

The UI/UX Design Process

1. The Kickoff Meeting

- a. What are we designing?
- b. Why are we designing it?
- c. Who are we designing for?
- d. What are the features & use cases?

2. Research, Brainstorm & Explore

- a. Field Interviews
- b. Competitive Analysis
- c. Mind Map
- d. Sketches
- e. User Flows

3. Wireframe and Prototype

- a. Lo-Fidelity wireframes
- b. Clickable interactive prototype

4. UI Visual Design

- a. Identify brand values
- b. Research visual design languages (Dribbble)
- c. Solidify color scheme, typography, iconography and overall look-n-feel