MY UX PROCESS

1. WHAT

What are the goals of 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 crucial stakeholders who have a wholistic overview of the organisation performance are great at identifying and prioritising problems. Quite often, they already know a solution - just need help clarifying, refining and implementing it.

Outcome: Understanding the problems that users are facing in relation to overall goals of the organisation; being able to ask the right questions that need to be answered

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

2. WHY

Being creative, when faced with a problem I can't help but start imaging solutions. This stage is about challenging & redefining these assumptions and emphasising with the user.

Process: There are many ways to gain deeper understanding of what motivates people as users. They are all using the system for a specific reason and they are doing it in specific circumstances and environment. By learning about their goals and frustrations I can strategise for successful design in accordance to their actual needs. Armed with such insight, I would look into any available data and review how other successful products have approached similar issues.

Outcome: Understand goals and aspirations of the users, their pain points and usage patterns. Learn about what they do repetitively vs what they do sporadically and identify areas where their frustration could be replaced by sense of achievement and delight.

- **User Personas**
- 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**

3. HOW

After concluding the research, armed with its key findings it's time to come up with the proof of concept.

Process: In this stage I would retrieve to my desk and work for hours, then emerge suddenly seeking feedback on what I've done and 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, I would proceed with wire-framing possible solutions and then, after presenting it to the team for insight and refinement, I would narrow down possible approaches and move to the early prototyping. Such rough prototypes are small so they can then be used in an impromptu usability testing. Because of how iterative this process is, deliverables are disposable and keeping them at low-fidelity helps to save time and money.

Outcome: Verification whether the changes that are being introduced are actually helping people to accomplish their task intuitively instead of disrupting their mental model.

- **User journey mapping**
- **Information Architecture**
- **Wireframing & User-flows**
- **Critique session (usually with the team)**
- **Lo-fi Prototyping & early testing**

4. WOW!

Eventually, when test results, team members & stakeholders are in agreement that the proposed solution solves the problem in an elegant and consistent way, the visual design happens

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 along with all the necessary assets and style guides. While many doesn't consider this stage as a UX work, I would argue that choice of colours, their intensity, typesetting and other aspects of visual design are fundamental to the final user experience and should never be overlooked. This is a stage when consistency, legibility, hierarchy and other crucial usability elements are being defined along with brand identity. Human-computer interaction is more than just efficient performance.

- **Screen mockups (Dev-inspectable)**
- **Components states styleguide**
- **Hi-fi 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**