

Thinking as a Designer

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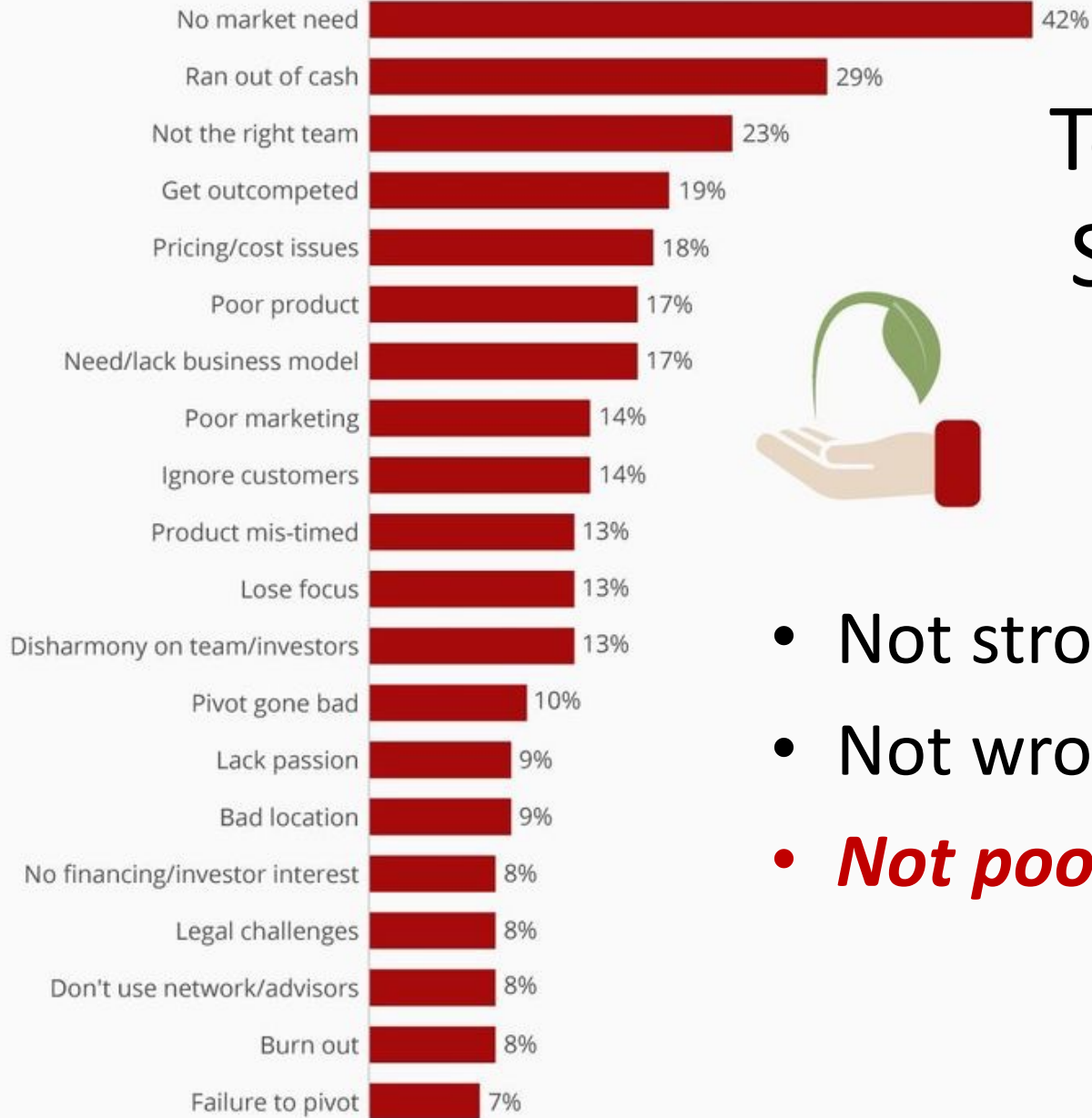
The Path to Disaster



Let's imagine:

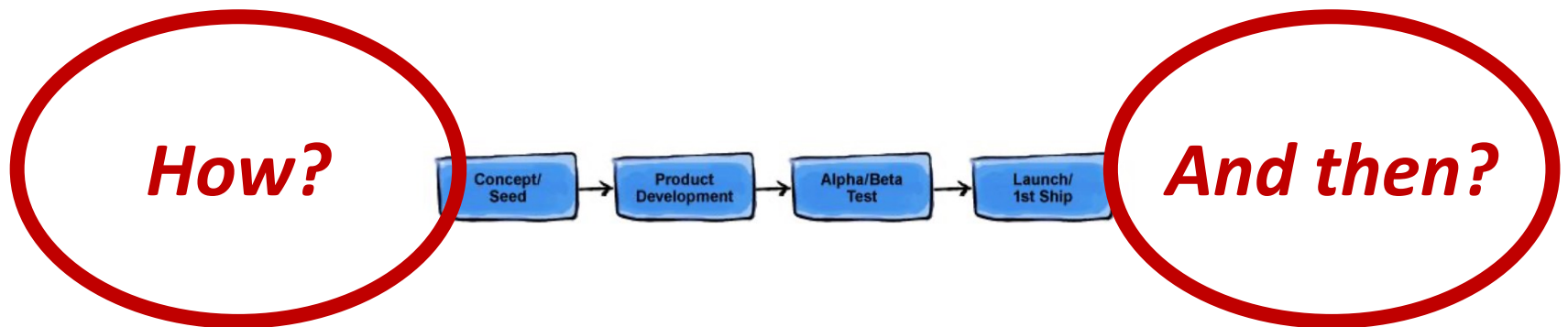
You have finally launched your
product...

Tops Reasons Startups Fail



- Not strong competitors
- Not wrong pricing
- ***Not poor product***

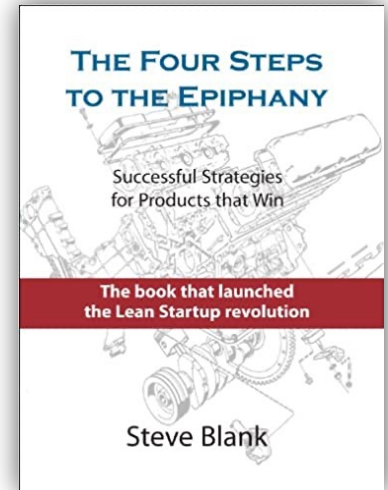
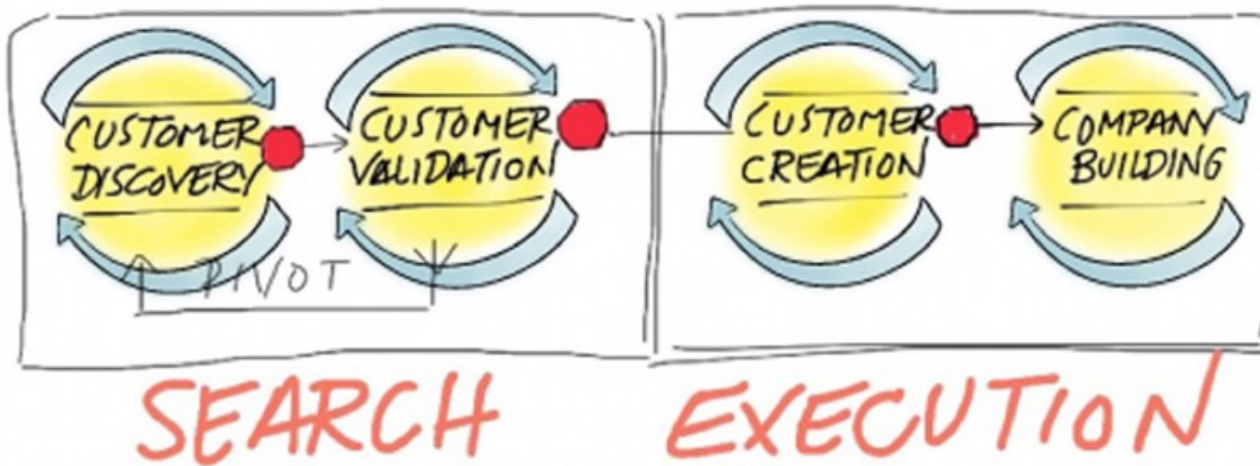
What's Wrong?



- No, your **don't** have a really good idea or spec
- No, your user/customer will **not** come automatically

What would you do *in the beginning*?

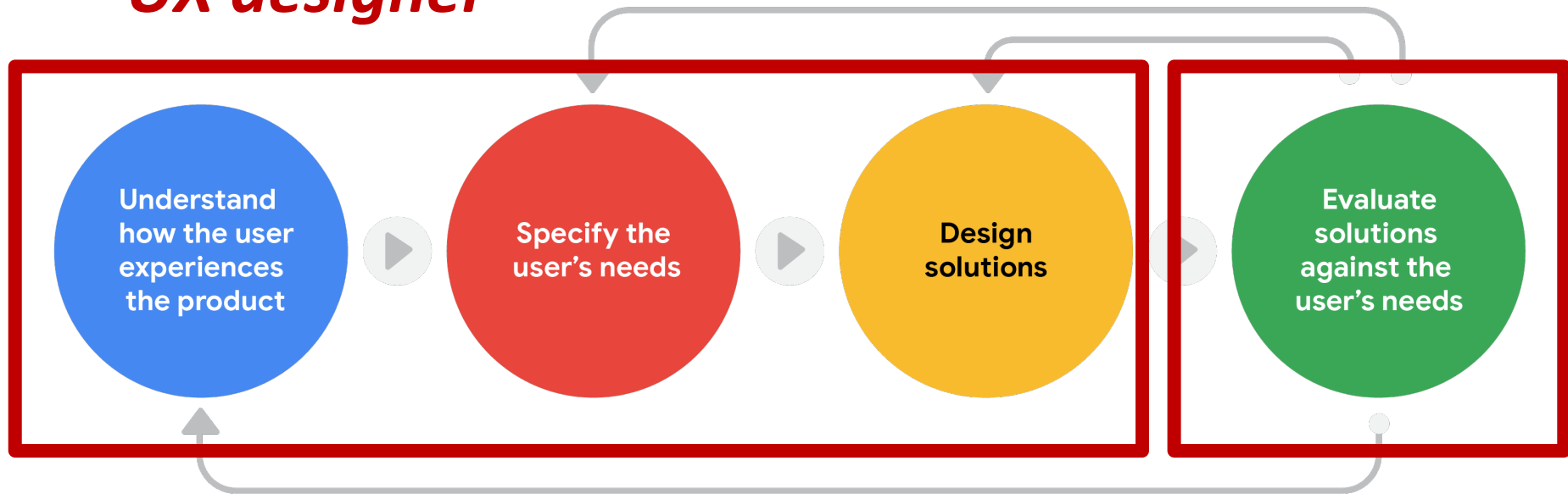
Iterate Eeverything



- Iterate, learn, and then improve (or pivot)

(Iterative) User-Centric Design Process

UX designer

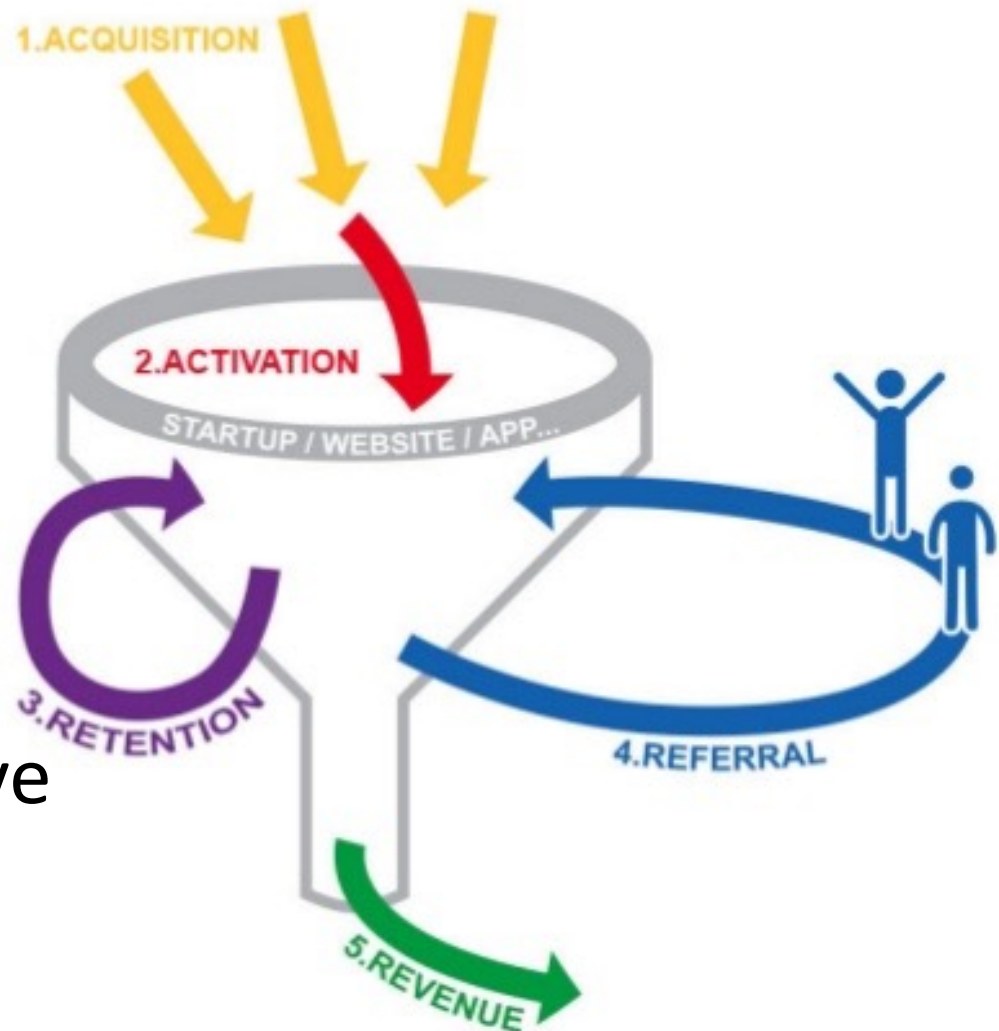


UX researcher

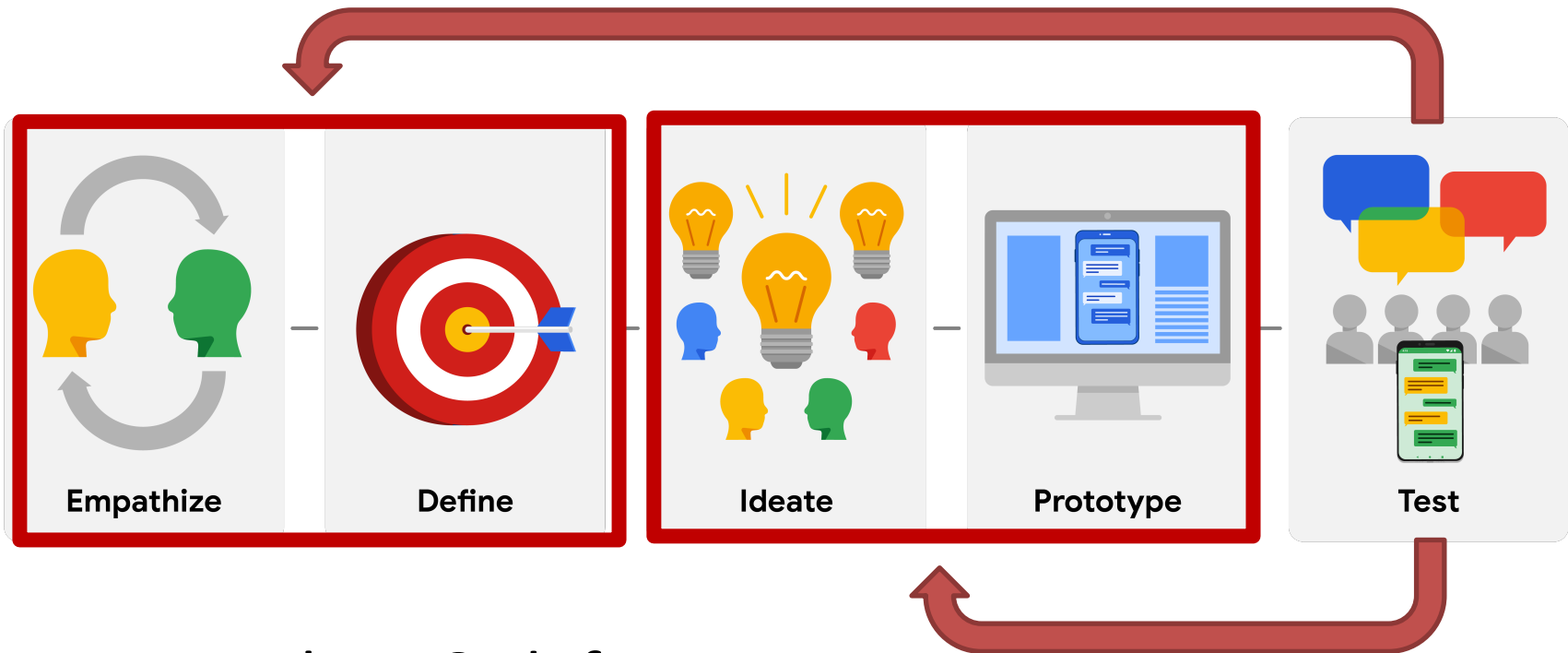
- You play both roles in this class

(Iterative) Lean Execution

- User funnel
 - **A**cquisition
 - **A**ctivation
 - **R**etention
 - **R**eferral
 - **R**evenue
- Iterate to improve the funnel



Outline for Parts I & II



1. Empathize & define

- Understand user's needs and define the problem to solve

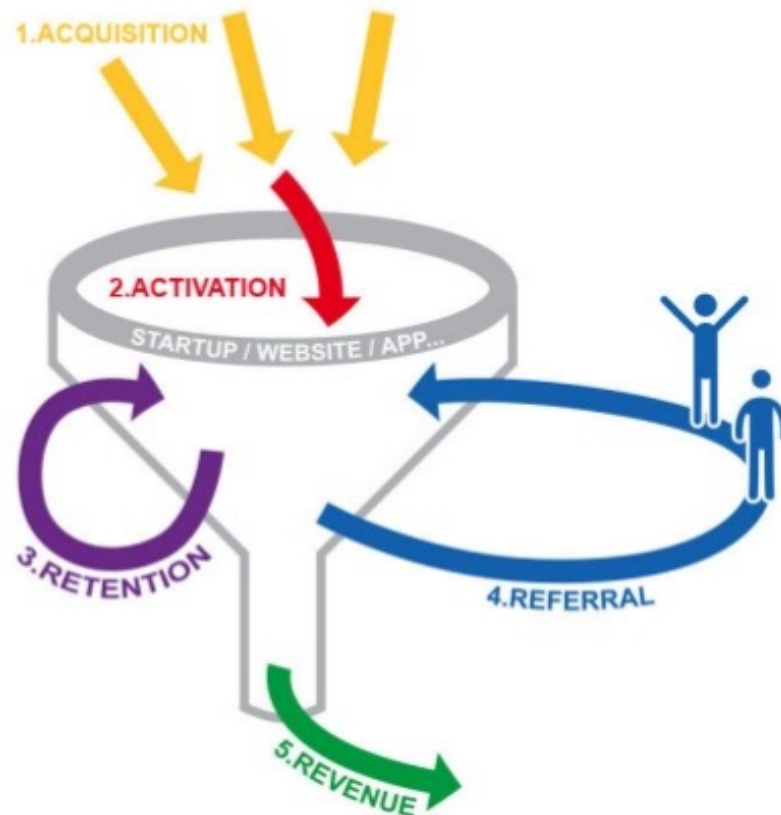
2. Ideate & prototype

Outline for Parts III & VI

3. Design for retention & growth

4. Using data

- Analytics
- Intelligence



What is a Good UX?

- Usable
 - Is the product easy to use?
- Equitable
 - Can the product be used regardless of background, gender, race, or ability?
- Enjoyable
 - Does the product create a positive connection with users?
- Useful
 - Does the product solve user problems?

Note: Users \neq End Users

- Users
 - Any person who uses a product
- End users
 - Specific audience you create product for
- A good UX makes the end users happy

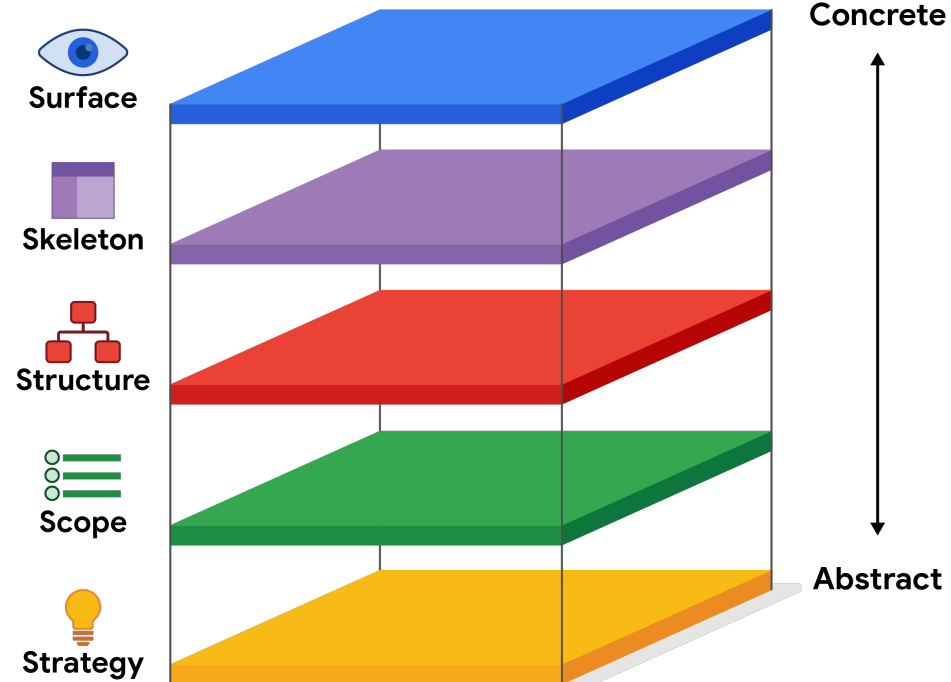
Note: UX ≠ UI

- Strategy
 - How to help users reach their goals?
 - How to reach marketing or business goals?

- Scope
 - What features to include?
 - What not to?

- Structure
 - Navigation system?
 - Transitions?
 - Notifications?

- Skeleton
 - Layout of each page/screen?



Assignment: End Users & Personas

1. Select a topic
2. Download and try out relevant apps
3. Describe your hypotheses about the end users using FigJam
 - It's free for students
 - Follow the “User research activities” template



Come out 3 Personas

- Architype
- Background
- Motivations
- Goal & needs
- Frustrations
- Channel
- Scenario

Persona



Name

| | |
|---------------|---|
| ARCHETYPE | A title to describe the person based on their actions, for example "The Hobbyist", "The Adventurer", "The Specialist" |
| BACKGROUND | Frame your user a bit with some more information. Identify their age, gender, location, habits, or profession. |
| MOTIVATIONS | What motivates the person to use this product? |
| GOALS & NEEDS | What does the user want to accomplish? |
| FRUSTRATIONS | What is standing in her way? |
| CHANNEL | Through which channel can we reach the user? Which websites, apps, stores, social media? |
| SCENARIO | Write out a description of the scenario or activity involving your user. |

What Topics?

- Study apps
 - Flashcards
 - Focus or Pomodoro techniques
- Habit-forming apps
 - Daily planner, to-do lists
 - Exercise / fitness
 - Tracking / motivation
- Meditation / calming apps
- Or any topic interesting to you *and classmates*