**Page ID**:**2.2 Plan**

**Primary Content**

**Title**

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

**Plan**

**Page Content**

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**The Plan phase establishes clear direction for the project and ensures everyone is on the same page.**

As in any other context, planning entails a desired outcome and the selection of activities that pave the way for achieving that outcome.

A crucial aspect of the Plan phase is ensuring the stakeholders needs and expectations are understood. Aligning with the stakeholders should be considered an element of all Plan phase objectives. This includes negotiating a timeline for project completion and ensuring the design solution satisfies a prioritized set of business goals.

The Plan phase has the following objectives:

* ****Define the problem.** The UX process is about cultivating design solutions. Useful design solutions are not possible if the problem is ill-defined. Low satisfaction ratings may alert to the existence of a problem, but the root of the problem must be identified and articulated. Defining the problem may require research. Identify what is known (and not known) about the problem to fill the knowledge gaps.**
* ****Define the scope of project and the measures of success.** What features will be included in the design solution? What needs will the design solution aim to fulfill? How will stakeholder know the project was a success? Measures of success can include business quality objectives (e.g., leaders are able to mine needed data) and human-centered quality objectives (e.g., end users complete their tasks efficiently and effectively). Completing this objective may be supported by the drafting of a** value proposition.
* ****Identify research and design activities and resources needed.** What is the overall approach for the project? What steps are anticipated in the iterative design cycle — e.g., prototyping and evaluation methods? What personnel will be needed, and how will their roles and responsibilities be defined?**

Common methods and activities employed in this phase are: Problem Statement and Stakeholder Interview.

To browse a complete listing of methods, please see our Methods page.

**Excerpt**

Summary text for WordPress

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