CREATING A NEW PRODUCT WITH UX DOCUMENTATION

GOAL OF THE APPLICATION:

The app is designed for college students to solve the following needs:

1. To keep track of their courses and schedules
2. View previous courses and schedules

USERS AND THEIR NEEDS:

The primary users for this application are college students.
The secondary users (Optional) who can also use the application are the faculty/staff members of the university.

The requirement for the users (primary and secondary) is to have a platform where they can keep track of their current schedules and courses along with the need to keep track of the previous ones too.

This app helps them with keeping track of their courses and schedules also, there is a feature which will allow them to access the previous courses and schedules. Thus, making it easy and efficient for the students and the staff members to keep track of their courses and appropriate schedules without loosing any details.
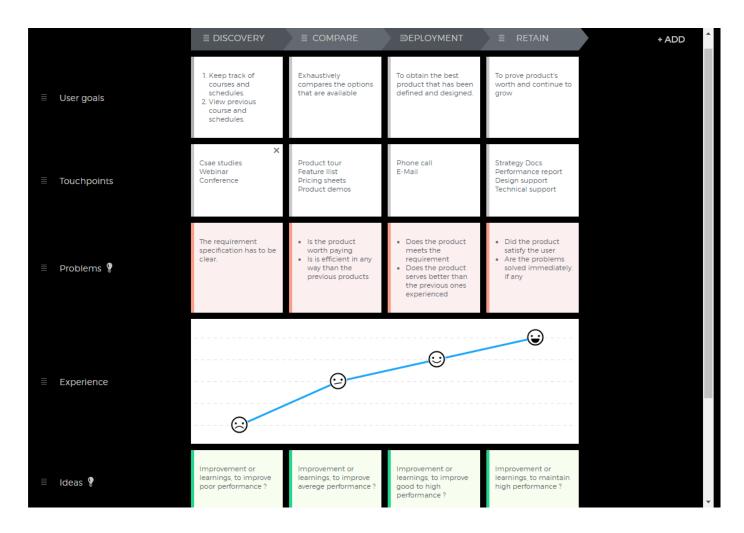
DESIGNING THE APP:

The app has to be designed in such a way that it satisfies the user's requirement and solves their need.

The app can be designed with two different login record. One is for the student login and the other is for faculty. Registration can be set up for the users to create an account. Once the account has been set up, the users can sign in with those details. The app will have separate access for accessing the course details and for the schedules. There will again be an option where the users will be asked for which term/semester the details had to be displayed.

The design can be explained more in detail by preparing a"User Journey". The document is explained below.

USER JOURNEY DOCUMENTATION:

The User journey has been prepared for the student app that has to be developed. This provides the clear information of what the user requirements are, and can help the design and the technical team to define and design the app accordingly.

	DISCOVERY	COMPARE	DEPLOYMENT	RETAIN	+ ADD
User goals	1. Keep track of courses and schedules. 2. View previous course and schedules.	Exhaustively compares the options that are available	To obtain the best product that has been defined and designed.	To prove product's worth and continue to grow	
Touchpoints	Csae studies Webinar Conference	Product tour Feature llist Pricing sheets Product demos	Phone call E-Mail	Strategy Docs Performance report Design support Technical support	
Problems 💡	The requirement specification has to be clear.	• Is the product worth paying • Is is efficient in any way than the previous products	• Does the product meets the requirement • Does the product serves better than the previous ones experienced	• Did the product satisfy the user • Are the problems solved immediately. if any	
Experience					
Ideas 💡	Improvement or learnings, to improve poor performance ?	Improvement or learnings, to improve averege performance ?	Improvement or learnings, to improve good to high performance ?	Improvement or learnings, to maintain high performance ?	

*The Experience rating shown in the above screenshot is for illustration purpose only as this is not real time users' perspective.

WHY I CHOSE USER JOURNEY METHOD TO DEFINE AND DESIGN:

There are various UX methods that can be used for the designing purpose, the reason which made me choose this particular method was, "The users's perspective".

A User Journey is a visual or graphical representation of the overall requirement from an individual's perspective. Customer engagement is not simply a series of interactions, or getting people to visit a website. Giving thought to how your organization/product/service fits into customer's lives is crucial.

This made me to think over various other methods that can be used. For instance, Wireframe workflow can be used, but it focuses much on the programmer's perspective. This method will hold good if there are any changes/updates to be made to an existing product. When a new product has to be developed, it is better to go for user journey so as the requirements are put down clearly. The user can be in touch with the organization at each stage, which can result in a product that is exactly defined by the user.

There are benefits in designing user journey;

1. Demonstrating the vision of the project (Users perspective)
2. They help in understanding the user behavior
3. They help in defining the main functionality of the product
4. It provides confidence that the end product is created for the right purpose.

These were the key ideas which made me to opt for user journey among other methods. As an UX designer, it is my duty to handle the user and the technical team. The input from the user should be grasped properly and feed it to the technical team who develops the product. If the beginning is good and clear, obviously the final result will be perfect.