

UX Plan for:

UX Lead:    Status:    Last Updated:

Task	Notes	Size	MSCW	Timing	Person
<b>RESEARCH</b>					
CUSTOMER UNDERSTANDING (Lead: Collaborator: )					
VOC (Surveys, Feedback)		XS	Must	Define	JB
Interviews (Fieldwork, ethnography, Focus Groups, User Panel)		M	Should	Jan	JB
Analytics/BI		XL	Could	It 4	JB
SOLUTION VALIDATION (Lead: Collaborator: )					
Analytics (Define what, how, who owns reporting, Reporting)					
Usability Testing (In-lab, Remote, Guerilla; Setup, Test, Reporting; Internal/Recruited Participants)				Post-Steering	
A/B Test (Define, Measure)					
Session Replay & Heatmaps					
INSPIRATION/BEST PRACTICES (Lead: Collaborator: )					
Usability White Papers					
Design Research (Competitors, Ecommerce, Home Goods)					
<b>DESIGN</b>					
INTERACTION DESIGN/PLANNING (Lead: Collaborator: )					
Personas					
Empathy Map					
Customer Journey Map Diagram user tasks, not interface features (Full map, use case notes)					
Interface Flowchart Diagram interface features/tools/pages					
Site Map (IA, Nav)					
Card Sort & Tree Test					
Information Design/Content Strategy					
UX Audit/Heuristic Evaluation (ID style guide & usability updates)					
Idea Management (Affinity diagram, 2x2, stakeholder feedback, SWOT, etc.)					
Requirements Gathering					
UI DESIGN (Lead: Collaborator: )					
Sketches					
Wireframes illustrate concept, what's on page, not exact specs/design (Fidelity: Micro, Low, Mid, High)					
Mockups/Comps exact specs and design, WYWIWYG					
Proof of Concept demo functionality, not exact specs / design					
Prototypes interactive (demo/test) (Paper, Interactive comps)					
Collaborate with Creative (Assets, Text, Style)					
<b>DEVELOPMENT</b>					
HTML/CSS/JS Support					
UX QA of Dev Work					

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