UX DESIGN CYCLE

Cycle #: Begin / Briefing   Cycle #: UX Design   Cycle #: Test / Review   Cycle #: Iterate   Cycle #: End / Deliver

	WEEK #1					WEEK #2				WEEK #3				
Day 1	Day 2	Day 3	Day 4	Day 5	Day 6	Day 7	Day 8	Day 9	Day 10	Day 11	Day 12	Day 13	Day 14	Day 15

A — Design Briefing [1hr mtg.]

B — Interaction Design [user flow diagrams]

K — Tagging* [tagging specifications]

C — Prototype Development [interactive wireframes - HTML]

D — Prototype Walk Thru [1hr mtg.]

E — Review [capture comments online]

F — Test Prep

G — User Testing [test prototype via web browser; compilation of results]

Feedback Assessment [1.5hr mtg.]

L — Iteration
[user flow diagrams]
[interactive wireframe prototype]
[UX functional requirements annotations]
[UX use cases]
[UI comps]
[UI redlines]
[UI production assets]
[copy doc]

M — Approval

N — Delivery Walk Thru [1.5hr mtg.]

H — UX Functional Requirements & Use Cases [UX functional requirement annotations on prototype layer (HTML) + use cases (XLS)]

I — Visual/UI Design + Copy [UI assets (PSD), UI comps (JPG), UI redlines (JPG) + copy document (DOC)]

X — Project Coordination & Facilitation [misc. project management tasks]

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A — Design Briefing
A 1-hour in-person UX team meeting (AM) to review the focus, scope, schedule, assumptions, and available intelligence pertinent to the given UX Design cycle.

Participating Resources:
UX Producer (1)
UX Designer (1)
UI Designer (1)
Copywriter (1)
Interactive Developer (1)
Usability Analyst (1)
Analytics (1)

UX resource hours: **6**

B — Interaction Design
Definition of user paths (primary, alternative, exception) pertinent to the focus of the given UX Design cycle.

Artifacts/Deliverables:
User flow diagrams (PDF)
Refinement of UX assumptions (PDF)

Participating Resources:
UX Designer (6)

UX resource hours: **6**

C — Protoype Development
Illustration of the recommended user experience and system behavior for the scope of interaction scenarios pertinent to the given UX Design cycle through the development of an interactive (wireframe) prototype.

Artifacts/Deliverables:
Interactive wireframes (HTML)
Refinement of project UX assumptions (PDF)

Participating Resources:
UX Designer (8)
Interactive Developer (2)
Copywriter (2)

UX resource hours: **12**

D — Prototype Walk Thru
A 1-hour virtual meeting (PM) designed to introduce the intended review audience to the completed prototype for this UX Design cycle, provide clarification as to its functions, and answer initial questions.

Participating Resources:
UX Producer (1.5)
UX Designer (1.5)
Interactive Developer (1)
Product Manager
BIO Project Manager
BIO Business Analyst
IT Project Manager
(SME Stakeholders)

UX resource hours: **4**

E — Review
Opportunity for business and technical project stakeholders to carefully evaluate the interactive prototype, provide feedback, and identify potential execution challenges.

Artifacts/Deliverables:
Review feedback posted to shared online workspace

Participating Resources:
Interactive Developer (2)
Product Manager
BIO Project Manager
BIO Business Analyst
IT Project Manager

UX resource hours: **2**

F — Test Prep
Process of preparing for usability test of the prototype. Includes identification of testing method and script as well as respondent recruitment and scheduling. Testing script is informed by UX Design and the Product Manager and is posted by Usability prior to the start of testing for validation (Day 6).

Artifacts/Deliverables:
Usability test plan/script (DOC)

Participating Resources:
Usability Analyst (12)
UX Designer (2)
Product Manager

UX resource hours: **14**

G — User Testing
Performance of user testing of the interactive prototype by the Usability Analyst with a relevant customer sampling in order to further inform the user experience design and optimization.

Artifacts/Deliverables:
Usability test findings and observations (DOC)

Participating Resources:
Usability Analyst (12)

UX resource hours: **12**

H — UX Functional Requirements & Use Cases
Detailed annotations added to the prototype that specify user interactions, states, UI component behaviors, system responses and inherent logic. Further elaboration on functional expectations in context of the individual user flows prepared as UX use cases.

Artifacts/Deliverables:
Functional spec annotations added to layer of the prototype (HTML)
UX use cases (XLS)
Refinement of project UX assumptions (PDF)

Participating Resources:
UX Designer (4)
UX Producer (6)
Interactive Developer (2)

UX resource hours: **12**

I — Visual/UI Design + Copy
Design of the complete UI layout "look & feel" and design specs for all screens, visual components, and states pertinent to the scope of the given UX Design cycle. Development of relevant display copy to support the UI experience.

Artifacts/Deliverables:
UI assets (Production-ready layered .PSD)
UI comps (JPG)
UI redlines (JPG)
Copy document (DOC)

Participating Resources:
UI Designer (10)
Copywriter (4)
E-commerce Designer (or Creative Director)

UX resource hours: **14**

Feedback Assessment
Collaborative 1.5-hour in-person meeting (PM) to review, weigh, and prioritize feedback gathered from both user testing and stakeholder review. Meeting results in an actionable list of edits to address in Iteration.

Participating Resources:
UX Producer (2.5)
UX Designer (1.5)
UI Designer (1.5)
Interactive Developer (1.5)
Usability Analyst (3)
Product Manager
BIO Project Manager
BIO Business Analyst
IT Project Manager

UX resource hours: **10**

K — Tagging*
Defining code tagging specifications for purposes of analytics tracking.

*NOTE: This task to be assigned only once per project in a later UX Design Cycle, agreed upon during the Planning Workshop, so that the Analytics team may utilize a comprehensive (full feature) prototype to determine tagging specs for the entire user experience being developed.

Artifacts/Deliverables:
Tagging specs (XLS)

Participating Resources:
Analytics (2)

UX resource hours: **2**

L — Iteration
The team addresses all actionable items identified in the Feedback Assessment, making revisions to the prototype, UI comps, and all supporting artifacts with specifications.

Artifacts/Deliverables:
User flow diagrams (revised)
Interactive wireframe prototype (revised)
Project UX assumptions (revised)
Functional spec annotations (revised)
UX use cases (revised)
UI production assets (revised)
UI comps (revised)
UI redlines (revised)
Copy document (revised)

Participating Resources:
UX Designer (8)
UI Designer (8)
UX Producer (8)
Interactive Developer (2)
Copywriter (2)

UX resource hours: **28**

M — Approval
Coordination of the final proofing, review, and approval of the recommended user experience and associated UI design for the scope of interactions covered in the given UX Design cycle.

Artifacts/Deliverables:
Approval of final UX assets

Participating Resources:
UX Producer (2)
Proofing (2)
Product Manager
E-commerce Designer (or Creative Director)

UX resource hours: **4**

N — Delivery Walk Thru
A 1.5-hour virtual meeting (PM) to review the details of all UX specifications, UI design comps, and tagging instructions pertinent to the given UX Design cycle with the audience responsible for implementation, while providing clarification where needed and answering questions.

Artifacts/Deliverables:
User flow diagrams (PDF)
UX assumptions (PDF)
UX use cases (XLS)
Interactive wireframe prototype (HTML)
Functional spec annotations (in prototype)
Tagging specs (XLS)
Production-ready UI assets (PSD)
UI comps (JPG)
UI redlines (JPG)
Copy document (DOC)

Participating Resources:
UX Producer (1.5)
UX Designer (1.5)
UI Designer (1.5)
Interactive Developer (1.5)
BIO Project Manager
BIO Business Analyst
IT Project Manager

UX resource hours: **6**

X — Project Coordination & Facilitation
Various project management activities performed by the UX Producer throughout the course of the UX Design cycle not directly tied to the preceding tasks or meetings. Includes but not limited to: scheduling, project communication, risk mitigation, conflict resolution, resource time tracking, and engagement of core operations and orcampaign project management teams to facilitate content production work orders.

Participating Resources:
UX Producer (approx. 3hr/wk)

UX resource hours: **10**

Ideas informally run by BIO PM and/or Interactive Development

Point of collaboration w/ BIO/IT & Interactive Development

Point of validation w/ E-commerce Creative

Point of validation w/ Product Management (or key stakeholder proxy)

In-person meeting

Virtual meeting (via phone & remote desktop sharing over web)

Meeting task

Assigned project work task

Miscellaneous project management task

Milestone

Baseline UX Resource Time Allocation: **142hrs** / UX Design Cycle