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.

Prototyping and User Testing
Analyzing the conversion rate of users who signed up and purchased an item.
Using an app like Marvel to mockup your app's functionality.
Reviewing user data to decide if a new feature is successful.

Discovery

Competitive Analysis:

Local and online research of tattoo shops and artists, from design styles to how they market themselves.

Audience Definition:

People who have and love tattoos come from all walks of life, but are unique within themselves. Without understanding what makes them tick, you can't effectively create an app that will successfully allow them to achieve their goals.

User Scenarios:

Creating scenarios are a crucial way to learn what those seeing to get their first tattoo (or their 100th) would look for in an app.

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Surveys a great way to understand the mindset of those seeking to get a tattoo.

Concepting

Wireframes:

Once you have a firm understanding of the needs of those seeking to get a tattoo, wireframing is crucial to be sure that all of their unique needs are met. Getting a visual representation on the content, flow, usability (ease of use), etc., is key to the apps success.

Design:

Since tattoos are quite literally "art," having a unique, interesting and artistically creative app would be essential to it's success, in my mind.

Prototyping & User Testing

Prototyping / User Testing:

Prototyping and User Testing are absolutely essential parts of the design process (and it IS a process.) This is where the fruits of your efforts to this point get truly put to the test, from functionality to design, discovering redundant and/or missing features, etc. Finding out what doesn't work is as important as finding out what does. Only then, and through repeat processes, can you hone your concept and design into a truly usable product.