

# User Experience Design Process (Saadia Minhas)

## Deep Summary

Covers **practical UX design stages**:

1. **Research**
  - Understand users' needs, motivations, frustrations.
2. **Define**
  - Create personas
  - Map user journeys
  - Write problem statements
3. **Ideate**
  - Brainstorm solutions
4. **Prototype**
  - Create low- or high-fidelity mockups.
5. **Test**
  - Gather user feedback.
6. **Implement**
  - Build the solution.

**UX deliverables**:

- Personas
- User flows
- Wireframes
- Prototypes
- Usability reports

## Key Takeaways

- ✓ User research is not optional—it's how you avoid building the wrong thing.
- ✓ Sketch early and iterate often.
- ✓ Involve users in testing as soon as possible.
- ✓ A good UX process saves time and money in development.

## Application to ClinicTrends AI

- **Personas:**
  - Clinic managers who want quick insights.
  - Marketing analysts tracking campaigns.
- **User journeys:**
  - E.g. A manager logs in → filters data for last quarter → finds underperforming clinics exports report.
- **Prototyping:**
  - Build wireframes for dashboards and get stakeholder feedback before coding.
- **Usability testing:**
  - Test your NPS dashboard with real clinic staff:
    - “Can you find clinics with low NPS in the past 30 days?”
- **Rapid iteration:**
  - Start simple. Launch a minimal version. Improve based on real usage.

Applying Minhas’ process to ClinicTrends AI ensures your interface truly solves user problems—not just looks pretty.