First-person

Polite

Respectful

Studious

Product Definition

Having worked in Product Management space has taught me how valuable it is to clearly define the product vision and goals, as they become the guide in aligning every other effort to meet those objectives. I see the same value applicable in the design space as it would bring clarity and focus that would eventually lead to creating the right solution.

Research & Analysis

Whether developing a new or improving an existing product, research and analysis provide the necessary foundation in building a useful product by validating assumptions and discovering the needs and goals of people who would use it.

Like how the first step in any problem solving is to understand the problem, I believe understanding the goals, needs, and frustrations of those who would use the software lays the foundation in creating the right solution.

Interaction Design

Based on the insights from Research & Analysis, the goal here should be connecting the dots and figuring out the best possible way – easy, effective, efficient, and enjoyable – for people to interact with the application while trying to achieve the desired result.

My favorite part ☺

While keeping in mind what I’ve learned about the users, I’d like to think that now I have some degree of freedom to think outside of box.

This is my favorite part because I get to design how the software and users would communicate with each other, and that’s something I find fun and challenging. My goal is to make that communication easy, effective, efficient, and enjoyable.

Wireframe & Prototype

Finally at a point where the underlying abstract ideas and carefully thought out interactions come to life, I look for the right balance of applying conventional design patterns and exploring creative solutions that best serves the users.

minimize the interaction cost (the sum of efforts – mental and physical – that the users must deploy in interacting with a site in order to reach their goals – Nielson Norman Group).

I like this part a lot too because I’m finally at a point where abstract ideas and concepts begin to form shapes. For good usability, I utilize the conventional design patterns while trying to explore creative solutions when I can.

Usability Evaluation

Testing is probably the best way to validate some of the decisions made along the way. Like how the quizzes and midterms in school measures my performance, usability evaluation precisely reveals the weaknesses and strengths in design.

Frontend Programming

When I first saw my programmer friend’s computer screen with mystical code that he’s written, I thought that was the coolest thing ever. Fast-forward a few years, I stare at the code I’ve just written and think, ‘hey, this is pretty cool!’

By no means I’m calling myself a programmer, but I’m now good enough to program something for myself (like this site). I find programming to be challenging but fun and hope to continue learning.

I want you to know that… I’m not a programmer by profession, but I’m good enough to program something for myself.