INTEGRATING UX IN THE SDLC

Vlad Chiratcu

UX Expert with 15+ years shaping digital landscapes

Did you know that **88% of online consumers** are less likely to return to a site after a bad experience?

AGENDA

Introduction to UX Content
Diving deep into the realm of User Experience and its significance.

Why UX Matters Content
Exploring the business and user-centric importance of good UX.

UX & SDLC Relationship Content
Understanding the harmony between UX processes and the SDLC.

User-Centered Design (UCD) Overview Content
The core principles that drive user-centric design processes.
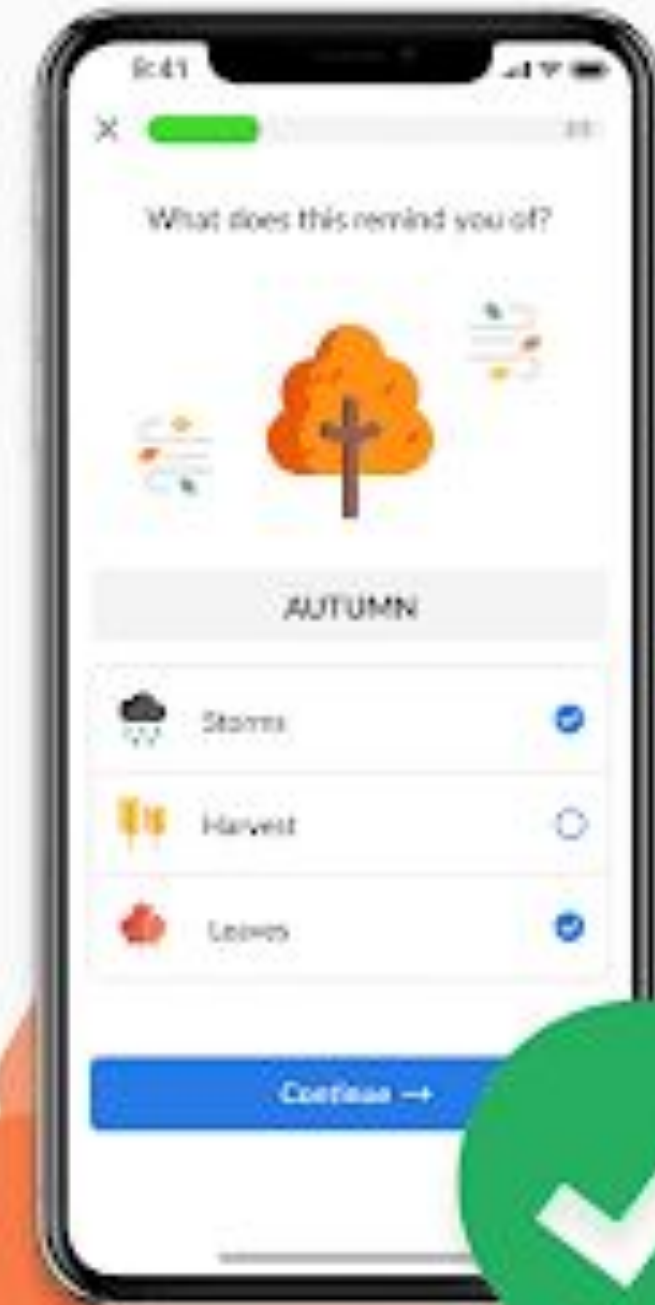
Essential UX Tools & Techniques

Quick Usability Testing on Airbnb

Quiz, Questions and Discussions

UNDERSTANDING UX

User Experience (UX) encompasses all aspects of a user's interaction with a product, system, or service. It's not just about how something looks, but how it feels, how intuitive it is, and how effectively it meets the user's needs and expectations.

DISTINCTION BETWEEN
UX AND UI

While often used interchangeably, UX and UI are distinct. UX (User Experience) is about the overall feel and effectiveness of the experience. UI (User Interface) is about the specific assets and design elements users interact with. Think of UX as the "why" and "how" and UI as the "what."
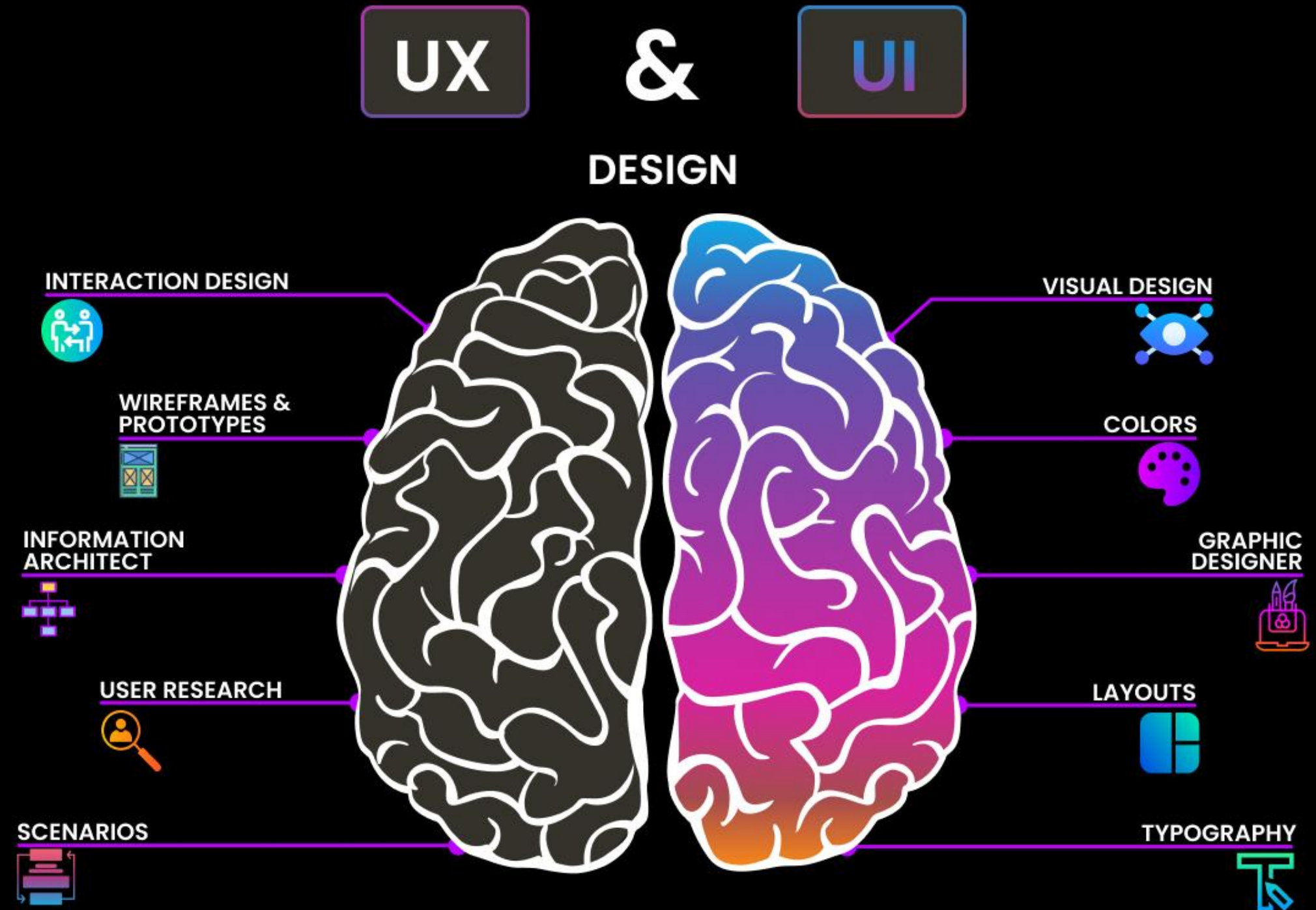
WHY UX MATTERS

Business Perspective

A well-executed UX can increase user retention, boost conversion rates, and even command premium pricing due to perceived value.

User Retention

Users are more likely to return to a product or service that offers a pleasant and intuitive experience. Conversely, bad UX can lead to churn.

Cost Efficiency

Investing in UX upfront can reduce costs in the long run. Good UX can lead to fewer revisions, reduced customer service complaints, and less spent on marketing to regain lost users.

Brand Reputation & Trust

A strong UX fosters trust. Users are more likely to trust (and recommend) brands that offer a seamless and user-friendly experience.

Competitive Edge

In a market saturated with options, UX can be the differentiator. Users often opt for products that offer better experiences, even if other features are similar.

UX & SDLC RELATIONSHIP

Both UX and SDLC aim for a successful end product. While SDLC focuses on the process of software creation, UX concentrates on the user's journey within that software.

How each phase of the SDLC has a corresponding UX activity. For instance, the 'Design' phase in SDLC aligns with 'Prototyping' in UX.

Integrating UX within the SDLC ensures that user considerations are not an afterthought, leading to products that resonate better with the end-users and require fewer revisions.

Address common obstacles in merging UX processes with SDLC and potential solutions. E.g., "Challenge: Different timelines. Solution: Parallel sprints for design and development."
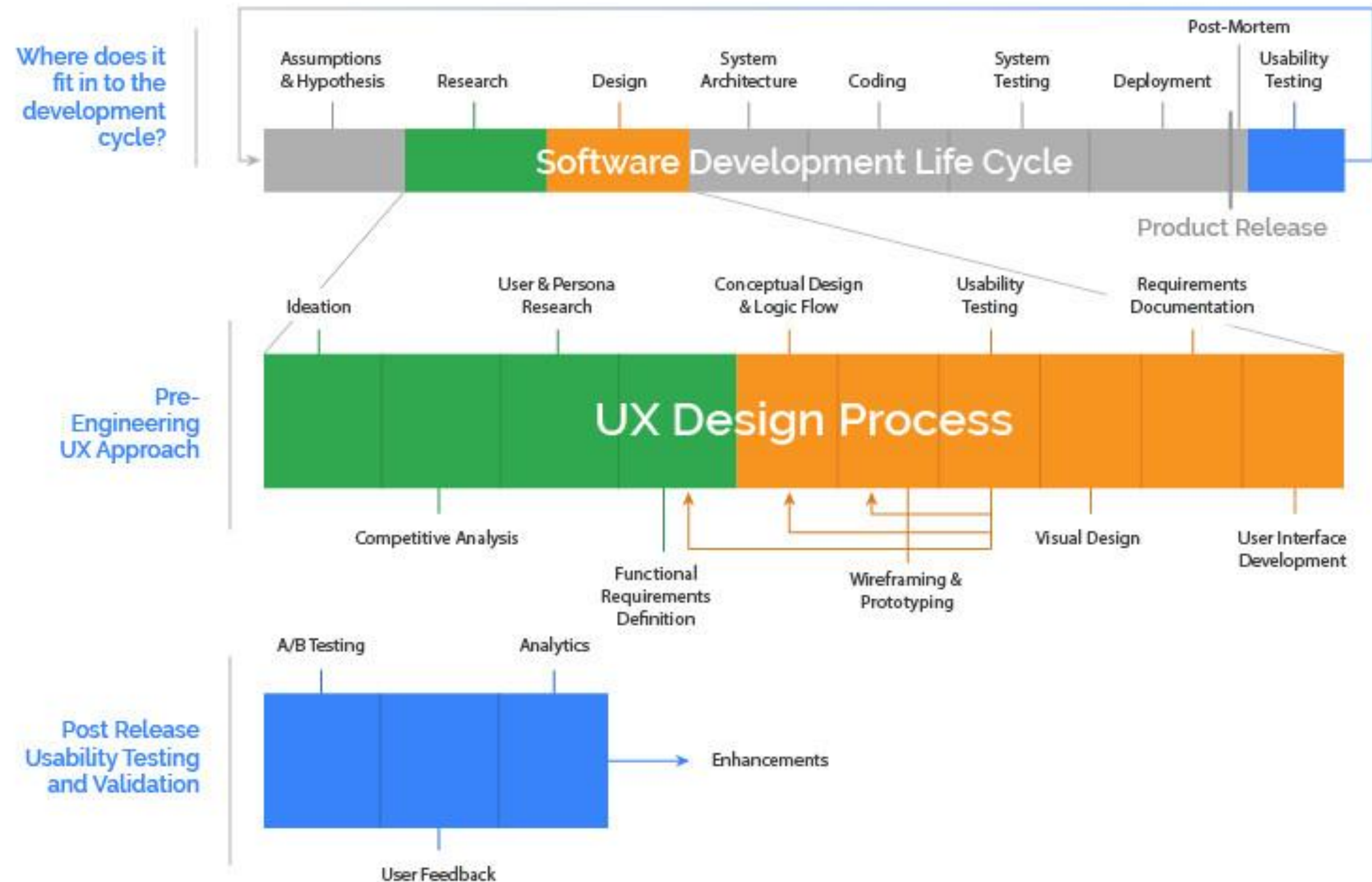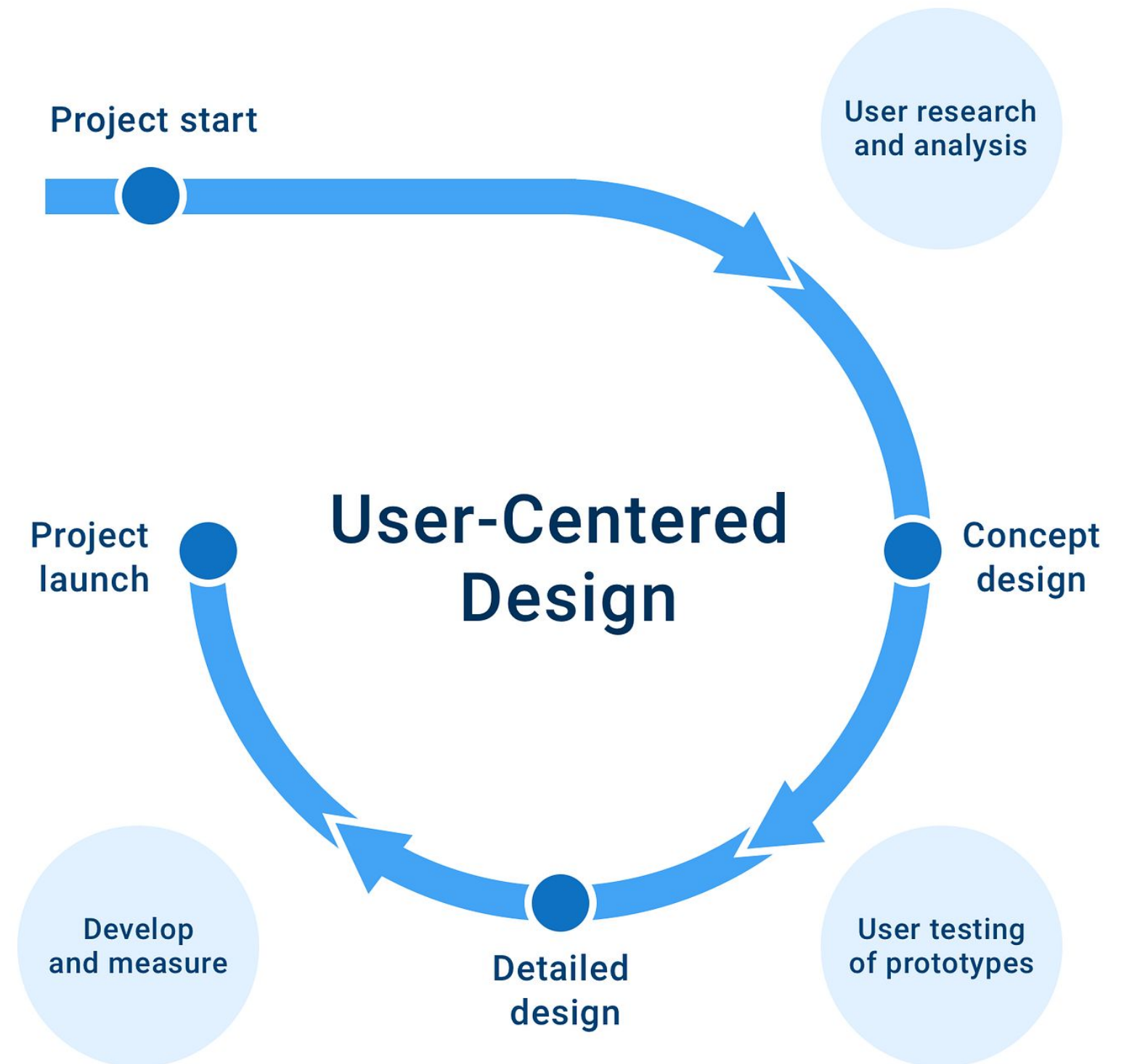
USER-CENTERED DESIGN (UCD) OVERVIEW

User-Centered Design is an iterative design approach that places the user at the core of the design process, ensuring the product is tailored to fit their needs, preferences, and conditions.

- **Understanding user needs**
- **Evaluating designs with users**
- **Iterative design**

By focusing on users from the outset, products are more intuitive, require less training, and have improved user satisfaction and adoption rates.

Project start

User research and analysis

User-Centered Design

Project launch

Concept design

Develop and measure

Detailed design

User testing of prototypes

Stage 1: **Understand**

Understand the User

Since designing for the user experience is all about addressing your
user's pain points, we need to answer the following question:

What issue are we trying to solve for the user?

Understand the Brand

We also need to know how the project aligns with the brand's mission and goals. This is why we need to understand:

How does the project align with the brand?

Stage 2: **Research**

After we understand the business needs of the project and we know what questions we try to solve, then we need to conduct research.

The most dangerous thing that we can do as designers is not challenge the assumptions. Good user research challenges all the initial assumptions and give us valuable feedback.

We use the following methods to do research:

1. **1:1 User Interviews**
2. **Surveys**
3. **Analytics platforms (Google, Firebase, Hotjar)**

Stage 3: **Analyze**

In this stage, all the information that we gathered in the previous stages will be analyzed and figure out the most important elements.

After we write down all the information that we collected during research phase, we will transform them into two key elements:

1. **User personas**
2. **User journey maps**

Stage 4: **Design**

Only now we can talk about things like colors, fonts and making the logo bigger. What it means is that in this stage we will build things like:

1. **Site map**
2. **User flow**
3. **Wireframes**
4. **Mockups**
5. **Imagery**
6. **Icons**
7. **Colors**
8. **Design System**

Tools:
Figma, Sketch, and Adobe XD

Stage 5: **Launch**

After designing and redesigning until all the parties involved are happy, we are going to reach a point where all the assets are ready to ship.

This means it time for the developers to implement the design and make everything functional.

But this doesn't mean our job is done. There are still things that needs to be done like:

1. **Usability testing -** observing the target audience using the actual program;
2. **Beta launch -** releasing the app only to a limited number of users with the goal of finding issues and cleaning them up

User testing platforms, A/B testing tools, and heatmaps.

Stage 6: **Analyze Again**

Once the product is launched, it's time for another round of analysis.
But instead of looking at the research results, we are going to take a look on the final product and ask a few questions:

- Where did our process go right? Why?
- Where did we struggle? Why?
- How are our users responding to the product?
- Did it solve their issues and pain points?
- Where we can improve the product?
- What lessons can we take away from this process for future products?

UI/UX BEST PRACTICES IN DEVELOPMENT

CASE STUDIES

QUICK USABILITY TESTING
ON AIRBNB

THANK YOU!
Quiz & Q&A time