

UX DESIGNING

What is UX Designing?

- Emotion
- Accomplishment
- Satisfaction
 - Visually – Behavioral – Reflective
- Ease of use
 - Simplicity – Usability – Competitive

When we start the conversation we need to start with WIFM

Elevator Pitch

- Why others should listen
- Beautiful statement
- What is the Problem?
- Your solution
- Beautiful end

Fundamental questions

- Why I should?
- Where and how you use it?
- Clarity
- Difference and problem to solve

Need to follow Pattern Prison

- Need to come out from the subject
- Delay the judgment
- Relax the rules

Good UX?

- The axis is observation the subject
- Instability
- Mind closure to handle the subject is delay the judgment
- Inference of the study
- Conscious shift
- Background study
- Stimulations – Visually - Touch

Kick of Meeting?

- Avoid questions
- Start with a good interaction
- Particular the questions
- Create the quality of I know syndrome
- Reciprocity

Kick of meeting model questions?

- About the Project?
- Primary objective?
- Key challenges?
- Target audience?
- Any research or team working before?
- Project structure?
- Key stockholders?
- Parallel project is there?
- How to connect you in the upcoming meetings?
- Summarize the project?

Business requirement Gathering

- Kick off meeting
- Stakeholder discussion
- Workshops

The Process of UX

- Research
- Analysis
- Design Strategy
- Prototype
- Evaluate
- Iterate

Changing Factors – Behavioral Module (BMAT principle)

- **Motivation**
Can be various types
Positive, Negative, Pleasure, Pain, Hope, Fear
Social acceptance and Social rejection
- **Ability**
Time, Effort, Money and Readiness
- **Trigger**
Signal, Facilitator and Spark

Stack holder second meeting

- About the project
- Vision
- Primary objective
- Secondary objective
- Challenges/Key challenges/other challenges – reason
- Features, envision
- Target Users (What and Why)

- How the user want's to feel (get more from the houses mouth)
- How you measure the success and evaluate the product
- Brand guide lines
- Any artifacts (any reasons or inspirations)

User Research

1. Qualitative

- Face to Face
- Telephonic
- Focus Group
- Contextual Enquire

Inference, Emotions, Being the user

- Ethnography Study – In deep about the subject

2. Quantitative

- Numbers
- Surveys
- Analytics Data
- Web Analytics

Personal Traits (five factor model FFM)

- 1. Openness to experience:** (*inventive/curious vs. consistent/cautious*).
Appreciation for art, emotion, adventure, unusual ideas, curiosity, and variety of experience. Openness reflects the degree of intellectual curiosity, creativity and a preference for novelty and variety a person has.
- 2. Conscientiousness:** (*Efficient/organized vs. easy-going/careless*).
A tendency to be organized and dependable, show self-discipline, act dutifully, aim for achievement, and prefer planned rather than spontaneous behavior.
- 3. Extraversion:** (*Outgoing/energetic vs. solitary/reserved*).
Energy, positive emotions, surgency, assertiveness, sociability and the tendency to seek stimulation in the company of others, and talkativeness.
- 4. Agreeableness:** (*friendly/compassionate vs. challenging/detached*).
A tendency to be compassionate and cooperative rather than suspicious and antagonistic towards others. It is also a measure of one's trusting and helpful nature, and whether a person is generally well-tempered or not.
- 5. Neuroticism:** (*sensitive/nervous vs. secure/confident*).
The tendency to experience unpleasant emotions easily, such as anger, anxiety, depression, and vulnerability. Neuroticism also refers to the degree of emotional stability and impulse control and is sometimes referred to by its low pole, "emotional stability".