UX Design
PROCESS

Raun Kercher has a non-liner UX Design process made to learn more and understand your website users and their interaction with a website. In this process we research information on devices that various personas may use and we will uncover scenarios that users may face to better understand the driving force for their interactions with the interface. In this process we do research to find information on what devices the various personas might use and we uncover scenarios the user might face to better understand what is driving their interactions with the interface. Following discussions, the prototype can be refined again before the website is developed and tested. We develop the website. Test it and review the analytics. After testing and running analytics, previous steps can be revisited if needed.

UX Design
STEPS

UNDERSTAND
Discuss the project with client. Understand what problem needs to be solved. Understand more about the existing users and what information already exists.

RESEARCH
Conduct surveys on potential users. Search for data on potential users. Learn more about the interests of the users.

ANALYZE
Create low fidelity prototypes. Test them with various personas in different scenarios.

DESIGN
Create high fidelity prototypes. Develop website.

LAUNCH
Launch website and test the live website

ANALYZE AGAIN
Review analytics to determine progress and determine any deficiencies. Return to previous step in this process, if needed.