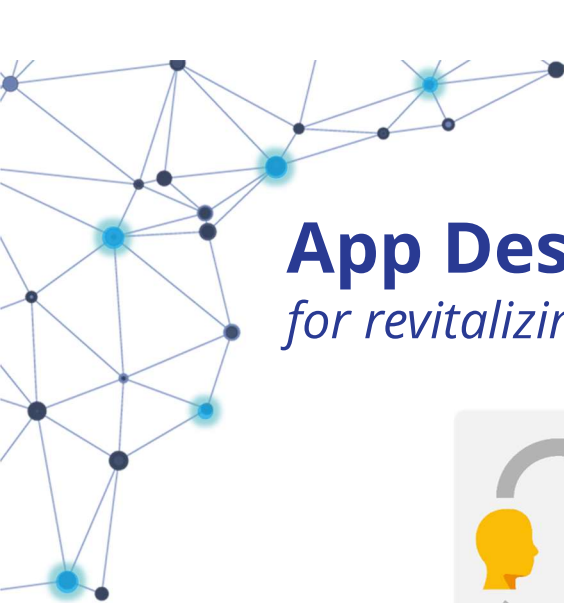




Design Process Walkthrough

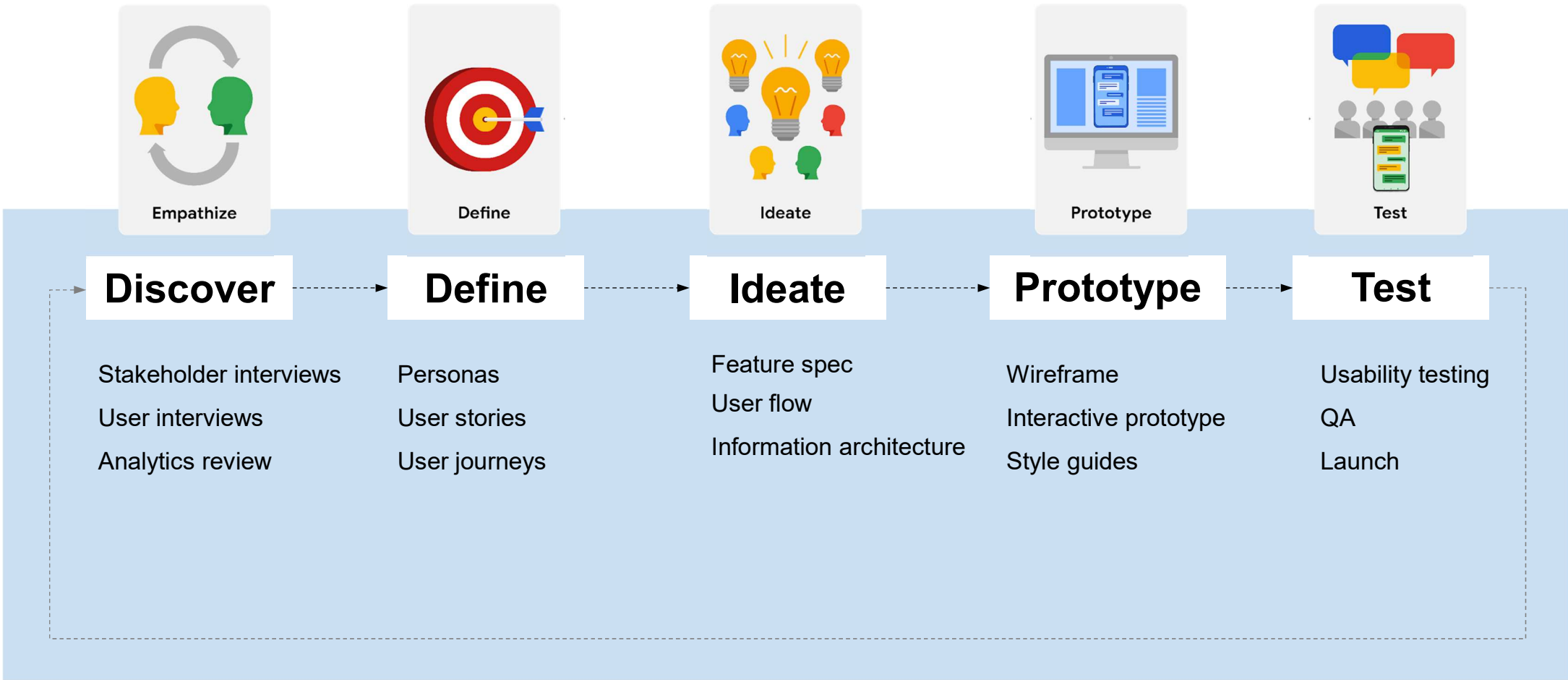
The background features a complex, abstract composition. On the left side, there are several overlapping, semi-transparent light blue triangles of various sizes. Scattered throughout this area are numerous small, solid-colored triangles in red and blue. Faint, grey line-art illustrations of human figures are visible, some appearing to be in motion or interacting with the geometric elements. The overall aesthetic is modern and minimalist.

Design Process



App Design Process (Design Thinking Framework)

for revitalizing apps features & enhancing user experience



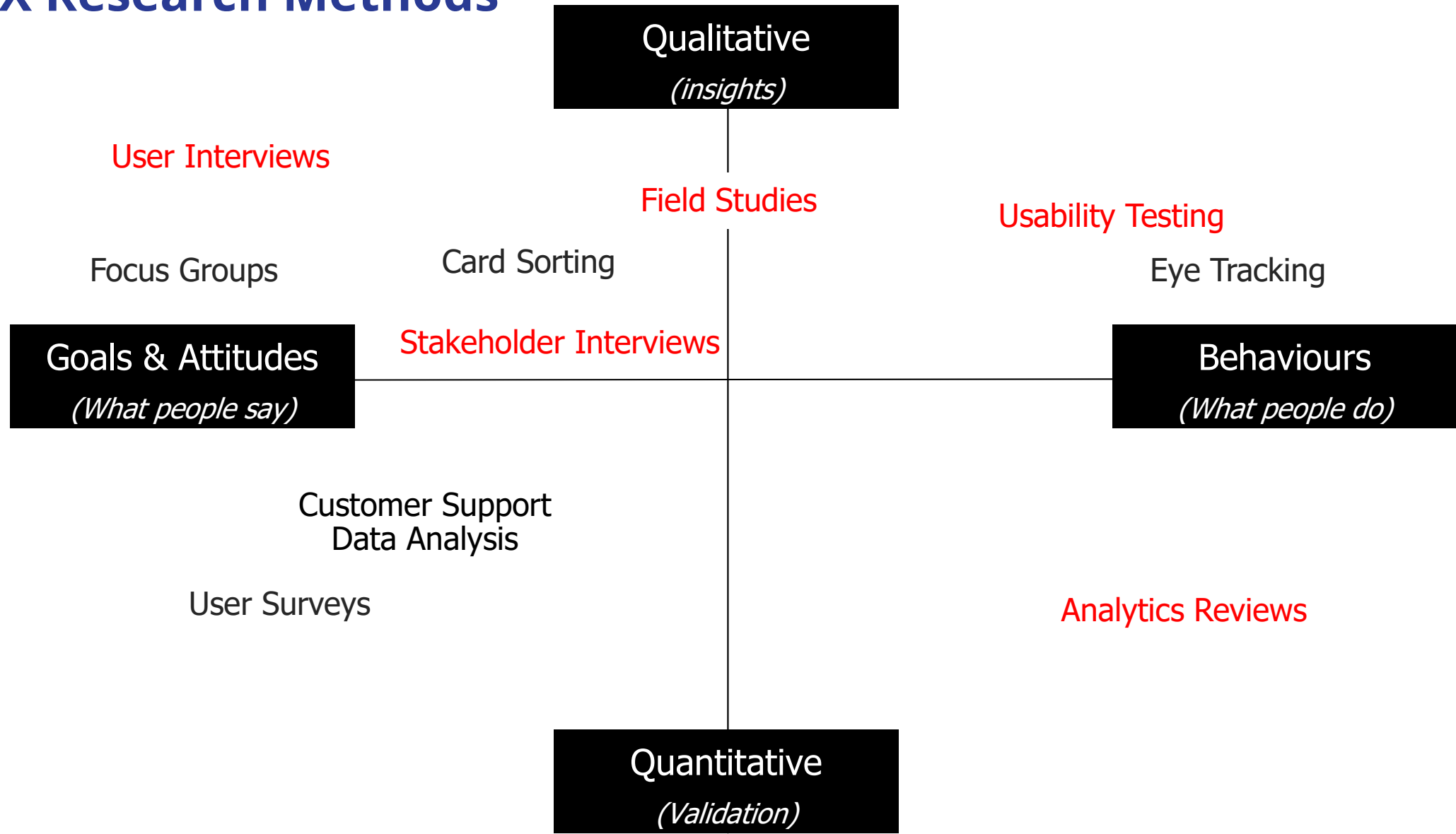


Discover (Brainstorm and Research) Phase

- Conduct research on users and the current product
 - The team starts thinking of an idea for a product. The brainstorm stage is also an ideal time to check out your product's competitors and identify if there are already similar products available in the market.
 - Moving forward only on assumptions can be risky – we always want to proceed based on real user findings and data
 - Results
 - The goal is to figure out the specifications for the product by answering questions like: Who is the product for? What will the product do? And, what features need to be included for the product to be successful?
 - Understanding of users (goals, needs, pain points, accessibility)
 - Understanding of the organization, service, product, and project scope
 - Shared vision
- Methodologies
 - Stakeholder interviews
 - User interviews
 - Field studies
 - Questionnaires/surveys
- Artifacts
 - User research plan
 - User interview template



UX Research Methods





Internal Stakeholder Interviews

- Interviews with key business, technology, and service people
 - Stakeholders often hold unique knowledge and insights about the business and the users that interact with them
 - Goals - Gain an understanding of:
 - The current system
 - User data and insights (on an organizational scale)
 - Key business objectives
- To Do's
 - Identify all internal stakeholders and schedule interviews
 - Business Analysts, Market Analysts, Data Analysts, Trainers
 - Provide existing documentation

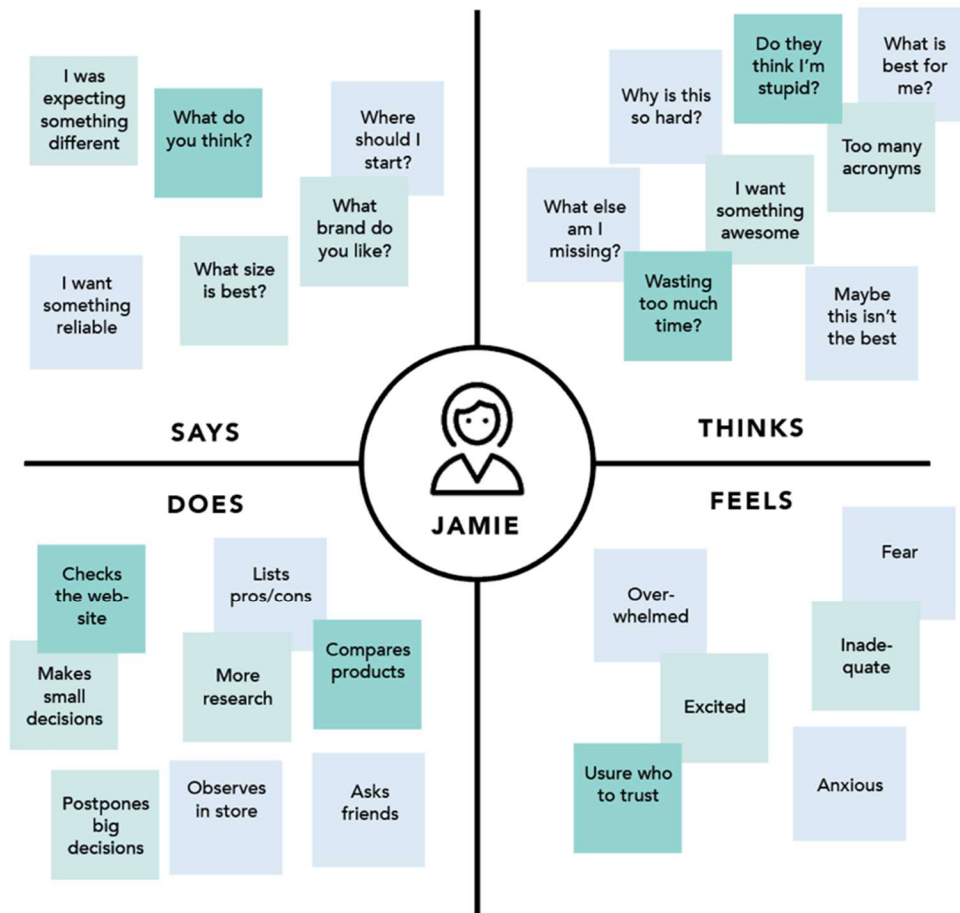


User Interviews

- (1-to-1) interviews with real users to find out who they are, what their needs, goals, and frustrations are
- Focus on how they experience their problem, how they explore what to do, what they think of the alternatives (including doing nothing or something unconventional) and how they manage with the current system.
 - What are you trying to get done? (Gathering context)
 - How do you currently do this? (Analyse workflow)
 - What could be better about how you do this? (Find opportunities)
- User interviews help teams build empathy for their users
- Important Note: You are not the user
 - False consensus effect: a psychological cognitive bias that refers to people's tendency to assume that others share their beliefs and will behave similarly in a given context.

Empathy maps and User personas

EMPATHY MAP *Example (Buying a TV)*



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- Once designers have conducted their interviews, they can turn to empathy maps. These are a great tool for processing the information a designer has collected. In a classic empathy map, designers draw directly from interviews to answer five questions about their users:
 - Who exactly are the users and what are their situations?
 - What do users say about their experiences with the product or similar products?
 - What do users think about their experiences?
 - What do users do before, during, and after their experiences?
 - What do users feel about their experiences?
- Personas are fictional characters who represent groups of similar users. They help designers distill large amounts of user information into more manageable chunks.

User Persona

- A fictional representative of one user group based on insights and data from real users.
 - Demographic information
 - User goals
 - Needs
 - Challenges
 - Pain points
 - Quote
- Helps the team build empathy with users and more easily visualize who they're designing for
 - Ensure that we target real user needs

The Old School Retiree



Bio

Age: 55
Gender: Female
Occupation: Ex-waitress
Location: Rural (1.5 hour drive from DHMC)
Family: Widowed but has a daughter in the area
Health condition: COPD
Finance: Limited
Preferred Channels: Landline, only recently got a cell phone, prefers in-person events

Goals

- To have the stamina and strength to be able to travel to see family
- To adopt a healthier lifestyle

Statistics



Quote

"I've only just started learning about www website things."

Key Words

- Rural
- COPD
- No wifi
- Not tech-savvy
- Constantly stressed

Frustrations

- Has to travel far to see doctor
- Medication isn't working well and symptoms are getting worse
- Constantly stressed about condition
- Feels foggy minded from lack of oxygen

Constraints

- Cannot afford wifi
- Can call daughter for help, but daughter's availability is unreliable
- Has no formal experience with mind-body medicine



Define (Analyze) Phase

- After conducting user research, we will analyze and synthesize the data in the define stage
- Goals
 - Organise, interpret, and make sense of data from interviews
 - Define the problem, scope, and user goals/needs
- Methodologies
 - Data analysis, The 5 Ws and H: who, what, when, where, why, and how
 - A problem statement and hypothesis statement, Affinity mapping (theme generation)
 - Determine a value proposition to connect discovered features and benefits with the needs of your users
- Deliverables
 - User stories
 - User research report
 - Business requirement document



User Stories

- A short, specific, and research-based statement that identifies the user and their needs and goals.
- User stories commonly follow the format "As a (user type) I want to (action/feature) so that (reason)".
- User stories are a lean agile method that allows stakeholders to focus on a specific need and action within the larger system.
- They facilitate collaboration among team members and keep the product user-focused.







Ideate Phase

- Generate ideas that meet user needs based on insights gathered from research
- Methodologies
 - Brainstorming and do competitive audit
 - Revisit problem statement to create goal statement
- Artifacts
 - Sketches
 - Competitive audit

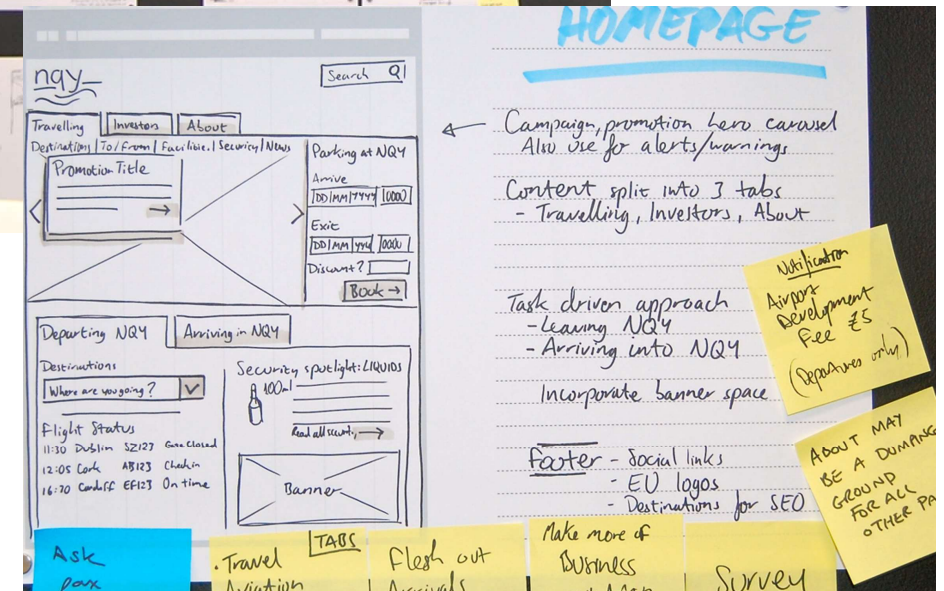
Competitive Audit

- When conducted effectively, a competitive audit should:
 - Identify your key competitors
 - Review the products that your competitors offer
 - Understand how your competitors position themselves in the market
 - Examine what your competition does well and what they could do better
 - Consider how your competitors describe themselves
- An effective audit can help:
 - Inform your design process
 - Solve usability and accessibility problems
 - Reveal gaps in the market
 - Provide reliable evidence about whether designs work or not
 - Save time, money, and energy

Competitive Analysis of Online Shoe Stores			
	Enter my company	Direct competitor 1	Direct competitor 2
Name		Zappos	Foot Locker
Website		https://www.zappos.com/	https://www.footlocker.com/
Target audience		Young adults who are interested in fashion	Young adults who are interested in sportswear
User feedback			
User journey		<p>Browse a wide selection of shoes, read reviews, and compare prices before making a purchase.</p> <p>The website is easy to use and has a good user experience.</p>	Users can browse a wide selection of shoes, apparel, and accessories.
Strengths		Wide selection of shoes, good user interface	Competitive prices
Weaknesses		Prices are higher than some competitors	Customer service could be better
Opportunities		Expand the selection of shoes, improve the user interface, develop a more effective marketing strategy	Expand the selection of sportswear, improve the user interface, improve customer service


Sketches

- Hand-drawn diagrams of the user flow, specific screens, interactions, etc.
- An efficient way to generate, explore, refine, and communicate multiple different ideas
- Generate as many ideas as possible quickly and move on to the next stage with the best ones



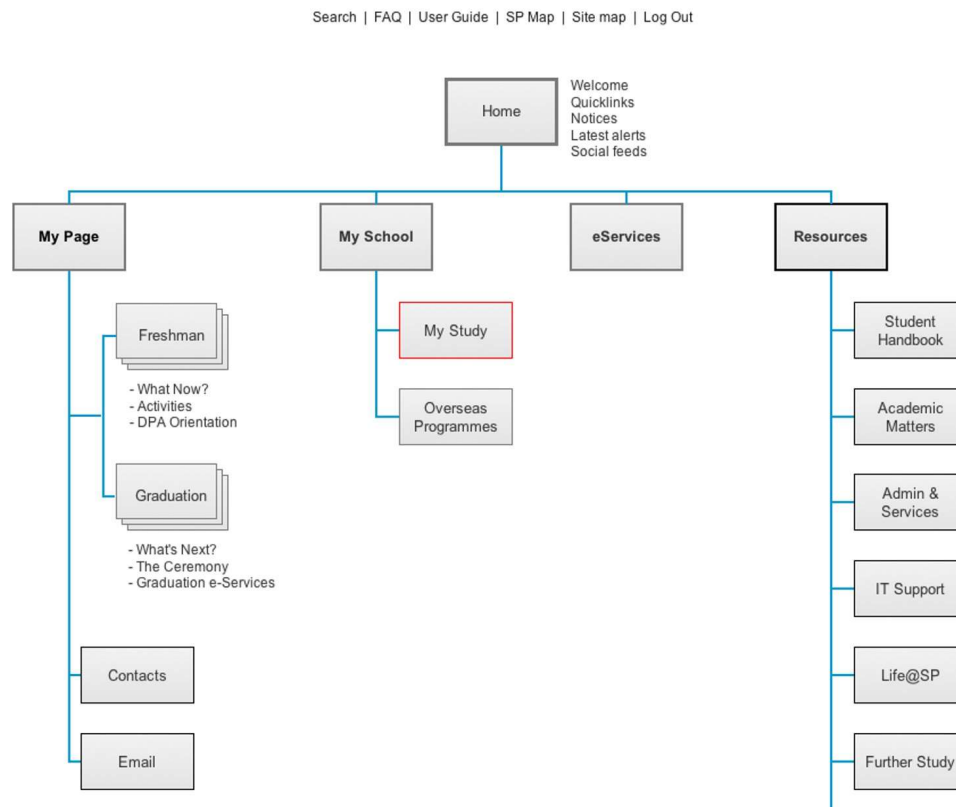


Prototype Phase

- Build real representations for the best ideas and iterate based on impact, feasibility, and feedback
 - Goals:
 - Plan and create low-fidelity products for testing – save time and money before creating the final version
 - Organize components of the product and test the practicality of designs
 - Deliverable
 - Site map
 - User flow
 - Storyboard
 - Wireframes
 - Interactive prototype
- 

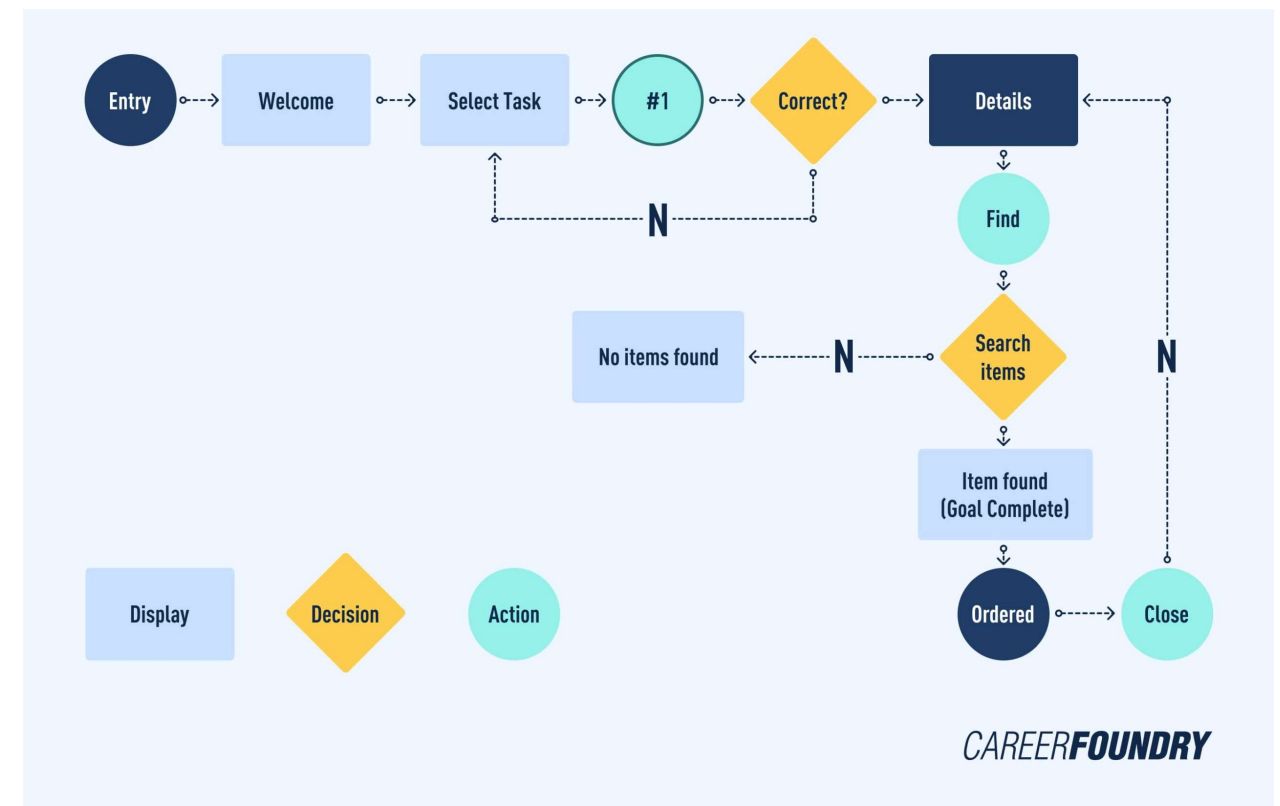
Site Map

- A diagram listing all the pages in an application and the parent/child relationships between them.



User Flow

- A more detailed diagram that shows the routes users take through the product as well as the navigational elements between them.



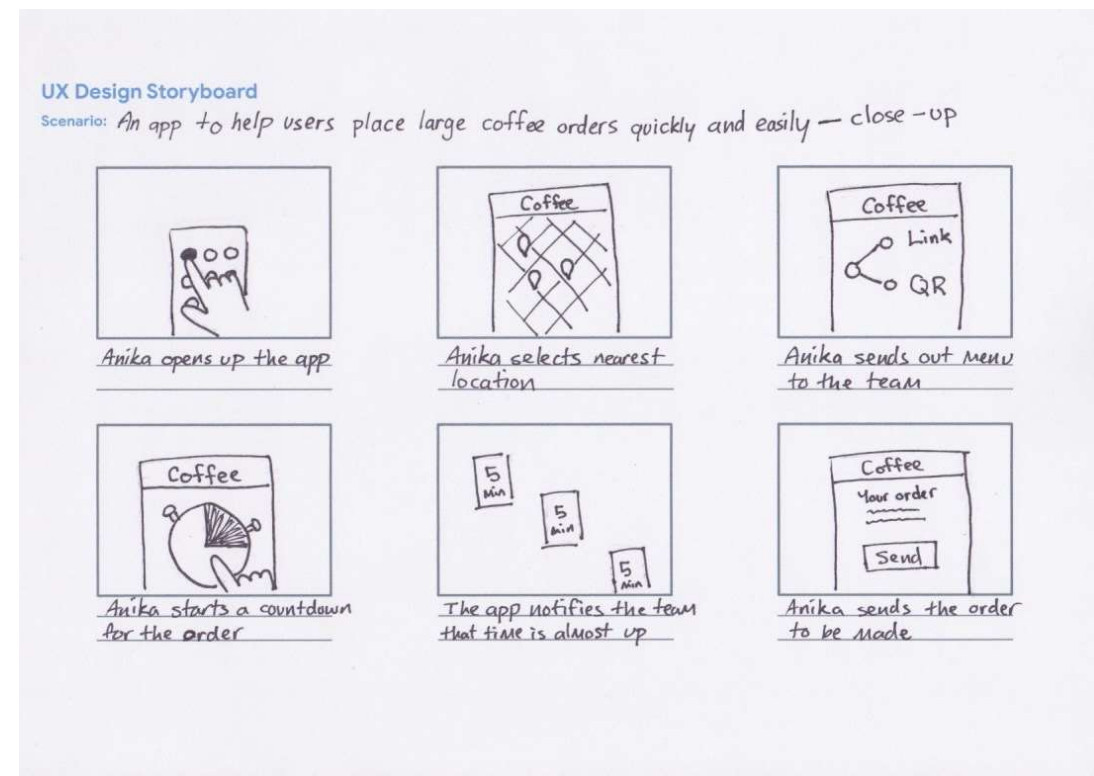
Big-picture storyboard

- a big-picture storyboard can show the emotional engagement that a user will have with an app or product. Understanding how a user feels while experiencing a product is an essential part of the design process.



Close-up storyboard

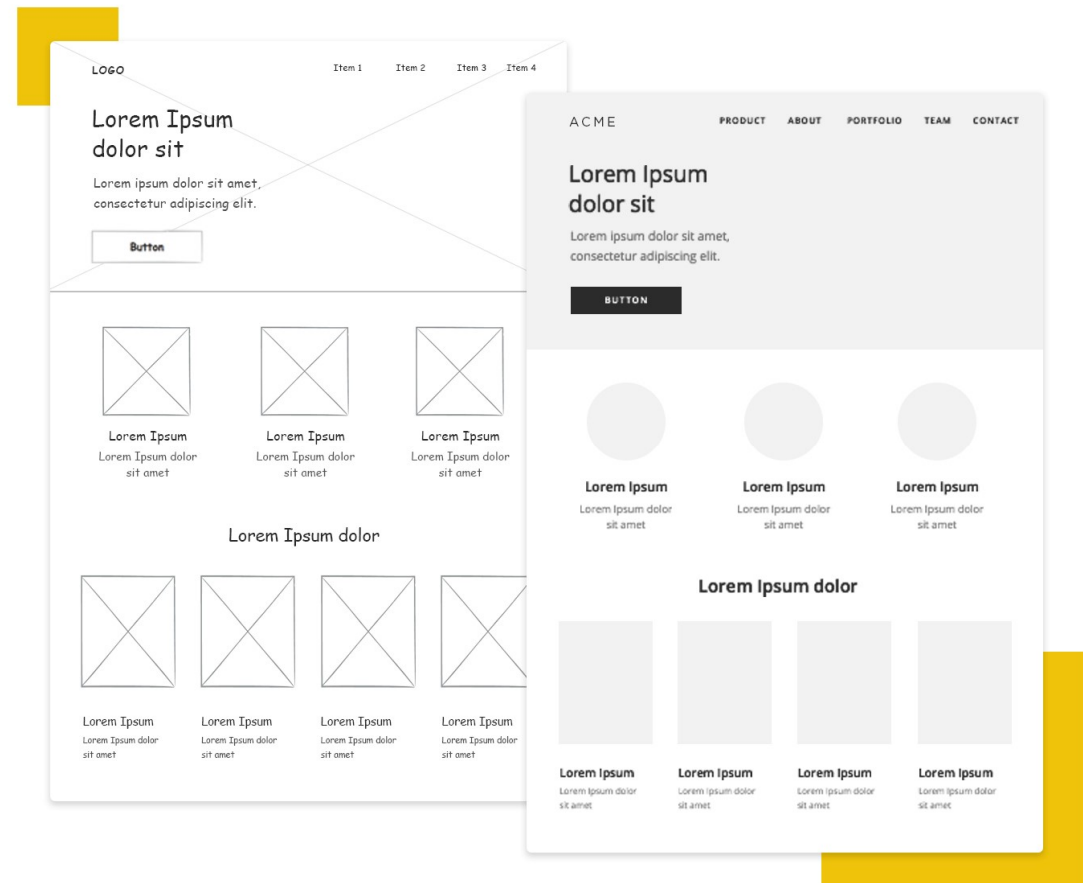
- The close-up storyboard is less about the user experiencing your product and more focused on the details of the product itself. The close-up storyboard focuses on the practical aspects of the design





Wireframes

- A schematic that shows the basic layout of the product to determine feature hierarchy and overall structure.
- Wireframes are very low-fidelity (mostly grey boxes and placeholders) since the focus should be on the system layout.
- Wireframes help communicate the structure of our site to the relevant stakeholders.
 - Wireframes help prevent confusion and misunderstandings in a discussion, leaving people to imagine how the screens behave.
 - They help us get to the prototype phase with a clear layout in mind.





Style Guide

- A diagram listing all the pages in an application and the parent/child relationships between them.

Colors

SHAPE UI ELEMENTS



Fonts



Buttons

PRIMARY



PRIMARY ROUNDED



Fonts

Open Sans | 20px - regular/bold

Open Sans | 16px - regular/semibold/bold

Open Sans | 14px - regular/semibold

Open Sans | 12px - regular

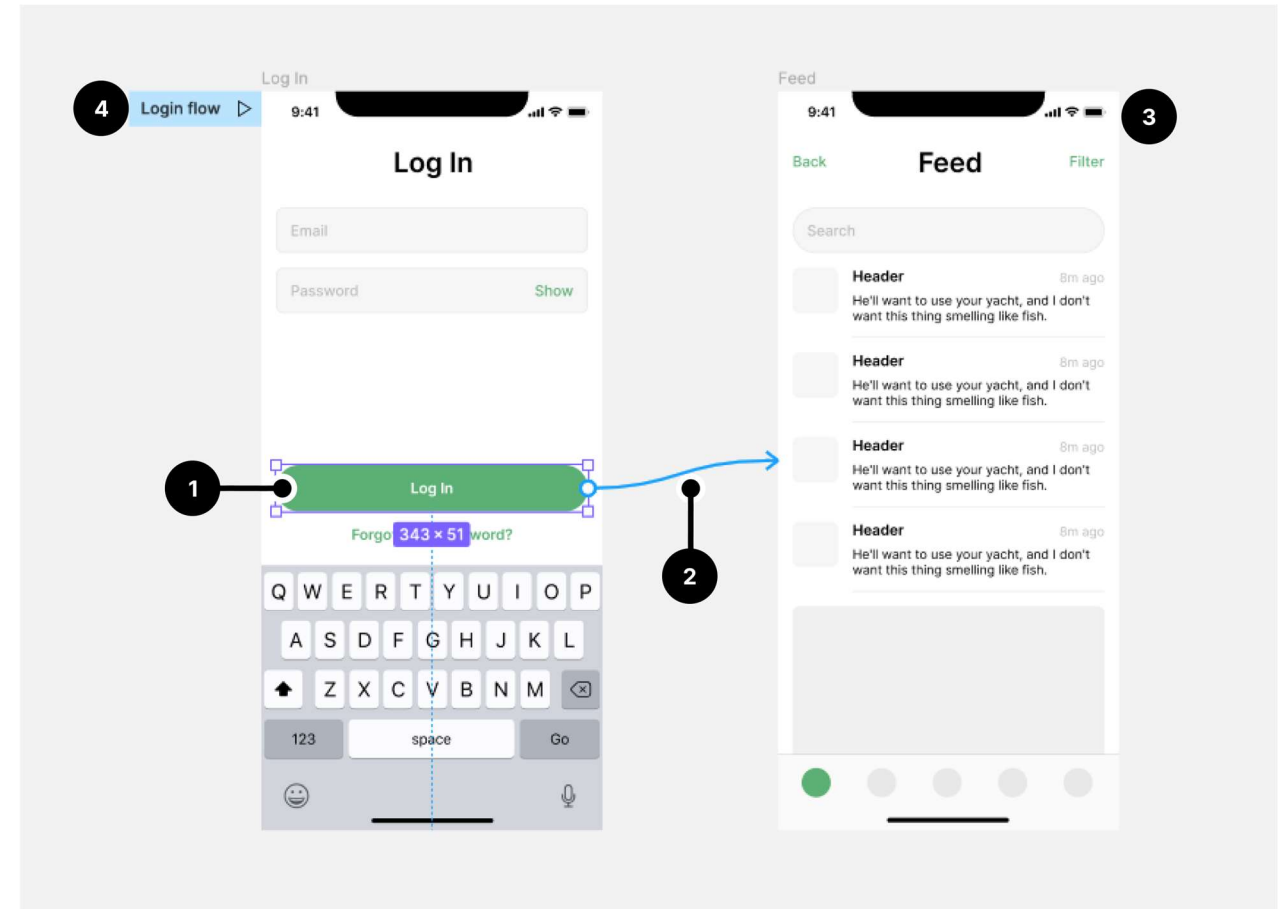
User Manual

- A document that provides instructions on how to use a product.
- Most of the time, the designs should be simple enough for users to interact with on their own. However, user manuals can help edge cases like non-tech savvy individuals.



Interactive Prototype

- A clickable prototype of the product that is mid-fidelity
- Sometime can be lacks visual design (colors, images, etc) so users can focus on features and flows
- Interactive prototypes are helpful when we explain design details to engineers or conduct usability-test sessions





Test Phase

- 1:1 tests with users or focus groups
 - Important to test solutions with real users
 - Return to prototype phase based on user feedback
- Goals: Test the product's
 - Usability
 - Desirability
 - Viability
- Methodology
 - Usability test
- Deliverable
 - Usability test report

Usability Test

- A method of testing the functionality of a website, app, or other digital product by observing real users as they attempt to complete tasks on it
- Goals:
 - Identify usability issues and opportunities
 - Understand the thoughts, emotions, and perceptions of users
 - Determine user satisfaction

Usability Testing: Flow of Information



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Handoff Phase

- Wrap up designs and documentation to handoff to developers or clients
- Deliverable
 - Polished designs
 - Style guide
 - Finalized User manual

Summary

