# Unit - 1

UX processes, Lifecycles, Methods and Techniques

UX processes

- Evaluation-centered UX lifecycle template.
- The Concept of Process
    - The term "process" connotes a set of activities and techniques
    - The term "lifecycle" suggests a skeleton structure on which you can hang specific process activities, imbuing them with temporal relationships
    - What is a process? - guiding structure, checklist, helps designers answer questions such as "Where are we now?" and "What can/should we do next?", a repeatable formula to create a quality product
    - Why do we need a process? Following a process is the solution
    - A process is not necessarily rigid

A UX PROCESS LIFECYCLE TEMPLATE

- Analysis translates to understanding user work and needs.

- Design translates to creating conceptual design and determining interaction behavior and look and feel.

- Implementation translates to prototyping.

- Evaluation translates to ways to see if our design is on track to meet user needs and requirements.
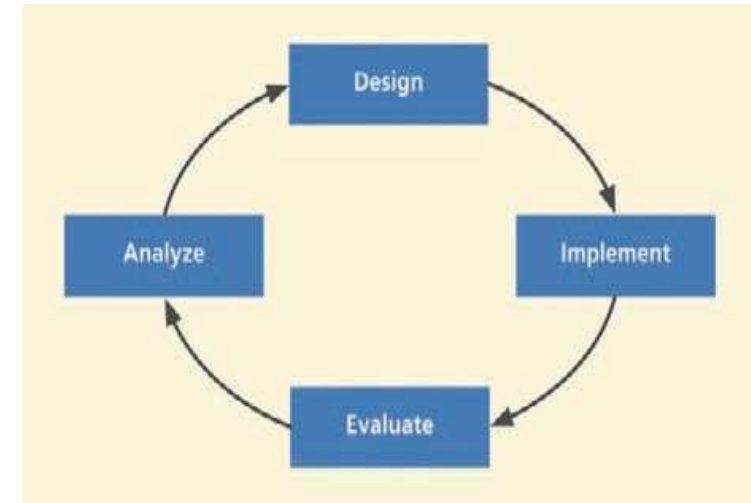
The Wheel: A lifecycle template
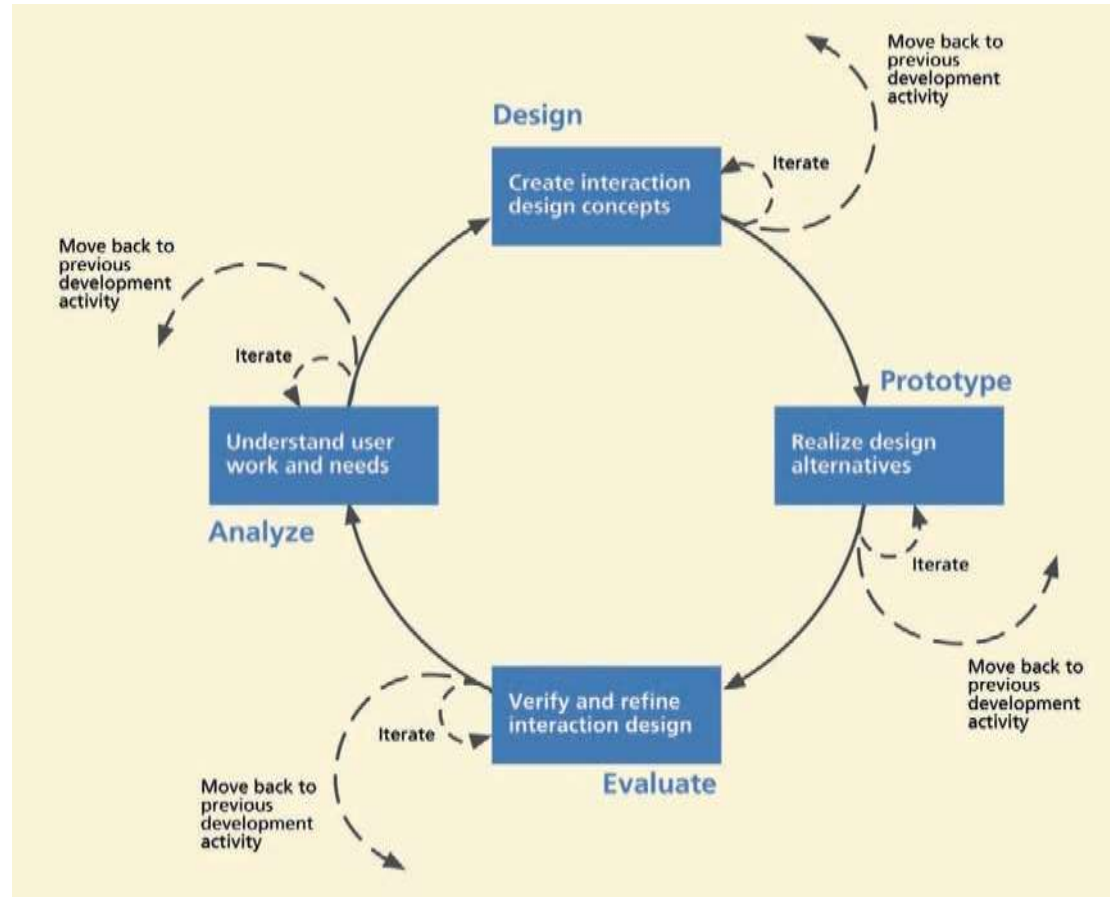
UX process activities- Analysis

- **Analyze: Understanding the business domain, user work, and user needs**

- Sub activity 1 : contextual inquiry

- Sub activity 2 : contextual analysis

- Sub activity 3 : Extracting requirements- interaction design requirements , inputs driving the design process and helping to determine its features and the look, feel, and behavior of the interaction design. These requirements are used as a checklist to ensure that they are covered in the design, even before any UX evaluation.

- Sub activity 4 : Synthesizing design-informing models - these include models describing how work gets done, how different roles in the work domain interact, the artifacts that are created, and so on.

UX process activities-Design

- **Design: Creating conceptual design, interaction behavior, and look and feel.**

- Sub-activities : design ideation and sketching

- The team does creative design thinking, brainstorming, and sketching of new design ideas.

- Design ideation leads to the representation of
    - mental models,
    - conceptual design,
    - design storyboards.

- During the exploration of large numbers of design candidates, it can include physical mockups of product design ideas.

- Sub-activity 3 : Design production
    - Involving the details of applying requirements, design-informing models, and envisioned design-informing models to drive and inform the emerging interaction design.
    - Design production entails prototyping and iteration of the conceptual design, intermediate designs, and detailed designs.

UX process activities-Prototype

- **Prototype: Realizing design alternatives**

- Prototype building is often done in parallel with, and in conjunction with, design.

- As designs evolve in designers' minds, they produce various kinds of prototypes as external design representations.

- Because prototypes are made for many different purposes, there are many kinds of prototypes, including horizontal, vertical, T, and local.

- Prototypes are made at many different levels of fidelity, including low fidelity (especially paper prototypes), medium fidelity, and high fidelity (programmed functional prototypes), and "visual comps" for pixel-perfect look and feel.

Evaluate : Verifying and refining the interaction design

- **UX evaluation to refine an interaction design**.

- For evaluation to refine, you can employ rapid evaluation methods or fully rigorous methods.

- This evaluation is where we see if we achieved the UX targets and metrics to ensure that the design "meets usability and business goals" (ISO 13407, 1999)