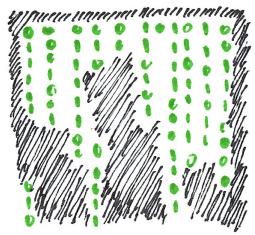


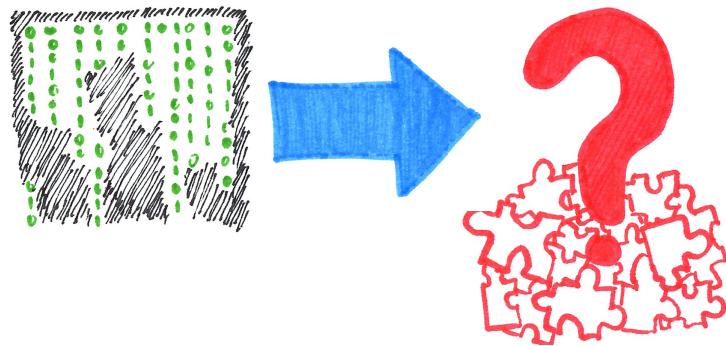
design is a process.

O. data

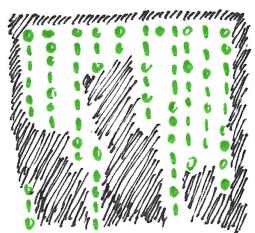


0. data

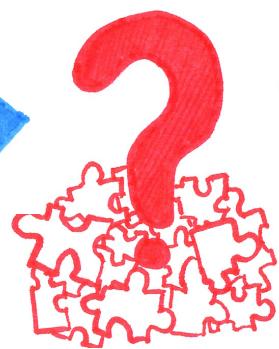
1. problem



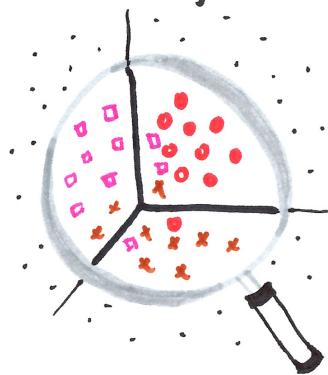
0. data

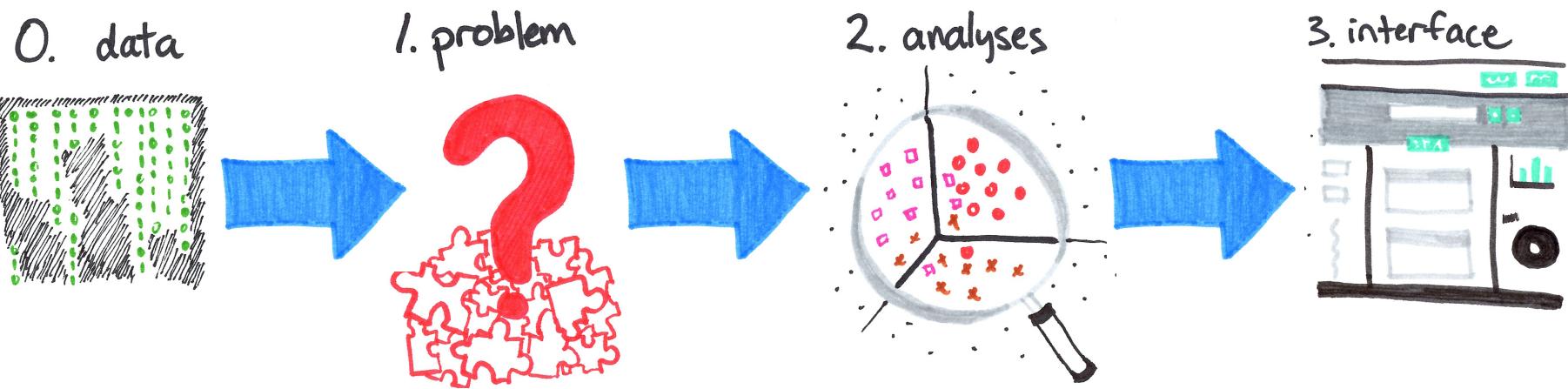


1. problem



2. analyses





0. data



1. problem



**LINEAR**

2. analyses



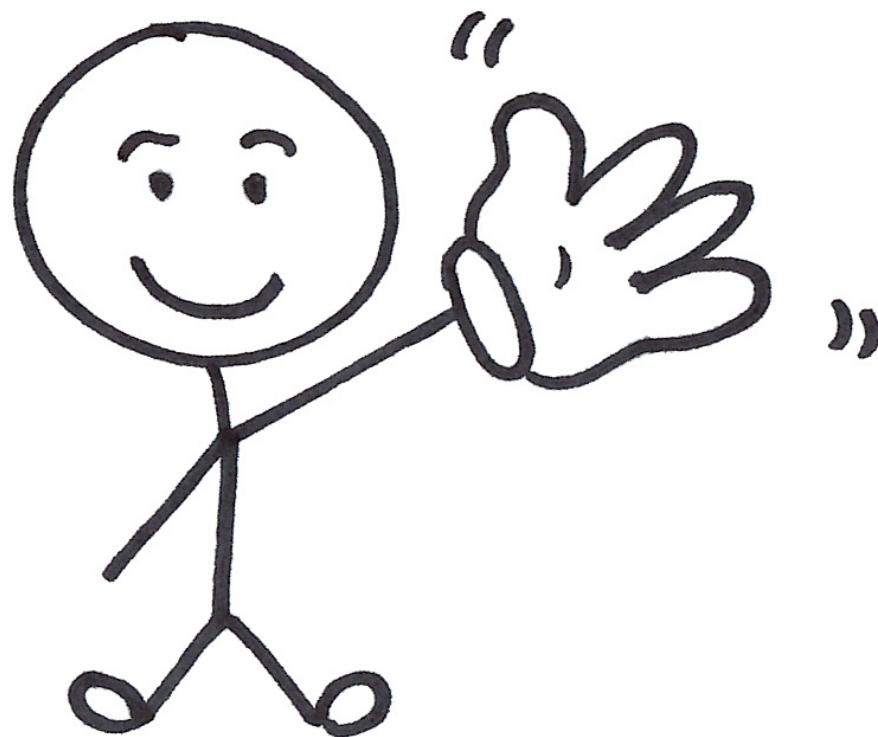
3. interface



# the design process - an overview

# our design process - an overview

end user



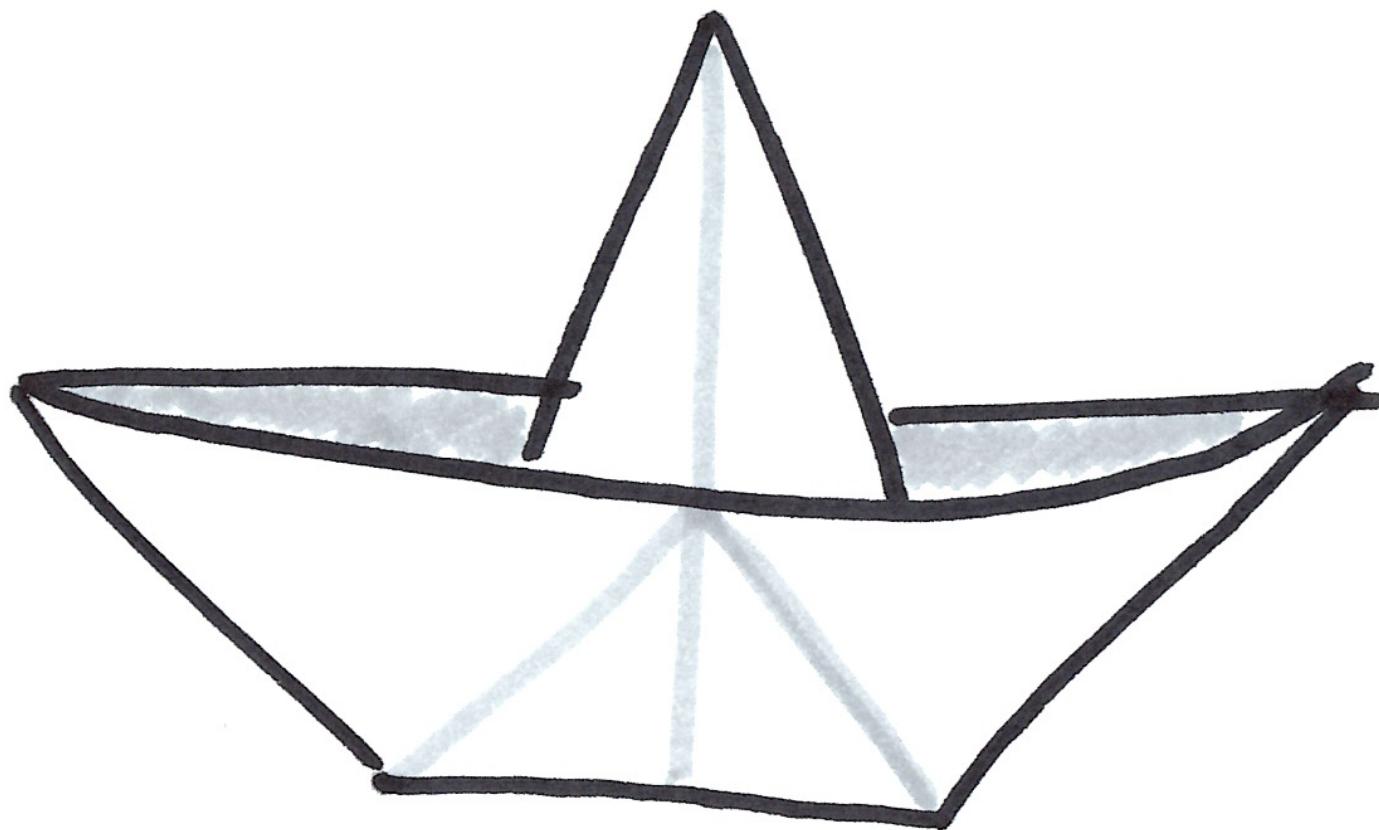
# our design process - an overview

brainstorm



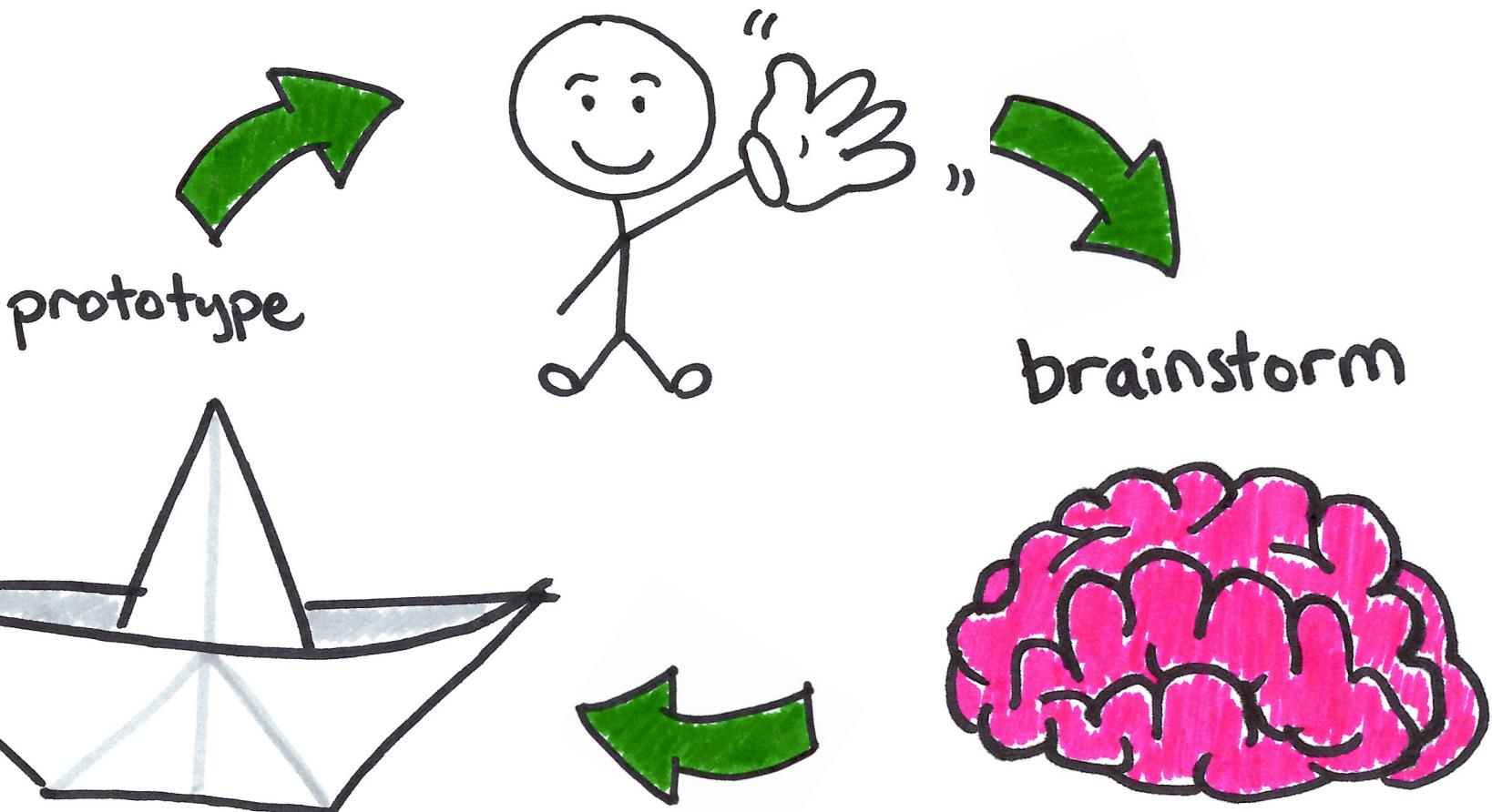
# our design process - an overview

prototype



# iterate, iterate, iterate

end user



The design process allows for  
the development and changes  
to client requests

# notes about related ideas:

## agile development

- common ideas:
  - continual communication with clients
  - frequent deployment of software
  - rapid response to change, even late
- agile is mainly focused on culture for software development
  - pair programming

# notes about related ideas:

## lean startup

- common ideas:
  - continual communication with clients
  - mvp
- the lean startup idea more broadly applies to developing a business in the most efficient way possible