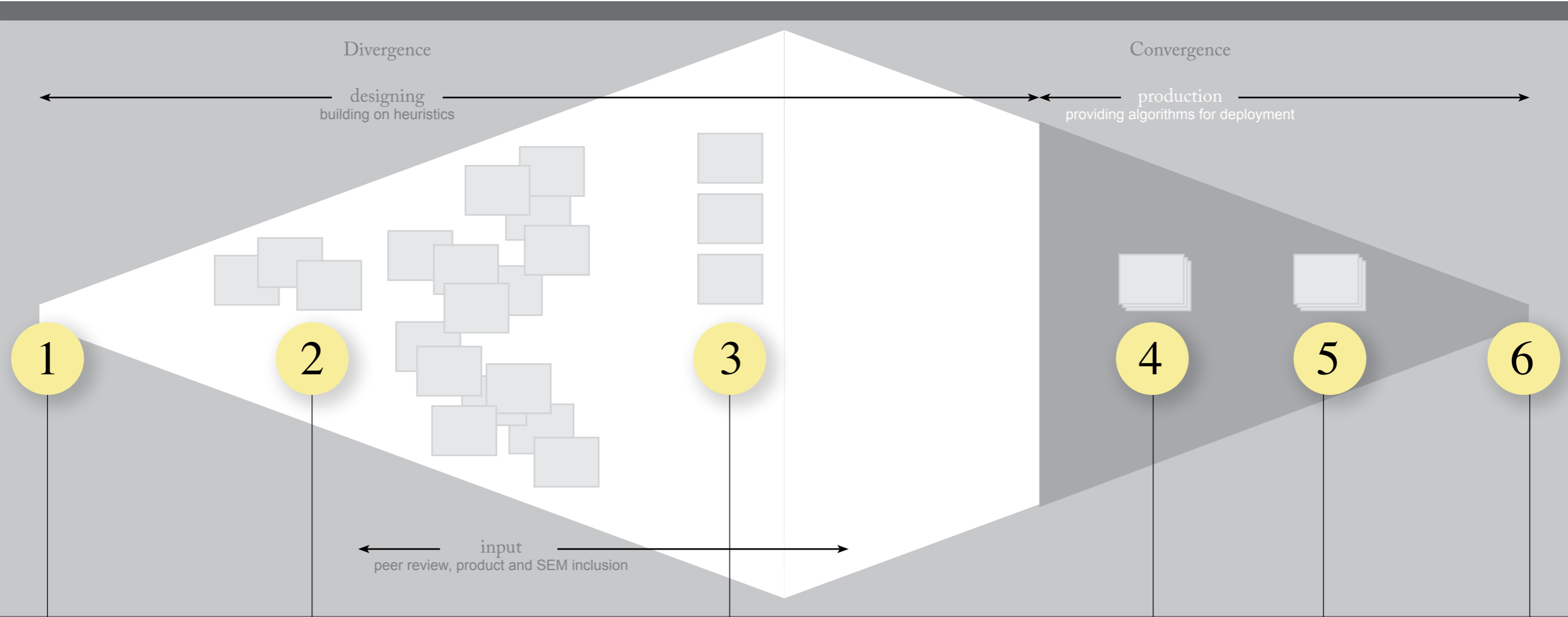


Sears User Experience Architecture: a process for design possibilities



1 Product requirements review
 project is kicked off at the design level. Ideally, product has included both the development team and the designers in the construction of a true product requirements document that is based on the business requirements document but also considerate of user needs and technical constraints or capabilities.

2 Research/resourcing
 some larger projects will necessitate the designer or design team's analysis of competitors, the market, users or other issues. Many projects will have a legacy SME that should be brought into the fold. Additionally, if the project is fast tracked, it may require the application of wide bandwidth. This can take the form of a brainstorm or several team based design exercises.

3 First presentation
 the designer needs to decide if this is a series of one-on-one conversations with the product over time or if it a more formal presentation to stake holders or even a combination of the two. The level of finish and fidelity should be matched to the audience. Ideally, the emphasis should be on the larger concept choices and a reduction of options being explored at that level.

4 Second presentation
 this presentation should be more formal and more detail in nature. It should still be focused on the overall concept initially. All details, interactions and conditions should be figured out and represented. To the extent that those details are covered in the meeting depend upon the audience and size of project.

5 Dependency review
 reflecting minor changes and corrections from the Second presentation, this review should be primarily for the front end and back end dev team. It should be a fairly thorough scrub of all functionality. Visual and product are invited and welcome. This is the meeting to be very aware of the potential for scope creep.

Divergence