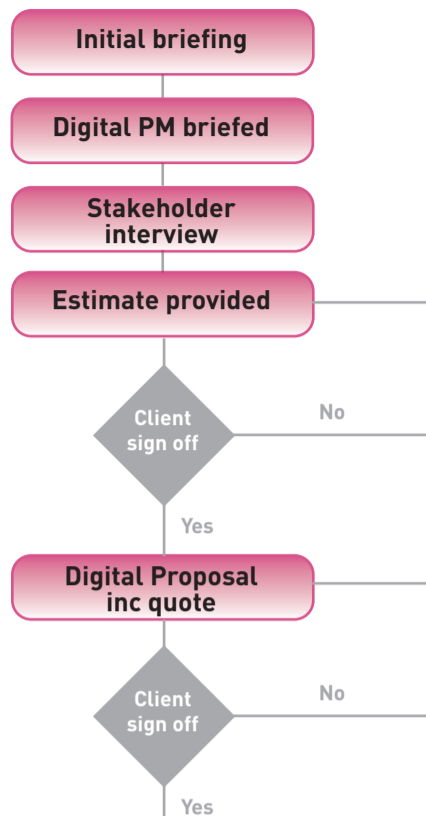


Digital Process - Website

Define



Design

User experience research and design

User needs / Site objectives
User needs: externally derived goals for the site; identified through user research, ethnographies, competitor analysis, heuristic evaluations etc

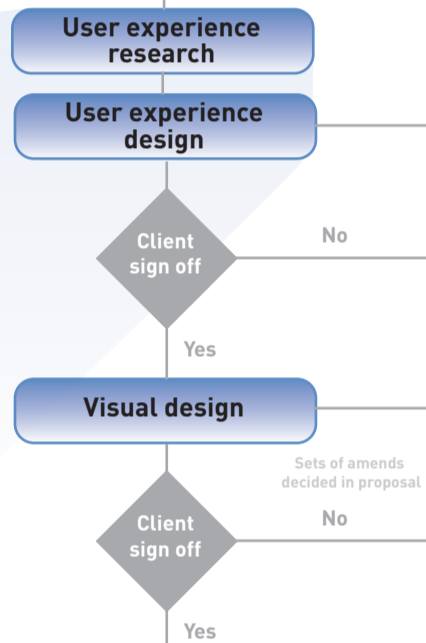
Content requirements
Site objectives: business, creative, or other internally derived goals for the site

Information architecture
Content requirements: definition of content elements required in the site in order to meet user needs, derived through a content audit

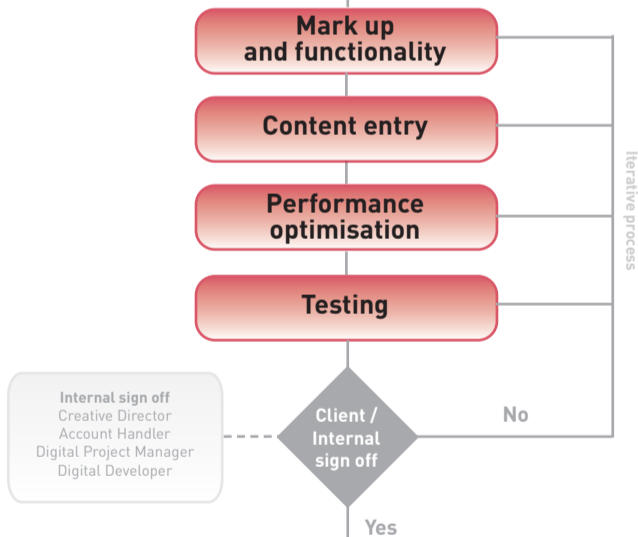
Information design / Navigation design
Information architecture: structural design of the information space to facilitate intuitive access to content. Wireframing, site maps, card sorting etc

Information design: designing the presentation of information to facilitate understanding

Navigation design: design of interface elements to facilitate the user's movement through the information architecture



Develop



Deploy



Evaluate

