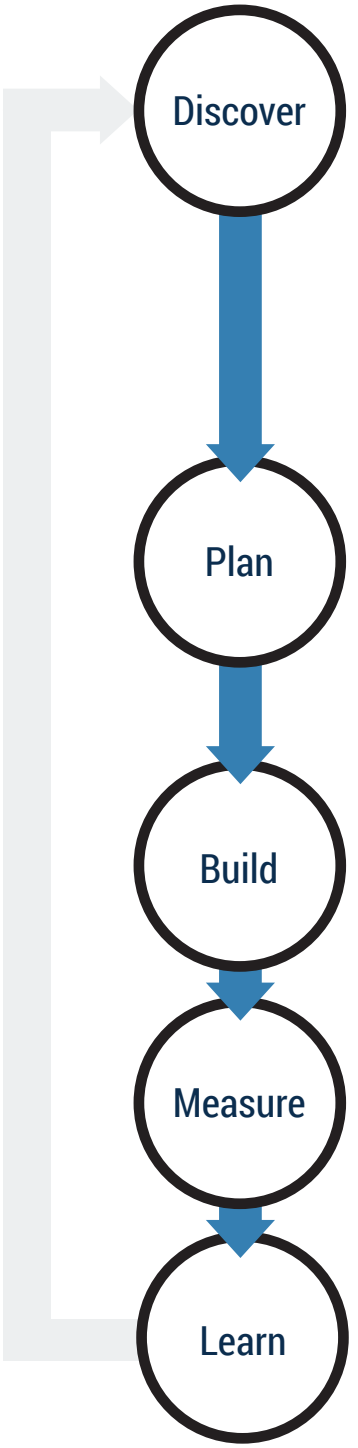
shoplocal A GANNETT COMPANY UX Framework



Research & Synthesis

- *Identify Client/Business Goals
- *Identify Hypotheses
- User Interviews
- Contextual Inquiry
- Task Analysis
- Market Analysis
- Competitive Analysis
- Metric Analysis
- Develop Personas/Archetypes

Planning & Conceptualizing

- *Identify success metrics
- Identify testing strategy
- Design Workshops
- Mental Modeling
- Mood Boarding
- Work flows and site maps

Design/Build

- *Prototype & Test
- Identify Patterns
- Iterative development

Measure the outcome

- *Live metrics gathering
- Live user testing

What did we learn?

- *Compare outcome versus hypotheses
- Suggest enhancements/pivots

*Required UX processes