

UX[DIU] Checklist: Project name: _____

Competitive Analysis <input type="checkbox"/> See how others solve similar problems and try to not reinvent the wheel.	Usability Review <input type="checkbox"/> Heuristic review determining how usable a site is entails working through a checklist	Ethnography research <input type="checkbox"/> User research is to see the world from the perspective of another person. Make observations and conversations to understand your users
User stories: Persona <input type="checkbox"/> Look for your users. Write stories to guide your design.	User Journey Map <input type="checkbox"/> This journey represents a scenario in which a user might interact with the thing you are designing and their emotional state in each step	Empathy Map <input type="checkbox"/> An Empathy Map is a tool that can help you to synthesise your observations and identify unexpected insights about your user's needs.
SCAMPER <input type="checkbox"/> Looking for new strategies to challenge our habitual ways of thinking? Re-expression is a method to help you think about the challenge in a new and different way	What if? <input type="checkbox"/> The Revolution thinking method to break the rules that your way of seeing the world. You can start challenging these rules by asking 'what if' questions	MVP <input type="checkbox"/> By using a LeanUX canvas to achieve the Minimum Viable Product, the version of the final product with less effort
Feedback Capture Grid <input type="checkbox"/> A structured way of organising feedback that is gathered from your testing sessions.	IA Sitemap <input type="checkbox"/> Focus on the Information Architecture task at the beginning of the design process creating a complete list of all pages available on a website and the initial navigation	Labelling i18n <input type="checkbox"/> Follow your brand personality, keep in mind users' culture and language, the context of your product and make sure they understand you.
Landing Page <input type="checkbox"/> For branding, a landing page is a dedicated online page built solely for accomplishing one or more marketing goals such as generating leads or getting clicks	Wireframe <input type="checkbox"/> Add some details and structure to your ideas, reuse patterns and create pages on top of your user flows so you'll not leave anything behind.	Moodboard <input type="checkbox"/> A moodboard is a collage of images, fonts, interactions, features, icons, and UI elements to communicate the artistic direction of a project
UI Patterns <input type="checkbox"/> Reuse elements and patterns. Follow your style guidelines. Don't have any? Create your guidelines. Start small, then create pages.	Guidelines <input type="checkbox"/> UI guidelines explain the best practices of UI components and understanding of their behavior by giving real examples.	Mockup <input type="checkbox"/> A mockup is a visual way of representing a product, wireframe represents a product's structure while a mockup shows how the product is going to look like
Prototype <input type="checkbox"/> Prototype is an early sample of design used to get feedback and rapid experiments with new ideas. Publish on Github to test functionality. Yes, your product can do that!	Usability Testing <input type="checkbox"/> Take survey, sessions recording: test, observe and fix, test, observe. Validates and collects feedback of flows, design and features.	A/B Testing <input type="checkbox"/> Usign SUS questionnaire. Be sure to open your design process to remove your biases and design for everyone.
Questionnaires <input type="checkbox"/> Quick and unexpensive way of measuring user satisfaction and collecting feedback about the product. The System Usability Scale (SUS) is a frequently used questionnaire to measure usability.	Eye Tracking <input type="checkbox"/> A technology that analyzes the user's eye movements across the interface. Provides data about what keeps users interested on the screen and how their reading flow could be optimized by design.	Usability Report <input type="checkbox"/> A Usability Report is a key document that allows you to gain insight into your users' expectations and frustrations and is crucial in evaluating your product's success
Accesibility <input type="checkbox"/> A study to measure if the website can be used by everyone, including users with special needs.	Inspection Methods <input type="checkbox"/> Check for W3 WCAG accessibility standards for compliance	Disability Simulator <input type="checkbox"/> The Web Disability Simulator lets you experience how people with different disabilities or inadequate abilities perceive a web site.

KickOff Meeting

he kickoff meeting is also a good time to talk about project success metrics and the design framework that you will be using during the project.



Stakeholders Interviews

Conversations with the key contacts in the client organisation funding, selling, or driving the product.



Inclusive Design

6 Principles for Inclusive Design: How designing for equity & accessibility benefits everyone

