

Fast Track User Experience Design



Course Overview

The training course begins by exploring the fundamentals of user experience design, **emphasizing the importance of understanding users' needs, behaviors, and motivations.** Learners will learn various user research techniques, such as user personas, User Experience maps, and usability testing, to gain valuable insights that drive informed design decisions.

Having built a strong foundation in UX, the course then delves into the realm of user interface design. Learners will discover the principles of visual design, typography, color theory, and layout, enabling them to create visually appealing and engaging interfaces. They will also gain hands-on experience using tools like Miro and Figma to design and create prototype interfaces.

Course Overview

Throughout the course, learners will be **exposed to real-world examples and best practices**. They will also be provided with **handy tools that they can put to use in their day-to-day work**. They will learn how to apply user-centred design methodologies, conduct heuristic evaluations, and create wireframes and interactive prototypes that bring their designs to life. Additionally, learners will gain insights into designing for different platforms and devices, including mobile, web, and emerging technologies.

Collaborative exercises, group discussions, and feedback sessions will be incorporated into the course to foster a dynamic learning environment. Learners will have the opportunity to work on practical projects, applying the concepts and techniques learned to solve UX/UI challenges and refine their design skills.

Course Overview

By the end of the training course, **learners will have developed a robust understanding of UX/UI design principles and processes.** They will possess the skills necessary to create seamless and intuitive digital experiences that delight users. Moreover, learners will leave with a comprehensive portfolio showcasing their design projects and a certificate of completion, validating their proficiency in UX/UI design.



Learning Units

- 1. Solving Problems with User Experience Design**
- 2. User Research – The Heart of UX**
- 3. User Centrism**
- 4. The UX Honeycomb**
- 5. User Interface Design**
- 6. User Testing**



Course Knowledge and Abilities

Knowledge:

- **K1** Techniques for gathering and analysing user feedback
- **K2** Indicators of user experience
- **K3** Steps in the user interaction process
- **K4** Parts of a user flow chart
- **K5** Tests for software and/or application



Course Knowledge and Abilities

Abilities:

- **A1** Gather inputs and feedback from users on their needs and experiences with IT products and services
- **A2** Analyse user patterns and feedback from target users of IT products and services to understand the desired user experience and outcomes
- **A3** Identify performance levels and gaps between current level of user experience and the desired user experience



Course Knowledge and Abilities

Abilities:

- **A4** Measure the user's level of engagement and stickiness with the product or service using pre-defined metrics or guidelines
- **A5** Measure indicators of general user response to the product or service
- **A6** Develop a prototype and/or wireframe of the user interface based on established requirements and methodologies and taking into account user-centred inputs and perspectives



Course Knowledge and Abilities

Abilities:

- **A7** Propose suggestions and modify aspects of an IT product or service to enhance the overall user experience
- **A8** Implement usability tests on the updates or modifications made to a software and application design, to verify its technical viability and effectiveness

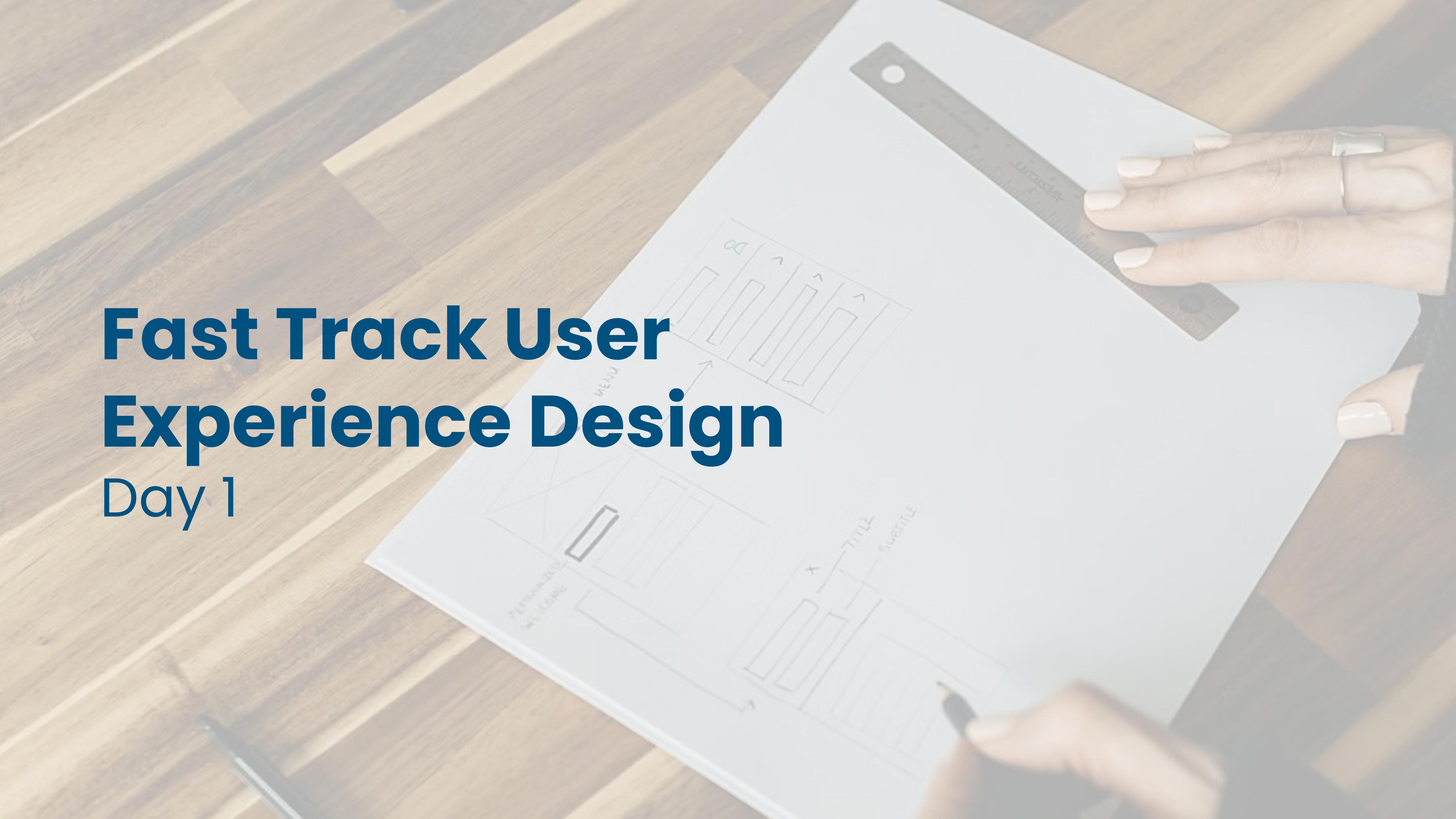


<https://bit.ly/FastTrackUX>

Resources Folder

Fast Track User Experience Design

Day 1



Day 1

- **Solving Problems with User Experience Design**
- **User Research – The Heart of UX**
- **User Centrism**

Introduction to UX Design

What is UX Design?

A person's perceptions and responses that result from the use or anticipated use of a product, system or service.

— ISO 9241-210, *Ergonomics of human-system interaction — Part 210: Human-centered design for interactive systems*

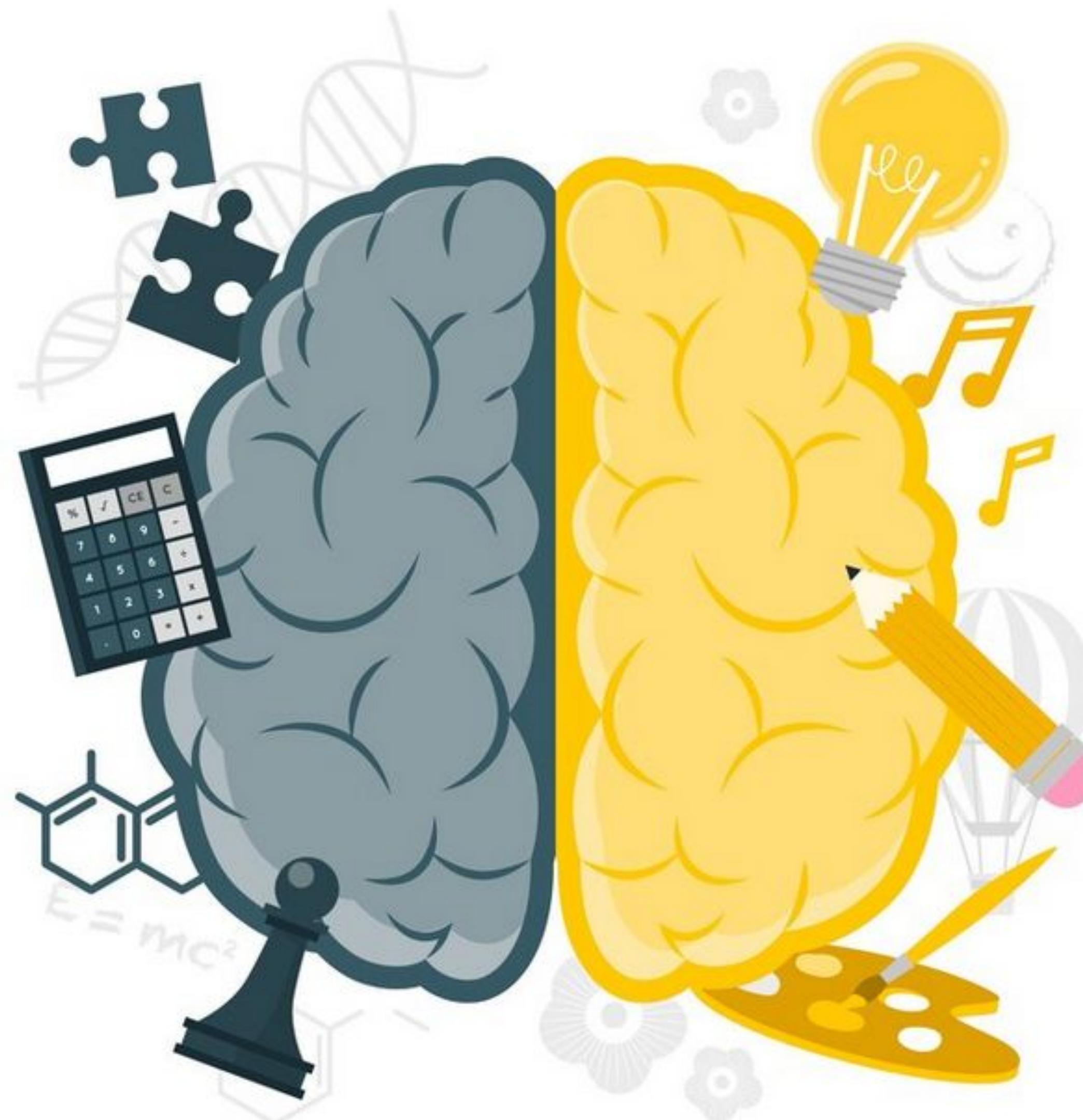
Introduction to UX Design

What is Design Thinking?

Design thinking is an iterative process in which you seek to **understand your users, challenge assumptions, redefine problems and create innovative solutions which you can prototype and test**. The overall goal is to identify alternative strategies and solutions that are not instantly apparent with your initial level of understanding.

Design Thinking and UX Goals

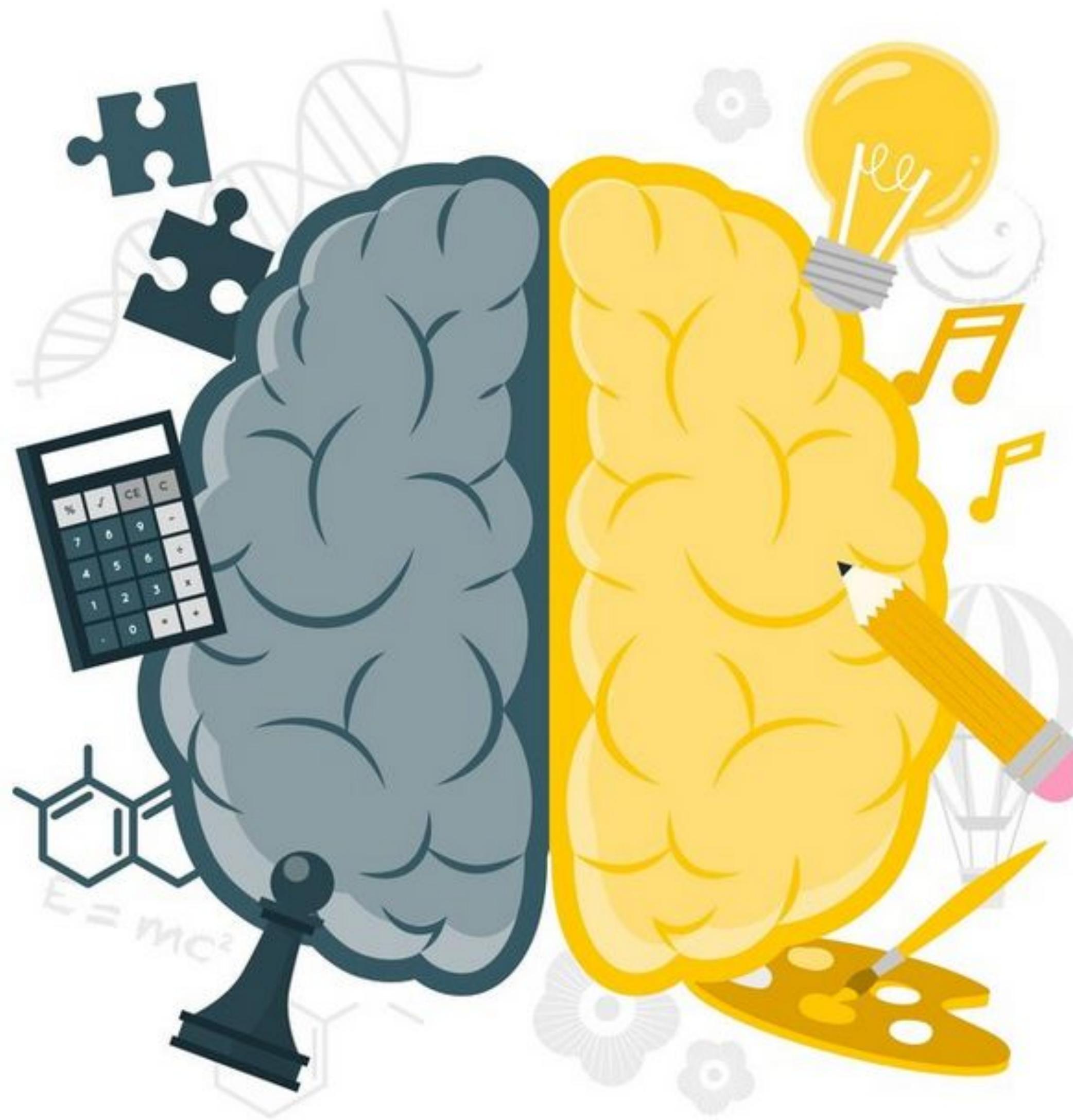
Prioritize the needs of users in order to create delightful user experiences and products.



What is Design Thinking?

Essentially, Design Thinking :

- Revolves around a deep interest to **understand the people for whom we design products and services.**
- Helps us **observe and develop empathy with the target users.**
- **Enhances our ability to question:** in design thinking you question the problem, the assumptions and the implications.
- Proves extremely useful when you **tackle problems that are ill-defined or unknown.**
- **Involves ongoing experimentation** through sketches, prototypes, testing and trials of new concepts and ideas.



Misconceptions about Design

Design is not the product

- Most people think design = a website, smartphone, furniture. Those are the end products!
- But in actual fact, it is the process of solving problems

There is no one fixed way of solving problems

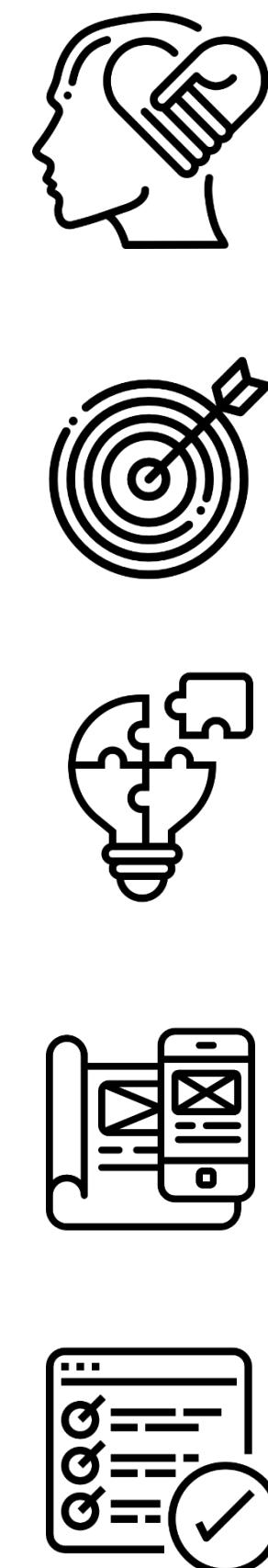
- There is a wealth of tools to use in design thinking. Find the ones that suit the needs of your users best is what you should be focused on.

Without the User, it isn't Design Thinking or UX

- User insights and Data are a vital part of the process
- User-centricity creates a natural pairing / transition into UX Design

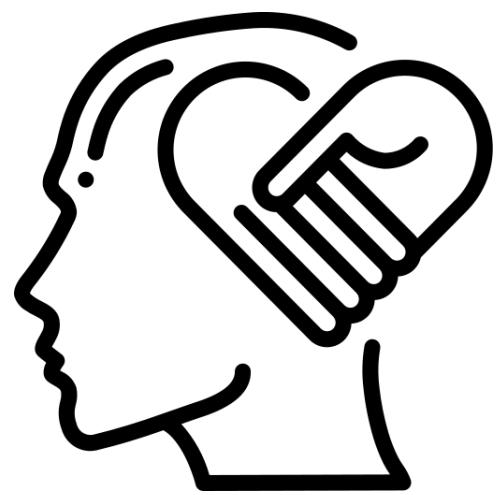
Design Thinking - 5 steps

Design thinking is more than just a process; it opens up an entirely new way to think, and it offers a collection of hands-on methods to help you apply this new mindset.



1. Empathize
2. Define
3. Ideate
4. Prototype
5. Test

Design Thinking - 5 steps



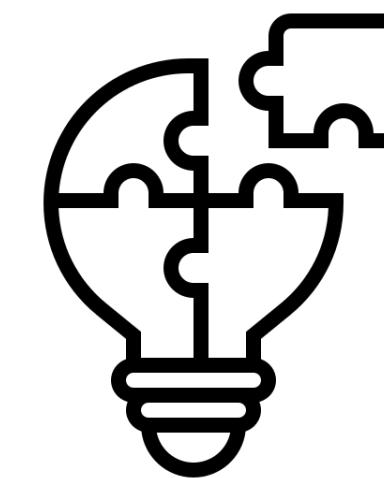
1. Empathize

Finding the problem and understand the user's needs



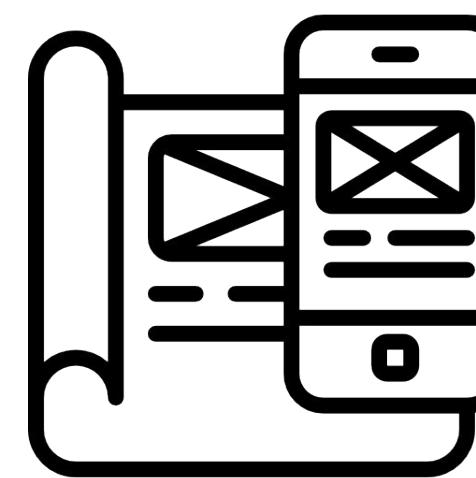
2. Define

Accurately state the user's needs and problems + Who are we designing for?



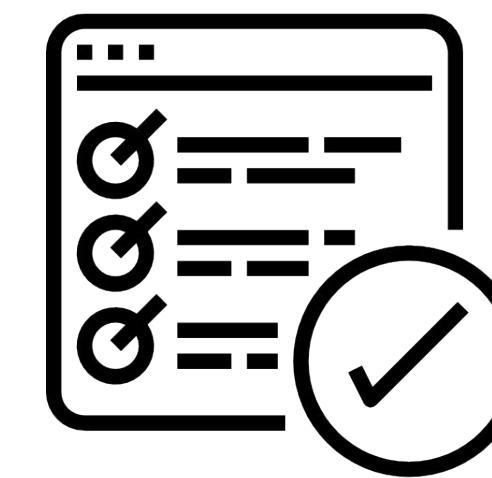
3. Ideate

Come up with many innovative ideas and solutions



4. Prototype

Start building out those solutions

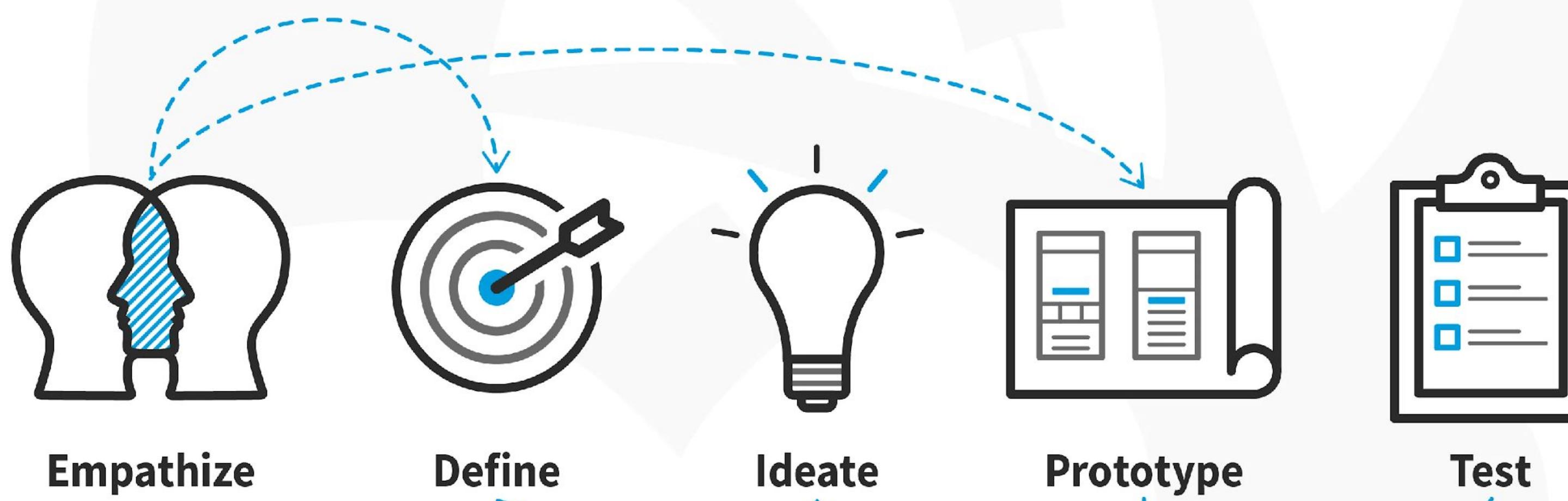


5. Test

Test out those solutions

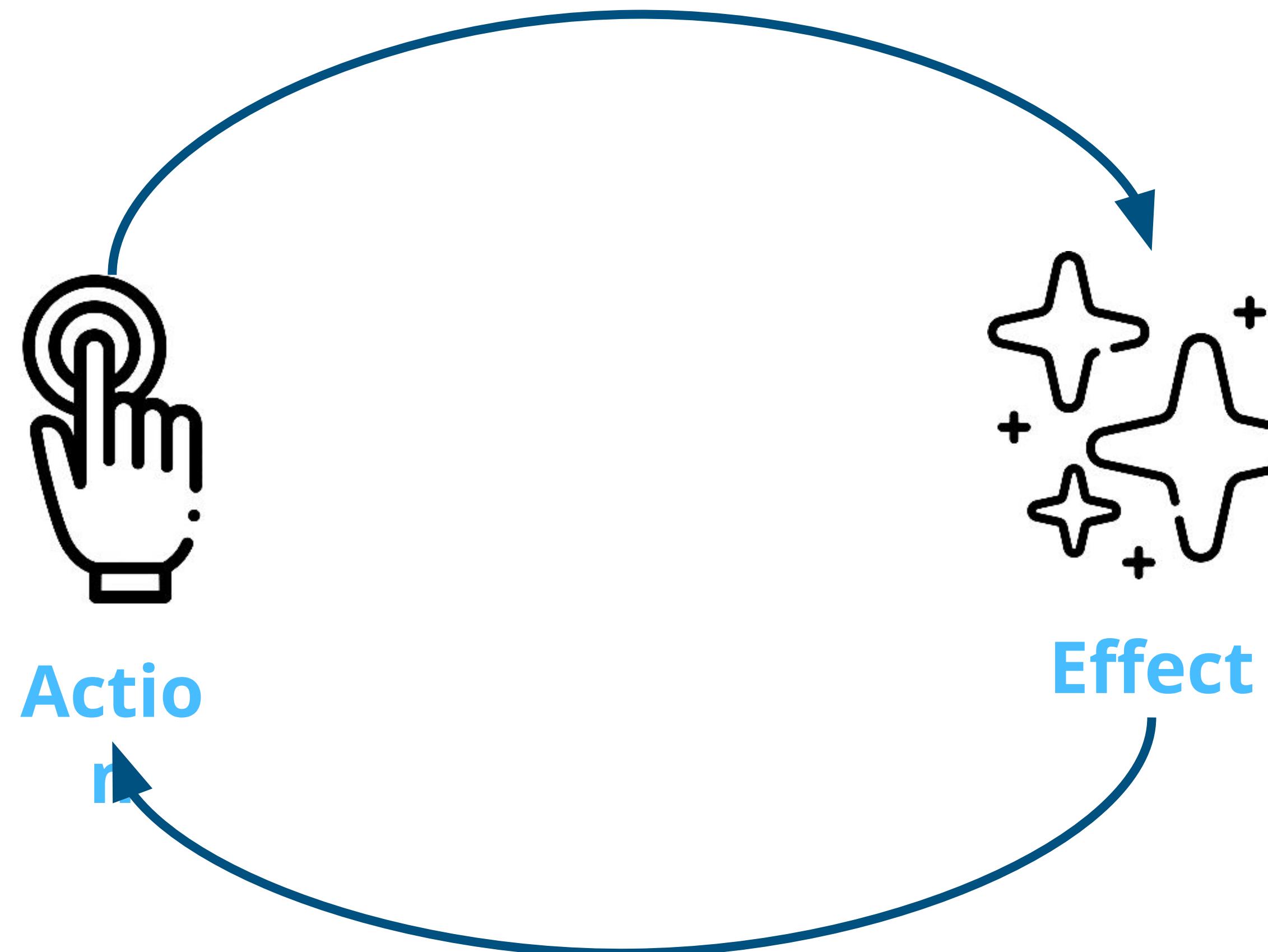
Design Thinking is non-linear

Design Thinking: A 5-Stage Process



Interaction Design Foundation
interaction-design.org

User Feedback is a vital part of the process



Feedback Loop

In feedback loops, design teams quickly build, measure, and learn from users in an cyclical fashion. They continuously tweak their products and ideas until the best possible outcome is reached.

User Feedback is a vital part of the process

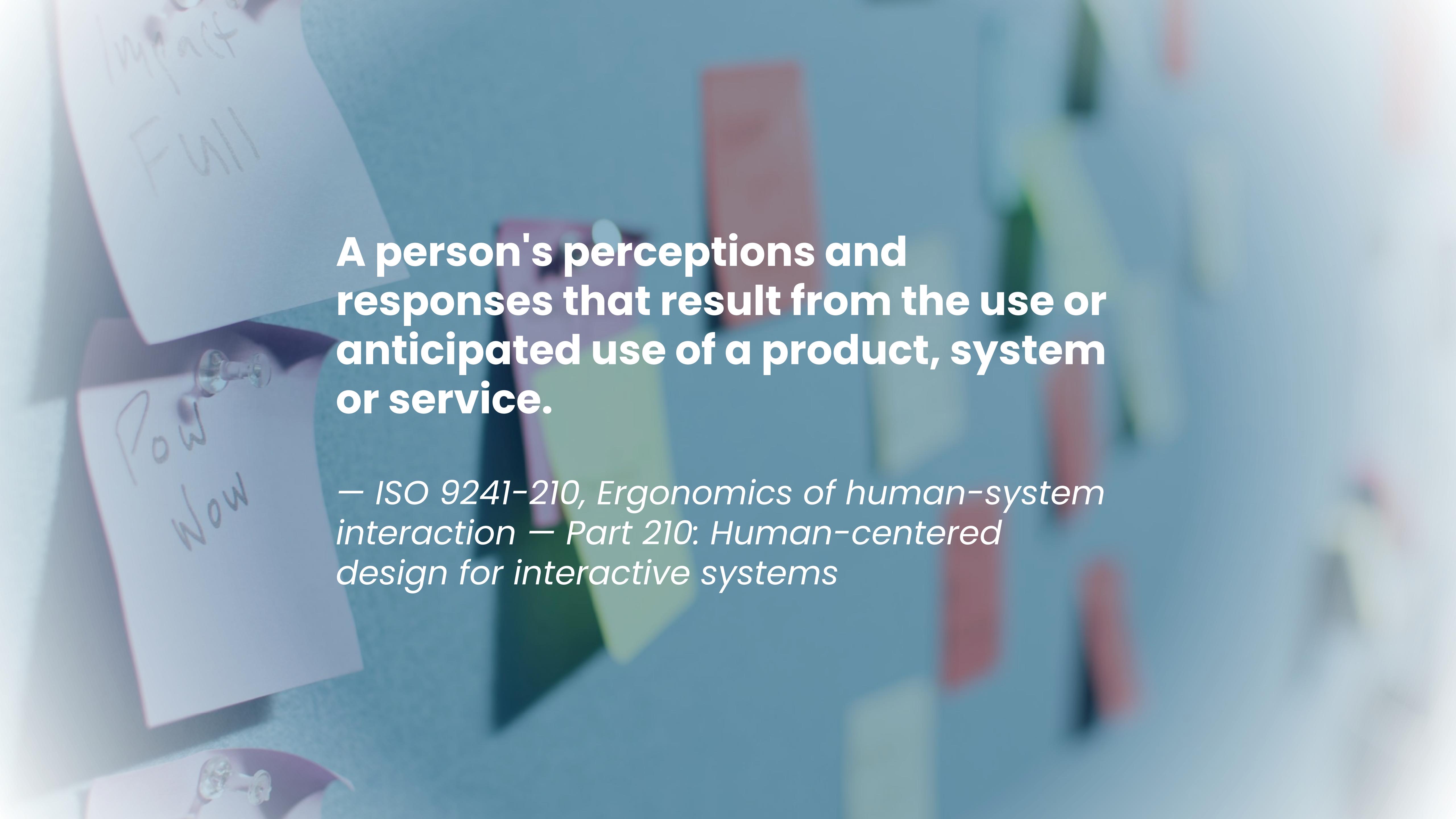


In order to obtain feedback during usability testing, teams may:

- Conduct anonymous surveys
- Observe user's during testing
- Ask open ended questions during interviews
- Announce ideas in a public forum and monitor response



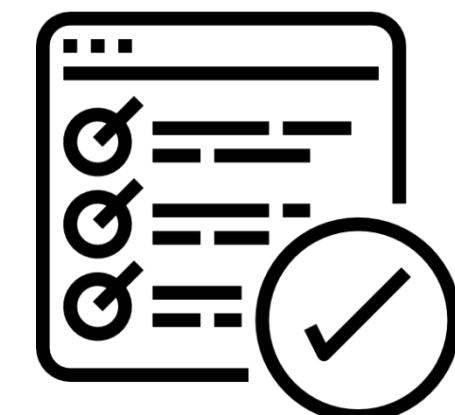
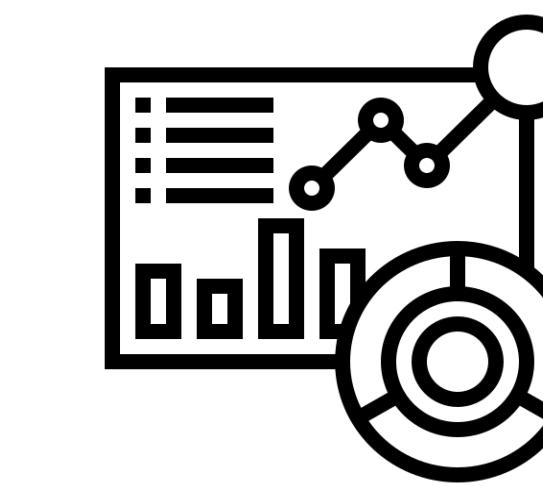
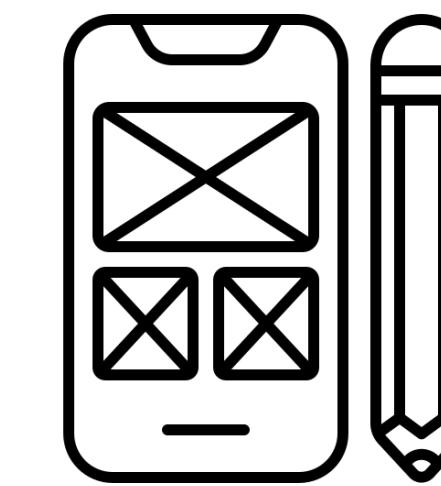
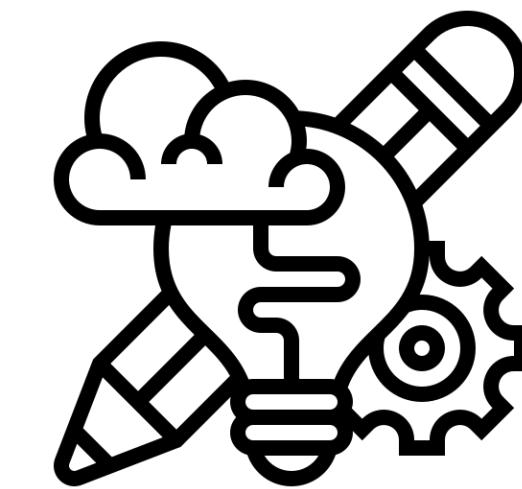
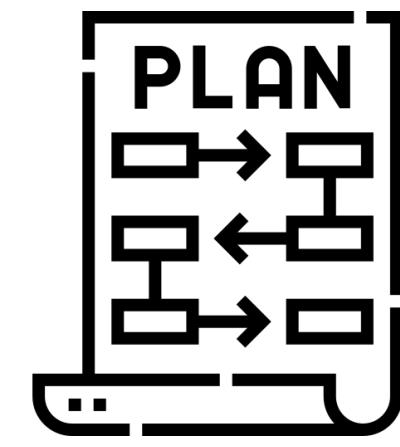
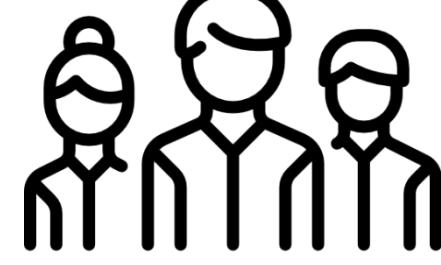
User experience (ux) design is the process of creating products or experiences that are meaningful and relevant to users.



A person's perceptions and responses that result from the use or anticipated use of a product, system or service.

– ISO 9241-210, *Ergonomics of human-system interaction – Part 210: Human-centered design for interactive systems*

The UX Design Process



1. Define

- Problem Statement
Concept Definition
- Assess for Project
Needs
- Anticipate issues
- Agree on
Deliverables, set
expectations

2. Research

- Desk Research
 - Industry Trends, competitive analysis
- Interviews
- Surveys
- Focus groups
- Ethnographic studies

3. Analysis and planning

- User Personas
- Scenarios
- User Flows
- Customer Journey Maps

4. Design

- Paper Sketches
- Wireframes
- Aligning with user needs
- Information Architecture
- Navigation
- Layouts

5. Prototyping

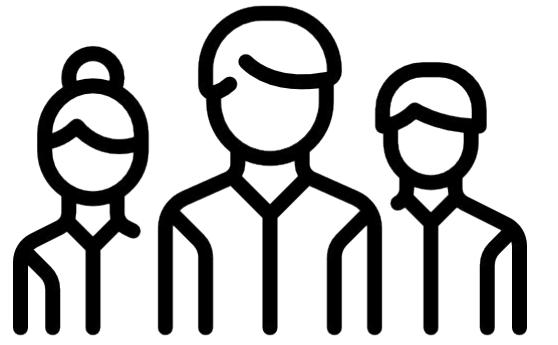
- Low fidelity prototypes
- High fidelity prototypes
- Putting the process to work

6. Testing

- Validation of the designs
- User and Usability Testing
- Post testing interviews / questionnaires
- Feedback

7. Iterate

- Review Findings and Feedback
- Determine key themes or patterns within the feedback
- Inform next iteration



1. Define

- Problem Statement
Concept Definition
- Assess for Project
Needs
- Anticipate issues
- Agree on Deliverables,
set expectations

- In this stage, we identify issues we determine exactly what needs to be solved and why.

Key Questions include:

- Why does this product/service need to exist?
- Who are we creating this for?
- What business problems will this solve?

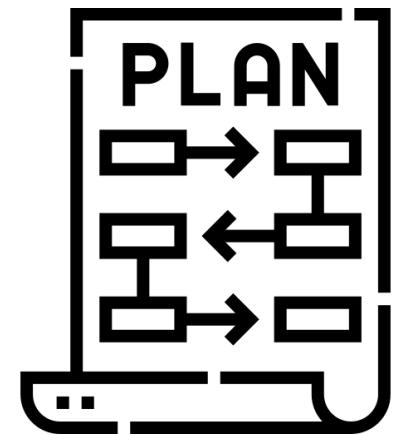


2. Research

- Desk Research – Industry Trends, competitive analysis
- User Interviews
- Surveys
- Focus groups
- Ethnographic studies

This phase involves understanding the users, their needs, and the context in which they will use the product or service. It may include user interviews, surveys, market research, and competitive analysis.

Both **user research** and **market research** are **necessary components of this phase**. User research can take many forms, such as interviews, surveys, focus groups, and ethnographic studies. Market research looks at things like industry trends and competitive analysis.

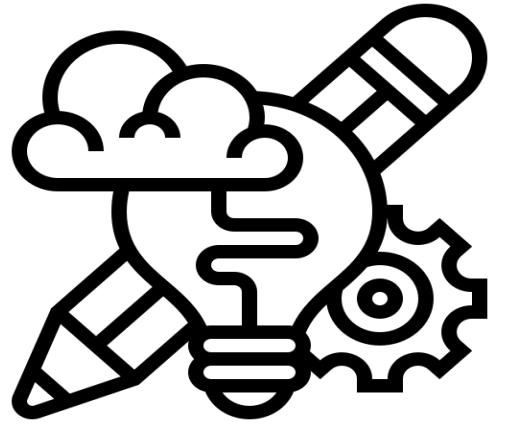


3. Analysis and planning

- User Personas
- Scenarios
- User Flows
- Customer Journey Maps

In the planning phase, designers take all of the information they gathered in the research stage **and start to plan out how they'll meet those needs. They develop user personas, user scenarios, user flows, wireframes, and other high-level plans** during this phase.

This is also the time when designers start to think about **how the product or service, how will be built/tweaked and what else is necessary for the project to align with user needs.**



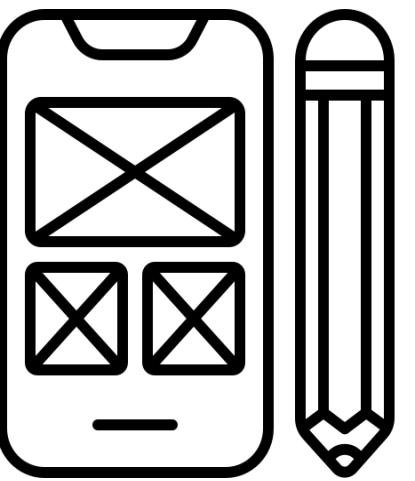
4. Design

- Paper Sketches
- Wireframes
- Aligning with user needs
- Information Architecture
- Navigation
- Layouts

Once you have a good understanding of your users and a plan to move forward, it's time to **start sketching out some ideas for how they'll interact with your interface**. This is where you'll start to think about things like the overall layout, navigation, and specific elements on each page.

This design phase typically includes both UX and UI aspects, since you'll work on things like:

- Information architecture
- Navigation
- Layout
- Usability and accessibility
- Microcopy



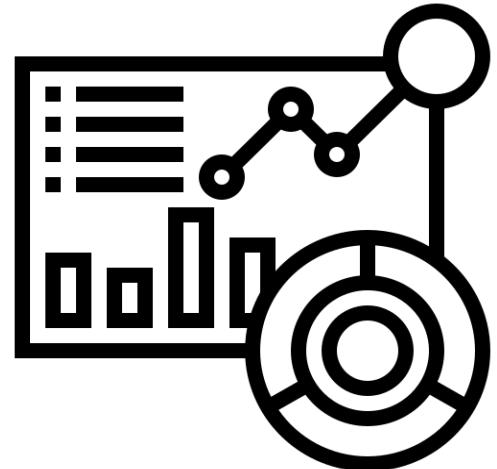
5. Prototyping

- Low fidelity prototypes
- High fidelity prototypes
- Putting the process to work

This phase is where you turn your wireframes and low-fi interfaces into something more polished.

Prototyping allows you to present a more realistic experience for your usability testing, which can then deliver more accurate feedback and insight into "what's working" and "what's not working".

Your Prototypes don't have to be fancy. They usually are a representation of what actions you want users to take in order to meet their needs.

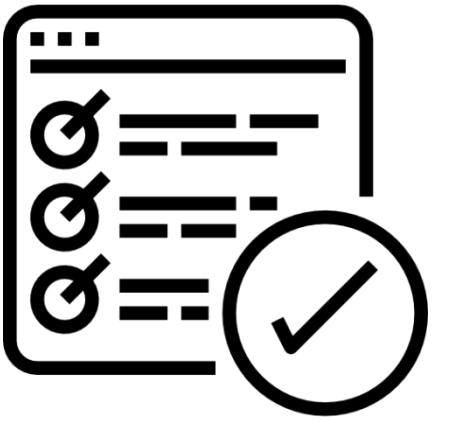


It is vital to test the interface with real users who are represented by your User Personas. Usability testing helps identify any areas that need improvement before the final product goes live, and delivers this feedback from the user's point of view.

The more information you receive from your testing, the easier it will be to identify exactly what needs to be revised before you Launch the product.

Users who fit the target user are also invited to participate in moderated testing:

- Validation of the designs
 - User and Usability Testing
 - Post testing interviews / questionnaires
 - Feedback
- During this time, a facilitator presides over the test
 - Users speak out loud while using the product
 - With feedback in hand, the design team decides which issues to address, and improvements are made.



7. Iterate

- Review Findings and Feedback
- Determine key themes or patterns within the feedback
- Inform next iteration

Based on the feedback received during testing, designers refine and improve the design iteratively. This may involve making changes to the prototype, revisiting the research, or retesting with users.

3 approaches to UX Design

Human-centred design

Understanding the
needs of humans

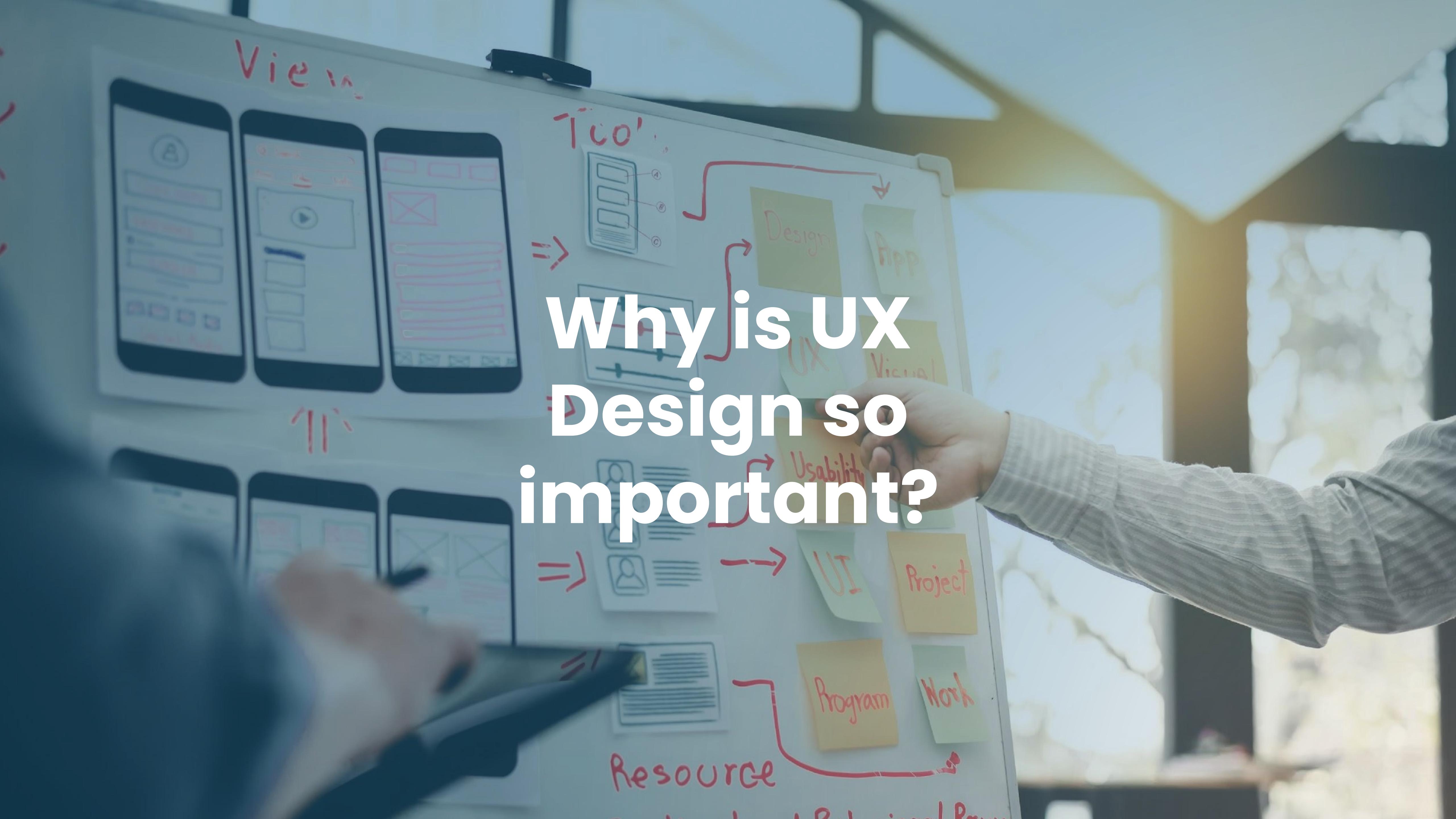
Design Thinking

Iteratively solving
problems that do not
have easy solutions

Activity-centred design

Focusing on tasks
users would do as a
way to understand
and design

Why is UX Design so important?



Why is UX Design so important?

1. Ensures projects meet **quality and consistency standards**
2. Ensures designers design **solutions without bias and assumptions**
3. Enables designers to **test and iterate** on many ideas **to find the best solution**
4. Promotes collaboration between teams and departments
5. **Reduces the risk of rework** by following set protocols
6. Allows stakeholders to track a project's progress
7. **Identifies hidden risks and opportunities**

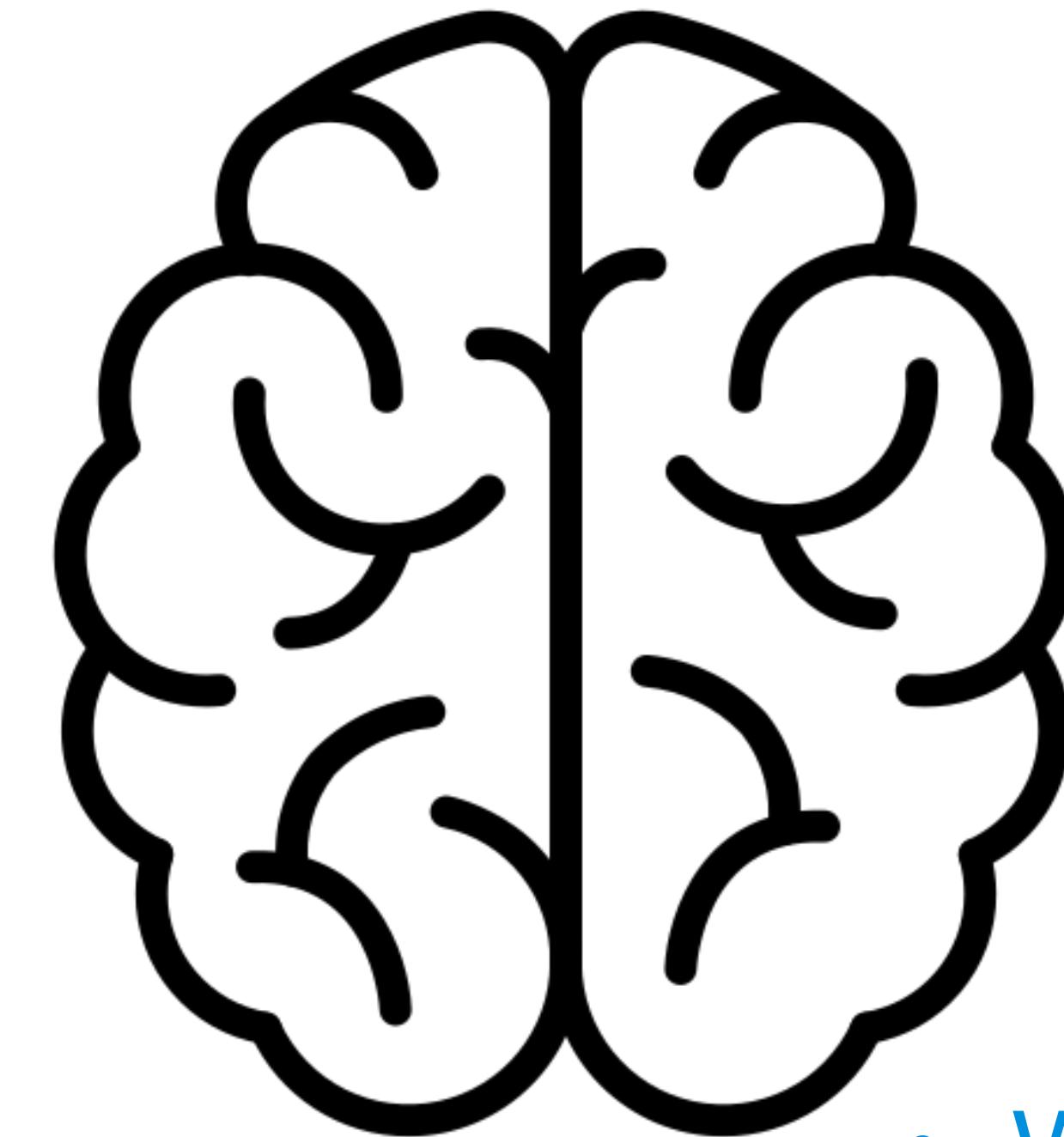


Discuss:
Do you know the
differences between
UX Design and UI
Design?

Differences between User Experience & User Interface Design?

**UX Design covers
the following:**

- User Research
- Interaction Design
- Scenarios



**UI Design covers
the following:**

- Visual Design
 - Colors
- Graphic Design
 - Layouts
 - Typography
- Wireframes and Prototypes
- Information Architecture

Misconceptions between User Experience & User Interface Design

Misconception #1 – UI and UX are same

This is the most common misconception about UI and UX. UI design plays an important role in the work of UX designer but **it is not the only part.** UX is a multi-step, multi-disciplinary strategic design process that aims to create a product.

Misconception #2 – UI and UX are not designed for users

UX design places the user at its' centre, and is usually done keeping in mind the goals and objectives of both the user and their needs. This includes a thorough understanding of the product vision, the psychology of the user and how we can marry these two ideals. It is important to keep the users in mind when it comes to both UI and UX.

Misconceptions between User Experience & User Interface Design

Misconception #3 - UX design is all about usability

Usability is of the utmost importance in order to keep any user experience successful. UI design can be extremely usable but it falls short when it comes to delivering the right things. While usability is important, its effectiveness blurs the other important factors in UX.

Misconception #4 UX design is expensive

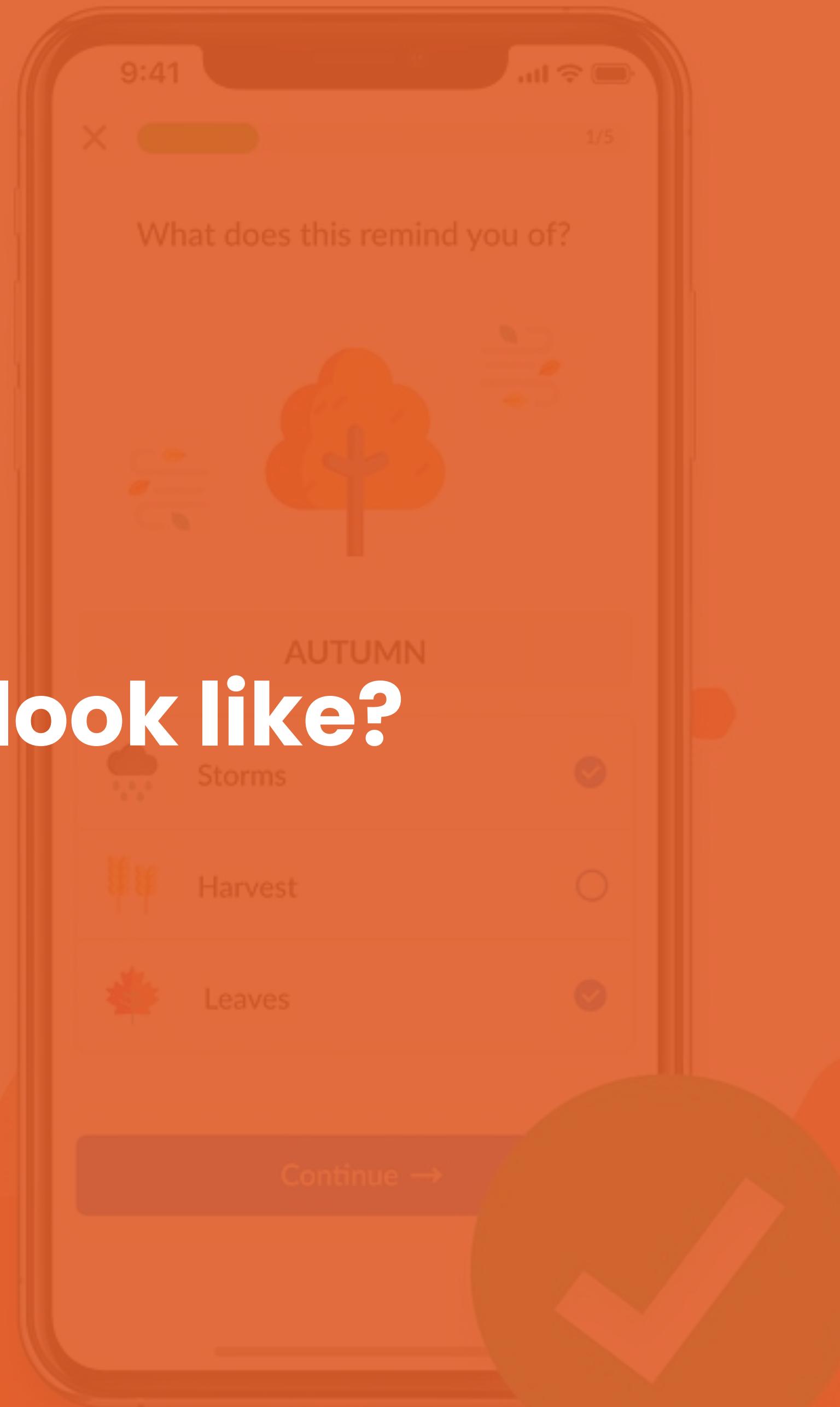
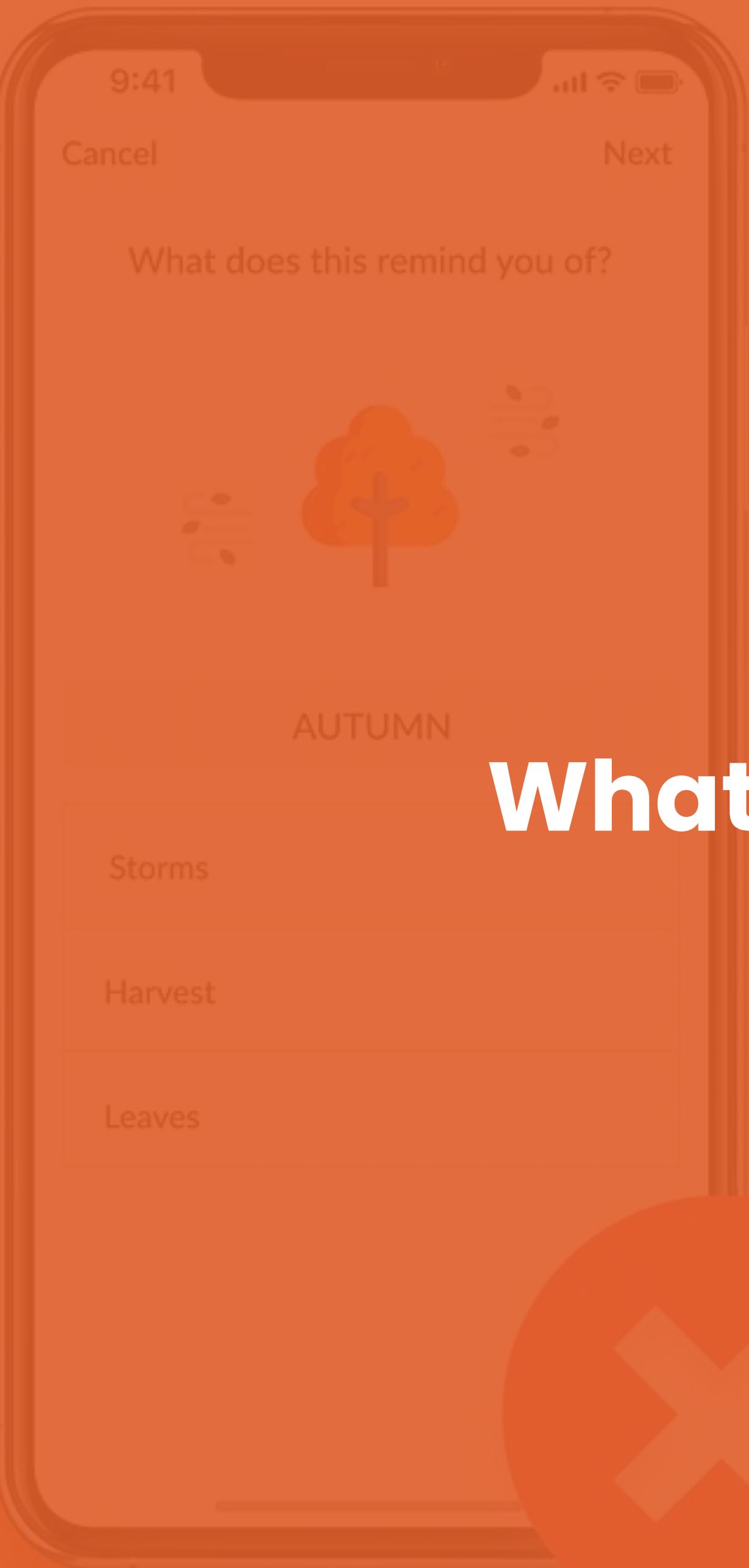
The best UX designers have a toolbox of options, picking and choosing methods. It is a misconception that UX design is expensive. Great design opportunities can be discovered from doing user research with just five users. Putting together a simple product prototype and testing is cheap and does not cost a lot of money.

Misconceptions between User Experience & User Interface Design

5. UX design is a single discipline

UX designer needs to follow different design thinking practices. They are usually trained in several disciplines. Having to focus on customer satisfaction with product design. It includes various disciplines, approaches and methodologies.

What does Bad UX look like?





It's as easy as just
TAP & GO



SimplyGo

- What are some issues you can point out with the UX as a commuter?



It's as easy as just

TAP & GO



SimplyGo

There are many pain points on embracing SimplyGo System. The most common pain points are:

- Downloading SimplyGo app
- Unable to Display Card Balance on Gantry
- No one size fits all card

Up to 70% OFF & Fast Shipping | Presidents' Day Clearance Feat. Sealy →

App | Financing | Professional | Free Shipping Over \$35*

wayfair

Find anything home...

Sign In Cart

Furniture Outdoor Bedding & Bath Rugs Décor & Pillows Lighting Organization Kitchen Baby & Kids Home Improvement Appliances Pet Holiday Shop by Room Sale

The Wayfair.com homepage features a prominent 'Presidents' Day Clearance' banner with a 70% off offer. Below it is a 'FLASH DEALS' section for hardworking appliances. Smaller sections for Fireplaces & Heaters, Area Rugs, and Nursery Furniture are also visible.

Presidents' Day Clearance
up to **70% OFF**
Massive savings and fast shipping.
(Aka our best deals since Black Friday.)
Shop Now

24 HRS ONLY
FLASH DEALS

Up to 40% OFF Hardworking Appliances

Fireplaces & Heaters up to **50% OFF**

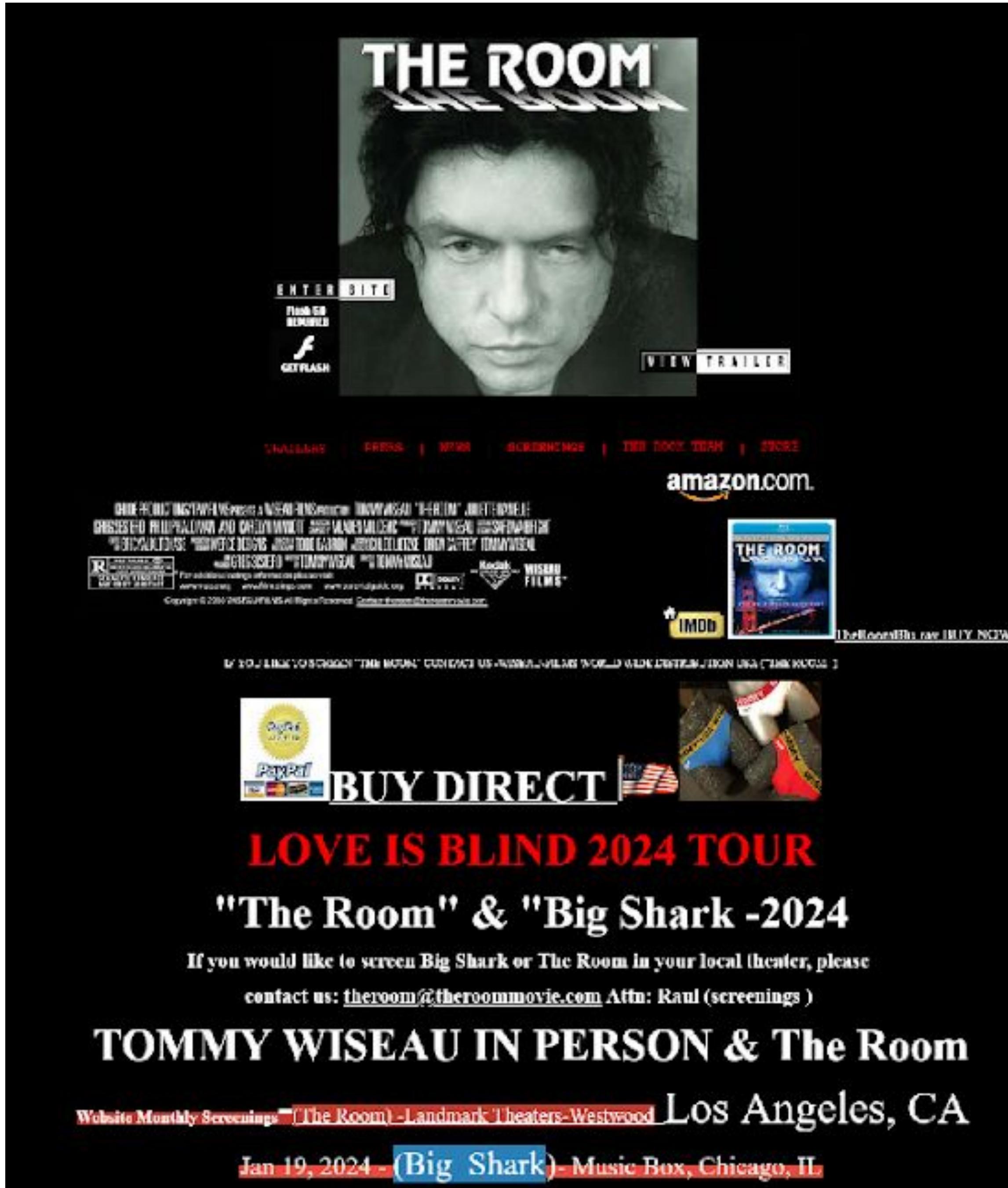
Area Rugs up to **70% OFF**

Nursery Furniture up to **45% OFF**

Want 10% Off? × EN, YOUR WAY
Appliances for

Wayfair.com

- Everything wants attention
- Lack of hierarchy
- Not sure which to click first
- Almost every element looks similar in terms of size, color, as well as copy and icons
- I feel like I am being told to shop for all the products at once



<http://theroommovie.com/>

- No menu present
- There's one very long home page and that's it
- The items below the featured image look like navigation items, but if you click on them, they open up a new tab. Some are broken and open up a blank tab.
- Poor Hierarchy, ugly GIFs, images, and no proper font or styling in place

Website Monthly Screenings - (The Room) - Landmark Theaters-Westwood Los Angeles, CA

Jan 19, 2024 - (Big Shark) - Music Box, Chicago, IL



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Chicken killing in Singapore park: ACRES files report

ACRES responds to reports of a wild chicken allegedly killed in a Singapore park, which had wildlife advocates raising concerns.

[Is it legal? »](#)

Malaysian Ringgit within whisker of 1998 record low



Henry Tia reveals 'strange illness' at 72nd birthday celebrations



EPL TALK: Holand looks like a proper Man Utd player



Exclusive interview with Hamilton's lead Jason Arrow



A retired S'porean engineer builds a 'fish farm of the future'



Business • Moneywise
'This is the angriest I've ever been': 24-year-old astrologer lost \$440,000 by day trading crypto and now lives on credit card deb...
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Michael Owen reveals concern over Darwin Nunez 'madness' after stunning finish in Liverpool win over Brentford
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Celebrity • Elle
Vera Wang Wears Kate Middleton-Inspired Dress To BAFTAs And Yes, She's Still Ageing Backwards
5-min read

Trending Now

1. Jia Ling
2. Alexei Navalny
3. Singapore Airshow
4. BG Kelvin Fan
5. Kenneth Jeayaretnam
6. Russia-Ukraine War
7. Benjamin Netanyahu
8. BAFTA Awards
9. Cillian Murphy
10. BATC 2024

Weather

Singapore			
Today	Tue	Wed	Thu
34° 26°	35° 26°	34° 26°	33° 26°
See more »			AccuWeather

Hot Topics



Get the latest news and videos on Singapore Budget 2024 regarding GDP, GST, CPF, taxes, CDC vouchers, reliefs, green initiatives and...

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Horoscope - Pisces

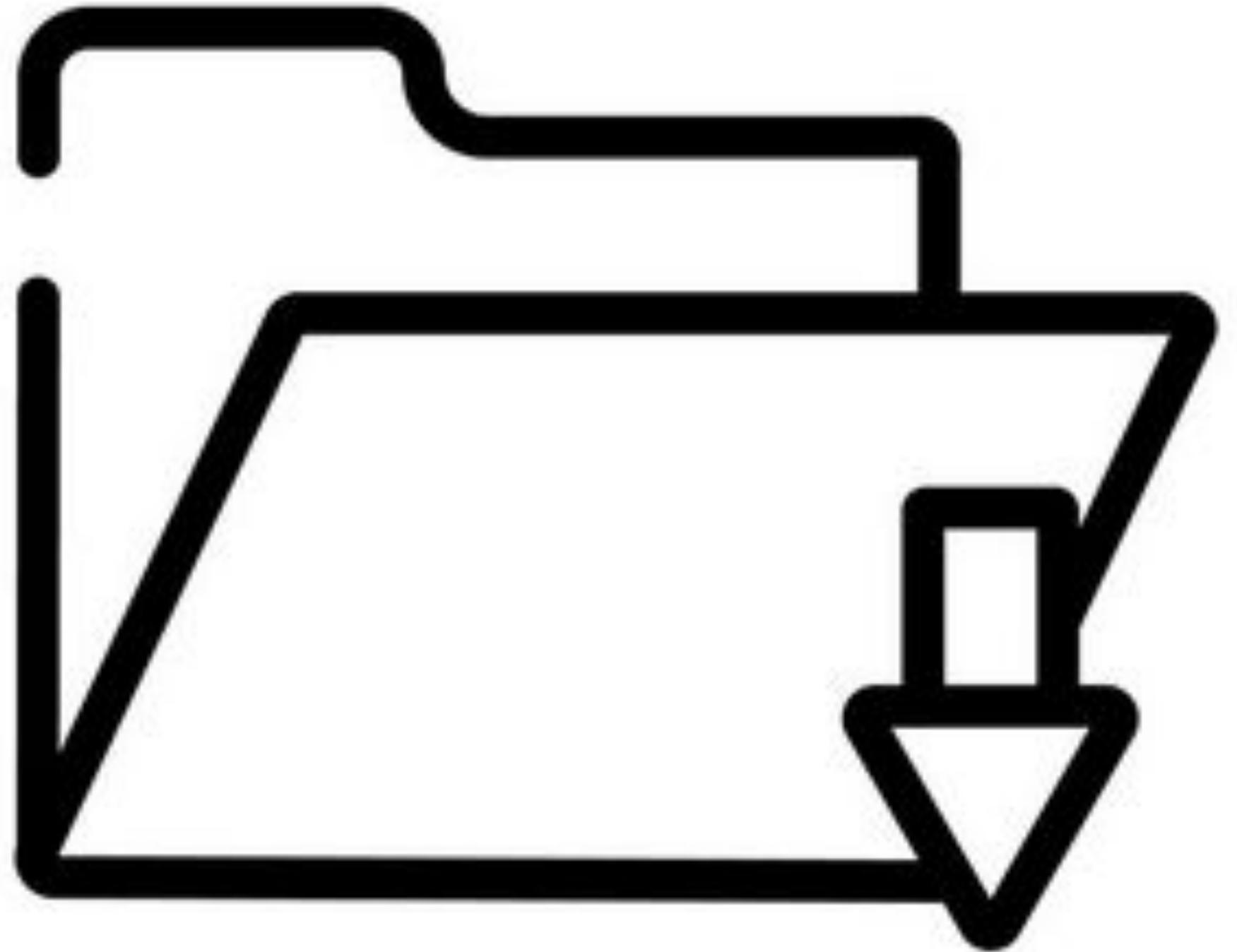


19 February • With the Sun throwing its annual party in your sign, it's like the universe finally upgraded its playlist to match your vibes! But you might not be in a lighthearted frame...

[See more »](#)

Yahoo.com

- Showcasing too much content leading to a loss of direction for users (lack of hierarchy)
- The text size shrinks significantly once you scroll down, affecting readability
- If users are on the website for news, it should be catered better via the use of sliders, and decluttering the site overall



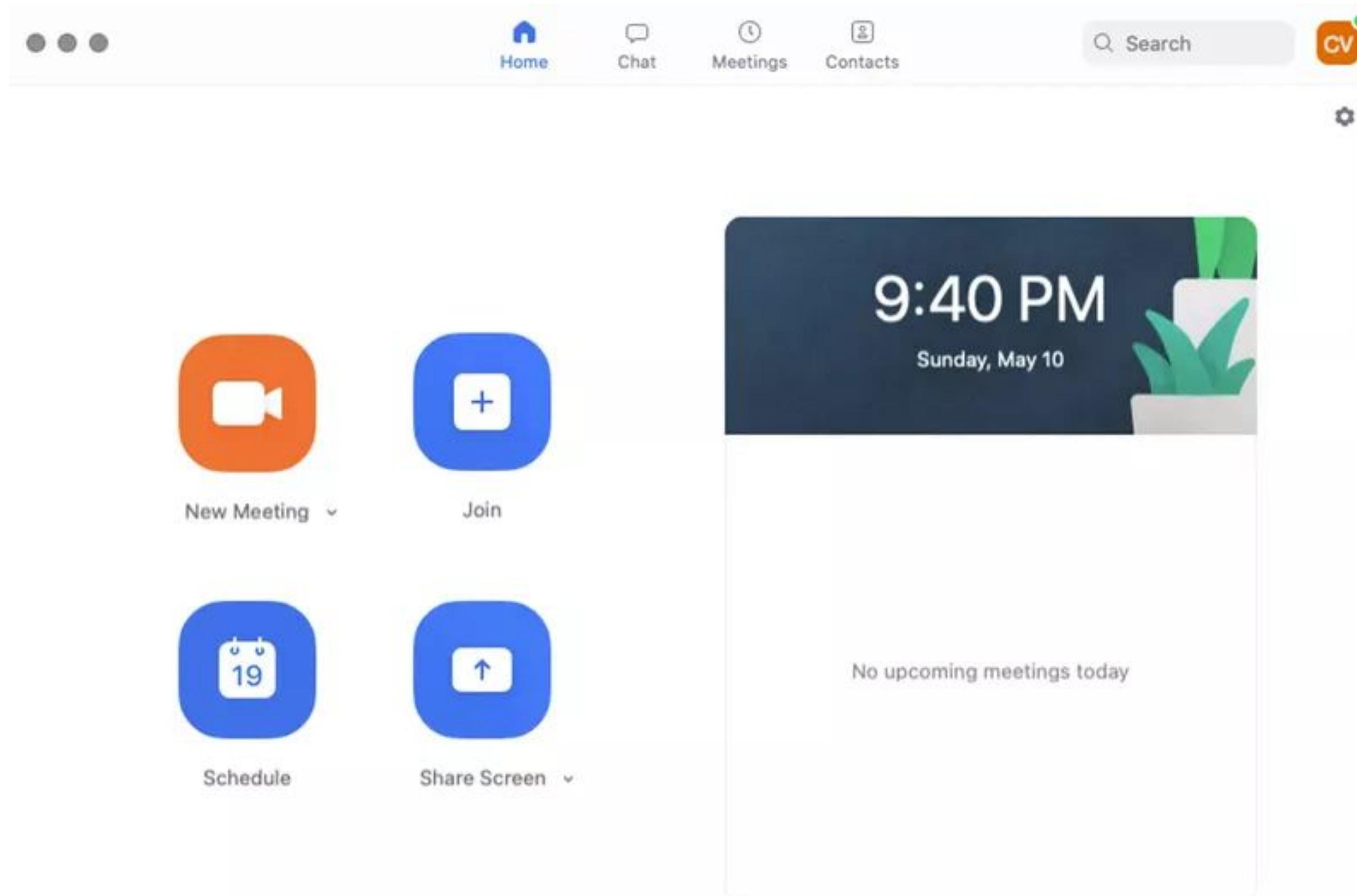
The computers in the 80s

- It's the 1980s, the early Unix systems had a text editor that was called "Ed" – for "Editor". **You get started on a document** for your manager and **at the end of the day, you finish it, power down the computer and go home.**
- The next morning, you're about to show it to your manager and you realize its not there. Then you realize you didn't save the document because the system didn't prompt you to.
- It's the small things like these that are extremely frustrating for users, regardless of the product we're using.



What other forms of Bad UX have you come across?

How about some Good UX Examples?



Zoom

- A simple User interface like the Zoom home screen makes it exceptionally clear for users to perform tasks.
- You should aim to display a limited number of options and make key function buttons and icons large so they sit prominently on the screen
- Zoom is so successful because of how simple its design is. There are no cluttered menus or interfaces. None of its options make you think about what to do next.



Netflix's Autoplay and Next Episode feature

- Using an autoplay feature helps the user's jobs to be done without asking or prompting, resulting in a greater user experience. Though this could be a double edged sword at times, for the most part, it is welcome.
- Netflix implements a UX design that auto-plays the next episodes and trailers, taking advantage of that "just one more" action, keeping users on the app longer.

2

Introduction to UX Design

Problem Solving Approach

Both UX and Design thinking place the user and their needs at the center, and there is always a need to be fulfilled, or a problem to solve. Be it the creation of a product or the reworking of a process, it all starts with a **problem / need**.

Problem:

Taxi-monopolies reduce quality of service

2.

Medallions cost ~\$500k,
drivers make \$31k

3.

No incentive/accountability
for drivers/clients

Problem Statements

A simple how-to guide

Problem:

Taxi-monopolies reduce quality of service

2.

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No incentive/accountability
for drivers/clients

#1 Ask yourself

“How can we” or “How might we” questions for a start.

They should be **broad enough for a wide range of solutions**, but **narrow enough that specific solutions can be created for them**.

Problem:

Taxi-monopolies reduce quality of service

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#1 Ask yourself

“How can we” or “How might we” questions for a start.

E.g. You have observed that the Ads in your website are not getting much attention, you can ask:

- “How can we make users pay more attention to the Ads we installed?”
- “How might we make Ads more engaging and immersive experience?”



#2 The 5 'W's

Who, What, Where, When and Why

Who

- Who does the problem affect? (i.e specific groups, organizations,
- Who are our primary/secondary users?
- Who other than our primary/secondary users might we affect?

What

- What are the boundaries of the problem? (i.e organizational, work flow, geographic, customer, segments)
- What is the current issue that require attention?
- What is the ultimate goal/impact?
- What are some background information that we need?
- What does the end goal look like?
- What would happen if we didn't solve the problem?



#2 The 5 'W's

Who, What, Where, When and Why

When

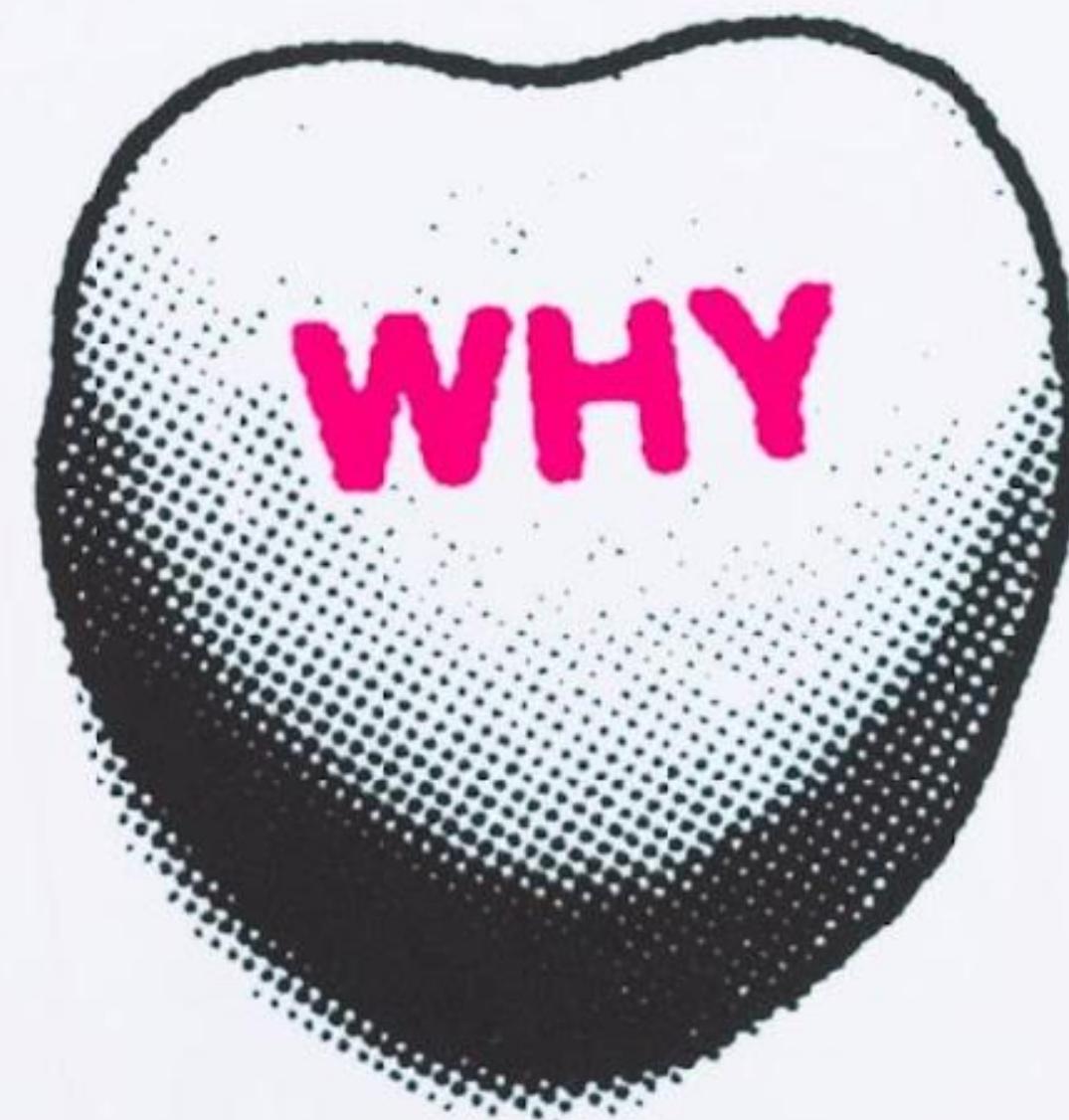
- When does the issue occur?
- When does it need to be fixed?
- When are we looking to plan, organize, ideate, design, prototype and ship?

Where

- Where is the issue(problem) occurring?
- Where do we need to focus on the most?

Why

- Why is it important that we fix the problem?
- What impact does it have on the business or customer?
- What impact does it have on all stakeholders (i.e employees, suppliers, customers, shareholders)



#3 The Five Whys

Asking yourself “why” at least 5 times so that it helps you to dive deeper into the problem and force you to understand more about the space and motivate to learn.

#3 The Five Whys

For example, when the vehicle doesn't start (problem)



- **Why does the vehicle not start?**
→ The battery is dead.
- **Why is the battery dead?**
→ The alternator is not functioning.
- **Why is the alternator not working?**
→ The alternator belt has broken.
- **Why is it broken?**
→ The alternator belt was well beyond its useful service life and not replaced.
- **Why was it not replaced?**
→ The vehicle was not maintained according to the recommended service schedule. (**Root cause**)

#3 The Five Whys



Problem: Ran through a red light.

Why? Late for work.

Why? Woke up late.

Why? Alarm didn't work.

Why? Exhausted battery.

Why? I forgot to check it.

Root cause

How to write a problem statement

Writing a problem statement is a technique that is used to improving a product, service or even operations within a company.

It is the description of an existing issue which needs to be addressed and provides context for the problems that will be addressed.

Problem statements can be described in a single statement followed by a real example to emphasize the issue. When developing an understanding of the problems to be resolved think across the seven broad areas.

Problem Statement Categories



1. Strategy

- Poor alignment with business objectives.
- Initiatives are currently not aligned to an overall vision.
- Siloed implementation of projects.

2. Service / Products

- Impediment to service delivery due to untimely retrieval of information.
- Slow responsiveness in engaging sales leads due to untimely retrieval of information .
- High level of product returns due to errors made on sales orders.

Problem Statement Categories



3. People

- Inadequate training of staff and/or lack of capacity for staff to support areas of the business experiencing bottlenecks.
- Poorly defined roles and responsibilities creates confusion and poor responsiveness to operational demands.
- Poor service delivery due to staff capacity and training issues.

Problem Statement Categories

4. Processes

- Myriad of duplicated business processes and applications.
- Intensive manual processing due to physical handling of paperwork, mail outs and manual coordination of events.
- Double data entry and manual maintenance of data in spread sheets or personal databases.

5. Applications

- Poorly developed functionality due to inadequate definition of business and functional requirements.
- Out of date functionality caused by a constantly evolving business climate.
- Little or no application support due to proprietary or redundant software.

Problem Statement Categories

6. Information

- Unstructured information and content stored on various devices making search and retrieval very difficult.
- No metadata attached to information making search and retrieval difficult.
- Disparate methods of coding the same types of datasets in disparate repositories.

7. Infrastructure

- Not a lot known about all systems making the strategic coordination of maintenance difficult.
- Multiple applications are supported on multiple systems creating unnecessary maintenance overheads by supporting duplicate systems.

Point of view Statements

Think about a certain inconvenience in your life, and break it down. You can start with “How can we” or “How might we” questions before placing yourself in the shoes of the user

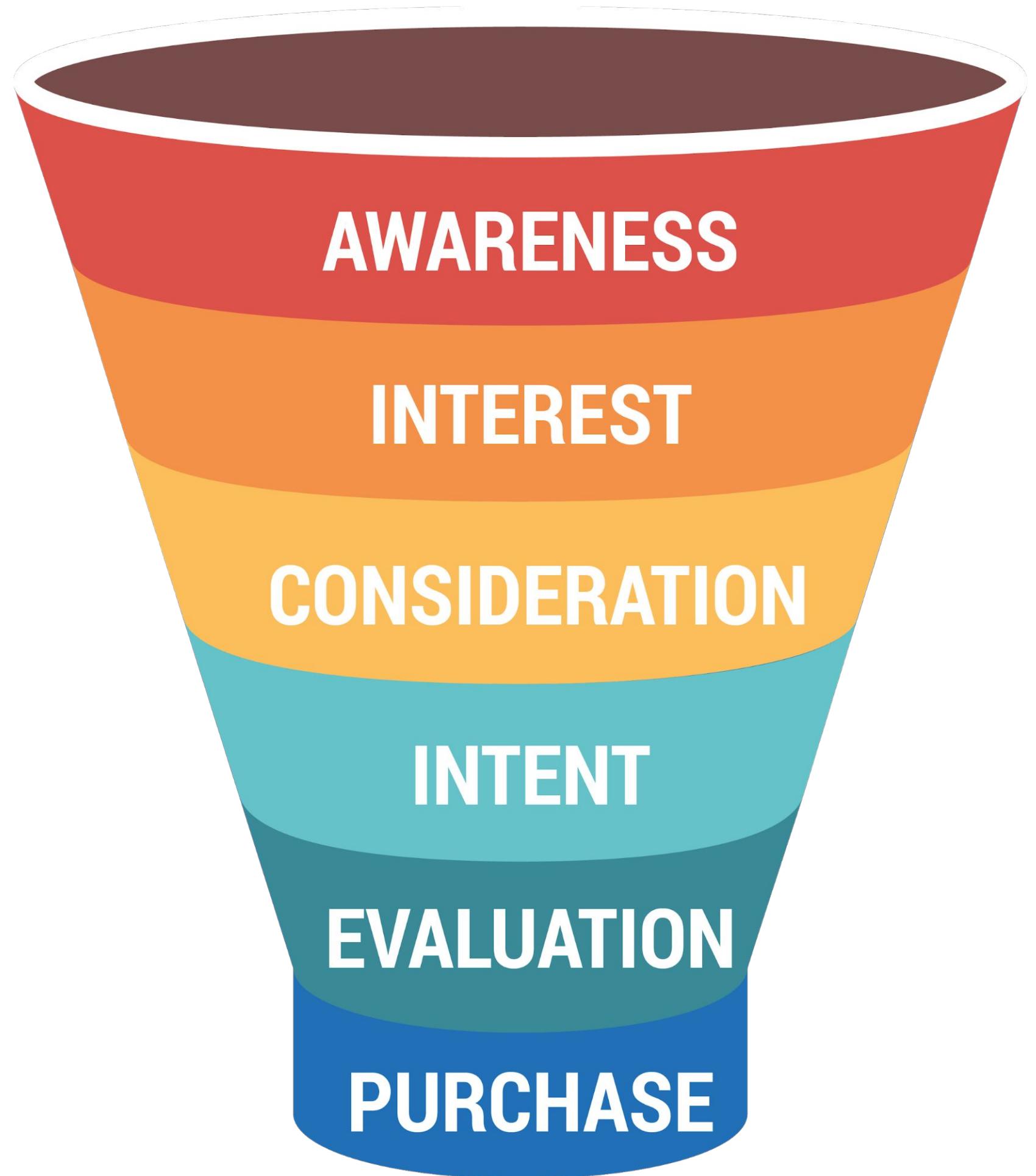
I am _____, I'm trying to _____, But _____
because _____, which makes me feel _____



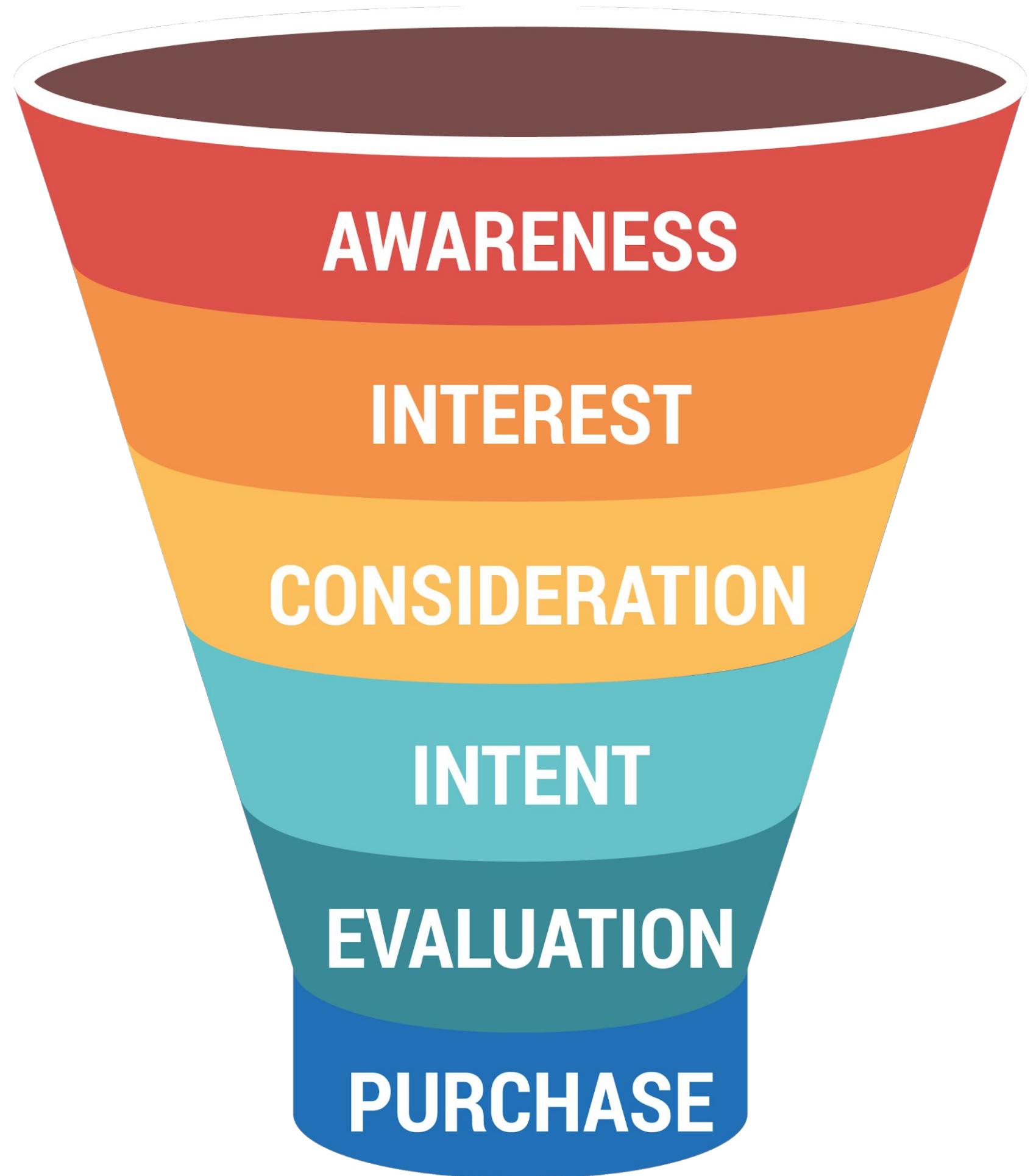
Exercise!

Think about a problem you have with an everyday service and write down:

- A “How Might We” Statement from the business’ perspective
- A POV Statement from the User’s perspective



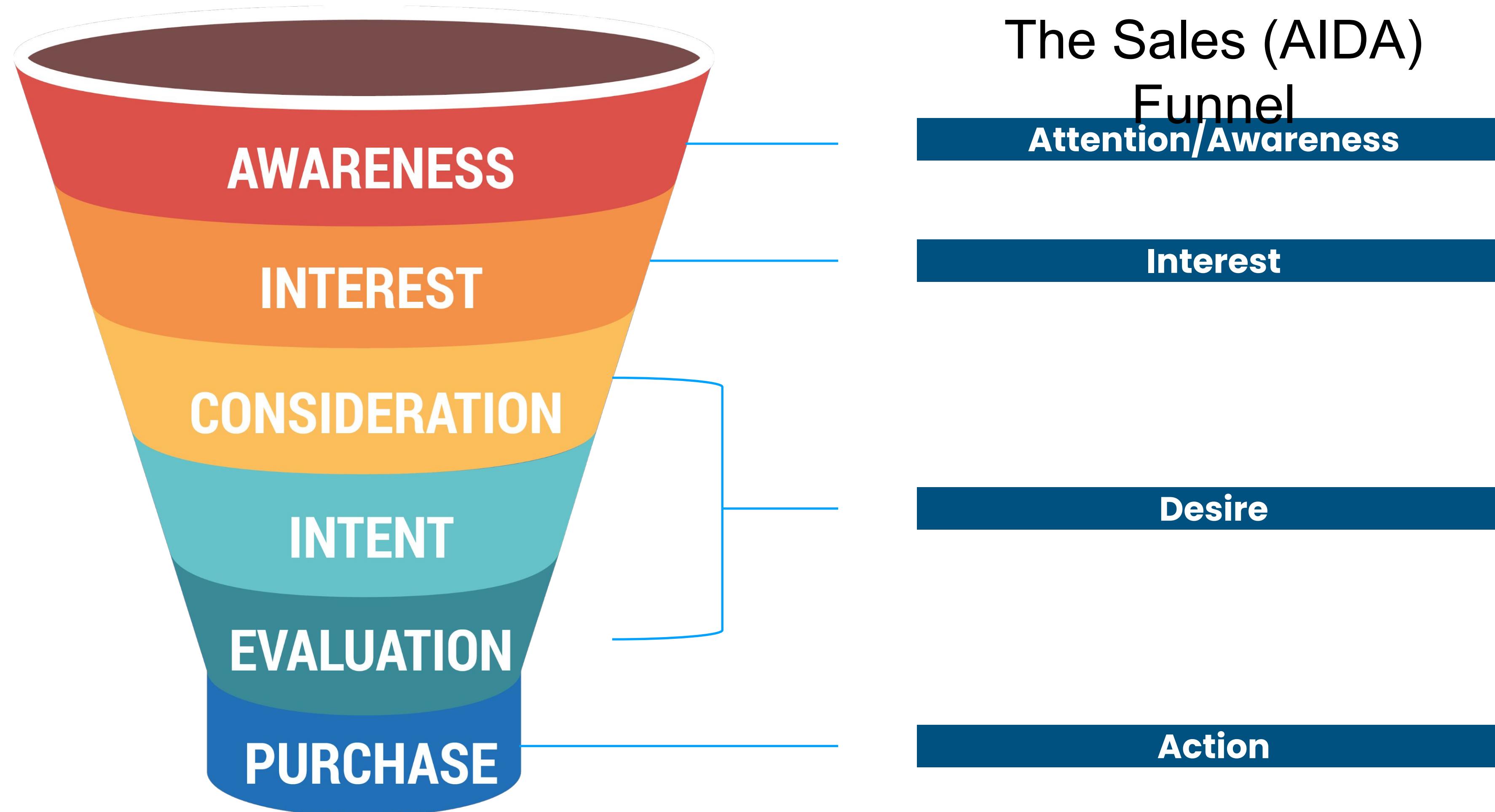
**Using UX to boost
each stage of your
Conversion Funnel**



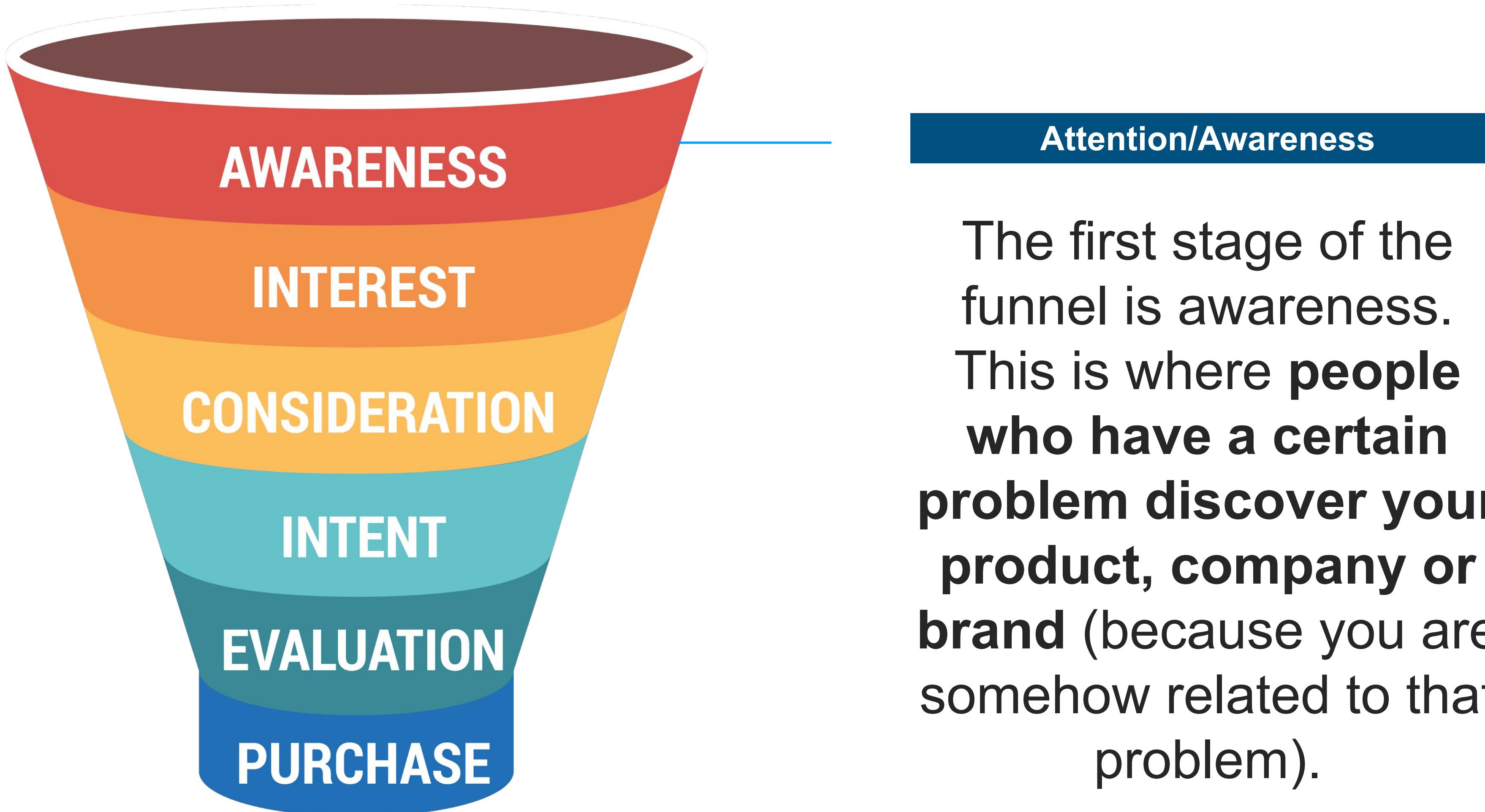
It is important to know every single step a user takes to achieve their goals.

By mapping it to the conversion funnel, you are able to predict their needs at each stage

UX and The Conversion Funnel

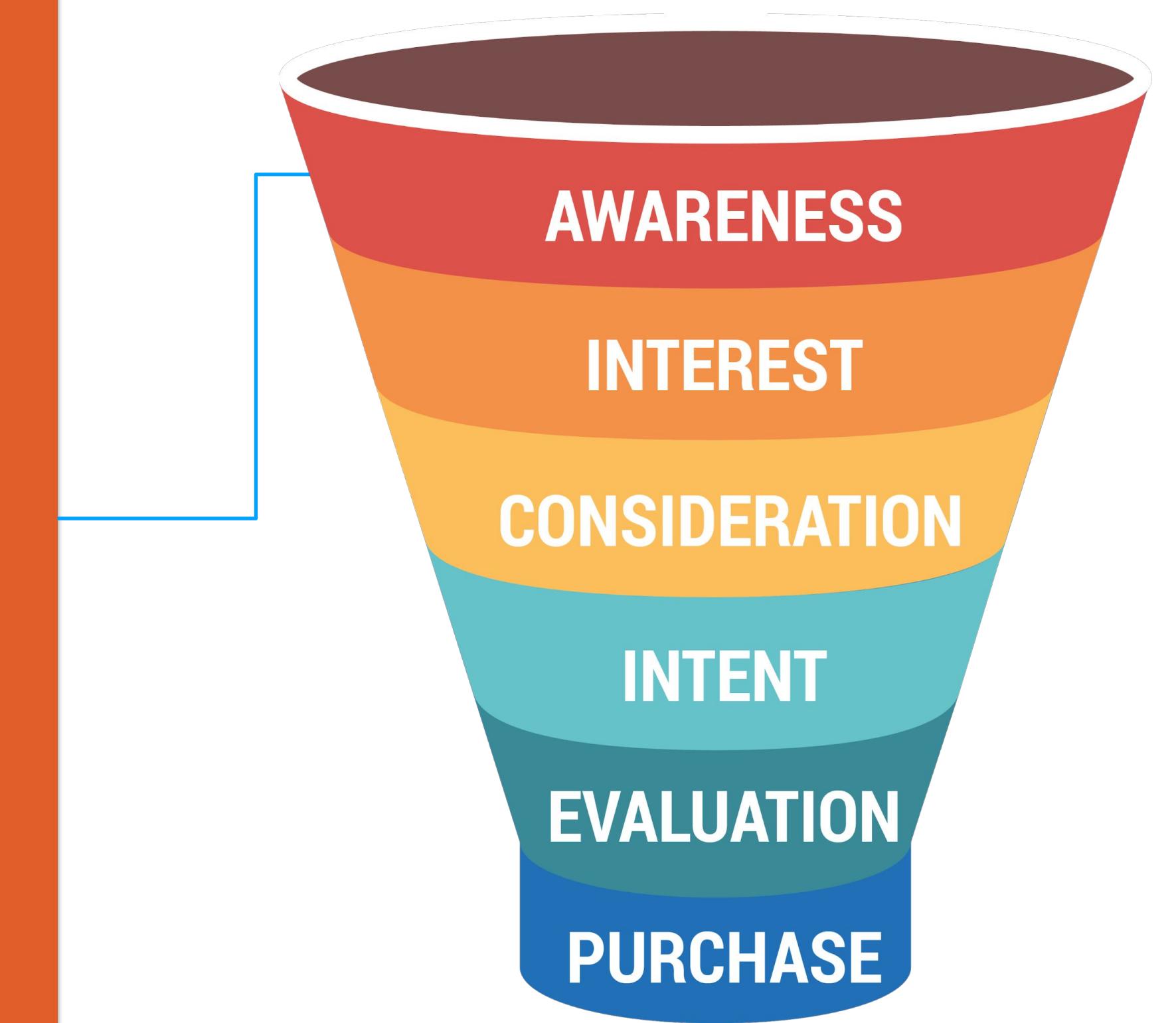


UX and The Conversion Funnel

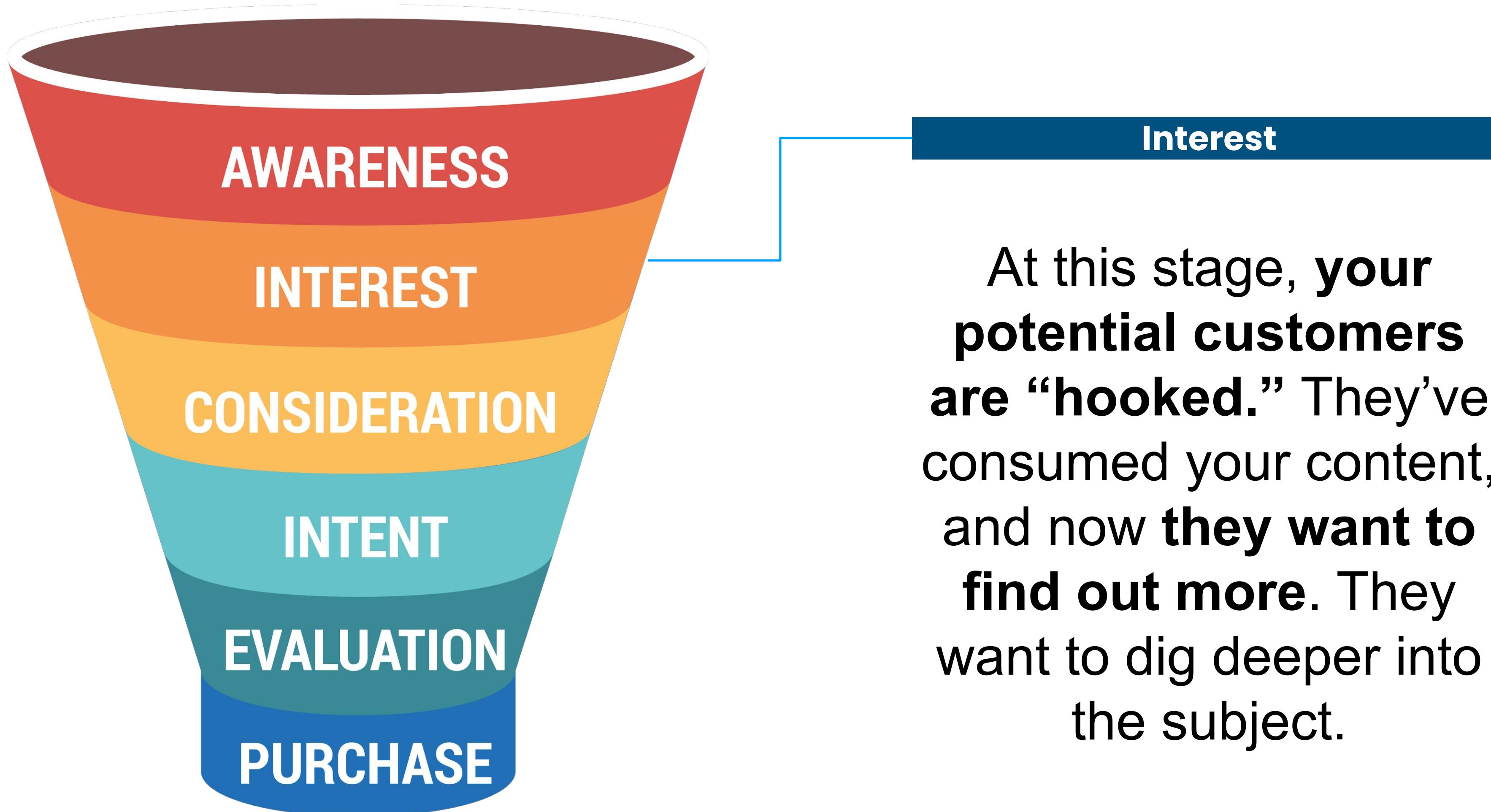


User Perspective

1. I have a problem / need to fulfill
2. Discovers your business via your marketing channels or search engines
3. Determines if the marketing message is relevant
4. Clicks through to your landing page

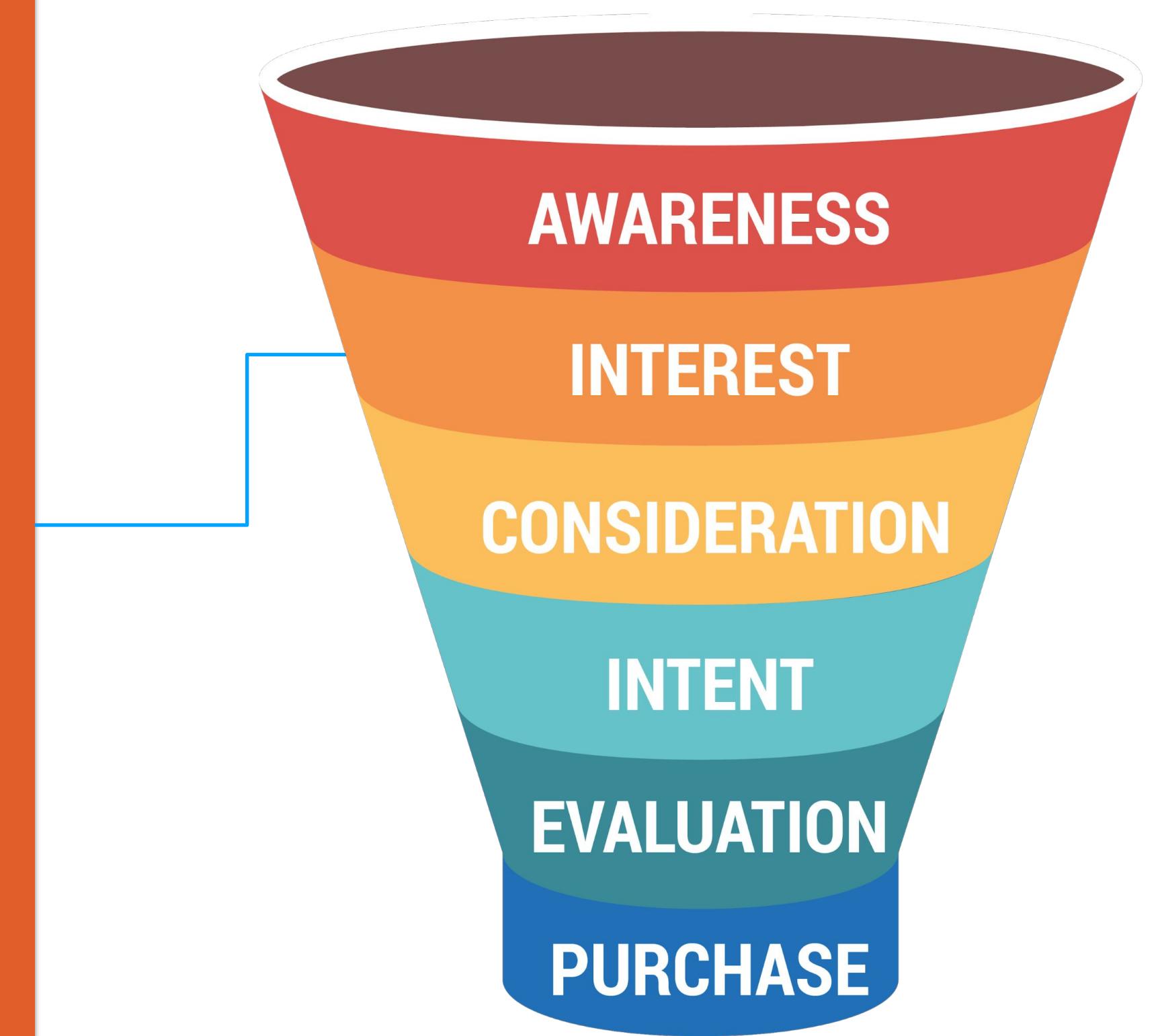


UX and The Conversion Funnel

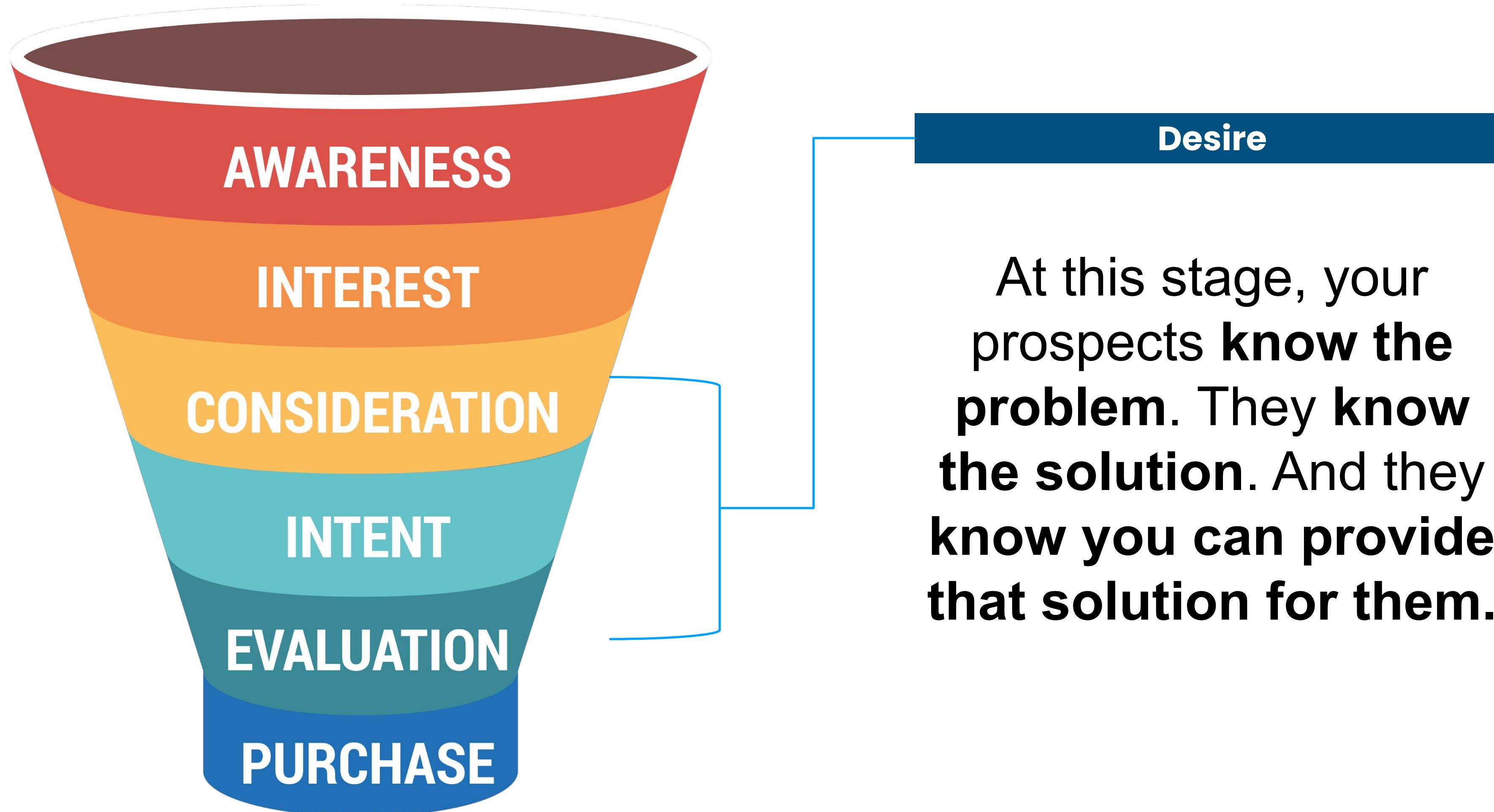


User Perspective

1. “Hmm, this is interesting”
2. What services can they provide?
3. Will they be able to help me?
4. Is this business credible?
5. Has anyone else patronized them?
6. What are other people saying about them?

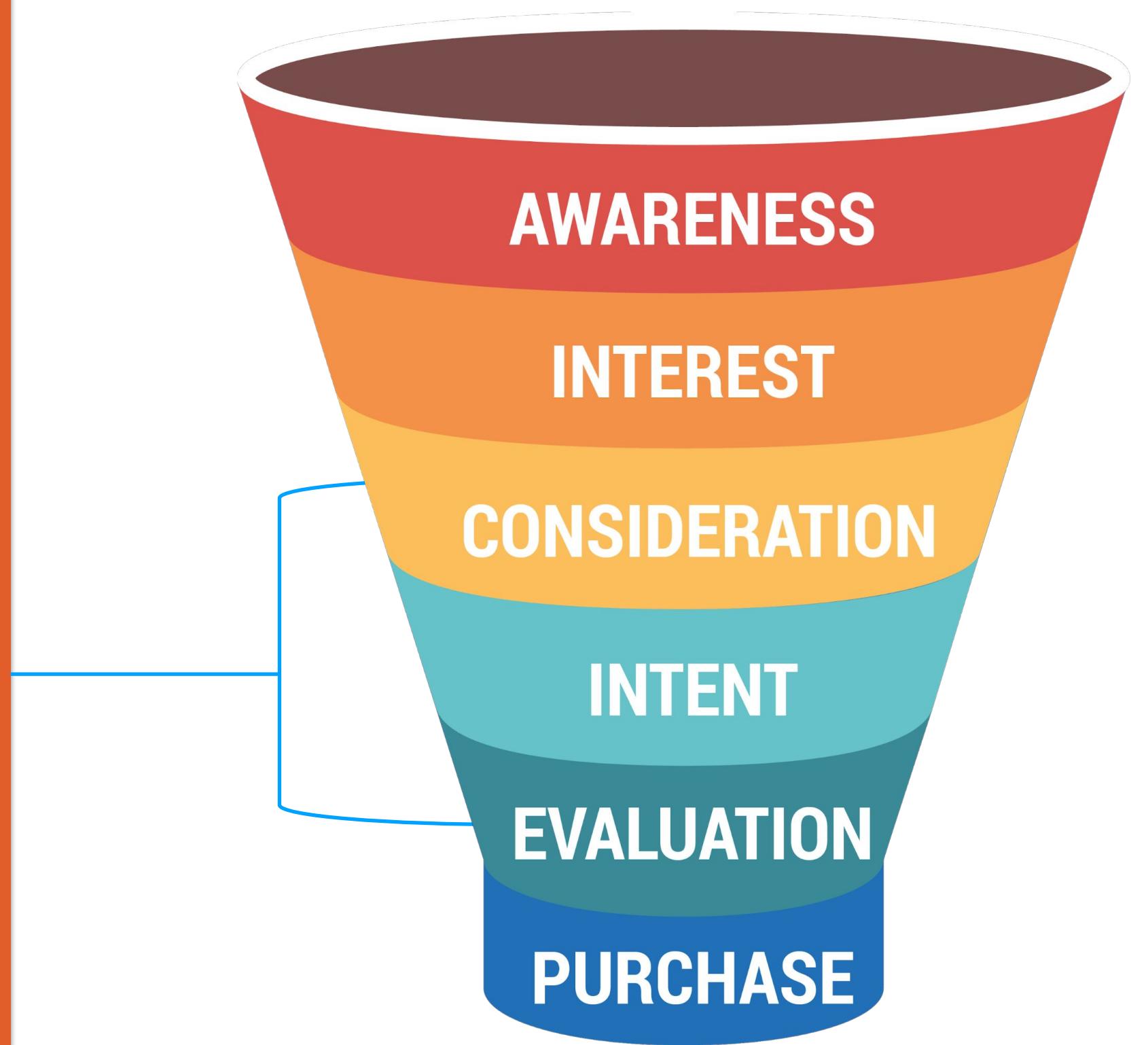


UX and The Conversion Funnel

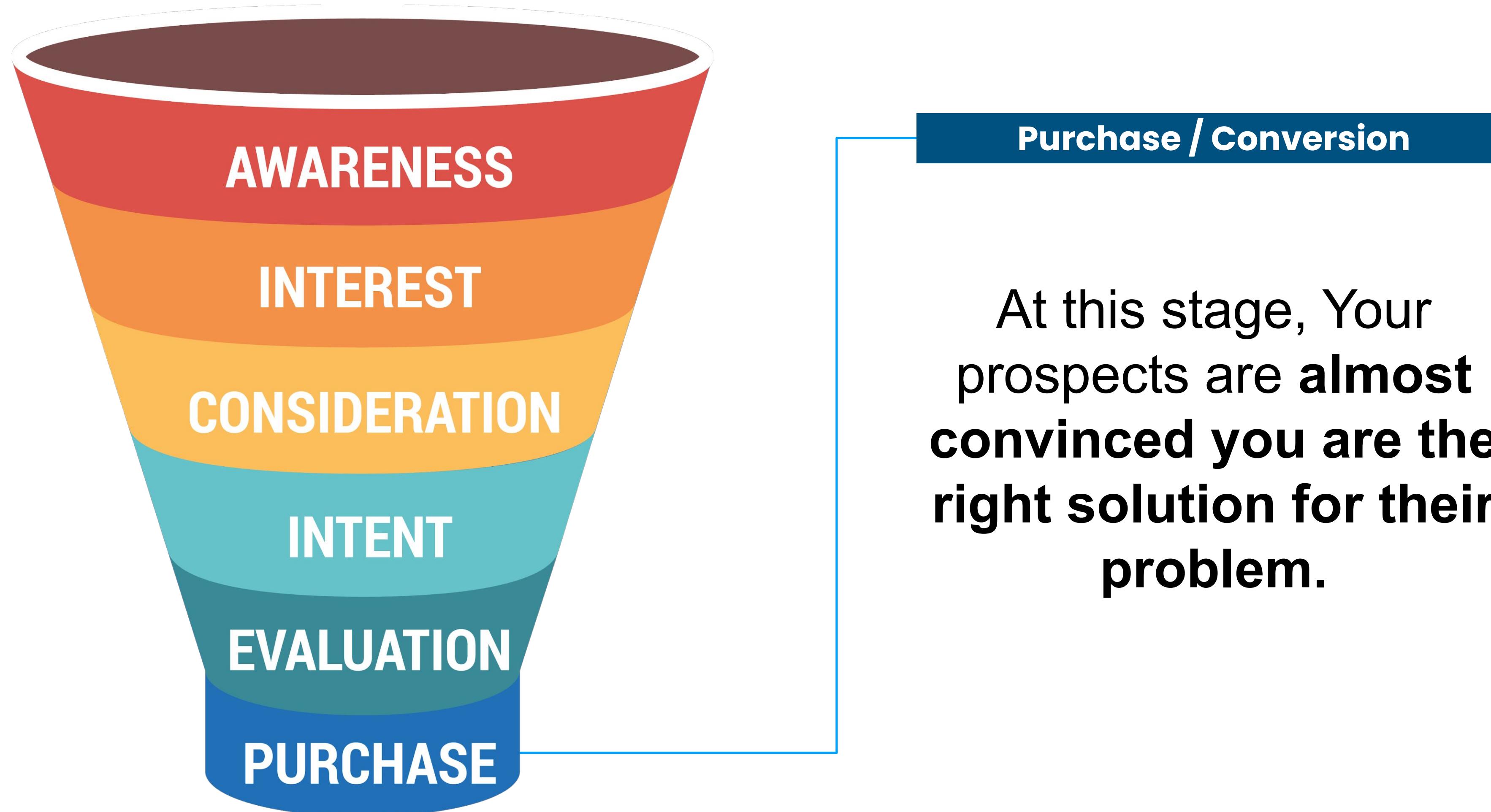


User Perspective

1. Looks like I found a fix!
2. How much does it cost?
3. Are there any others like them?
4. Are they guaranteed to fix my problem / need?
5. Any discounts or extras if I go with them?

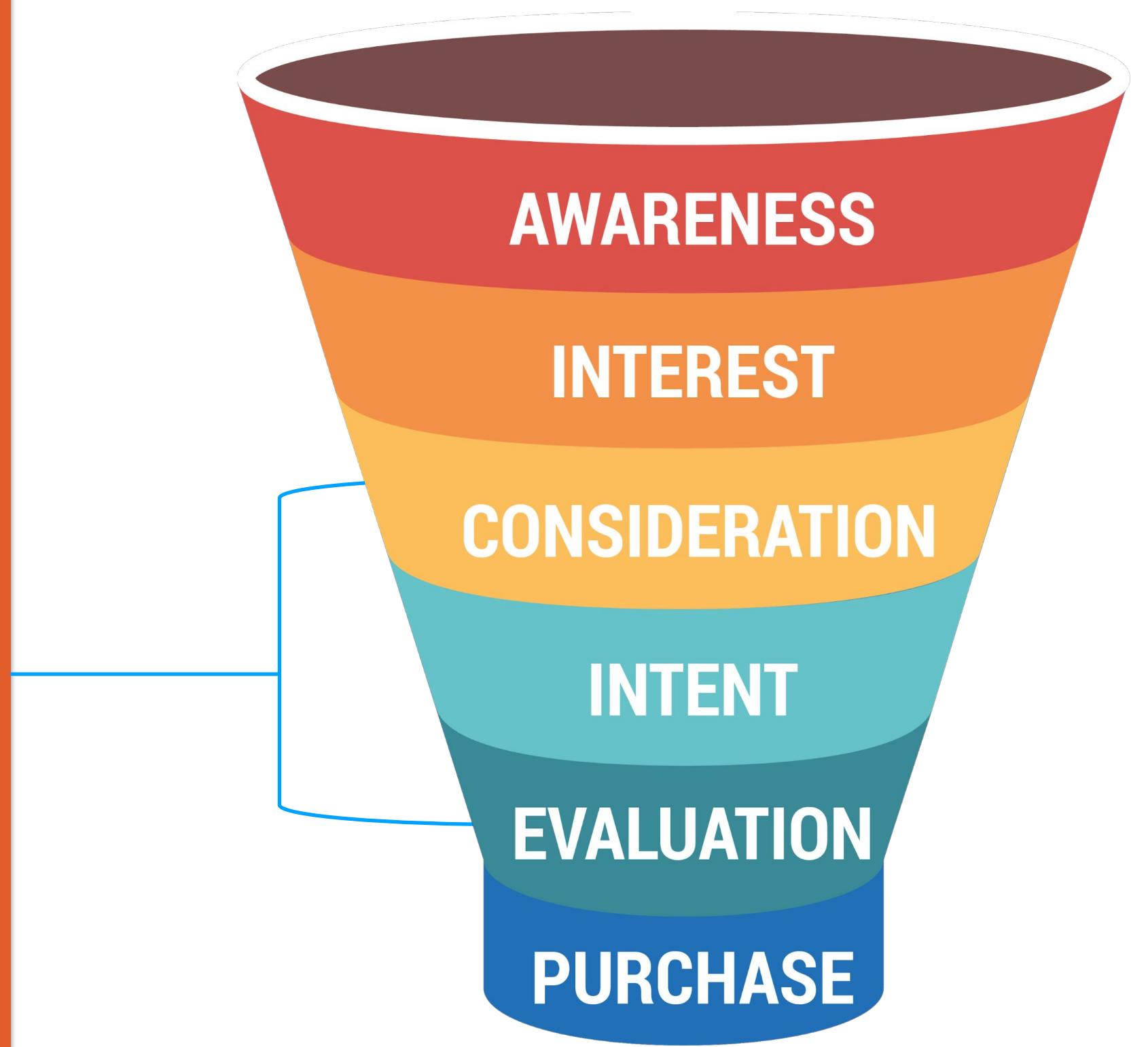


UX and The Conversion Funnel



User Perspective

1. Lets cart out!
2. Pretty sure they're the best fit for me (all other options considered)



Understanding your Users with Research

User research is the heart of UX

It's critical to get input from potential users at every stage to build a product that those users actually want. Otherwise, you're working off assumptions, which could lead to poor market fit—not addressing a real user problem, or solving it in the wrong way.

Before diving into creating any designs, start by researching the pain points of your users. This will help you understand the goals of your users and how the product can best address them through new or existing solutions.

A woman with dark hair and a necklace is smiling and looking towards the camera. She is wearing a light-colored top and holding a dark laptop. In the lower-left foreground, a person's hands are visible, writing in a spiral-bound notebook with a pen. The background shows shelves with various items, including boxes labeled "LE MARIE".

**Good Research informs
Design Decisions and this
can save a lot of time and
money in the long run**



Research

Research falls into two categories:

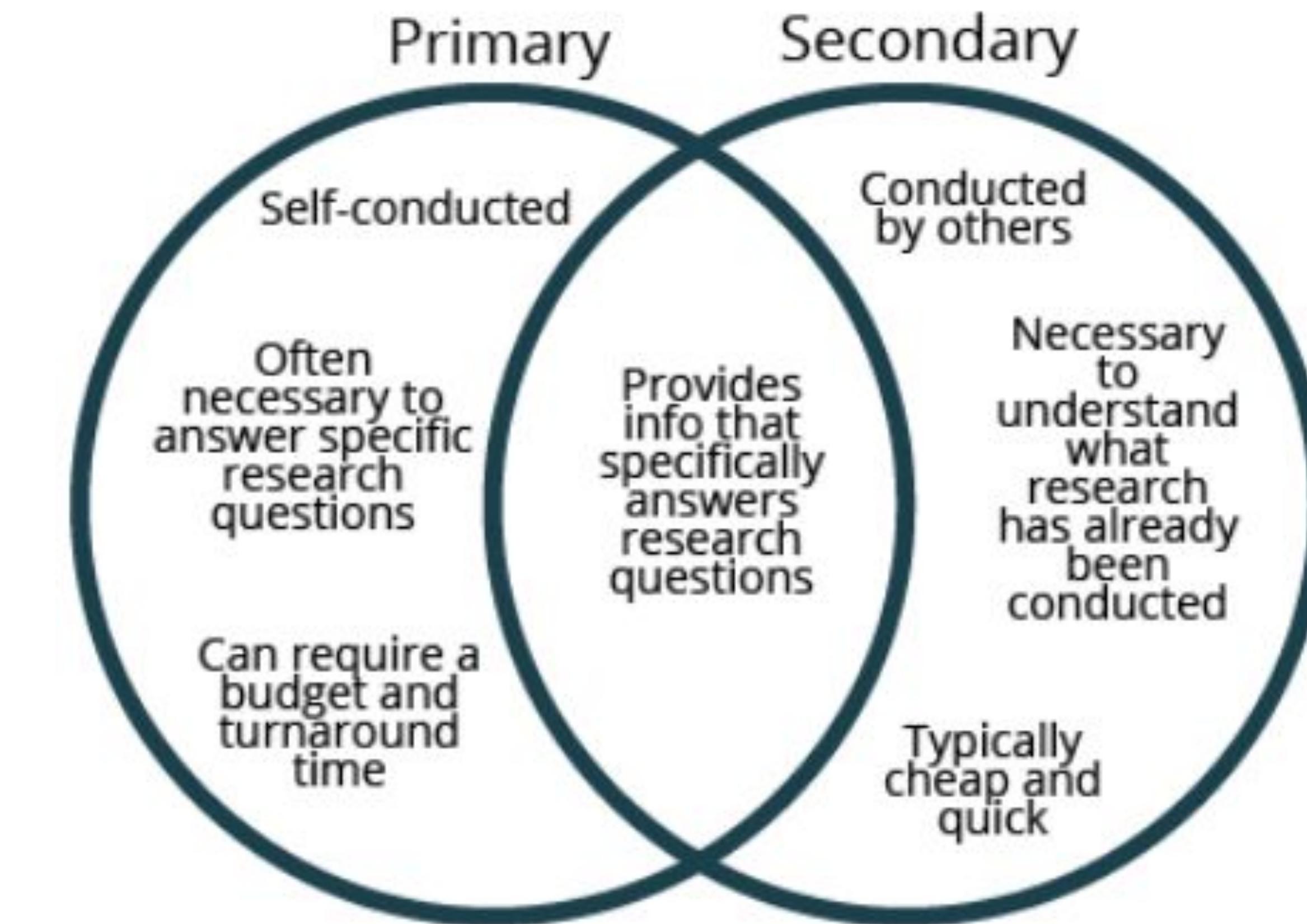
- Qualitative
- Quantitative

All forms of research will also fall into one of these 2 categories:

- Primary
- Secondary



Primary vs Secondary Research





Primary vs Secondary Research

Primary research is information gathered through self-conducted research methods

Primary research fills in the subsequent gaps in information that a researcher was not able to gather through secondary research methods.

The goal of primary research is to answer specific questions that directly pertain to the project at hand.

This type of research is extremely valuable, yet, due to its nature, takes more time to collect than secondary research.



Primary vs Secondary Research

Secondary research is information gathered from previously conducted studies

Secondary research is usually where most research begins. This is because secondary research may provide a researcher with a basis of knowledge on what relevant information had already been compiled by other researchers in the past.

Answers to research questions or related studies are already available online, in academic databases, the news, published books, journals, etc. The work is wading through that sea of information that is already available and finding data that coincides with the particular research project.



Qualitative vs Quantitative (Data collection)

Qualitative Research focuses on gathering and interpreting non-numerical data

- Interviews
- Focus groups
- Personal accounts or papers
- Cultural records

Quantitative Research focuses on gathering numerical data

- Experiments
- Scored Questionnaires
- Surveys
- Database reports



Qualitative vs Quantitative (Outcomes)

Qualitative research seeks to learn from details of the testimonies of those they are studying.

Conclusions are drawn by compiling, comparing and evaluating the informants' feedback and input.

Qualitative research is often focused on answering the “why” behind a phenomenon, correlation or behavior.

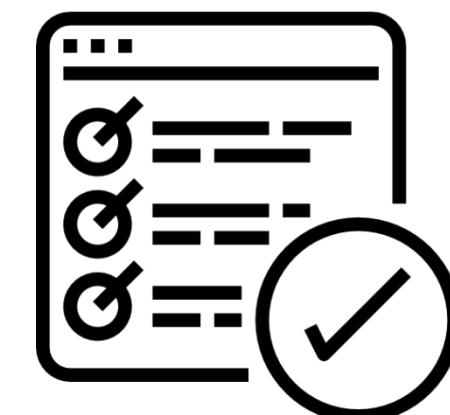
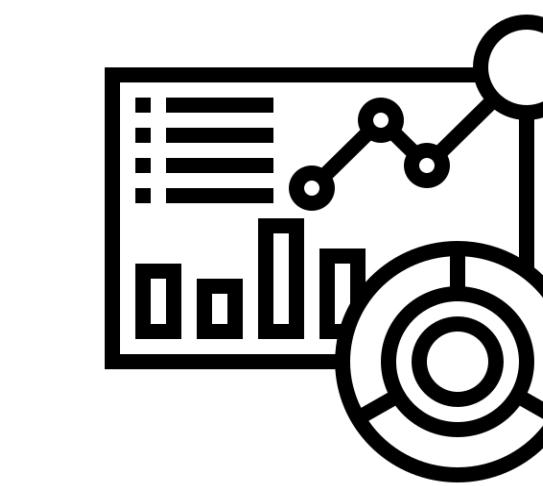
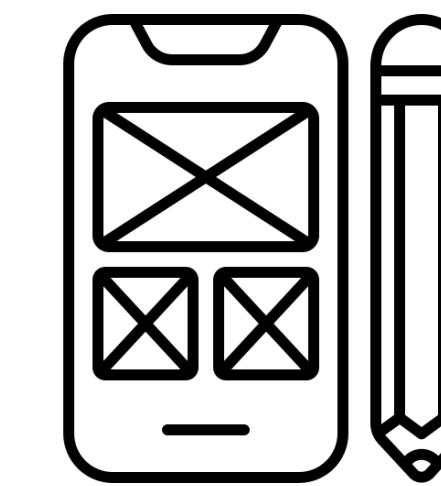
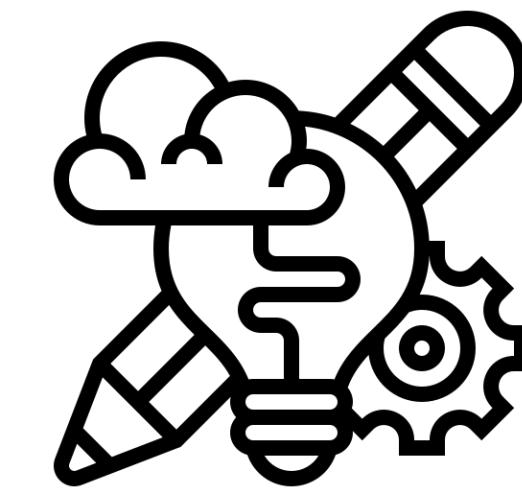
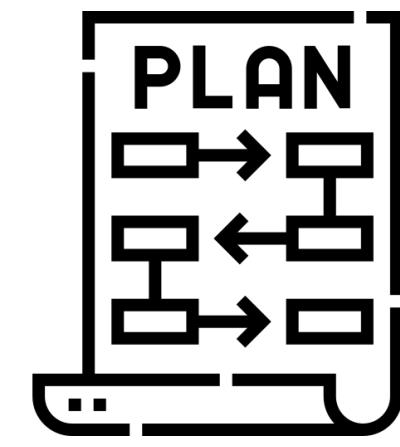
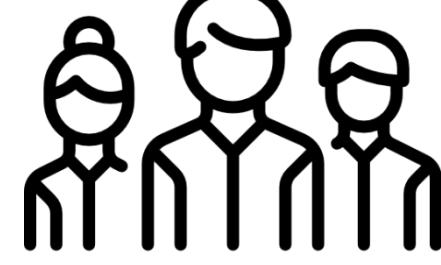


Qualitative vs Quantitative (Outcomes)

Quantitative Research analyzes numerical data to develop a statistical picture of a trend or connection. These may shed light on cause-and-effect relationships; confirm or disprove the study's original hypothesis. Regardless of the outcome, it will usually spark awareness and action.

Quantitative research is often focused on answering the questions of "what" or "how" in regards to a phenomenon, correlation or behavior.

The UX Design Process



1. Define

- Problem Statement
Concept Definition
- Assess for Project
Needs
- Anticipate issues
- Agree on
Deliverables, set
expectations

2. Research

- Desk Research
 - Industry Trends, competitive analysis
- Interviews
- Surveys
- Focus groups
- Ethnographic studies

3. Analysis and planning

- User Personas
- Scenarios
- User Flows
- Customer Journey Maps

4. Design

- Paper Sketches
- Wireframes
- Aligning with user needs
- Information Architecture
- Navigation
- Layouts

5. Prototyping

- Low fidelity prototypes
- High fidelity prototypes
- Putting the process to work

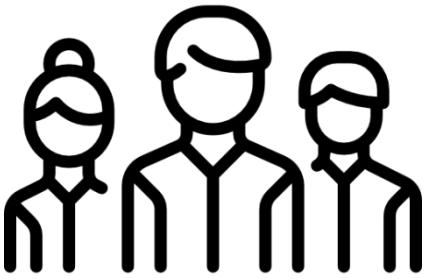
6. Testing

- Validation of the designs
- User and Usability Testing
- Post testing interviews / questionnaires
- Feedback

7. Iterate

- Review Findings and Feedback
- Determine key themes or patterns within the feedback
- Inform next iteration

The UX Design Process – Research



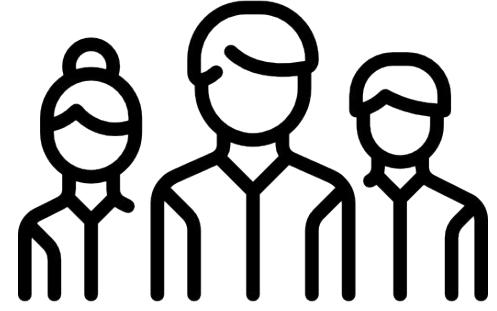
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- Interviews
- Surveys
- Focus groups
- Ethnographic studies

User Research



1. Define

- Problem Statement
Concept Definition
- Assess for Project Needs
- Anticipate issues
- Agree on Deliverables, set expectations

In the first stage of the UX Design Process we seek to find out and answer these questions:

- Who are our users or potential users?
- What are they like?
- **Are they facing any problems that we can solve?**
- How can we measure success?

User Research



2. Research

- Desk Research – Industry Trends, competitive analysis
- Interviews
- Surveys
- Focus groups
- Ethnographic studies

Once we have learned about our Users, we can begin to understand what their experiences are:

- **Creating Personas helps us to stay focused**
- Understanding and predicting how users might act to reach their goals in a system or environment
- Testing whether our products are easy to use and understand
- Know what users are going through (see, hear, feel) at every step of the way

What is a User Persona?

User personas are fictional characters whose goals and characteristics represent the needs of a larger group of users.

User Personas

Clark Andrews

AGE 26
OCCUPATION Software Developer
STATUS Single
LOCATION San Jose, CA
TIER Experiment Hacker
ARCHETYPE The Computer Nerd

Friendly Clever Go-Getter



"I feel like there's a smarter way for me to transition into a healthier lifestyle."

Motivations

- Incentive
- Fear
- Achievement
- Growth
- Power
- Social

Personality

Extrovert	Introvert
<input checked="" type="checkbox"/>	
Sensing	Intuition
<input checked="" type="checkbox"/>	
Thinking	Feeling
<input checked="" type="checkbox"/>	
Judging	Perceiving
<input checked="" type="checkbox"/>	

Goals

- To cut down on unhealthy eating and drinking habits
- To measure multiple aspects of life more scientifically
- To set goals and see and make positive impacts on his life

Frustrations

- Unfamiliar with wearable technology
- Saturated tracking market
- Manual tracking is too time consuming

Bio

Aaron is a systems software developer, a "data junkie" and for the past couple years, has been very interested in tracking aspects of his health and performance. Aaron wants to track his mood, happiness, sleep quality and how his eating and exercise habits affects his well being. Although he only drinks occasionally with friends on the weekend, he would like to cut down on alcohol intake.

Technology

IT & Internet
<input checked="" type="checkbox"/>
Software
<input checked="" type="checkbox"/>
Mobile Apps
<input checked="" type="checkbox"/>
Social Networks
<input checked="" type="checkbox"/>

Brands



- ## Details to include:
- Behavior patterns
 - Goals
 - Skills
 - Attitudes
 - Background info
 - Environment in which a persona operates

*Always write your persona in relation to your product.

Creating User Personas

Create at least 2 User Personas who are the majority users for your product / service

1. Complete the 5Ws sheet - **Who, What, Where, When and Why**
2. Go to <https://xtensio.com/user-persona/>
3. The information from the 5 Ws will give you sufficient data to create a these profiles
4. Be sure to give them names and share with the class why they are the 2 main personas



Why are user personas important?

User Personas help marketing and UX teams answer one of their most important questions, “**Who are we designing for?**”

By understanding the expectations, concerns, and motivations of target users, it’s possible to design a solution / product that will satisfy users’ needs and therefore be successful.



Benefits of User Personas

- Builds Empathy with your Users
- Provides direction for making design decisions
- Communicate Research Findings in a way that is easy to understand and relate to



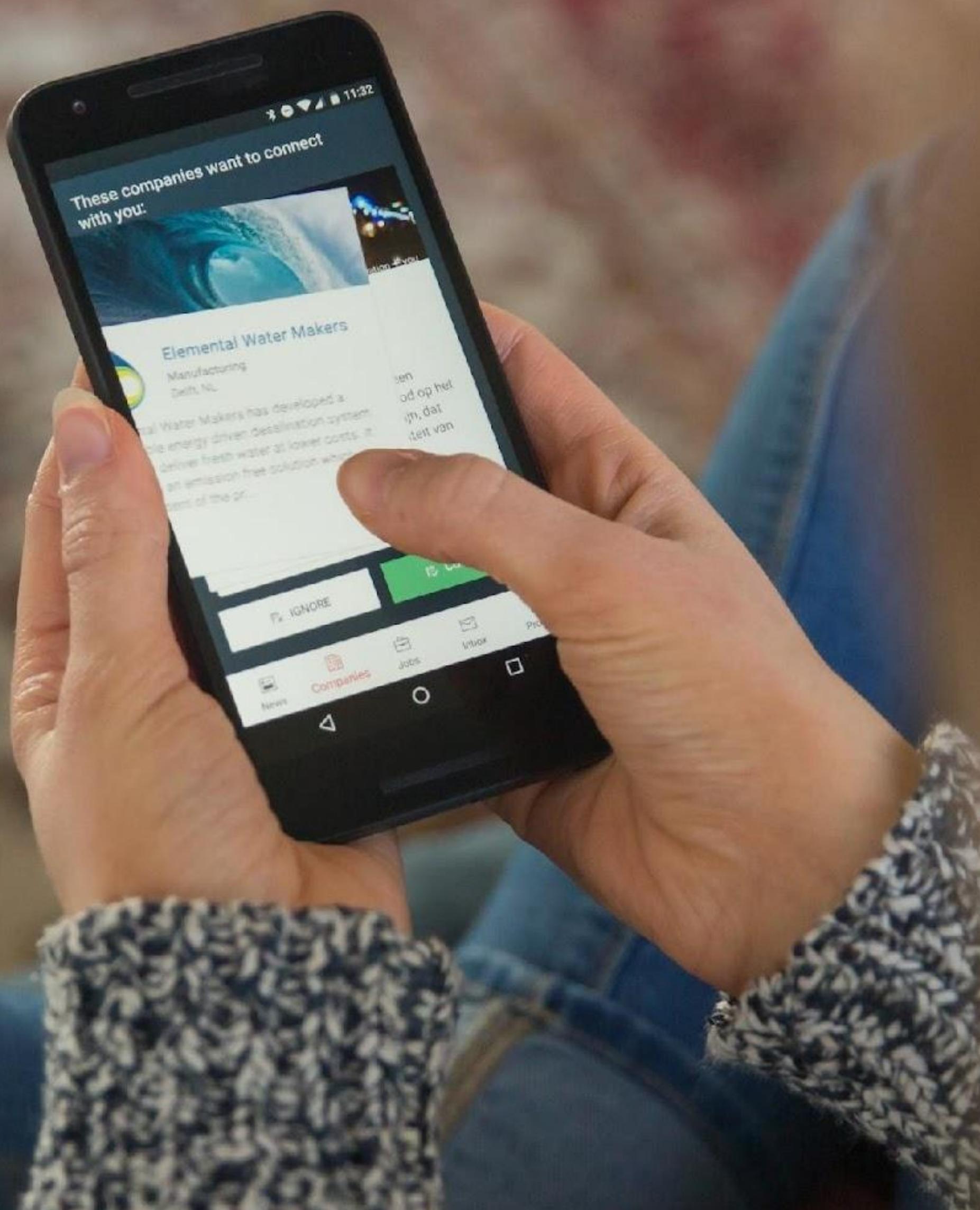
Characteristics of a good User Persona

1. Just because Personas are fictional, it doesn't mean their Data should be.
Every aspect of a persona's description should be tied back to real data (observed and researched – You've probably thought of some people you know as you were building your personas).
2. Personas reflect real user patterns and behaviors, not different user roles.
Personas aren't a reflection of roles within a system.



Characteristics of a good User Persona

3. A persona **focuses on the current state (how users interact with a product)**, not the future (how users will interact with a product).
4. A persona is context-specific (it's focused on the behaviors and goals related to the specific domain of a product).



Personas have no value in and of themselves. They become valuable only when they tied up to a scenario.

A scenario is a made up situation that predicts and describes how your crafted personas would interact with a product in a particular context to achieve its goal(s).

Scenarios help designers understand user flows – by pairing user personas with the scenarios, we can better see what are the requirements, and create design solutions based on them. **Scenarios should be written from the persona's perspective** at a high level, and articulate use cases that will likely happen.



Digging Deeper

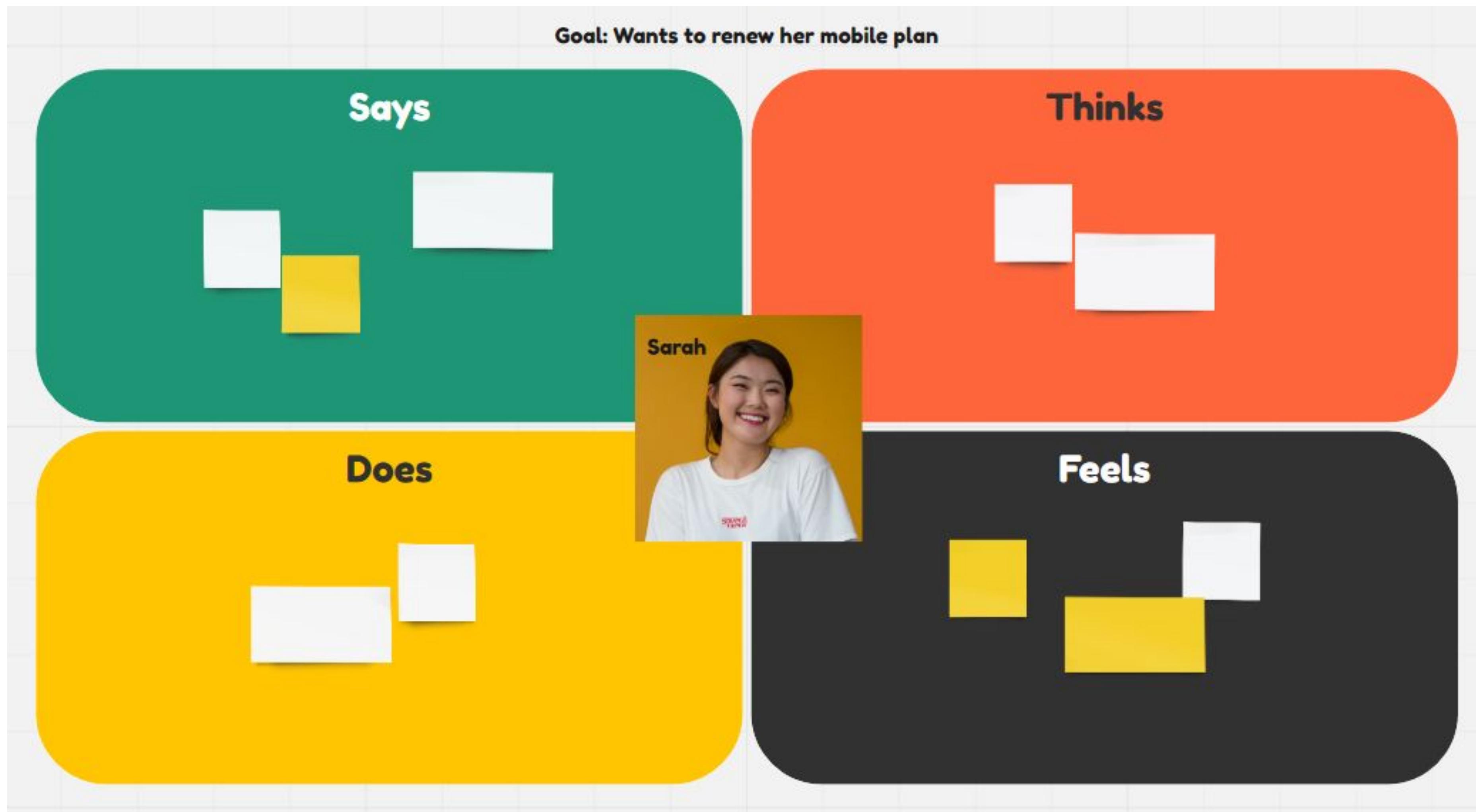
- **What are our users trying to achieve?**
- **What are their goals?**
- **What are their objections and what deters them?**
- **What influences them?**



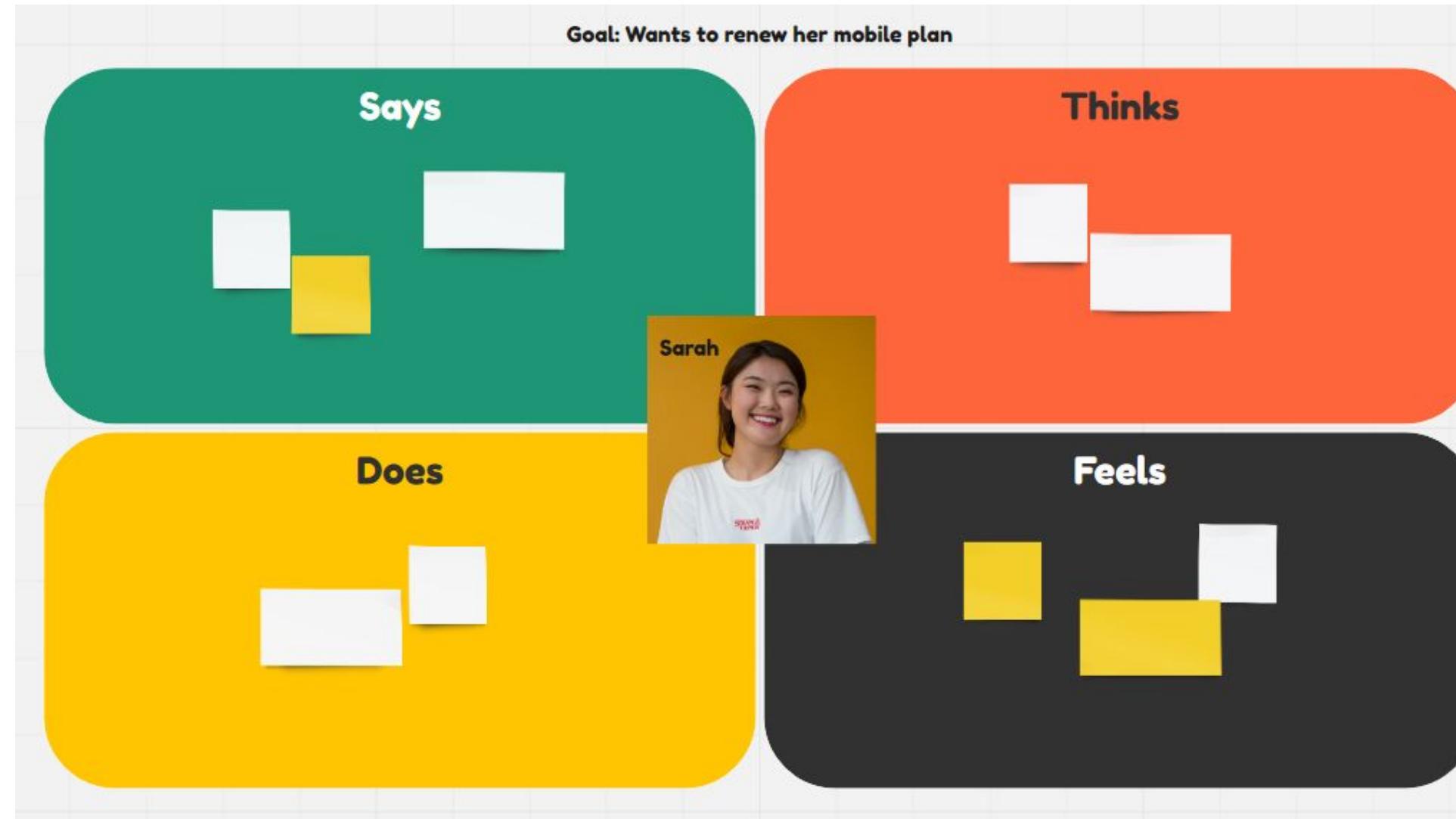
We are going to take a look at 2 techniques to understand our users a little better

- 1. Empathy Mapping**
- 2. Customer Journey Mapping**

Empathy Mapping



Empathy Mapping

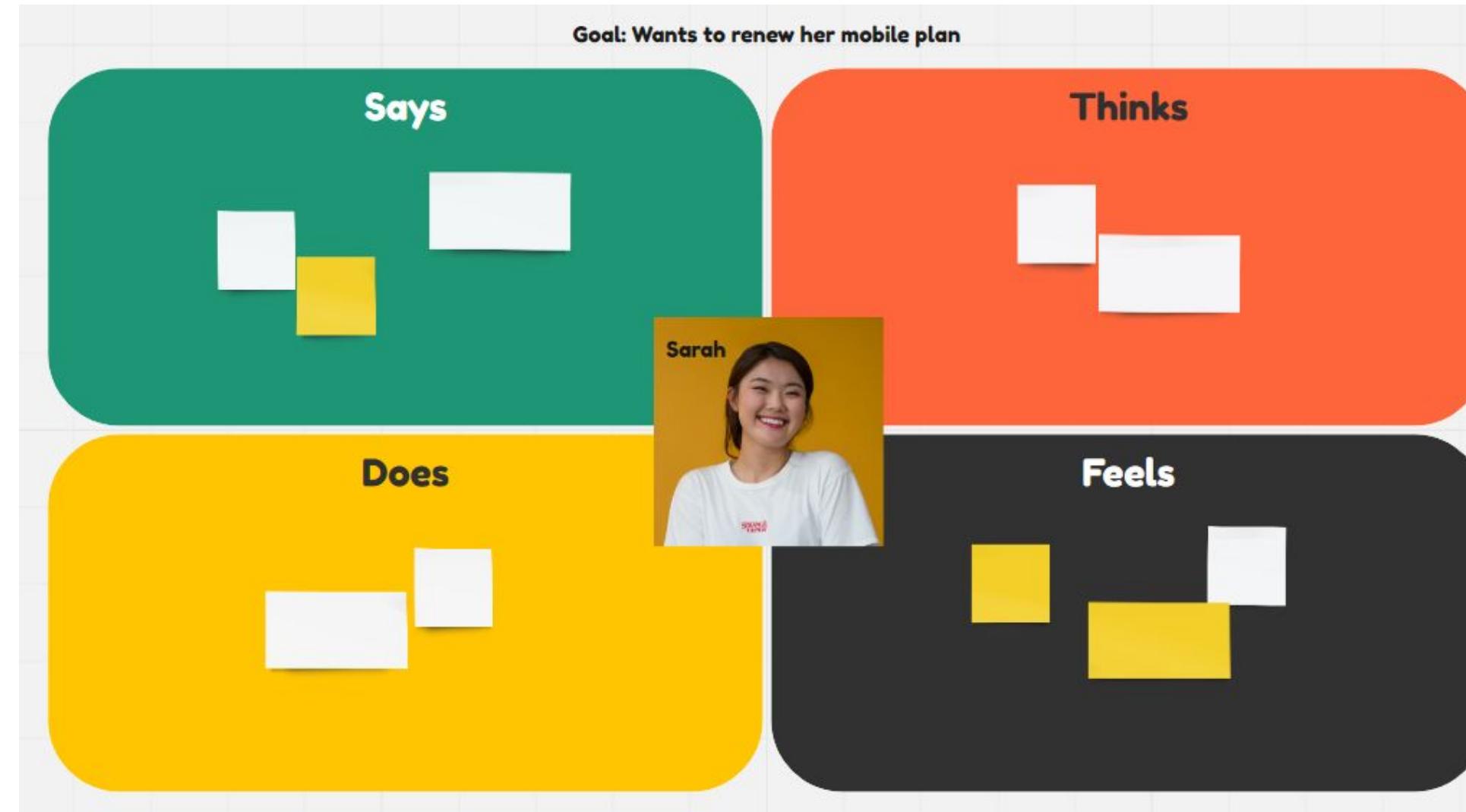


An empathy map is a tool used to detail what we know about a particular type of user persona

It externalizes user knowledge in order to

- 1) Create a shared understanding
- 2) Aid in decision making

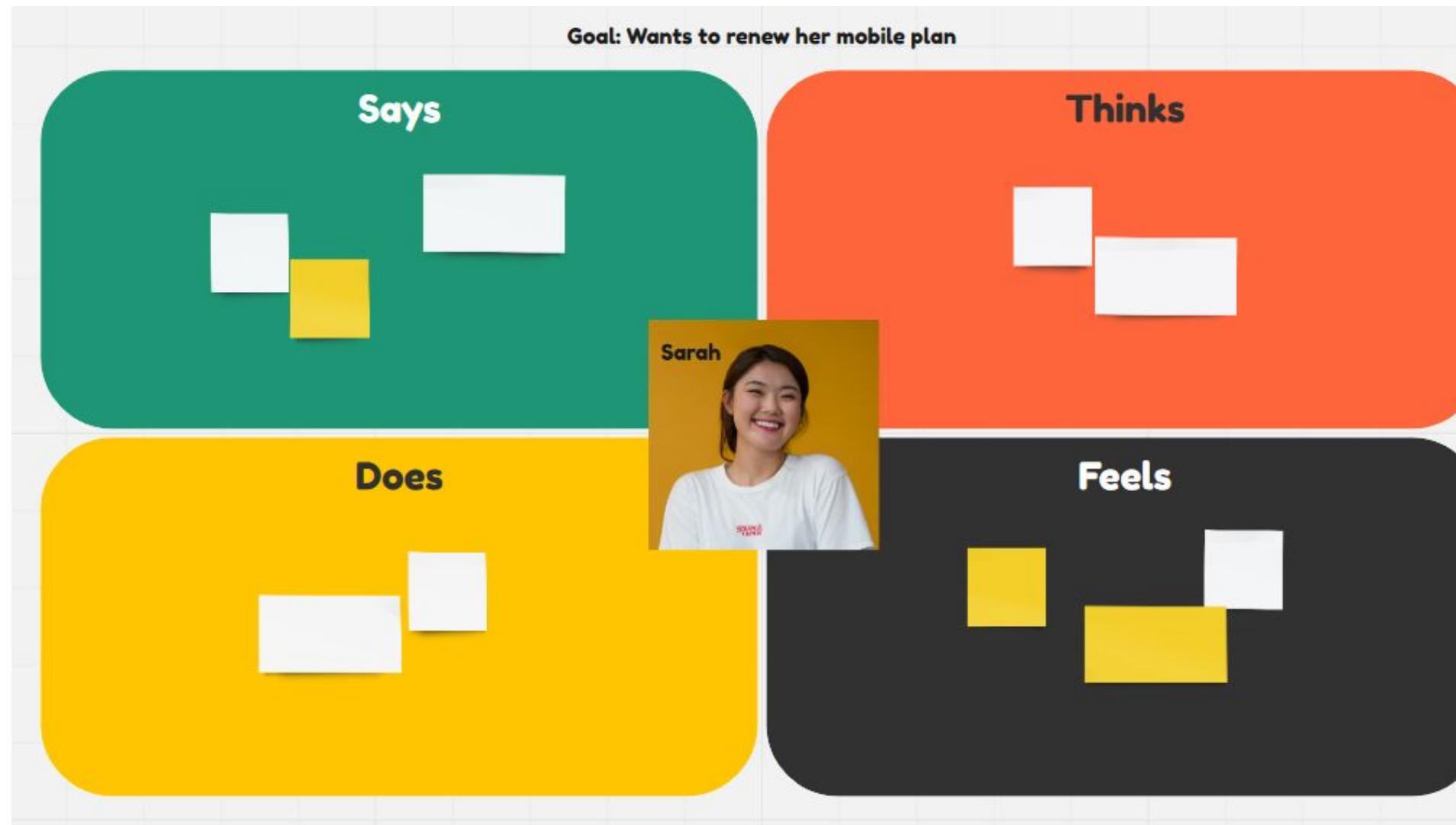
Empathy Mapping



Characteristics:

- The map is split into 4 quadrants: **Says, Thinks, Feels, Does.**
- It shows user's perspective regarding the tasks related to the scenario or product
- **It is not chronological or sequential.**
- There is **one empathy map for each persona or user type**

Empathy Mapping



Why use it:

- Build empathy for your users
- To better align yourself with, and understand a user persona

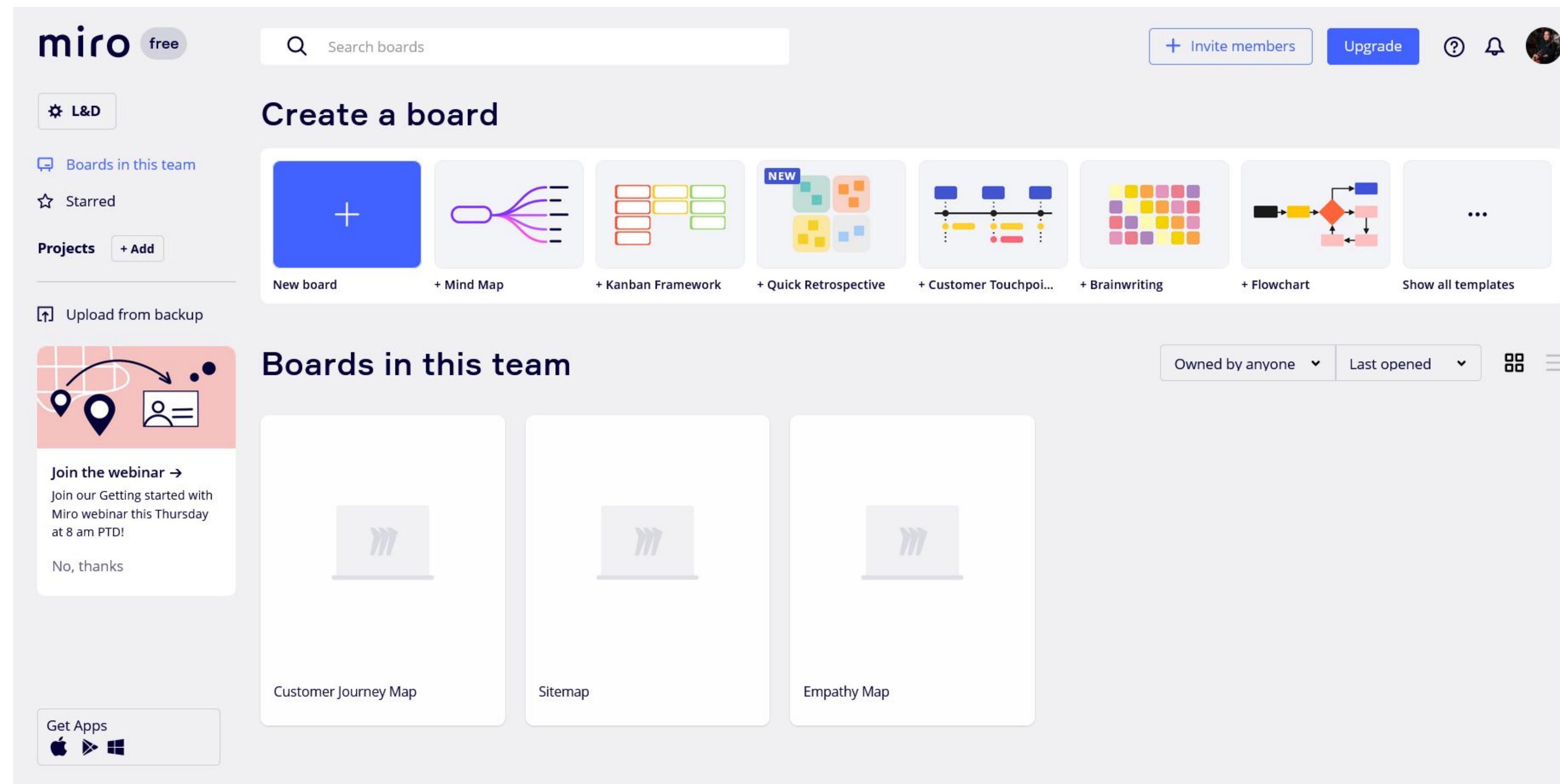
When to use it:

- During the early stages of planning
- Great way to detail users during an interview

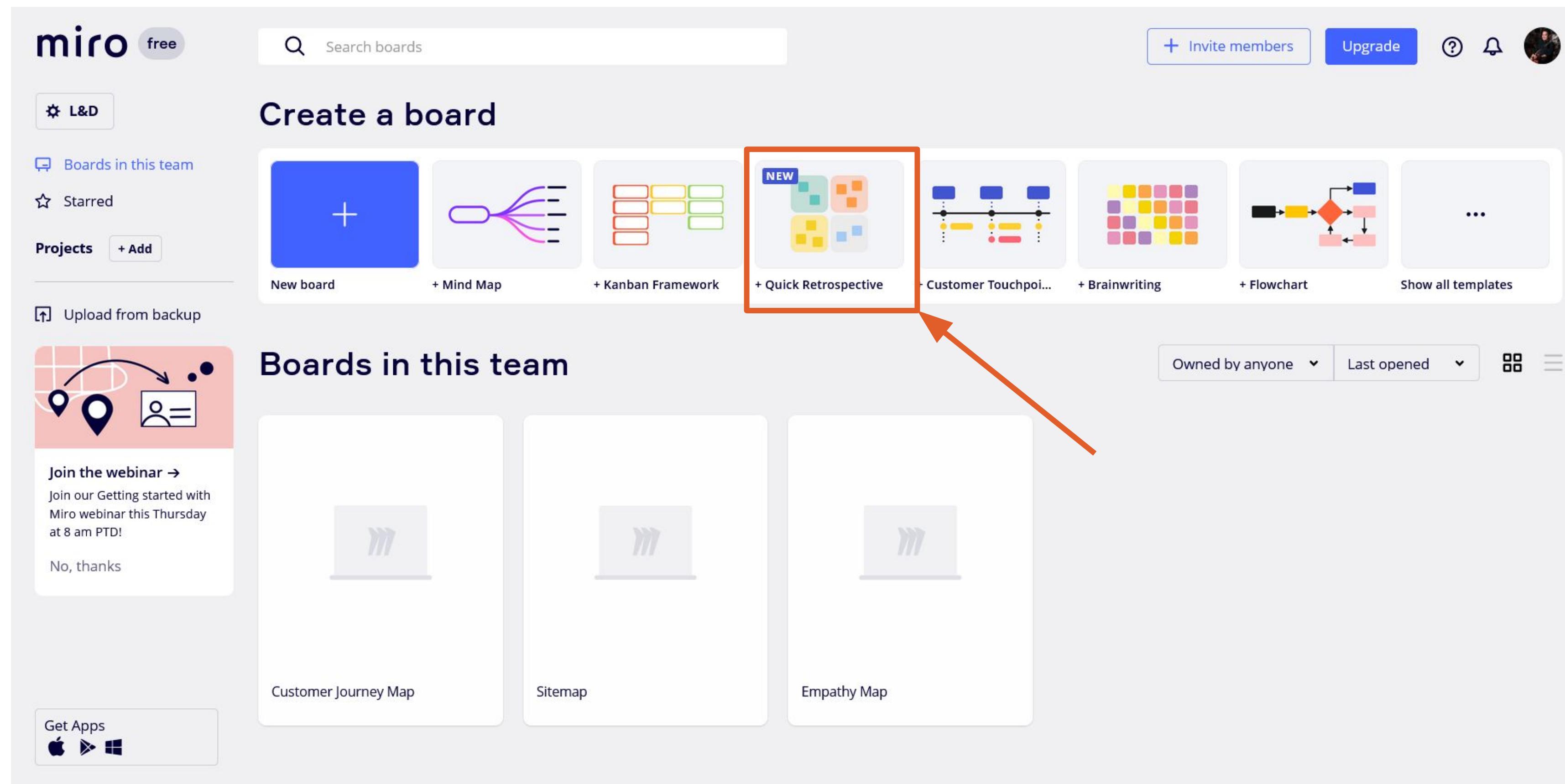
Create your own Empathy Map

1. Go to Miro.com and sign up for an account
2. Use the Template Quick Retrospective
3. Set it up like my miro board
4. Start populating information for each of your user personas earlier

1) Go to Miro.com and sign up for an account



2) From your Dashboard, select Quick Retrospective



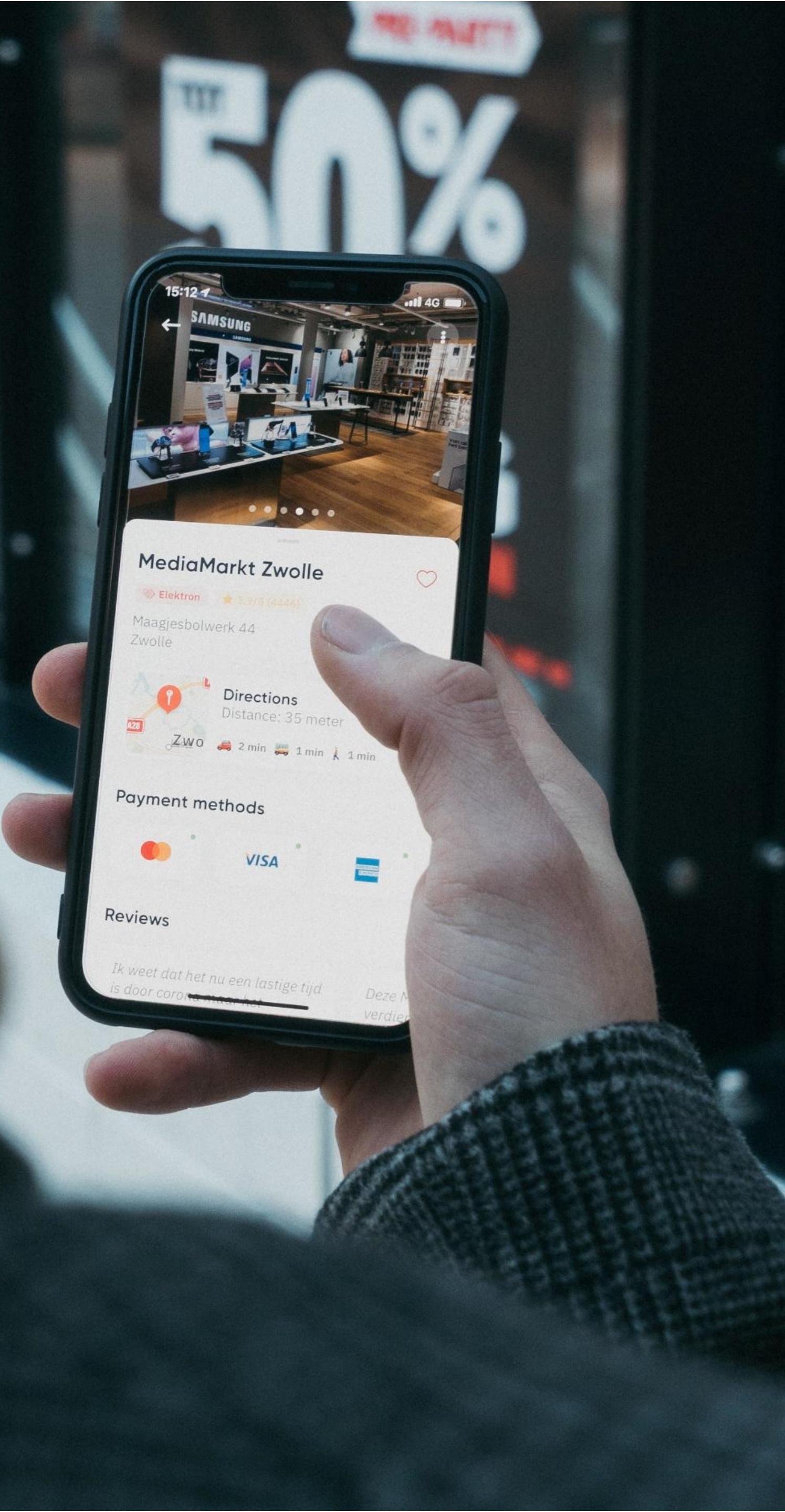
3) Set it up like my Miro board



- You will need to rename each of the 4 boxes – Says, Thinks, Does, Feels
- Add a picture in the middle of your user persona
- Start filling in the each box by adding sticky notes!



**Aside from Empathy Mapping,
we are also going to use
Customer Journey Mapping to
better understand how
customers feel / act at each
phase of their purchase journey**



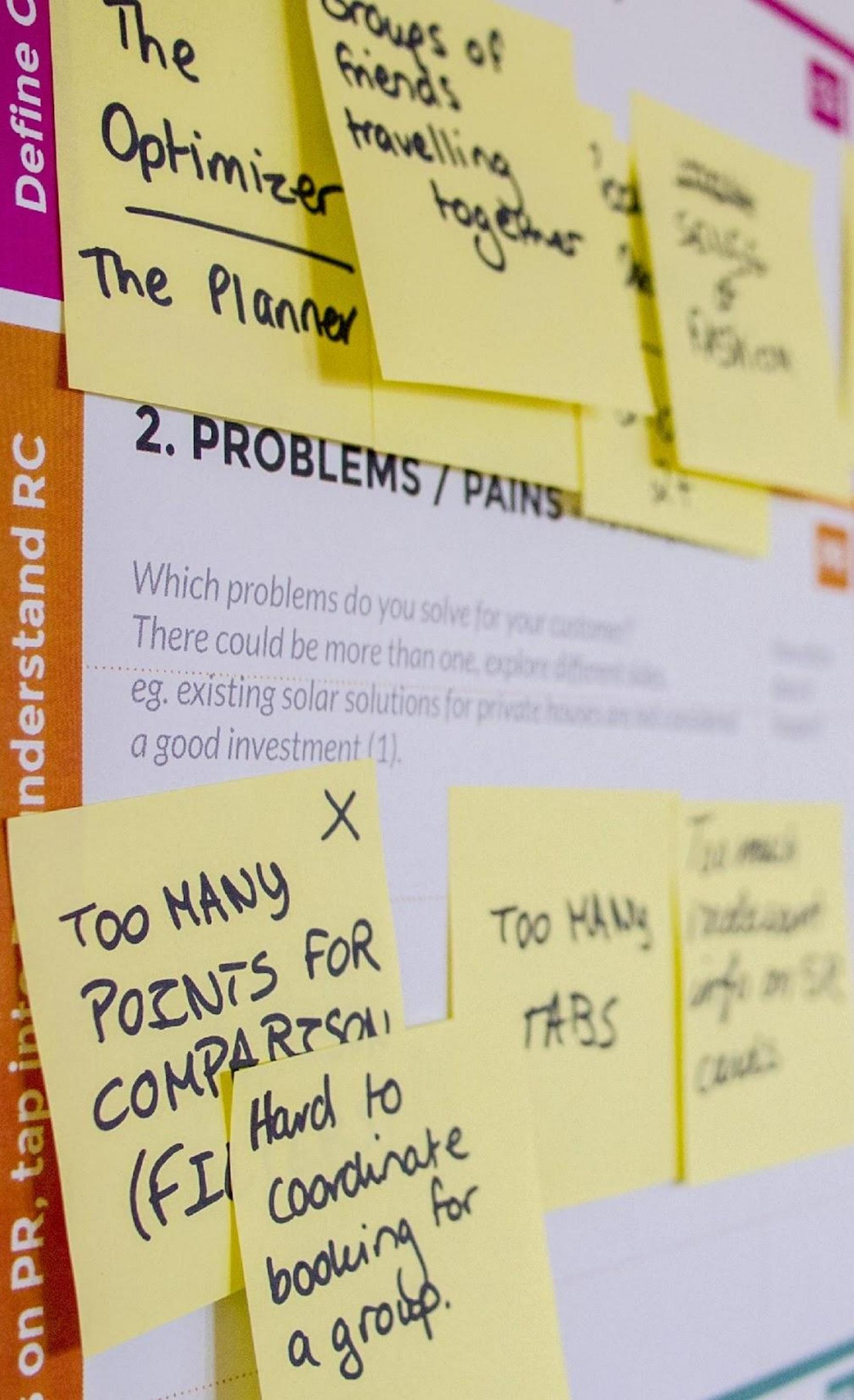
Customer Journey Mapping

A Purchase is the endpoint of a journey. How the customer feels, what questions and concerns they have will change as they go along that journey.



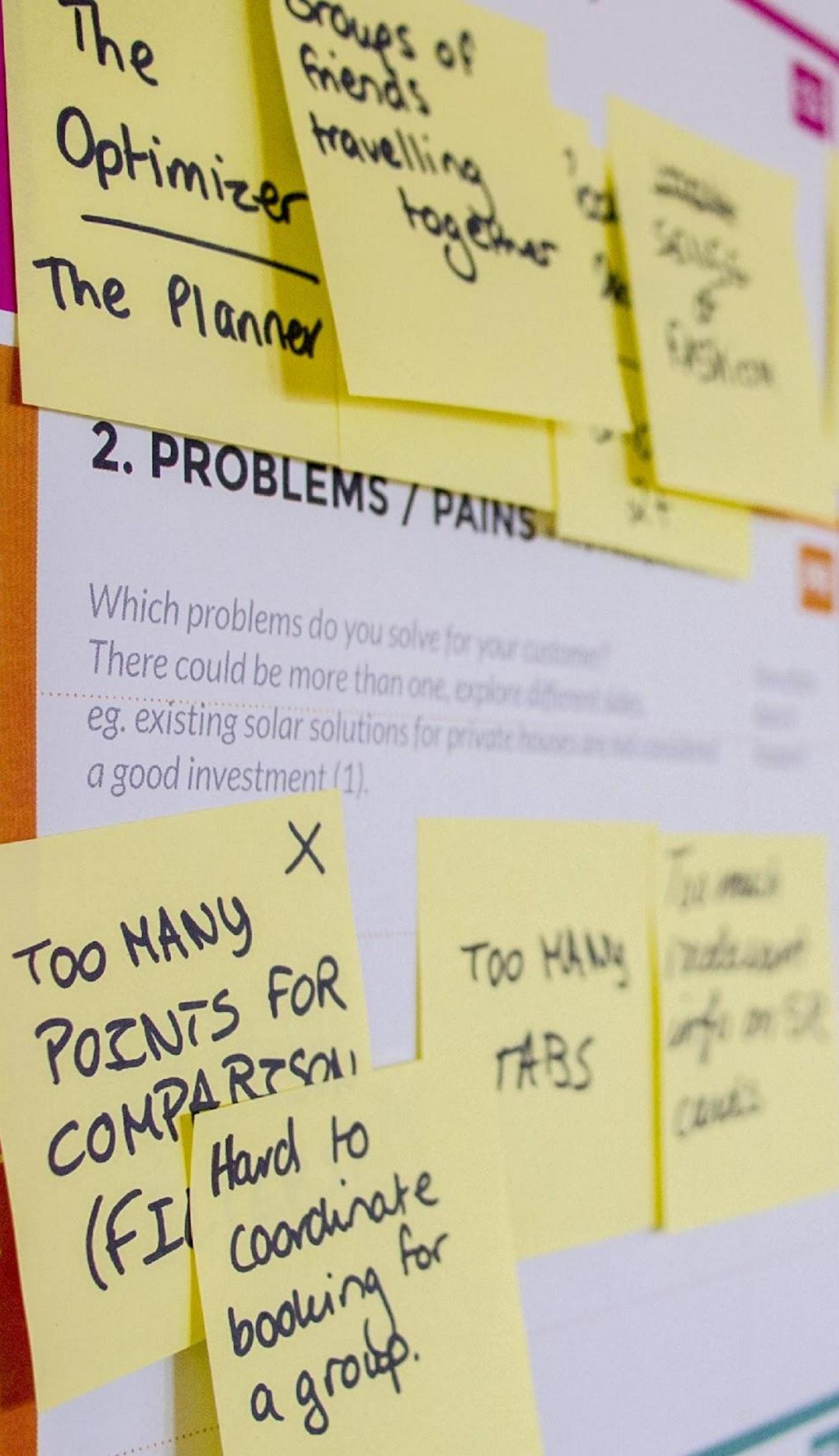
Customer Journey Mapping

From finding your biz through a social media ad or search, to further down your funnel where they visit your website or call support to find more info, there are numerous touchpoints where the customer interacts with your business. You will be fascinated how the human mind works when making decisions



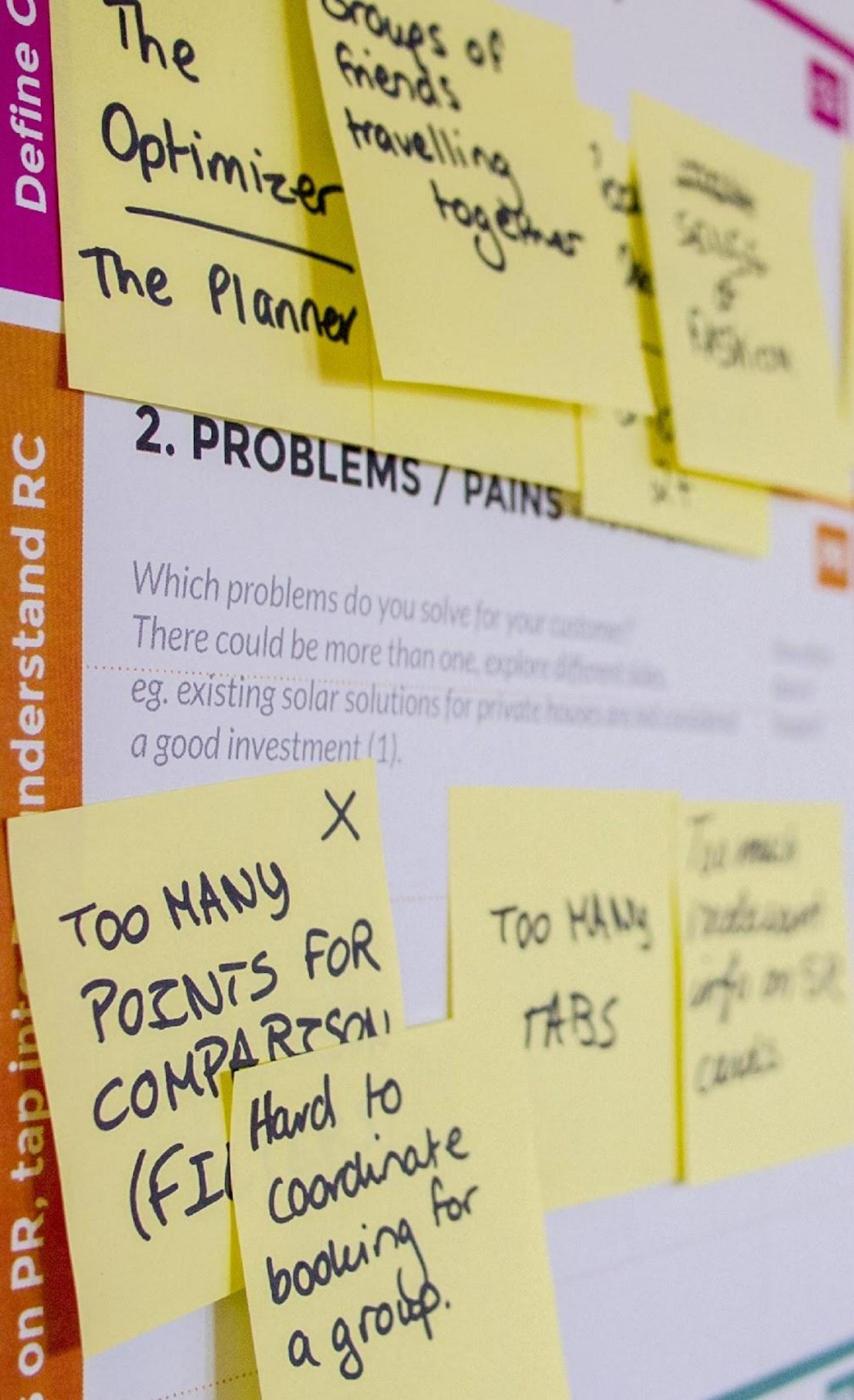
Customer Journey Mapping

A customer journey map is a **visualization of the process** that **a person goes through** to accomplish **a goal tied** to a specific business or product. It's **used for understanding and addressing customer needs and pain points.**



Characteristics:

- The map is tied to a specific product or service.
- It is split into Rows in a table format
- It reflects the user's perspective:
 - Including her mindset, thoughts, and emotions
 - Leaving out most process details
- It is chronological.
- There is one map per persona/user type
- It also adds space for Opportunities identified from these processes



Why use it:

- Identify customer journey touchpoints that cause pain or delight
- Gives a wide understanding of the customer journey – The various processes and steps are tied to each relevant department
- To assign ownership of touchpoints in the journey to those departments

When to use it:

- At any point in the design process, as a reference point or a point of review / iteration of a product or service

Customer Journey Map (Miro)

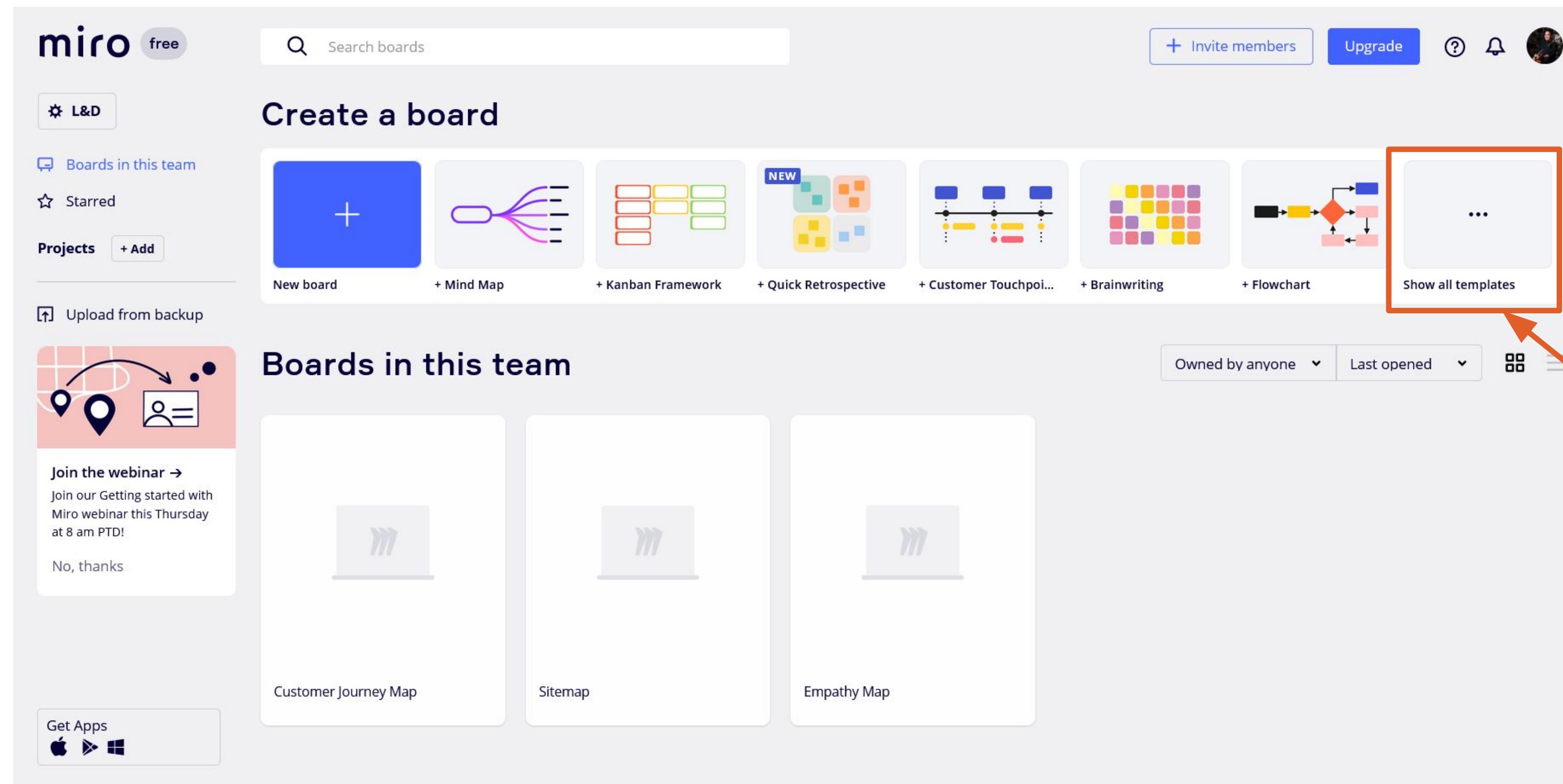
GOAL: WANTS TO BOOK AN EVENT FOR HER COMPANY AGM

Journey Steps Which step of the experience are you describing?	Looking for a venue	Reaching out to the venue for more details	Ensuring the venue is a right fit	Booking and confirmation	
Actions What does the customer do? What information do they look for? What is their context?	Google search for venues Check out the venue's social media Ask for recommendations	How much does it cost? Can you cater for my Halal guests + vegetarians Can you accommodate 120 pax?	Visits site for recce Speaks directly to staff about menus, decor etc	Signed quotation Placed deposit for booking	
Needs and Pains What does the customer want to achieve or avoid? Tip: Reduce ambiguity, e.g. by using the first person narrator.	Hopeful that I can find a venue to suit everyone's dietary needs There's so many to choose from Confusion about menus because some venues don't even place the menus on their site	Yay they are able to cater to muslim guests Looks like its within budget Venue is large enough	The quotation suits all my needs Venue might not be weather proof	The outdoor seating might be abit warm Carpark isn't very big but there is sufficient public parking nearby	Excited for the event to happen Starts planning the program
Touchpoint What part of the service do they interact with?	Social Media Channels Website Google Reviews Page	Marketing and events staff Email Whatsapp	Marketing and events staff Face-to-face	Marketing and events staff Face-to-face Email	
Customer Feeling What is the customer feeling? Tip: Use the emoji app to express more emotions	Excited Hopeful Stressed out Overwhelmed		:(:(😊
Backstage					
Opportunities What could we improve or introduce?	- Ensure there are menu pages - Restaurants could be more specific with the types of cuisine and venue	Increase/decrease a leading metric by improving X or introducing Y.	Increase/decrease a leading metric by improving X or introducing Y.		Increase/decrease a leading metric by improving X or introducing Y.
Process ownership Who is in the lead on this?	Web dev to upload menus				

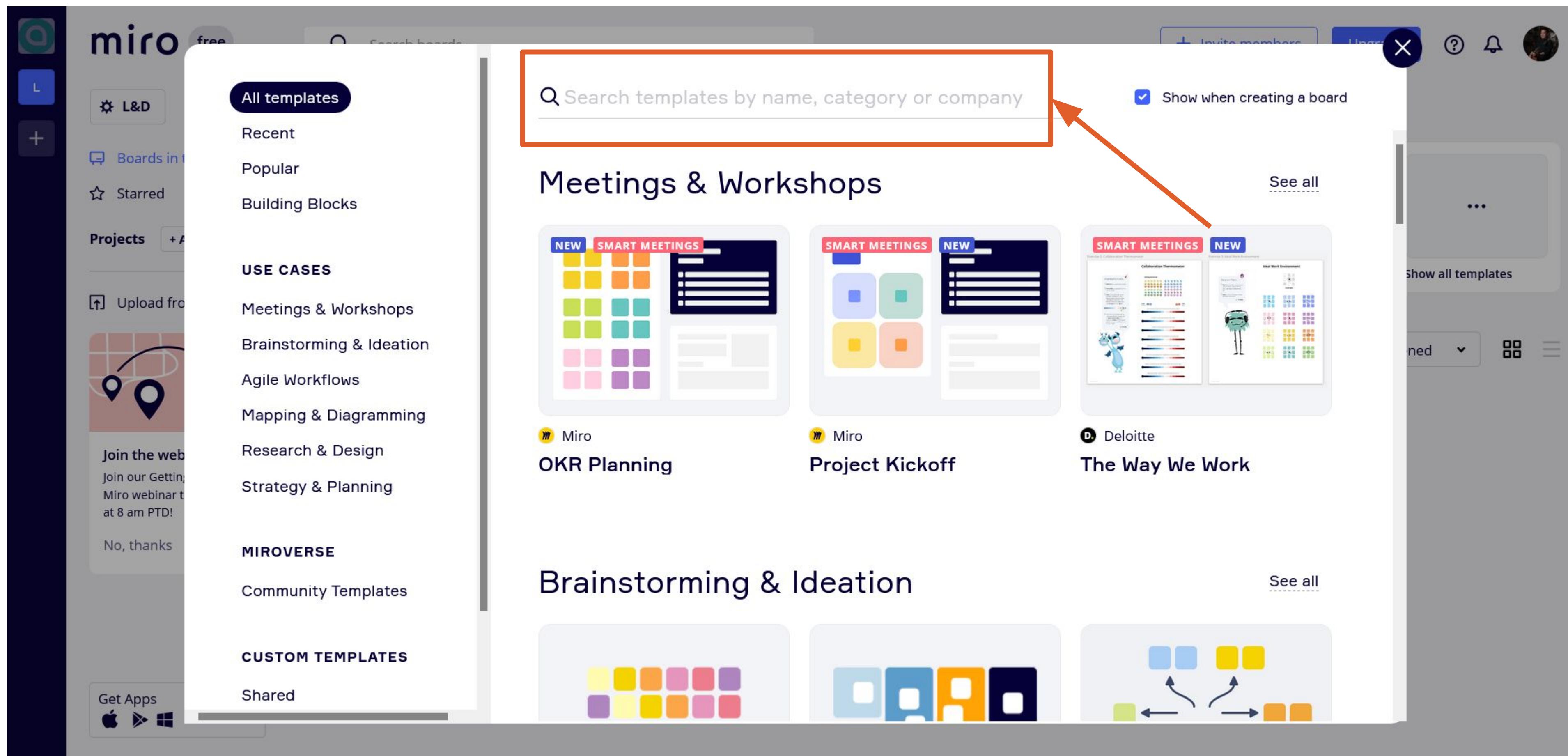
Create your own Customer Journey Map

1. Go back to Miro.com
2. Use the Customer Journey Map template
3. Think of 1 Key Process that each of your personas go through to make a purchase
4. Identify the various opportunities at each touchpoint and share with us what you plan to do with them

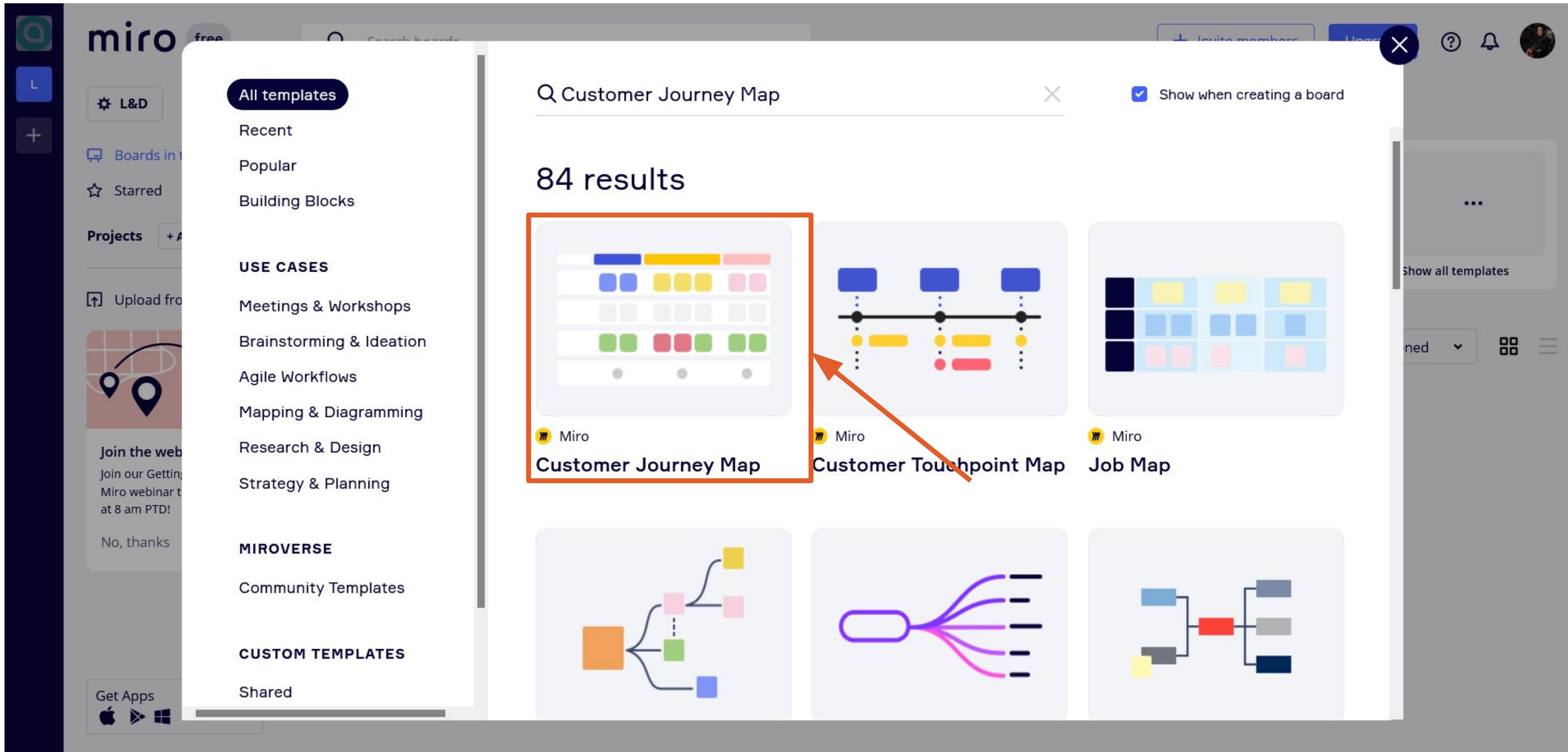
2) From your Dashboard, select Show all Templates



2) Enter Customer Journey Map into Search



Click on the Customer Journey Map Template

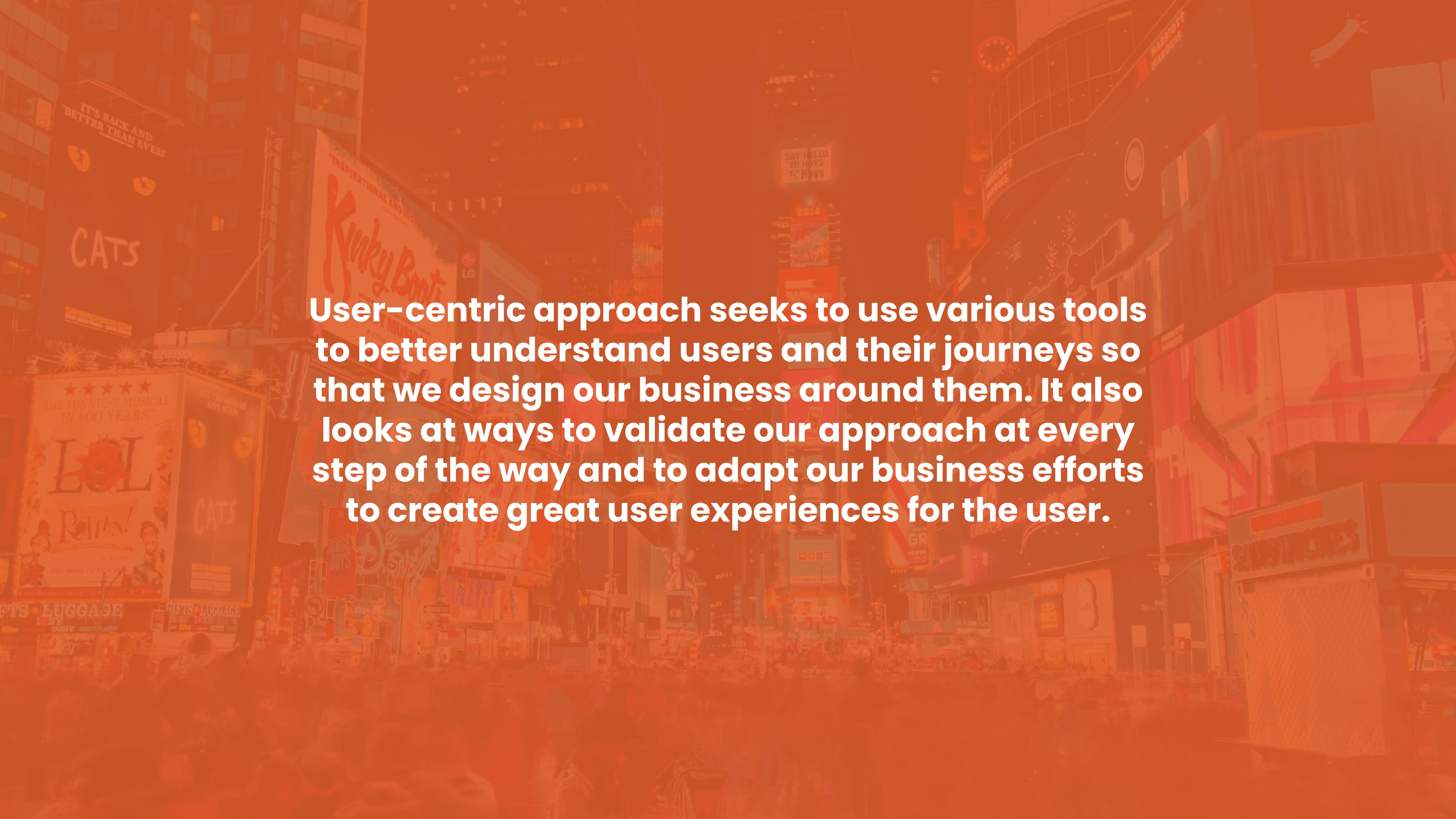


The User-Centric Approach to your business

What is the User-Centric approach?

User-centrism is a strategy that places the customer at the center of everything you do. From marketing, to product design, and delivery.

Firstly, you must recognize that your customers are individuals with different behaviors, pain points, and preferences. This is where we break free from a one-size-fits-all approach, and change the way we work to tailor the experience we create for our users

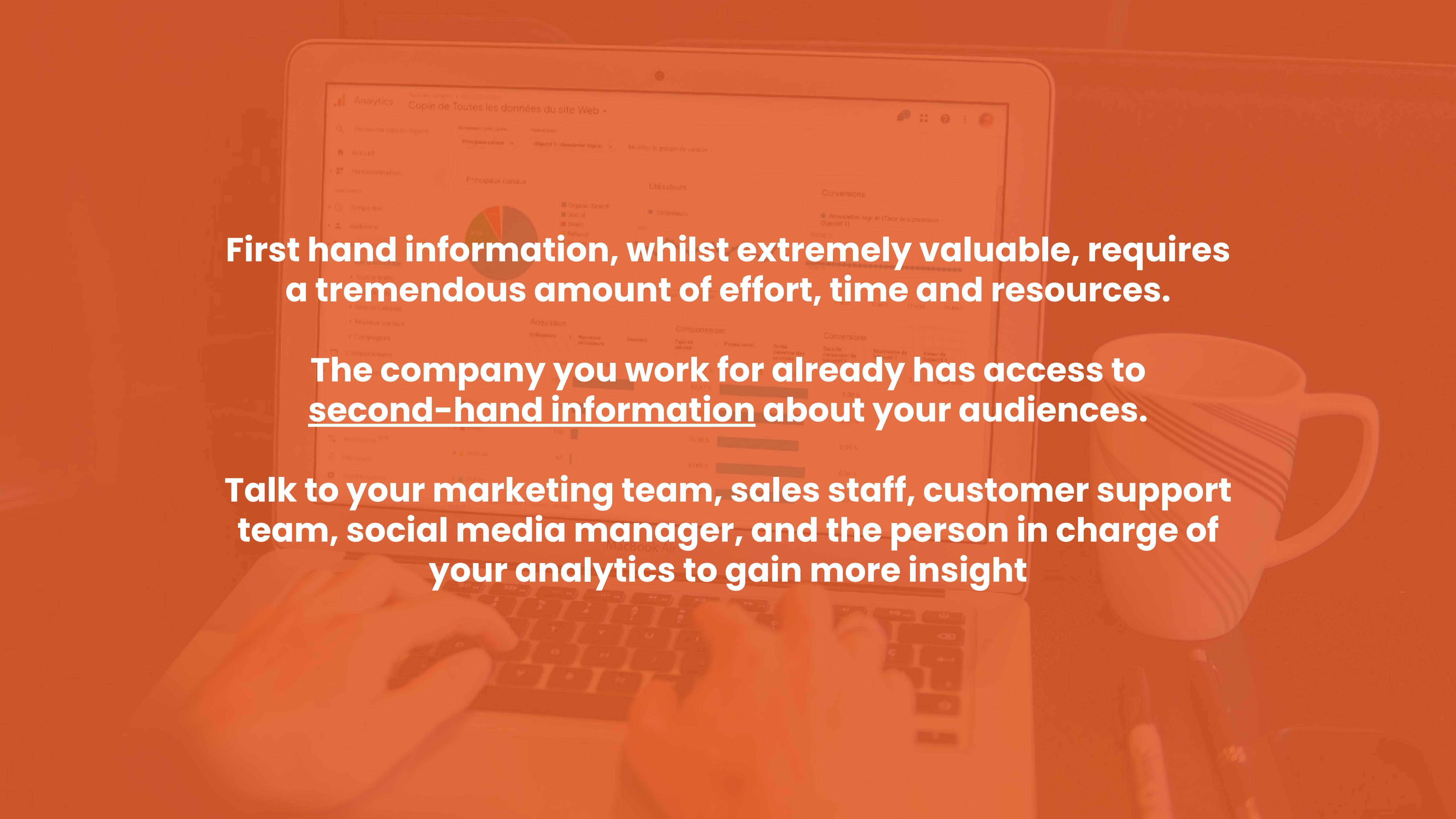


User-centric approach seeks to use various tools to better understand users and their journeys so that we design our business around them. It also looks at ways to validate our approach at every step of the way and to adapt our business efforts to create great user experiences for the user.



Adopting a user-centric approach starts by really understanding your audience so the first thing to keep in mind is that customer personas are not enough.

Aside from knowing that (A) has 2 kids, lives in a HDB and drives a Honda Accord, we need to understand what they're trying to achieve, what their goals are, their objections, what influences them, and all that.



First hand information, whilst extremely valuable, requires a tremendous amount of effort, time and resources.

The company you work for already has access to second-hand information about your audiences.

Talk to your marketing team, sales staff, customer support team, social media manager, and the person in charge of your analytics to gain more insight

Adopting a User-centric approach

Your customer-facing teammates will have first hand information about customers that you may not be aware of

- They'll know about where they work
- Questions that they have
- What objections they have
- What reasons do they give for not buying?
- What are their frustrations?
- What are their struggles?
- Testimonials
- What features of the product do they want that it doesn't have?



Adopting a User-centric approach

Your frontline staff deals with customers daily and to a good extent they understand them, they'll have all kinds of insights about the customer.

They probably even have a database of frequently asked questions as well that they're constantly having to answer.

Adopting a User-centric approach

Other things you can look at :

- **What Search terms people use before they land on your website** and search terms they use when they're on your website.
- **Which areas of your site are the most popular and how much time do people spend there?** Knowing this will give you an inkling of what your customers require to solve their needs or answer their questions.
- **Social media** is also a useful place to get information. What do your customers post? Who do they talk to? Which posts do they leave comments under? Who do they follow? What kind of things do they say about topics relating to your product and service?
- Survey your competitors. What are users saying when they mention them? What type of people follow them?
- **The questions people are asking about your products.** This indicates what your campaigns need to be addressing.

Personification Exercise

- Ask “If our company was a person, what would they be like”
- Pay attention to the descriptions. They will use words like “he/she is professional, funny, serious, fun”
- This gives you insight into how the outside world perceives your company.
- You can also relate it to a famous person if they struggle with the description

Love / Breakup Letter Exercise

- Have your customers write a love letter and a breakup letter to your company
- This reveals aspects of the company that users love or hate!

Q&A

