



chapter – 8

UX Design Process





<p>STEP 1 – Discover</p> <p>Problem Statement</p>	<ol style="list-style-type: none">1. Write at least 5 problem statements2. Write using 4W+H Method3. Write only 2 W's Who is the user, and what is their problem?
<p>STEP 1 – Discover</p> <p>User Journey</p>	<ol style="list-style-type: none">1. Create a user journey based on selected problem statement.2. How the user achieve / performing the task in real life without using the app.3. Create using Paper and Sketch / Use Template / Whiteboard tools4. You can create user journey after conducting a research also.
<p>STEP 3</p> <p>Empathize</p>	<ol style="list-style-type: none">1. Empathize is a 1st stage in Design thinking process.2. In this stage, you will kick start the research.3. you will conduct Quantitative and Qualitative research.
<p>STEP 3.1</p> <p>Quantitative Research</p>	<ol style="list-style-type: none">1. You will kickstart Quantitative research.2. First you have to Identify the Competitor. Mostly direct competitor.3. Collect reviews & feedbacks from Google, Playstore, App store, Quora, Mouth Shut, TrustPilot and more.



<p>STEP 3.2</p> <h2>Qualitative Research</h2>	<ol style="list-style-type: none">1. You will conduct a research with real users.2. 1st step you will prepare the questionnaire for research.3. prepare questionnaire based on your user journey, Quantitative research, sample questions of mobile buying activity and technology questions4. Identify the users from your team / batch / alumni / friends / relatives5. Conduct the research with users of minimum 3 to 5 persons.6. Record the entire conversation.
<p>STEP 4.1</p> <h2>Define – Empathy Map</h2>	<ol style="list-style-type: none">1. Define is a 2nd stage in Design thinking process.2. In this stage you will prepare an empathy map based on the qualitative research. (User Research).3. You need to collaborate with your team to preparing an empathy map for each user.
<p>STEP 4.2</p> <h2>Define – Persona</h2> <p>Preparing persona based on Qualitative research (User Interview)</p>	<ol style="list-style-type: none">1. Preparing a Persona based on Empathy map.2. if more than 60% to 70% of the statements are common from different users, you can create one persona..3. you need to collaborate with your team to preparing a persona.



<p>STEP 4.3</p> <h2>Define - Persona</h2> <p>Preparing persona based on Quantitative research (Competitor Reviews / Feedbacks)</p>	<ol style="list-style-type: none">1. Best practice to preparing a persona will be based on the user research.2. Most of the companies are not practising this method. They had prepared the persona from Quantitative research.3. if you don't have 3 personas, then you can prepare 1 persona from Quantitative Research
<p>STEP 5.1</p> <h2>Ideation - User Story</h2>	<ol style="list-style-type: none">1. Ideation is a 3rd Stage in Design Thinking Process.2. You have to work on the solution.3. Prepare user stories from Personas Goals and Frustrations Statements4. Keep the unique user story. Sometimes, 2 different personas are having the same goal or frustration. We need to avoid the repetition in user story
<p>STEP 5.2</p> <h2>Ideation - Workshop</h2>	<ol style="list-style-type: none">1. Once you prepare the user stories, conduct the brain writing workshop with your team members.2. read the persona..3. read one user story and ask your team members to write down the solution for the user story4. 3 to 5 mins time, your team members will be sharing their ideas for the user story.5. Repeat the same for all user stories and complete the workshop.



<p>STEP 5.3</p> <p>Ideation – Scope Document</p>	<ol style="list-style-type: none">1. Once you complete your ideation workshop, you have to prepare a scope document.2. you can select the ideas on your own.3. You can select more than 1 ideas for one user story. You will have 2 to 3 features for 1 user story. (This will happen sometimes)4. You have 1 feature for more than 1 user story. (This will happen sometimes)5. You have to include general features like login, notifications, settings based on the user technology behaviour.
<p>STEP 5.4</p> <p>Ideation – IA</p>	<ol style="list-style-type: none">1. To prepare an Information Architecture, you can follow 2 methods.2. 1st Method: You can conduct a card sorting workshop with your team members, and prepare IA3. 2nd Method: Based on the Priority / Frequency you can create your IA. Refer your competitor menu system too.
<p>STEP 5.5</p> <p>Ideation – User Flow</p>	<ol style="list-style-type: none">1. You can create user flows in 2 methods.2. 1st Method: You can prepare a user flow based on IA.3. 2nd Method: Task Flow You can create a Task flow for your primary objective of the project.



<p>STEP 5.4 & 5.5</p> <p>Ideation - Note</p>	<ol style="list-style-type: none">1. There is no definitive rules for preparing IA and user flow order.2. If you are working with a new product, if they don't have desired menu items in hand, you can start with task flow / user flow then work on IA.3. If you are revamping of an existing product, you start with IA, then user flow / task flow.
<p>STEP 6</p> <p>Prototype</p>	<ol style="list-style-type: none">1. Prototype is a 4th stage in Ideation Workshop2. You have to create a wireframe in paper.3. Once wireframe done, using Prottapp to convert the wireframes into clickable prototype.4. once done prototype, share the same to your team and get their feedback.
<p>STEP 7</p> <p>Test</p>	<ol style="list-style-type: none">1. You can conduct the test in any stage. It could be clickable wireframe (Prottapp) or pixel perfect screen design prototype in figma (Maze.Co)2. Based on the test results, you have to improvise your screen designs.