American Water Works Association

Website Process Overview

Brand Alignment

- Upfront Discovery
- Focus Area Sessions (YOU ARE HERE)

User Experience Development

- Content Audit/ Development
- Wireframe Development
- Wireframe Testing

User Interface Development

- Visual Prototyping
- Design Input
- Content/ Design Implementation

User Testing

- Internal Stakeholder Testing
- External Member/Non-Member Testing

Website Launch

- Website Soft-Launch
- Website Full-Launch