

UI/UX Concepts

# Frameworks in UX Design

---

Submitted By:

**PRANJALI SINGH**

(Under GWOC'21- UX/UI Design domain)

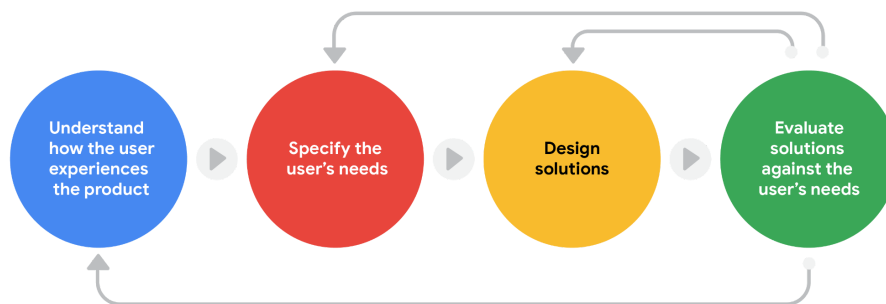
## Introduction

A **framework** creates the basic structure that focuses and supports the problem you're trying to solve, kind of like an outline for a project. There are many UX design frameworks and over time, these evolve or become obsolete thanks to the fast changing world of technology.

Here are some common frameworks used by UX Designers:

### #1: USER-CENTERED DESIGN PROCESS:

*Each phase of the user-centered design process focuses on users and their needs. It's an iterative process, which means that designers go back to certain phases, again and again, to refine their designs and create the best possible product for their intended users.*



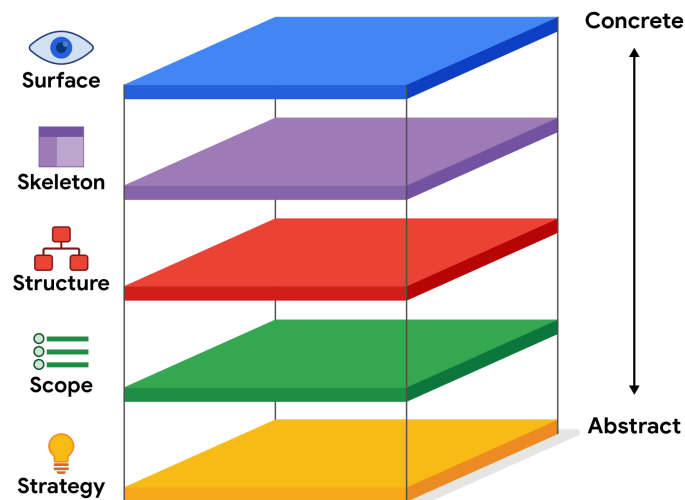
Here are the key steps in the user-centered design process:

- **Understand how the user experiences the product** or similar products: You want to know how users will engage with your design, as well as the environment or context in which they'll experience the product. Understanding this requires a lot of research, like observing users in action and conducting interviews.
- **Specify the user's needs:** Based on your research, figure out which user problems are the most important to solve.
- **Design solutions to those user problems:** Come up with lots of ideas for designs that can address the user problems you've identified. Then, start to actually design those ideas!
- **Evaluate the solutions you designed against the user's needs:** Ask yourself, "Does the design I created solve the user's problem?" To answer this question, you should test the product you designed with real people and collect feedback.

In the above diagram, we notice how the arrows in the diagram indicate circular movement. This illustrates the iterative quality of the user-centered design process. Designers go back to earlier phases of the process to refine and make corrections to their designs.

## #2: THE FIVE ELEMENTS OF UX DESIGN:

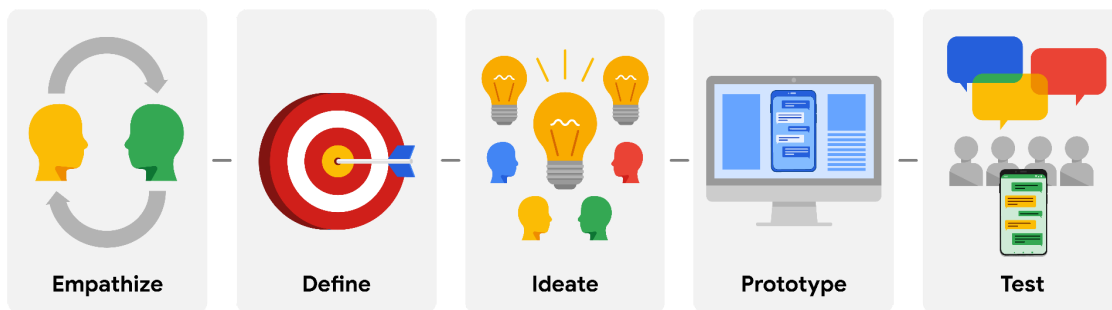
*The five elements of UX design is a framework of steps that UX designers take to turn an idea into a working product. The five elements are, from bottom to top: strategy, scope, structure, skeleton, and surface.*



- **Strategy:** The bottom layer is strategy, where you lay a foundation of your design goals. These goals are based on user needs and the business objectives for the product.
- **Scope:** The next layer is scope, where you determine the type of product you're building. At this point, you will consider the kind of features and content you want to include in the product.
- **Structure:** The middle layer is structure. Here, you'll figure out how to organize your design and how you want users to interact with the product.
- **Skeleton:** The skeleton is the layout of the product. Just like the layout of our bones shapes our skin, the skeleton layer details how your design works – and like a skeleton, users won't directly see its inner-workings.
- **Surface:** The top layer, surface, represents how the product looks to the user. The surface represents the interface that users view and interact with. Think of the surface like the clothes or makeup you wear that are visible to the outside world.

### #3: DESIGN THINKING PROCESS:

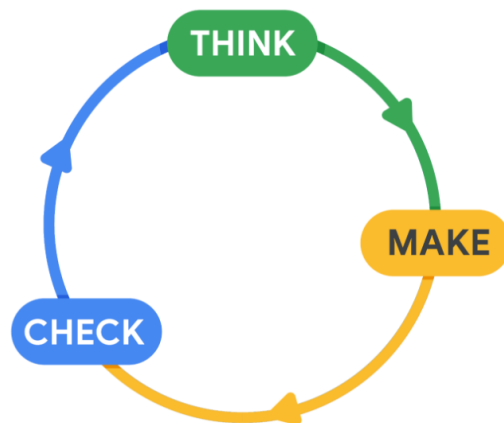
*Design thinking is a user-centered approach to problem-solving. It helps designers create solutions that address a real user problem and are functional and affordable. There are five phases in the design process: empathize, define, ideate, prototype, and test.*



- During the **empathize** phase, the goal is to understand users' needs and how users think and feel. This involves a lot of user research, such as conducting surveys, interviews, and observation sessions, so you can get a clear picture of who your users are and the challenges they are facing.
- In the **define** phase, you'll create a clear problem statement, or a description of the user's need that your designs will address, based on your research findings. This will drive your team toward a clear goal for the design of the product.
- Once you land on a user problem and establish why it's an important one to solve, it's time for the **ideate** phase. The goal of ideation is to come up with as many design solutions as possible.
- Once you have an idea of how to solve the problem, you're ready to enter the **prototype** phase. A prototype is an early model of a product that demonstrates its functionality.
- During the **test** phase, users provide feedback about your designs, before the product is built by engineers and launched to the public. You can use this feedback to make changes and improvements to your designs, as many times as you need.

### #4: LEAN UX:

*The Lean UX process focuses on reducing wasted time and resources, and producing a workable product as soon as possible. The process is iterative, meaning the team continues to update and make revisions to the product as they gather user research and stakeholder feedback.*

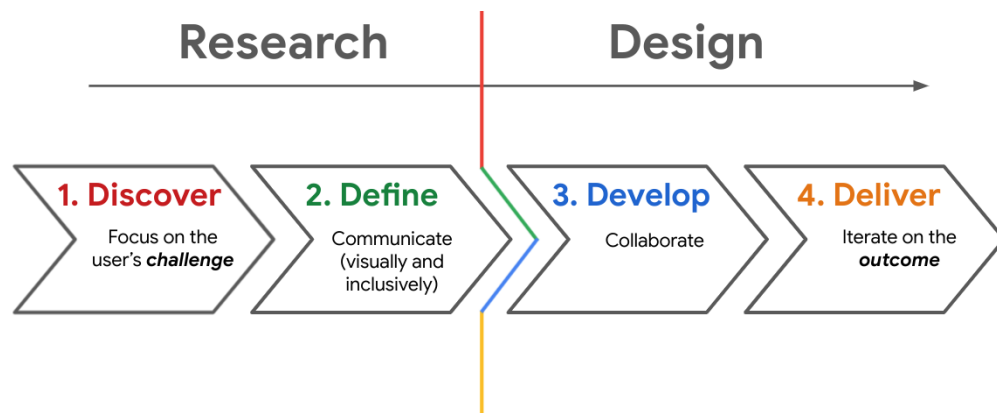


The Lean UX process is broken into three steps:

- **Think-** Explore the problems that users are experiencing and consider how you could solve them with your design. This step is all about gathering research, so you can form a clear idea of who the product is for and how it will help them.
- **Make-** Start designing the product by creating sketches, wireframes, and prototypes. You'll also create a minimum viable product, or MVP for short, which is a simple prototype of your designs that you can test with the target audience. Be prepared to go back and update your prototype as you gather feedback!
- **Check-** Find out how users respond to your design and gather feedback from project stakeholders. Make adjustments to your designs accordingly, and repeat the three steps again, if necessary.

#### #5:DOUBLE DIAMOND:

*Double Diamond is a more traditional UX process, which breaks down UX design into two main phases (or “diamonds”): research and design. Each phase has two steps. When combined, these are the four steps:*



- **Discover the problem**- Gather information about potential issues users are facing.
- **Define the problem**- Filter through the data, and focus on the main issue your product aims to solve.
- **Develop solutions** for the problem- Begin designing your product as a work in progress. This is where wireframes and prototypes come into play.
- **Deliver the product**- Review and test your product to prepare it for release.

## Conclusion

Most UX designers follow a specific framework or process when approaching their work, from the first idea all the way through to the final launch of a product. Every designer and every team is different, so it's helpful to have a solid understanding of each framework before you start designing. Even if your team doesn't follow one of these processes, understanding how each one works and why it is used is invaluable.