

Design 1

Summary of Project Process

UX/UI

1. The Proposal

!Brand Attributes

- +What do they represent? Identity?
- +What message do they want to send?
- +What services do they offer?
- +Why do they want this website, and for what? Goals?
- +What is their Market?
- +Who are their competitors?
- +Do they have copy? Content writing? Content "Pictures, logos etc."?
 - Honest, Researched and to the point.
 - Avoid Jargon.
 - Talk about client experience. Not yourself.
- +Who is their Target Audience?
 - Demographics
 - *Age
 - *Gender
 - *Location
 - *Income
 - *Occupation
 - *Ethnicity
 - Psychographics
 - *Values
 - *Goals
 - *Fears
 - *Spending Habits
 - *Motivations
 - *Personality
 - *Lifestyle

2. The Saga

!User Profiles

- +Create Fictional User Profiles
 - Based on Target Audience
 - Based on new clients
 - Diverse Demograph's and Psychograph's
- +Main points on describing User Profiles
 - Main Demo and Psychograph's "Married? Kids? Work? Hobbies etc."
 - Needs "Their needs in comparison with product"
 - Solutions "How to respond to their needs"
 - Apply "How to apply this to the website"

!User Stories

- +Map The overall experience of User Profiles
 - Discovery
 - *Friends and family, adds, google etc.
 - Engage
 - *How will they stay engaged in the site? Pictures, registration etc.
 - Return
 - *What will make them return? Special next offer, etc.
 - Referrals
 - *How to promote referrals? Social media follows, etc.
- +StoryBoards
 - Takes User Profiles in real life situations.
 - In what context do they find/use the page?
 - How do they use it?
- +Information Architecture
 - Information Layout, in logical and structured manner.
- +User Flow
 - A simple User Journey.
 - Maps out the users steps from start to end.
 - Does not contain minor details.

3. The Grind

!Prototyping

+Low Fidelity

-Paper ProtoType

- *Feedback on concept, eliminate early issues.
- *before project starts.

+Medium Fidelity

-Wireframes

- *Grayscale, no colors.
- *Clickable on screen.
- *Test user flow.
- *Test Information Architecture

+High Fidelity

-Style Tile

- *Presents Visual Design.
- *Presents Specific Design Elements.
- *Not a Mock-up.
- *Visual Language Between Designers and Stakeholders.
- *Not interactive.

-Mock Up

- *Closest to the real deal, but no code.
- *As interactive as possible.
- *Final UX/UI Design.

!Testing

+Internal Testing

-Team Members, Other Designers.

+Stakeholder Testing

- Non designers.
- Clients.

+Test all Fidelity Prototypes

+Faciliator is the Neutral Presence of the Test's.

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