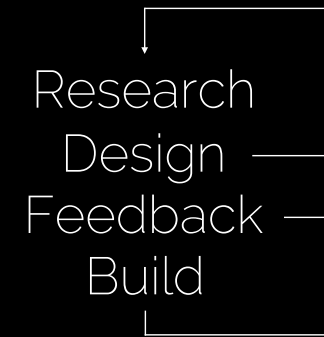


# User-centered Design

or user-driven design

A Process



# Research

Interviews  
Observation  
Competitive Analysis (Audits)

# Design

Goals/Needs Assessment (High-level)

Requirements (Lower-level)

Site Navigation (Arch. Diagram)

Visual Design (Sketching, Mockups, Wireframes)

# Feedback

Communication / Selling

Prototyping / Testing

More Sketching

More Interviewing / Requirements