created to help ascertain a visual approach to the project.</p> <p>Interface design The interface and the visual style are combined to create the interface design. This interface design will reflect the architecture and illustrate the usability of the project.</p> <ul style="list-style-type: none"> PRESENTATION & FEEDBACK INTERFACE SIGN OFF <p>Key-frame designs A design for each key-frame of the site is created. These key-frames reflect the layout and design for particular sections and will set the style for pages below it in the architecture.</p> <ul style="list-style-type: none"> PRESENTATION & FEEDBACK VISUAL DESIGN SIGN OFF <p>Content outline Detail all the content for the project including graphics, video, illustration, photographs and copy.</p> <ul style="list-style-type: none"> Content master <p>Design style-guide A style guide is created to assist in the development of the project and also to assist in design continuity in post-launch development.</p> <ul style="list-style-type: none"> Design style-guide <p>Content master A guide to the projects content is created. This should outline character restrictions, language, naming conventions, tone of voice, standards and practises.</p> <ul style="list-style-type: none"> Content style-guide 	<p>Initial prototype A prototype is developed from the interface and key-frame designs. This prototype is created for user testing and quality assurance.</p> <p>Optimising assessment An assessment of the prototype is undertaken with attention to download times, usability and processor usage.</p> <p>Quality assurance Client is walked through the prototype and shown how the interface design achieves the projects objective.</p> <ul style="list-style-type: none"> PRESENTATION & FEEDBACK PROTOTYPE SIGN OFF <p>User acceptance testing (UAT) Project is tested on an independent audience, specifically in the target market at which the project is aimed. As assessment of the audiences response is created and any recommendations are also outlined.</p> <ul style="list-style-type: none"> UAT outcomes <p>Launch strategy A launch strategy is developed, and agreed upon, to maximise exposure to the target audience.</p> <ul style="list-style-type: none"> Launch strategy <p>Project monitoring & analysis Monitoring tools are developed to track usage and to establish how successful the project was in achieving its objectives.</p> <p>Client training Any client training is carried out including how to update content, use a presentation tool or monitor the projects effectiveness.</p> <ul style="list-style-type: none"> Instructions FINAL SIGN OFF 	<p>Deployment The project is deployed to the audience in conjunction with other supporting media outlined in the launch strategy.</p> <p>Project optimisation Continual analysis is carried out and optimisation recommendations are provided.</p> <p>Project Enhancements Ideas as to how the project can be enhanced are outlined. Email campaigns, banners, sponsorship, linking with traditional media and other promotional activities are considered.</p> <ul style="list-style-type: none"> Future recommendations