Task 1.4: User-Centered Design Process

Minal Bombatkar

Understanding the User-Centered Design Process

UX ACTIVITIES (CATEGORIZED)

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
Using an app like Marvel to mock-up your app's functionality.

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

COURSE PROJECT

"EXPERT"
Yoga expert for pregnant women: Prenatal and postnatal yoga care

Discovery

Competitive Analysis:
Online research of yoga related apps and websites, and how many of them providing the yoga expert guide for pregnancy and after the pregnancy. From design point of view identify their pain points.

Audience Definition:
The audience are always at first place, its important to understand audience need and their goal. Audience should be specific and targeted.

User Scenarios:
Creating scenarios are a crucial way to learn. Featured user will using this app to learn yoga from expert virtually.

Content Survey:
Surveys a great way to understand the mindset of the users and their expectations from the app.

Concepting

Process Flows:
This get into the specific paths a user can take within app, refer it as "Happy path". Flow chart help to understand the scope of "Happy path" to accomplished the specific task.

Wireframes:
Getting a visual representation on the content, flow, usability etc., is key to the apps success

DESIGN:
The user would spend a lot of the time with the app, it needs to have an appealing design to keep the user engaging and motivated.

Prototyping & User Testing

Prototyping:
Prototypes help to test the functionality of the app design against actual users. They can be as simple or as complicated as necessary.

User Testing:
Now it's time to present finalized designs or prototypes to actual users and analyse the results. It help to catch the pain points and need to improve the current design.