Digiteum™

- BA's
- Designers
- Planners
- Developers

Discover

Understand client ●●
Site review

Understand competitors ●●
Competitor review

Understand users ●●●
User research
(surveys, focus groups,
interviews, analytics)
Personas
Journeys

Understand requirements ●●●
Workshops
Analytics
Content audit

Understand restrictions ●

Define

Define structure ●●
Hierarchy of
requirements

Define scope ●●
Initial sitemap
Initial templates

Define process ●●
List templates
List modules
List functions

Define scenarios ●●
Process flows

Define UX ●●
UX principles
Experience maps

Do testing

Test structure
Card sorting

Test concepts
Concept testing

Do testing

User testing
Test: navigation,
site experience,
user journeys,
functionality,
content

Develop

Develop structure ●
Sitemap detail

Develop layouts ●
Sketching
Low fidelity wireframes

Develop interactions ●●
Prototyping

Deliver

Communicate decisions ●●●
High fidelity wireframes
Specifications
Site principles