

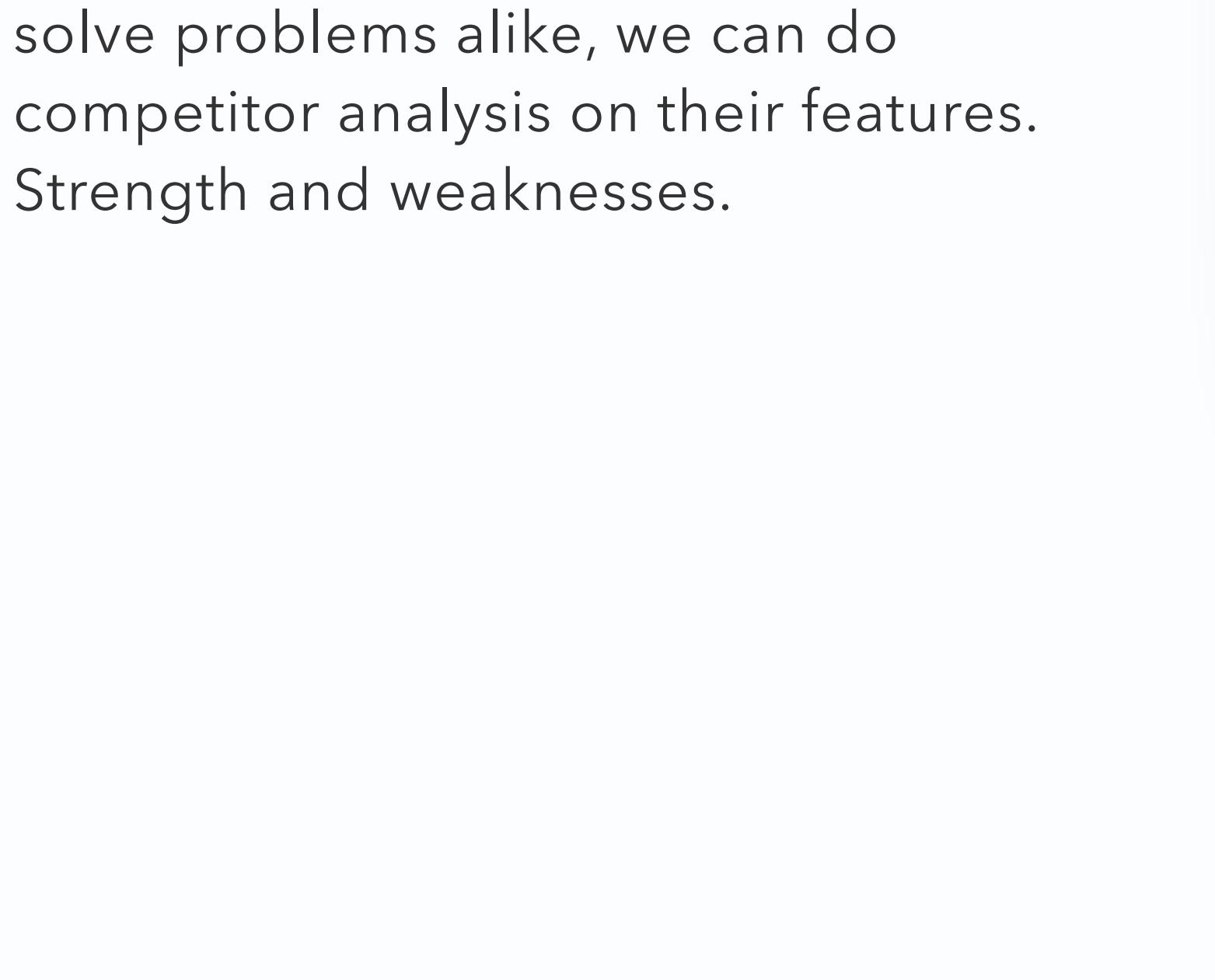
UX Design Process

Overview

There are many frameworks that UX designers use to design. Some follow Google's Design Sprint, design thinking framework, etc. However, every framework should fall into the same process below.



Define & Understand

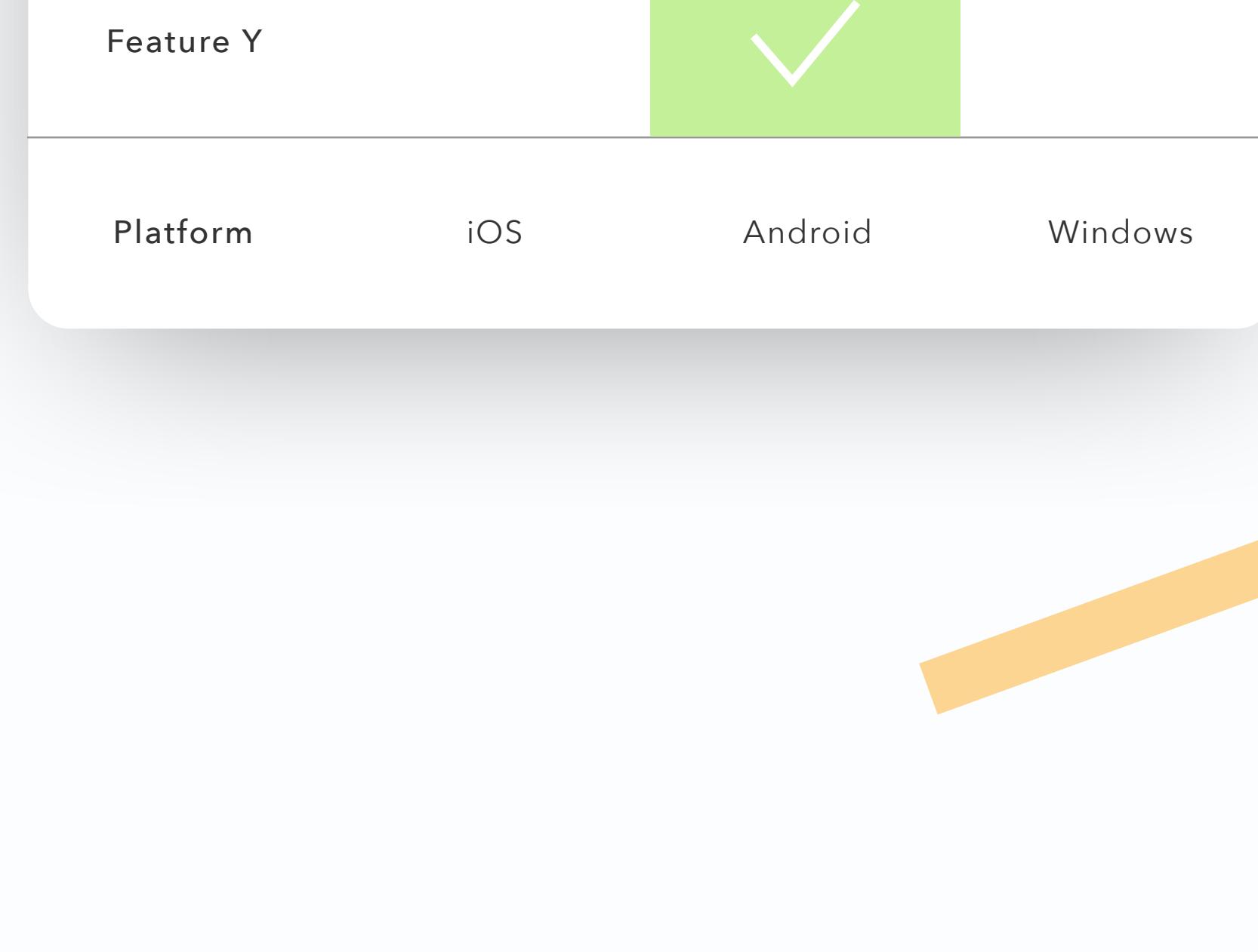


Define the Problem

It is nonsense to create a solution without a problem. Therefore, a solid problem statement is needed before crafting the solution.

Output

- Problem Statements
- How Might We Statements



Understand the User

As a team, we can have a discussion on a research report or having the customer service team share their insights. At the end, we will have a better understanding on our users.

Output

- Current User Journey
- Research Report

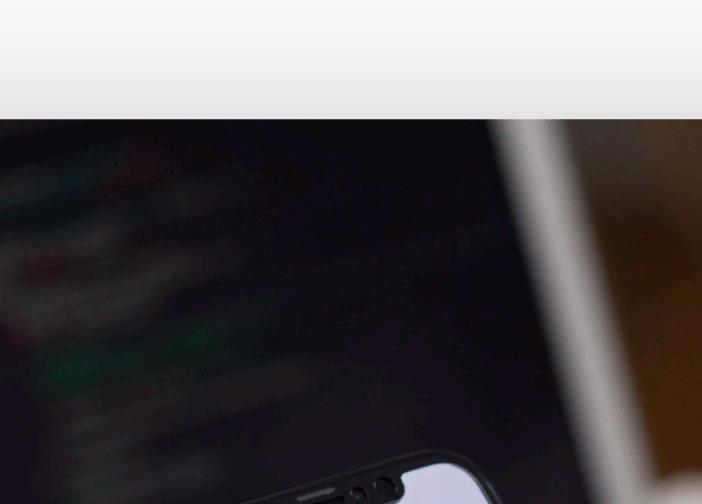
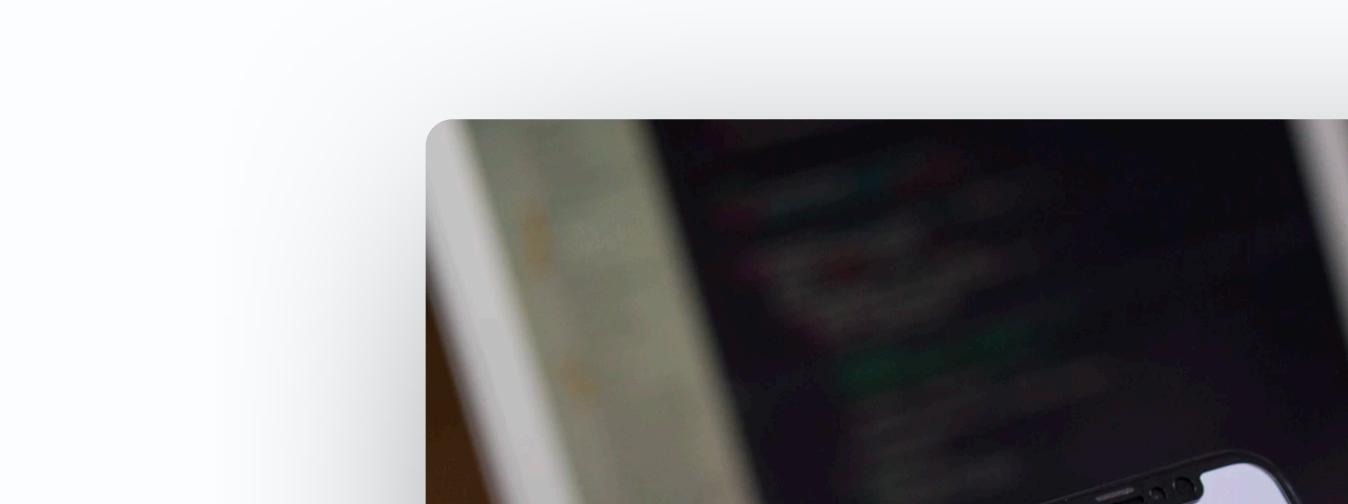
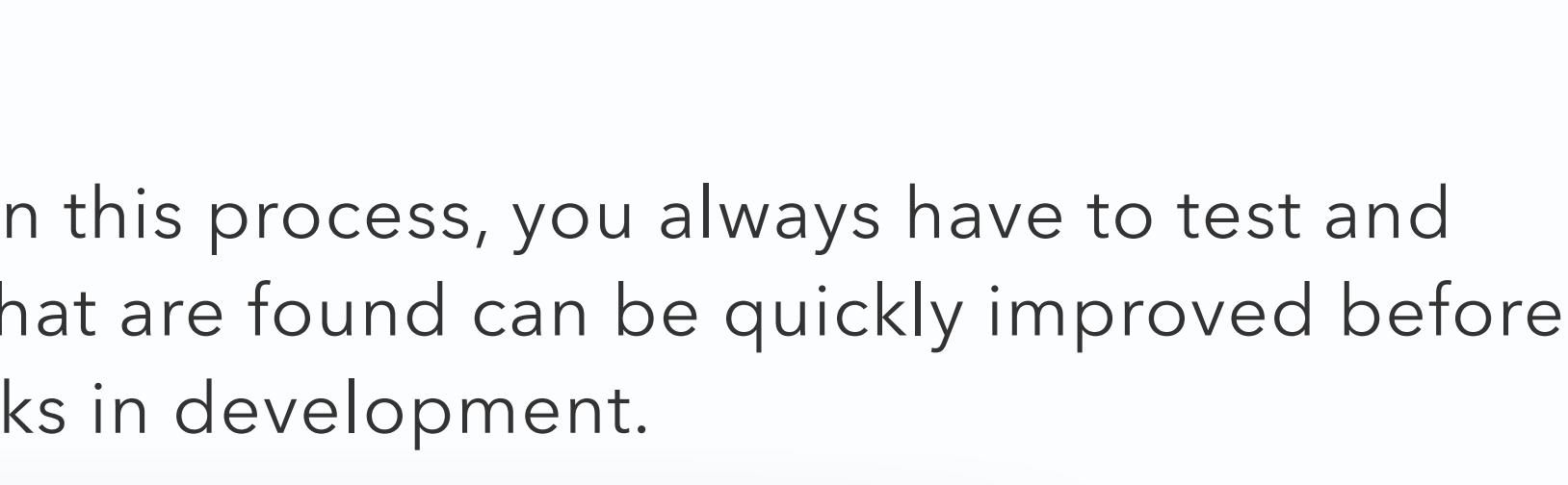
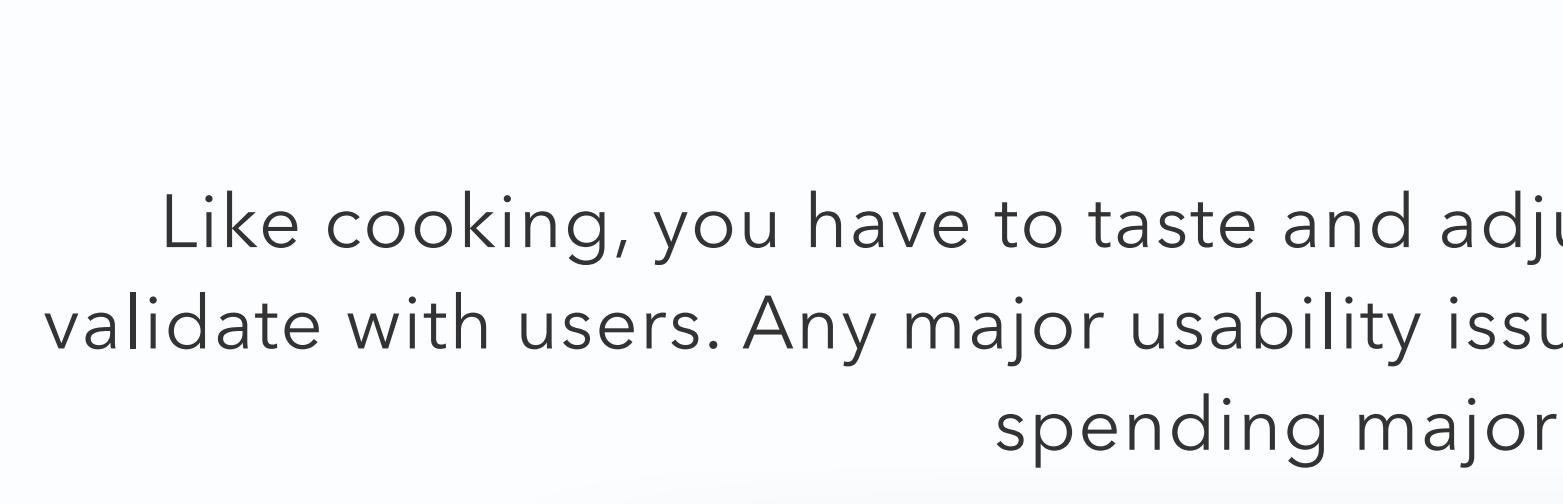
Competitor Analysis

If there is an existing product that tries to solve problems alike, we can do competitor analysis on their features. Strength and weaknesses.

	Platform	iOS	Android	Windows
Feature X	✓			✓
Feature Y		✓		
Platform	Platform	iOS	Android	Windows

Ideate

Create sketches, storyboards, or anything that can present solution about the problem. Cross divisional ideation will bring out different perspective of the solution.



Sketch

Create final wireframes, high fidelity mockups and prototypes. These will be usability tested to ensure good user experience is delivered



Test

Like cooking, you have to taste and adjust. In this process, you always have to test and validate with users. Any major usability issues that are found can be quickly improved before spending major bucks in development.

