**Guest Lecturer**

**ELIXEL**

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**NOTES:**

Project Brief

* Research
* User experience review of existing projects
* Cost evaluation

Development:

* Discovery
  + - Problems to solve
    - Main audience and needs
    - Users aim
    - Create imaginary customers and evaluate needs
  + App map
    - Pages
      * Flow chart
    - What does the user want to get out of each page?
  + Get documents signed off such as flow charts
* Design
  + Mood boards
    - Key illustrations
    - Competitor designs
    - inVision
  + Wireframe designs
  + Apply mood board to wireframe
    - Colouring in phase
    - Design interface elements
      * Link to developed brand guidelines
  + Adobe Experience Design (Xd)
* Develop
  + Beta launch
    - Final tweaks
  + Receive feedback
* Delivery
  + uploading
* Aftercare
  + Support
  + Retainer
  + Upsell

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