



THINKING LIKE A UXER

1.4: User-Centered Design Process

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THE UCD PROCESS & HOW IT IS USED

UX Activities



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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 mockup your app's functionality.

User Testing.

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

PROJECT: **SCHNITZELJAGD - FIND HIDDEN THINGS**



SCHNITZELJAGD
FIND HIDDEN THINGS



User-centered design: Project SCHNITZELJAGD

DISCOVERY

1. COMPETITIVE ANALYSIS

Although niche, there are a fair amount of competitors in this space so its vital to understand what the pain points are and how we can improve.

2. AUDIENCE DEFINITION

Because the audience is niche, its important to understand how we appeal to the most of that niche.

3. USER SCENARIOS

Because the application has so much to do with the activiites, its vital that any scenario be flushed out. Gamers have a natural adverse to frustration, and removing any frustration is vital for being in the market.

CONCEPTING

1. PROCESS FLOWS

Once again, its vital to explore all avenues a user can take during a game. Figuring out how they will interact with the application and how we can avoid dead ends in the experience.

2. DESIGN

Although the flow is important, because the user would spend a lot of the experience with the app, it needs to have an appealing design to the target audience.

PROTOTYPING & USER TESTING

1. PROTOTYPING

Creating usable prototypes will be important in order to show and communicate complex ideas to prospective users. A scavenger hunt can have a lot of moving parts and its good to show how actions effect the user and the application.

2. USER TESTING

Actually seeing the paths users can take in real time will be interesting. Making sure that users take the paths that are set out both at home or in the field searching will be an x factor in determing how to set up different features of the app.