USER CENTERED DESIGN METHOD

1. Identify

Identify your audience, contents and features.
Who are they ?
What do they need ?
How can they get it ?

2. Define your goals

What do you want to do with each user family ?
>> list your goals by family

3. Imagine user journeys

How can you bring users to fulfill their needs and your goals ?

>> starting with your audience analysis, imagine a set of user journeys for each user family

4. Build

Build a prototype or a first version :
Wireframe and implement global architecture to details.

5. Test

Experiment in real life and monitor

Iterate !

qodop

cc BY NC SA