Design Process

Research
Kick-Off Meeting with the PMs
Online Surveys
Interviews with UM6P Students

Understand
Interview Transcript Analysis
Defining the End Users (Personas)
Understanding User's Pain Points (Storyboards)

Ideate
Setting user objectives
Mapping Future-Focus User Journey
Defining potential solutions
Information Architecture + FlowChart
Branding / Identity Design

Prototype
Lo-fi Sketchs
Mid-fi Wireframes
Usability testing (Wireframes)
Hi-fi Wireframes

Test & Deliver
Accessibility Testing
Usability Testing (Prototype)
Style guide
Flowcharts
Information Architecture
Design Implementation

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