**Page ID**:**2.5 Produce**

**Primary Content**

**Title**

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

**Produce**

**Page Content**

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

**The Produce phase creates design solutions that evolve through feedback and evaluation.**

The Produce phase is one element of the design cycle; the Evaluate phase is its compliment. The best results are achieved when design solutions are evaluated throughout development.

Early designs are used to solicit feedback, which in turn guides changes in the design, which is evaluated again, and so the cycle goes until a viable product is achieved.

The Produce phase has one overarching objective:

* ****Create and refine the design solution****, iteratively, from rough concept to detailed implementation.

It should be noted that satisfactory completion of this objective will likely entail negotiating design trade-offs with stakeholders. Also, in most contexts design solutions can be checked for alignment with best practices and style guidelines.

Common methods and activities employed in support of these objectives are: Brainstorming, Paper Prototyping, and Visual Modeling.

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

**Excerpt**

Summary text for WordPress

The Produce phase creates design solutions that evolve through feedback and evaluation.