# **User Needs Analysis**

## **Before you begin**

Before you begin coding, consider stopping for a minute and think about the user of your product.

Ask yourself the following questions:

* What user needs is your product going to answer? Can you document that?
  + Helps children learn geography of the world - KS2 age 7-11- helps children to learn what famous landmarks exist in which countries around the world
  + Make it fun - this is an interactive game that generates a score
* Why would your users want to use this over something similar that they've seen elsewhere?
  + This is going to be interactive and exciting for children to use
  + Free teaching resource - could be used by school teachers.
  + Geoguesser - aimed at an adult audience - our app will be more child friendly and display interesting facts about the locations
  + There is nothing currently on the market that does what our app will do
* How could you make sure that your web app uses interface solutions that users are familiar with?
  + Research existing educational apps aimed at children for styling and layout
  + Research Geoguesser to see how this is built
  + Test the app with some users to see if they can navigate it - what do they like / what don’t they like?
* What is the user journey — how will users interact with your product, and how many steps will be necessary to complete their goals?

1. Use this [user needs template](https://goo.gl/zHbfud) to document things that people may want from your web app
2. Download and print out the [template for the user journey](https://goo.gl/zXkgtZ) — use it to map steps of the journey. Remember about user actions and system responses. What's required for every particular screen?

Make sure to prepare a simple sketch of the web app (or a wireframe with UXPin if you wish), sketching out all major steps of the user journey you've identified. Think of potential problems and ways of addressing these in a way that makes the user experience smooth and pleasant.

## **After you sketch your website out**

Show it to your colleague and ask them how does it come across to them. Don't guide them; give them a goal to complete and listen as they describe their way through your sketches. Can you think of anything that could be improved? If so, sketch quickly and test with the same colleague. See if they think it got any better.

Only then write your code — don't spend time building something that isn't focused on user needs.

## **When building**

Are you sure that:

* Your HTML is semantically correct and all tags are used appropriately?
* Your CSS refers to classes and id's where it should?
* The interface is robust and fast?
* You are not using any unusual interface solutions that could make people think too hard?
* Your web app would be easy to use even for someone who hasn't experienced it earlier?

### **After you're done**

* Show your web app to a couple of colleagues. Can they use it? Is there anything that could be quickly changed to make it more user-friendly?
* Talk about your experience of planning for the best outcome in your presentation. How did the light touch UX work change the final product? What design decisions did you take after testing it with a friend?