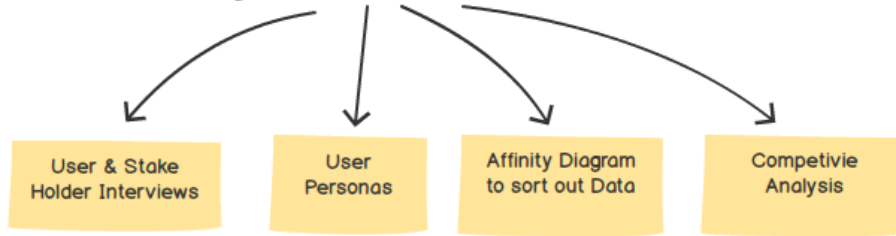


1

Analyze + Observe



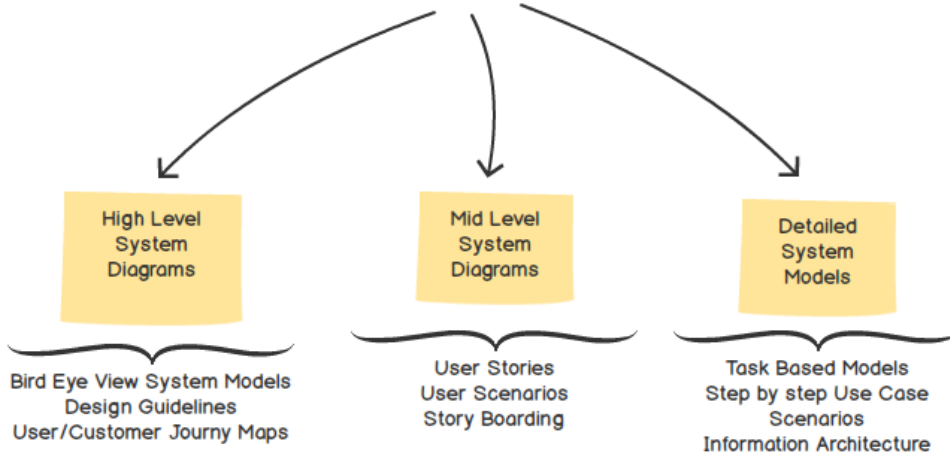
1) Learning about Users & Business



2) Learn about where you stand in your competition

2

From Less Detailed to More Detailed



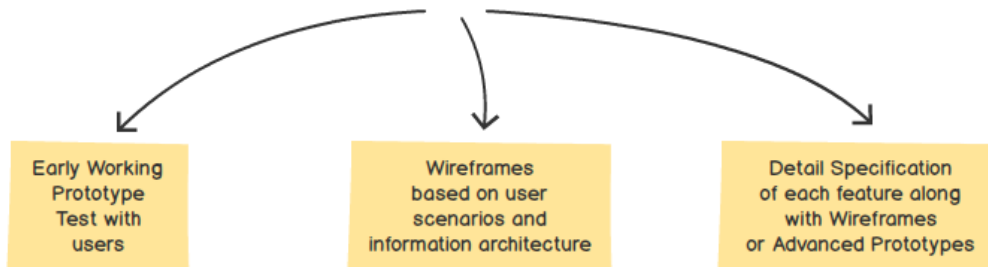
1) Wireframes & Prototypes to validate assumptions with users



2) Introduce Paper Prototypes early in the process

3

Throw Away Early Prototypes + Iterate



4

Usability testing and feedback

