



UX RESEARCH

Stakeholders Interview

UX PROCESS SIMPLIFIED
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Stakeholder Interviews

Stakeholder insight is the first thing you are going to start your UX Process with.

They are the key decision makers so you need to know **why are they creating this product in the first place**

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Muhammad Ahsan
UI/UX Interaction Designer

Must ask questions to Stakeholders

Primary goal of their product. Ask them about Long-term and Short-term goals.

Let them write a short story about their product to see what's in their mind.

If you don't know the product well, let them tell you

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Stakeholder's Fears/Assumptions

- Will people buy it from my website?
- I think they are going to love the weather shield feature!
- We are the only one producer to this kind of product
- Some users might not like our Cloud features
- I need to see user's reaction while using our product
- Will Helpline actually work on my clothing store?

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Ask Stakeholder about Users

- Who will use your product?
- When they will use your product most?
- What you want the user to feel about your product?
- Any Brand you like and follow the same principles
- What is the first thing you want your users to do?
- What is your product's most unique feature?

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