User Research – Fervor

Before and after developing the application, user research is the main thing required to be done, because it puts you in the user’s shoes, and helps you to understand the user in a better way. Ultimately, the application will be developed effectively and the user’s goal is achieved. The following are the types of user research done before and after developing the app.

**Before Development:**

1. Creating User Personas: Before even starting with the ideas, the very first thing to start with is to understand the user requirements. This helps to imagine how the application should be, to meet the user requirements. Therefore, creating user personas is one of the ways to understand the user requirements.
2. Creating User Cases: User cases are nothing but the user stories, which let us know how the user uses the application once it is developed. The feedback we get through these user stories helps us to improve the application.
3. Analyzing Competitors: If there is a similar application already developed, and then you need to think, what makes your app better than that? This is why analyzing the competitors is important.
4. Checking the Latest UX Trends: Designing the application with the latest UX trends in equally important like any other phase of application development. Latest UX trends attract the users in using the application.
5. Following Guidelines: While designing the applications, following the guidelines is essential, because it makes sure that we are going in a right way.

**During Development:**

1. Gathering Ideas: Now gather the ideas for the implementation of the application. More the ideas, better the functionality of app.
2. Creating Wireframes: Now create and evaluate the wireframes maintaining the latest UX trends. Make sure that the colors, fonts, icons, etc., are used properly with a proper opacity.
3. Making the Prototype: While creating the prototype, make sure that the flow is user friendly. The Interface should not be skeptical.
4. Implementing the Functionality: When you are done with the prototype, check for the improvements, which can be done, in the functionality, which improves the user experience.

**After Development:**

1. Heuristic Analysis: After the application is developed, conducting the heuristic analysis helps us to get the flaws, and user’s problems with the app. This analysis can be done by asking set of questions by keeping yourself in the customer shoes. The other way of doing this conducting one-on-one interviews of the customers who are using the application.
2. Creating audit reports: After the analysis is done, create the reports of the results, which can help us to do some improvements in the application.
3. Identifying Improvements: With the help of the heuristic analysis and audit reports, we can identify the improvements, which can be developed in the application.

I followed this User Research procedure in designing the application FERVOR. This helped me to change the user interface to better.