Chapters 5 and 6 Ux Design

Chapter 5 Discovery

Discovery phases

- Project Kick off
- Preparation and pre-planning
- stakeholder interviews
- Kickoff workshop
- Detailed discovery planning
- Research and investication
- Prototyping
- Analysis and modeling
- Presenting your findings

Kickoff, Preparationm and Pre-Planning for Discovery

- find stakeholders
- create an interview guide
    - History of related work
    - Current competitors on the market
    - Blockers
    - Customer insights
    - stakeholder prioritis
    - what is success?
- conduct an interview w. stakeholders
- find any other kinds of research you can find
- analyze and synthesize stakeholder interview notes

Kickoff workshop

- create a workshop plan
    - who needs to be ther when and for how long
- make an agenda
    - introductions
    - Usergroups review and validation
    - stakeholder interviews review
    - high-level stakeholder requirements
    - Stakeholder requirements prioritization
    - Identify risks, blockers, opportunities, and success measurements
    - Summary and next steps
- conduct the workshop
- review workshop outcomes

Detailed Discovery Planning

- the goal of this step is to create a detailed report back to customers and stakeholders for a solution

- during the discovery effort there are a few roles that should be filled

    ◦ Technical architect
    ◦ Solution architect
    ◦ Product manager
    ◦ Additional UX designers or product designers
    ◦ Data engineer or data scientist

- define project assumptions

    ◦ What should the final product provide to the end users?
    ◦ What does the solution add to or remove from the user's experience to make it a more effective and efficient?
    ◦ How does the oranization benefit from the final product?
    ◦ What would make the solution be considered reliable or trusted by end users?
    ◦ How would the solution reduce the user's burden and make it easier for them to accomplish their goals?
    ◦ What is considered the biggest risk to the solution being a success for the organization or for end users?
    ◦ How can the team mitigate those risks early on and avoid them lter on in development?

- Develope a project brief

    ◦ Primary objective
    ◦ Target users
    ◦ Define project success

- Develope user researc plan

    ◦ project overview
    ◦ Research goals and assumptions
    ◦ target user profiles
    ◦ recruitment mthod and screener
    ◦ Research logistics
    ◦ research method scripts and guides
    ◦ target research outputs

- Delivering the project breiief and research plan

    ◦ reassure customers and stakeholders that their problem will be solved

- facilitate user research plan

Prototyping

- explore different concepts and designs
- review different designs and come up with a few to try
- test each for useability
- prepare a prototype presentation for stakeholders

Research Analysis and Findings

- choose an analysis method
  - Affinity mapping
  - Quadrand analysis
  - Spectrum analysis
- create a report
  - exectuive summary
  - themes and recommendations
  - next steps
  - appendices

Presenting Your findings

- show off to stake holders

Discover Your Own Way

Success comes in different forms

- Completing the discovery effort itself is success
- The hypothesis was validated as correct
- the hypothesis was determined to be needing a pivot or refinement
- the hypotheses was determined to be incorrect, or possibly the wrong hypothesis.

Chapter 6: Whorkshops and Collaboration Activities

Preperation

- it isn't just about scheduling a meeting it is cultivating an environment where people feel comfortable colaborating
- find the right people
- find the right anount of people
- find different roles that need to be filled
- make an agenda and schedule
  - Identify key objectives
  - Structurethe schedule
  - communicate the agenda
  - plan for in-person needs
  - Stay flexible and adjust as needed
- cordinate supplies and logistics
- think about how things you may need being in person vs. online
- think about how you are to communicate
- there could also be some hybrid alternatives
- set expectations
  - Clarify and highlight the purpose and outcomes of the workshop or collaboration activities
  - share the agenda and timing

- define the roles and responsibilities for your participants
- establish rules of engagement
- explain the technology and tools being tilized
- encourage questions and address concerns

Sample Activities

- Prioritization Activity
    - How difficult is this requirement, feature, goal, or request to design, develop, or create?
    - How impactful will this requirement, feature, goal, or request be on our team, customer, user, or product?
    - plan for prioritization
        - What upcomming needs or requests are going to be asked of the team to deliver and implement?
        - What happened recetly with a deployment that caused issues with the team or the users?
        - What are the top five issues that are brought up doing customer service requests?
        - What are some key blockers or challenges that the team experiences when trying to seccessful deploy a new feature or enhancement?
    - Brainstorm material
    - Evalueate and clarify
    - Dot voting
    - an affinity diagram is a great way to collect ideas from different groups
    - use a role empathy map
    - Identify the role
    - Brainstorm
        - goals
        - key tasks
        - Works well
        - Pain Points
        - Work arounds
        - distractions
    - refinement
    - sketch and critique
    - preperations
    - individual sketchinng
    - paired critique
    - group sketching and refinement
    - group presentation an critique
    - Final revisions
    - Usability teting
        - Invite participation
        - Explain what's involved
        - Introduce the design
        - Presnt your tasks
        - wrap it up
    - Lessons learned
    - diversity helps with aproaching a problem

Follow up actions

- Assign follow-up actions
- Schedule follow-up meetings or discssion
- Share and discuss next steps
- Write workshop summary or report
- Gather feedback

This I s a Lot of Work, and It's a Lot of Fun!

- just take it as a learning experiance just relax and have fun!

Essential Questions:

What does diesocery mean in the context of UX design?

- discovery in ux design means flushing out a problem and finding a solution based on research and testing.

What are the 9 stages of the example process flow they give you in chapter 5?

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What is the purpose of a kickoff?

- a kickoff introduces a problem and briefs everyone on a plan and intention to fix the goal

Why is discovery planning important?

- It helps to guide the rest of the project and can prevent bigger "obvious" blockers that may be difficult or expensive to work around

How is prototyping related to research and analysis?

- This helps a designer to figure out just what works and see how they want the final product to look and feel.

What are three of the nethods from chaper six and what do they look like?

- Role empathy map
- prioritization activity

- sketch and critique

Reflection Questions:

If you had to make a discovery plan for a group project, how would you go about that?

- I would follow the steps given above. I would identify who all is involved figure out a problem and come together to find a solution.

What resources could you use to help you with discovery?

- Interviewing is really helpful because it can help you gain insights you may not have otherwise.

Which activities from chapter 6 seemed the most fun to you?

- I think the drawing one seems like the most fun. I think it would be interesting what people express through what they draw I feel like it makes it all more meaning full to the drawer in a way that not many other methods can.

If you had to perform a collaboration activity to design a better book, which one would you use and why?

- An affinity diagram would be a good one to use because you can get a lot of different little insights on what improvements could be made.