UI / UX Principles

Lecture 4: DESIGN PROCESS

EMPHASIS,DEFINE and IDEATE

Chapter 3

Table Of Content

What Is Design Thinking?

- Design thinking is an iterative process in which you seek to understand your users, challenge assumptions, redefine problems and create innovative solutions which you can prototype and test.

- The overall goal is to identify alternative strategies and solutions that are not instantly apparent with your initial level of understanding.

Why Is Design Thinking Important?

- The main objective is to solve the customer's requirements.

- Helps in solving unclear and challenging problems.

- Drives people to create innovative solutions.

- It helps organizations to run faster with more efficiency.

The 5 Phases Of Design Thinking

Design thinking is an iterative and non-linear process that contains five phases:
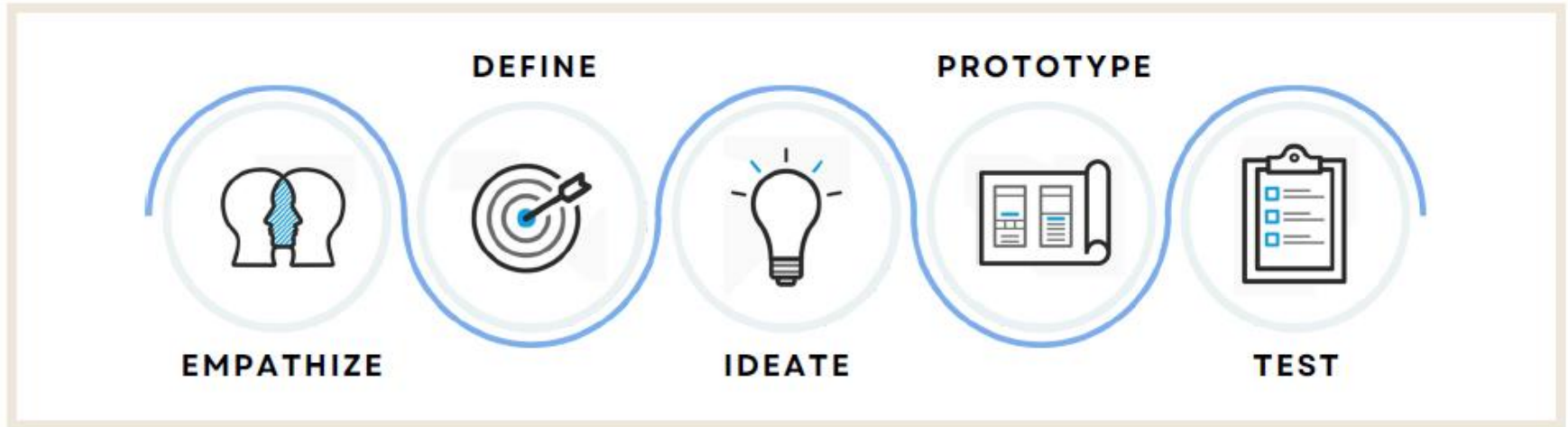
EMPATHIZE PHASE

THE FIRST STAGE IN THE DESIGN THINKING PROCESS.

Empathize Phase

The ability to understand someone else's feelings or thoughts in a situation
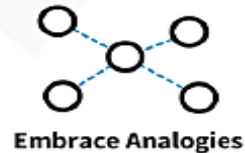
- Designing with empathy will enhance the products you create.

- By building deeper connections with users, you'll better understand their pain points.

- Finding that connection early can guide you down the right design path and save you from extensive revisions of your product during a later phase of the design process.

How to empathize with users?
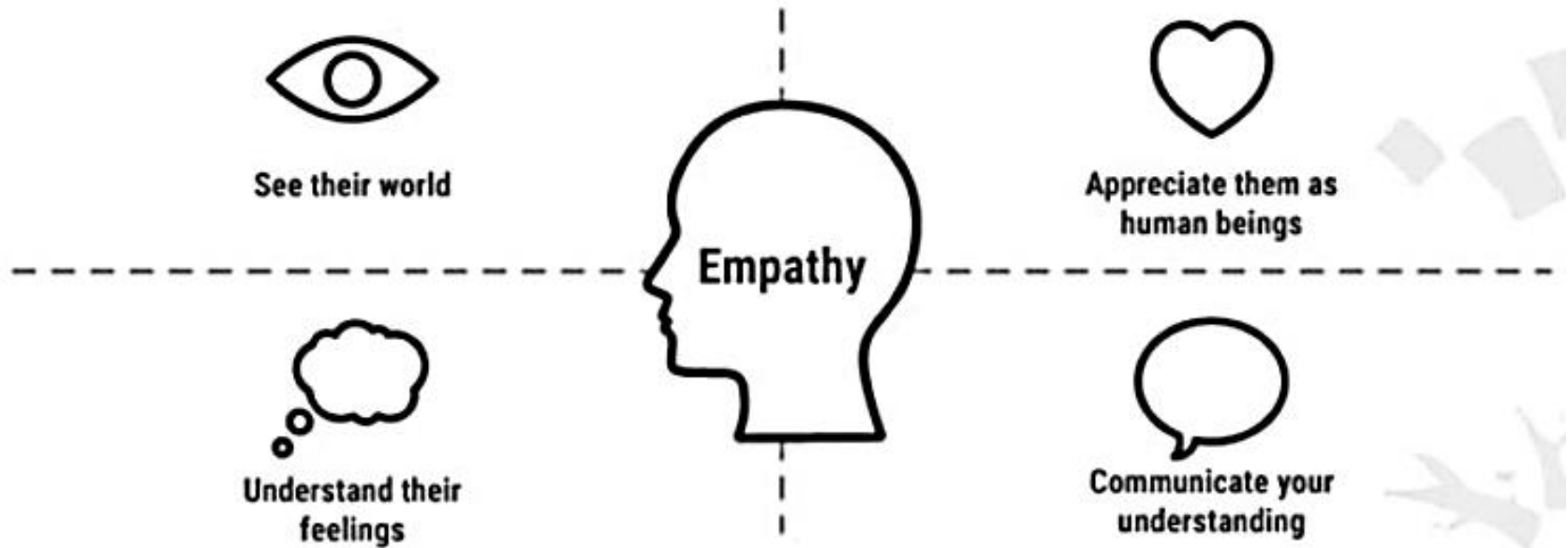
Empathy Methods

- There are many tools a UX designer can use to empathize with users.

- Interviewing users is essential to understanding users' perspectives and learning about their pain points, but that's only the beginning of the UX research process.

Assume a Beginner's Mindset

Photo- & Video-Based Observations

Personal Photo & Video Journals

Conduct Interviews with Empathy

Bodystorm

Engage with Extreme Users

The Five Whys Method

Journey Mapping

Embrace Analogies

The What-How-Why Method

Capture & Share Inspirational Stories

Build an Empathy Map

- Empathy maps are easily understood charts that explain what UX designers have learned about a type of user.

- **An empathy map consists of four squares, which show what the user says, does, thinks, and feels.**

Empathy Mapping

Said

Thought

Did

Felt
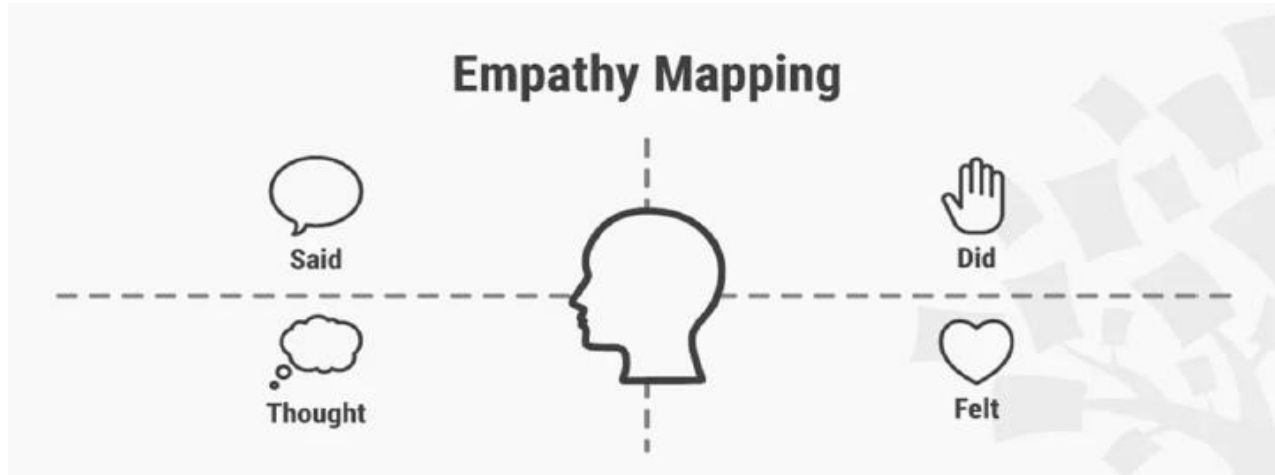
Identify User Pain Points

- Pain points are any UX issues that upset the user and block the user from getting what they need.

Type of user pain points

Financial Pain Points   Process Pain Points   Productivity Pain Points   Support Pain Points

Understand Personas

- Personas are fictional users whose goals and characteristics represent the needs of a larger group of users.

- Personas are created by conducting user research and identifying common pain points, which are UX issues that block the user from getting what they need from a product.

Demographics

Age : 25 years old

Status : Married

Occupation : UI / UX Designer

Location : Alexandria, Egypt

Goals / Needs

- She gets data quickly while she searches for it.

- Get reliable and correct information.

- Get assistance and avoid returning to the instructor permanently, as he is not always available.

Frustrations

- The problem of looking for information on a specific topic on the Internet and not finding it.

- The uncertainty is that the information resulting from the research is 100% correct and accurate.

Software

Apps

Interests

- Travelling , Cooking , Music , Sport .

Preferred Medium

Phone

Laptop

Nourallah Mohamed

BIO

For the past two years, Nour has worked as a UI/UX designer.she is keen on constantly developing her skills and becoming a professional.

CREATE PERSONAS

User Stories

Another helpful way to understand your users is to build a user story around their experiences with your product.

USER STORY

Jordan

As a/an <u>new English language learner</u> ,
type of user

I want to <u>order food from an app using photos and translate the descriptions into my native language</u>
action

so that <u>I can easily order without language being a barrier for me</u> .
benefit

As a type of user (who), I want to action (what) so that benefit (why).

User Journey Map

WHAT

Is a diagram or visualization
of the process and experiences that a person goes through in order to accomplish a goal.

User Journey Map

WHY

- Helps UX designers create obstacle-free paths for users.

- Highlights new pain points.

- Identify improvement opportunities.

- Reduces the impact of designer bias.

User Journey Map

CONSISTS OF

- Persona

	Action 1	Action 2	Action 3	Action 4	Action 5
ACTION					
TASK LIST					
FEELING ADJECTIVE					
IMPROVEMENT OPPORTUNITIES					

Persona:

Senario: Goal:

User Journey Map

CONSISTS OF

- Persona

Persona:

Scenario:

Goals:

Add image that represents this persona

"Relevant personal quote that captures the persona's attitude and personality"

Goals
- The related objectives this person wants to successfully complete

Frustrations
- The issues or pain points that they encounter or try to avoid

Name

Age:
Education:
Hometown:
Family:
Occupation:

Brief story or scenario that conveys the persona's user journey, highlighting their goals, frustrations, and other relevant context.

User Journey Map

CONSISTS OF

- Persona

- Senario

User Journey Map

CONSISTS OF

- Persona

- Senario

- **Goal**

Persona:
Senario: Goal:

ACTION	Action 1	Action 2	Action 3	Action 4	Action 5
TASK LIST					
FEELING ADJECTIVE					
IMPROVEMENT OPPORTUNITIES					

User Journey Map

CONSISTS OF

- Persona
- Senario
- Goal
- **Action**

Persona:
Senario: Goal:

ACTION	Action 1	Action 2	Action 3	Action 4	Action 5
TASK LIST					
FEELING ADJECTIVE					
IMPROVEMENT OPPORTUNITIES					

User Journey Map

CONSISTS OF

- Persona
- Senario
- Goal
- Action
- **Task list**

Persona:
Senario: Goal:

ACTION	Action 1	Action 2	Action 3	Action 4	Action 5
TASK LIST	←				
FEELING ADJECTIVE					
IMPROVEMENT OPPORTUNITIES					

User Journey Map

CONSISTS OF

- Persona
- Senario
- Goal
- Action
- Task list
- **Feeling adjective**

Persona:
Senario: Goal:

ACTION	Action 1	Action 2	Action 3	Action 4	Action 5
TASK LIST					
FEELING ADJECTIVE					
IMPROVEMENT OPPORTUNITIES					

User Journey Map

CONSISTS OF

- Persona

- Senario

- Goal

- Action

- Task list

- Feeling adjective

- **Improvment opprtunities**

Persona:
Senario: Goal:

ACTION	Action 1	Action 2	Action 3	Action 4	Action 5
TASK LIST					
FEELING ADJECTIVE					
IMPROVEMENT OPPORTUNITIES					

Customer Journey Map

Nourallah Mohamed
UI / UX Designer

Scenario

Nour has a lot of work to do, including applying the Ethnographic Field Studies method to a project she's working on. And she is looking for learning more about Ethnographic Field Studies method.

Goals / Needs

- She gets data quickly while she searches for it.
- Get reliable and correct information.
- Get assistance and avoid returning to the instructor permanently, as he is not always available.

	Motivation	Research	Compare	Ask an expert
Description	She wants to understand ethnographic field study methods in order to implement them in her task.	Trying to find information about the Ethnographic Field Studies methods.	She selected the first five websites that came up in Google searches.	When she became overloaded by the amount of information available, she attempted to consult an expert , in order to get the final say on the subject,
Actions	she will conduct an internet search.	Search on google ,She seeks Arab and foreign sources, with a preference for Arabic sources.	She compared and read the five websites in order to obtain specific information.	She use LinkedIn to find an expert and ask him questions about the topic.
Customer expectations	She predicts receiving useful data on the topic.	Google search produces useful results.	Achieving more detailed information	She predicted the expert to respond quickly to her questions.
Customer experience	Excited	Disappointed	Dissatisfied	Sad
Pain points		The search showed 700,000 results, and there aren't many in Arabic ,so she get lost.	she is not sure if the information is accurate and data is incomplete..	The expert she contacted did not respond to her questions in time,because of his workload.
Ideas to improve		We recommend that our database be easily accessible and include Arabic content.	Provide a reliable and trusted database compiled from experts in the field.	We providing 24/7 virtual assistant.

DEFINE PHASE

THE SECOND STAGE IN THE DESIGN THINKING PROCESS.

Define Phase

- In the Define stage, you will organize the information you have gathered during the Empathize stage and analyze your observations to define the core user problems you and your team have identified up to this point.

It keeps everyone oriented to the same solution and helps to specify the user problems in the most beneficial way.

Define Phase Methods

- The 5 Ws and H.

- The five whys.

- Problem statement.

| Who | What | Where |
| When | Why | How |

The 5 Ws and H

Who is experiencing the problem? Knowing your users and their background is key to create successful solutions for them?

What are the pain points you're trying to solve? Determining a user's pain points early allows you to answer the rest of these questions and clarify the context of the pain points?

Where is the user when they're using the product? A user's physical context matters to your design?

When does the problem occur? Maybe it's right after the end of a long and tedious process, or maybe it's something that happens daily. Knowing when the problem occurs can help you better empathize with the user's feelings?

Why is the problem important? Knowing how this problem affects your user's experience and life will help to clarify the potential consequences?

How are users reaching their goals by using the product? Understanding how users reach their goals allows you to map the user journey that they take through your product?

The five whys
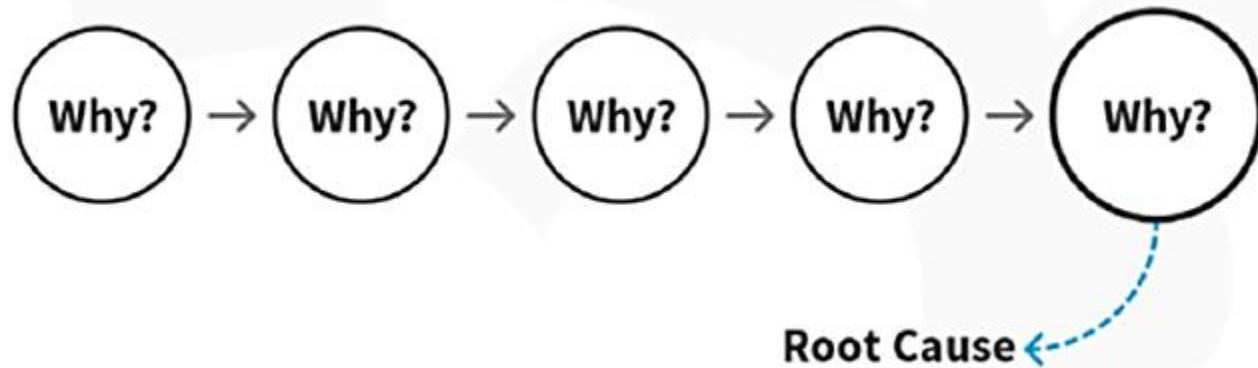
The five whys

Dig Deep to the Root Cause with 5 Whys

- The 5 Whys method is an iterative technique pioneered at Toyota Motor Corporation in the 1930s to explore the cause-and-effect relationships underlying a specific problem.

- By working back the cause of one effect to another up to five times, designers can expose root causes and explore effective solutions.

Problem Statement

- A problem statement is a clear description of the user's needs that should be addressed.

- An effective problem statement can tell us what the user really needs, help us understand constraints and define deliverables.

Drew	is a	pet owner in a small town
user name		user characteristics

who needs __to find and schedule a dog walker__
user need

because __they work the night shift__ .
insight

IDEATE PHASE

THE THIRD STAGE IN THE DESIGN THINKING PROCESS.

What is the Ideate stage of Design Thinking?

IDEATE PHASE

- During this stage our process, we are ready to generate ideas.

- You've grown to understand your users and their needs in the Empathize stage, and you've analyzed your observations in the Define stage to create a user centric problem statement.

- With this solid background, you and your team members can start to look at the problem from different perspectives and ideate innovative solutions to your problem statement.

Benefits of Ideate Stage

- Ask the right questions and innovate.

- Step beyond the obvious solutions and therefore increase the innovation potential of your solution.

- Bring together perspectives and strengths of team members.

- Uncover unexpected areas of innovation.

- Create volume and variety in your innovation options.

Ideate Techniques

- Brainstorm

- Storyboard

- Crazy 8 sketching.

- Focus Group

How to Select Ideas?

Post-it Voting or Dot Voting.

Ask some questions:

- Does it fit with people's needs? Does it really meet the goals?

- Does it meet the requirements in our problem statement/Point Of View?

- Is the technology available?

- Is it different enough from what exists to add additional value?

End of Chapter 3