More unknowns

Less unknowns

INVESTIGATING

- reviewing existing data and/or documentation
- stakeholder map and/or RASCI chart
- stakeholder surveys & interviews
- stakeholder workshops
  - 20-Year Roadmap
  - Who, What, Why
  - Define Top Values
  - Define Top Audiences
  - Personality Sliders
  - Competitive Landscape
  - 5 Whys
- user research
  - surveys
  - interviews
  - focus groups
  - field studies
- secondary research
- competitive analysis
- content audit
- UX audit or heuristic evaluation
- current state sitemap
- moodboarding

REFLECTING

- "as-is" or "current state" user journey maps, service blueprints, or scenarios*
- empathy maps*
- proto-personas* and/or personas
- need or "how might we" statements
- idea generation
  - BIG ideas
  - Round Robin
  - Storyboarding
  - Crazy 8's
- idea prioritization
- "to-be" or "future state" user journey maps, service blueprints, or scenarios
- design/brand principles or values
- brand attributes matrix

These activities could be used in the "investigating" phase as a way to gather information from stakeholders and/or users

MAKING

- site strategy
- content strategy
- measurement plan
- new sitemap
- wireframes
- prototypes
- style guide
- UI concepts

INVESTIGATING

- user testing
- collect baseline metrics
- revisit any activities from first "investigating" column

REFLECTING

- synthesize test results
- revisit any activities from first "reflecting" column

MAKING

- updated wireframes
- high-fidelity UI designs
- Design System
- revisit any activities from first "making" column