The Design Process

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(There's actually no one way to do it.)

Typical Process

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1. Ideate
2. Sketch
3. Wireframe
4. Mockup
5. Prototype
6. Code
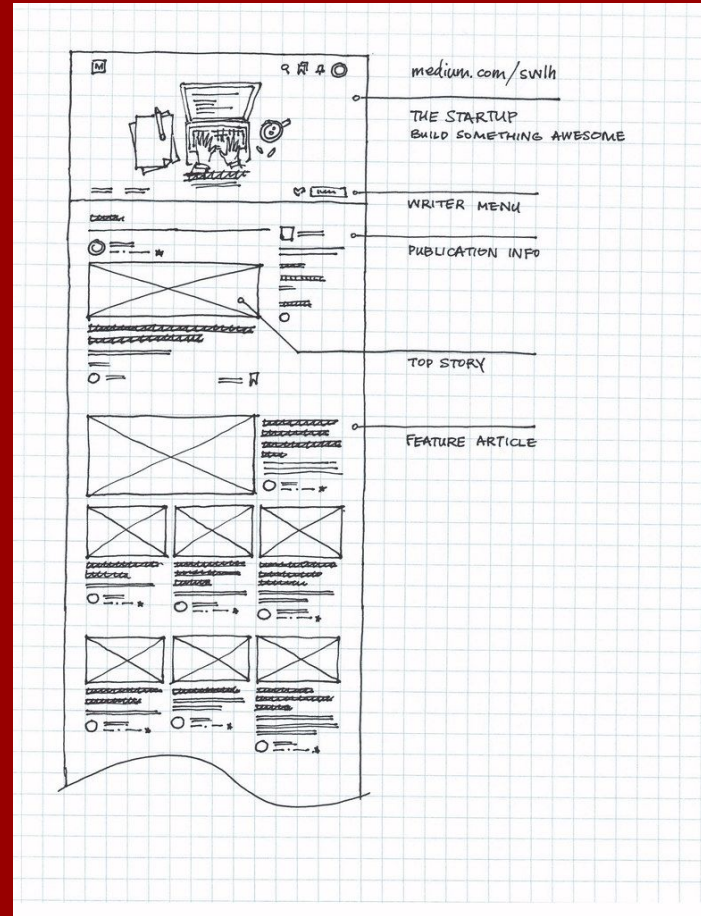7. Launch
8. Iterate

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Ideation is when you need to think through your goals, your audience, and their needs and behaviors. Key inputs might be:
- User survey
- Competitive Analysis
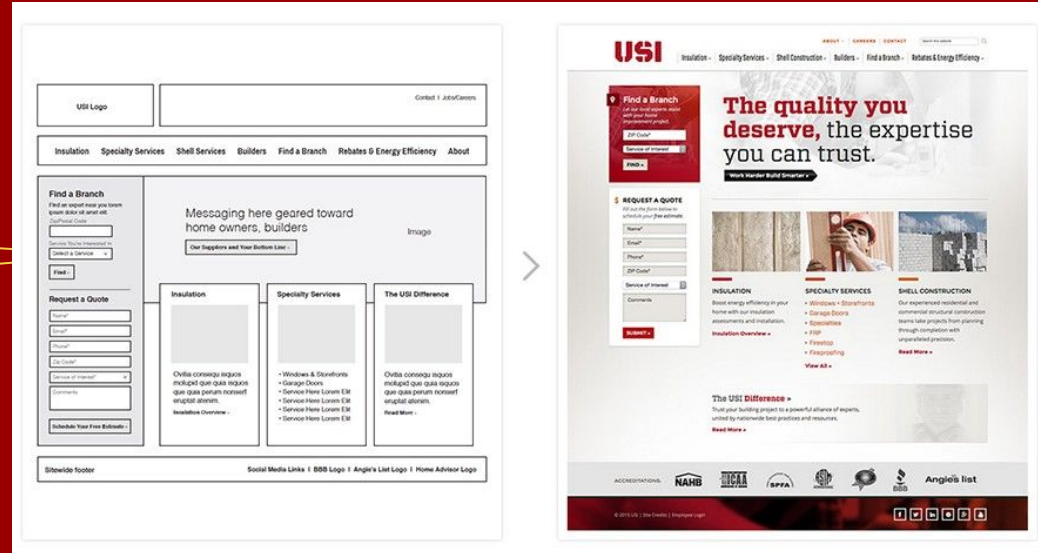- Prioritized Business Goals

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- *Namika Hamasaki*

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A **wireframe** is a visual representation of content layout in a design. Uses placeholders for text and images.

A **mockup** applies real content, images, colors, etc. to the wireframe. Adobe XD is a great tool for creating mockups.
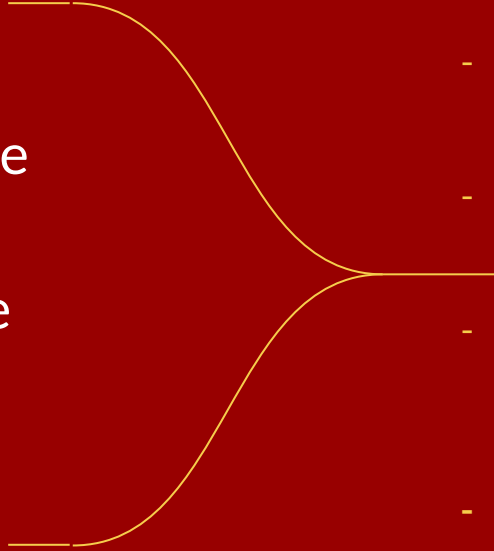
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A **prototype** is an early sample, model, or release of a product built to test a concept.

Wireframes handle structure, mockups handle visuals, and prototypes handle usability.

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All along the way, a few things are happening …

- **Collaboration -** Team members gather and incorporate each others input

- **Testing** - Internal and external users are testing elements of the design, especially the prototype

- **Handoffs** - Assets are being handed off to various players in the process (ex. designers handoff designs to developers)

- **Feedback** - Stakeholders are providing feedback, sometimes in "rounds", reacting at various stages in the design process.

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Your job is not over once you launch a product! Continue to learn, improve, and **iterate** on it. A/B testing is one way to do this.