**Discovery phase: MEDIUM**

*What problems are we solving?*

**Goal** To define project parameters, clarify goals, and formulate objectives.

**How** Through a series of conversations with key stakeholders.

**Deliverables** Could include: project brief, stakeholder interviews, timelines, technical specs, etc.

**Strategy phase: MEDIUM**

*How should we solve these problems, and why should we solve them that way?*

**Goal** To define the requirements and codify a plan for building the solution. Also, look for opportunities to solve other related problems stakeholders haven't identified yet.

**How** By studying any existing in-house research, and studying competition. Research current and potential users and interviews them as well.

**Deliverables** Could include: user research analysis, journey maps, personas, competitive analysis, design brief, etc.

**Information Architecture phase: LOW**

*What the foundation of our solution looks like.*

**Goal** To create, organize, and structure all content for site. Then test our work

**How** By auditing existing content, creating or acquiring new content, building wireframes to layout all the content, and then testing the usability of those wireframes.

**Deliverables** Could include: user stories, user flows, sitemaps, storyboards, content outlines, copywriting, wireframes, prototypes, usability tests, etc.

**Visual Design phase: LOW**

*Layer on the details of our solution.*

**Goal** To determine and then implement the visual aesthetic of the solution.

**How** By generating aesthetic options and, based on any current branding and/or style guides, evaluate those options and choose a clear visual direction.

**Deliverables** Could include: sketches, mindmaps, moodboards, style tiles, style guide, rich media, hi-fi mockups, preference tests, etc.

**Development phase: LOW**

*Make our solution a reality.*

**Goal** To code out the solution to near completion for final revisions from stakeholders and testing by users.

**How** By writing the HTML, CSS, and JavaScript needed for the solution, and deploying it into a test environment for review and testing.

**Deliverables** Could include: HTML, CSS, JavaScript, other types of front-end code, usability tests, etc.

**Launch phase: LOW**

*Release our solution into the world.*

**Goal** To create a release version of the solution.

**How** By deploying a well-tested solution into a live environment for public use. Work then begins again on the Discovery phase for the next problem which needs to be solved.

**Deliverables** Live project, analytics, documentation, heuristics checklist, accessibility tests, case study writeup, etc