Digiteum™

BA's
Designers
Planners
Developers

Discover

Understand client ● ●
Site review

Understand competitors ● ●
Competitor review

Understand users ● ● ●
User research
(surveys, focus groups,
interviews, analytics)
Personas
Journeys

Understand requirements ● ● ●
Workshops
Analytics
Content audit

Understand restrictions ●

Define

Define structure ● ●
Hierarchy of
requirements

Define scope ● ●
Initial sitemap
Initial templates

Define process ● ●
List templates
List modules
List functions

Define scenarios ● ●
Process flows

Define UX ● ●
UX principles
Experience maps

Do testing

User testing
Test: navigation,
site experience,
user journeys,
functionality,
content

Do testing

Test structure
Card sorting

Test concepts
Concept testing

Develop

Develop structure ●
Sitemap detail

Develop layouts ●
Sketching
Low fidelity wireframes

Develop interactions ● ●
Prototyping

Deliver

Communicate decisions ● ● ●
High fidelity wireframes
Specifications
Site principles