

USER CENTERED DESIGN

User Centered Design is a model of design that aims to have the user influence every stage of development. Read more at dermotholmes.com.

(RE)DISCOVERY

What do we know about the user, business and market?

Talk to the user, look at data about the user, observe the user, ask the user questions.

CONCEPT

Given what we know about the user, business and market, what do we need to be successful?

Develop strategy, product concept, business model, requirements, specifications. Run workshops, focus groups and storyboards to find out what users think.

SKELETON

Given our needs, how can we best arrange elements to meet those needs?

Develop structure, information architecture, site maps. Do card sorts with the user, wireframes, paper prototypes, flows etc.

SURFACE

Given our arrangement, how can we best present elements to optimise our arrangement?

Design interaction, copy, visuals and see how this influences the users behavior and emotion.

COMPLETE

Given all of the above, how can we prove it is successful?

Build it, prototype it, test it with the user, test it in the field.

