1. Create rough personas – Prospective employer, web developer peer.
2. Open card sort – Items on the site and get them to group them and name groups.
3. Questionnaire – Who would you expect to look at this site, of these colour schemes which do you think is more suitable, are there any items you would add to the card sort, Do you fit any of these personas.
4. Refine personas
5. Rough design layout – wireframing
6. Usability testing – pretend you are a persona, ask them to complete tasks on the site, note their feedback. Referring back to questionnaire.
7. Refine the design.
8. Usability testing - if a new feature of major change has been made. Same people perhaps or 50/50.
9. Enter production.

Created rough personas, card sort (online and physical), follow up questionnaire.

Green – completed or under way

Orange – Ready to start

Red – Blocker in the way