

the race for swift customer testing

project start

iLab phase 1

hypothesis
initial customer visits
team brainstorms

competitive analysis

focus groups

card sorting 1

quantitative studies

personas

surveys

card sorting 2

setting up the testing environment

iLab phase 2

team brainstorms
idea refinement
customers see visuals

lab usability testing 1

eye-tracking technology

data analysis

recommendations report

lab usability testing 2

data analysis + report

development + implementation

iLab phase 3

visual refinements
prototype creation
final customer visits
product creation
in-house quicktests
product launch

project resolution

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