



faqinteractive
design • create • connect

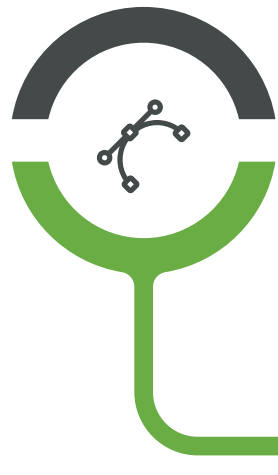
01
RESEARCH
Analyze customer user behaviours and goals
Set vision
Brand & product immersion
Usability analysis
Competitive analysis



02
STRATEGY
Translating strategic vision into requirements



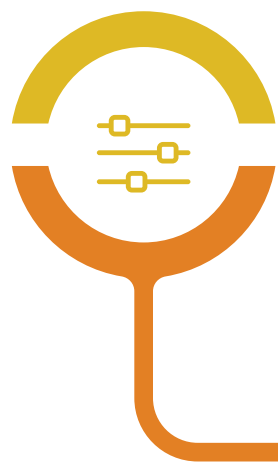
03
IMPLEMENT
Development
Storyboarding
Information architecture
Prototypes / concepts
Visual design



04
DEPLOY
Beta testing
Review objectives
Usability testing



05
MEASURE OPTIMIZE
Iterate design
Review metrics
Iterate code
Re-deploy



06
ENJOY
Sit back & pat yourself on a job well done

