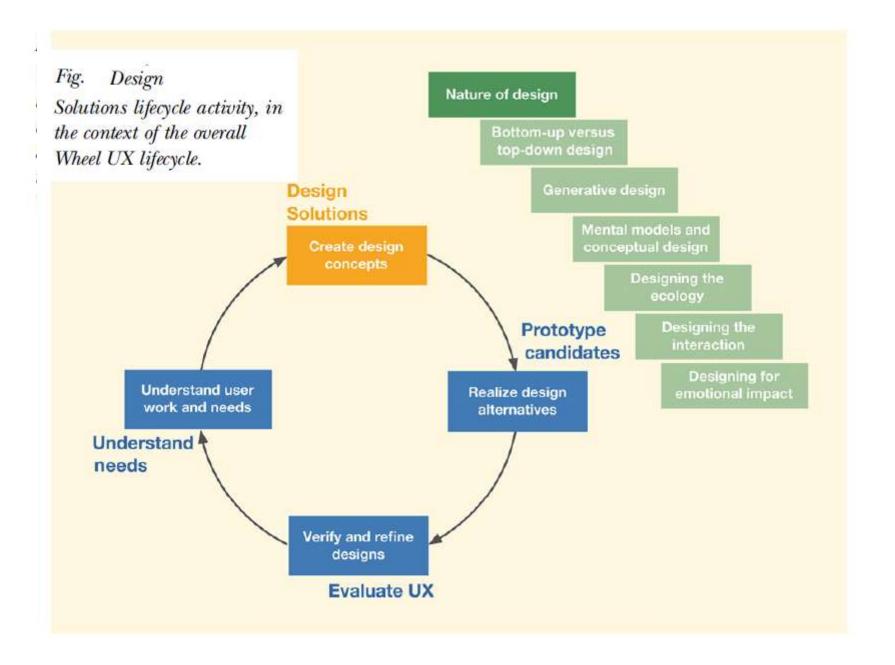
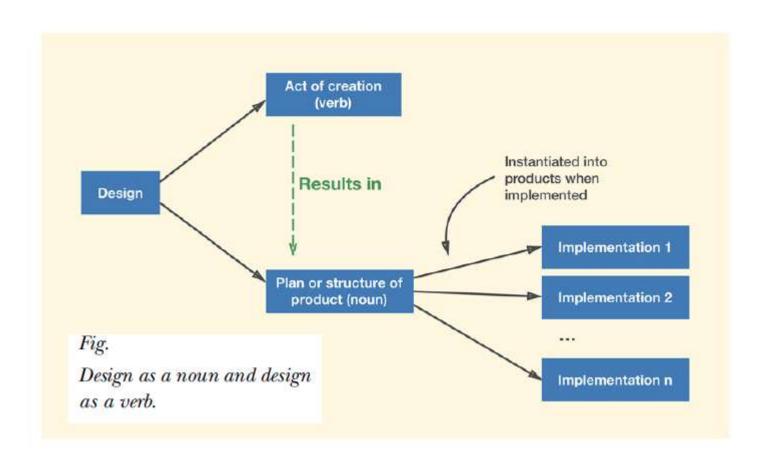
Unit 3

Nature of UX design

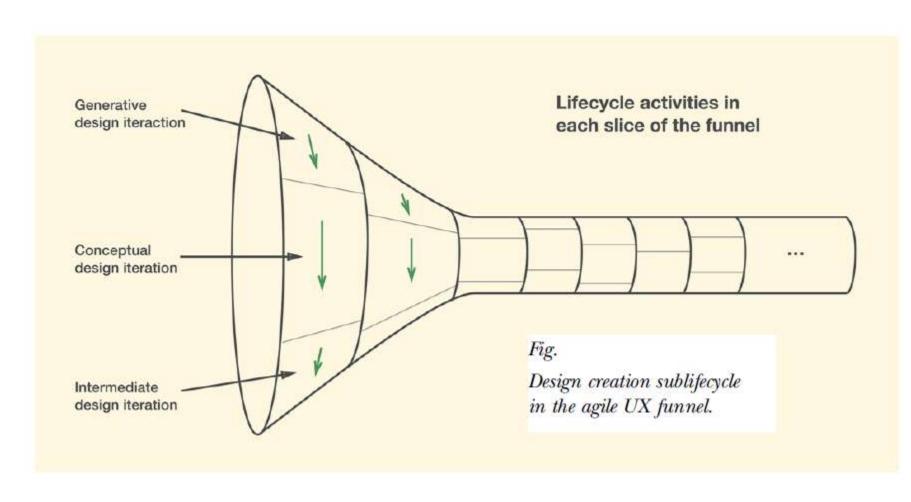


- Design is often regarded as the most difficult step in the UX lifecycle process.
- There needs to be a switch in the mindset to focus on creating new solutions.
- Design is the core activity in many other creative fields.
- Fashion is about the design of clothes.
- The user experience of a smartphone or smartwatch is derived not just from the software user interface but also the shape, texture, materials, and the form factor of the product that "houses" that user interface."

- User experience "is the sum total of all the effects felt by the user from what the user sees, does, hears, and feels and all the behaviors of the artifact during contact and communication between them."
- Graphic or visual designer on the design team may think about design in terms of emotion, joy, and art.
- A usability analyst may think about design from a diagnostic perspective.



- Design(noun): A description of the plan or structure of the product.
- Design (verb): The act of creating something that did not exist before—solutions to known problems and solutions looking for problems.

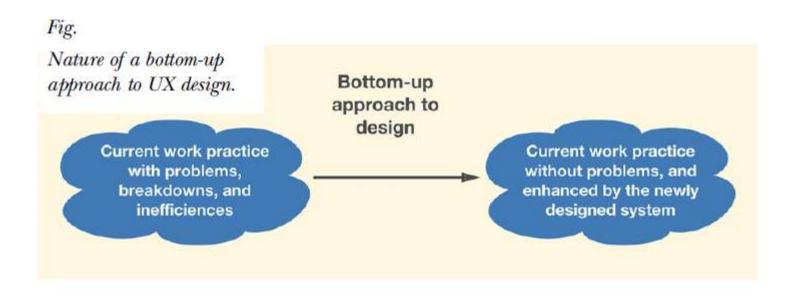


- Designing each slice of functionality in the funnel entails an iteration of the steps.
- Work in the early funnel addresses a global view of the product or system and, therefore, has a large (system-wide) scope.
- This translates to more time spent on the generative design and conceptual design phases because the decisions of these iterations will have a major impact on the later slices of the funnel.

- In the narrower end of the funnel, the focus of generative design and other iterations will be on smaller slices of functionality (smaller scope features), further constrained by conceptual design decisions.
- Generative Design Iteration: The focus of this phase of design creation is to generate as many design ideas and proposals as possible.
 - A micro lifecycle within itself, includes synthesis, ideation, sketching, and critiquing.

- Conceptual design :
 - More details of the high-level design.
 - The role of prototype is played by storyboards and early wireframes.
 - stakeholders such as users or their representatives, business, software engineering, and marketing must be heavily involved.

BOTTOM-UP DESIGN



BOTTOM-UP DESIGN

- Current work practice with the objective of designing a solution in a bottom-up way.
- This investigations and analyses depends on data gathered from users in the existing work practice, avoiding other insights and inputs.
- This bottom-up approach is predominantly a translation exercise done through a series of transformations on a path from work activity notes to models to UX requirements to design.
- The premise is that these requirements, if met in the new design solution, will solve the problems of the users in this work practice, help users be more productive, and satisfy business mandates.