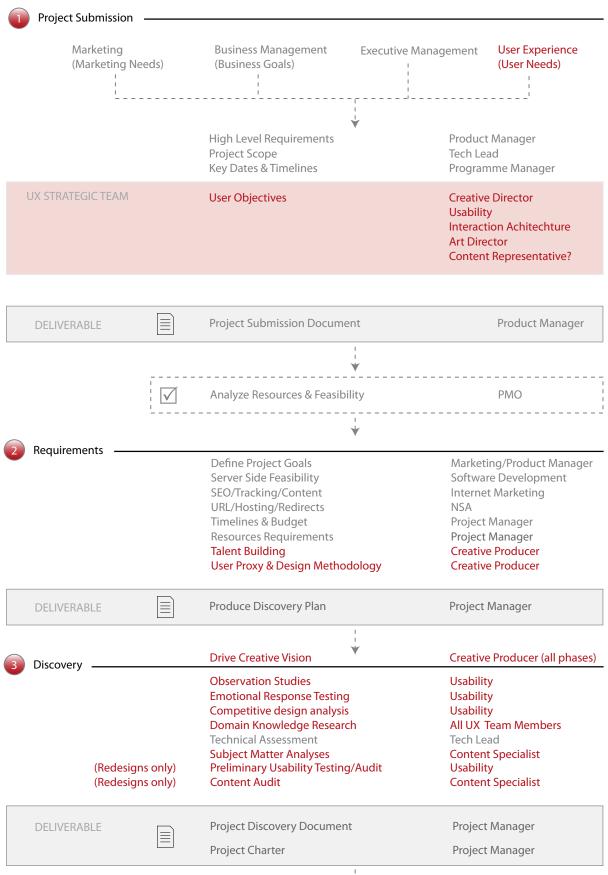


## RIPTOWN COM USER EXPERIENCE - Project Process Schematic





		Sign Off	Key Stakeholders
Concept Development (Annually)		Drive Creative Vision	Creative Producer (all phases)
		Persona Development Brainstorming	Usability Creative Director Project Leads
		Mood Boards, Sub-Brand Development	Creative Director
		Product Narrative	Art Director Content Specialist
DELIVERABLE		Creative Charter ( How UX solves the problem)	Creative Producer
		Style Guides	Art Director
		1	
Pre Production ——		Sign Off	Key Stakeholders
	<u></u>		
		Drive Creative Vision	Creative Producer (all phases)
		Information Architecture mapping Interaction Design	Interaction Architect Interaction Architect
		Wire Frames Information Content Design	Interaction Architect Interaction Architect
		Technical Design Document	Interaction Architect
DELIVERABLE		Design Document	Creative Producer
Creation —		Drive Creative Vision	Creative Producer (all phases)
		Resource Tasking & Timelines Identify & Manage Risks	Project Manager Project Manager
		Creative / UX Execution	Creative Producer
Legal Sign Off - Legal	l Team	Coordinate Copy	Content Specialist
Legal Sign Off - Lega	I Team	Coordinate Copy  Visual Design	Content Specialist  Interface Designer
Legal Sign Off - Legal	I Team		
	I Team	Visual Design	Interface Designer
	I Team	Visual Design Technical Build	Interface Designer Interface Developer Usability Specialist

