

(UX) User Experience Design Process - Fundamental Steps

+ (UI) User Interface Design



Understand
(Research and Learning)
[+ BA optional]

Analyze
(Help to focus)
[+ BA optional]

Ideate
(How)
(Usability + Look & Feel)
[+ UI Design]

Validate
(Collect Feedback and Test)

Iterate

- ▶ Discovery Phase. Explore.
- ▶ What customers/users want and need.
- ▶ User's problems and frustrations.
- ▶ Find where they are facing challenges and problems to find solutions.
- ▶ Pay attention to user sentiment.

- ▶ What we've learned and research.
- ▶ Define Personas.
- ▶ Consider diverse contexts.
- ▶ Found problems and frustrations to identify what's the most important to solve.
- ▶ Understanding and experimenting as the user based on current system (hypothesis).
- ▶ How could this be more efficient for the day to day.

- ▶ Come up with ideas/approaches. Multiple ways to potentially solve.
- ▶ IA stage.

- ▶ Presenting Multiple ideas.
- ▶ Introducing the concept(s) we have in mind.
- ▶ Review stage with Personas (customer, users and/or stakeholders, etc.)
- ▶ Get feedback and reactions.

- What to Do/How/Deliverables:**
- Interviewing users/customers, feedback surveys, reach out customers directly, reviewing existing customer data/feedback, competitive research, competitive analysis, persona building, journey mapping, user stories, card sorting and others.
 - Business goals, follow guidelines, involve stakeholders, hunt for data sources.
 - Business requirements → better understood through stakeholder interviews. Include overall project scope, rough timelines, and business goals.
 - Functional requirements or UX requirements - state what the product must do - user-centered

- What to Do/How/Deliverables:**
- Examining lots of data, workshop breaking down ideas and grouping them (Potential good direction comes from lots of cloudy ideas)
- "Intuitive solution for the user is key to reducing the need for training."

- What to Do/How/Deliverables:**
- Sketches of concepts, wireframing, just brainstorming.
 - Mood board, Design Library, UI Style Guide.
 - Low or high-fidelity mockups.
 - (IA) Sitemap, mind map, navigation, labeling system.
 - Low, high or fully functional prototypes.

- What to Do/How/Deliverables:**
- Submit to review one or more deliverables based on earlier stages.
 - Usability testing + reports.
- "Deliverable's variants to present are based on a mix of conditions: time/gathering constraints (either provided or discovered), research results, product knowledge acumen."

- ▶ Happens all throughout the process. Both in each step and in the bigger cycle.
- "Once you've validated and finished one idea, get approval. This is cyclical process it can be repeated multiple times. The feedback received at any stage forces another iteration".

