Figma Collaboration & UX Researcher

Figma Collaboration

Siapa saja yang akan berkolaborasi di Figma?

* PM (Project Manager)

Melihat current progress interface dan memastikan kembali flow sesuai.

* UI/UX Designer

Mendesign sebuah interface.

* Engineer

Melihat design untuk didevelop, mendownload asset yang diperlukan, melihat flow dan diskusi API kontrak.

* Illustrator

Melihat design placement untuk melihat icon dan melihat design placement untuk ilustrasi.

* Copywriter

Melihat design placement untuk copy tulisan yang diperlukan.

Versioning on Figma

* Dokumentasi

Feature kolaborasi di Figma

* Comment
* Live chat
* Observasi
* Page management
* Naming style
* Figma jam
* Figma audio chat
* Figma jam template

UX Researcher

Why Research

* Why most product launches fail
* User for design
* What is UX
* User journey
* Stakeholder circles
* When to do research

Step by step

* Create goals
* Define number of participants needed
* Develop research guideline
* Write usability testing task
* Do’s and don’ts during the testing

Evaluate research

* Choose UX research method
* Ideation workshop

A/B Testing Guide

What is A/B Testing?

A/B testing, also known as split testing, refers to a randomized experimentation process wherein two or more versions of a variable.

Why should you consider A/B test?

* Solve visitor pain points
* Get better ROI from existing traffic
* Reduce bounce rate
* Redesign website to increase future business gains
* Achieve statistically significant improvements
* Make low risk modifications

What can you A/B test?

* Copy
* Navigation
* Design and layout
* Forms
* CTA (Call to Action)
* Content depth
* Social proof

Different types of A/B test

* Split URL testing
* Advantages of split URL testing
* Multipage testing
* Multivariate testing

How to perform an A/B test?

* Research
* Observe and formulate hypothesis
* Create variants
* Analyse results and deploy changes
* Run test