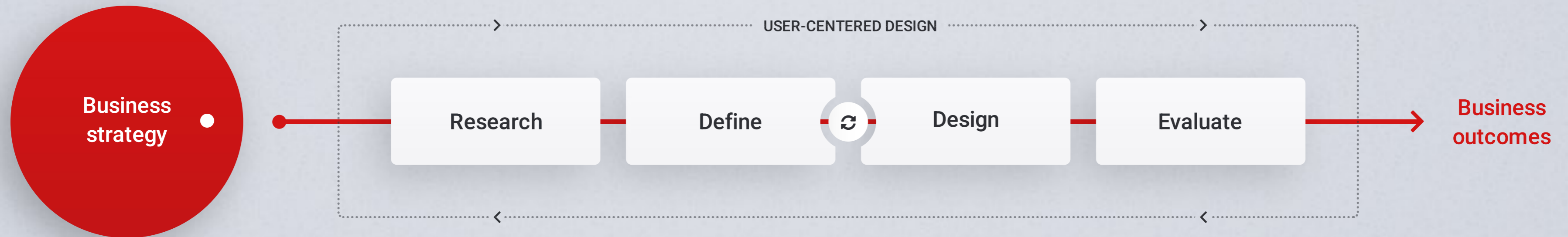


Business-driven UX

Connecting business strategy with user needs



- Business goals *
- Mission Statement *
- Target Market *
- Forecasting *
- Value Proposition
- SWOT Analysis
- Etc.

- Personas
- Task Analysis
- Competitive Analysis
- Journey Mapping
- Service Blueprint
- User Interview
- Etc.

- UX Strategy *
- Information Architecture
- User Stories
- Design Specifications
- User Flow
- Taxonomy
- Etc.

- Wireframes
- Content Writing
- Clickable Prototype
- Visual Design
- Iconography
- UI Design System
- Etc.

- A/B Testing
- Metrics Analysis
- Usability Testing
- Guerilla Testing
- User Survey
- Heatmap
- Etc.

(*) Mandatory information