# MY UX PROCESS

## 1. WHAT (Understand the premise)

• **What are the goals of an organisation?**
• **Why people use their product?**
• **What is their problem?**

Process: This consists of sitting down with people and listening to them talk. Business leaders and significant stakeholders who have a holistic overview of the organisation purpose & performance are great at identifying and prioritising problems. Quite often, they already know a solution and need help clarifying, refining and implementing it.

Outcome: Understanding the problems that users are facing along with the overall goals of the organisation; being able to ask the right questions that need answering.

- **Brainstorming session**
- **Discovery Workshop**

## 2. WHY (Research)

**As a creative person, when faced with a problem, I can't help but start imaging solutions. This stage is about challenging & redefining these assumptions and empathising with the user to support their actual needs.**

Process: There are many ways to gain a deeper understanding of what motivates people to use the digital product. They are all using the system for a specific reason, do it in certain circumstances and environment. By learning about their goals and frustrations I can strategise for successful design following their actual needs. If it is relevant, I would also look into any available analytics data and review how other successful products have approached similar issues.

Outcome: Understand the goals and aspirations of the users, their pain points and usage patterns. Learn about what they do repetitively vs sporadically and identify frustrating areas.

- If Improving an existing product
  - **Interviewing users**
  - **UX Ethnography**
  - **Review data from analytics software**
  - **Competitor Analysis**
  - **Surveys**
- If designing from scratch
  - **In-depth Competitor Analysis**
  - **Sketching Workshop involving organisation members of different backgrounds**
- **User Personas**

## 3. HOW (Conceptualise)

**After concluding the research, armed with its findings, it is time to come up with the proof of concept.**

Process: In this stage, I would retrieve to my desk and work for hours, emerge suddenly seeking feedback on what I have done, then return to the drawing board again. I would do this iteratively until obtaining satisfactory results while progressing through the following sub-stages:
Starting with the journey mapping and the IA to help me (and everyone involved) to stay focused and confirm that conceptually we are moving in the right direction. I would continue with wire-framing possible solutions, then, after presenting it to the team for insight and refinement, I would narrow down possible approaches and move to the early prototyping. Low-fidelity prototypes are invaluable for discovering flaws in impromptu usability testing. Because of how iterative this process is, deliverables are disposable and keeping them at low-fidelity saves time and money.

Outcome: Verification whether the introduced changes are helping people in accomplishing their task intuitively instead of disrupting their mental model. Making sure that users frustrations are getting resolved, aiming to replace them by a sense of achievement and delight.
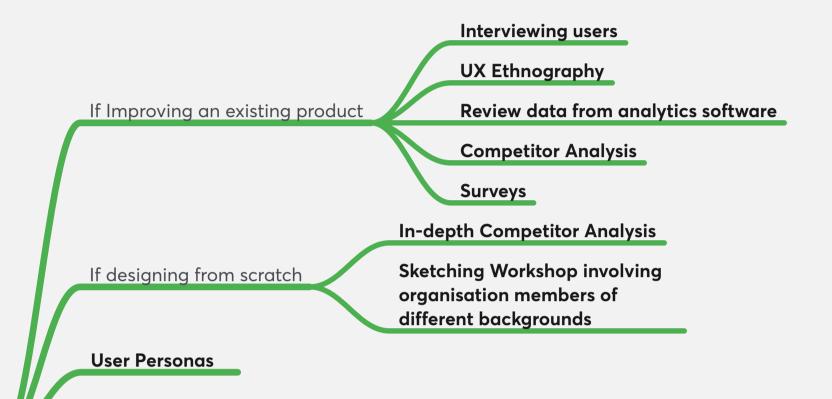
- **User journey mapping**
- **Information Architecture**
- **Wireframing & User-flows**
- **Critique session (usually with the team)**
- **Lo-fi Prototyping & early testing**
- **Heuristic Evaluation**

## 4. WOW! (Finishing in style)

**Eventually, when test results, team members & stakeholders are in agreement that the proposed solution solves the problem elegantly and consistently, I proceed to the hi-fidelity design.**

Process: Last but not least is the visual stage, when I produce mockups of screen instances that will (hopefully) be precisely implemented by developers. These are passed to the technical team using one of the design delivery tools (most commonly Zeplin) along with all the necessary assets and style guides. While many do not consider this stage part of the UX process, I would argue that the use of aesthetics is crucial for the final experience. It is when the consistency, legibility, hierarchy and other fundamental usability & accessibility factors are defined - not just brand identity. Human-computer interaction is more than just efficient performance - especially if product competes with others of a similar purpose.

- **Screen mockups - with measurable components**
- **Component states style-guide**
- **Hi-fidelity prototype**
- **Motion Design**
- If designing from Scratch
  - **Brand ID / Styleguide**
    - **Colour palette**
    - **Typography & Typesetting**
    - **Grid design**
  - If Web project
    - **CSS Boilerplate**
- **Well-structured design source file**