

**MCR Digital**

# UX Design

**BookingGo**

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# Who are we?

BookingGO



**Tom Newton**

UX Designer



**Mike Burton**

UX Designer



**Dom Barnfather**

UX Designer



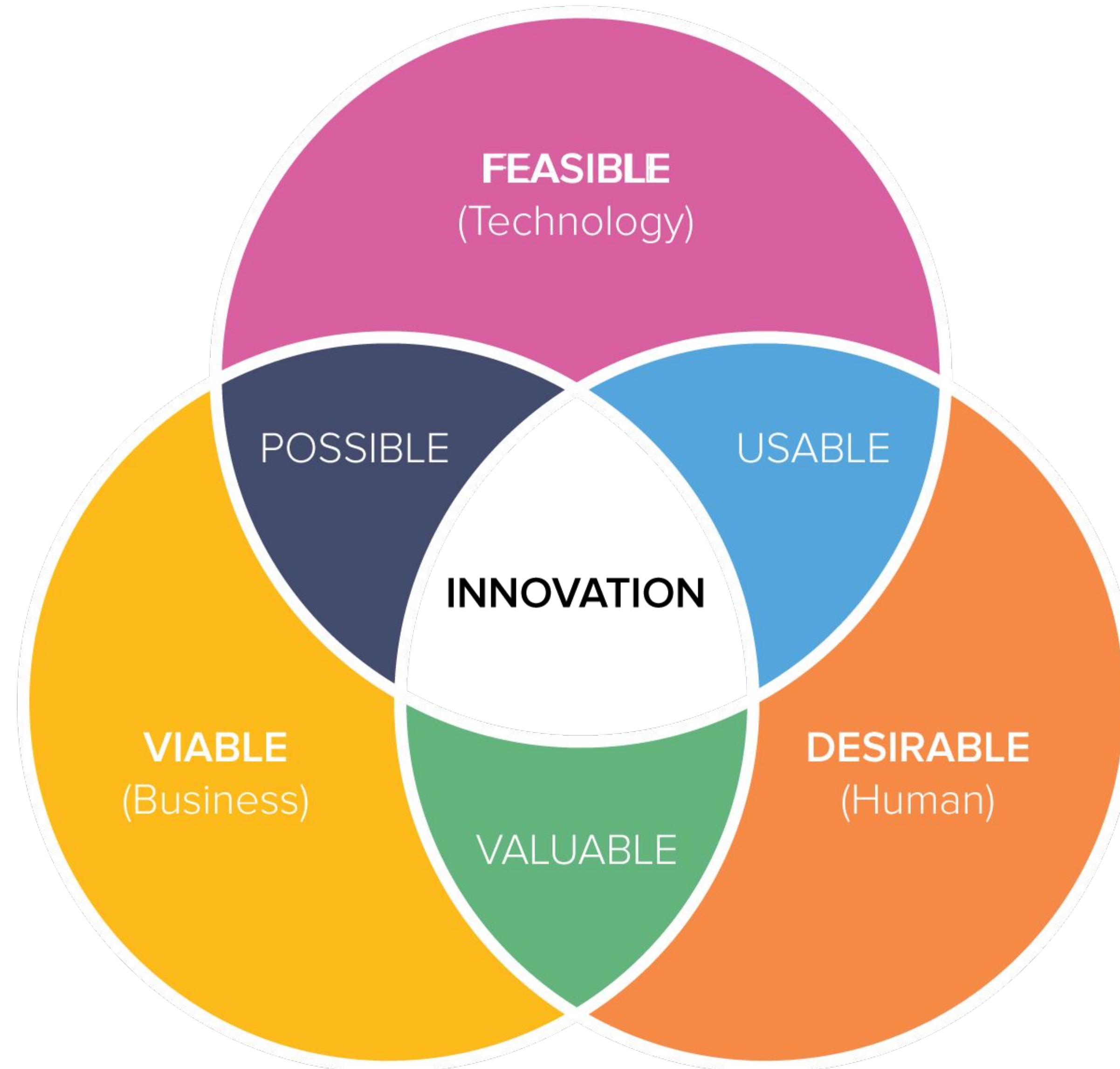
**Numaan Kala**

UX Researcher

**“Anyone can approach the world like a designer.  
Creativity isn’t the capacity to draw or compose or sculpt,  
but a way of understanding the world.”**

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IDEO, Field Guide





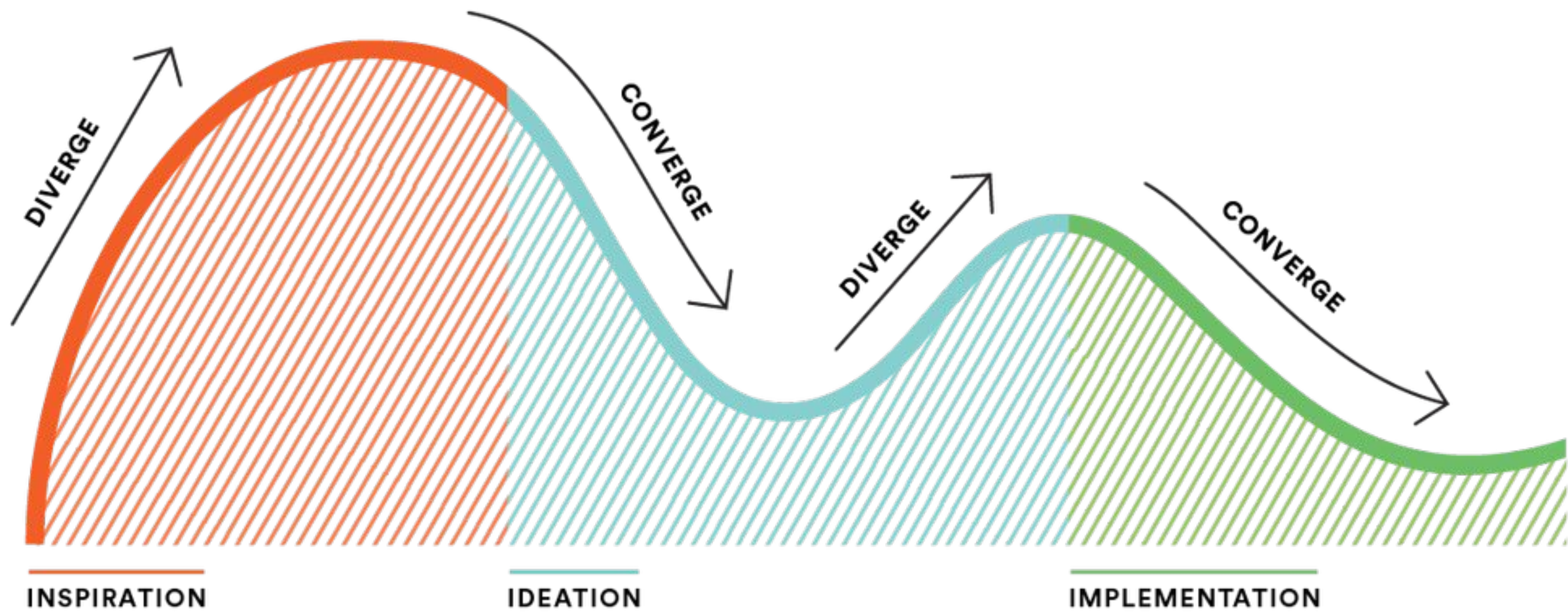
## Human Centred Design

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Being human-centered offers problem solvers of any discipline a chance to design with people in mind, to deeply understand who they're looking to serve and to create innovative new solutions rooted in people's actual needs.







# Inspiration



# UX Research

Understand the people we are designing for  
Discover their problems  
Design to solve these problems

If we don't get this right...



If we do...



For people who want a hot  
drink at home



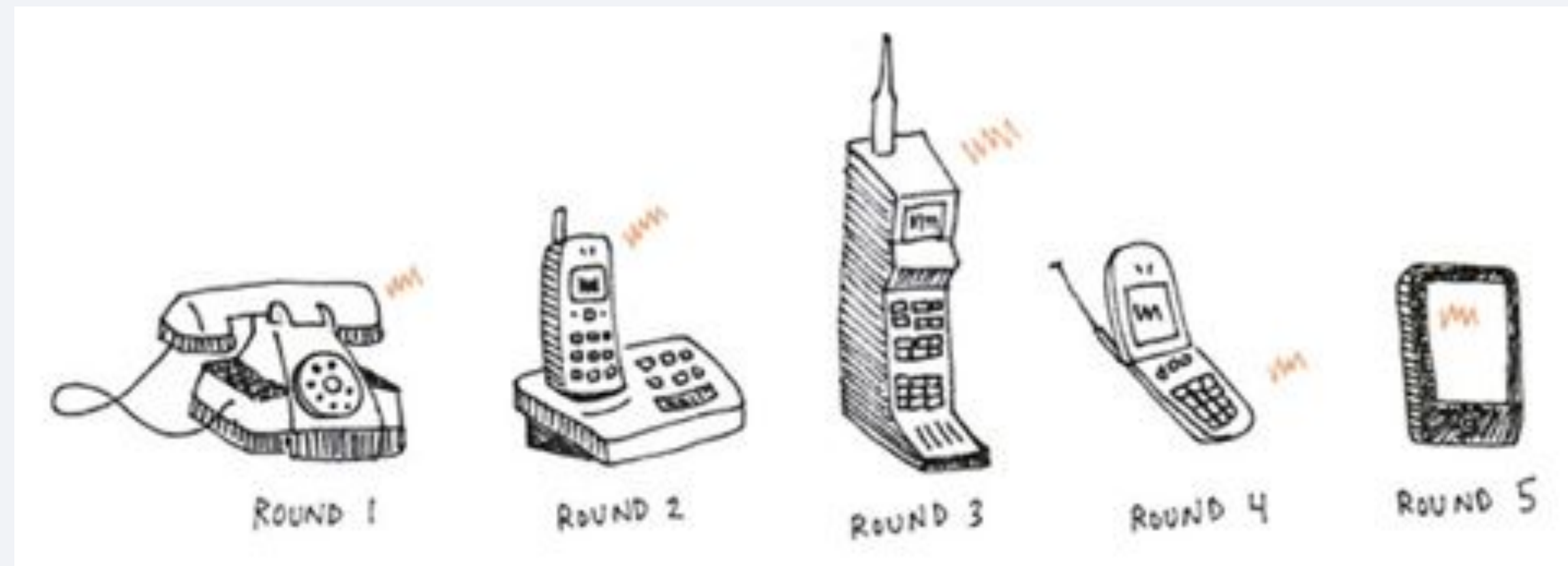
For busy people who  
want a hot drink on the  
go



For clumsy people  
who want a hot  
drink on the go

# UX Research

Understand how people use things  
Discover their problems  
Design to solve these problems



# Ideation



# Design Sprints

Share, ideate, prototype & test!

In the Ideation phase you'll start by **sharing what you've learned**.

Then you'll **generate lots of ideas**, some of which you'll keep, and others which you'll discard.

Next you'll **build rough prototypes** of your ideas and **test them with real people**.

Afterwards you'll keep **iterating, refining, and building** until you're ready to get your solution to go out into the world.



# Implementation



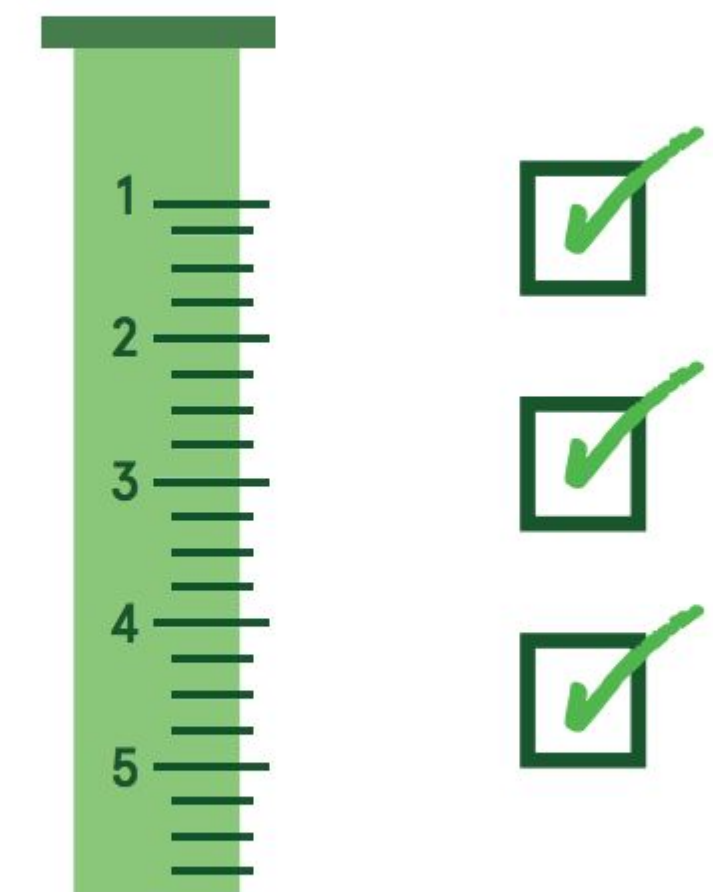
# Testing

Time to get your **great idea** out and **into the world!**

Whether you're trying change a **community's behavior** or increase the **adoption of a service** there's always something to look for.

Determine the ways that you'll **measure progress** and **achieve success** in your solution.

Everything is **AB tested**.

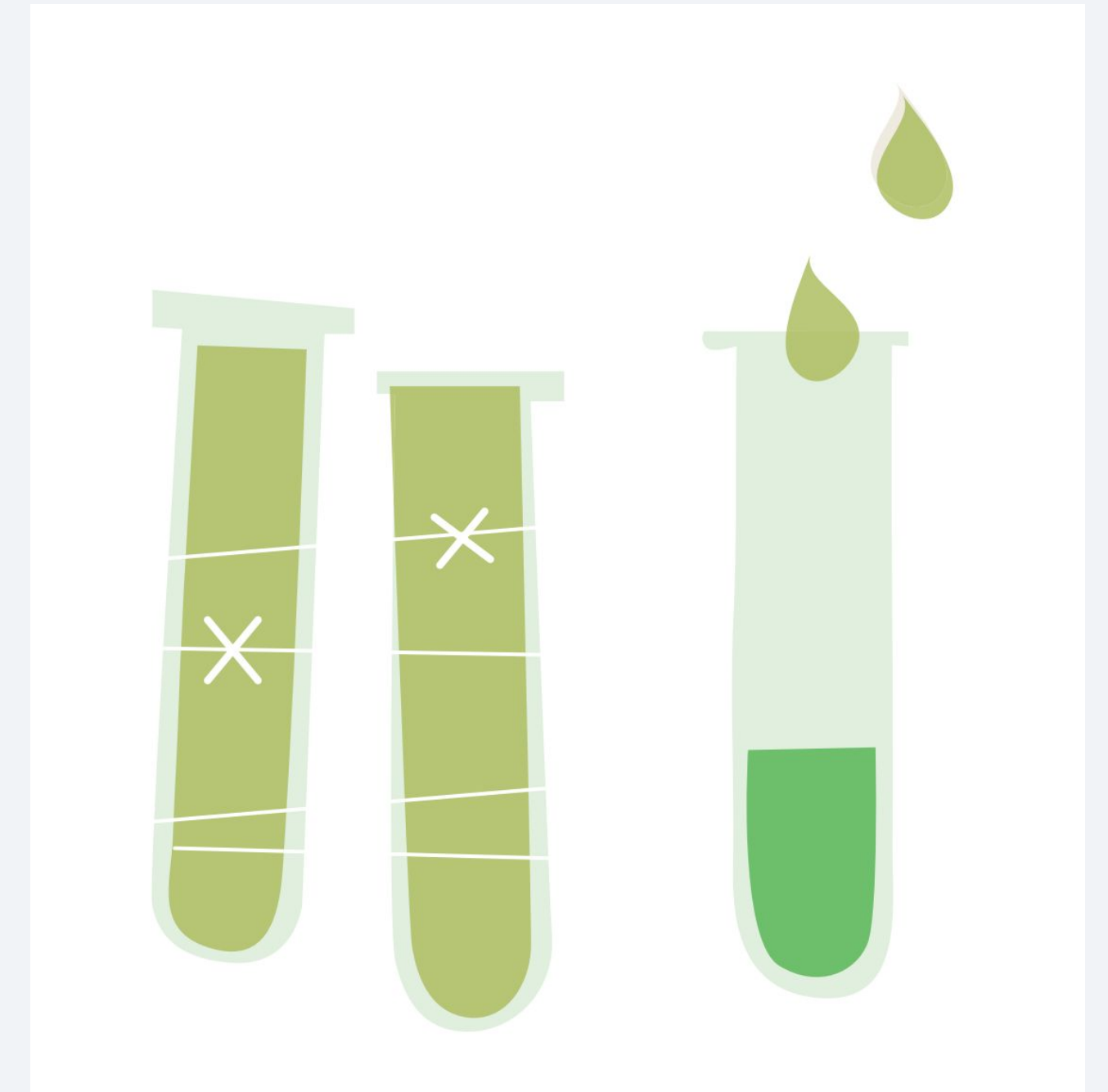




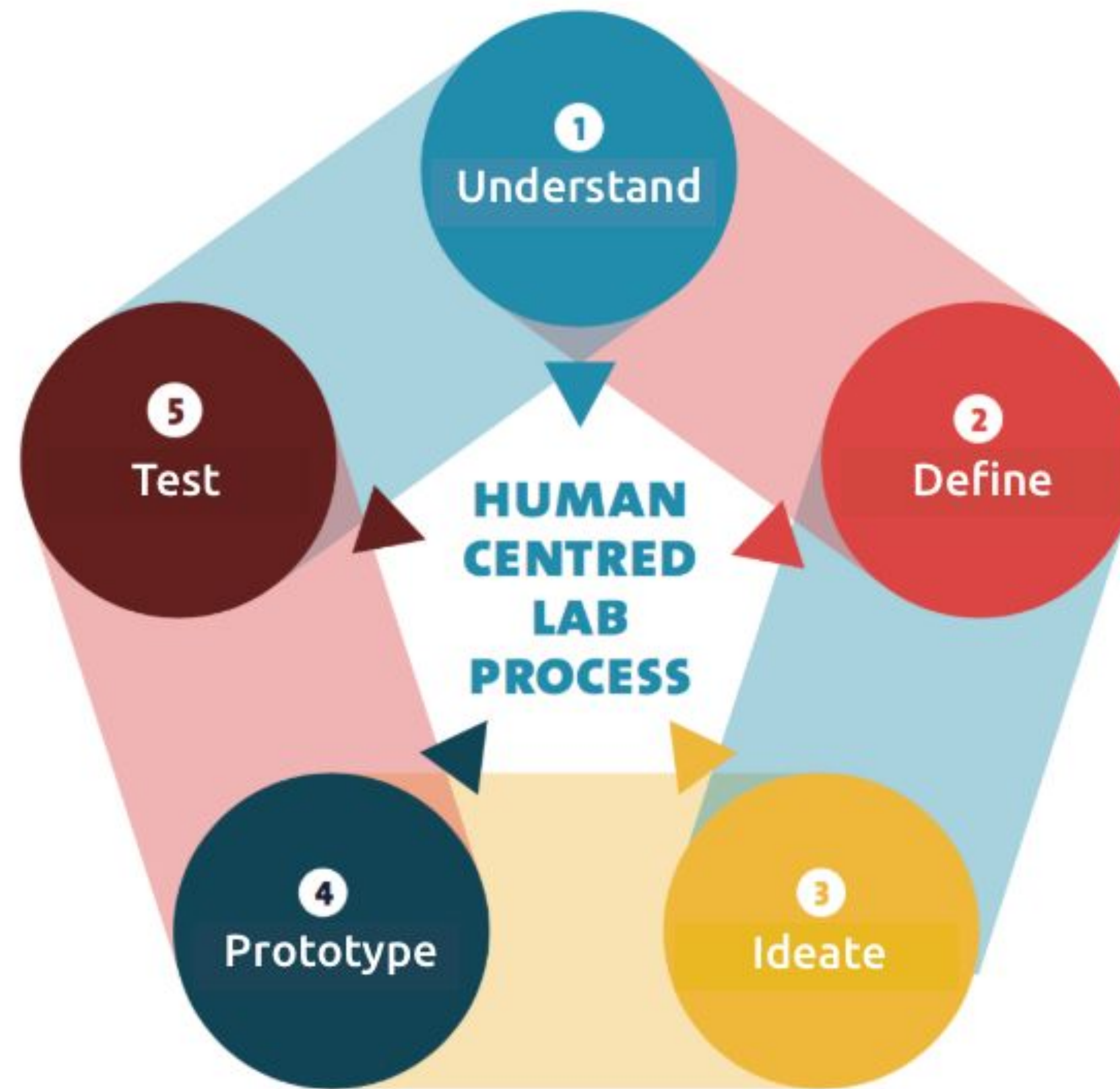
# Keep iterating

**Testing**, getting **feedback**, and **iterating** will help you get a great solution to market and let you know where to push it when you do.

Even if your **implementation fails** once, twice or even more, your **hypothesis may still be valid** and needs another look at how you can still have an impact, or **even proven to be false** allowing you to focus on new and refined opportunities.



# Workshop





1

## Understand: 15 mins

**Brainstorm:** Think about the problems faced by the homeless now and the problems they may face in the future.

2

## Define: 20 mins

**Proto-Persona:** Create a snapshot of your users to get a better understanding of who they are and what their needs may be

3

## Ideate: 30 mins

**Crazy 8's and T-Bars:** Go wide and fail fast! Then vote on potential solutions to take forward and apply detail to.

4

## Prototype: 30 mins

**Storyboards:** Sketch out 3 / 5 screens that tell the story of your idea, apply detail and interactions here. Think how it works in the real world.

5

## Test (sort of...): 30 mins

**Demo:** Share your solutions with the wider group and uncover what's working and what's not from real people!



# Your brief

## Tackling homelessness

Homelessness is a growing issue in the UK, especially Manchester.

Many homeless people rely on the generosity of social groups offering warm meals, and volunteers who offer their skills to organisations helping tackle the causes of homelessness.

**As the problem increases, how might we use technology to enable people to effortlessly help the homeless?**





## Further reading

IDEO HCD field guide: <http://www.designkit.org/resources/1>

18 Methods: <https://methods.18f.gov/discover/>

Design Kit Methods: <http://www.designkit.org/methods>