MOHAN PATCHA

# Fasten your seat belt
# **Design dreams**
# into reality

**Here I am going to showcase my UX works**

# Few words
# **about my process**

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

**DISCOVERY**
Validate the problem, end users, project goals

| Name and User Type | Goals |
| --- | --- |
| 👤 | |
| | Actions |

**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

LEARN  BUILD  MEASURE

**METHODS**
Accessibility
Usability Testing
Feedback Integration
Iterative Design
Retrospectives
Release

**OUTCOME**
Solution Scalability

TEST AND REPEAT