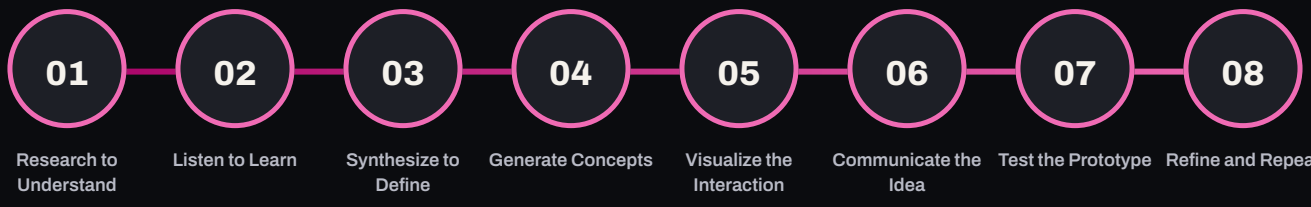
STEVE MOORE · UX PROCESS

End-to-End UX Process & System Design

AI-first, human-centered, and outcome-driven from discovery to iteration.

The UX design process carries a single initiative from first evidence to a refined outcome. Beneath it runs the system design process: the design system, the measurement discipline, and the continuous improvement loop that every journey runs on, and feeds. AI accelerates both from day one; human judgment controls the decisions.



Insight
Grounded in evidence and real-world context.

Empathy
Designed for people, with people.

Systems Thinking
End-to-end, connected, and scalable.

AI Acceleration
Smarter workflows. Faster outcomes.

Steve Moore · Product Designer / Design Leader

stevewmoore.com

PROCESS ONE · THE JOURNEY

The UX design process

Eight stages carry a single initiative from first evidence to a refined outcome. Each stage uses a defined set of methods, hands its work to the next, and is accelerated by AI under human judgment.

01 Research to Understand

Ground the work in business context, market realities, customer needs, and product goals. I look for signals in existing data and artifacts, so decisions are anchored in evidence, not assumption, and the work begins from a shared picture of the problem.

WHAT I USE

Content audits and site reviews; competitive and comparative analyses; heuristic evaluations against UX best practices; stakeholder interviews and alignment sessions

HANDS OVER

An evidence base the team can trust

AI ASSIST

Summarizes artifacts, surfaces patterns, and accelerates competitive analysis.

02 Listen to Learn

Focus on people: uncover goals, motivations, pain points, and mental models through interviews, contextual inquiry, and early evaluation.

WHAT I USE

Research screeners and questionnaires; one-on-one and small-group interviews; contextual inquiry and usability evaluation; user stories and experience snapshots

HANDS OVER

Raw findings: what people need, and why

AI ASSIST

Synthesizes transcripts, highlights themes, and speeds research analysis.

03 Synthesize to Define

Translate raw research into clear problem definitions, so the team aligns on what matters most and why it is worth solving.

WHAT I USE

Personas and archetypes; empathy maps and jobs-to-be-done views; mind maps and affinity clusters; experience maps and service blueprints; user needs analysis and end-to-end journeys

HANDS OVER

A defined problem, framed as an opportunity

AI ASSIST

Clusters findings, reveals themes, and accelerates journey and insight synthesis.

04 Generate Concepts

Guide collaborative ideation: explore broadly, then converge on the most promising directions before committing to solutions.

WHAT I USE

Brainstorming and sketching sessions; cross-functional ideation workshops; concept grouping and prioritization; problem reframing and “how might we” prompts; storyboards and scenario sketches

HANDS OVER

Concept directions worth taking shape

AI ASSIST

Expands concept exploration, generates alternatives, and speeds early ideation.

05 Visualize the Interaction

Turn concepts into tangible flows and structures: paths, states, and edge cases mapped into a shared understanding of how the experience should work.

WHAT I USE

Use cases and task flows; wireframes from low to mid fidelity; user flow and state diagrams; site maps and information architecture outlines

HANDS OVER

Flows and structures everyone can react to

AI ASSIST

Accelerates flow creation, content structuring, and wireframe exploration.

06 Communicate the Idea

Evolve sketches and flows into prototypes at the right level of fidelity, so stakeholders, engineers, and users can react to something concrete and actionable.

WHAT I USE

Rapid prototyping in design tools; click-through or paper prototypes for early feedback; interactive prototypes for realistic behavior; visual mockups aligned to the design system

HANDS OVER

A prototype ready to be tested

AI ASSIST

Speeds prototyping, simulates behavior, and reduces time to feedback.

07 Test the Prototype

Validate through lightweight and structured testing, uncovering friction, confusion, and unmet needs before more development effort is invested.

WHAT I USE

Moderated and unmoderated usability testing; card sorting and navigation validation; A/B or multivariate testing where appropriate; guerrilla testing and quick intercept feedback

HANDS OVER

Findings: what to fix, and what to keep

AI ASSIST

Summarizes sessions, detects patterns, and accelerates learning loops.

08 Refine and Repeat

Feed insights from testing back into the design: refine flows, adjust interactions, and revisit assumptions, so each iteration moves the product closer to the desired outcome.

WHAT I USE

Issues prioritized by impact and effort; iterated designs and prototypes based on findings; documented learnings; partnership with product and engineering on continuous improvement

HANDS OVER

A refined outcome, and evidence the system keeps

AI ASSIST

Tracks issues, recommends improvements, and supports faster iteration cycles.

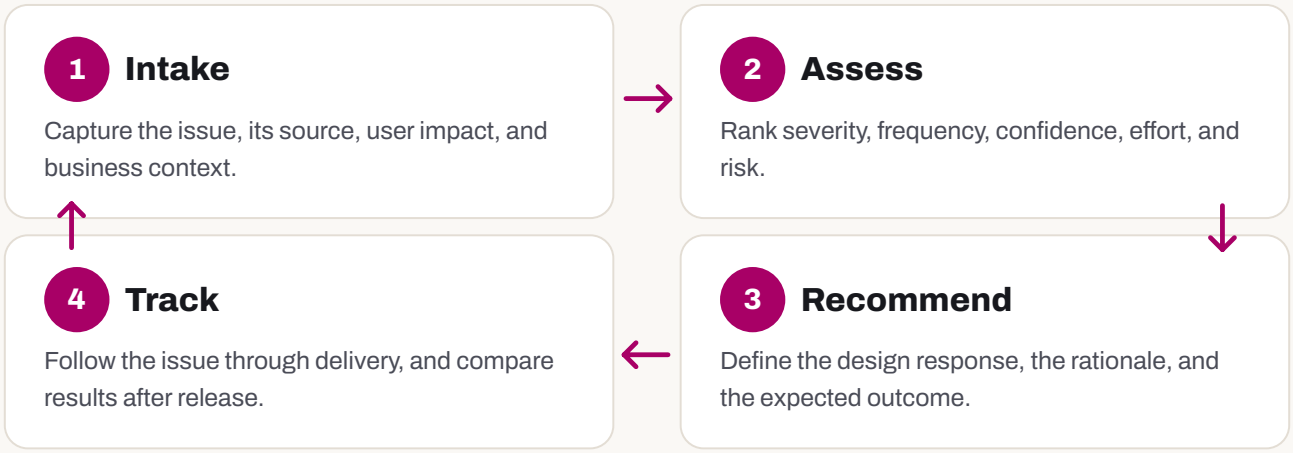
THE HANDOFF

Refine and Repeat passes its evidence to the system: documented learnings, measured outcomes, and prioritized issues. The next journey starts from there. The system it feeds is next.

PROCESS TWO · THE LOOP

The system design process

Underneath the journey sits the system it runs on: a design system that stays trustworthy, an improvement loop that never stops, and measurement that keeps both honest. The loop is the continuous improvement framework from my Intel work; the governance is the delivery model behind the Colibri design system modernization.



The loop repeats: what Track learns returns to Intake as new evidence.

THE CONNECTION

How the two processes connect

A journey never starts from zero. It starts on the system: its tokens, components, criteria, and documentation. And the system never stands still. When a journey ends, Refine and Repeat hands back documented learnings, measured outcomes, and prioritized issues. The system absorbs them, and the next journey starts from a better place. One process does the work; the other makes the work compound.

The design system

Token-based foundations for color, typography, spacing, radius, and elevation. Source components are preserved, and specimen pages of live instances explain intended use. Governance is explicit: changes have owners, guardrails, review gates, and a publish decision.

The governed delivery model

Assess, Propose, Review, Approve, Execute, Verify, Publish. AI accelerates execution inside approved scope; human judgment sets the standards, approves the mappings, decides the exceptions, and owns publishing.

Measurement and prioritization

Improvements are compared on user impact, frequency, business value, and effort and risk, then measured against the hypothesis: engagement, task completion, conversion, defects. It is the same discipline that produced a 65% navigation engagement lift and a 30% ADA defect reduction.