

Creating design goals

Core concept that drives user experience design is that the best interface can only be designed if we understand the user and the task they want to accomplish.

A UX designer must be technically skilled and possess a number of soft skills as well, such as the ability to communicate and exercise empathy with their audience. The process involves extensive research, wireframing, strategizing, product development, prototyping, designing, and testing.

Six Tips for Setting UX Goals

Great UX starts with clearly defined goals. How do you go about establishing these objectives? Here is what to do.

1. Think Big Picture

UX goals do not exist in a silo. They **must** complement, support, and further your larger strategic goals. It is important to **align them with** your organization's mission, values, and overarching objectives.

Additionally, you must consider what it will take to accomplish your projects. What is the process behind them? What are you looking to achieve? Which problems are you solving? How will you and your team realize them? How will you test and evaluate them?

Remember to establish key performance indicators (**KPIs**), which will serve as metrics to evaluate your progress and outcomes. This, too, will help you think in terms of the big picture and what you should do, or not do, the next time around.

2. Consider the W's

Who, what, when, why, and how: these are all critical considerations when it comes to UX. Let us take a closer look:

- Who: Who are your target users? It helps to create personas to determine their wants, needs, likes, and dislikes.

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- What: What kind of product are you building? What is it meant to do? What will it achieve and resolve for the user?
- When: When is your team looking to bring the product to market? Deadlines are an important factor in the UX process.
- Why: Why should or do people want to use this product? Why are you building it?
- How: How do you expect consumers to use it?

3. Be SMART

SMART goals are a framework that enables you to conceptualize your project and assess your incremental and overall progress toward achieving your outcomes. The acronym stands for:

- Specific: The goals should be well defined and as nice as possible.
- Measurable: Consider how you will assess progress and outcomes. What measurement tool or tools will you use?
- Actionable/achievable: There must be specific things you are able to do in an effort to achieve your goals.
- Realistic: Your objectives must neither be too lofty nor too simple.
- Time-bound: There should be a time frame within which you will achieve these goals.
- Using the framework will improve your chances of realizing positive outcomes.

4. Build Relationships with Team Members

While the providers of UX design services and their teams are the ones who shape the user experience, it is, indeed, the accountability of everyone involved in the project. That is why it is so crucial to **fortify your relationships with your team members**. This way, you can ascertain that you are **collaborating to generate an optimal experience** for your users. This will also contribute significantly to your process running more graciously.

Moreover, think about all the **skills and talents** you will need to pull in order to make the user experience the best it can be. In order to utilize them, you must have collaboration.

5. Embrace Flexibility

Things change. Ideas change. Projects change. Goals change.

This is an unfortunate part of UX process, but it **does not have to derail the project**. In order to formulate powerful and achievable goals, you will need to accept that **not everything is set** in stone. You must embrace flexibility and be able to adapt. This is critical as your plans unfold. Software or web projects are creative at their core, and that means that there is no rigid structure/path to follow. Therefore, you must be **open mind**.

6. Always Exercise Empathy (understanding)

Empathy is the most crucial part of the user experience process. Any UX designer must be able to **empathize with the prospective user**, and this **must be foundational to any goals they set**. Therefore, it is critical to **have this at top of your mind** whenever you are planning, conceptualizing, researching, and considering.

Nokia downfall reason

When explaining Nokia's fall many observers found three reasons: Nokia's technology was inferior to Apple's, the arrogance among top-level managers and lack of vision. The company struggled to keep up with the pace of innovation, and this led to a decline in market share and a loss of consumer loyalty. Ultimately, Nokia's failure to innovate and adapt to changing user preferences led to its downfall in the smartphone market.

In the **last speech** given by Nokia CEO **Stephen Elop**, he says that "**We didn't do anything wrong, but somehow we failed**".



Define/review the problem w.r.t to goals

Before different designing alternatives, you need to have a **clear understanding of the problem** you are trying to solve and the goals you are trying to achieve with your

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software solution. You should also **identify the stakeholders**, users, requirements of your software project, and how they affect your design decisions. By defining the problems, you will have a better idea of what criteria to use to evaluate your design alternatives, and what trade-offs you are willing to accept.

Generate and document design alternatives

After defining problem and goals, you can start generating and documenting different design alternatives that could potentially solve the problem and meet the goals. Use **various techniques, such as brainstorming, prototyping, sketching, or modeling**, to come up with different design ideas and represent them in a way that is easy to understand and communicate. **Document the main features, benefits & drawbacks** of each design alternative, as well as **assumptions, dependencies & risks involved**.

Choose and apply design criteria

To compare and evaluate different design alternatives, you need to choose and apply some design criteria that reflect the quality attributes and performance indicators of your software solution. Some **common design criteria are usability, reliability, security, scalability, maintainability, testability, and cost**. Select the criteria that are **most relevant and important for** your software project, and **assign them priorities based on** your goals and stakeholder expectations. You should also **define how to measure or assess** each criterion, using metrics, standards, or heuristics.

Compare and analyze design alternatives

After choosing and applying the design criteria, you can analyze and compare the design alternatives **based on how well they satisfy each criterion**. You can use different **methods, such as matrices, charts, diagrams, or simulations, to visualize** and quantify the results of your analysis. You should also **consider the tradeoffs and constraints** that each design alternative imposes on your software solution, such as complexity, feasibility, compatibility, or flexibility. You should highlight the **strengths and weaknesses** of each design alternative, and **identify any gaps or conflicts** that need to be resolved.