	Are we solving the right problems?		Are we solving them right? Can we launch with confidence?		Did we solve them?
5-D	DISCOVER	DEFINE	DESIGN	DEVELOP	DEPLOY
	Discovery Workshops	User Personas	Prioritization Workshop	Cross-Functional Action Plan	Voice-of-Customer (VOC) Analysis Workshop
EXPERIENCE STRATEGY	Experience Ecosystem Map	Alignment Workshop	Design Problems	Go-to-Market Workshop	Beta Launch Analysis
		Experience Vision	Design Opportunities	Design-Engineering-QA Action Plan	Usage Analysis
		Experience Roadmap	Design Principles	Instrumentation Plan	
USER RESEARCH	User Interviews	Customer Journey Map	Rapid Usability Testing	Accessibility Moderated Usability Research	Experience Metrics
	Surveys	Concept Testing	Card Sorting	Optimization Usability Testing	Triage Analytics
	Jobs-to-Be-Done Field Studies	Value Prop Testing	Tree Testing	Baseline UX Benchmarking	Competitive UX Benchmarking
	Diary Studies	Click Test, 5-Second Test	A/B Design Testing	Sandbox User Research	
EXPERIENCE DESIGN	Heuristic Evaluation	Storyboards	Workflows	Design System	Go-to-Market Demo
	Experience Audit	Concept Design	Wireframes	Developer Support	Go-to-Market Collateral
	Competitive UX Analysis	Style Guides	Visual Design	Accessibility Audit	Experience Debt Audit
	Content Audit	Mood Boards	UX Prototyping	Design QA, Experience Bugs	