



## Standard Operating Procedure

# UX Discovery

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“whether it is useful?” “Will this product solve my problems?”

# Purpose of UX

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In design, we must **define the problem first**. Our main focus is to fully understand what the user is trying to solve, what they're trying to achieve. **UX design** is the process of solving a problem for a user, helping them achieve their goals with ease; more than that, make the user feel delighted while using the product.

## Before starting the process, ask yourself:

- *What is the problem?*
- *How are you going to approach solving this problem?*
- **You must** *understanding the problem and the objectives before you start working on it.*

# Creating User-Personas

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- Start thinking about the users.
- Who are they, where are they from?
- How old are they?
- Where do they live?
- What sex, gender, race and ethnicity are they?
- Where can I find them?

**The more information you gather; the more specific the personas; the better off you will be, especially when you get to the maps and design phase of the process.**

# WireFraming

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Wireframing is an important step in the design process. It primarily allows you to define the information hierarchy of your design, making it easier for you to plan the layout according to how you want your user to process the information.

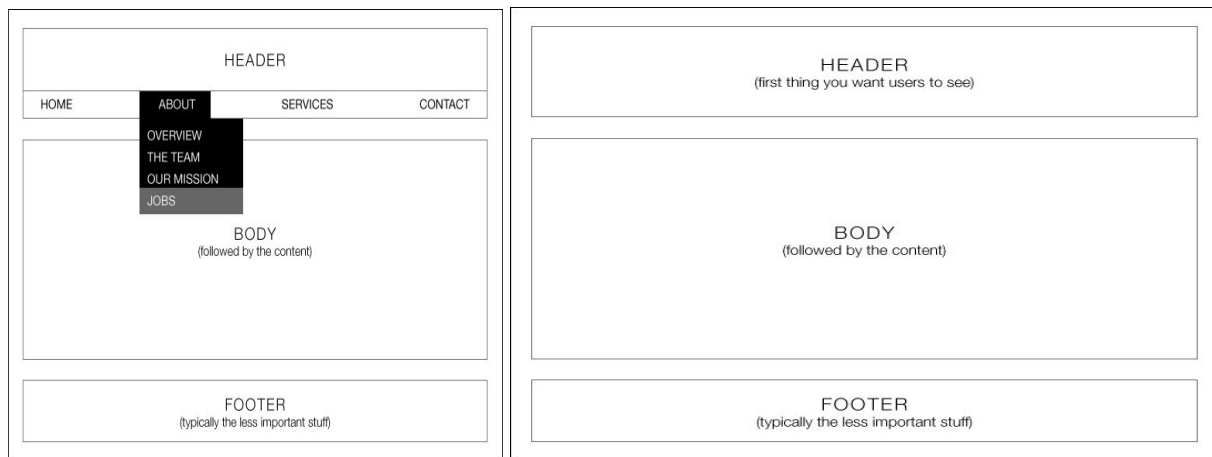
## Layout and Size

- At member(dev) we use mockflow for all of our wireframing. Member(dev) uses the **bootstrap grid system** in development.
- When designing wireframes, we use this same grid system to save time when passing these designs over to the development team. It saves time on iterations and the developers are able to better understand the design.
- Within mockflow you're able to create an art board with specific columns. You then will select a Bootstrap grid system which is able to be used within mockflow.

*"Pay attention to what users DO, not what they say"*

## Before starting the wireframes, keep in mind:

- A wireframe is like an architectural blueprint; you need to see it in two-dimensional **black and white** diagrams before you understand how to build the UI.
- **At a deeper level**, a wireframe is also very useful in determining how the user interacts with the interface. For example, wireframes can contain various states of button or menu behaviors.



## Be Consistent.

Maintaining the **consistency** of the wireframes through all the pages is going to be crucial once you start the visual design phase of the design process.

- Button sizes
- Font type
- Box size
- Spacing
- Element placement
- Centering text

# Starting UI & Visual Design

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At Member(dev) we use **Sketch** for our UI and design tool. **Make sure** to have your wireframes in front of you once you bring up Sketch, that way you can see your wireframes as you start to build in the visual aesthetic.

**Your designs need to fit into responsive web sizing standards.**

- smaller than or equal to 768 px (smartphones)
- larger than 768 px (small devices, tablets)
- larger than 992 px (medium devices)
- larger than 1200px (large devices)

Using these sizes will not only make the design look like an actual website, but using these standards in your designs will translate well to the development team and make their process a lot easier.

## UI Design

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Once you have your art boards and sizing selected it's time to create columns for your project. At Member(dev) we use the **bootstrap grid system**. Within the sketch app you will be able to select a 12 column layout as it pertains to the Bootstrap grid system. For this process we find it easier to use 1170px for the **Total Width**. For the **Offset** we use 268px with a 12 column grid.

## Iterations & Delivery

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- After your UI designs are completed and have been properly structured, you are then required to seek the team leads approval of your designs.
- More than likely, your team leader will give you constructive feedback and iteration requests, you will be expected to make those changes within the scope of the projects timeline. If you're given a hard deadline of when to complete the iterations, please see to it that those deadlines are hit.

**NOTE:** It is imperative that during your iteration phase of the design process that you get these iterations done quickly AND effectively, as we do not want to delay the development process.

Once your iterations are complete, send them off to the developers to start development. This process needs to be **cross-functional** insofar that you may be asked to explain your design thinking by the development team and should have a clear understanding of why you chose to design elements a specific way.

“Good design is like a refrigerator—when it works, no one notices, but when it doesn’t, it sure stinks.”