

The process that starts with the people where I am designing for and ends with new solutions that are tailor-made to suit their needs. User-centered design is all about building a deep empathy with the people you're designing for, generating tons of ideas, building a bunch of prototypes, sharing what I have made with the people I'm designing for, and eventually putting my innovative ideas with the new solution out in the world.

The user-centered design consists of three phases. In the Inspiration Phase, I'll learn directly from the people and deeply understand their needs. In the Ideation Phase, I'll make sense of what I learned, identify opportunities for design, and prototype possible solutions. And in the Implementation Phase, I bring my solution into life, and eventually, to market. And I know that my solution will be a success because I've kept the user in my entire

Few words
about my process

MONARCH PRATCHA

www.mohampatcha.com



Empathise

Define

Ideate

Prototype

Test





DISCOVERY

Validate the problem, end users, project goals



METHODS

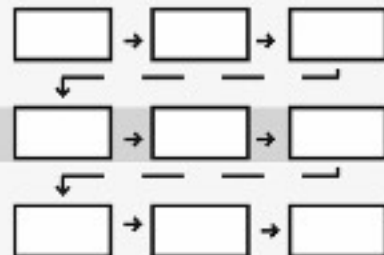
User Research: Interviews, Ethnography
Empathy Mapping
Task Analysis
Stakeholder Mapping
Service Blueprints
Analytics and Heuristics
Competitive Analysis

OUTCOME

Problem Validation

IDEATION

Organize discovery, explore options, develop wireframes and prototypes



METHODS

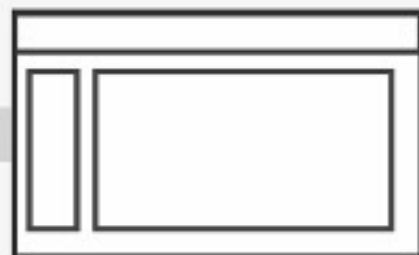
Sketching
Wireframes
Information Architecture
Journey Mapping/Pageflows
User Story Writing
Paper Prototypes
Interaction Design

OUTCOME

Solution Exploration

DESIGN

Commit to internally validated ideas, test with users



METHODS

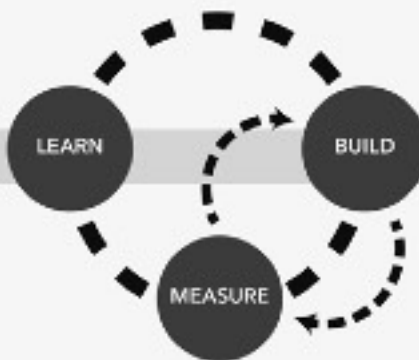
Design Sprints
Style Guides
High-Fidelity Visual Design
Rapid Prototyping
Mockups
A/B Testing

OUTCOME

Solution Validation

VALIDATION

Validate, learn, plan for the next iteration



METHODS

Accessibility
Usability Testing
Feedback Integration
Iterative Design
Retrospectives
Release

OUTCOME

Solution Scalability

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