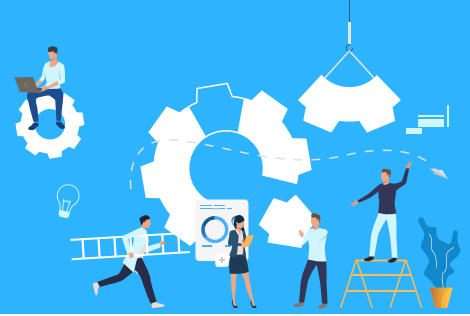


The Design Process



1. Research

- Discover the business goals, brand and client's requirements/goals
- Communicate with the client about the needs of the user
- Understand technical resources and budget available
- Understand the goal of the product

2. User journey

- Break down the epic into smaller, actionable goals
- Research established UX patterns for achieving a similar goal
- Uncover edge cases by building personality and intent around each type of user
- Create user flows to determine how to complete each goal in the least amount of steps
- Break down the user flows into a system of interconnected components
- Develops wireframes based on the components
- Determine various states for each wireframe e.g. empty filled, logged in, error etc

3. Wireframing

- Create wireframes based on information aquired and required features
- Determine various states for each wireframe e.g. empty filled, logged in, error etc

4. Visual research

- Explore visual design patterns
- Research framework and/or guidelines if necessary
- Establishing a style guide to be used throughout the application
- Transform the wireframes into high fidelity mockups
- Generate a consistent UI kit for reusable components
- Generate guidelines to help engineers understand visual properties such as size, style, etc.

5. Final design

- Create final high-fidelity UI mock-ups
- Build interactive prototypes to show motion, feedback, context
- Animate visual components if elements require explicit flow demonstration
- Create assets, determine stock and typeface licences
- Ensure visuals are accessible, on-brand and within cultural boundaries
- Determine whether the visuals are adaptable at various sizes
- Collaborate with engineers to determine any technical constraints related to the visuals