

<i>Project Phase</i>	<i>Research Goals</i>	<i>Research Type</i>	<i>Methodologies</i>
<b>Discovery</b>	<p><b>Understand Audience/Users</b> Motivations, Goals, Priorities, Tasks, Mindset, Fears, Expectations, Needs, Values</p> <p><b>Understand Business</b> Goals, Requirements, Current State</p> <p><b>Understand Market Landscape</b> Business &amp; Competitors' Strengths, Weaknesses, Positioning</p>	<b>Formative</b>	<ul style="list-style-type: none"> <li>• Audience/User Interviews</li> <li>• Focus Groups</li> <li>• Stakeholder Interviews</li> <li>• Sales &amp; Support Interviews</li> <li>• Competitive Analysis, Testing</li> <li>• Analytics</li> <li>• Audience/User Surveys</li> <li>• Search Analytics</li> <li>• Social Media Monitoring</li> <li>• Contextual Analysis</li> <li>• Persona Building</li> <li>• Task Analysis</li> <li>• Journey Mapping</li> </ul>
<b>Ideation &amp; Design</b>	<p><b>Develop new design direction(s)</b> With team, stakeholders, audience/users</p> <p><b>Develop Information Architecture</b></p>	<b>Exploratory</b>	<ul style="list-style-type: none"> <li>• Brainstorms</li> <li>• Participatory Design Workshops</li> <li>• Card Sorts</li> <li>• Collaborative Sketching</li> </ul>
<b>Evaluation, Implementation, &amp; Testing</b>	<p><b>Gauge usability</b> For end users, administrators</p> <p><b>Gauge business effectiveness</b></p> <p><b>Gauge value</b></p>	<b>Evaluative</b>	<ul style="list-style-type: none"> <li>• Heuristic Evaluation</li> <li>• Prototype Testing</li> <li>• First-Click Testing</li> <li>• Tree Testing</li> <li>• 5-Second Testing</li> <li>• Surveys</li> <li>• Signups</li> <li>• Usability Testing</li> <li>• Benchmark Testing</li> <li>• Soft Launches w/ A/B Testing</li> <li>• Acceptance Testing</li> </ul>
<b>Optimization</b>	<p><b>Confirm usability of implementation</b></p> <p><b>Gather information for iterations</b></p>	<b>Summative</b>	<ul style="list-style-type: none"> <li>• Audience/User Surveys</li> <li>• Analytics Review</li> <li>• A/B Testing</li> <li>• Feedback Review</li> <li>• Sales &amp; Support Interviews</li> <li>• Social Media Monitoring</li> </ul>