



The Coral Project
Design Roadmap

08.28.2015

Sprint 0:

Sprint 0:

Sprint 0:

Sprint 1:

Sprint 2:

Sprint 3:

August 21:

August 28:

September 4:

September 12:

September 18:

September 25:

October 2:

October 9:

October 16:

October 23:

October 30:

Coral Week

User Research & Analysis

Stakeholder Interviews

User Interviews

Secondary Research & Analysis

Needs Analysis (Mental Model)

User Modeling (Personas)

Voice & Tone

Journey Mapping

Branding & Identity

Color Palette

Typography

Logo

Wordmark

Style Guide

Website

Site Platform Research

Site IA & Flows

Wireframes

Prototype

Site Design

Site Development

Accessibility Pass

Usability & Accessibility
Testing/Refactoring

Internal Vote/Focus Group?

The platform will
determine the amount of
effort involved or if we
design in the browser.

WCAG 2.0 AA Compliance

Photoshop or in-browser