DESIGN
FOR DATA VIZ

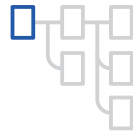**BLUE** Raster

DISCOVERY

This phase consists of:
- Defining goals and requirements
- Researching target users
- Creating personas & journeys

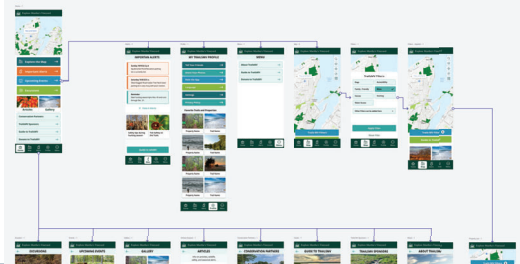User story mapping can help outline users' needs.

WIREFRAME

Wireframes provide a clear outline of the structure, layout, information architecture, & overall direction. Wireframes can be hand-drawn with pen and paper, or digitally using design software.

PROTOTYPE

You can mock-up every feature and interaction in your prototype as in your fully developed product, check if your ideas work, and verify the overall user-experience (UX) strategy.

USER TESTING

User testing involves multiple steps - designers must create a test plan, recruit participants, perform the test and analyze the results for findings and ideas moving forward.

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