UI/UX DESIGN PROCESS

- UX Design Process
- Design Thinking

UX Design Process

Proses iterasi design untuk dapat meningkatkan Usability dan Interface Design yang lebih menarik

To Do List
UX Design Process

1. Finding problem from User/Business perspective
2. Collecting & arrange data from User/Business
3. Idea brainstorming base on problem and data
4. Create Design solution
5. Testing Design Solution

Stakeholders Involved

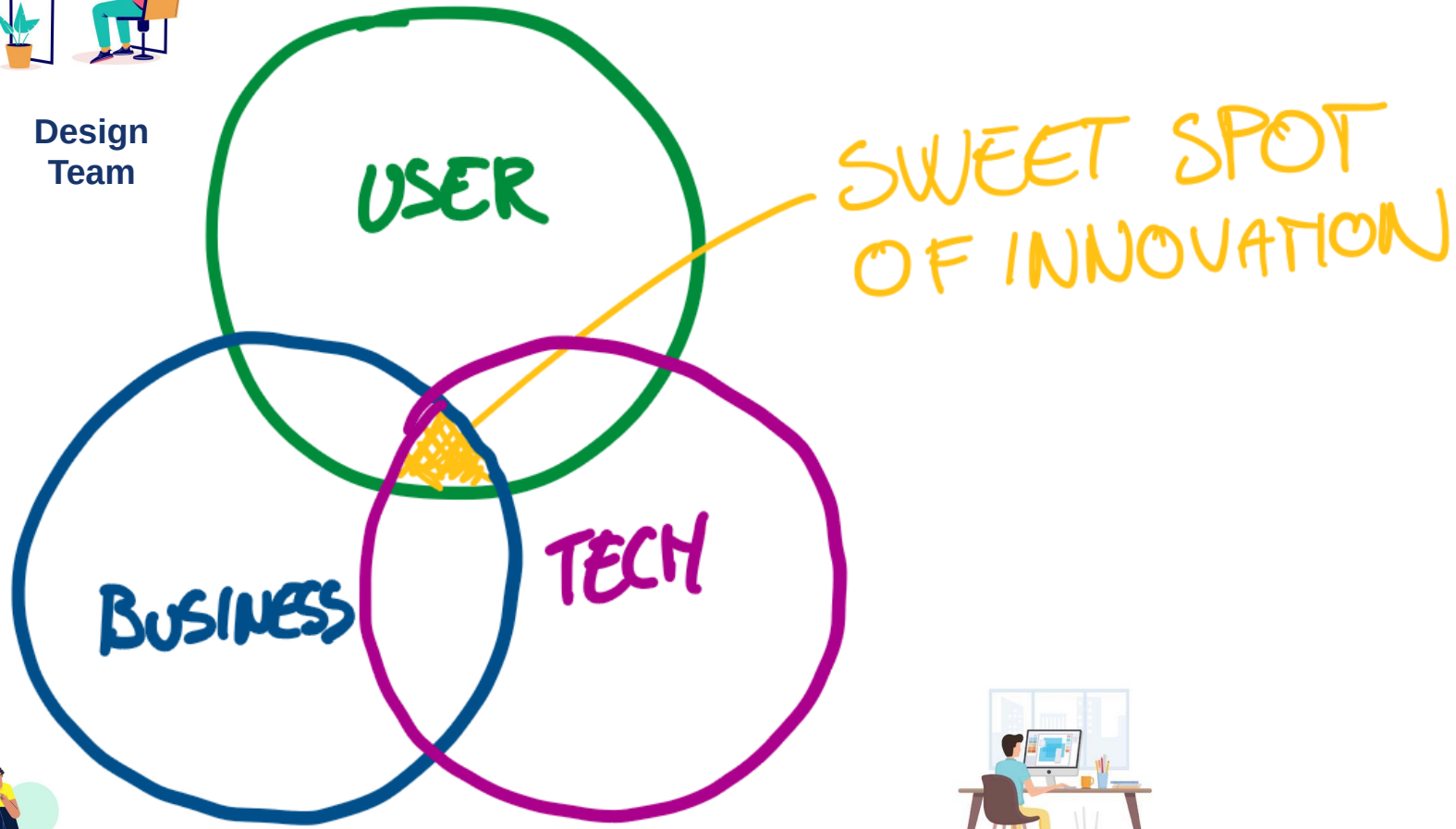
Design Team

Product Team

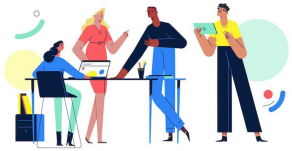
Software Engineering

Sponsor

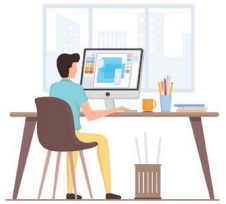
Design Team



Product Team



Sponsor



Software Engineering

User experience design process

START

Research

Meet the User

- User Demographics
- Define User Goals
- Define User Challenges
- Define Metrics & Form Hypothesis

Empathize

Be the User

- User Persona
- User Scenarios
- User Testing
- User Experience Map

Create

Make it Simple

- Wireframes
- Moodboard
- Mock-ups
- Style Guide

Test

Data Don't Lie

- Usability Tests
- Review Metrics
- Track Usage
- Inform Next Iteration

Develop

Stick to the Design

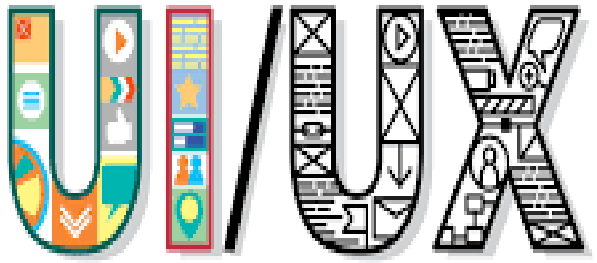
- Usability Tests
- Review Metrics
- Track Usage
- Inform Next

UX Design Process

User Centered Design

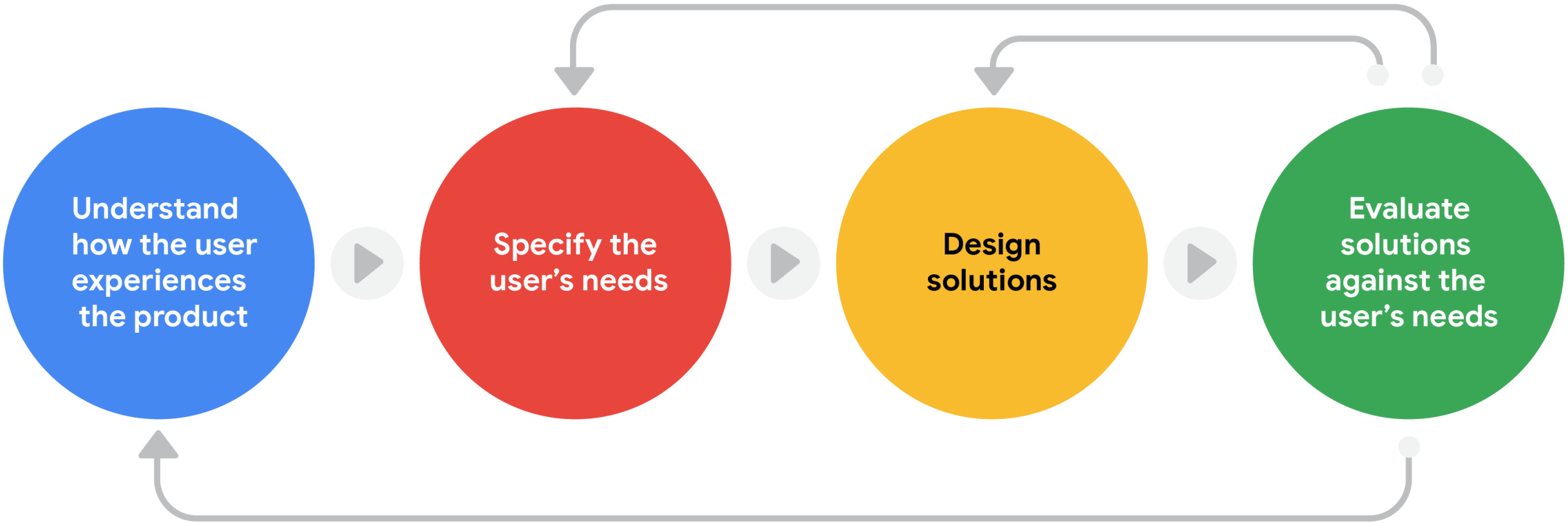
Design Thinking

Design Sprint

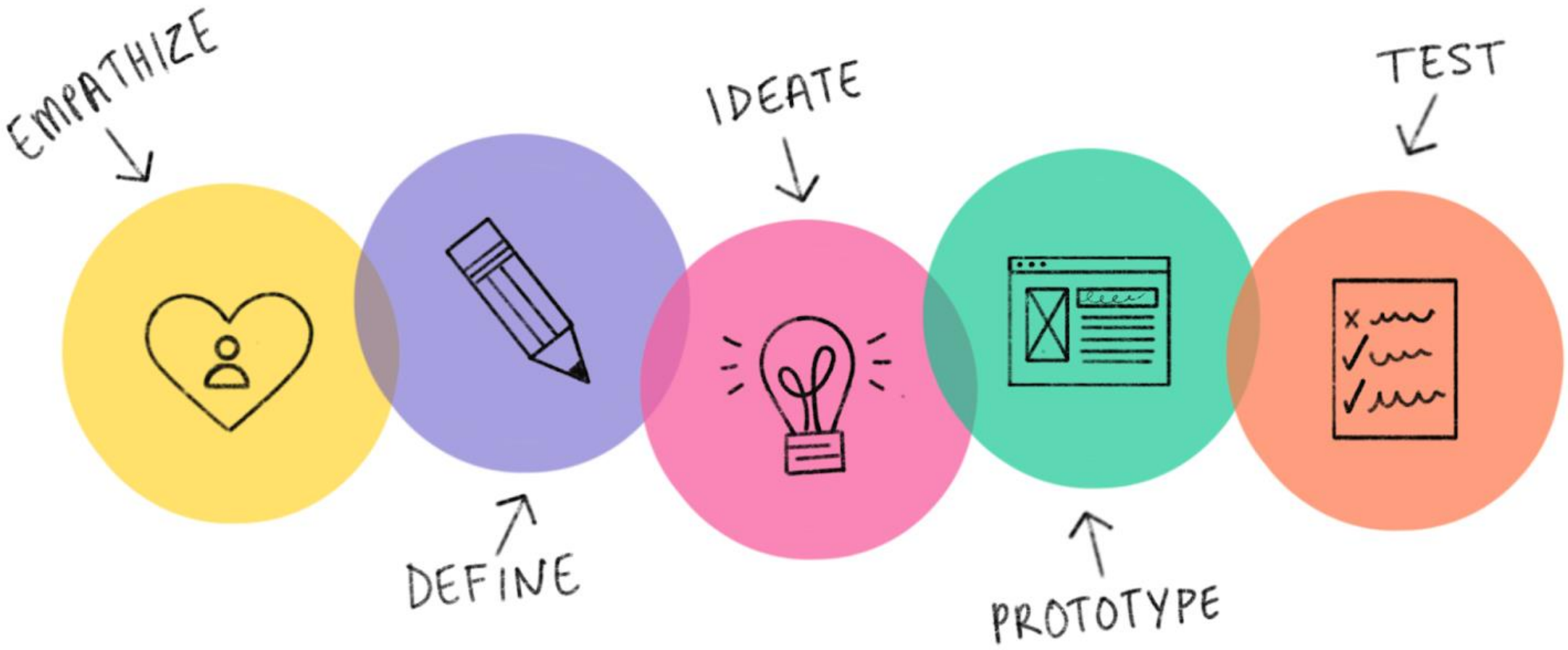


Lean UX

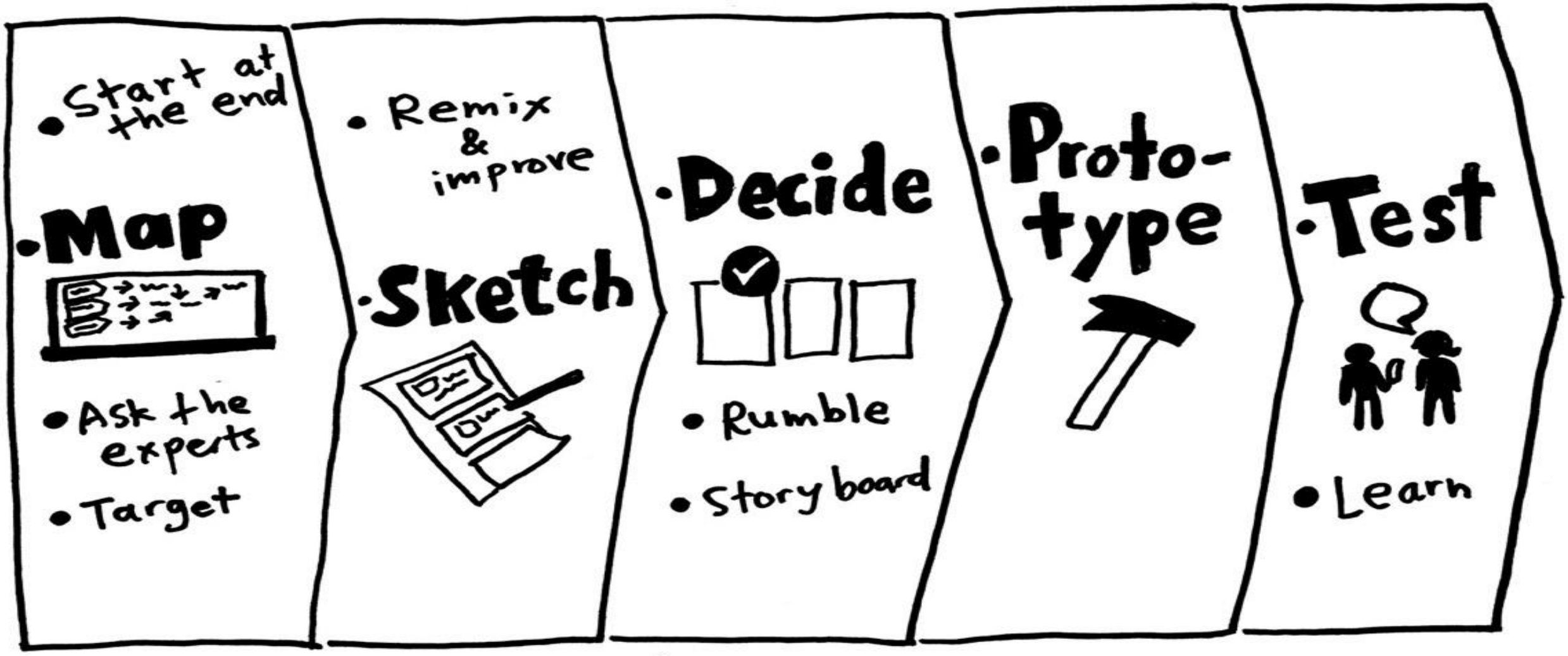
User Centered Design



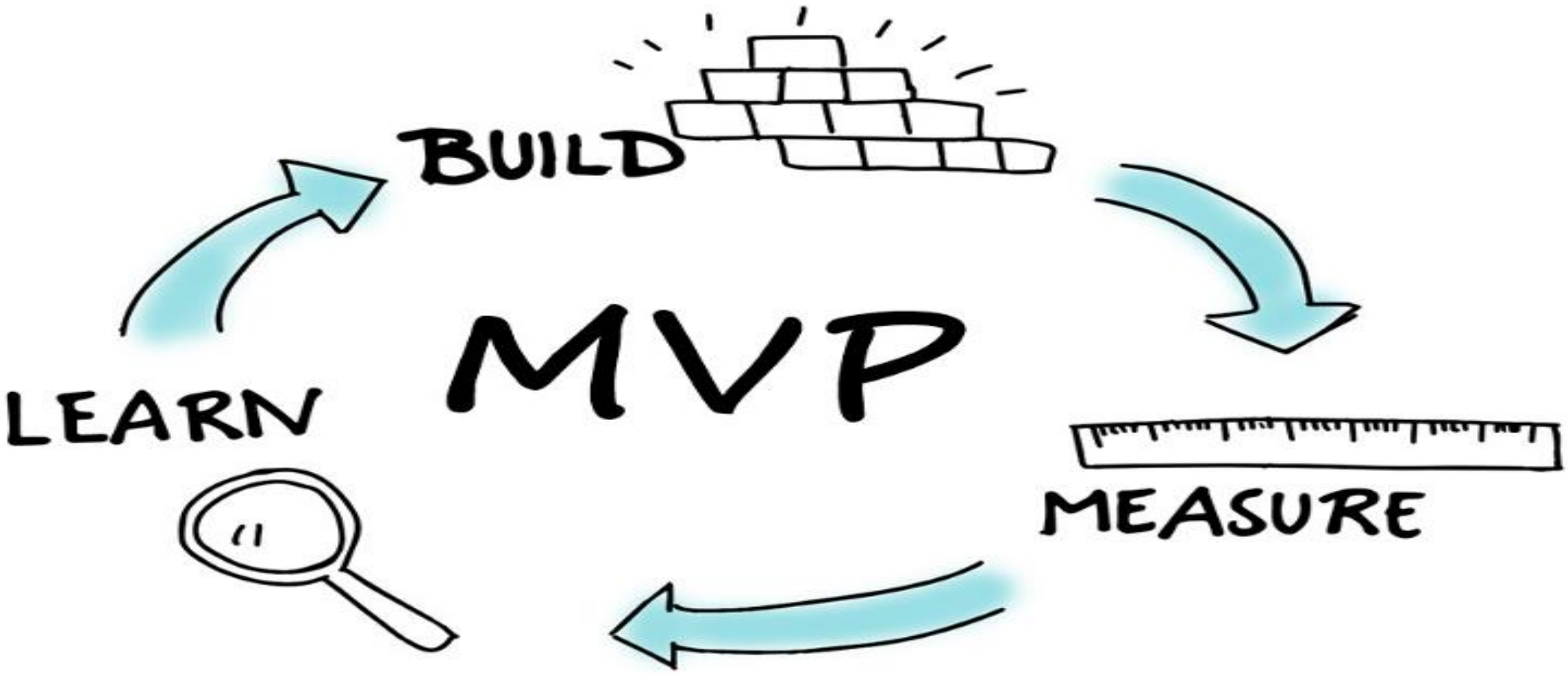
Design Thinking



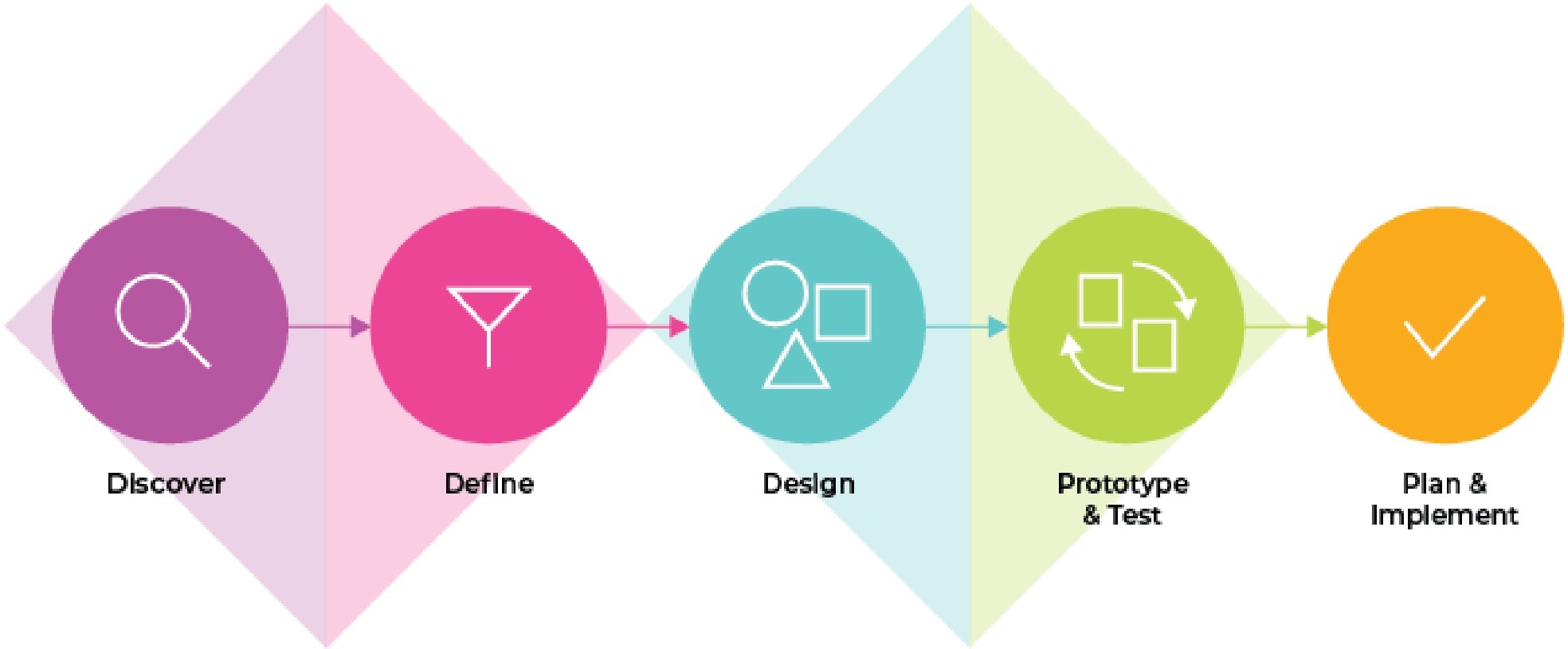
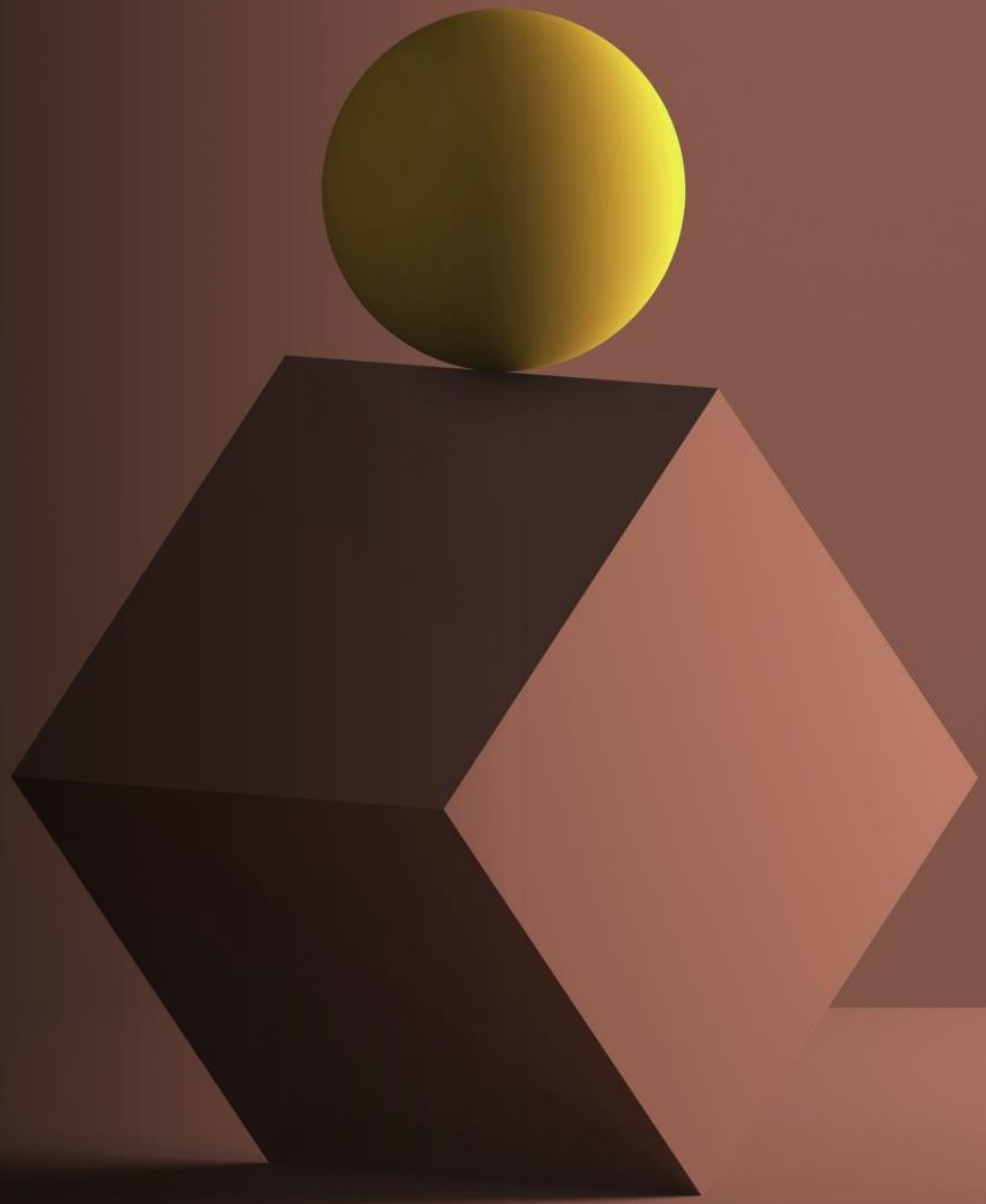
Design Sprint



Lean UX



Human-Centered Design



Thank You