

UX DESIGN PROCESS

1.02

DESIGN THINKING

A method of designing that provides a solution based approach.

Problems are re-framed for human-centeredly.

Can be used to tackle cope with problems.

Stages

1. Empathize

2. Define

3. Ideate

4. Prototype

5. Test

1. Empathize - Gain insights into users and need.

Information gathering for further steps.

2. Define - Analyze observations and define the problems.

Define as a problem statement

3. Ideate - Generate ideas as solutions for the problems.

Techniques used

- Brainstorm

- Mindmaps

- SCAMPER: Substitute, combine, adapt, modify, put to other uses, eliminate, rearrange

4. Prototype - Produce prototypes

- Identify best possible solution

5. Test - Iterative process

Results are used to

- Redefine
- Inform user understandings

Use conditions

A iteration can be made

- The stages are NOT sequential.

- Can be repeated, occur parallelly.

ELEMENTS OF UX

5 elements aka 5 plain model of UX.

Product is categorized into 5 stages

1. Strategy
2. Scope
3. Structure
4. Skeleton
5. Surface

Abstract

Concrete

1. Strategy

Start strategy affects scope.

Focuses on both the user and producer.

Product objectives are identified, and user needs.

2. Scope

Determined by strategy

Two aspects

1. functionality - features
2. Information - other (Content, domain)

3. Structure

Define incorporation of functions and features.

(Algorithm) content as well as structure

Use ID (Interaction design) and IA (Information Architecture)

Design of interactive products & organizing of content

products. Consider user interaction.

4. Skeleton

3 sections

1. Interface design - Presentation of elements
2. Navigation design - More through structure
3. Information design - Presentation of information

Critical for above two's success.

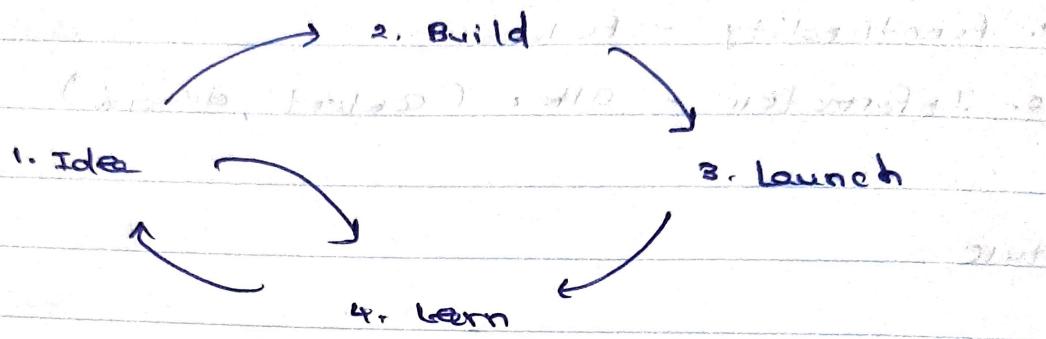
5. Surface

Presentation and sensory design of logical arrangement.

Skeleton of the product.

DESIGN SPRINTS

Usually 5 day process



Steps can be as follows. (Example)

