GOAL
For major redesign iterations, especially when pursuing a new UX strategy.

STAND ALONE CRITIQUES
Review an in-progress design to assess whether it meets its agreed-upon design objectives.

EXPERT REVIEWS
Evaluate a design against usability heuristics, design guidelines, principles from UX-related fields, and the reviewer’s past experience conducting usability research, to find usability problems to prioritize and fix.

ALTERNATE

USABILITY TESTS
Uncover usability issues not found in expert reviews, and confirm or disprove any assumptions about the usability of design.

REPEAT...
For each design iteration until a usable interface is reached.

GOAL
On a regular basis while designs are taking shape and various ideas are explored, until a stable design direction is reached.

REPEAT...
For major redesign iterations, especially when pursuing a new UX strategy.