

Start the UX Design Process

Empathize, Define, Ideate

Design Thinking Framework

Empathize, Define, Ideate, Prototype, Test

Courses :-

- 1) Foundations of UX design → Completed
- 2) Start the UX design process → This course
- 3) Build wireframes and Low-fi Prototypes.
- 4) Conduct UX Research and Test Early Concepts
- 5) Create Hi-Fi Designs and Prototypes in Figma.
- 6) Build dynamic UI for Websites
- 7) Design a UX for Social Good and Prepare for jobs.

THIS COURSE :-

Module 1 : Empathizing with users & defining pain points

Module 2 : Creating user stories & user journey maps

Module 3 : Defining user problems

Module 4 : Ideating design solutions.

Explored Design Prompts :- (From Sharpen)

- 1) Design a Planner for hot Sauce brand in France
- 2) Create an accessible web UI kit for Coffee shop in Boston
- 3) Design a web app for breakfast diner
- 4) Design a profile page for a school in Kenya.

Design a profile page for a school in Kenya :-

- (i) Mobile App personas
- (ii) " " User Journey map
- (iii) " " User Problems
- (iv) " " Competitive Audit & Report

How to build a portfolio website?

WYSIWYG - What You See Is What You Get

Web based WYSIWYG editors are useful to build quick websites.

Some common website builders :-

- * Wix
- * Squarespace
- * Webflow

Tips for a Good Portfolio :-

- 1) Establish your personal brand
- 2) Tell a story
- 3) Be concise
- 4) Keep your navigation simple and intuitive

- 5) Go beyond the template
- 6) Include a diversity of projects
- 7) Feature Case Studies
- 8) Responsive Website
- 9) Test your website.

PLAN YOUR PORTFOLIO WEBSITE

- 1) Name and Personal logo
- 2) Navigation Menu
- 3) Work Samples
- 4) About Me
- 5) Contact Information
- 6) Color Scheme

EMPATHIZE WITH USERS

Empathy is Important.

Steps to Empathize with Users :-

- 1) Ask lots of questions
- 2) Become more observant.
- 3) Be an active listener
- 4) Request input
- 5) Have an open mind.
- 6) Keep current on UX Research.

Empathy vs Sympathy :-

↓ ↳ Experience of showing concern.

Understanding someone's feelings or thoughts,
Often by feeling the emotions yourself.

Screener Survey :-

A detailed list of questions that
helps researchers determine if participants
meet the req. of research study.

Prepare Yourself for the Interview :-

- 1) List the questions.
- 2) Collect supplies
- 3) Research the users
- 4) Practice

Steps to conduct User Interviews :-

- 1) Meet the participant.
 - Build a good rapport
 - Thank the participant for coming
 - Review legal details
 - Gather basic details
 - No right / wrong answers

2. Conduct User Interview

- Use proper etiquette
- Ask open ended questions

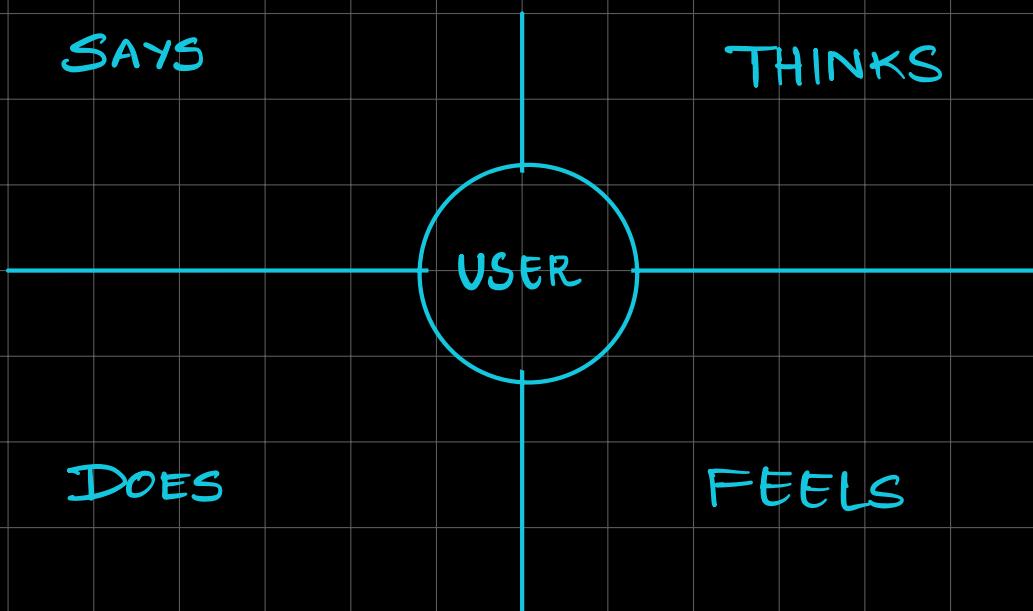
3. Take Notes

- Highlight compelling quotes.
- Note observations
- Consider recording

4. Wrap up

- Give users share any final thoughts
- Thank them
- Give a warm goodbye.

EMPATHY MAP :-



AGGREGATED EMPATHY MAPS :-

Combination of Empathy maps

PAIN POINTS :-

Any UX issues that frustrate the user and block the user from getting what they need.

TYPES :-

- Financial
- Product
- Process
- Support

$$\text{BRAIN} + \text{HEART} = \text{UX}$$

User Personas :-

User group : A set of people who have similar interests, goals or concerns.

- Identify a user group.
- Build user personas that represent each key user group.

User story :- / Scenarios / User cases

A fictional one-sentence story told from the persona's pov. to inspire and inform design decisions.

Hero + Goal = Action

As a WHO, I want to WHAT,
type of user action

So that WHY
benefit

Consider Edge Case :-

Happy path : User story with happy ending

Edge Case :- A rare situation that interrupts
a Standard user experience.

Resolving edge cases :-

- 1) Create user stories by personas.
- 2) Review the product
- 3) Use wireframes.

User Journey :-

The series of experiences a user has as
they achieve a specific goal.

Journey Map :-

An illustration of what the users go through
to achieve their goals.

Design products that are accessible by EVERYONE.

Curb Cuts 1st - Michigan - 1945

↳ slope of the sidewalk that creates a ramp with the adjoining street.

CURB - CUT EFFECT :-

A phenomenon that describes how products and policies designed for people with disabilities often end up helping everyone.

Define PHASE :-

Problem Statements

[Name of user persona] is a [type of user] who needs [type of user experience] because [benefits of user experience].

Hypothesis Statements

If [user] can perform [action], then they will achieve [benefit].

TYPES OF PAIN POINTS :-

1. Financial
2. Product
3. Process
4. Support

The 5 W's and H :-

- 1) Why
- 2) What
- 3) When
- 4) Where
- 5) Who
- 6) How

Value proposition :-

The reason why a consumer should use a product or service.

PSYCHOLOGY IN UX DESIGN :-

Human Factors - Describes the range of variables humans bring to their product interactions.

- * Impatience
- * Limited Memory
- * Needed Analogies
- * Limited Concentrations
- * Changes in Need
- * Needing Motivation
- * Prejudices
- * Errors
- * Fears
- * Misjudgement

TL ; DR - Too long, Didn't read

Mental models, Feedback loops, Color preferences,
Von - Restorff Effect / Isolation Effect, Serial
Position Effect, Hick's Law

Define → Ideation Phase.

Ideation :-

A process of generating a broad set
of ideas on a given topic

THERE ARE NO BAD IDEAS

- * Brainstorm out loud
- * Document all ideas
- * Focus on quantity
- * Do not allow evaluation
- * Gather diverse team
- * Question the obvious
- * Evaluate the ideas → Finally.
→ Feasible → Desirable → Viable

For Business Ideas :-

- * voice
- * Tone
- * Budget

Branding

components

Voice

Tone

GOAL STATEMENT:-

Our < product > will let users < specific actions (what) > which will affect < describe who the action will affect (who) > by < describe how it affects (why) . We will measure the effectiveness by < describe how you will measure the impact >

WHO, WHAT, WHY & HOW

Benefits of Competitive Audits

- Inform your design process
- Solve Usability problems
- Reveal gaps in the market
- Provide reliable evidence.
- Save time , money & energy .

Limitations :-

- stifle Creativity
- Depends on how well you interpret findings
- Not all designs work in all use cases .

STEPS

- Outline the goals
- Create a spreadsheet with a list of competitors.
- Call out the specific aspects you want to compare
- Research each company.
- Analyze findings
- Summarize findings in a report.

_____ START _____

BRAINSTORMING _____

How might we?

How - Explore a bunch of ideas

Might - Possible Solutions, (not only solution)

We - Collaborative effort.

SKETCHING - Crazy Eights (Also known as

"Rapid Sketching")

