

## UX Within a Production Workflow

1 User Experience (UX) performs research and discovery to help inform strategy and functionality, collecting data from stakeholders, call centers, customers, etc. via contextual inquiry, ethnography, usability studies, etc. Product Management (PM) may opt to observe these discovery sessions at the discretion of UX.

2 UX analyzes the data and presents strategic recommendations to PM, who may modify or extend use cases and requirements at its discretion. Engineering (ENG) provides feedback on any technical concerns. PM finalizes functional requirements.

3 UX, PM, and ENG agree on what design documentation is necessary for the feature (personas, journey maps, IA, wireframes, high-fidelity mockups, etc.). UX creates initial design artifacts, stored in an asset management tool accessible to all teams.

4 UX conducts internal design reviews and iterations until an initial proposal has been established. UX consults with ENG to ensure the technical feasibility of the design.

5 UX schedules review sessions with PM, ENG, and QA, noting feedback and refining the design at its discretion.

6 If necessary, UX builds interactive prototypes (paper or screen). Prototypes are stored with other design artifacts in the asset management tool. UX reviews the prototypes with the team.

7 UX performs usability testing with the prototypes, incorporating results into the design at its discretion and iterating the design.

8 UX annotates final visual designs with appropriate style guides (pixel dimensions, colors, etc.) and adds references to all final design artifacts to the PRD, which is fed into the next available development sprint. *Design must be complete before being scheduled in a development sprint.*

9 UX reviews completed features to ensure adherence to the proposed design prior to Quality Assurance (QA) handoff.

10 UX conducts follow-up research on the new feature implementation to test assumptions and propose design iterations.

