UX Design Process Timeline

October 21 - 24, 2024 | Streamlining Swimwear Ordering Process

Day 1: Empathy / User Research

Testing Included

User Interviews
3 hours

Conduct interviews with 5 users to gather insights on ordering experiences

Interview Guide   Recording Equipment

Competitive Analysis
2 hours

Research and analyze competitors in the custom swimwear market

Analysis Framework   Market Research Tools

Day 2: Define

Testing Protocol

Persona Creation
2 hours

Create user personas based on research insights

Persona Template   User Data Analysis

Problem Definition
2 hours

Define problem statement and JTBD framework

JTBD Framework   Testing Protocol Template

Day 3: Ideation

Solution Generation
1.5 hours

Brainstorming and concept development sessions

Ideation Templates Sketching Tools

Concept Validation
1.5 hours

Quick feedback sessions with potential users

Feedback Forms Concept Cards

Day 4: Prototype & Usability Testing

Wireframe Development
3 hours

Create low and mid-fidelity prototypes

Figma Prototyping Kit

Final Testing
1 hour

Conduct usability testing with 5 users

Testing Protocol Recording Software