

1.4: User-Centered Design Process



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UX Activities

Discovery

- Asking potential users about how they use an existing product.
- Conducting a survey to learn more about the potential users of your app.

Concepting

- Creating a screen-by-screen flow for a checkout process.
- Using an app like Marvel to mockup your app's functionality.

Prototyping and User testing

- Analyzing the conversion rate of users who signed up and purchased an item.
- Reviewing user data to decide if a new feature is successful.

Discovery

For my project I am thinking of doing, Ink Tank. I have tattoos and love them so it makes sense.

Competitive Analysis will play a large role in solidifying my choice here, if the market is large I know it will be a good app to pick as I will have a larger audience.

Audience definition, similar to target market if you can't identify one, why are creating your app in the first place?

User scenarios will be a large part as well, if we can create a well defined scenario for our user, we can create well defined design and solution.

Concepting

Process and user flows, these are two of my favorite steps. I love planning out the steps needed to be successful. A good user flow means you have a clear idea of where and how you want your user to reach a goal.

Wireframes, again, one of my favorite parts. Seeing a user flow come time life in wireframes is so thrilling and really tests and pushes your user flows to max and ensures that you are staying on track with your design.

Design, like the wireframes, as it all comes together or doesn't. This is the stage when you get to test your work so far and see how it could or should be coming together to meet your users needs.

Prototyping and User testing

Prototyping, so your wireframes are picked out and finalized and now we put them together in see where the true weak spots or blind spots in your design come up in user testing.

User testing, think your prototype is foolproof? Think again, that user is going to break it over and over and you will thank them for it. If you come out of a user test thinking that it was a huge fail, chances are you did more right than you think. You take all that data and patch up prototype and send it back out to be broken to bit again! Test, pick up the pieces, rebuild and test again!

Finally, *Review!* Remember the rebuild we talking about, this is it, we now have identified the weak spots of our design and get to figure out how to fix them!

Overview

We will start by seeking out similar apps, review and gather data. Next I will identify my target audience to ensure my designs are made with them in mind. I will create user scenarios so we can set our user goals and make sure our designs keep them in sight as we progress. After user flows and sketches are made up they will turn to wireframes and these wireframes will be designed around our user and how it will solve his/her goals and needs. Finally we get to prototyping and user testing. After our wireframes are mocked up together we let the user at them and find out where we missed.

Last we review and start the process over as needed.