

# UX Design

## Micro Credential Assignment

### Overview:

You will be supplied with a client's business brief for this project. The brief will include information about the client and their business requirements. It's your job to conduct research and produce the components describing a solution that will meet target user requirements and satisfy the client's brief.

It's also your job to design and produce a prototype to satisfy the client's brief and end-user needs.

### Requirements:

- ★ What does UX Design Thinking mean, briefly describe the stages and how does your solution to our client's problem align with the Design thinking process? A brief description is sufficient (<200 words).
- ★ Produce a UX Design brief using the provided client's brief
- ★ Create a simple UX Strategy document. This should include the components: Vision, Goal and Plan.

use <https://www.nngroup.com/articles/ux-strategy> for reference

- ★ Provide about 20 research questions you would be asking in your hypothetical user studies.
- ★ Produce three empathy maps.
- ★ Develop three user personas (one for each persona). Each persona should include user demographic, their motivators, behaviors, needs and any specific requirements e.g. accessibility needs.
- ★ Develop one Customer Journey Map that defines the steps and process taken by your primary persona to meet their goal. Draw this up as a timeline, including changes in motivations, problems, emotions and needs along the way.
- ★ *NOT NEEDED (OPTIONAL) - Produce a User storyboard visualizing the journey a potential user takes to meet their goals*
- ★ Produce a UX User Flow Diagram that outlines the steps the user must take when using your product or service in order to meet a goal.
- ★ Produce a simple UX Site Map that defines the hierarchy and navigation structure of your solution. The map should be organized into screens or sections and indicate how the user transitions between sections.
- ★ Develop a low-fidelity prototype (you can use this as wireflow and/or sitemap).
- ★ Develop an interactive prototype. Review the supplied brief and end user requirements to ensure your prototype includes all the relevant and specified menus, navigation items and links.
- ★ *(OPTIONAL) - Develop a high-fidelity 'pixel perfect' mock-up.*

Gather all the above and present it in multiple files as a single UX Report document.

## Deliverables

- ☐ UX Design Brief
- ☐ UX Strategy
- ☐ A UX Storyboard (optional)
- ☐ List of ~20 UX research questions
- ☐ 3 Empathy maps
- ☐ 3 user personas
- ☐ User flow diagram
- ☐ A customer journey map
- ☐ UX wireframes & prototypes
- ☐ High-fidelity mockups (optional)
- ☐ Site Map

All the material to be uploaded as PDF/PNG onto Yoobee campus portal, Please provide me with a link to your prototype and/or wireframe on Figma.