

Are we solving the right problems?

Are we solving them right?

Can we launch with
confidence?



Discover



Define



Design



Develop



Deploy

Strategy

Discovery
Workshop

Personas

Experience
Ecosystem

Journey Map

Experience
Roadmap

User Stories

Go-To-Market
Plans

Instrumentation

Alpha, Beta
Launch Support

VOC Analysis

Research

Discovery
Research

Jobs-to-be-
done Discovery

User Interviews

Card Sorting,
Tree Testing

Concept Testing

Usability Testing

A/B Testing

Usability Testing

Accessibility
Usability Testing

Experience
Benchmarking

Design

Experience
Audit

Draft Ecosystem
Map

Experience
Vision

Storyboard

Workflows &
Wireframes

Visual Design

Design System

Details Design &
Design QA

Go-to-market
Assets &
Collateral

Design QA