UX Process Map

```
                                    ┌──────────── Post-launch updates ────────────────────┐
                                    │                                                      │
                            ┌────── QA ──────────┐                                         │
                            │                    │                                         │
                   ┌── Testing feedback ──┐      │                                         │
                   │                      │      │                                         │
```

| Discovery | → | Ideation | → | Design | → | Prototyping and testing | → | Development | → | Launch |

Discovery

Activities
- User research
- Stakeholder interviews
- Competitive analysis
- Defining user personas
- Affinity diagrams
- Developing insights

Ideation

Activities
- Brainstorming sessions
- Sketching
- Creating mind maps

Design

Activities
- Creating wireframes
- Paper prototypes
- Basic interaction flows
- Visual design
- Design system creation

Prototyping and testing

Activities
- Building prototypes
- Conducting usability tests
- Gathering feedback.

Development

Activities
- Writing code
- Integrating design assets
- Performing quality assurance testing.

Launch

Activities
- Monitoring user feedback
- Analyzing usage data
- Planning updates