User Experience Design

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Structuring Moodboards, Personas, and User Flows

Creating moodboards and personas

Research phase

Research phase is very important for structuring a functional design solution.

- After analyzing the brief and understanding your stakeholder's vision, you need to set up a **mission statement**. This is a short and affirmative description of the project's purpose that highlights the problem your product is going to solve.

- Setting up a mission statement helps you and your team always keep a product's purpose in mind, reducing the risk of going off the rails.

Research phase

Examples:

- Apple: "Apple strives to bring the best personal computing experience to students, educators, creative professionals, and consumers around the world through its innovative hardware, software, and internet offerings."
- Google: "Our mission is to organize the world's information and make it universally accessible and useful."

Research phase

- **Competitive analysis** is important for many different reasons. When you deeply analyze the market, its participants, and how they present their product, you collect data on functionalities, design patterns, and conventions.
- A study of competitors consists of exploring their products, taking screenshots, noting interesting solutions, and collecting your own notes and comments.
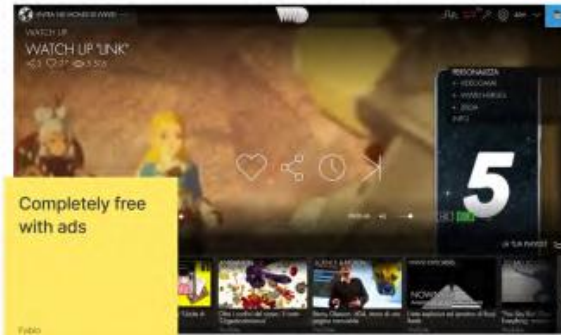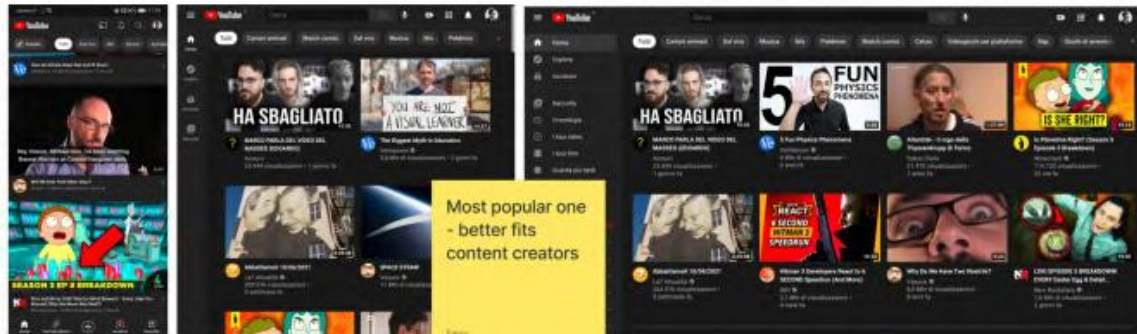
Research phase

Competitive analysis

Starting a moodboard

- Moodboard is a digital space with everything (images, text, color panel,…) that may be useful in the future.

- A moodboard can be useful in two early stages.

    - In a brainstorming session, to put together content that can help you find inspiration.

    - Most importantly, creating a moodboard is very helpful before building the flow and user interface.

- It's important to know that after you've created a moodboard, you can fill it out day after day by collecting anything that is currently getting your attention

Starting a moodboard

Creating user personas

- A user persona is a fictional description of a person who represents your typical user.

- From now on, you will use it as a guideline for each subsequent phase of the project.

- When working on a persona, you should not trust your intuition or guesses but use an empirical method based on previously collected data. A careless and hasty user persona creation can lead to project failure.

- Keep in mind that a persona should never, under any circumstances, represent people you know.

Creating user personas

Usually, to create a user persona template, you should fill in the following blocks of information:

- Name

- Photo

- Demographics (age, gender, relationship status, occupation, and location)

- A short biography

- Habits

- Goals, needs, and frustrations

Creating user personas

Alyssa Gordon

I don't have much free time, but I love theater and documentaries

INFO

Age: 28
Status: Single
Occupation: Waiter
Location: San Francisco

She lives in a small apartment with Pongo, her dog. Works as a waiter for a famous restaurant but she wants to complete her studies to be a history teacher.

HABITS

- Works 8 hours per day
- Always reads a book before sleeping
- Wakes up early
- Travels twice per year

GOALS

- Finding new and interesting stories and documentaries
- Teaching history
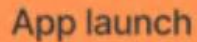- Visiting Louvre museum

FRUSTRATIONS

- Can't stand pop-ups
- Not having enough time for her studies
- Working during weekends

Building user flow

The golden path

It is the typical path that a user will take when using the product.

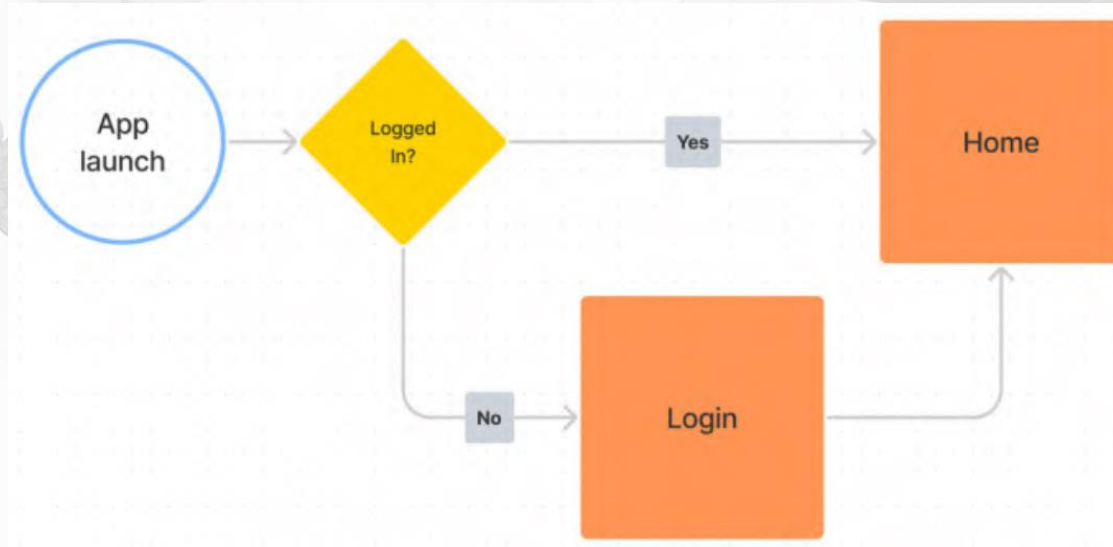To build a navigation flow, you can use the classic flowchart.

| App launch | → | Login | → | Home | → | Video Content Details | → | Watch |

Building user flow

The golden path

It is necessary to add all the paths that users can take, also considering any direct or indirect choices they encounter along the way

Building user flow

The golden path

Designer should clearly distinguish between user steps (circle-shaped) and application pages (rectangular-shaped) triggered by user actions.
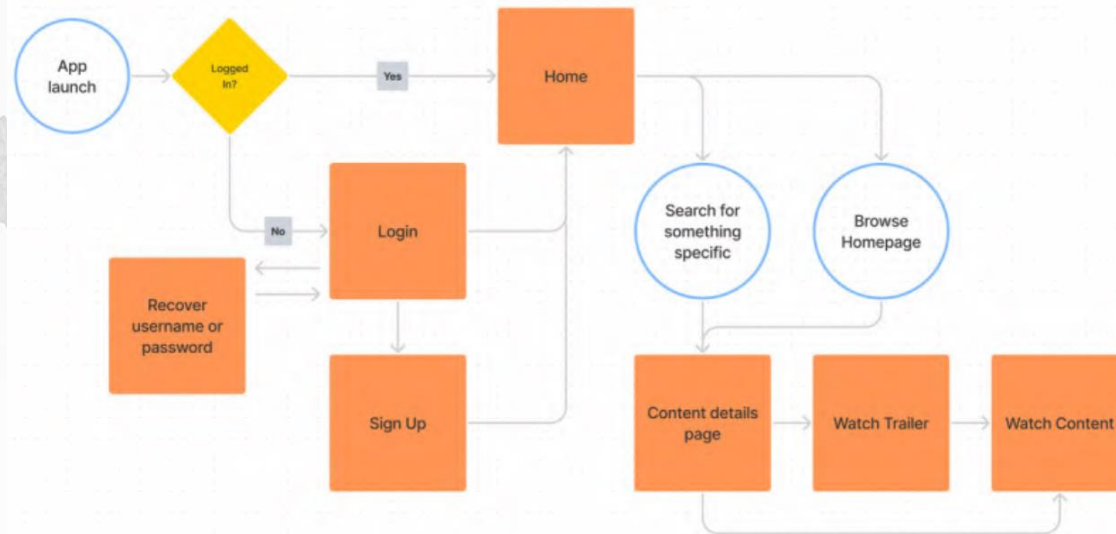
Building user flow

Be the user

- A good designer always remembers the purpose of a product and whom it serves at every stage of the project, with no exceptions. Therefore, a **user-centered interface** based on qualitative analysis will certainly achieve its intended goals.

- The most common mistake designers make is to start designing an interface without even having a vague idea of the actual content that the product will contain, which ultimately leads to them artificially inventing one.

Building user flow

Be the user

- It is not always possible to obtain real and ready-made data at this stage due to the agreement with the stakeholders, but it is almost always possible to request a sample or demo information.

Q&A