503108

UI/UX DESIGN

CHAPTER 3: Transition: From Defining to Designing

LESSON 04 – Transition: From Defining to Designing

OUTLINE

1. Ideate And Visualize Features?

2. Facilitate The Prioritization Process?

3. Maintain A Good Tension

4. Plan Your Activities And Documentation

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1. Ideate And Visualize Features

- UX designers have a unique set of skills that help bridge the mental gap between words (such as requirements) and images (such as site maps and wireframes)

- But if you go into specific visual details too quickly, you risk focusing the conversation on smaller details before you resolve the big questions

- There are many conceptual design techniques you can use throughout the process that help visualize context, flow, and story.

- One such technique is the collaborative creation of **storyboards**

1. Ideate And Visualize Features

- The Basic Process of Storyboarding

  - Who is the main user in this scenario? What role is he playing?

  - Is the chosen user a first-time user of the site? If not, is he a sporadic user, or does he use it frequently?

  - What immediate need has led this user to the site? What is he trying to accomplish, and why?

1. Ideate And Visualize Features
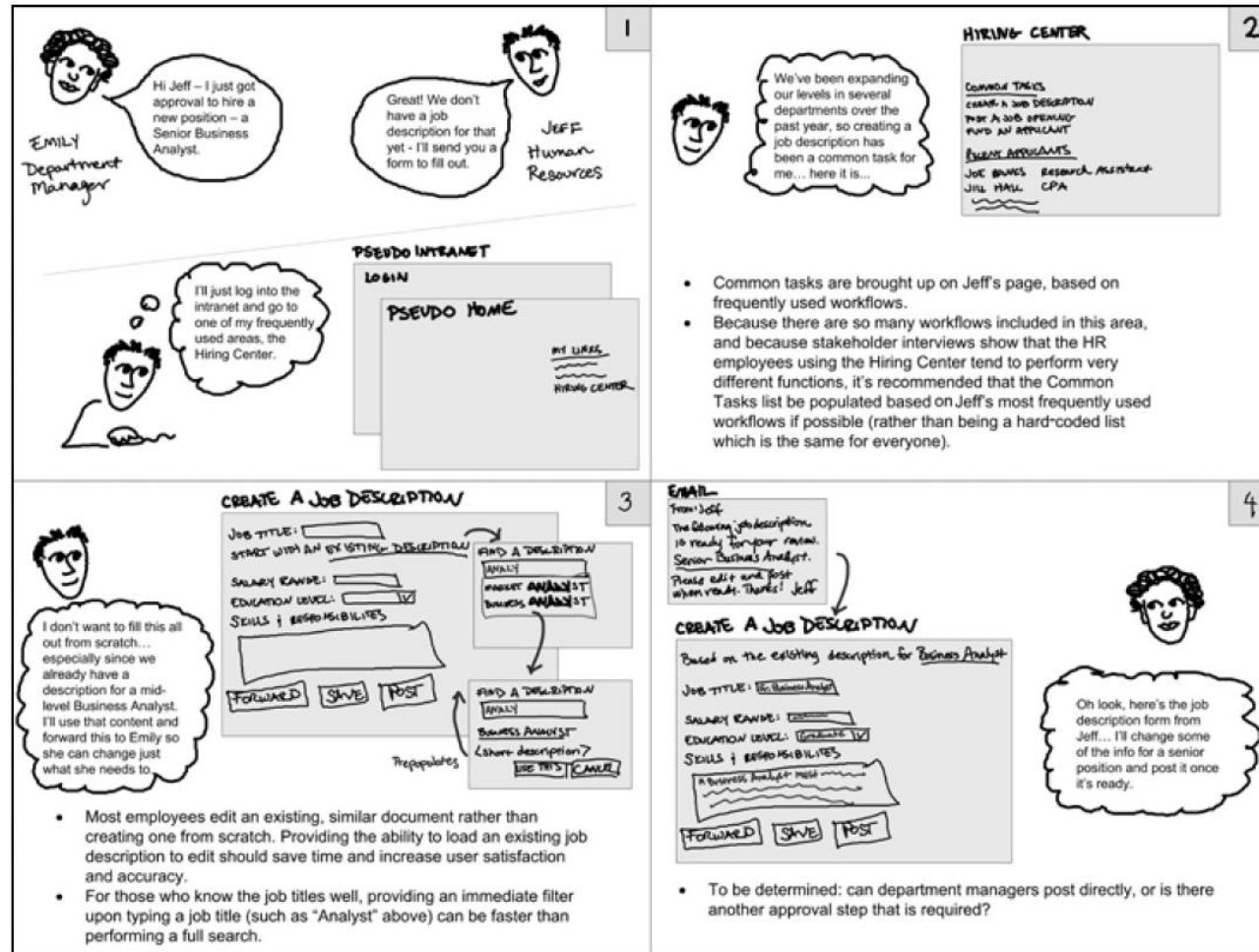
Figure 9.1 *A storyboard initially created on a whiteboard, then sketched out and detailed in Microsoft Visio using a Wacom tablet*

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2. Facilitate The Prioritization Process

- The prioritization process should also include

  - Someone who represents the viewpoint of the business (the business advocate)

  - Someone who represents the viewpoint of the development team (the development advocate)

  - Someone who represents the needs of the project (such as the project manager)

2. Facilitate The Prioritization Process

- The prioritization team walks through each of the requirements to answer the following questions:
  - What is its level of importance to the business?
  - What is its level of importance to the user?
  - What is the technical feasibility of developing the requirement?
  - What is the resource feasibility of developing it?

2. Facilitate The Prioritization Process

Prioritization Worksheet

	Requirement	Description	Business Importance	User Importance	Technical Feasibility	Resource Feasibility
1	Contact Info Form	Users must provide contact information before seeing a list of distributors	High	Low	High	High
2	Email Confirmation	An email is sent to confirm an order has been made	High	High	High	High
3	Order History	Users can log in to see all past orders made in the last 365 days	High	High	High	Medium
4	Order Tracking	Orders can be tracked by entering a tracking code, given once an order has shipped	High	High	Medium	Medium
5	GPS Tracking	Users can track their package by GPS, following trucks or airplanes	Medium	Medium	Low	Low
6	Order Fulfillment Reviews	Users can read other customers' reviews of the company's fulfillment process	Low	Medium	High	Medium
7	Order Fulfillment Chat	Users can chat with other users about their order fulfillment experience	Low	Medium	Medium	Medium

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- Three roles pulling against each other during team discussions:

  - Business advocate

  - User advocate

  - Development advocate

- if one side dominates, the other roles lose ground and the project risks missing its objectives—or achieving them at a much higher price than expected

3. Maintain A Good Tension

BALANCED SOLUTION
A quality solution that is on or close to budget, that meets business and user needs effectively.

Development Advocate

Tech Possibilities

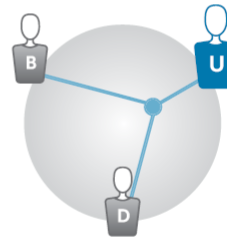User Needs

Business Needs

User Advocate
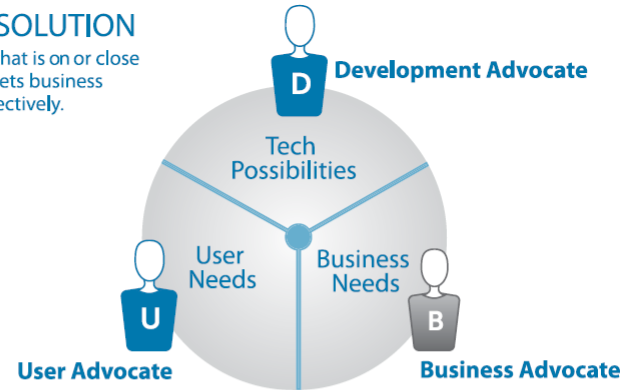
Business Advocate

BUSINESS ADVOCATE DOMINATES
A costly or buggy solution that meets business requirements but misses on user needs (which may mean the ultimate objectives aren't met)
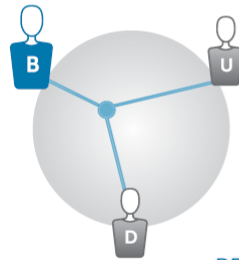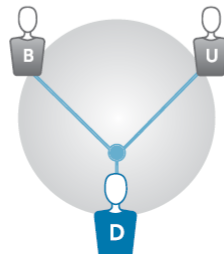
USER ADVOCATE DOMINATES
A costly or buggy solution that meets user needs but does not generate revenue for the company

DEVELOPMENT ADVOCATE DOMINATES
An inexpensive or high-quality solution that may work well but does not meet business or users needs

3. Maintain A Good Tension

- Development advocate

  - Meet the requirements on time and within budget

  - Ensure future changes do not require a lot of extra work

  - Ensure that the development team functions well

3. Maintain A Good Tension

- Lack of Alignment on Project Direction

- Conflict Over Favorite Features

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- Keep these questions in mind

  - How iterative will the overall process be?

  - How will collaboration happen during design?

  - How will your design documents be shared with the larger team?

  - How much detail will your designs need to carry, later in the development process?

  - How long do your documents need to "live"?

4. Plan Your Activities And Documentation

- Keep these questions in mind (cont.)

    - Who are the primary users of each type of documentation?

    - What other types of documentation will yours need to align with?

    - How can you estimate the effort needed for each type of document?

    - What additional factors will affect the timing of the document?

    - Will you be working with multiple designers and, if so, how are you going to split up the work?