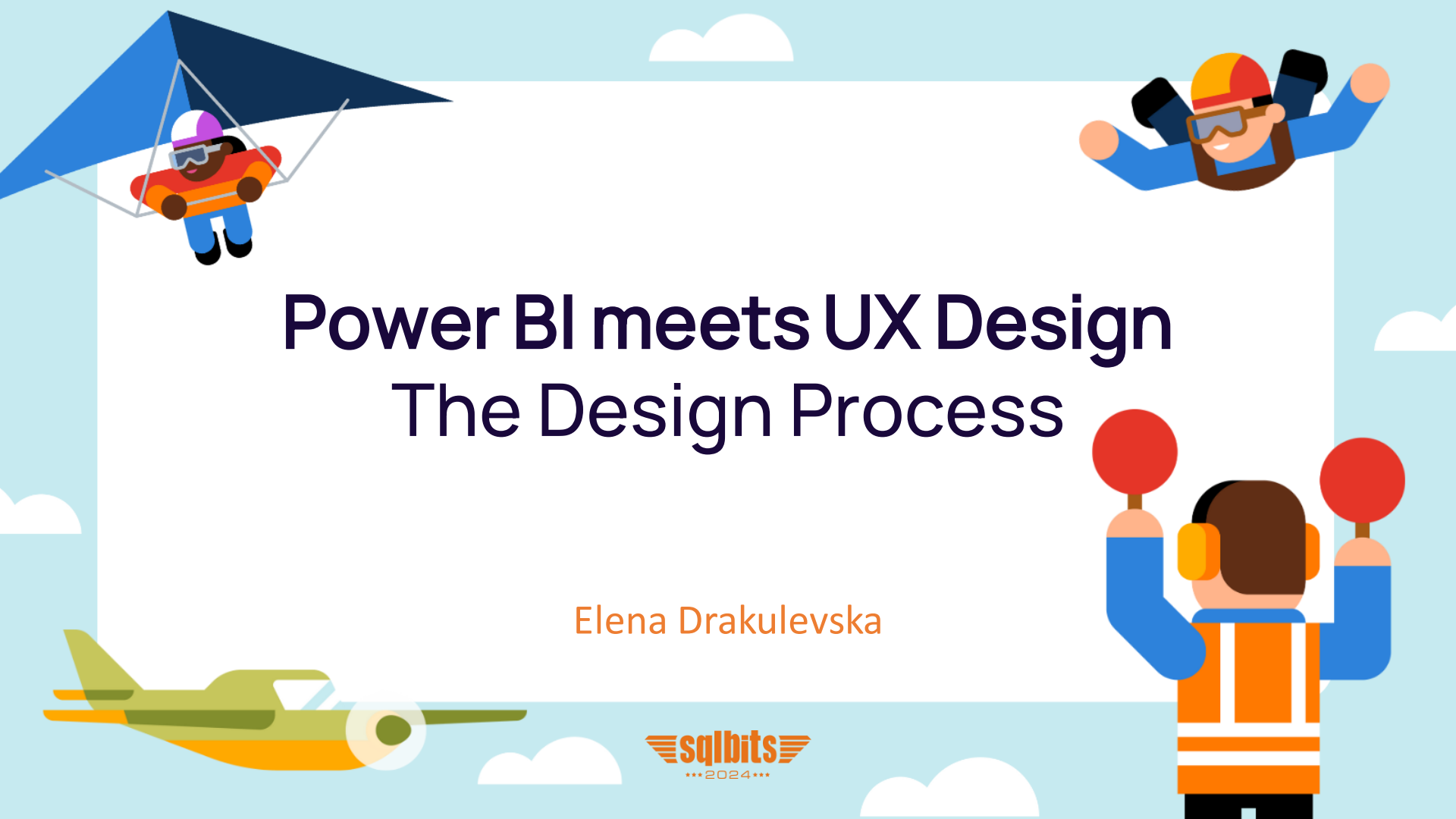


Power BI meets UX Design

The Design Process

Elena Drakulevska



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Creator of **MoonStory**



 moonstory.design

 @elenadrakul

Power BI
&
UX Design



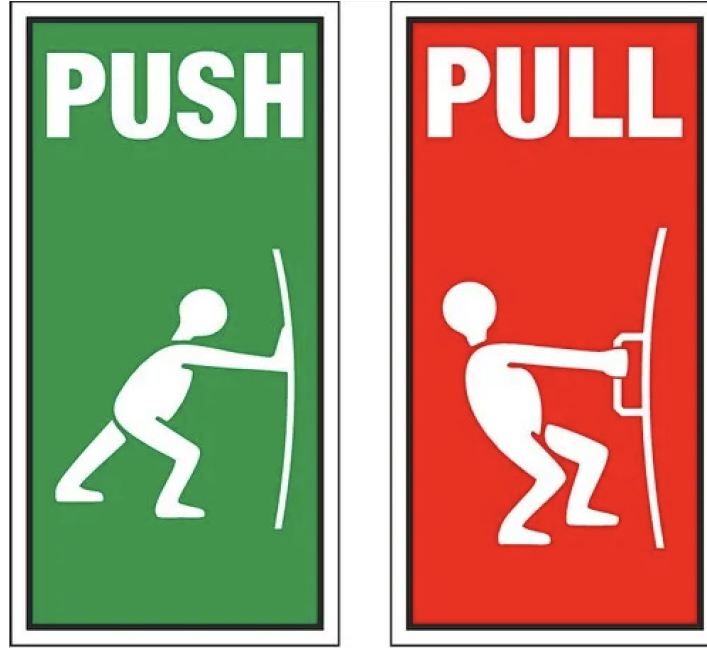


what on earth is ux design?

AND WHY YOU SHOULD CARE

UX

DESIGN



HOW MANY TIMES HAVE YOU PULLED
A DOOR THAT SAYS "PUSH"?



“

how can something as simple as a door
be so confusing?

DON NORMAN

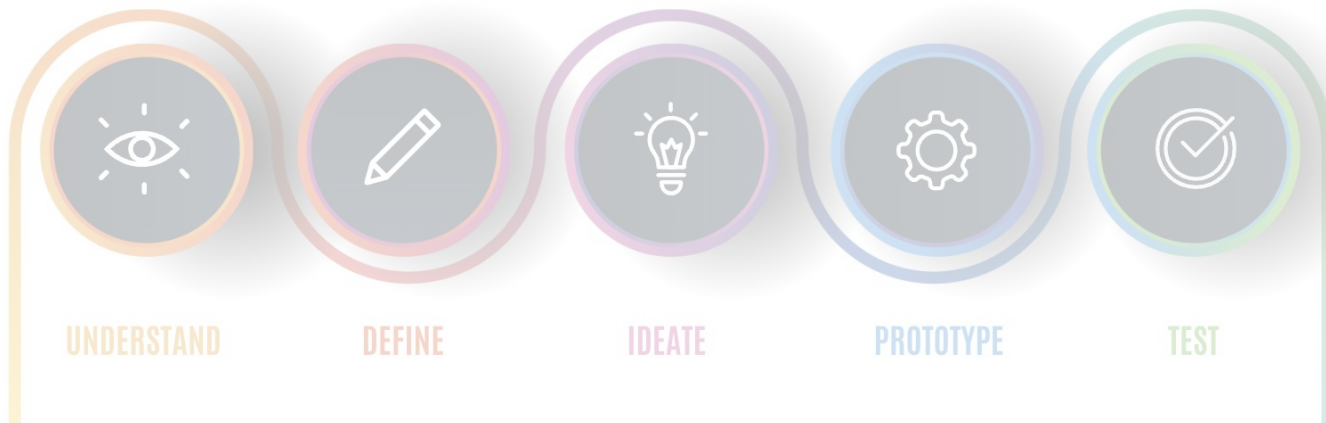


The slide features several solid-colored circles of varying sizes and colors (blue, green, yellow, orange, and red) scattered across the background, primarily along the top and left edges.

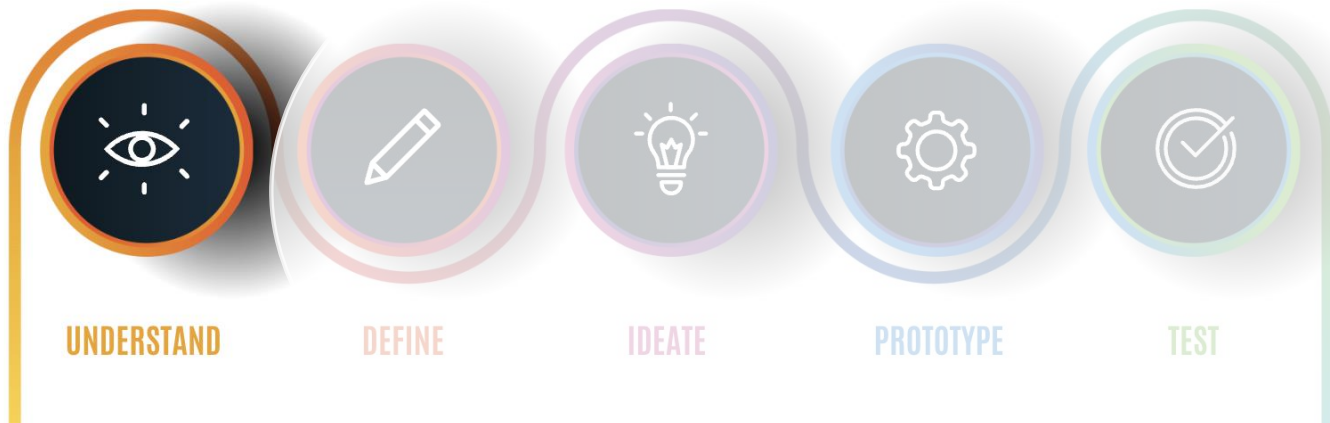
UX DESIGN

how a person, the user,
feels about interacting with,
or experiencing, a product

ux design process

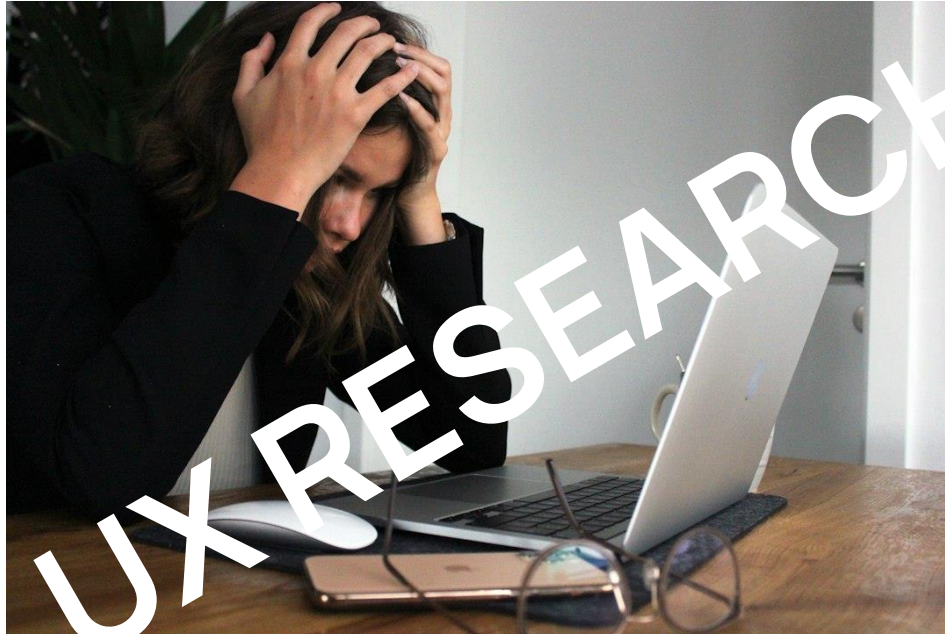


ux design process



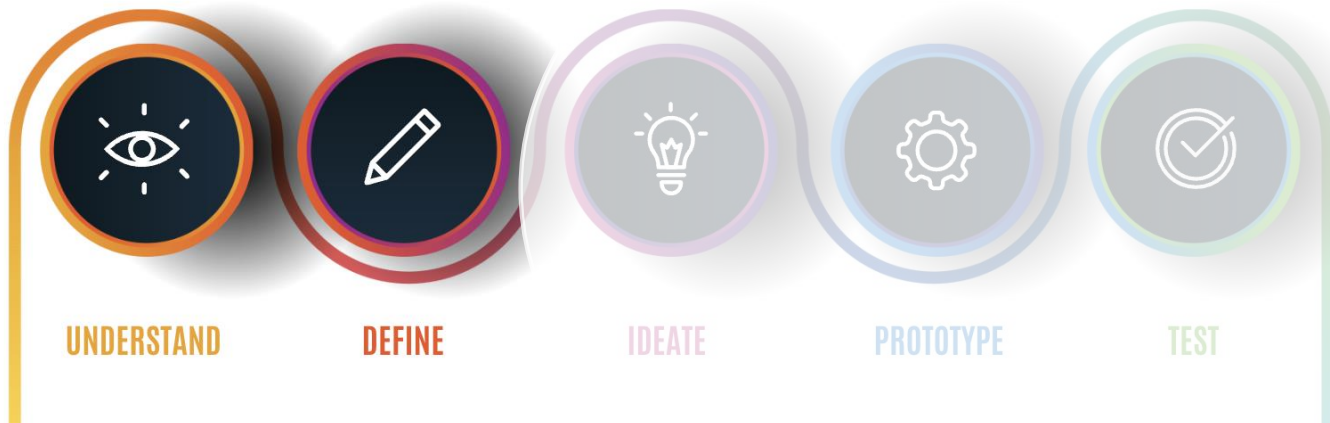


HAVE YOU EVER HAD TO RE-DO ALL YOUR REPORTS
BECAUSE NEW REQUIREMENTS CAME ALONG?

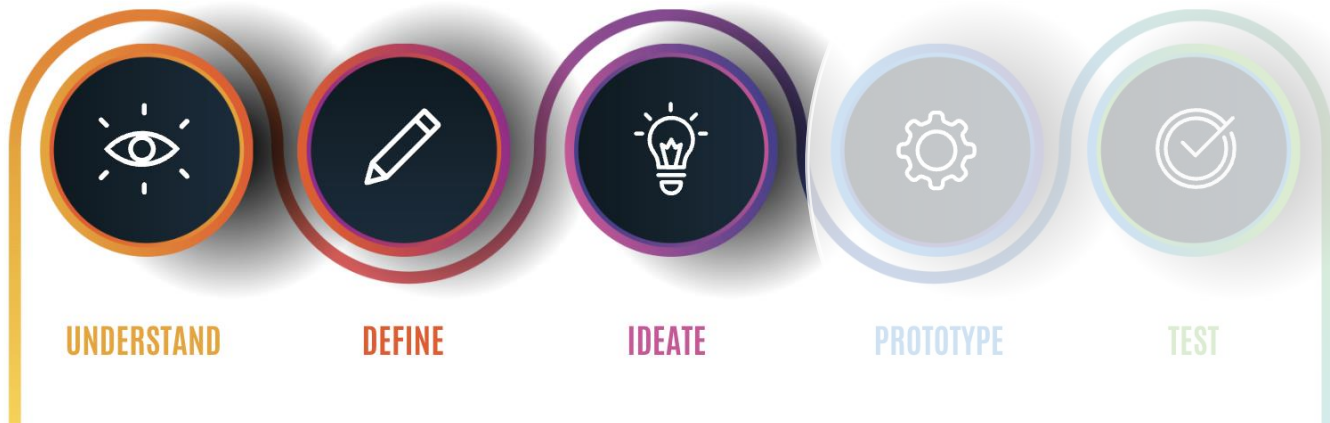


HAVE YOU EVER HAD TO RE-DO ALL YOUR REPORTS
BECAUSE NEW REQUIREMENTS CAME ALONG?

ux design process



ux design process



Ideate

Brainstorming

Generate a large quantity of ideas without worrying about quality initially.

SCAMPER

Use the SCAMPER technique to produce new ideas by substituting, combining, adapting, modifying, putting to other uses, eliminating, and rearranging.

Mind Mapping

Create a visual map to connect ideas and solutions.

Sketching

Translate ideas into visual sketches.

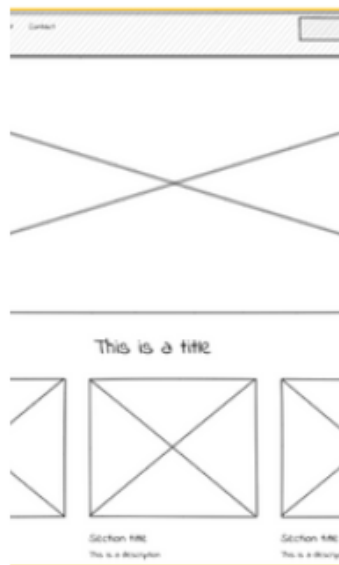
Crazy Eights

Sketch 8 ideas in 8 minutes to ideate quickly.

ux design process

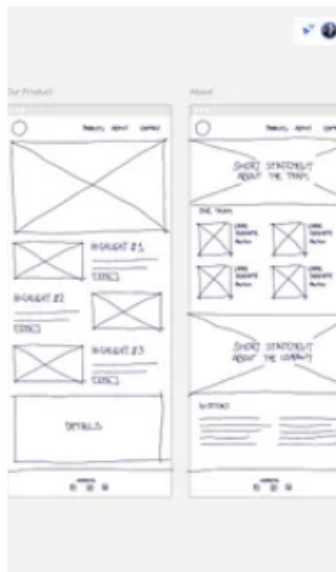


Prototype



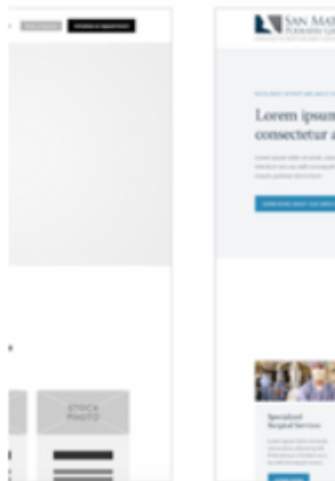
Hand Sketch

A hand-drawn wireframe sketch of a screen layout on paper.



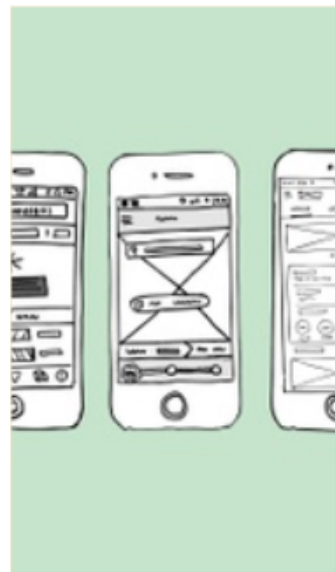
Digital Wireframe

A low-fidelity digital wireframe created in a tool like Figma or Sketch.



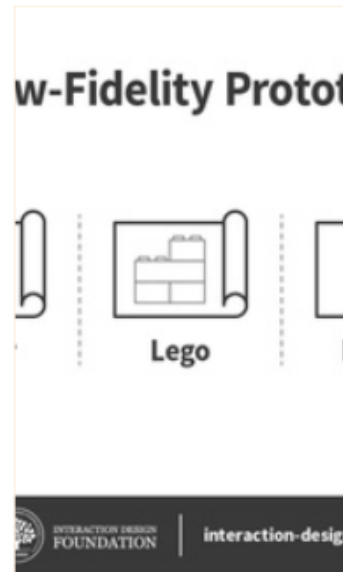
Grayscale Mockup

A grayscale visual mockup with no colors or fonts to focus on layout and content.



Clickable Prototype

An interactive low-fidelity prototype that can be clicked through to test flows.



User Testing

People trying the low-fidelity prototype and providing feedback.

ux design process



Test

- **Plan feedback sessions**

Schedule user feedback sessions to test prototypes and gather feedback.

- **Prepare prototypes**

Design prototypes to test key parts of the product and prepare them for user testing sessions.

- **Conduct sessions**

Run feedback sessions, observe users interacting with prototypes and note feedback.

- **Analyze feedback**

Review and analyze feedback from sessions to identify trends, issues and insights.

- **Iterate**

Use feedback to iterate on prototypes and inform next design iterations.

thank you