SIMPLIFIED INTERACTIVE DEVELOPMENT PROCESS

Chart prepared and developed by Ed Burgoyne, © 2014 Edwin Burgoyne IV.

1 DISCOVERY & PROJECT SCOPE

- SWOT REVIEW
- COMPETITOR ANALYSIS
- BUSINESS CULTURE
- **BA** → Project & Account Team
- CLIENT RFP
- CONTENT AUDIT
- HEURISTIC EVALUATION
- **IA** → UX TEAM
- STAKEHOLDER INTERVIEWS
- SCOPE

THE BUSINESS INTELLIGENCE SIDE

2 ANALYSIS / STRATEGY

- KICKOFF
- UX TEAM → **UX** USABLITY
  - PERSONAS
  - USER STORIES
  - ETHNOGRAPHIC STUDIES
  - UX SURVEYS
  - IN - SITU INTERVIEWS
  - BUSINESS CULTURE
- SEO / MEDIA → **SEO**
  - WEB ANALYTICS
  - SEO AUDIT
- UX TEAM → **IA & ID**
  - CONCEPT MODEL

DISCOVERY

3 INTERACTION STRUCTURE

- DOCUMENTATION → UX TEAM → **IA**
  - TAXONOMY
  - CATEGORIZATION TOOLES
  - LABELLING
  - SITEMAP
  - IN - SITU INTERVIEWS
  - DESIGN BOARDS / VOCABULARY
  - USER JOURNEYS
  - SEO METDATA
  - CONTENT PRIORITIZATION

INFORMATION ARCHITECTURE / UX

4 INTERACTION DESIGN

- DOCUMENTATION & BACKLOG → TEAM → **IXD** DESIGN & DEV
  - WIREFRAMES ↑↓
  - PAGE FLOWS ↑↓
  - CONTENT ↑↓
  - PROTOTYPING

VISUAL DESIGN / DEVELOPMENT

5 TESTING

- DOCUMENTATION LEARNINGS & BACKLOGS → TEAM → **UX** USABLITY
  - BETA TESTS
  - USER TESTING LABS
  - EYE-TRACKING
  - THINK OUT LOUDS
  - QA

TESTING / QUALITY CONTROL