Module-2 Section 1.1

User Interface Design Process...

Sno	Stakeholder	Activity	Outcome
1	**Understand (Whiteboard, Trello, Dropbox paper, Slack,…)**		
	Design Team, Business Manager, Product Manager	Meet, talk, observe, Analyze requirements, Define user personas and use-cases	User Personas User Stories Use cases, user flows
2	**Research**		
	Design Team	Study of competitor's approaches, Research on similar features in the world, Analysis of latest UI trends, design principles & rules Keep an eye on your own UI guidelines	A bunch of ideas and material on which you can build your actual design work
3	**Sketch (Whiteboard, Post-it, sketch, Adobe XD)**		
	Design Team, Product Manager, Technical Experts	Generate ideas and work on basic sketches, Brainstorming sessions with stakeholders, Re-draw sketches and re-test	Sketches, Wireframes, Mockups, Userflows
4	**Design (Sketch, Adobe XD)**		
	Design Team, Product Manager, Business Manager, Technical Experts	Design UI images, Define final theme, spec and guidelines required for implementation, Design icons to display on screens Sessions with stakeholders to get feedback	Design image, Detailed design specs like colors, themse, style Icons
5	**Implement (HTML, CSS, Javascript, Swift,..)**		
	Development Team, Design Team	Implement front-end interface and back-end functionality	Developed UI with complete functionality
6	**Evaluate**		
	Design Team, Product Manager	Go through the flow and feel the experience Perform a comparison of implementation and defined interface	User feedback, UI audit reports, Areas marked where improvement required.

Obstacles And Pitfalls in development path:

"NOBODY GETS EVERYTHING RIGHT FIRST TIME — IT'S HOW WE LEARN FROM OUR MISTAKES THAT DEFINES US.

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HE'S FULL OF SURPRISES

Why Your Organization Need a Change Managment Process

Behavioural Design???

- Behavioural Design:
  - Combine psychology, design, technology and creative methods to find out why people do the things they do and to figure out through experimentation how to activate them to change their behaviour.
  - https://suebehaviouraldesign.com/what-is-behavioural-design/

- Dark pattern:
  - Is a user interface that has been carefully crafted to trick users into doing things, such as buying insurance with their purchase or singing up for recurring bills.
  - https://darkpatterns.org/types-of-dark-pattern.html