Element of competence and performance criteria

Learning outcome 1. Analyze user experience

1.1 UX Research is properly performed based on user requirement and project goals

1.2 Brand identity is properly analyzed based on project branding assets

1.3 Tasks are properly defined based on research findings

1.4 End user pain points are appropriately identified based on research findings

Learning outcome 2. Define the user

2.1 User story is properly defined based on user requirements

2.2 User personas are properly defined based on user stories

2.3 User journey is properly mapped based on user stories

2.4 UX brief is properly prepared based research findings

Learning outcome 3. Design Mockup

3.1 Design tools are properly identified based on project requirement

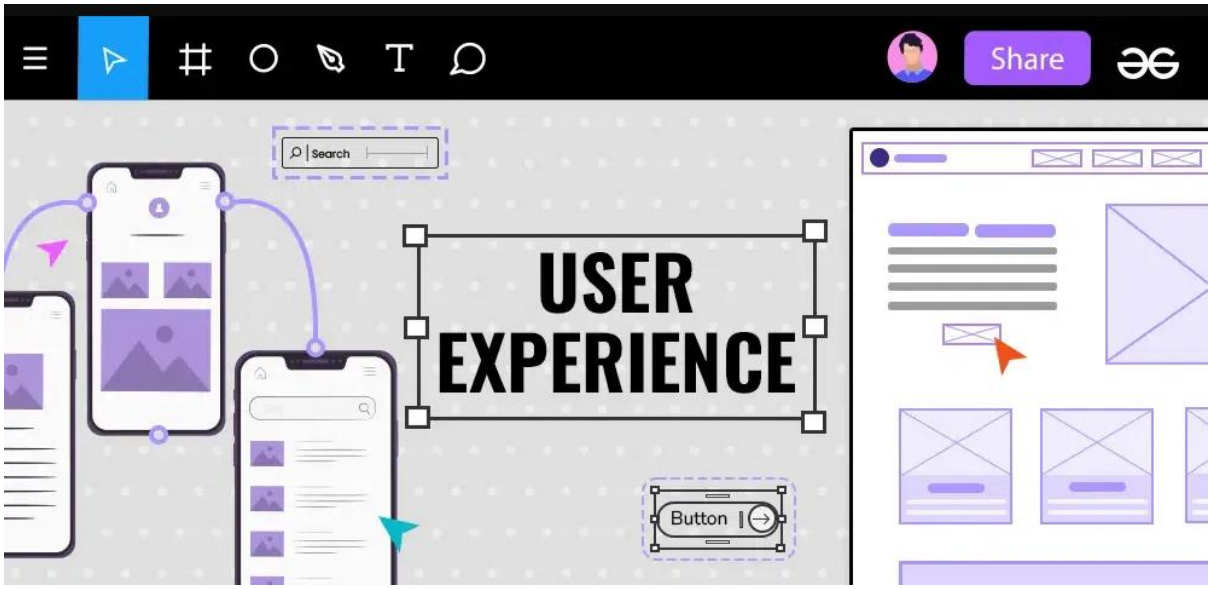
3.2 Wireframe is concisely designed based on user stories

3.3 Mockup is properly designed in line with client needs, project requirements, user needs & brand identity

3.4 Prototype is properly presented based on designed mockup

Learning outcome 1: Analyse User Experience

Indicative content 1.1 Definition of Key Concepts



- **User experience**

User experience (UX) is how a user interacts with and experiences a product, system or service. It includes a person's perceptions of utility, ease of use, and efficiency.

- **User**

User is person who uses or operates something.

- **Experience**

Experience is practical knowledge and familiarity gained through events.

- **User Interface (UI)**

User Interface is the point of interaction between a user and a system.

Includes elements like screens, keyboards, mice, and the visual design of an application or website.

- **Interface**

The point of interaction between any two systems (e.g., humans, computers, organizations).

- **Types of User Interfaces**

1. Graphical User Interface (GUI): Uses visual elements like icons, windows, and menus to interact with the system.

Examples: Windows, macOS, Android, iOS, Web browsers

2. Command Line Interface (CLI): Uses text commands entered by the user to interact with the system.

Examples: Terminal/Command Prompt, Bash, Git

3. Menu-Driven Interface: Presents users with a list of options to choose from.

Examples: ATMs (Automated Teller Machines), Phone menus, Many software applications

4. Touch Interface: Enables interaction through touch gestures on a screen.

Examples: Smartphones and tablets, Touchscreen kiosks

5. Voice User Interface (VUI): Allows interaction through voice commands.

Examples: Smart speakers, Voice assistants on smartphones, Voice-controlled applications.

6. Form-Based Interface: Uses forms for data input and interaction.

Examples: Online forms, Web applications, Spreadsheet applications

7. Natural Language Interface: Enables interaction using natural human language.

Examples: Chatbots, Virtual assistants, Search engines

- **UI vs. UX**
  - **UI:** Focuses on the visual elements and interactive components of a product.
  - **UX:** Focuses on the overall user experience, including usability, accessibility, and satisfaction.
- **User experience research**

UX (user experience) research is the systematic study of target users and their requirements, to add realistic contexts and insights to design processes.

- **Findings**

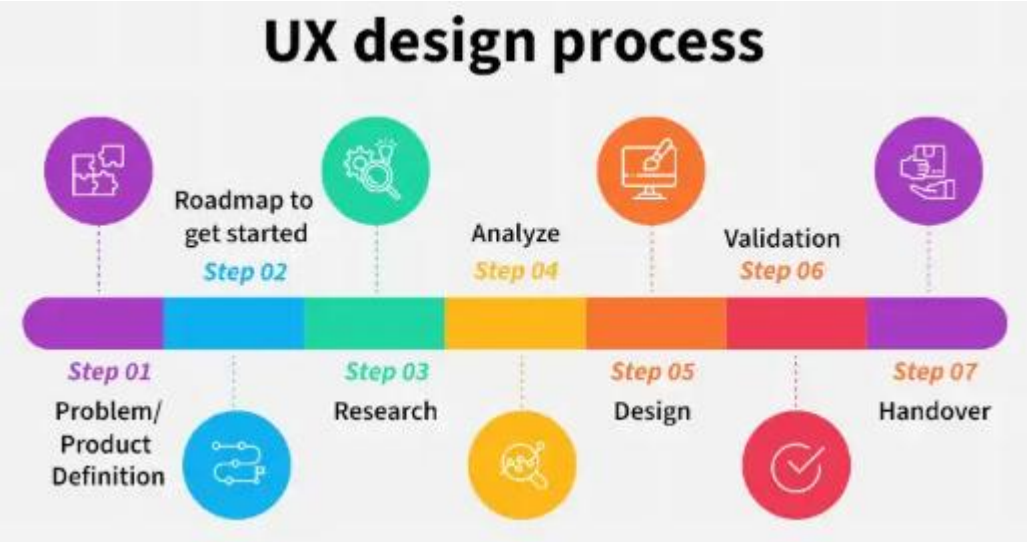
Findings are basically the key outcome of the investigation. It is basically a key fact which you can discover during an investigation.

- **Research Findings**

Research Findings means the numeric, analytic, or narrative results, conclusions, data, statistics, and all other information collected or produced in a research endeavor.

- **Steps Involved in the UX Design Process**

There are a lot of **UX design steps** included in a design process, we'll be breaking the steps into more granular forms to explain the process in a better way.



Step 1: Problem/Product Definition

This is the basic and most essential step to get started with the design. To build something a designer and the whole design team should know the following.

Step 2: Roadmap to Get Started

This is the second step in the design process, where a team of designers internally sits and collaborates to come up with a roadmap on how to get started.

Step 3: Research

Once the roadmap is finalized and the team has a clear idea of what is to be achieved, designers and researchers move toward the research phase.

Step 4: Analyze

After the research is completed, both primary and secondary – data are collected now it is time to analyze and sum up the findings.

Step 5: Design

Design is one of the most creative, crucial, and fun phases where designers actually get to put their hands on the tool and sometimes pen and paper.

Step 6: Validation

Under the validation phase, testing of whatever is done till now – Designs based on data collected through research are now validated here.

Step 7: Handover

It is the last step in the process after all the iterations and the team has given the design sign-off.

Indicative content 1.2 Description of UX Research

- **UX Research Methods and Approaches**
  - ✓ **UX Research Methods**

Here's a summary of the most useful UX research methods:

1. **Interviews**: involve one-on-one conversations between the researcher and the user. This method allows the researcher to deeply understand the user's needs, motivations, challenges, and experiences.

2. **Focus Groups**: Small groups of users discuss product features, preferences, and pain points with a moderator. It provides insights into user perceptions and can uncover spontaneous feedback. However, vocal participants may influence others, so it's best paired with behavioral research.

3. **Prototyping**: Creating early versions of a product to test with users. It helps identify usability issues and user reactions. However, high-fidelity prototypes may be costly, and low-fidelity ones may not provide accurate feedback. Testing through all design stages is crucial.

4. **Usability Testing**: A method where users perform tasks on a product to gather feedback on its functionality and ease of use. This helps reduce assumptions and improves the product. It should be done throughout the design and development process.

5. **Field Studies**: Researchers observe users in their natural environments to see how products are used in real life. This offers

insights into contextual use and unforeseen issues that might not appear in lab settings.

6. **Surveys**: Large-scale data collection through closed or open-ended questions. Surveys identify user problems and needs, but open-ended responses can be time-consuming to analyze. Combining surveys with qualitative methods enhances insights.
7. **Card Sorting**: Users categorize information based on their own understanding, helping to create intuitive information architecture in websites or apps.
8. **User Personas**: Detailed profiles of typical users based on research, helping designers focus on specific user needs, motivations, goals, and pain points. This ensures empathy and tailored solutions.
9. **A/B Testing**: Testing two versions of a product to determine which one performs better. It helps optimize designs based on real user interactions. Ensuring statistically significant sample sizes and focusing on one variable at a time is important for reliable results.

✓ **UX Approaches**

There are several approaches and methodologies that UX designers use to create effective, user-centered designs. Here are some popular ones:

1. User-Centered Design (UCD)

This approach focuses on understanding the needs, wants, and limitations of end-users at every stage of the design process. It typically involves:

- **User Research:** Conducting interviews, surveys, and usability tests to gather insights.
- **Persona Development:** Creating detailed user profiles based on research.
- **User Testing:** Continuously testing and iterating on designs with real users.

2. Design Thinking

A solution-based approach to solving problems, design thinking involves five key stages:

- **Empathize:** Understand the users and their needs.
- **Define:** Clearly articulate the problem to be solved.

- **Ideate:** Brainstorm a range of creative solutions.
- **Prototype:** Create simplified versions of the design.
- **Test:** Evaluate the design with users and iterate based on feedback.

3. Agile UX

Combining Agile development practices with UX design, Agile UX involves:

- **Sprint Cycles:** Working in short, iterative cycles called sprints.
- **Collaboration:** Close collaboration between designers, developers, and stakeholders.
- **Continuous Feedback:** Regularly gathering and incorporating user feedback.

4. Lean UX

A streamlined approach that emphasizes rapid experimentation and validation. Key principles include:

- **Minimal Viable Product (MVP):** Developing a basic version of the product to test assumptions.
- **Build-Measure-Learn:** Iterative cycles of building prototypes, measuring their success, and learning from the results.
- **Hypothesis-Driven Design:** Framing design decisions as hypotheses to be tested.

5. Inclusive Design

Focusing on creating designs accessible to the widest possible audience, inclusive design considers:

- **Accessibility:** Ensuring the product is usable by people with disabilities.
- **Diversity:** Considering a broad range of user demographics and contexts.
- **Equity:** Designing with empathy and fairness for all user groups.

➢ **Benefits of UX Research**

UX research is an essential part of the design process that offers numerous benefits. Here are some key advantages:

1. User-Centric Insights: UX research provides deep insights into users' needs, behaviors, and pain points.

2. Informed Decision-Making: With solid research data, designers and stakeholders can make informed decisions rather than relying on assumptions.

3. Enhanced Usability: By identifying usability issues early in the design process, UX research helps create more intuitive and user-friendly interfaces.

4. Improved Product Development: Integrating UX research into the product development cycle ensures that user feedback is continuously incorporated.

5. Competitive Advantage: Understanding user preferences and behaviors gives companies a competitive edge.

6. Cost Savings: Investing in UX research early on can save significant costs in the long run.

7. Increased Accessibility: UX research helps identify barriers that prevent certain user groups from accessing or using a product.

8. Better Business Outcomes: A positive user experience often translates into better business outcomes.

9. Innovation: UX research encourages a user-centered approach to innovation.

10. Stakeholder Alignment: UX research fosters collaboration and alignment among stakeholders by providing a shared understanding of user needs and goals.

- **UX Researcher role and Responsibilities**

A UX Researcher plays a crucial role in the design and development process by providing valuable insights into user behaviors, needs, and motivations. Here are the primary responsibilities of a UX Researcher:

1. Conducting User Research

- **Interviews:** Engaging with users through one-on-one interviews to gather in-depth insights.
- **Surveys and Questionnaires:** Creating and distributing surveys to collect quantitative data from a larger user base.

- **Focus Groups:** Organizing group discussions to understand diverse perspectives.

2. Usability Testing

- **Prototype Testing:** Evaluating design prototypes with users to identify usability issues and gather feedback.
- **Task Analysis:** Observing users as they complete tasks to understand their workflows and pain points.

3. Data Analysis

- **Quantitative Analysis:** Analyzing survey results, usage data, and metrics to identify trends and patterns.
- **Qualitative Analysis:** Interpreting interview and focus group transcripts to extract key themes and insights.

4. Creating Personas and User Journeys

- **Personas:** Developing detailed user profiles based on research findings to represent different user types.
- **User Journeys:** Mapping out user interactions with the product to visualize their experiences and identify opportunities for improvement.

5. Collaborating with Design and Development Teams

- **Communicating Insights:** Presenting research findings to stakeholders and team members to inform design decisions.
- **Continuous Feedback:** Providing ongoing feedback during the design and development process to ensure user needs are met.

6. Keeping Up with Industry Trends

- **Staying Informed:** Keeping up with the latest UX research methodologies, tools, and industry trends to apply best practices.

7. Ethical Considerations

- **Informed Consent:** Ensuring that participants are aware of the research purpose and their rights.
- **Privacy and Confidentiality:** Protecting the privacy and confidentiality of user data.

8. Iterative Testing and Refinement

- **Continuous Improvement:** Conducting iterative rounds of testing and research to refine and improve the product based on user feedback.

9. Documentation and Reporting

- **Research Reports:** Creating detailed reports and presentations that summarize research findings and recommendations.
- **UX Artifacts:** Maintaining documentation such as user personas, journey maps, and usability test results for reference.

10. Advocating for Users

- **User Advocate:** Acting as the voice of the user within the organization, ensuring that their needs and preferences are prioritized in decision-making.

➢ **Types of UX Data**

1. Quantitative UX Data

Quantitative data is all about numbers and measurements that can be analysed statistically. It tells you the "what" and "how many" aspects of user behaviour.

✓ **Characteristics:**

- Objective and measurable.
- Derived from user interactions and behaviors.
- Often collected through tools, analytics, or structured experiments.
- Results are expressed in numbers, percentages, or scores.

✓ **Examples:**

- **Page Views:** This measures how many times a particular page on a website is viewed. It helps to know how popular a page is.
- **Click Rates:** This indicates how many times users click on a specific button or link. It helps to understand which features or options are most attractive to users.
- **Time on Site:** This measures how long users spend on a website. It shows whether users find the content engaging.

✓ **Tools to Collect Quantitative Data:**

- Google Analytics (behavior data).
- Heatmap tools (e.g., Hotjar, Crazy Egg).
- Usability testing software (e.g., Optimal Workshop).
- A/B testing platforms (e.g., Optimizely).
- Surveys with quantitative questions (e.g., "Rate this feature from 1 to 5").

2. Qualitative UX Data

Qualitative data involves descriptions and observations. It helps to understand the "why" and "how" behind user actions.

✓ **Characteristics:**

- Subjective and descriptive.
- Derived from user feedback and observations.
- Helps uncover patterns, pain points, and user motivations.
- Results are expressed in words, themes, or visualizations.

✓ **Examples:**

- **User Interviews:** Conducting interviews with users helps to gather detailed feedback about their experiences and challenges.
- **Usability Testing:** Observing users as they interact with a product or website to identify any difficulties they encounter.
- **Open-Ended Surveys:** Asking users questions that allow them to express their thoughts and opinions in their own words.

✓ **Tools to Collect Qualitative Data:**

- UserTesting (session recordings and feedback).
- Interviews or focus group platforms (e.g., Zoom, Lookback).
- Open-ended survey tools (e.g., Typeform, Google Forms).
- Field observations or ethnographic studies.

➢ **Steps of UX Analysis**

1. Identification of User Issues: The first step is to review the collected data (both quantitative and qualitative) to pinpoint where users are

experiencing problems. For example, if many users are abandoning a website at a specific point, this indicates an issue that needs to be addressed.

2. Organization of UX Data: Once data is collected, it's important to organize it in a way that makes it easy to analyze. This could involve categorizing feedback into themes or creating charts and graphs to visualize numerical data.

3. Looking for Recurring Issues: After organizing the data, the next step is to look for patterns or common issues that multiple users are experiencing. If several users mention the same problem, it's likely an important issue that needs attention.

4. Prioritization of Fixes: With a list of identified issues, prioritize them based on factors like how many users are affected, the severity of the problem, and the impact on the overall user experience. Start by addressing the most critical issues first.

5. Sharing of Findings and Recommendations: Communicate the identified issues and proposed solutions with your team or stakeholders. This ensures that everyone understands the problems and agrees on the action plan. Presenting findings through reports or presentations can be effective.

6. Building and Testing New Features: Develop new features or improvements based on the analysis. After building, it's crucial to test these changes with users to ensure they solve the identified problems and meet user needs. Continuous testing and iteration are key to refining the user experience.

Indicative content 1.3 Analysis of Brand Identity

- **Definition**

  - **Brand:** A brand represents the overall image, reputation, and promise of a company or product. It encompasses tangible elements like the name, logo, slogan, design, packaging, and any other features that make the product unique. Additionally, it includes intangible aspects such as the company's mission, values, and the emotions it evokes in consumers.

    Examples of well-known brands include Apple, Nike, Coca-Cola, Tesla, Microsoft, Amazon, Samsung, Adidas, Google, Pepsi, Sony, McDonald’s, Toyota, BMW, Netflix, Starbucks, Intel, IKEA, and Disney.

- **Brand Identity:** Brand identity is how a business presents itself to consumers and wants to be perceived. It includes all the visual and verbal elements that contribute to the overall look, feel, and voice of the brand. This can involve:
  - **Visual Identity:** Logo, color palette, typography, imagery, and design style.
  - **Verbal Identity:** Brand name, tagline, messaging, tone of voice, and storytelling.

➢ **Identification of Brand Design Principles**

- **Design is Brand:** Your brand's design is a visual representation of its identity and values. It's the first impression people have of your brand.
- **Balance:** Ensuring that all elements of your design are harmoniously arranged to create a sense of equilibrium and stability.
- **Audience Understanding**: Know your target audience inside and out. Understand their needs, preferences, and behaviors to design a brand that resonates with them.
- **Define Your Brand Identity**: Clearly outline your brand's mission, values, personality, and positioning. This sets the foundation for all design decisions.
- **Simplicity**: Keep your design clean and straightforward. Avoid clutter and unnecessary complexity to ensure your message is clear and easily understood.
- **Typography**: Choose fonts that reflect your brand's personality and are easy to read. Typography plays a crucial role in conveying your brand's tone.
- **Auditing Your Brand**: Regularly review and assess your brand's design elements to ensure they remain effective and aligned with your brand identity.
- **Brand Awareness**: Design with the goal of increasing brand recognition and recall. Use consistent design elements to make your brand easily identifiable.
- **Choose Colors Wisely**: Colors evoke emotions and associations. Select a color palette that aligns with your brand's message and appeals to your audience.
- **Cohesive Brand Identity**: Ensure that all design elements, from logo to packaging, are consistent and unified. This creates a strong, cohesive brand presence.
- **Communicate Your Brand Message**: Design elements should clearly convey your brand's message and values. Every aspect of your design should communicate what your brand stands for.

- **Consistency**: Maintain a consistent design across all touchpoints. This builds trust and makes your brand more recognizable.
- **Contrast**: Use contrast to highlight important elements and create visual interest. It helps to draw attention and make your design more engaging.
- **Create Brand Guidelines**: Develop a comprehensive set of brand guidelines that outline the proper use of design elements. This ensures consistency and clarity across all platforms.
- **Don't Use More Than Three Colors**: Limit your color palette to three main colors to avoid overwhelming your audience and ensure a clean, professional look.
- **Emotional Connection**: Design with the intention of creating an emotional connection with your audience. Evoke emotions that align with your brand's values and message.
- **Evoke Emotions**: Use design elements to trigger emotional responses. Emotions drive decisions and loyalty.
- **Keep Mottos Under Seven Words**: Short and concise mottos are easier to remember. Aim for brevity while still delivering a powerful message.
- **Less is More**: Embrace minimalism. A simple, uncluttered design is often more effective and impactful.
- **Logo Design**: Create a logo that is unique, memorable, and reflective of your brand's identity. It should be versatile and work well in different sizes and contexts.
- **Memorable**: Your design should leave a lasting impression. Aim for elements that are easy to recognize and remember.

➢ Identification of Brand Personas

What is Brand Personas

A brand persona is the personification of a brand's identity—its mission and vision, values, personality traits, tone of voice, and core characteristics.

It documents how consumers would perceive a brand if that brand came to life as a human being. And how a brand would act and communicate with consumers through customer service, social media, and other channels.

For example, an eco-conscious company might have a brand persona defined by the information below:

Brand Values

Core principles that guide your company's actions and distinguish you in the marketplace

- Integrity
- Innovation
- Customer satisfaction
- Sustainability

Brand Mission

Why your company exists, what it aims to achieve, and how it serves its customers.

Provide eco-friendly products that help customers reduce their environmental footprint.

Brand Vision

Forward-looking statement that outlines where you see your company in the future

Become the leading provider of sustainable goods in your industry.

Key Personality Traits

Characteristics that define how your brand behaves and communicates with the world

Innovative, dynamic, and forward-thinking

Brand Voice

The consistent style of communication that your brand will use

Exciting and mysterious

Brand Tone

The emotional inflection applied to your brand's voice

- Casual on social media
- Serious and sympathetic when dealing with complaints

Brand Story

Narrative that encapsulates the journey of your brand

This eco-friendly brand started out as a handmade soap company. While scaling production was difficult, we did it with the help of a friend. And together, we built the biggest eco-friendly soap company ever.

We have zero emissions and only use eco-friendly skin safe ingredients. And all our products go through rigorous testing to make sure our customers get only the best.

Important Visual Elements

Logo	Colors	Fonts	Graphics
Logo image file	Blue and yellow	Favorite font	*Graphics image file*

By developing a well-defined brand persona, companies can ensure brand consistency, differentiate themselves from competitors, and build deeper emotional connections with their audiences.

Your brand persona should act as a guiding light for things like:

- Visual identity and design
- Marketing messaging and copywriting
- Social media personality
- Customer service interactions
- Product design and packaging

For example, most people perceive Apple's brand persona as design-obsessed, simplistic, modern, and exclusive.

Steps to Develop Your Brand Persona

Step 1: Define Your Mission and Values

Before you can present your brand to others, it helps to understand why your customers should support you instead of other businesses by knowing what makes your brand unique and defining your mission and values.

Step 2: Analyze and Gather Feedback from Your Audience

Understanding your target audience is key to meeting and anticipating their needs and wants. Fortunately, there are many ways you can do this.

Step 3: Analyze Your Competitors' Brand Persona

Delving into your competitors' brand personas can be beneficial to your branding strategies. By analyzing your competitors, you can discover insights into your brand's weaknesses and threats.

Step 4: Identify Unique Brand Characteristics

As you gain more knowledge and understanding about your target audience and competitors, you are well-equipped to identify unique brand characteristics.

Step 5: Craft a Brand Persona Profile

A brand persona profile is the amalgamation of what your brand could look, feel, and sound like if it were a person. Ask yourself:

- What is your brand persona's name? How old are they?

- What specific role do they play to your audience?
- How would you describe them physically? What facial features do they have and how are they dressed?
- Can you elaborate on their hobbies, interests, likes and dislikes?

Step 6: Test and Refine Your Brand Persona

Like people, a brand persona is shaped by its environment, changing demands, innovations, and other external factors.

➢ **Identification of Brand Competition**

What is Brand Competition

Brand Competion is Identifying other brands that offer similar products or services and analyzing their strengths and weaknesses. This helps in positioning the brand more effectively.

Types of Brand Competition

1) Direct Competition: Direct Competition is faced by the brand from the other companies in the market that offer the similar lines of products having comparable features and benefits plus to the same target market and target customers.

2) Indirect Competition: The component of indirect competition occurs when the two brands offer the similar line of products but nature, attribute, and features are quite indifferent from each other plus the business strategy and goals are also different from one another.

3) Replacement Competition: Replacement competition is the tricky(deceive) situation when your customer indulges in the purchase of other product instead of choosing your product to which he has been committed for a longer period of time

Competitive Analysis

- **Identifying Competitors:** Direct competitors (offering similar products), indirect competitors (offering alternative solutions), 3) Replacement Competition.
- **Analyzing Competitors:** Examining their brand identity, marketing strategies, product offerings, pricing, and customer feedback.

- **Benchmarking:** Comparing the brand's performance and positioning against competitors to identify opportunities and threats.

Indicative content 1.4 Definition of Tasks

Task analysis is a process that helps UX designers learn how users actually go about completing tasks with a product.

UX designers use task analysis when developing their product to gain insight and receive feedback from users.

Task analysis involve the following steps

➢ **Understand Product Specifications and User Psychology**

Knowing the technical details of a product and understanding how users think, feel, and behave when interacting with it. This includes:

- **Product Specifications:** Features, functionality, technical requirements, and constraints.
- **User Psychology:** Cognitive processes, emotional responses, motivations, and behaviors that influence how users interact with the product.

➢ **Interpret Data and Qualitative Feedback**

Analyzing both numerical data (quantitative) and descriptive feedback (qualitative) to understand user behavior, preferences, and pain points. This includes:

- **Quantitative Data:** Surveys, usage metrics, A/B testing results.
- **Qualitative Feedback:** User interviews, usability testing, open-ended survey responses.

➢ **Create User Stories, Personas, and Storyboards**

- **User Stories:** Short, simple descriptions of a feature from the perspective of the end user, focusing on their needs and goals. Example: "As a user, I want to be able to filter search results so that I can find relevant products quickly."
- **Personas:** Detailed profiles of typical users, including their demographics, goals, and challenges.
- **Storyboards:** Visual representations of a user's experience with a product, showing how they interact with it step by step.

Here's how you can develop the user personas, user stories, and storyboard:

1. User Personas

- ✓ **Conduct User Research**
  - **Gather data:** Conduct user interviews, surveys, and observations. Analyze existing user data (if available).
  - **Identify key segments:** Group users based on common characteristics, needs, and behaviors.
- ✓ **Create Persona Templates**
  - **Name:** Give each persona a name and a photo (or illustration) to make them more relatable.
  - **Demographics:** Include age, occupation, location, education, income, etc.
  - **Tech Skills:** Detail their level of comfort with technology, preferred devices, and online habits.
  - **Goals and Motivations:** Define their primary goals and motivations when interacting with the product or service.
  - **Frustrations and Pain Points:** Identify their common frustrations and challenges.
  - **Quotes:** Include direct quotes from user interviews to add authenticity.
  - **Scenario:** Describe a typical day or scenario for the persona, highlighting their interactions with technology.

2. User Stories

- ✓ **Gather User Needs**
  - Analyze user research data (interviews, surveys, observations) to identify key user needs and pain points.
  - Brainstorm ideas for features and functionalities that address these needs.
- ✓ **Follow the "As a... I want... so that..." format**

- **Example:** "As a student, I want to easily access course materials and assignments online, so that I can study and complete my coursework efficiently."

✓ **Prioritize User Stories**

- Use techniques like MoSCoW method (Must have, Should have, Could have, Won't have) to prioritize user stories based on their importance and value.
- Consider factors such as user impact, business value, and technical feasibility.

3. Storyboarding

✓ **Define the User Scenario:** Choose a specific user story to illustrate.

✓ **Create a Series of Panels:**

- Represent each step in the user's interaction with the system in a separate panel.
- Use simple sketches or diagrams to visualize the user interface and user actions.

✓ **Include Visual Cues:**

- Use arrows, annotations, and speech bubbles to indicate user actions, system responses, and user thoughts.
- Consider using emotions and facial expressions to depict the user's emotional state at each stage.

✓ **Keep it Simple:**

- Focus on the key interactions and user flows.
- Avoid cluttering the storyboard with too much detail.

➢ **Define the Right Interaction Model and Evaluate Its Success**

Creating a model for how users will interact with the product and assessing its effectiveness. This includes:

- **Interaction Model:** The flow and sequence of actions users take to achieve their goals.

- **Evaluation:** Testing the model through usability testing, user feedback, and performance metrics to ensure it meets user needs and expectations.

➢ **Develop Wireframes and Prototypes Around Customer Needs**

- **Wireframes:** Basic, low-fidelity sketches of a webpage or app layout, focusing on the structure and placement of elements.
- **Prototypes:** Interactive simulations of the product that allow users to experience and test the functionality before full development.

➢ **Find Creative Ways to Solve UX Problems (e.g., Usability, Findability)**

Using innovative methods to improve how users navigate and use a product. This can involve:

- **Usability:** Ensuring the product is easy to use and understand.
- **Findability:** Making sure users can easily find what they are looking for.

➢ **Work with UI Designers to Implement Attractive Designs**

Collaborating with designers to create visually appealing and functional interfaces that enhance the user experience.

➢ **Communicate Design Ideas and Prototypes to Developers**

Sharing detailed design plans and prototypes with developers to ensure accurate implementation. This involves clear communication and collaboration to align on the vision and functionality of the product.

1.5 Identification of End User Pain Points

➢ **Definition**

End User Pain Points is Specific problems or challenges that users encounter when interacting with a product or service. These issues can affect the overall user experience and satisfaction.

➢ **Levels of End User Pain Points**

- **Interaction-level Pain Point:** Issues encountered during specific interactions with a product, such as difficulty using a feature or navigating a menu. For example, a button that is hard to click or a confusing form layout.

- **Journey-level Pain Point:** Challenges faced during the entire user journey, from discovering the product to using it and seeking support. For example, a complicated sign-up process or lack of clear instructions.
- **Relationship-level Pain Point:** Long-term issues that affect the overall relationship between the user and the brand, such as poor customer service, inconsistent product quality, or lack of trust.

➢ **Effect of End user Pain Point**

- **Increased cost** Pain points can cost users time, money, or cognitive load. For example, users may need to take extra steps to fix an error, or wait for a long time for a process to complete.
- **Loss of trust**: Users may feel betrayed by a company after a poor interaction, which can lead to a loss of trust and confidence.
- **Decreased loyalty**: Users may be more likely to switch to a competitor's product or service if they experience pain points.
- **Negative reviews**: Businesses may receive negative reviews from customers who are dissatisfied with their product or service.

➢ **Examples of pain points**

- **Product quality issues**: Customers expect products to function as advertised and be free of defects.
- **Complicated checkout process**: Customers may abandon their cart if they believe there's a security risk or a lack of transparency about pricing.
- **Shipping delays**: Customers may be frustrated by delays or time wastage in service delivery.

➢ **How to address pain points**

- Identify pain points and resolve them to improve the customer experience
- Simplify forms and make them user-friendly
- Streamline processes to minimize delays

Learning Outcome 2: Define the User

Indicative Content 2.1: Definition of Key Terms

- **User Story**

A user story is a brief and straightforward description of a feature from the perspective of the person who desires it. It focuses on what the user needs and why, without getting into technical details.

User stories ensure that developers and designers understand the end user's requirements and build the solution accordingly.

- **Format**
  - "As a [type of user], I want [some goal] so that [some reason]."

    Example: "As a student, I want to be able to log into the app so that I can access my assignments and complete them on time."

- **Key Points**
  - Keeps the focus on the user.
  - Facilitates clear communication among the team.
  - Helps prioritize features based on user needs.

- **User Personas**

User personas are detailed and fictional representations of different types of users who interact with a system or product. They help designers and developers create products that cater to specific user needs.

Provides a shared understanding of the target audience and ensures designs are user-centred.

Example Persona: "John, a 15-year-old high school student who is tech-savvy and enjoys using mobile apps for learning and gaming.".

- **User Journey**

A user journey is a visual or narrative representation of the steps a user takes to achieve a specific goal within a system or product.

It helps identify user pain points and opportunities for improvement by analyzing their interactions with the product.

Example: A student's journey through an educational app might include registration, logging in, browsing courses, selecting a lesson, and completing assignments.

- **Key Elements**:
  - **Actions:** The steps taken by the user.
  - **Emotions:** The user's feelings at different points.
  - **Touchpoints:** Where and how the user interacts with the product.

➢ **UX Brief (UX Project Brief)**

A UX brief is a document that outlines the objectives, target users, and scope of a UX design project.

Ensures alignment and clarity among stakeholders, designers, and developers.

- **Components**
  - **Objectives:** Clear goals for the project.
  - **Target Users:** The intended audience for the product.
  - **Timeline:** Deadlines and milestones.
  - **Deliverables:** Expected outputs such as wireframes, prototypes, or reports.

Indicative Content 2.2: Creation of User Story

➢ **What is a User Story?**

A user story is a brief, informal description of a feature or functionality from the perspective of the end user.

➢ **Characteristics of a Good User Story:**

- **User-Centric:** Focuses on the needs and goals of the user.
- **Concise:** Communicates the essence of the requirement in a few sentences.
- **Testable**: Provides criteria that can be used to verify that the story has been successfully implemented.
- **Value-Oriented:** Demonstrates the value or benefit to the user or the business.

- **Benefits of User Stories**
  - Encourages user-focused development.
  - Simplifies communication across teams.
  - Helps prioritize features effectively.
  - Promotes collaboration and shared understanding.

- **Steps to Write a User Story**

Creating an effective user story involves several key steps. Here is a detailed guide to help you craft user stories that align with your product goals and user needs.

1. Identify the User: Start by defining who the user is. This could be a specific type of customer, a stakeholder, or even an internal user.

Example: (User) As an online shopper

2. Define the User's Goal or Need: Articulate what the user wants to achieve or what problem they are facing.

Example: (**Goal**) I want to be able to save items to a Wishlist.

3. Describe the Benefit: Explain why this goal or need is important to the user.

Example: (**Benefit**) …so that I can easily find and purchase items later without having to search for them again

4. Use the Standard User Story Format: The most common format for writing user stories is:

- As a [type of user], I want [a specific goal] so that [benefit].

5. Define Acceptance Criteria: Acceptance criteria specify what needs to be true for the user story to be considered complete. These criteria should be clear, concise, and testable.

6. Prioritize the User Story: Determine the priority of the user story in relation to other stories and tasks.

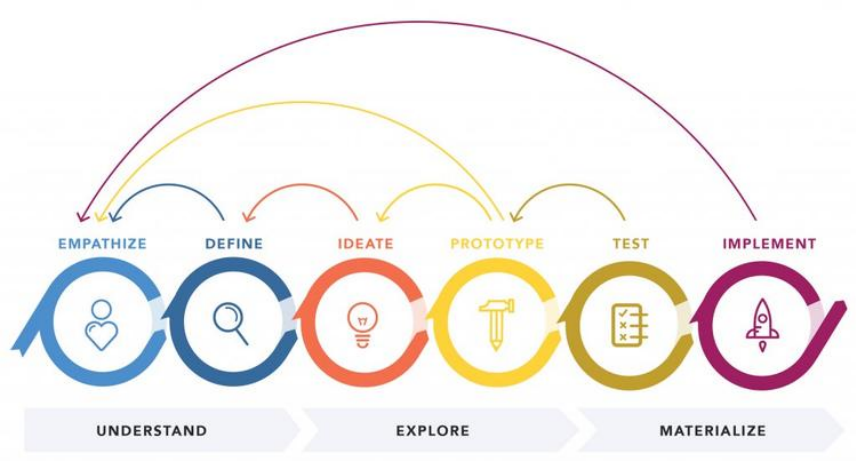
7. Review and Refine: Discuss the user story with stakeholders, including users, developers, and designers, to ensure it accurately captures the requirements.

Indicative Content 2.3: Identification of User Personas

- **What are user personas**

Personas are actually just documents containing information about user's needs, behaviour, and other information that a designer may need to understand his or her target audience better for example demographics, age, gender, motivation to use the product, etc**.**

- **Importance of User Personas**
  - Understanding your users.
  - Studying customer behaviour.
  - Better Communication on user's need.
  - Giving users what they want.
- **Characteristics of User Personas**
  - Based on real data from user research.
  - Represents a specific type of user.
  - Includes demographic, behavioral, and psychological information.
- **User Personas in the Design Process**



  - **Understand (Empathize, Define)**
    - Empathize with users by gathering insights through research.
    - Define the problems users face and their needs.
  - **Explore (Ideate, Prototype)**

- ❖ Generate ideas to solve user problems.
- ❖ Create prototypes to test solutions.

- **Materialize (Test, Implement)**
  - ❖ Test designs with real users and implement the solutions based on feedback.

➢ **Steps to Create User Personas**

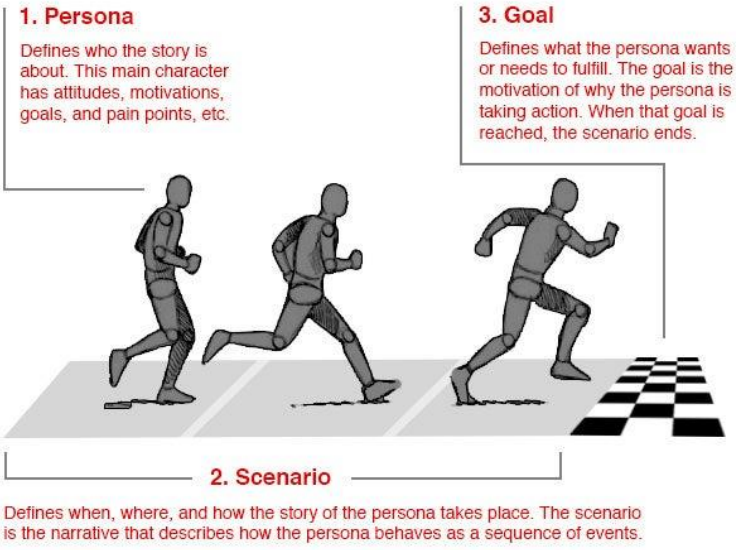
Personas can be created in a myriad of ways it all depends on budget, type of a project and the type of data designers are able to collect.

1. Collect The Information About Your Users: The first step is to conduct user research to understand the target audience's mindsets, motivations, and behaviours.

2. Identify Behavioral Patterns From Research Data: The next step is analyzing research findings. The goal during this step is to find patterns in user research data that make it possible to group similar people together into types of users.

3. Create Personas and Prioritize Them: Next, it's important to assemble a persona's descriptions around behavioral patterns.

4. Find Scenario(s) Of Interaction And Create Persona Documentation: Personas have no value in and of themselves. They become valuable only when they tied up to a scenario.



Generally, when creating a document you should include the following information:

- Persona name
- Photo
- Demographics (gender, age, location, marital status, family)
- Goals and needs
- Frustrations (or “pain points”)
- Behaviors
- Bits of personality (e.g. a quote or slogan that captures the personality).

5. Share Your Findings And Obtain Acceptance From the Team:
Socializing personas among stakeholders is critical in moving the design team toward action. All team members and stakeholders should have a positive association with personas and see the value in them.

Indicative Content 2.4: Creation of User Journey

1. Types of User Journey Maps

- **UX Journey Map**: Focuses on interactions with a digital product.
- **Sales Journey Map**: Follows the user’s experience through the sales process.
- **Customer Experience Journey Map**: Tracks all touchpoints in the user’s interaction with a company or service.

2. Elements of a User Journey Map

- **Persona**: The user undergoing the journey.
- **Scenario**: The context or situation (e.g., "A student using an app to submit homework.").
- **Stages of the Journey**: Awareness, consideration, and action.
- **User Actions**: Specific steps taken (e.g., signing up, browsing, purchasing).
- **User Emotions and Thoughts**: Feelings and thoughts at each stage (e.g., frustration, satisfaction).
- **Opportunities**: Areas where improvements can enhance the user experience.

- **Internal Ownership**: Assigning responsibilities to specific teams or individuals.

3. Steps to Create a User Journey Map

1. **Define the Persona**: Choose the user persona the journey is based on.
2. **Identify Goals**: Understand what the user aims to achieve.
3. **Outline Stages**: Break down the journey into key phases.
4. **Detail Actions and Emotions**: Describe what the user does, thinks, and feels at each stage.
5. **Identify Pain Points**: Highlight areas where the user faces challenges.
6. **Brainstorm Opportunities**: Suggest ways to improve the journey.
7. **Visualize the Map**: Create a diagram or flowchart to represent the journey.

Indicative Content 2.5: Perform UX Research

1. What is UX Research?

- UX research involves understanding user behaviors, needs, and motivations through observation, analysis, and feedback.
- It ensures the product design aligns with user expectations and solves real problems.

2. Steps in UX Research

1. **Define Objectives**: Clarify what you want to learn.
2. **Choose Research Methods**: Select qualitative (e.g., interviews) or quantitative (e.g., surveys) methods.
3. **Conduct the Research**: Gather data using chosen methods.
4. **Analyze Findings**: Look for patterns, trends, and insights.
5. **Share Results**: Present findings to the team to inform design decisions.

3. Popular UX Research Methods

- **Surveys**: Collect data on user preferences and satisfaction.
- **Interviews**: Gain in-depth insights into user experiences.

- **Usability Testing**: Observe users interacting with a prototype or product.
- **Analytics**: Use tools like Google Analytics to track user behavior.
- **Card Sorting**: Understand how users categorize and organize information.

4. Importance of UX Research

- Creates user-centered designs.
- Reduces the risk of building unnecessary features.
- Enhances user satisfaction and product usability.
- Identifies opportunities for innovation and improvement.