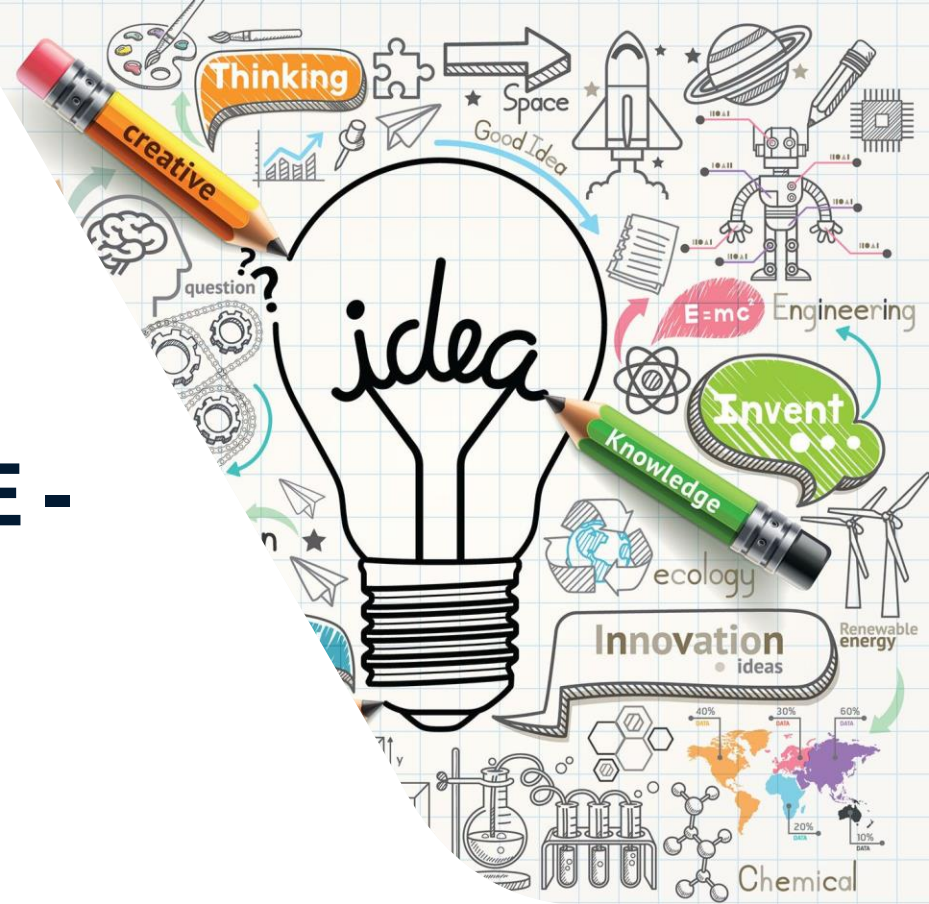


USER EXPERIENCE - DESIGN THINK PROCESS

Presented by: RAGHAVENRA MAHENDRAKAR

Date of Presentation: August 17, 2020



Agenda

- WHAT IS USER EXPERIENCE (UX)?
- HISTORY OF UX
- WHY USER EXPERIENCE?
- UX DESIGN METHODS
- WHAT UX DESIGNERS DOES?
- TEK UX DESIGN PROCESS
- HOW WE DELIVERY
- QUESTIONS

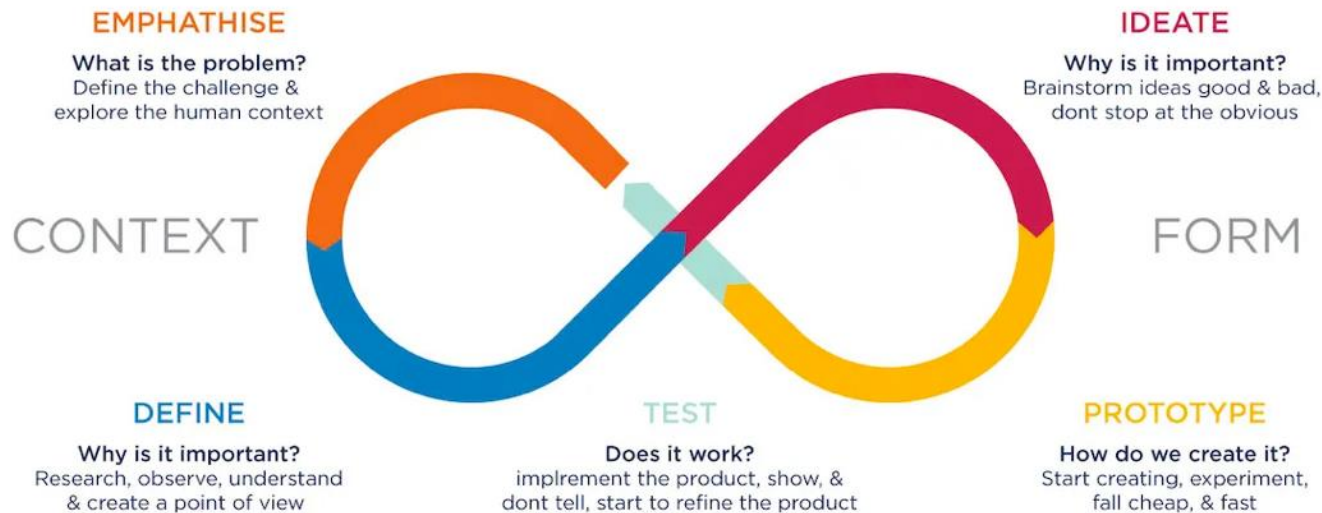


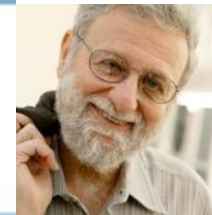
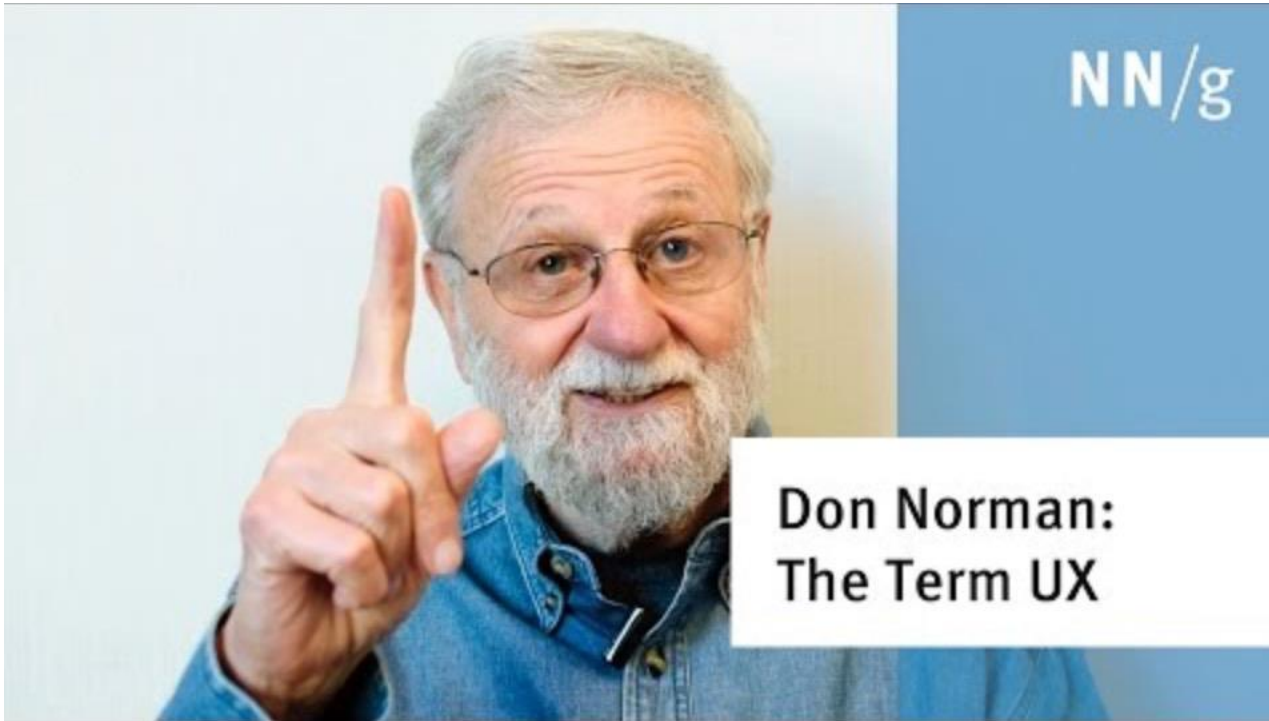


What is **USER EXPERIENCE**

DESIGN THINKING

A FRAMEWORK FOR INNOVATION





"User Experience" encompasses all aspects of the end-user's interaction with the company, its services, and its products.

Don Norman is co-founder and Principal Emeritus of Nielsen Norman Group.



UI

Layout
Visual Design
Branding

UX

Skeleton

- Interface design
- Navigation design
- Information design

Structure

- Interaction design
- Information Architecture

Scope

- Functional Specs
- Content Requirements

Strategy

- Use needs
- Site Objectives

1

Understand the USER



User experience (UX) focuses on having a deep understanding of users, what they need, what they value, their abilities, and also their limitations. It also takes into account the business goals and objectives of the group managing the project. UX best practices promote improving the quality of the user's interaction with and perceptions of your product and any related services.

2

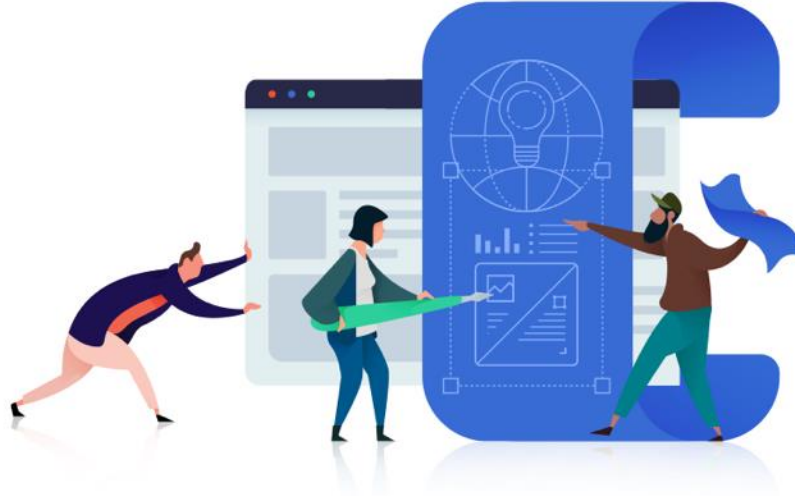
Simple & Joyful



The first requirement for an exemplary user experience is to meet the exact needs of the customer, without fuss or bother. Next comes simplicity and elegance that produce products that are a joy to own, a joy to use. True user experience goes far beyond giving customers what they say they want, or providing checklist features. In order to achieve high-quality user experience in a company's offerings there must be a seamless merging of the services of multiple disciplines, including engineering, marketing, graphical and industrial design, and interface design.

3

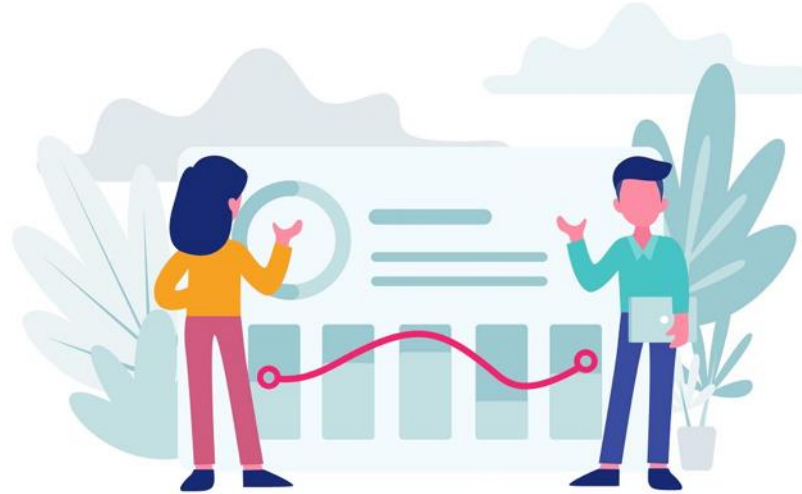
Planning



User experience (UX) is the art of planning a product's design so that interactions with the completed product will be as positive as possible. User experience design addresses all aspects of how a product or service is perceived by users.

4

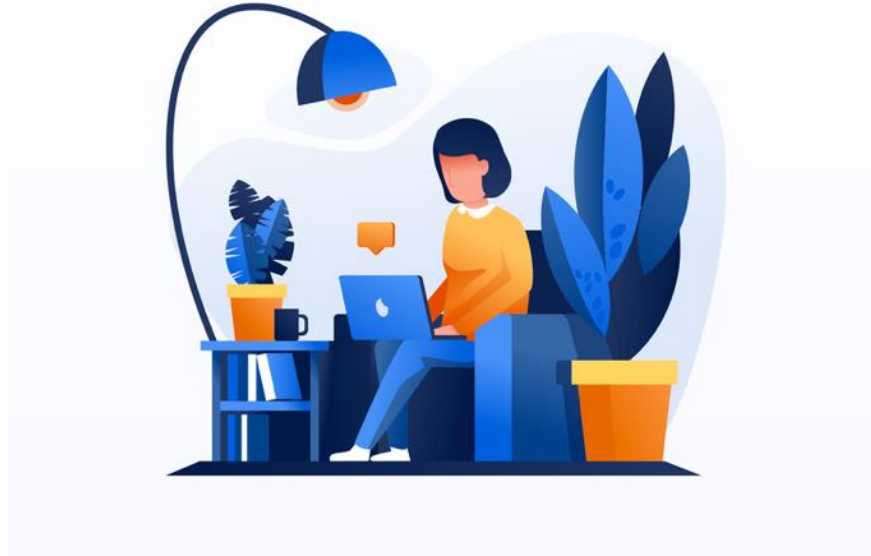
Experience Valuable



User eXperience (UX) is about how a person feels about using a system. User experience highlights the experiential, affective, meaningful and valuable aspects of human-computer interaction (HCI) and product ownership, but it also covers a person's perceptions of the practical aspects such as utility, ease of use and efficiency of the system. User experience is subjective in nature, because it is about an individual's performance, feelings and thoughts about the system. User experience is dynamic, because it changes over time as the circumstances change.

5

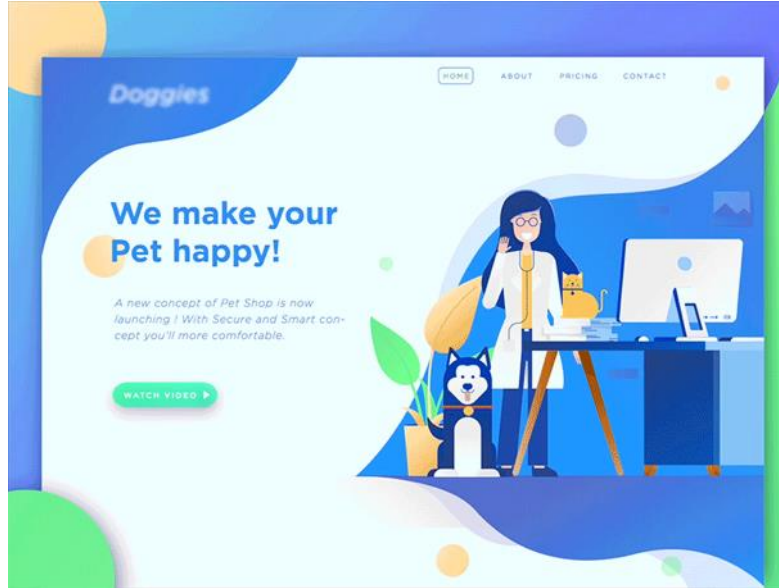
Human Element



User experience (abbreviated as UX) is how a person feels when interfacing with a system. The system could be a website, a web application or desktop software and, in modern contexts, is generally denoted by some form of human-computer interaction (HCI).

6

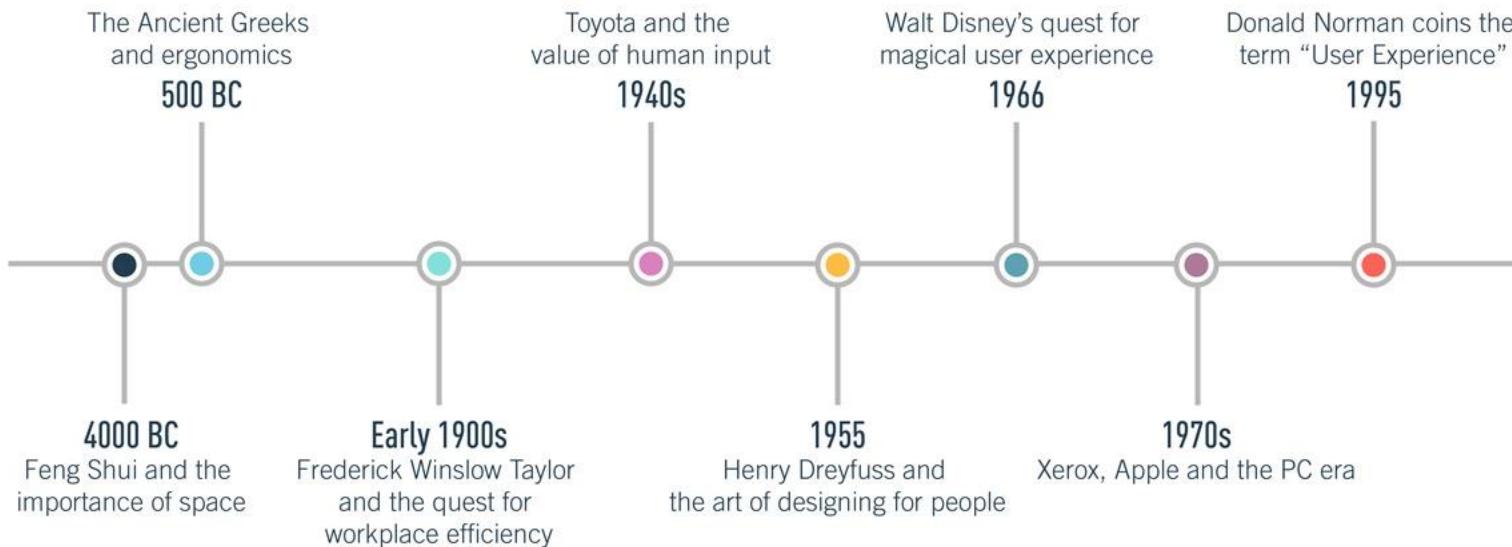
Emotional Reaction



The User Experience is everything that happens to your users when they interact with your business or organization via your website, application or online communications. It includes everything they see, hear and do as well as their emotional reactions.



HISTORY OF UX





WHY UX?



**If we are designing for real users,
then humanizing the experience should be our goal.**

User's goal

The other side

Move the bridge

Defect

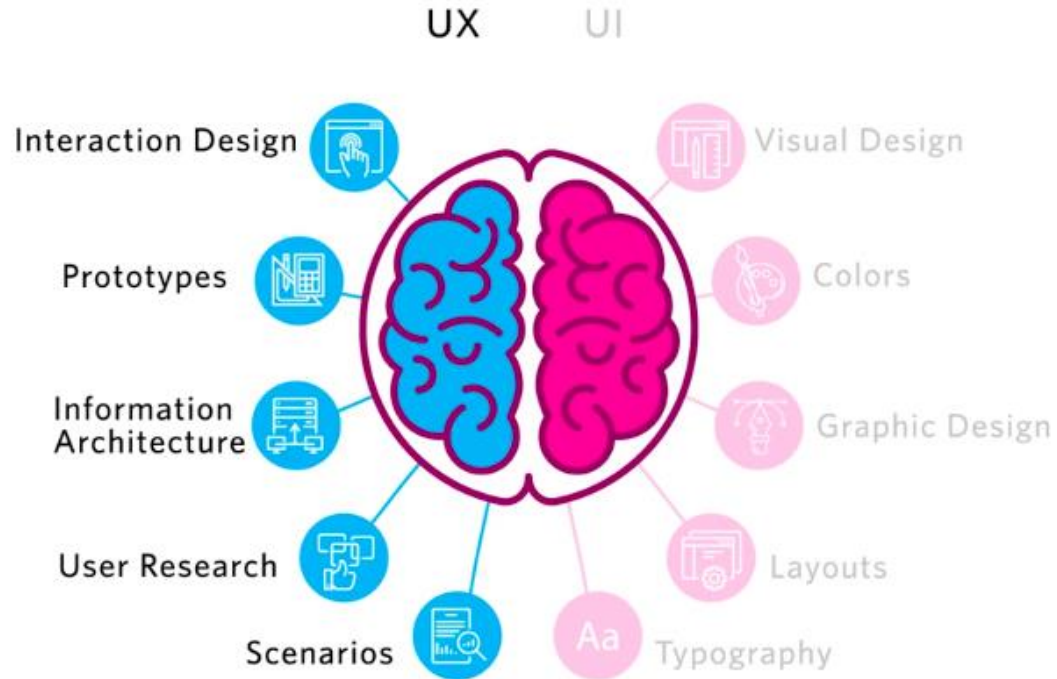
User experience

Design

UX Refactoring

Disadvantage





A REALTIME USER EXPERIENCE

BEFORE UX

UI



UX



AFTER UX

UI



UX

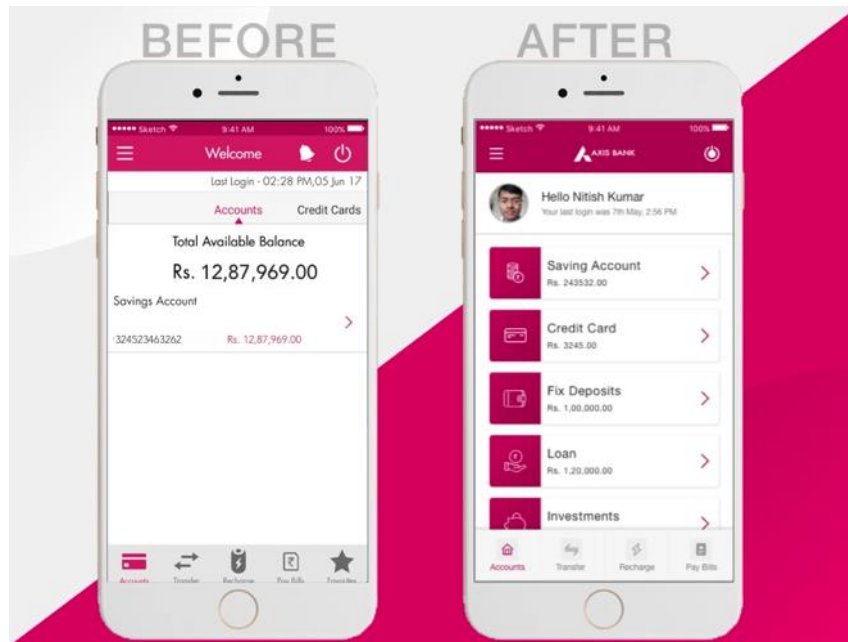


www.patrickhansen.com

BEFORE UX

AFTER UX

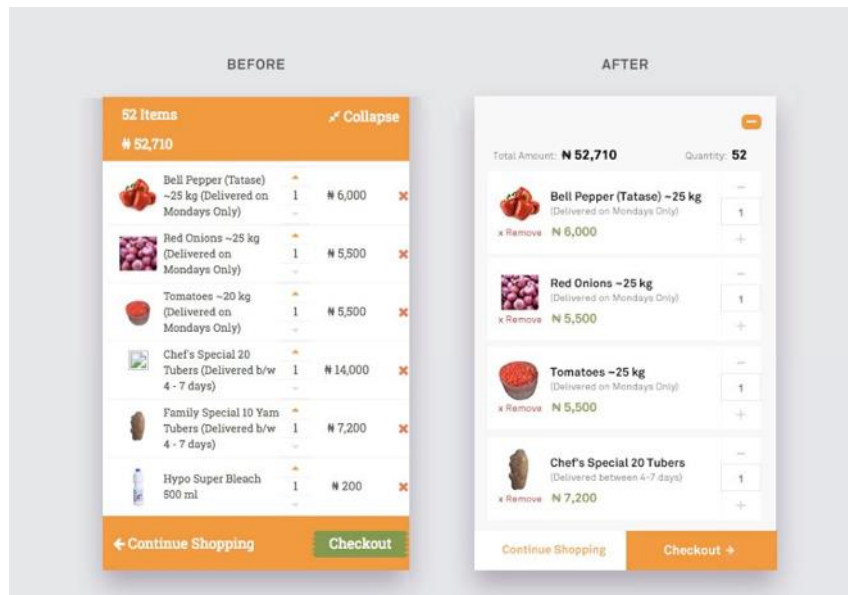
A REALTIME USER EXPERIENCE



BEFORE UX

AFTER UX

A REALTIME USER EXPERIENCE



BEFORE UX

AFTER UX

A REALTIME USER EXPERIENCE

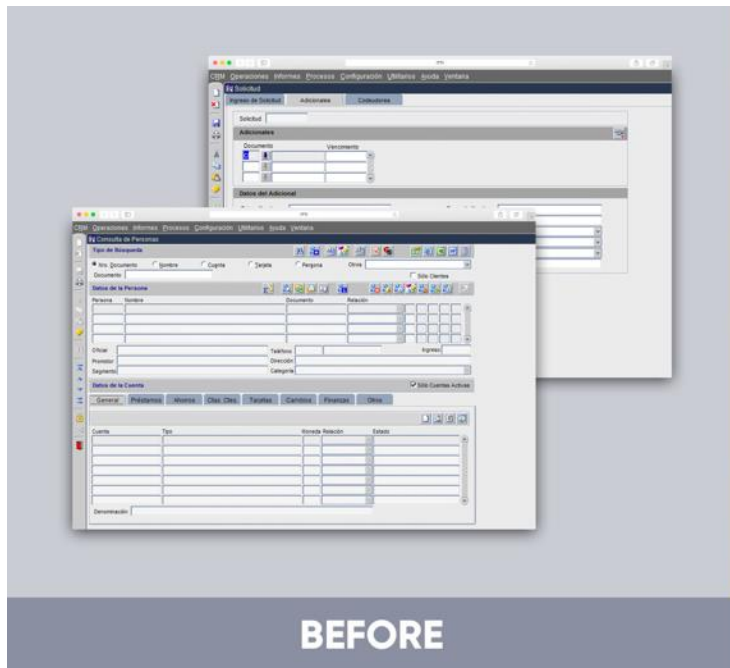


airbnb (2012)



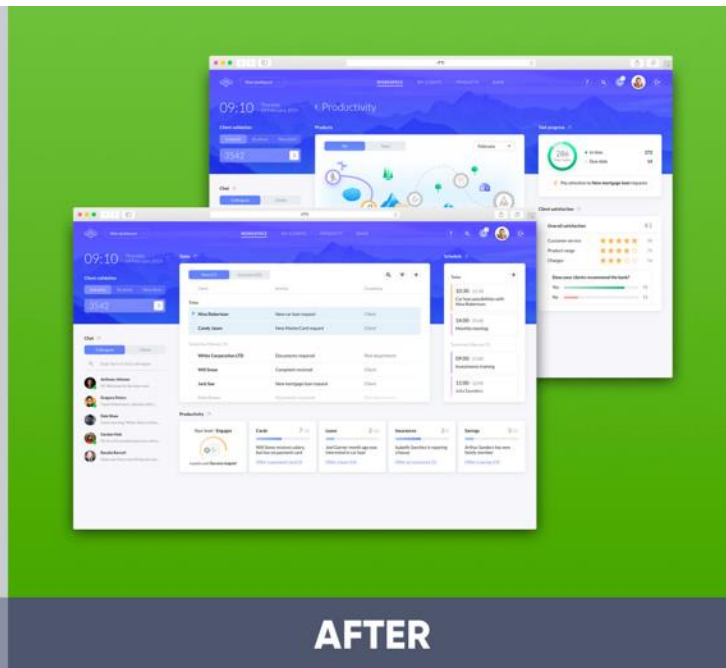
airbnb (2015)

BEFORE UX



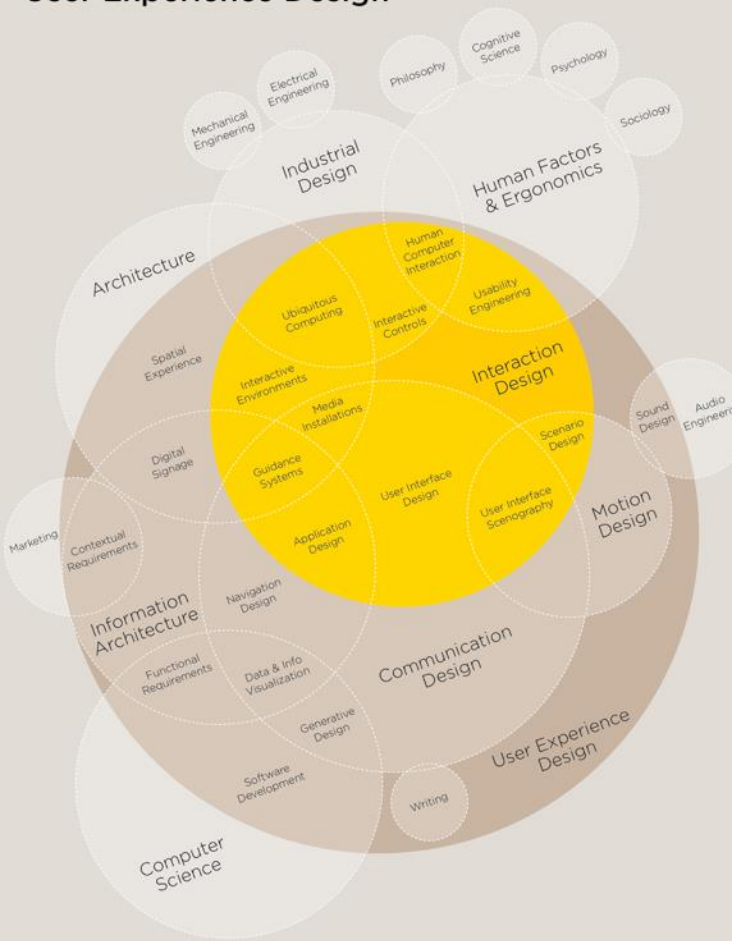
BEFORE

AFTER UX



AFTER

The Disciplines of
User Experience Design



UX
is a big, big
field...

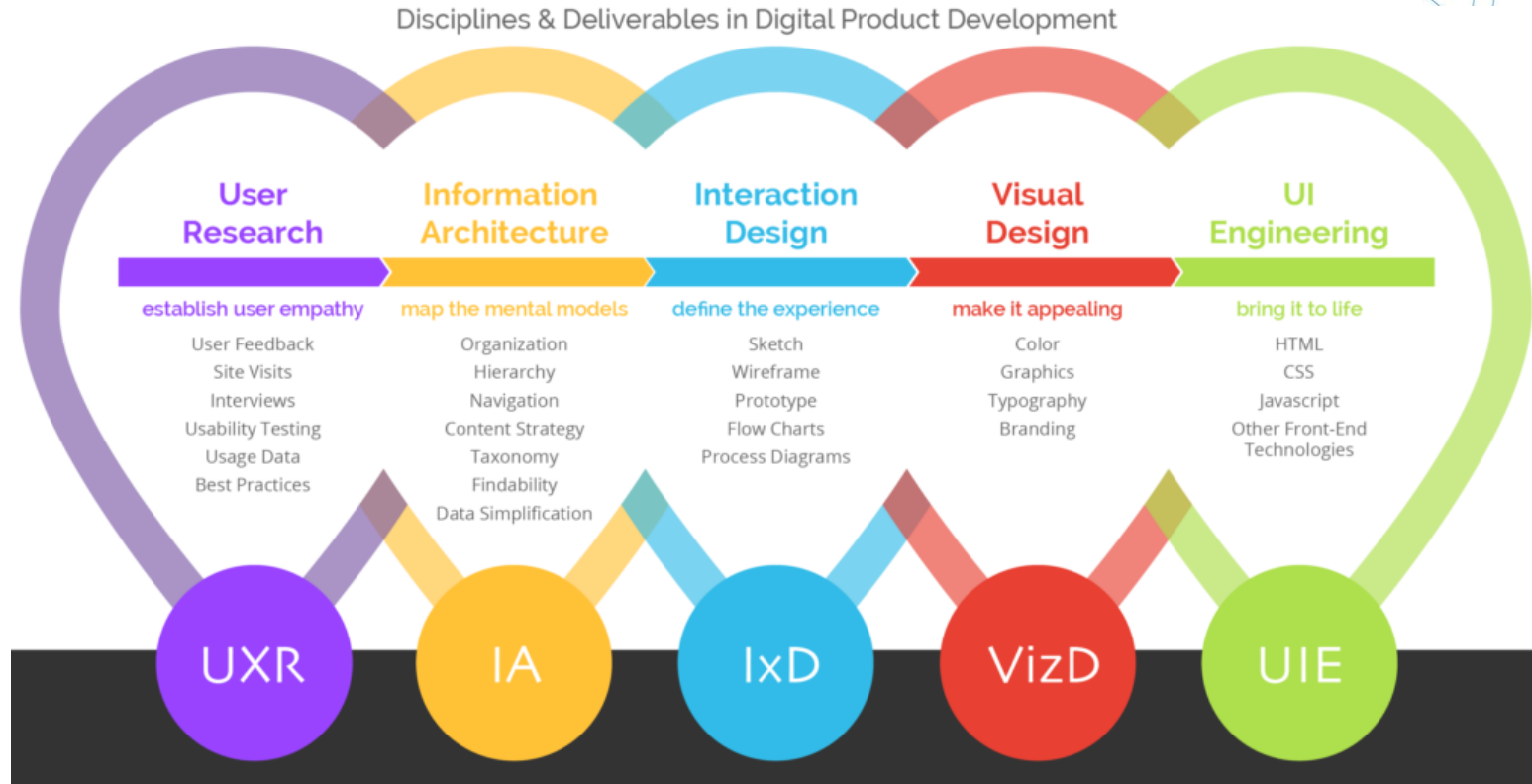


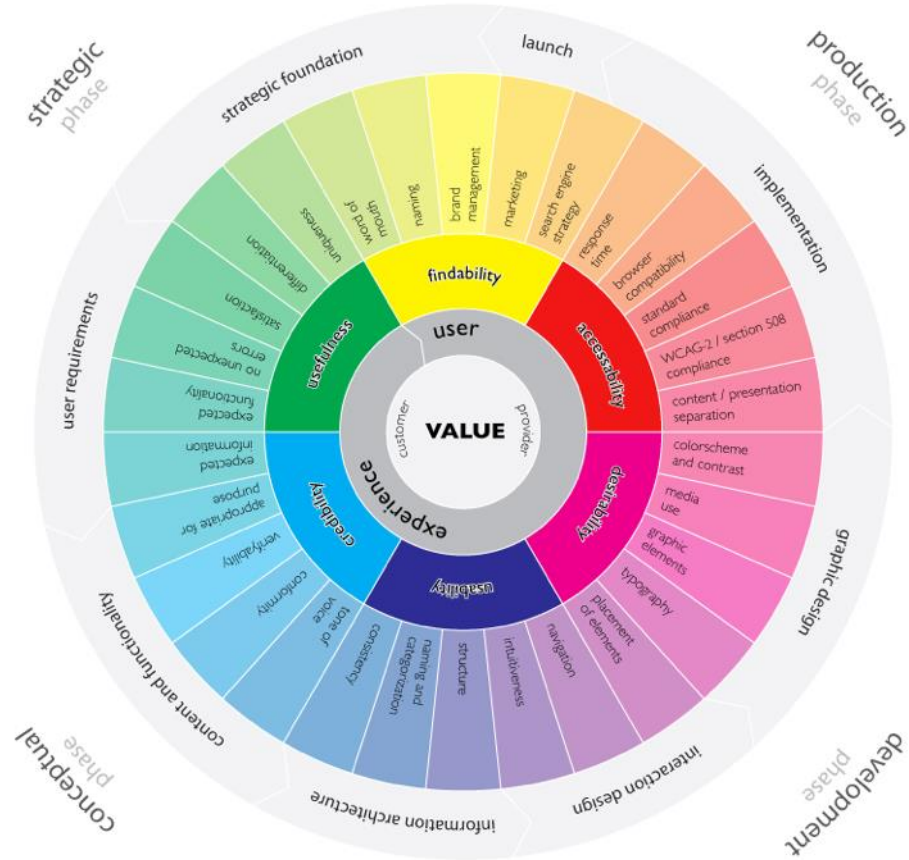
UX DESIGN METHODS



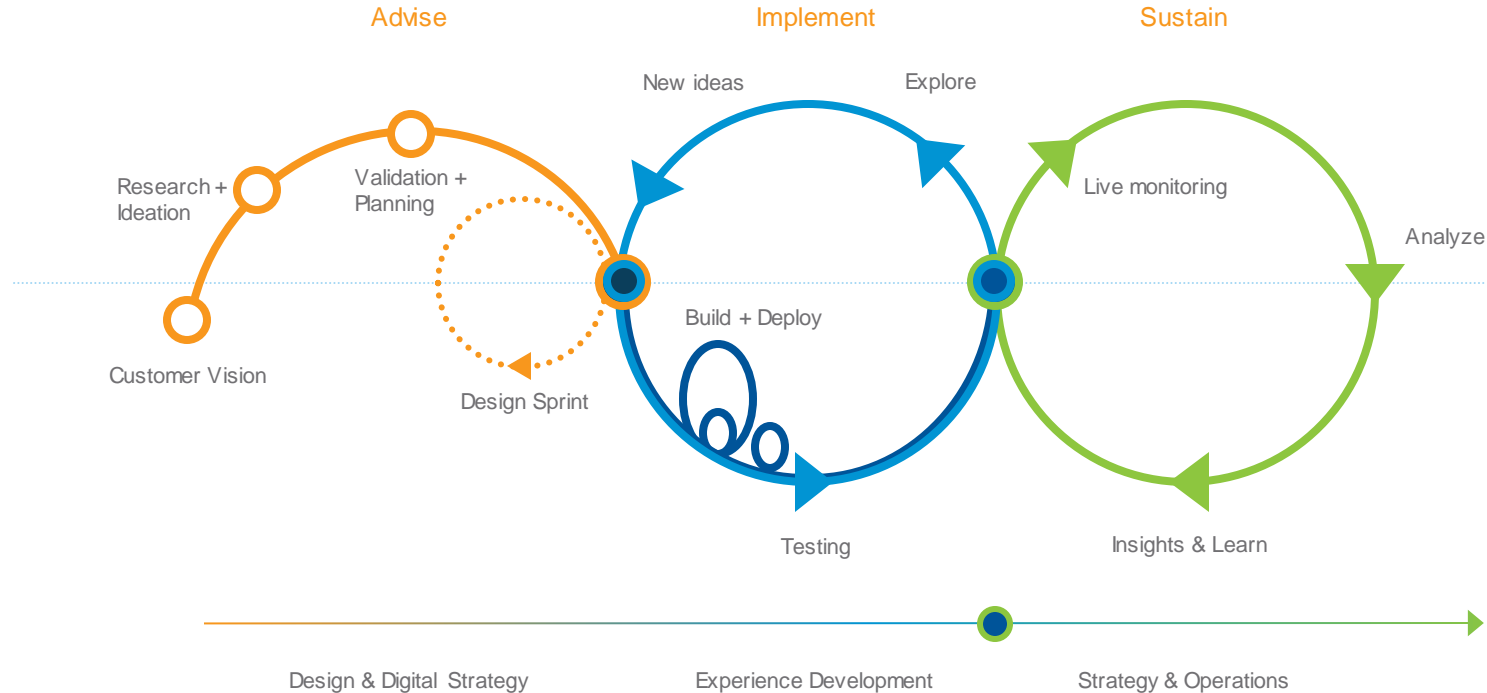
**You
Are
What
you
Do,
NOT
What
You
Say.**







UX across the Product Lifecycle

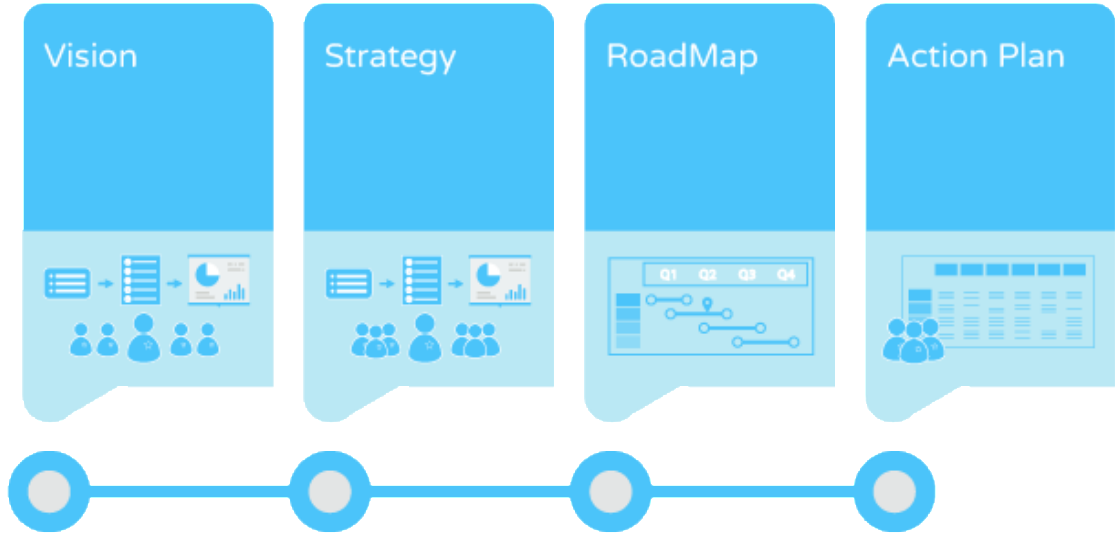




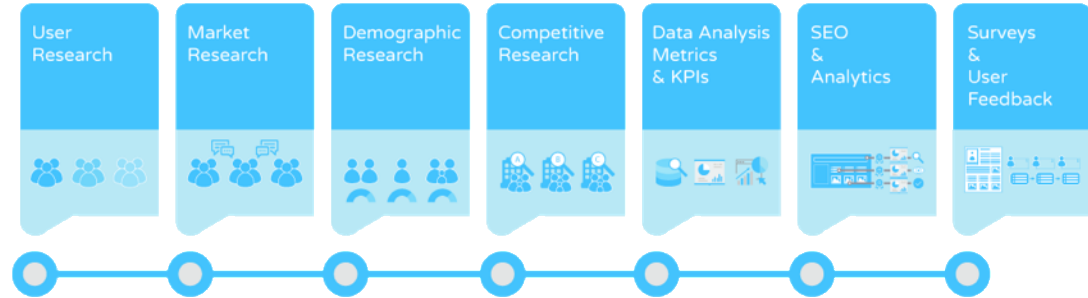
WHAT UX DESIGNER DOES?



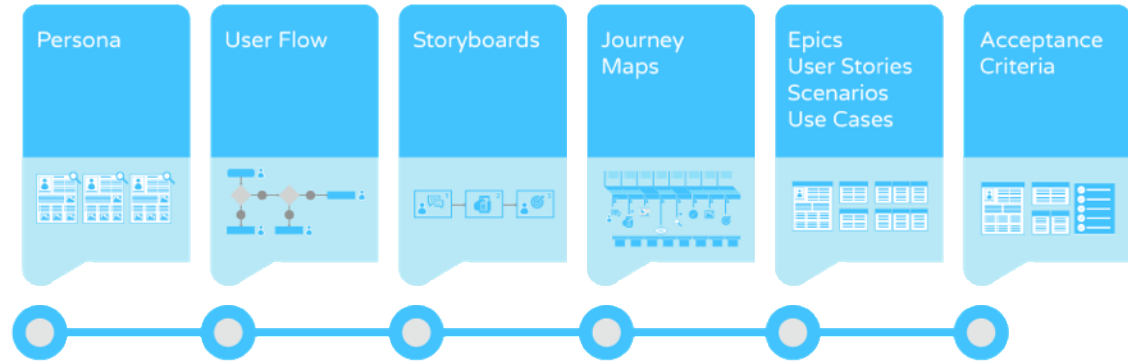
UX Planning

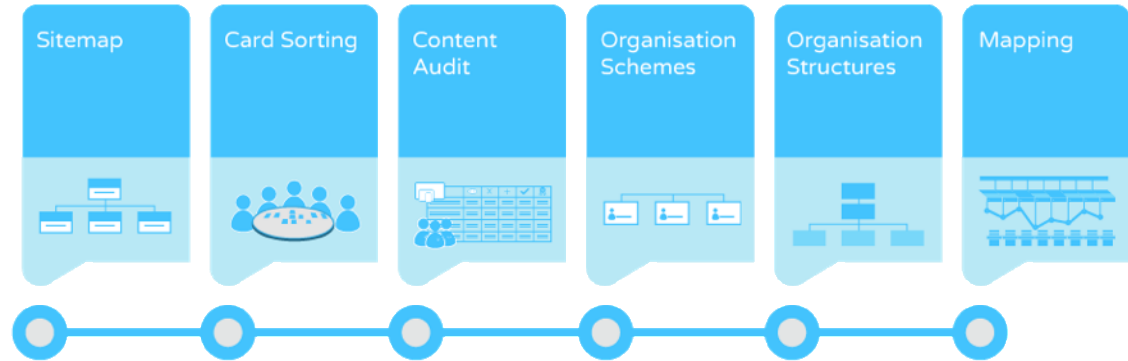


UX Research

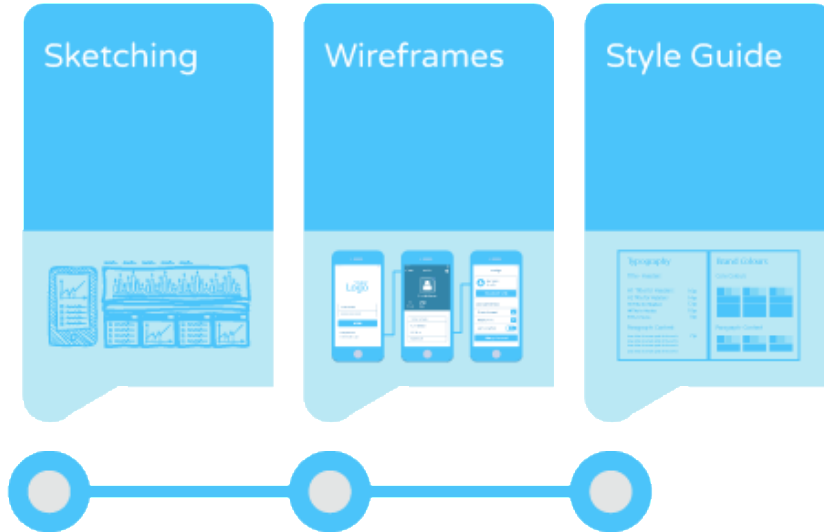


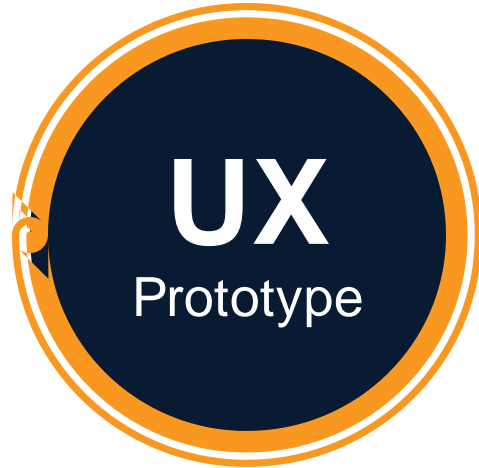
UX Exploration





UX Wireframe Design





High
Fidelity
Prototype

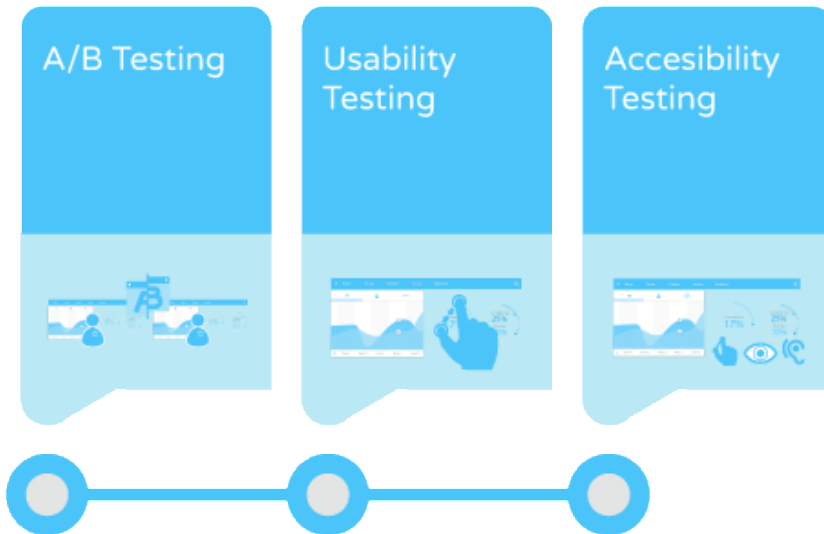


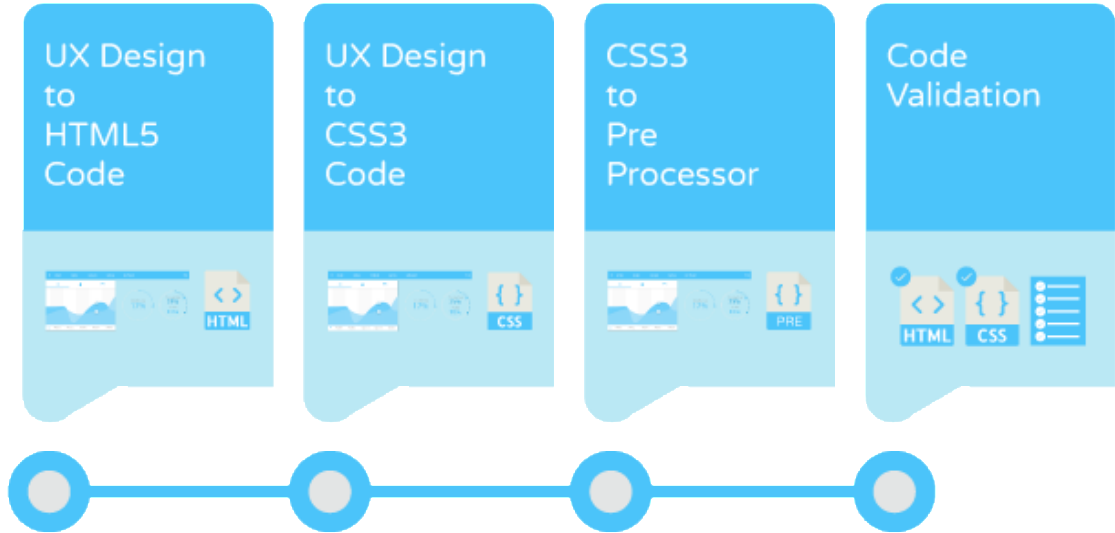
Video
Prototype

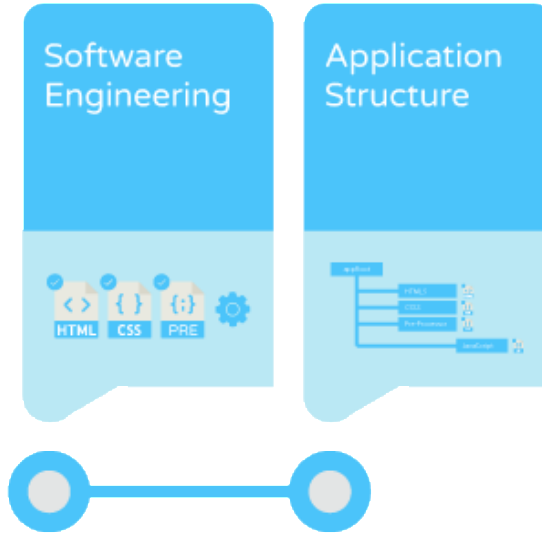


Code
Prototype



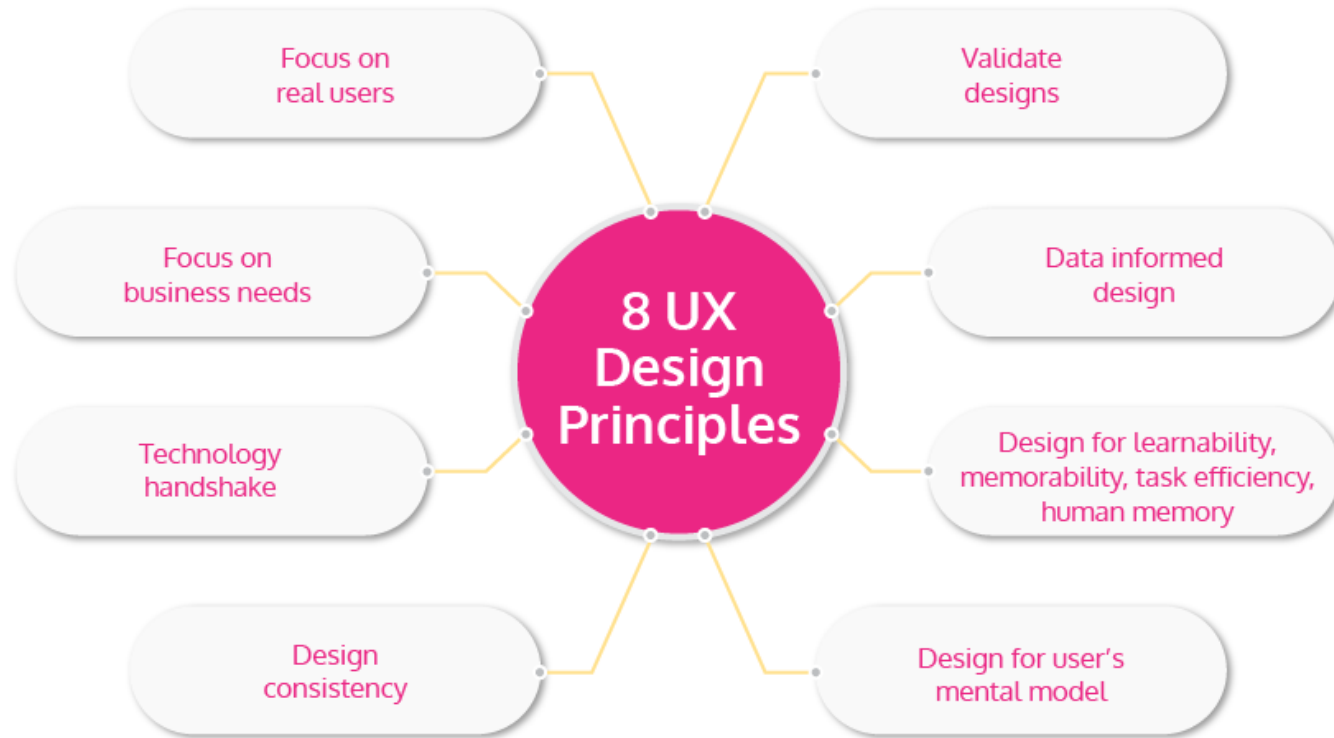








TEK DESIGN PROCESS



Digital Services Overview



Creative & Design

- Graphic design
- Visual design
- Interaction design
- Web design
- Creative studios

User Experience Development

- UX advisory services
- UX research
- Experience design and prototyping
- Mobile and responsive solutions
- UI modernization
- Website development

Marketing Technology

- Content management services
- Digital analytics
- Marketing automation
- Campaign/email
- CRM

Strategy & Operations

- Content strategy and migration
- Information architecture
- Globalization architecture
- Digital business analysis
- Product management

DIGITAL FOUNDATIONS

Development | Integration | Data | Cloud | DevOps



What We Do

User Experience Solutions

Our Services

- UX Advisory Services
- Experience design and prototyping
- Mobile and responsive development
- UI modernization
- Web development
- Progressive web apps
- UI and POC studios

Summary

TEKsystems provides integrated experience design and development for omni-channel solutions. From user experience consulting, to interface concepts and enterprise solution development, TEKsystems understands how to deliver compelling user experiences that support your digital business goals.

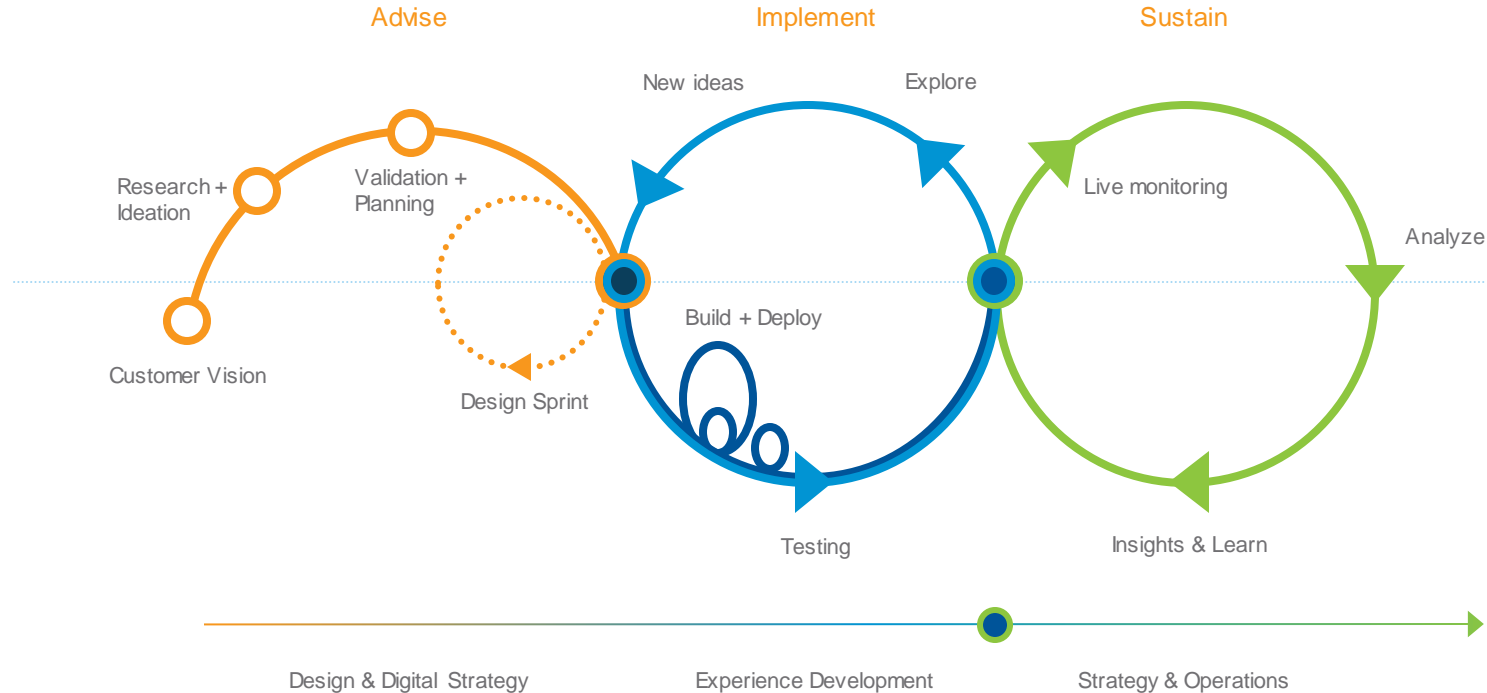
Digital Experiences:

- Pragmatic UX expertise
- Wireframing and concept design
- Site architecture
- Native mobile development
- Responsive design strategy
- Agile delivery
- Integrated UX/UI/Development



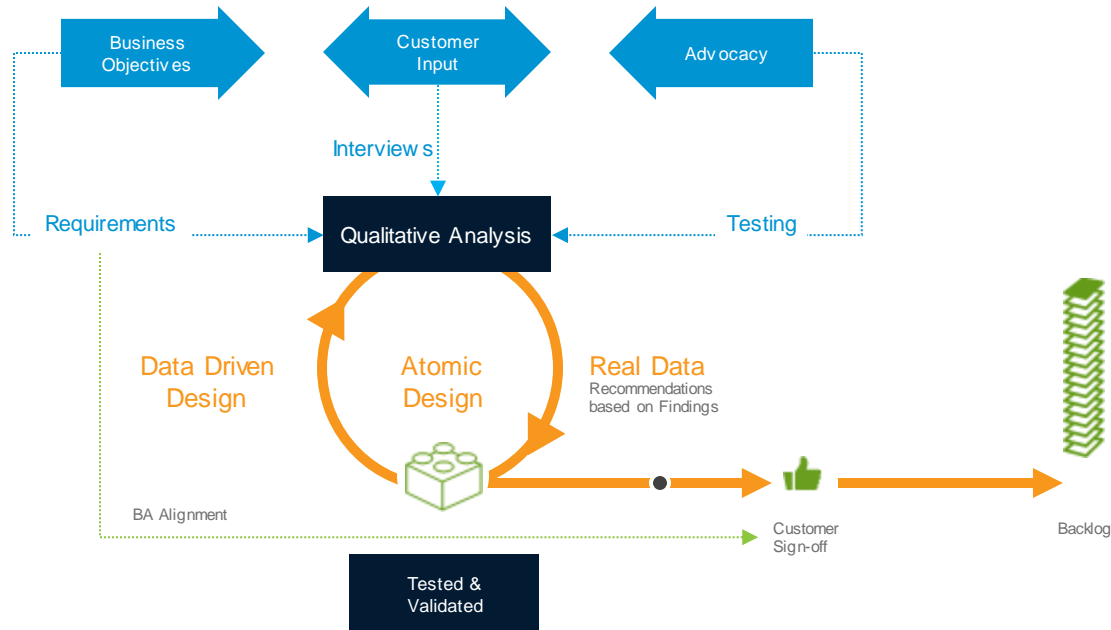
HOW WE DELIVERY

UX across the Product Lifecycle



UX During Initiation

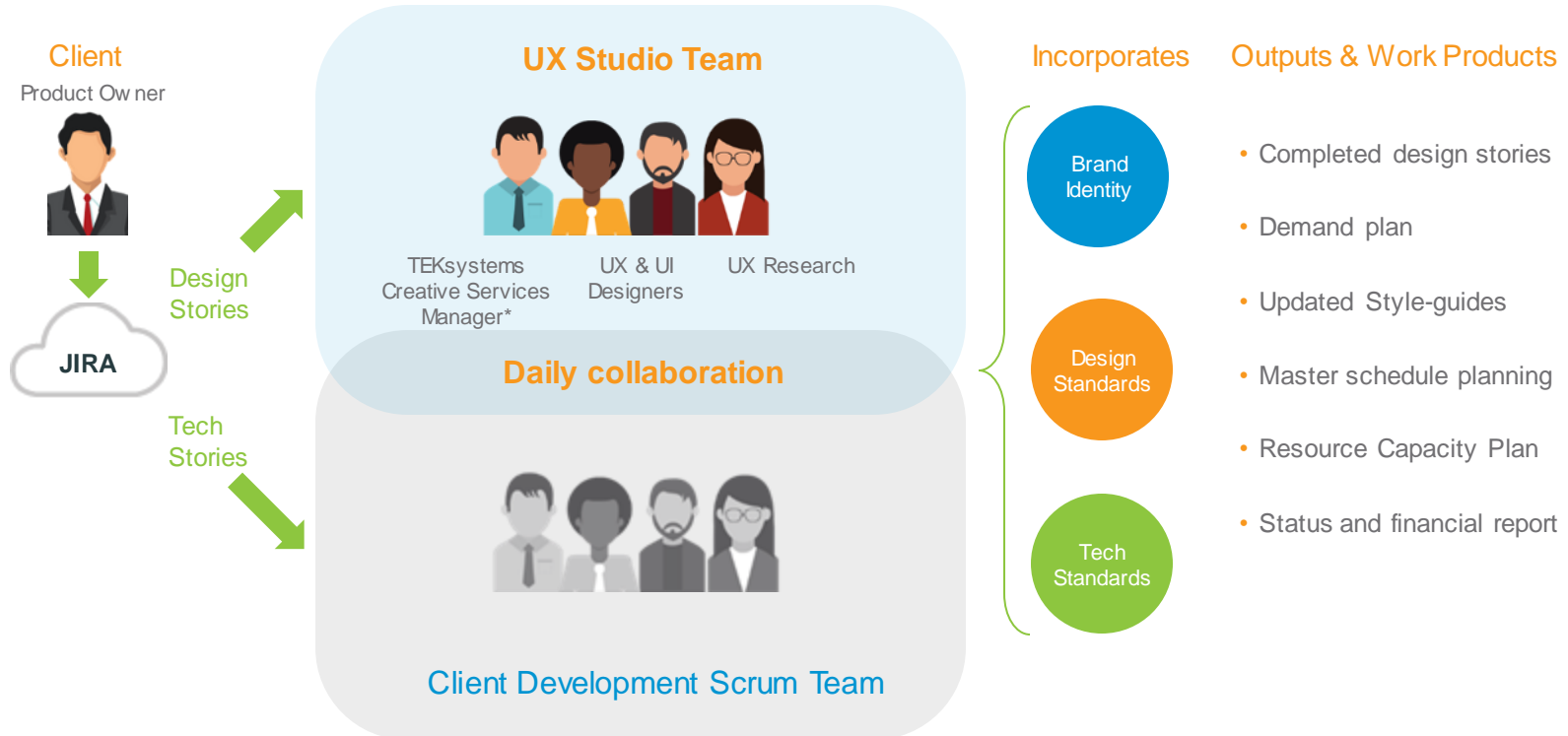
Optimized integration for further development



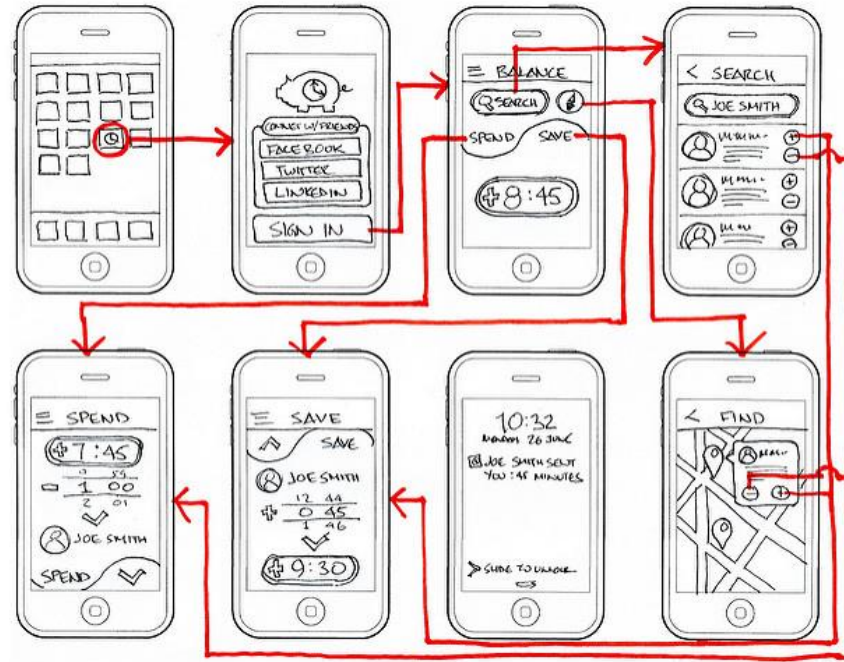
Construction UX Cycle



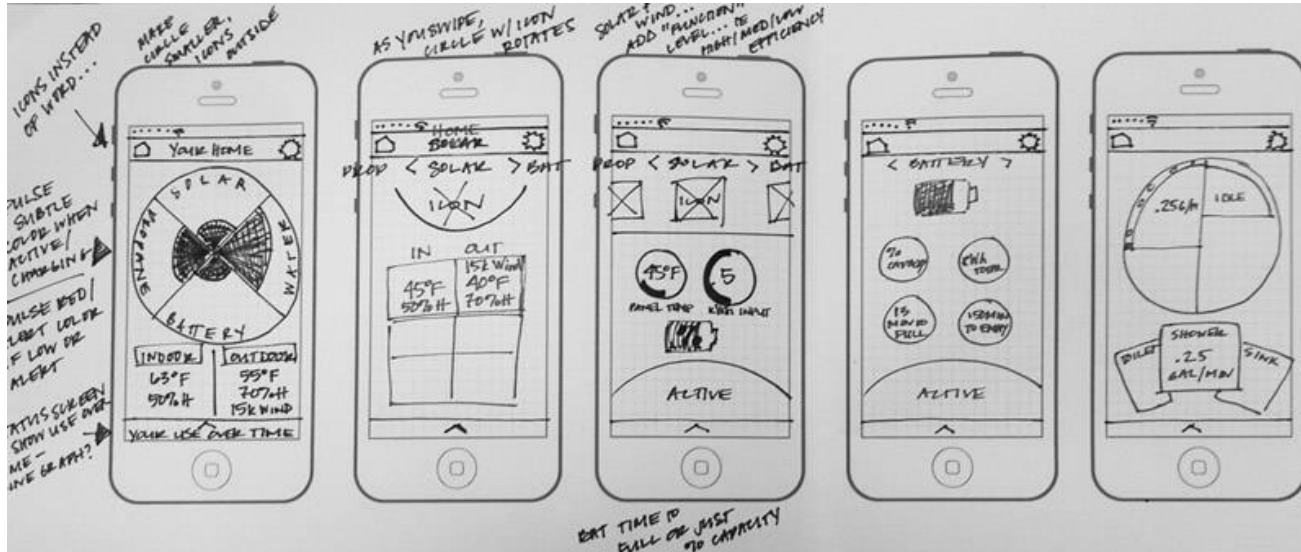
UX Studio Example



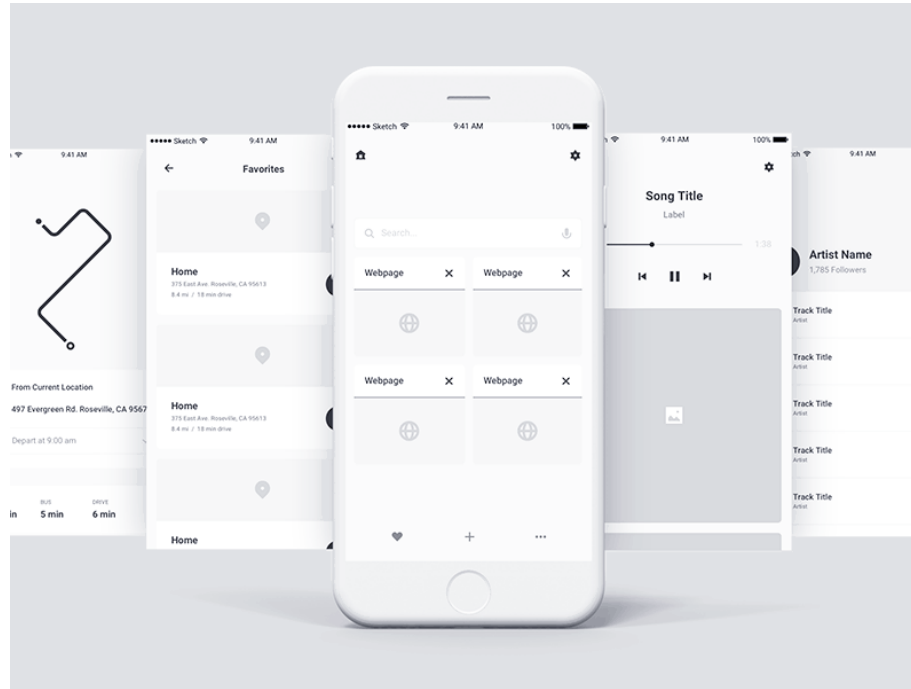
Wireframe Designing



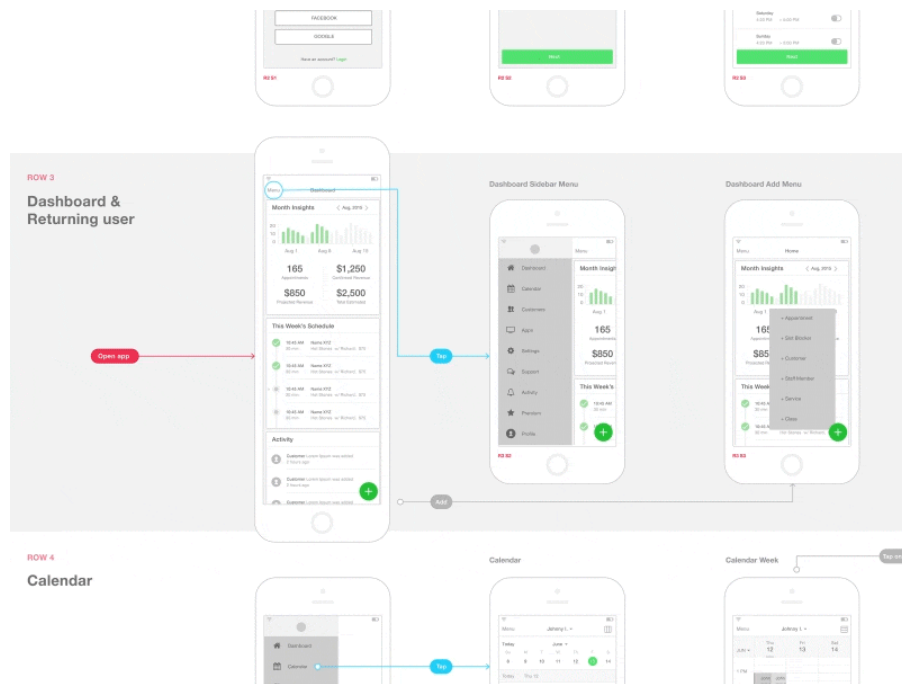
Wireframe Design



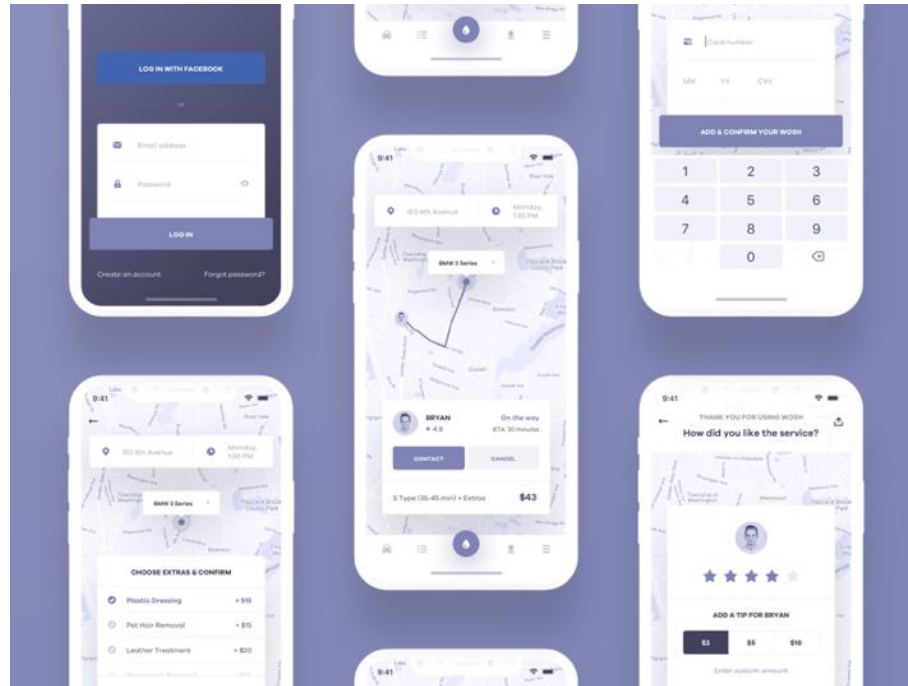
Low Fidelity Wireframe



UX Flow Process



High Fidelity Prototype



THANK YOU

