

Audience Segments
User Personas
Test Users
Live Users
Managers
Administrators
Stakeholders
You

KPIs
Business Goals
User Needs
Trends
What We Learn
Opportunities
Challenges
Delight & Fun

KSAs
Features / Epics
User Activities
User Story Mapping
Wireframes
Information Architecture
Release Planning
Sprint Review

Solutions
Tasks
Backlog Grooming
Sprint Planning
Design Concepts
Prototypes
Build Releases
Testing

Empathize with your users, answer strategic questions, and develop an effective build strategy as a team.