#### 1. Understand

Understanding the context

#### 2. Empathize

Getting to know the audience

Define the problem and requirements

#### 4. Ideate

Ideate for a solution

#### 5. Prototype

Prototype the best fitting solution

#### 6. Test

Validate the solution


#### 1. Gap Analyses understanding the business

2. Gathering / determine

## of different solutions 3. Analyse

the different solutions

# 4. Implementation Advertising, CRO, SEO



### 1. Collect requirements

With the client

#### 2. Define plan

Design and Ideation

#### 3. Alignment & selection

Of the gathered ideas and designs

#### 4. Define plan

#### 5. Building and/or automation

Dashboards and reports

#### 6. Testing

Testing the result

#### 7. Release to client

#### Depends on project

#### 8. Trainings

#### 9. Periodic analyses