

UX-design and graphic image editing

Chapter 2

20 University points

Registration!

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Overview

- 1) Introduction and the foundation of UX design
- 2) Design Research**
- 3) Information architecture to build a digital product - Lab
- 4) Wireframing
- 5) User testing and pixel perfect design
- 6) Photoshop and sketch - Lab
- 7) Image editing for the web
- 8) Accessibility
- 9) Graphic resources for web applications
- 10) Repetition
- 11) Test

Chapter 2

Design Research

Chapter two of the course looks at the first stage of the design process; research.

UX research is the starting point for a UX design project.

There is a certain range of information which much be covered in order to make an effective design solution. This information will be covered in this chapter. Research can essentially be unlimited in its details and quantity, however there is always a limited time budgeted for design research.

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Design Research

2.1 Three stages of design

2.2 Business research

2.3 User research

2.4 Gathering insights

2.5 Design brief

2.6 Exercises

The contents of chapter two are as follows.

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2.1 Design Process



- 1) Research
- 2) Ideation
- 3) Result

This is a basic way to see the design process, consisting of three sections. The first is what today's chapter will cover; the research phase.

The research is where all information is gathered which is necessary to make design decisions in phase two and three. In this phase one should refrain from making any decisions yet, and try to keep an open mind about what information is needed in a certain project.

One should also try to avoid making assumptions about information. For example, you may think you know what the general user group would be for a digital product, but try to question these assumptions and prove your findings with factual information (or at least sourced from reality). You will most likely be surprised at the information that you find within the research stage of the UX design process which is a really good thing.

After the gathering of the information that we will cover in this chapter, it will serve as a designer's 'go-to' source during the rest of the project. It always creates stronger design direction if they are based on what the user would want rather than you yourself. For example, if it becomes clear during research that users will tend to open this device whilst they are outside having a jog, you can make a simple interface

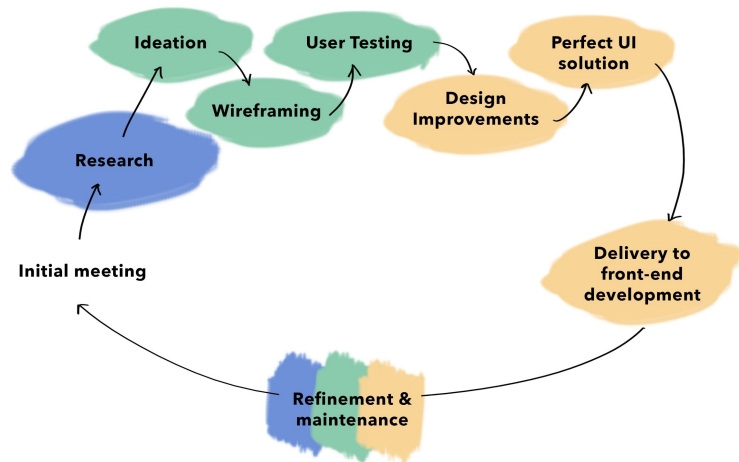
which can be opened in as little movements are possible to save from distracting them from their run.

The research should be delivered in a format which is readable and understandable. However it doesn't need to be your most beautifully designed, visually appealing work. That should be saved for the pixel perfect interface design! However, keeping a succinct and clear order is key to make the research understandable to yourself later on in the process as well as others who may know nothing about the project.

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2.1 Design Process

- 1) Research
- 2) Ideation
- 3) Result



- 1) Research
- 2) Ideation
- 3) Result

If this diagram was our reference in chapter one, we looked at a more in detail process which is applied to just UX design. By taking the three stages of a design process we can apply it to a process specifically angled to developing digital products.

The research stage is clear here. Even though it seems smaller in size to the others on this map, the three stages should be divided equally. The research phase will be described in clear steps in this chapter.

The ideation phase is an experimental phase where information maps are produced along with wireframes, building prototypes and testing these on users. In this stage you will be producing lots of work, without deciding anything too much. Through this wide mass of ideas, specific solutions can be chosen and refined in the final stage later. The steps within the ideation phase will be covered in later chapters of the course.

The third stage of the process is that of solidifying and producing the designs as the end result of the current project. This tends to take form in pixel perfect user interface designs, as well as pixel perfect components. Essentially, this is the packaging of all the preparatory work done up to this point; that of research gathering and experimentation. In this stage the goal is to make logical and well supported decisions

in a creative and aesthetically pleasing solution.

Even though these three stages are a good foundation for a complete UX design process; projects are rarely ever completed entirely. Once a design has been developed, a new project will begin in designing new functions to be added to the same digital product. Or the newly developed product will be analysed and refined within a certain time, which is called maintenance, performed by developers and UX designers when needed.

Question: What process do you use when collecting information about a task?

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2.1 Question the information

When working with a client, you will be given a certain amount of information which can be a start to your UX design research. It is crucial to realise that this information is from a person with different perspectives and expertise than what is potentially required from the UX design perspective. Therefore it is the UX designer's job to question this information and deduce what needs to be added to it, to complete the research in its entirety.

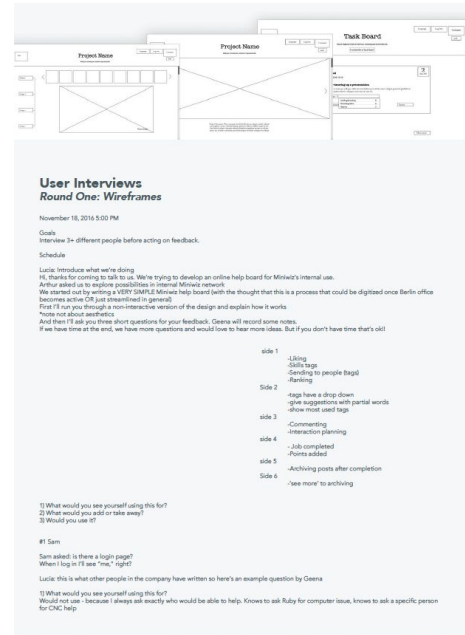
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2.1 Reminder! Document everything

It doesn't have to be beautiful

Help yourself keep track of thoughts and findings

Keep your process tight



Here is a reminder for when you start your UX design research: Write things down as soon as possible!

Writing things down also allows for clarity, which helps enormously during the research steps. The findings will then be able to be directed and utilised when discussions come up around the direction of design. It is a way of keeping a team aware of WHY certain steps are being taken over others. For those who aren't doing the gathering of research, they need to be kept informed on the findings and so, a document allows them to refer to it, pass it on to others in the organisation and acts as presentation material for the UX designer to use when necessary in presenting to their client.

As soon as you start the process of gathering research, a report should be set up to organise this information. (which you should have started in the previous session). This will become a deliverable at the end of the course.

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2.2 Business Research

The first area of research that we will look at is that of the business or organisation that the digital product is for.

The business could be that of a startup with one representative (where you are responsible for the entire project along with the client) or a large organisation which require a design for a section of their larger offering supported by a fully dedicated team. Both will have their own specific journey, in which understanding will inspire the design project as you become part of their future development.

In this sense designers and developers need to be adaptable and chameleon like working with new teams of people with different business cultures often. It is a fine balance to asking enough questions to gather the necessary information without becoming a chore for the team who already should have a good grasp over the company they work with!

Question: which business would be your dream client to work with?

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2.2 Company Analysis: Brand



Company Analysis: Brand

A brand is the touchstone of a company's meaning, what they stand for and how they are seen by others. In order to design anything for a company, the brand should be fully understood and implemented into any design work, especially that of digital products. Services and digital services which are created through the UX process result in a new channel for users to come into contact with a brand and therefore a business.

What is the message of a company? And so far, how is that message being delivered to its users? This could be in the form of their logo and slogan (otherwise known as their graphic identity). Their message may be spread through their website and app or 'digital presence'. They could have a strong marketing campaign which is implemented through social media. They may have built a reputation of strong customer service which has represented their brand for many years and are hoping to digitise that awareness. Understanding a client's branding and how they illustrate that brand to users is an important stage when designing a service to integrate itself seamlessly with the existing set-up.

With regards to a company's brand, there is usually a state of completion which a company will be on. They may for example have just entered a new phase of market strategy and are yet to fully implement this. The branding that exists today may be the face of the past for the company, branding is somewhat of a never ending process; just like UX design. Therefore it is also important to add a dimension of time into your

understanding of a client's branding. How, for example, will it look in a year's time when your UX project will be newly implemented?

A separate part of a brand is that of an organisation's reputation which is connected to that brand. This essentially deals with how people feel about the brand through their associations and previous interactions with it. You may wonder how this has anything to do with the UX process, but it can be very relevant in certain projects. For example, if there would be an automobile company which has previously made cars which have throughout their history been popular with men, but now they are entering a new phase of trying to become equally attractive to women. The project may be for the new website of that company, timed to be launched with the new model of their cars directed to specifically a 'less masculine' customer group. How would this affect the design of the website? Instead of following the brand which exists today (which would be entirely wrong in terms of the result when released in the future and for the intended purpose of the project). The UX direction should firstly focus on understanding the NEW user, the female user in this case who have quite different needs and values to that of the existing user group.

What is the tone of voice of the company? Is it serious or playful? How do people expect the company to present itself? This is something to reflect upon within the business research.

Question: Does anyone know which brand of cafe the above interior is for?

Pic source: <http://www.yourwallpaper.se/nyheter/2015/12/28/espressohouse/>

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Exercise

20 minutes will be spent in researching one of your dream brands. Choose ONE of those brands as your client. Answer the following questions about them:

- What is the message of a company?
- How do they deliver this message?
- What online presence do they have?
- Collect visual examples of their visual branding

Who is going to show their findings?

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2.2 Company Analysis: Strategy



Company Analysis: Strategy

The UX project which you are working on fits into a bigger picture; the larger strategy of a company.

UX design is different from user interface design in this sense, one looks at the strategy of a company, the other doesn't. When working with UX, one must consider an important question which UI design doesn't, that being: How does the company make money? What services or products does the company sell in order to make profit? From these answers, the UX strategy can be determined, which helps support the larger business strategy. If this is followed to affect the business genuinely, the UX can support the business in it's success in fulfilling its strategy.

The following are types of information which can help shed light on the larger business strategy:

- Operational costs
- What are future plans for market share?
- What makes the organisation more or less profitable than before?
- How does pricing work?
- How does the business define success?

Some of the ways that the business strategy can be determined can be found in a business':

- Marketing plan

- Competitive strategy
- Annual support
- Sales projections
-

Among many other sources including talking directly to the business strategist within the organisation and asking them frankly to explain the larger strategy in order to inform the UX design.

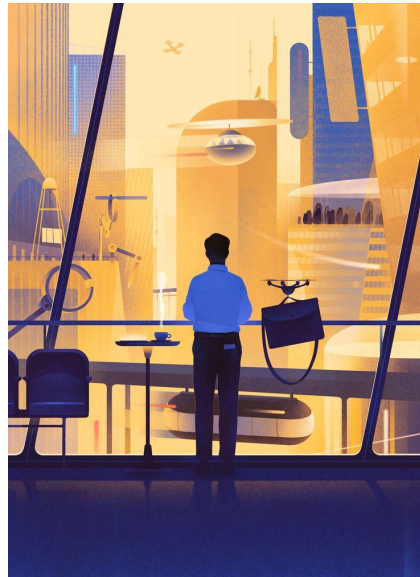
Pic source:

<https://www.strategy-business.com/blog/The-Trouble-with-Putting-Goals-Ahead-of-Strategy?gko=62dbd>

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Paus! Up next: Company analysis

2.2 Company Analysis: Future



Company Analysis: the Future

From the previous section we looked at analysing the journey of how a company had gotten to where it is today. The next important step is determining the scope of how much the organisation has the opportunity of change, in order to fulfill their chosen strategy.

The probability of this success is based upon factors such as:

- Investment in development
- Ability to implement changes
- The frequency with which the organisation has made measurable changes in it's history
- The openness of the people leading the future of the organisation.

Once you have determined the extent at which the client is able to change, you can estimate which areas the UX design can make most positive change and improvements. This is by basing this ability to change on the following future plans of the organisation. This includes the specific goals of the client, which can easily be acquired from well established companies whilst working with them on a UX project. A fledgling company may even want support from UX designers in defining their goals and visions.

Pic source: <https://www.pinterest.se/kmeyer/future-illustration/?lp=true>

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Exercise

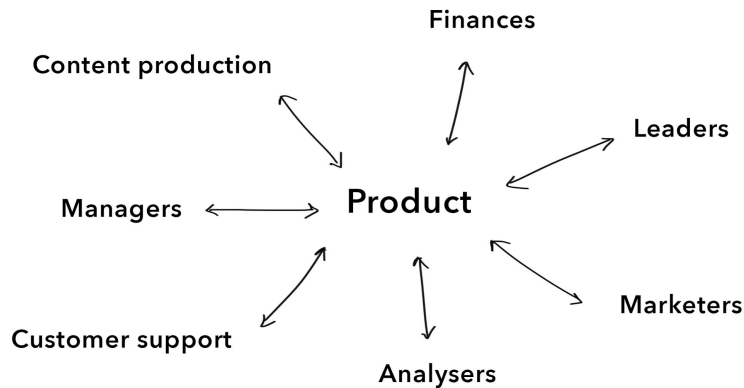
15 minutes will be spent in researching the same brand as the previous exercise, your dream brand which is now your client as a UX designer hypothetically. Answer the following about them:

- How does pricing work in their organisation today?
- What is their competitive strategy?
- How have they evolved their profit streams through history?
- Can you speculate what the future strategy would be for the company?

Who is going to show their findings?

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2.2 The stakeholders



Company analysis: Stakeholders

No two companies look the same but there is always some version of the illustration on the screen for each organisation.

Looking clockwise from the top left:

Who in the organisation produces the content such as written content and visual content?

Who is in charge of finances, meaning what is invested into in the company?

Who is the leader, inspirational voice and captain of the organisation?

Who makes up the team for marketing?

Which people in the organisation analyse data and give feedback to make future decisions?

Who knows the customers best, and offers them support?

Who manages production in the organisation?

In understanding who plays what roles in the company, you will be able to source the correct information much more smoothly whilst compiling UX design research. It is crucial to allow the opinions from the different sides of this business spectrum in order that your UX design decisions reflect the company in its entirety and not from an unbalanced perspective.

2.2 Market study: Competitor Analysis

Direct Competitors

Positives
Negatives
Strategy
Values to customers
Customer groups

Competitors Analysis

This stage of research opens up a clear strategy in the absence of a larger business strategy. Why? Because they shine light on what is MISSING on the market today and what will be more LIKELY to increase profits directly and so therefore a highly profitable and low risk option.

What is a direct competitor? The different options that customers will consider in deciding on an option. So any service or product which offers a single or multiple similar values which your product or service does / want to do.

The competitor analysis can be completed looking at the key five competitors existing on the market today, this is otherwise dubbed 'benchmarking'. This information is public today and easily accessible, especially within the technology branch where you can simply search app store to find direct competitors for example. Once your competitors are defined, list through the pros and cons of that UX solution. Through this analysis you will see a clear gap in the market today and therefore where demand lies. Also you will see where certain functions within a service are over supplied and therefore which function decisions should be less focussed upon.

There are a few limitations to understanding competitors entirely. Direct financial outcome of UX decisions made by competitors are hard to come by. It is difficult also to know new releases and developments which could potentially create a new direct competitor from 'nowhere' overnight.

Question: Where would you try to find such information about a competitor?

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2.2 Market study: The wider market



In the previous slide we looked at how to analyse direct competitors.

Another section to add to a strong business research in order to form the foundation of a design process, is that of a general analysis of the wider market.

What are the upcoming expectations in the branch today? Have there been rumours of a new big player, or a new technology which will be added to a competitor? What have users found frustrating with the market today? Any kind of general information surrounding that specific branch will add insight into a UX design solution with the best odds of being successful.

Understand the technological trends that are popular so that you are able to produce a design which is modern and sustainable. Developers tend to always be experts in this area! Is there an upcoming increase in demand or will there be a drop in it? Will customers still be needing this service for the upcoming years or can you predict a large shift where they may be leaving your UX product behind?

Pic source:

<http://www.promotionandarts.org/events-festivals/baltimore-farmers-market-bazaar>

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Exercise

15 minutes will be spent in researching the same brand as the previous exercise, your dream brand which is now your client as a UX designer hypothetically. Answer the following about them:

- What are the upcoming expectations in the branch today?
- What have users found frustrating with the market today?
- Is there an upcoming increase in demand or will there be a drop in it?

Who is going to show their findings?

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Paus! Up next: User research

2.3 User Research

Design has always endeavoured to turn existing situations into preferred ones. In this section we look at how we compile research in order to make preferred situations specifically for the user. User experience design lays even more weight on the experience of the user than other areas of design, as the name suggests.

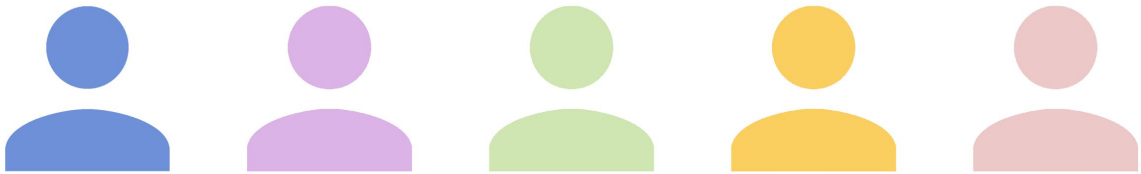
This is because of its need to be easy to use from a functional perspective as well as because it needs to add value to the customer's life. With good user research, UX designers are able to know that their product or service will work in the real world with real people.

One way of gaining the following research about a client's users is to hold user interviews where you can gain feedback quickly. This may not be necessary however if a client already has concise and well informed research about their customers. It is up to the UX designer to endeavour to understand their client's users. Through repeating research or starting a fresh with user research, you may likely uncover information about the user which becomes pivotal in decisions for the organisation in the future. It is a UX designer's job to firstly understand the user to then be able to defend them throughout the decision making process of a design. (Seeing as they cannot defend themselves when they aren't present in the process). This is with the intention to create digital products which users choose, as they have been held in the forefront of the designers mind during its creation.

The earlier user research is completed in the UX design process, the more effect it can have.

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2.3 Inclusive user research



Before working with user research, let us look at how to know who your users are.

There are always multiple user types for a service or digital product. Who are these people? Begin by writing down the first types that come to your mind, the obvious users, then SOURCE out multiple users. It is important to not exclude a big section of your users by designing with only one user group in mind. Therefore you should have a clear range of user types with varying profiles and needs.

It is at this stage that you can begin to imagine the FUTURE users today, and start defining them in order to define them.

A helpful technique to ensure that all user groups are catered for is by building personas which is explained a little later in the presentation.

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2.3 Factual User Study

Their common objectives

Their challenges

Their lifestyle

Their profile

Their values

Their status

There is a grounding of facts that should be the baseline for your user research.

These user profiles include:

- Their objectives (their goals within the real that your product takes place)
- Their challenges (the things that they find the hardest to do, or struggle most with)
- Their lifestyle (what do these people spend their time doing, where do they live and who do they spend their time with?)
- Profile (Age / gender / income / relationship / family / education / location)
- Their values (what do they prioritise above other things? Is it time, freedom, success? What do they value within the realm of the product being developed?)
- Status (where in life are these users? Are they secure and developed in their careers and families? Or are they in the beginning of their journey?).

This information can be compiled through existing customer information within a business; such as user profile information. Or this information can be sourced through user surveys.

2.3 Intuitive User Study

Their deep expectations
Their self identity
Their core values
Their reasoning

In the previous slide we looked at fact collection of the user. To complement this information, is the intuitive user study, which is equally important within User Experience design. What is meant with the phrase; INTUITIVE user study? This refers to the information about users which goes deeper than cold facts, it looks at instinctive information about users.

- User's expectations
- User's self identity (How this person sees themselves, and what is important about that, equally what they do not want to see themselves as. This is also linked to how they find themselves within the setting of the larger world).
- User's intrinsic core values (what do they want to support and not support, values set the foundation for how a person measures the success of their life against.
- User's reason for choosing a service over others (this is link back to market research but also includes a more personal look on why users would choose this service over others, aligned with their intuitive values.)

In understanding the answers that your specific users have to the above questions, you can tap into the deeper motivations of your user groups.

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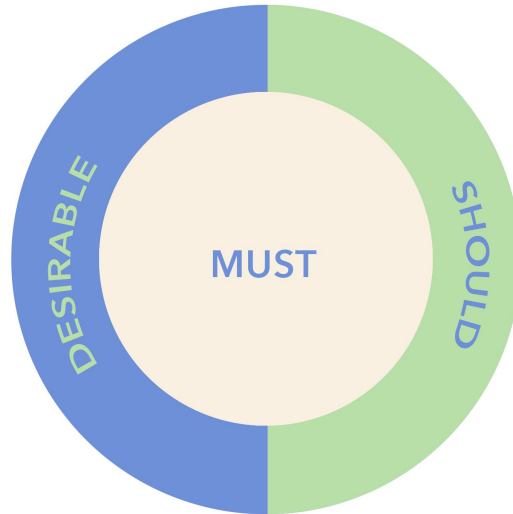
Exercise

20 minutes will be spent in researching the same brand as the previous exercise.
Answer the following about them:

- Who are the existing users today? Come up with three user groups and define them.
- Who are the possible future users?
- What are the user's intrinsic core values
- What are the user's expectations of the brand?

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2.3 Needs specification



A crucial part of design research is the Needs Specification. A well thought-through and easily accessible needs specification is the foundation for a successful UX design project.

This part of the research can be on a very detailed level or on a fairly light level, depending on what needs are certain and definable.

When the UX designer has the NEEDS defined, they are able to PRIORITISE these needs; the things which must be fulfilled in order to be a successful solution and the things which are desirable. There is a limit to the amount of goals that can be achieved properly within a project and so, by defining the top priorities at the current stage is useful in choosing which problems to focus on.

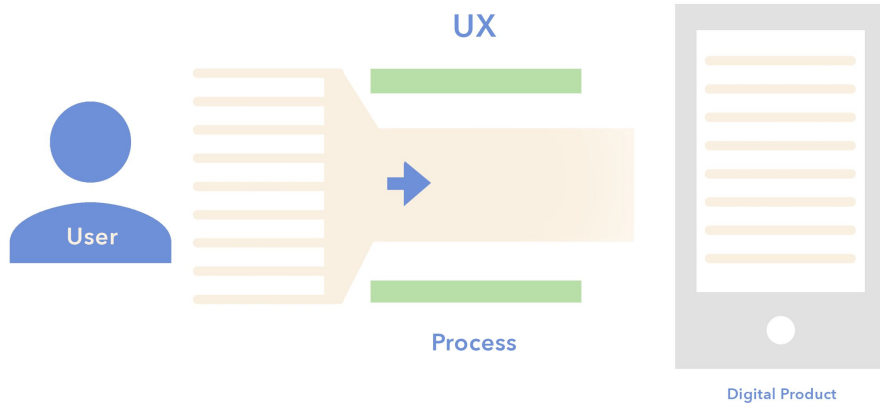
When defining a need, try to write in a solution-focussed tone; this raises the ability for creating design solutions. The needs specification can be a creative process in of itself, and should be editable. Such as writing up all the different needs in a group on post it notes and editing the order of which are crucial and which can be moved down in the list.

Another way to take a need specification and act upon it, is to define the needs into three groups. These being MUST have needs, SHOULD have needs and lastly ATTRACTIVE to have. The needs specification is a hypothesis of what users require in order to reach a bigger goal through using this product or service. The list can be updated and edited as new decisions are made during the process. This list should

act as a good overview of the design project as well as offering a checklist of goals.

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2.3 Translate into action



In looking at the observations that have been made about the user group, the next step is to connect this back to the service or product that is under creation.

From the profiles and the intuitive user research, we can determine the following questions:

- Which experiences will be compelling for the users?
- Which values would make the users choose a service over others?
- What they expect to do on this service?
- What matters to them
- Their goals
- The other tools they use (to see how they fulfill these needs currently and make this digital product EVEN better).

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2.4 The Setting

Another layer to user research is the SETTING in which the service is used.

This will affect the likelihood of whether the user chooses your service or not. Understanding the steps that a user takes to get to the point of USING the service is a key step in designing a successful product.

In what setting is the user going to be using the service?

- Are they at work and fulfilling a necessary function? Or are they using it on the weekend for fun?
- How often do they use it?
- Are they using it alone, or do they use it in front of others?
- Why do they acquire the service?
- What jobs are they trying to do?
- What steps do they take to end up using the digital product?

With this information, UX designers need to translate the setting into specific design direction. In order to make people use something, it needs to be EASY to use, and CONVENIENT to use. Therefore, when you understand the setting, you can adapt your solution to work in conjunction with that setting.

For example, if the user is going to be opening the website you are developing outside in the winter on their phone, you are going to want to make it have as little steps and views as possible in order to fulfill its pivotal functions. This is so that their

fingers don't get cold. Can you avoid any steps at all to make it even simpler? This is how user experience effects interaction design; the setting.

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Paus! Up next: Field research

2.4 Techniques to gather user insight: Field Research



There are a range of exercises that can refresh the user research process by gaining useful information. These can be made use of at any stage essentially and are extremely effective at reconnecting to the project and the people who matter; the users.

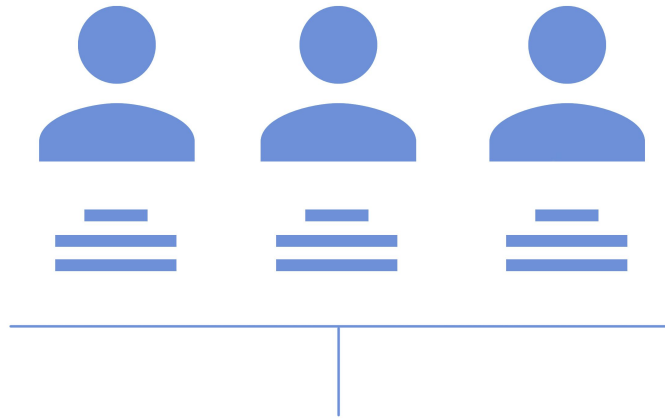
The first technique that we are looking at is that of field research. This is quite simple; you visit and document users in the setting that they are using the digital service you are working on. This could be for example an existing service which needs to be improved upon, in which case you can effectively analyse the problems that users face whilst using the product today. Field research can also be utilised in the development of a completely new digital product. This is through monitoring people interact with a SIMILAR product to the one being created, such as a service used in the same environment as intended for the new service. OR monitoring services with the same functions or even just the same user group. It doesn't have to be exactly the same in every parameter, a field study could be multiple stages where these parameters are measured separately.

Observing users behaving as they will when they use the future digital product under creation or improvement, will give deep insights into the real issues that might be solved. This is something which encourages designers to think less theoretically, to step away from the computer screen, and experience their users head on. All the theories in the world cannot detect design issues which exist in reality, no matter how much experience you have with UX.

What does one do during field research?

- Organise a meeting with someone who can connect you to users in their user setting; such as a manager to connect you to their employees.
- Compile general questions which you can ask users for when the situation arises and have them printed out so that you can directly write up people's answers. Have a notebook with you that you can lean on, then write down the details that you see. You may think that you will remember everything, but you won't! It is much better to write everything down.
- When you arrive: Watch and monitor the users (if the situation allows it) without actually talking or acting. Give the setting time to unfold naturally and jot down what you see. There may be things which are apparent straight away. Make sure to document the way that people are acting, maybe even write down every 'stage' of interaction with the service that you can see. A simple and effective question to ask users is 'can you run through how you normally use this app / website?'
- Refrain from asking LOADED questions, such as 'we are trying to improve this website, what do you find difficult about it?'. This will produce a PRESCRIBED answer from your user. The more open and shorter the question, the longer and more realistic response you will be, a more honest angle you can receive about the service or product.
- Take pictures of everything in the field study (ask people's permission if they are in the pictures). It is really useful to take well lit, high quality photos so that you can use them in presentation material later. The pictures will be useful to reference later on and can be added to your research report.
- A good rule of thumb with field research is to try and be an onlooker, rather than lead anything, allowing a realistic representation of the situation unfold. Try and take a backseat until it is needed for you to ask a specific question.
- Once you come away from a field study, try to compile your notes into a digital format as soon after as possible. It is important to translate these findings into understandable takeaways that other people will be able to understand. Also, it is important to know that sometimes when you step away from the notes and come back to them later, it is easy to forget what you meant when you wrote something down quickly in a high paced situation.
- Translate your findings to the team as soon as possible and implement the insights into the design process as often as possible!

2.4 Techniques to gather user insight: Personas



Techniques to gather user insight: Personas

User personas are a simplification of the range of users, by making fictional representatives of each group. This persona is an invention which you define with descriptions based on general assumptions about the user group they represent. The descriptors focus on characteristics and profile, their goals and attitudes. Their reasons for using the service you are creating and their expectations from it. User personas are easier to comprise accurately when there is already user research available to base them upon.

Personas inspire the design team's imagination by making their user groups relatable. It is essentially a 'divide and conquer' practice. With these simplified and yet relatable personas, designers can remember who you are designing this product for, it allows them to keep 'in touch' with the user when the project becomes focussed on technology or business and increases in complication.

The persona should have a balance between detailed enough to make it believable and open enough to not exclude any users within its umbrella. For example it may be:

- Age range
- Marital status
- Family status

- Education level
- Location
- Interests and hobbies
- Preferences
- Needs
- Expectations
- Income levels

There is rarely only one persona, like there is rarely only one user group. Therefore, one should group the wide range of users into specific personas, so that you can keep all the different types of users in mind when working on the project.

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2.4 Techniques to gather user insight: Usability testing



User testing covers a range of types of tests applied in the different stages of UX design.

As part of the UX design research, we look at user testing in the start of a UX project; when you are trying to understand the problems that need to be solved. You **SHOULD NOT** have solution to test at this point, it is better to be unbiased at this stage. These kinds of usability tests are of an **EXISTING** digital product, where it is to be improved or redesigned altogether or to design a competitor product.

First you need to define what tasks you want to analyse. Then, by watching users try to fulfill these tasks, a UX designer can evaluate the effectiveness of the digital service. In other words you observe users trying to carry out the chosen tasks with the product. This should be neatly organised into the tasks which you want to retain in your design in the future. (or slightly adapt)

The user again, needs to be a good representation of the wider user group, and if they are in the usual setting of use, even better. But here you should focus on a wide range of users until you build up an understanding of the pattern that generally takes place whilst using the product.

These tests lead to specific results which lead to specific action and the facts found are hard to question. This is incredibly useful when trying to convince clients to make changes to deeply set decisions within their organisation. Often by showing them these user test results they are convinced by the facts and therefore widen their

perspective on the design solution.

Pic source: <https://www.youtube.com/watch?v=UkxQ2tgAWr0>

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2.5 Business Goals

Before anything can be created, it is important to understand the future business goals. This involves DECIDING upon the future goals of the digital product in terms of the larger business.

So if we look at the website that you are choosing.

What are your personal goals for this website?

What are the goals of the business that you are making the website for?

These need to be defined, so that you are working towards the same goal. In the research you have gathered information about the different people involved in the business, now you need to decide what path will best fulfill your own goals as well as theirs.

Here are examples of some of general goals:

- Increase usability so that customers choose this product over others.
- Modernise the current service into a better functioning service through redesign.
- Create a completely new service which overtakes the existing competition and gains monopoly over the industry.

2.5 Project Brief

Specific goals
Key contacts
Deliverables
Time frame
Budget

Outside of these business goals, a project description should be written in order to define the project's goals. How will the UX designer know that they have completed the task? This is a document for the UX team themselves to help with managing the project as well as a useful way to keep the client happy. It means also that the project cannot expand over time, with new elements being added by the client. This is known as drift in any project focussed organisation and is very common, therefore a clear project definition is good practice in many different respects.

- Specific goals
- Budget
- Time frame
- Deliverables and in what form
- Key contacts

Chapter 2: Exercises

The final examination task is to create a website design prototype. The website is for your chosen dream client, a website which opens a completely NEW branch for their business, creating new money streams. Create a new website for the client that opens a NEW area that the client doesn't have a stake in today.

The following exercises will help you along the way with your examination task as well as improve your learning of the principles of UX design. They are not compulsory but they will be beneficial for you.

- 1) User research about the current and future users of the website:
 - Which experiences will be compelling for the users?
 - Which values would make the users choose a service over others?
 - What they expect to do on this service?
 - What matters to them
 - Their goals
 - The other tools they use (to see how they fulfill these needs currently and make this digital product EVEN better).
- 2) Create three user personas for your future website with your dream client.
- 3) Compile possible future goals which the website and client could have, into a project description in your design report. Be bold!
- 4) In your design research document, set up a needs specification which includes **MUST** have needs, **SHOULD** have needs and **DESIRABLE** to have needs of the website.

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