'GENERAL' WORK PROCESS 'GENERAL' WORK PROCESS 00 client input 00 client input 01 strategy (proposal) 01 strategy (proposal) 02 Brainstorming / lofi sketch 02 recruitment 03 wireframing 03 interviews 04 insights 04 client input 05 designing 05 hifi design Ux design 06 testing 05 design Strategy alignment 06 Implementation / test client input consulting data analytics Loop: User research 01 define plan (KPI) 01 proposal / strategy 02 alignment client 02 recruiment 03 design / ideation 03 interviews / usa test Qualitative data 04 idea selection 04 insights (customer journey) / user research 05 building 06 automation SEO data science Loop: 03 design / ideation Analytics 01 analyses 05 building 02 strategy (goals) 03 briefings 04 content 05 trainings Growth Email (Tim) 06 report CRO data engineering Loop: Loop: 01 analyses 01 Design 02 strategy (goals) Advertising 02 Develop 03 briefings 'GENERAL' WORK PROCESS 03 Test (04 roadmap & backlog) Loop: 00 client input 04 Deploy 01 analyses 05 reports 05Support 02 strategy (goals) 01 (GAP) analyses 02 possible solutions 04 building / implementation > pointing out the right competences for the job 05 report / results 'GENERAL' WORK PROCESS: 03 Ideation -01 define plan (blueprint) (KPI) execution:

04 implementation

05 validation

07 testing

06 applycation

02 alignment client

04 idea selection (?)

05 building

06 automation

• 03 designing / ideation