

UX Design process at OCC



DISCOVERY

Understand clients' vision, user requirements and context of where the product is placed.

- Briefing with client
- Stakeholders workshop
- Competitor analysis
- Identify user groups and scenarios
- Personas
- User interviews
- Focus groups
- Contextual research (shadowing, diaries)



EXPLORING IDEAS

Explore different solutions for the design problem to create a coherent experience that suits user and business goals.

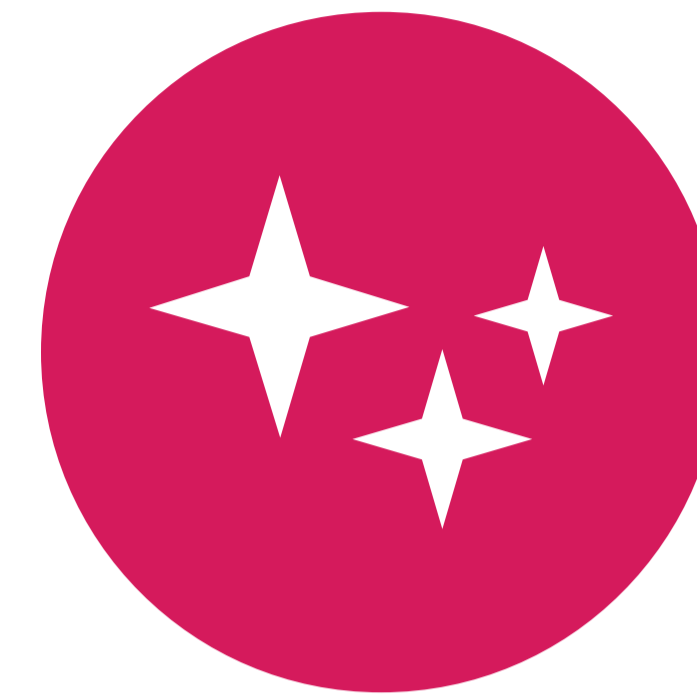
- Sketches and paper prototypes
- User flows
- Inspiration boards



PROTOTYPING

Create layout, information architecture and content hierarchy.

- HTML prototype (Axure or Front-end)
- Usability testing
- Card sorting
- Content strategy



VISUAL DESIGN

Apply branding (colours, typography, logo) and create visual style for elements.

- Styleguide / Component design
- Inspiration boards



FRONT END DEV

Implement the designs in HTML, CSS and JS

- Design reviews
- Sending components and assets to developers



USER RESEARCH

We meet users, early and often. User research is present at every stage of the design process.

