**3.Review the design process: ideation and research**

**Stage 1:** Identify a problem or define an idea

**Stage 2:** User and market research

**Stage 3:** Create user personas and define use cases

**clarified brief and initial prototypes.**

**Stage 4:** Refine the brief and clarify goals

**Stage 5:** Preliminary designs

This design stage could include:

* Creating visual representations of the experience, from simple sketches to complex schematics
* Mapping out the user experience flow or branching logic using a physical or digital whiteboard
* Creating user interface (UI) wireframes
* Producing concept art and other visual design sketches

**Stage 6:** Prototyping

**iterative design and development**

**Stage 7:** Iterative design and development

* Design
* Build
* Test
* Evaluate
* Refine the design.