

### RACI

	Scenarios with KPIs	Sub scenarios with KPIs	Affinity diagram and/or brainstorming notes	Success measurement plan	All up project plan	storyboards	wireframes	Workflow diagrams	Usability report	Visual design with redlines and web-ready assets	User interface strings inventory	Instrumentation plan	Functional spec	A/B test analysis	production site analysis if BI team report insufficient
UX design			A												
UX research				A											
PM		A			A										
Dev															
Test															
Audience planning	A														
Site Management															
Operations															
Loc															

