

Process

“The best design is the simplest one that works.” - Albert Einstein

Discovery

Overview

Initial observation of what the parameters of the project may entail

Discovery

Understanding the needs of the project

Scope

Ascertaining the budget and scope required to complete the project

Research

Once a scope is established, research phase begins compiling information surrounding the project including competitors, functionality, and how to improve on the existing design

Design

Sketches

After the design direction is established and enough research compiled, begin sketches on possible executions of the new design

Assets

Depending on the requirements of the project, certain assets may be required, including organizing photo shoots, icons or illustrations designed and assets from the client

Layout

The project layout depends on the medium, but the sketches should serve as a skeleton to move forward with the actual layout, utilizing assets

Deconstruct

Sketch phase should rule out most bad ideas, but internal reviews of the project layouts will help see what is working and what is not, and if necessary, back to the drawing board

Reconstruct

After new direction is established and agreed upon once internal reviews have broken apart what needs to improve, design moves forward with the new information in mind

Deploy

When the best design decisions are applied to the project design and the layout is completed, deploy design to project stakeholders or client and have conversations about the design decisions and why they are best for the project requirements