DESIGN PROCESS LEARN ABOUT CLIENT AND THEIR BUSINESS CLIENT MEETING **IDENTIFY PROBLEM/ NEEDS ASK** QUESTIONS 01 RESEARCE **SET** GOALS **EXPLORE INDUSTRY** 02 ⇒ PINTEREST/DRIBBLE/ETC. LEARN ABOUT COMPETITORS OBOARD SEARCH FOR INSPIRATION WEB SEARCHES TRENDS DETERMINE OVERALL PROJECT DIRECTION **DEFINE PRIMARY COLORS** INCLUDE VISUAL INSPIRATION CONCED BRAINSTORM EXPERIMENT REFINE SKETCH, SKETCH PRESENT IDEAS TO OTHERS SEEK FEEBACK ALL THE IDEAS A FEEDBACK 05 *return to research when necessary EDITS AS REQUESTED BY CLIENT REPEAT STEPS 4-6 UNTIL PERFECTION APPROVA, LAST MINUTE EDITS FILES PREPPED & DELIVERED LAUNCH

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