Taking Care of Business:
IA and Strategy: Collaboration for Project Success

	Strategist Primary Focus: The Business		Interaction Architect Primary Focus: The User	
Business Transformation			• Customer Pathway • CX Prototyping	
Community	• Profitability Analysis		• Value/Content Co-Creation • Continuous Pulse Retention • Thread Mining • Framework	• Freedom • Networking Tools
WEB 2.0	• Profitability Analysis • Forecast (Fad vs. Trend) • Flexibility Analysis		• Brand Alignment Analysis • Adoption Rate • Rich Prototyping • Buzz Generation Tactics	• User Empowerment Strategies
Brand	• Business Perception		• Customer Perception Evaluation • Brand Pulse Dashboard • Brand/CX Comparison	• Exploration
Success Metrics	• KPI (Key Performance Indicators) • ARPU (Account Revenue per Unit)	• Conversion Rates • Client Satisfaction	• Analytics • ROI Analysis • Thread Analysis • Future Recommendations	• User Task Completion • User Reviews • Survey Feedback	• Customer Service
Task Flow Definition	• Business Process • Process Design		• System/User Interaction • Feature Set Definition • System Design	• Use Cases • Scenarios • User Interface Design
Customer Insight	• Segmentation • Persona Validation		• Persona Mapping • Focus Groups • Format Testing	• Persona Definition • Usability Testing
Requirements Gathering	• SWOT Analysis • Environment Analysis: Internal and External	• Planning Sessions (Stakeholder)	• Market Investigation • Research Reports (Forrester)	• Site Audit • Content Organization Analysis	• Field Research • Planning Sessions (Customer Service)

Foundation of Project Process

PLAN → DESIGN → BUILD → MANAGE

1 Discover Analyze Envision

2 Create

3 Refine

4 Develop Test

5 Deploy Measure Optimize

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