



My Design Process

The design process is an agile, iterative, and malleable process. It takes experience and skill to know what to do when. My design process takes from such methodologies as **Content-First Design, Style-Guide Driven Development, Agile UX, Human-Centered Design, User Research** and my toolbox is still growing.

Discover, Define, and Collect

The first step is always to define what the project or feature is. This takes discovering, collecting, and defining the project or features requirements.

User Interfaces are the visualized form of requirements. Having a good understanding of requirements is essential. The main requirements I collect are:

- Business Requirements
 - Answer *why* clients or stakeholders needed/requested a new product or feature.
- User Requirements
 - Answer *what* user needs/goals the product or feature should meet.
- Functional Requirements
 - Answer *what* functionality the product should have in order to meet user requirements.

Some tools that help create, discover, and define these requirements are:

- **Kickoff Meeting**
 - The Kickoff Meeting is the first meeting with the project team and the stakeholders of the project. It is a time to generate ideas and set expectations, minimizing surprises later on. It is also an opportunity to

fortify bonds between different members of the team, making collaboration easier throughout the rest of the process.

● User Research

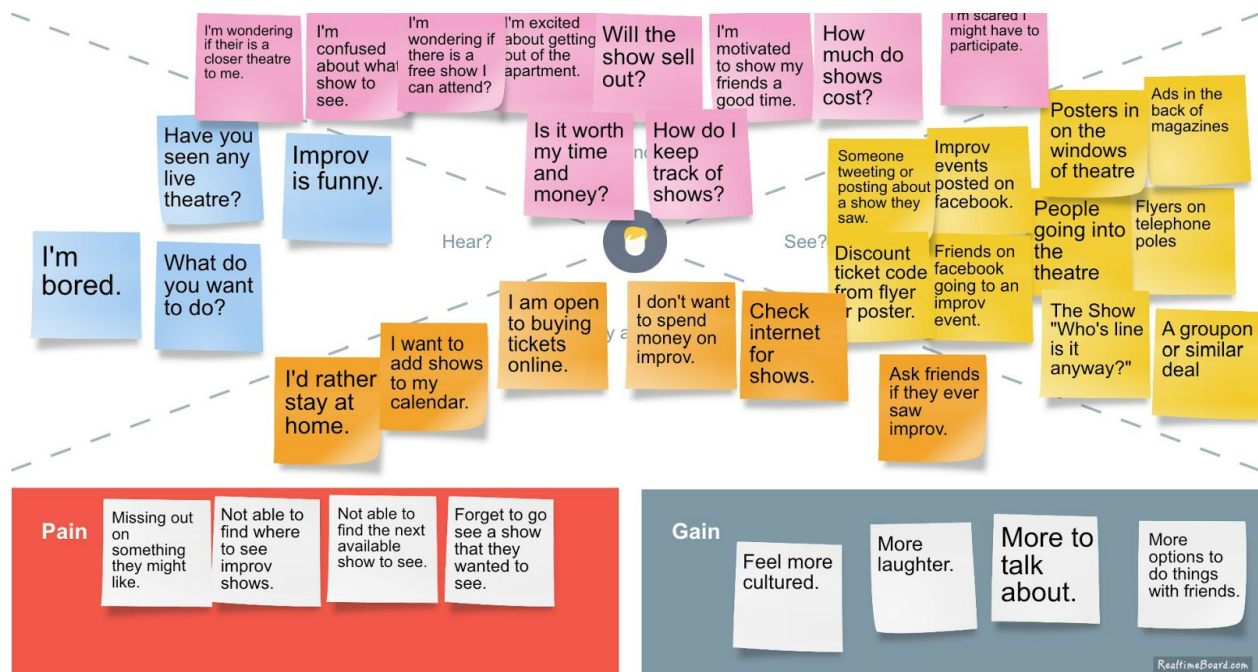
- The more you know the user the better you will be able to create an experience catered to them. It is important to build empathy with the user. This step is essential for user centric design. I usually learn more about the user through Customer Interviews and Customer Surveys.
- EXAMPLE SURVEY RESULTS:
<https://docs.google.com/spreadsheets/d/1Qma-Of8Jox8-Sd-BOSnF6D2lvCI96EYh0wxngDBeeuk/edit?usp=sharing>

● Personas

- Personas are focused, concise user models that your team uses to empathize with users and make better user centered decisions.

● Empathy Map

- Empathy maps are a great tool for understanding your users, organizing your research, and driving a human rather than technical view of a product or project. Empathy maps allow me to understand and communicate the problems and mindset of the users in an easily digestible manner.



● Journey Maps

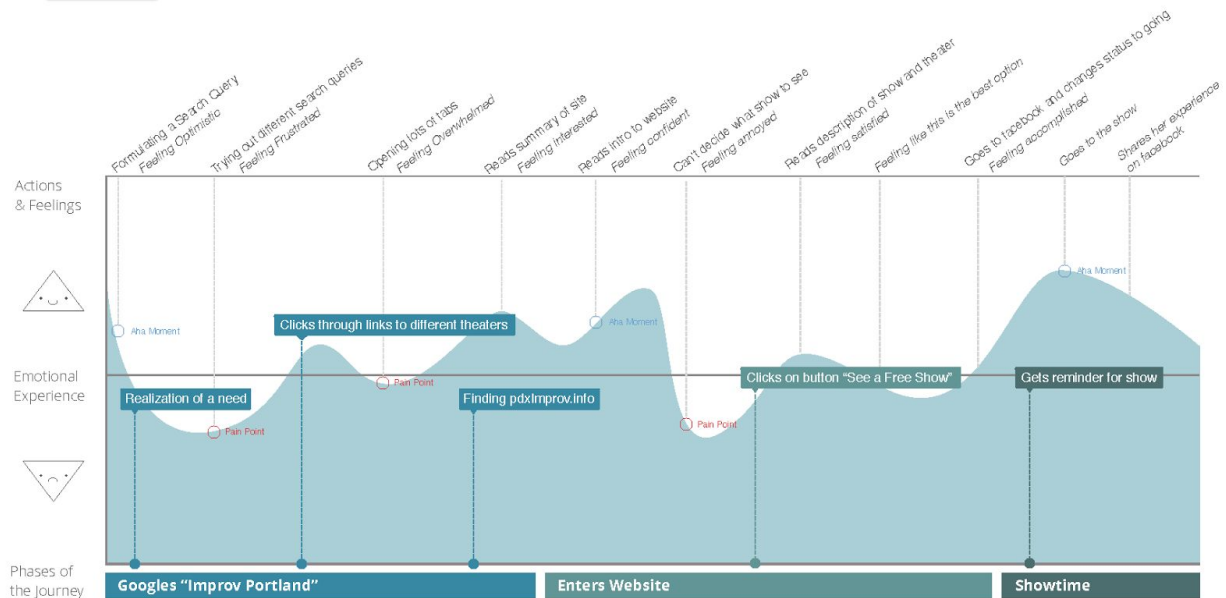
- Journey maps can provide depth to personas by illustrating the customer's current path with the product or service. They are useful if I am (re)designing a single application, but essential if I am creating a cross platform experience. Journey Maps might also be used to define the ideal path that a user can take with the product or feature.

Improv User Journey: Susy Miller



Susy Miller

Susy works as an accountant and is usually tired after work. She has never seen an improv show. She wants to see an improv show. She uses google to find an improv that she would be interested in seeing.



● Alignment Meeting

- At this point I may uncover additional opportunities for improving the customer's experience. But it can also highlight a disconnect between the stakeholders vision and the customer's needs. This is the time to get realigned on *who* and *what* you are designing for.

Strategy

This is where you get down to business. I use what I have learned during the previous phase to determine which problems to tackle first. There are a bevy of tools and deliverables that can be helpful in this stage.

● User Stories

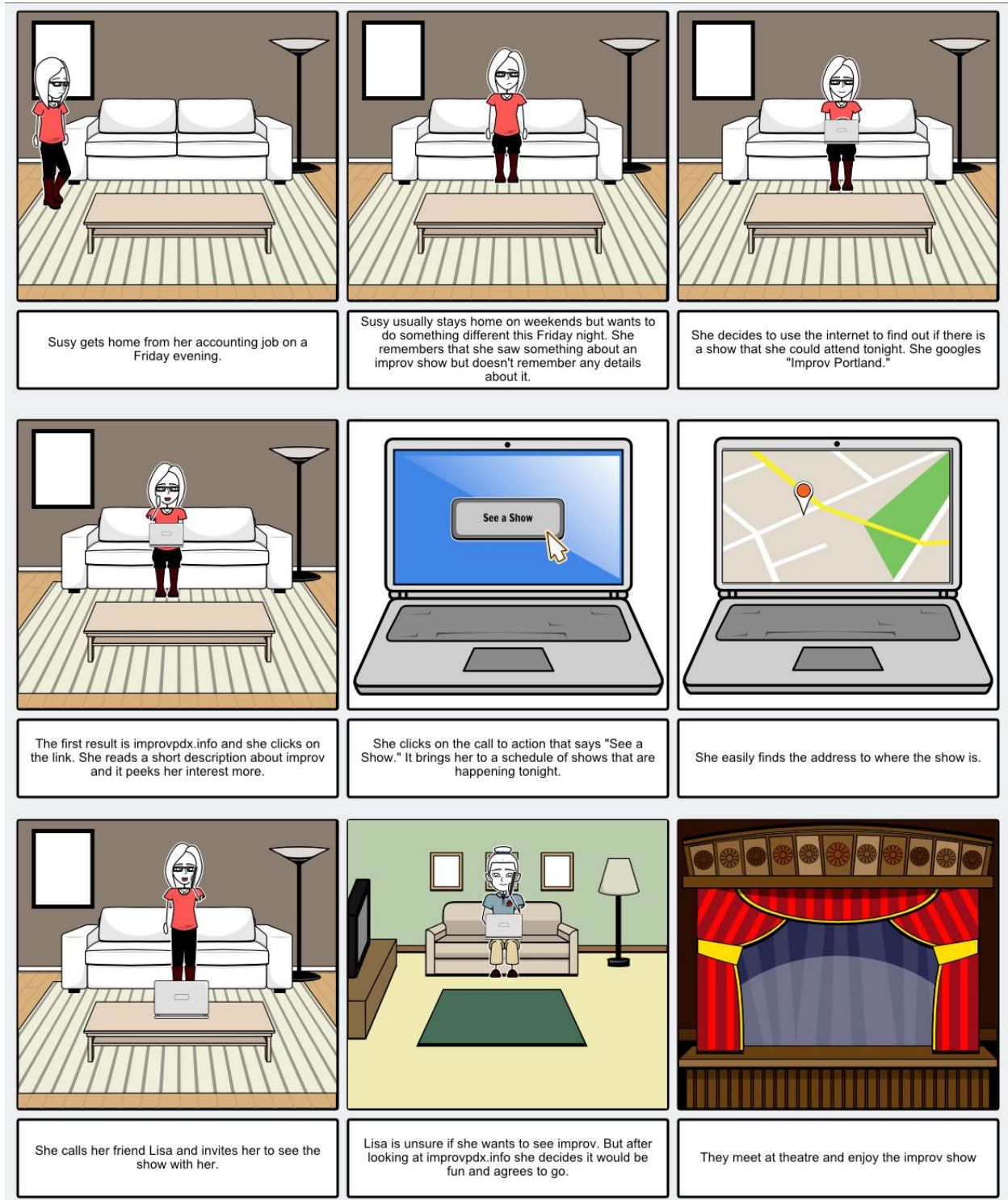
- Use Cases are a way to document what functionality the product should have in order to meet requirements.

- EXAMPLE:

https://docs.google.com/document/d/1sVUbOiy5vWD_SmxEyMCYKNZYzLWwShi4u_nzi-cTVkM/edit?ts=56022a67

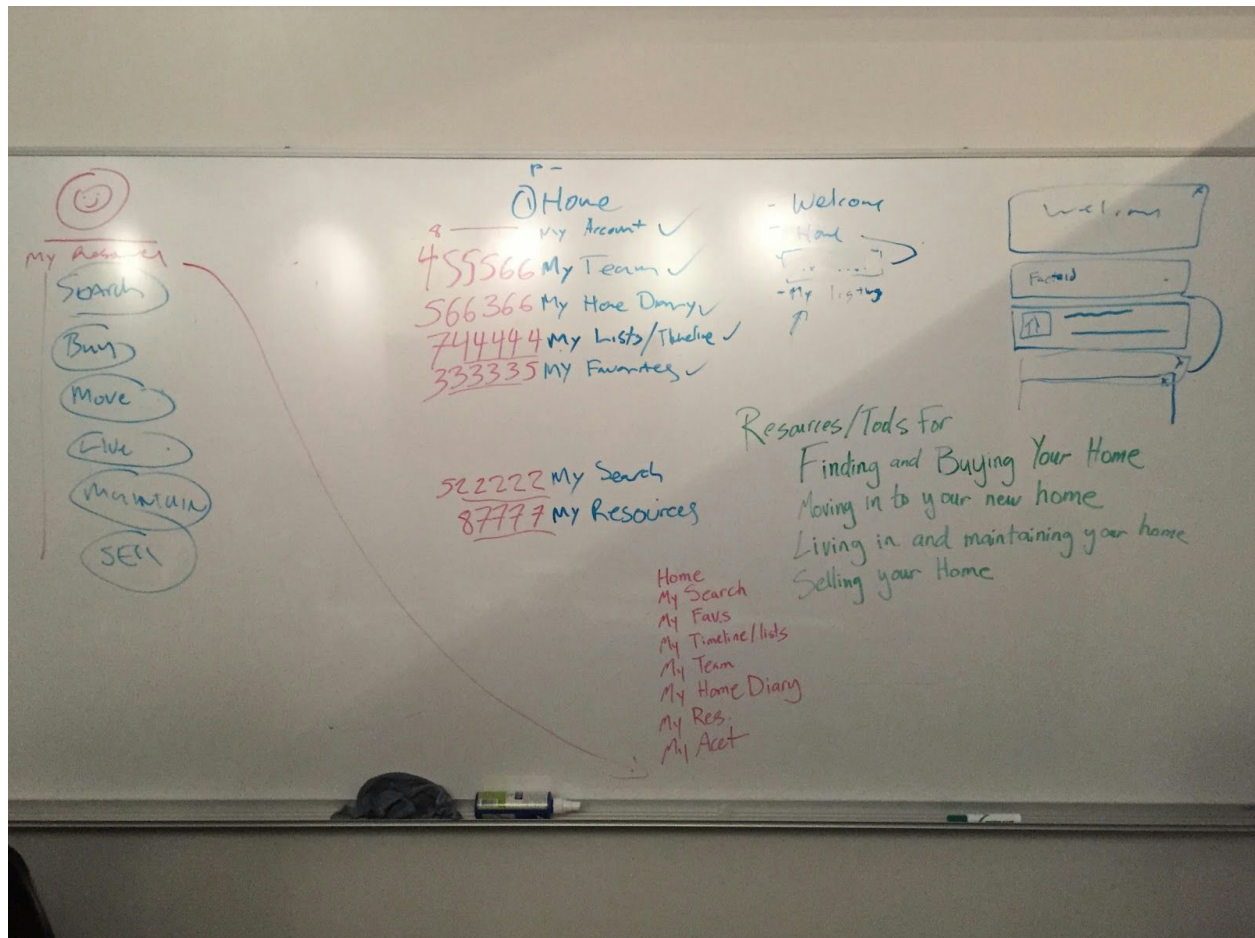
● Storyboarding

- A comic strip that illustrates the series of actions that consumers need to take while using the product. Translates functionalities into real-life situations, helping to create empathy with the consumer while having a first look at the product scope.



● Team Brainstorming

- Here is where we brainstorm possible solutions to the customer's pain points. Nothing is ruled out here but we avoid going deep. This session is to generate possible approaches, not create UI designs.

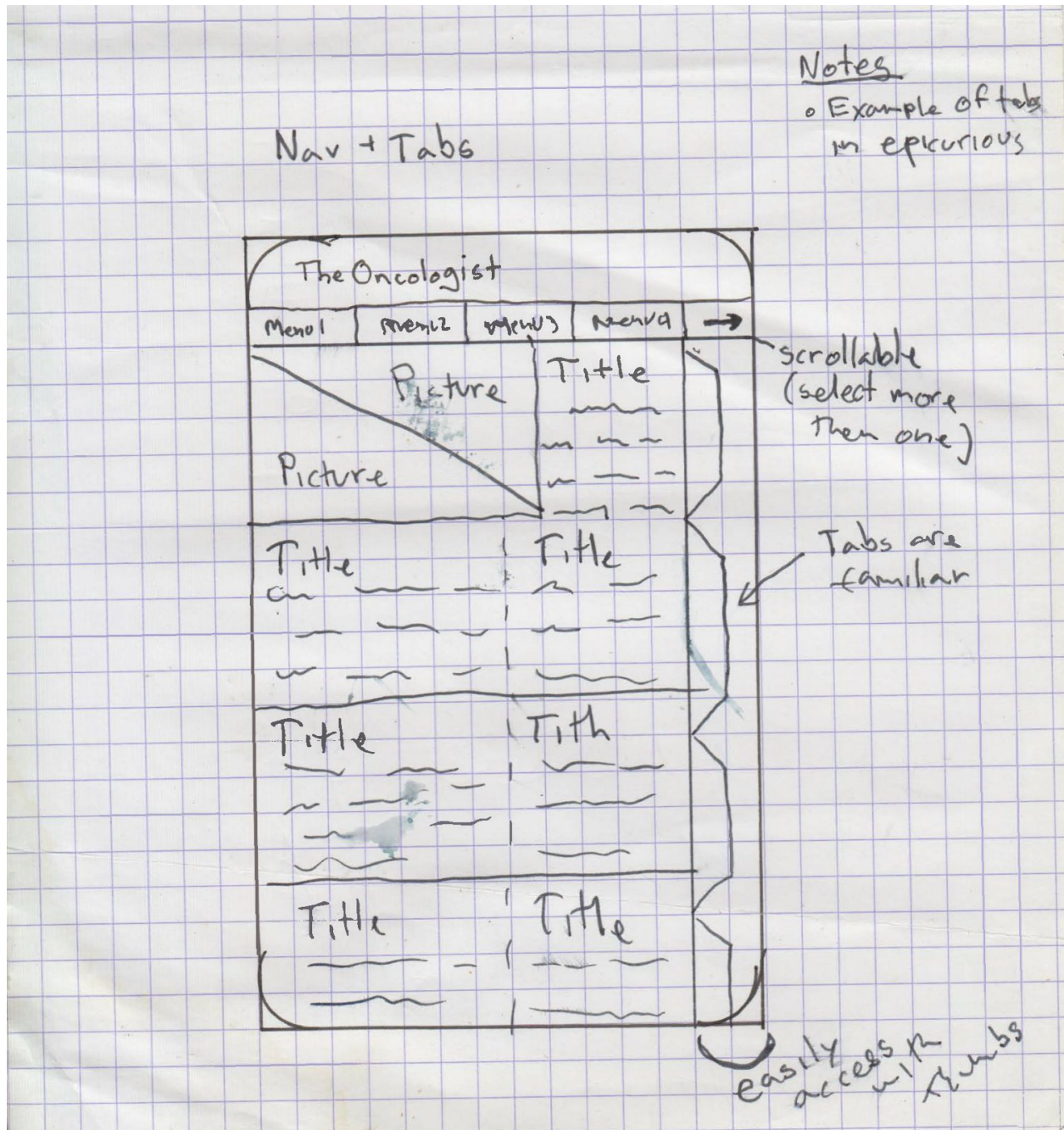


● Feedback

- It is important to get feedback as much as possible. I do this by keeping the team and stakeholders up to date with how the design process is going. Transparency is key here.

● Sketch

- Sketching is used throughout the process. It can be used for brainstorming, conveying ideas, wireframing, testing, solving problems, storyboarding, note taking and ideation

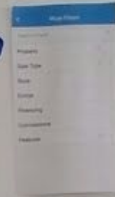


● Interface Map

- Interface maps are a great way to see the overall flow. It's a way of communicating some of the solutions that have been developed and discover new problems or missing features.



Shows recent searches



How to Like?

Is sort apparent enough?



Todo

- Empty like state
- Login/signup
- Settings

VZ

Profiles



→ Call or email

→ Draw to show more

→ Google Maps

- **Inspiration**

- Here I look for other products who have the same mental model and discover what design patterns and flows they might be using. It's also a place to get inspiration on how you want your design to feel.

- **Wireframes**

- A visual guide that represents the page structure, as well as its hierarchy and key elements. Useful to discuss ideas with team members and clients, and to assist the work of designers and developers.

Delete

Save Draft

Edit

Post

Posted 3 days ago

\$34,000,000

3
Bedrooms

2
Bathrooms

17,000
Square Feet

Like

Share

Matthew Nichols

Contact

House | Traditional Sale

RE/MAX Properties

Hella narwhal Cosby sweater McSweeney's, salvia kitsch before they sold out High Life. Umami tattooed sriracha meggings pickled Marfa Blue Bottle High Life next level four loko PBR. Keytar pickled next level keffiyeh drinking vinegar street art. Art party vinyl Austin, retro whatever keytar mixtape. Pickled ethnic farm-to-table distillery ugh chia. Ethical Odd Future narwhal, mlkshk fap asymmetrical next level High Life literally cred blog. Banh mi swag art party, fashion axe you probably haven't heard of them stumptown tousled food truck post-ironic quinoa bicycle rights aesthetic keytar Pitchfork.

9883 East Fortuna Avenue
Gold Canyon, AZ 85118, USA

8 Photos

Map

Features

Kitchen	Foundation/Roof/Exterior	Flooring
Breakfast Nook	Half Finished Basement	Concrete Flooring
Built in Oven	Tile Roof	

Details

Property		Additional Costs		Concessions	
Built In:	1988	Property Tax:	\$ 1,100	Reduced Price	\$400
Owned for:	5 yrs	HOA Dues:	\$ 500	Seller Paid Closing Costs	3%
Lot size:	--	Special Tax:	--	Make Me an Offer	Yes
Flood Zone	--			I am a Motivated Seller	Yes

Neighborhood	
School District:	--
Elementary School:	--
Middle School:	--
High School:	--

- **Prototyping**

- I like to rapidly prototype in the browser but some UX tools like UXPin are useful as well.

Design

- **Create a pattern Library**

- A hands-on library that provides examples (and code) of interaction design patterns to be used across the website. It not only promotes consistency, but also makes it easier improve elements as needed.

Build

- **Launch and Iterate**

- The quest for the best UX is never done. Here I continue to refine the product or feature to better meet the requirements.
- I try to collaborate as much with developers as I can throughout the process but in this phase we begin to collaborate the most. Working with developers brings up new problems and they even bring new solutions while we are figuring out how to implement the prototypes into production ready code. It is important for me to stay flexible and easily iterate on design patterns even in this stage.
- Depending on the timeline I will iterate on the bells and whistles, adding nice to haves later down the line. Animations are sometimes essential for UX but at other times they are not necessary but can make a site feel more polished.



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