

# My Creative Process

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This creative process outline is something that helps ensure I get the best results possible with whatever project I am tasked with. These steps and techniques are things I have learned through much studying and practice, and tested through the execution phase.

## 1. Gather Requirements

- Meet with the product owner or stakeholders to gather what information, content, and features need to be included
- Determine the audience
- Determine the goal and what end-result will make this successful

## 2. Research

- Determine industry standards (find the look and feel)
- Analyze competitors and top industry companies

## 3. Conceptualization

- Brainstorm
- Mind mapping
- Sketch ideas
- User task flows

## 4. Wireframing/Prototyping

- Create low and/or high fidelity wireframes
- Mock up a prototype (if necessary)

## **5. Reflection**

- Take breaks to stay fresh and reflect on the progress so far
- Review and share progress with others to receive feedback

## **6. Finish Design & Present**

- Finish the UI visual design
- Present to product owners/stakeholders
- Make further revisions if necessary

## **7. Handoff to Developers**

- Assist in any way possible to make sure the process flows smoothly and successfully