





**MONARCH PRATCHA**


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# DISCOVERY

Validate the problem, end users,  
project goals

<p>Name and User Type</p> 	<p>Goals</p> <hr/> <p>Actions</p>
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## METHODS

User Research: Interviews, Ethnography  
Empathy Mapping  
Task Analysis  
Stakeholder Mapping  
Service Blueprints  
Analytics and Heuristics  
Competitive Analysis

## OUTCOME

Problem Validation

# IDEATION

Organize discovery, explore options, develop wireframes and prototypes



## METHODS

Sketching

Wireframes

Information Architecture

Journey Mapping/Pageflows

User Story Writing

Paper Prototypes

Interaction Design

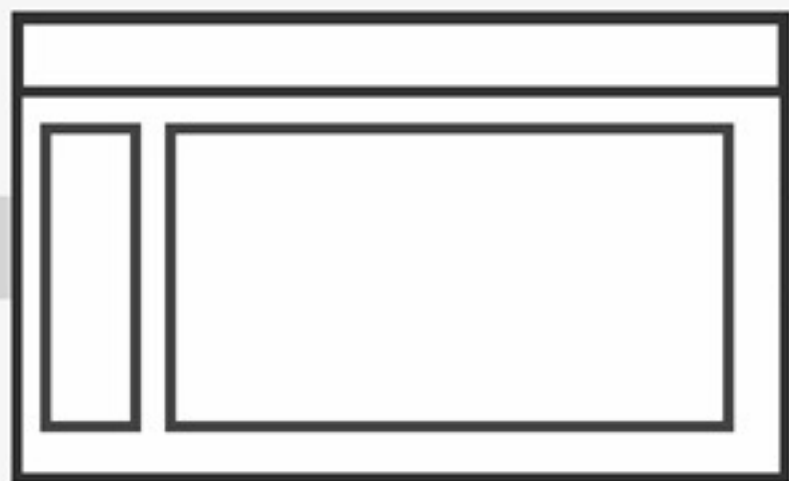
## OUTCOME

Solution Exploration



# DESIGN

Commit to internally validated ideas, test with users



## METHODS

Design Sprints

Style Guides

High-Fidelity Visual Design

Rapid Prototyping

Mockups

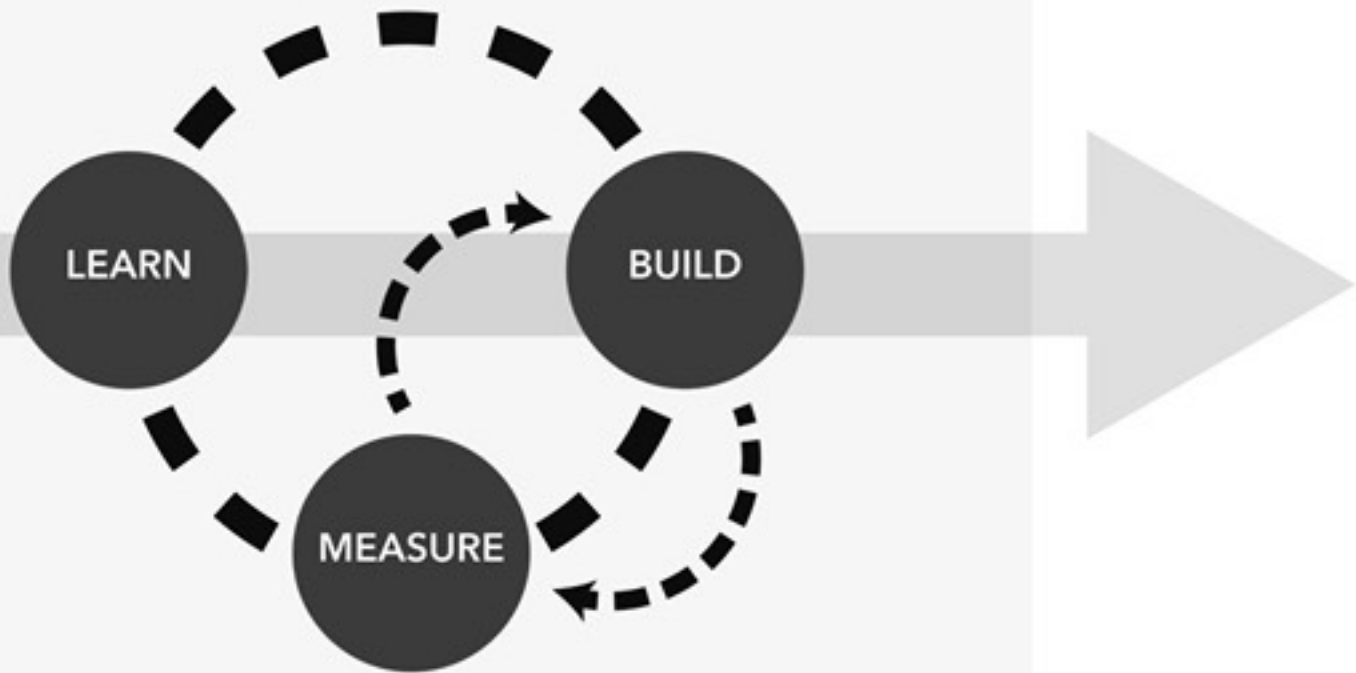
A/B Testing

## OUTCOME

Solution Validation

# VALIDATION

Validate, learn, plan for the next iteration

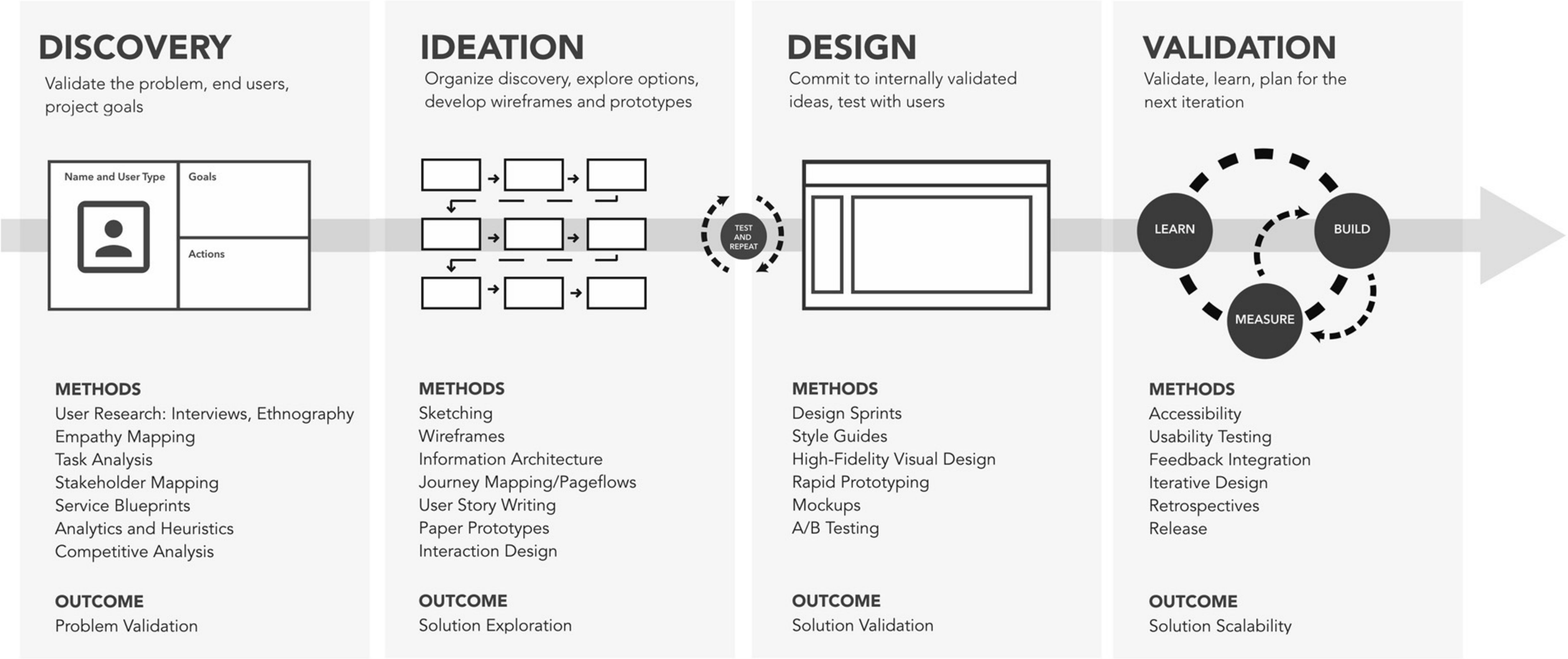


## METHODS

Accessibility  
Usability Testing  
Feedback Integration  
Iterative Design  
Retrospectives  
Release

## OUTCOME

Solution Scalability





# Case Study

