



Step I:  
**RESEARCH**

Capture and analyze relevant flows from other products. Inspiration can often be found outside of your space.



Step II:  
**DISCUSSION**

Get the team together and look over relevant materials from other products. Get some ideas on a whiteboard. What works and what doesn't?



Step III:  
**MOCKS**

Based on what was discussed, create a series of rough mockups. This can be done with pen and paper, but I prefer Omnigraffle: it's faster, and can used as a starting point for pixel-perfect mockups.

I make the final set of mocks in Omnigraffle. This allows quicker iteration than Photoshop, and gives me the option of creating clickable, pixel-perfect mocks when they are necessary.



Step IV:  
**ASSETS**

Graphics, icons, buttons, etc.



Step V:  
**CODE**

I don't usually end up writing the code (front end engineers are faster and better at it), but when I do, it's clean, readable, and cross-browser compatible.



Step VI:  
**USER TEST**

This is inexpensive, and takes a couple of days. Post a craigslist ad, seat some users in front of your product, and have them explain their thoughts as they interact with it.



Step VII:  
**A/B TEST**

Divide users into a control group, and one or more treatment groups. Show each group a variation of the feature, measure the results. In interpreting the A/B test's results, referring to the results of the user tests is often helpful.



Step VIII:  
**SUCCESS**

BELARUS

ISRAEL

CANADA

LA

SF

86 — 91

91 — 00

00 — 04

08

09 — 11

