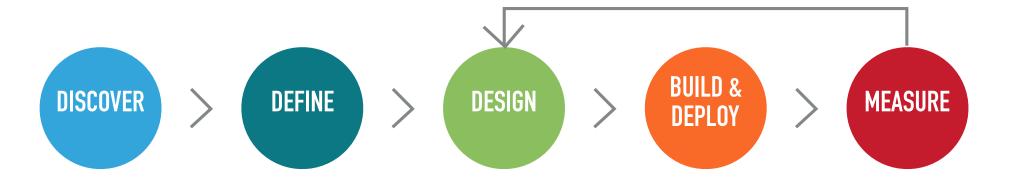
UX Design Process



- Client & Industry Research (Preproject kickoff)
- Problem/Need
- Competitors
- Legislation
- Market Studies
- Requests/ Proposals
- Customer Research

- Frame the Problem Statement
- Short & Long-Term Goals
- Audience: Users & Customers
- Journey Map/Work Flow
- Brand Theme
- Hosting
- Domain Procurement
- Payment Processors
- Project Schedule/ Milestones

- Rapid Prototypes
- Brand Style & Logo
- Mock-ups
- User Research
- Usability Testing

- Style Guide
- Pattern Library
- Tech Specs
- Coding
- Style Sheet
- SEO Optimization
- Content Management Sys
- Inventory Management Sys
- Reporting/Analytics Setup
- Social Media Integration

- Site Upload
- Database Setup
- Blog Initiation
- DirectorySubmission
- User Acceptance Testing (Alpha/ Beta)
- Analytics Reporting
- SE0
- Training/Help
- Maintenance