UX PROJECT LIFECYCLE

Waterfall

Planning

Design

Development

These are the standard three phases of a project that's run using a waterfall methodology. Each phase requires a UX strategist. The following represents the roll of the UX strategist within each phase:
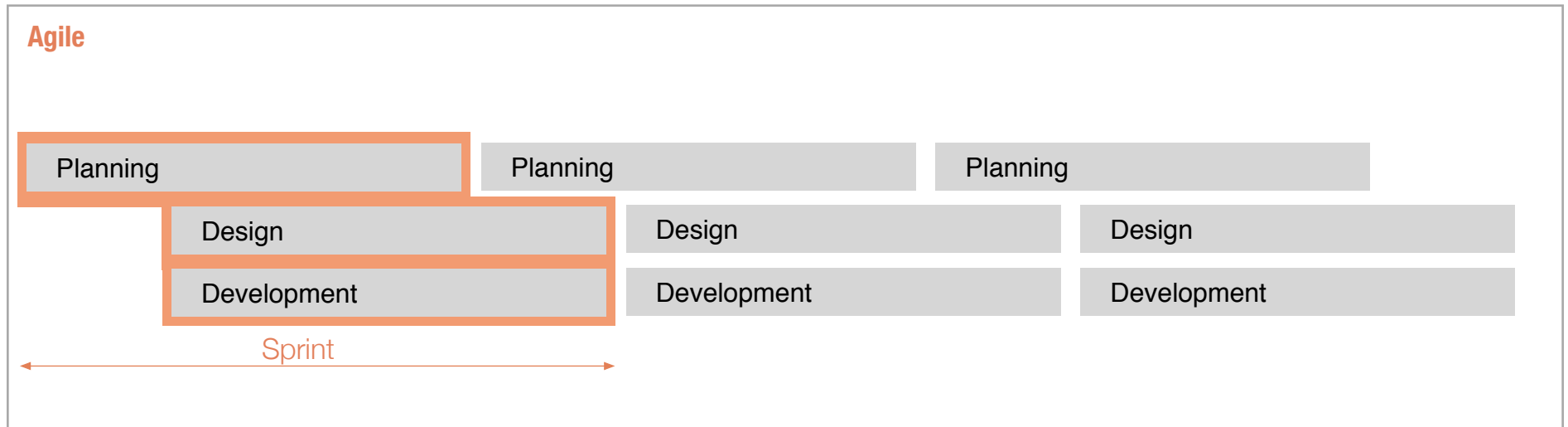
Planning: The UX strategist should lead this phase by defining and interpreting business requirements and business strategy. This can involve persona development, stakeholder interviews, content inventory creation, and user research. The outcome of this phase should be an overarching strategy with a set of conceptual wireframes.

Design: The UX strategist will either rely on an IA to flesh out the wireframes/ prototype or do it himself. The UX strategist should be involved in all reviews of creative to ensure the interpretation of wireframes/ prototype aligns with the overarching strategy. The creative director should lead this phase. During this phase certain SEO considerations should be defined by either an SEO specialist or by the UX strategist. These include use of page headlines, titles, site map, etc.

Development: The UX strategist will either work with a business analyst to create a set of functional requirements, or will create them himself. These, in conjunction with an interaction guide, will guide the development team in terms of what they'll be coding. Additional SEO considerations should be defined here. These include URL structure, use of cross links, canonicalization, XML data, etc.

Launch: The UX strategist should be involved in tracking & MVT set-up. Ongoing testing and targeting should inform how the project will evolve in the future. The UX strategist should lead the definition of iterative improvement projects.

UX PROJECT LIFECYCLE

Agile

Planning	Planning	Planning
Design	Design	Design
Development	Development	Development

Sprint

When working within an agile methodology, the use of an experienced UX strategist is key to the success of the project. Timelines are generally shorter, and require substantial forethought. The roll of the UX strategist wont change, but the flexibility of all team members needs to increase. The UX strategist will need to work closely with the other leads (i.e. the creative director, and technology lead) to ensure the most ideal experience is being created.

Planning: The UX strategist should lead this phase by defining and interpreting business requirements and business strategy. This can involve persona development, stakeholder interviews, content inventory creation, and user research. The outcome of this phase should be an overarching strategy with a set of conceptual wireframes.

Design: The UX strategist will either rely on an IA to flesh out the wireframes/ prototype or do it himself. The UX strategist should be involved in all reviews of creative to ensure the interpretation of wireframes/ prototype aligns with the overarching strategy. The creative director should lead this phase. During this phase certain SEO considerations should be defined by either an SEO specialist or by the UX strategist. These include use of page headlines, titles, site map, etc.

Development: The UX strategist will either work with a business analyst to create a set of functional requirements, or will create them himself. These, in conjunction with an interaction guide, will guide the development team in terms of what they'll be coding. Additional SEO considerations should be defined here. These include URL structure, use of cross links, canonicalization, XML data, etc.

Launch: The UX strategist should be involved in tracking & MVT set-up. Ongoing testing and targeting should inform how the project will evolve in the future. The UX strategist should lead the definition of iterative improvement projects.