**Page ID**:**2.1 Process Overview Page**

**Primary Content**

**Title**

Enter the **page title** here (REQUIRED).

**User Experience Process Overview**

**Page Content**

Enter the **content** here (REQUIRED).

The user experience (UX) process progresses through phases that have unique goals. The phases are also associated with activities that serve correspondingly unique sets of objectives.

In short, a phase is a collection of objectives.

The term, phase, suggests a steady movement forward in time. This is mostly true, but there are exceptions. Sometimes an objective of an early phase cannot be adequately achieved without some progress toward an objective associated with a phase that usually comes later. In some cases, the development team learns something in one phase that requires reconsideration of the outcomes of an earlier phase.

[INSERT FIGURE]

The **Plan** phase establishes the project’s direction. It considers the scope of the project, success measures, and the identification of activities and resources needed to meet the project’s objectives. [Learn More]

The **Understand** phase determines the users and context of use. Care is taken to define the user groups and acquire a detailed understanding of the operational environment before investing in a design solution. [Learn More]

The **Specify** phase defines and articulates the requirements for design solution. The focus in this phase is on getting the production team and the stakeholders to agree on the priorities for the project when there are conflicting requirements. [Learn More]

The Produce and Evaluate phases comprise the iterative design cycle — the hallmark of the UX process.

The **Produce** phase is where design solutions are created and refined. [Learn More]

The **Evaluate** phase assesses how design solutions satisfy user needs and meet quality objectives. [Learn More]

The term, iterative, indicates a process that is incremental and repetitive. Design solutions typically evolve from abstract concepts to products that are concrete and specific. Critically, each evolution of the design solution is evaluated along the way toward a product that is ready for deployment.

Finally, the **Measure** phase monitors design solutions after deployment. The focus is on continued monitoring of the design solution’s ability to achieve the desired value in the operational setting. [Learn More]

**Excerpt**

Summary text for WordPress

Learn how to achieve usability in a design by following a user experience (UX) process.