**Abstract**

**Surface** brings everything together visually: What will the finished product look like?

**Skeleton** makes structure concrete: What components will enable people to use the site?

**Structure** gives shape to scope: How will the pieces of the site fit together and behave?

**Scope** transforms strategy into requirements: What features will the site need to include?

**Strategy** is where it all begins: What do we want to get out of the site? What do our users want?