How will we know if we've been successful?
Measure the Impact
-financial impacts, traffic, search, Omniture & Comscore
Get it Done
-Consult design & development through implementation & maintenance
How to keep customers coming back again & again?
Know the Large
-Business context, competitors, industry trends, customer
Know the Small
-Close to the customer, content on the page
Who will use it?
Plan the Possible
-with current constraints
Dream the Better
-flexibility, scalability
What is it we are designing and why?
See the Same
-Stated business goals, flows, experience diagrams, site maps, wireframes
Discuss the Different
-Balance & facilitate