

How UX Designers Do Their Work



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Basic Process



Define the
Problem



Do Some
Research



Design Your
Solution



Test Your Design

Signs of a Good Process

Simple over Comprehensive
Flexible over Prescriptive
Variety of Tools

Define the Problem

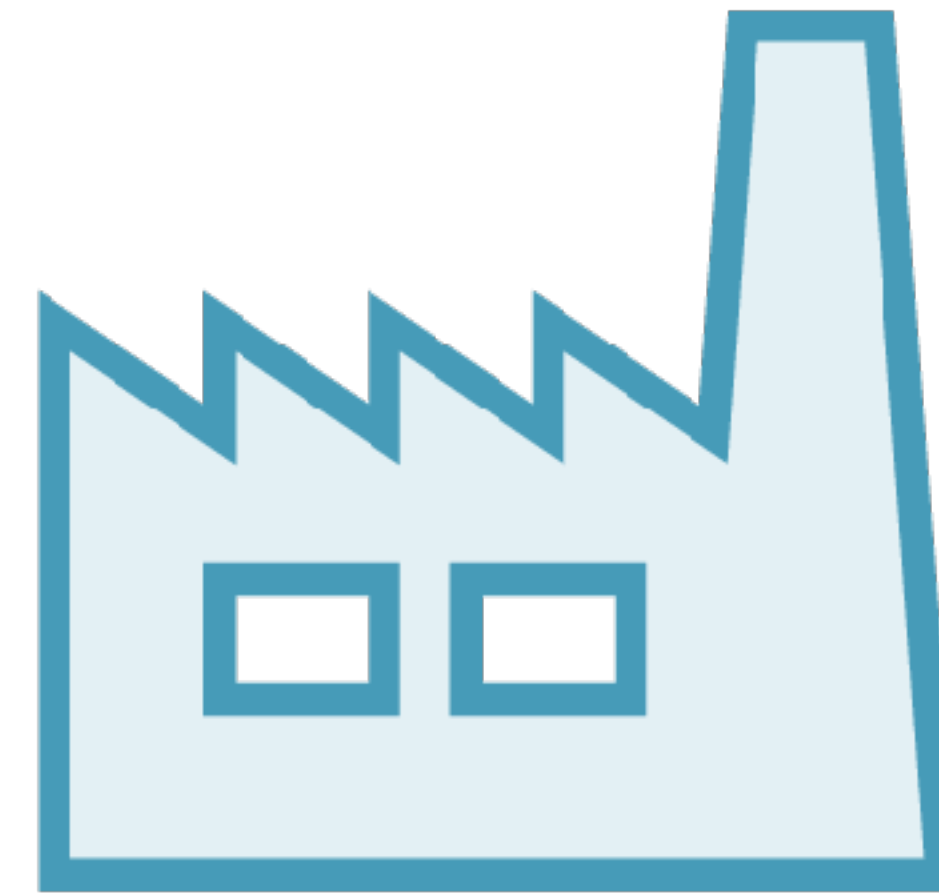


Define the Problem



User

Make their life better



Company Strategy

Work with this plan

Define the Problem



Define the
Problem

Why is this project happening?


How can you help both your
company and the user?

Define the Problem



Define the Problem





Clearly ~~Experimentally~~ you're
solving the problem that
you ~~hope~~ to achieve

Research



Basic Process



Define the
Problem



Do Some
Research

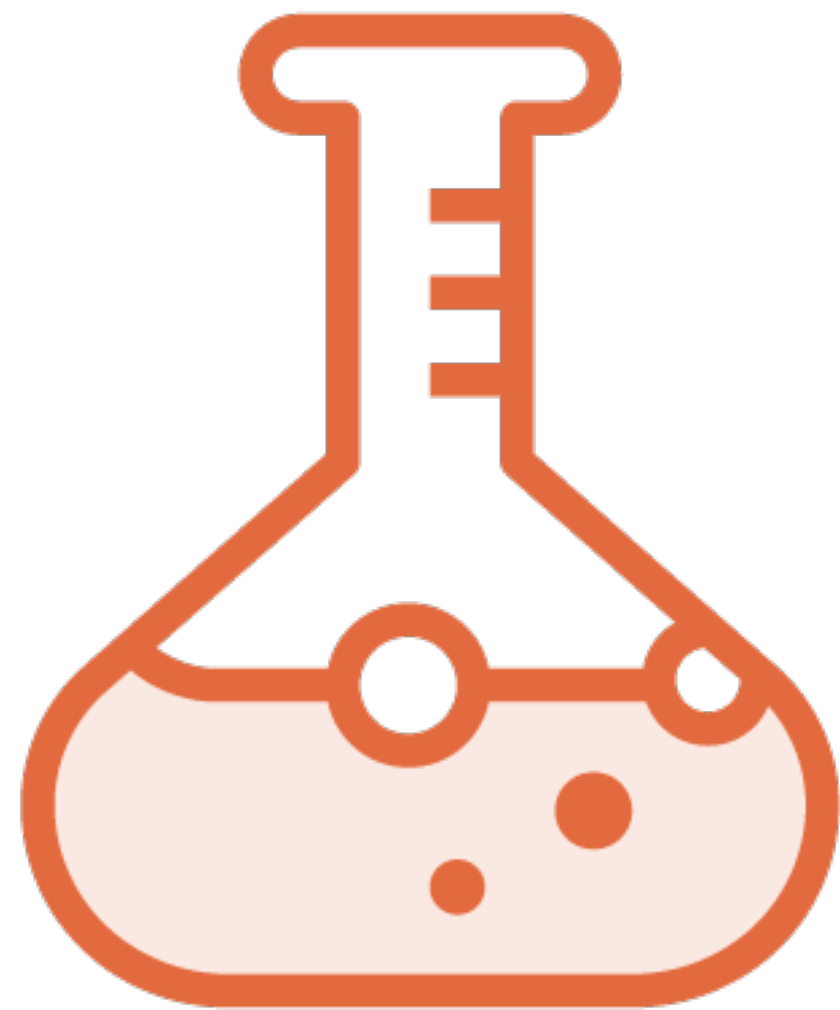


Design Your
Solution



Test Your Design

Research

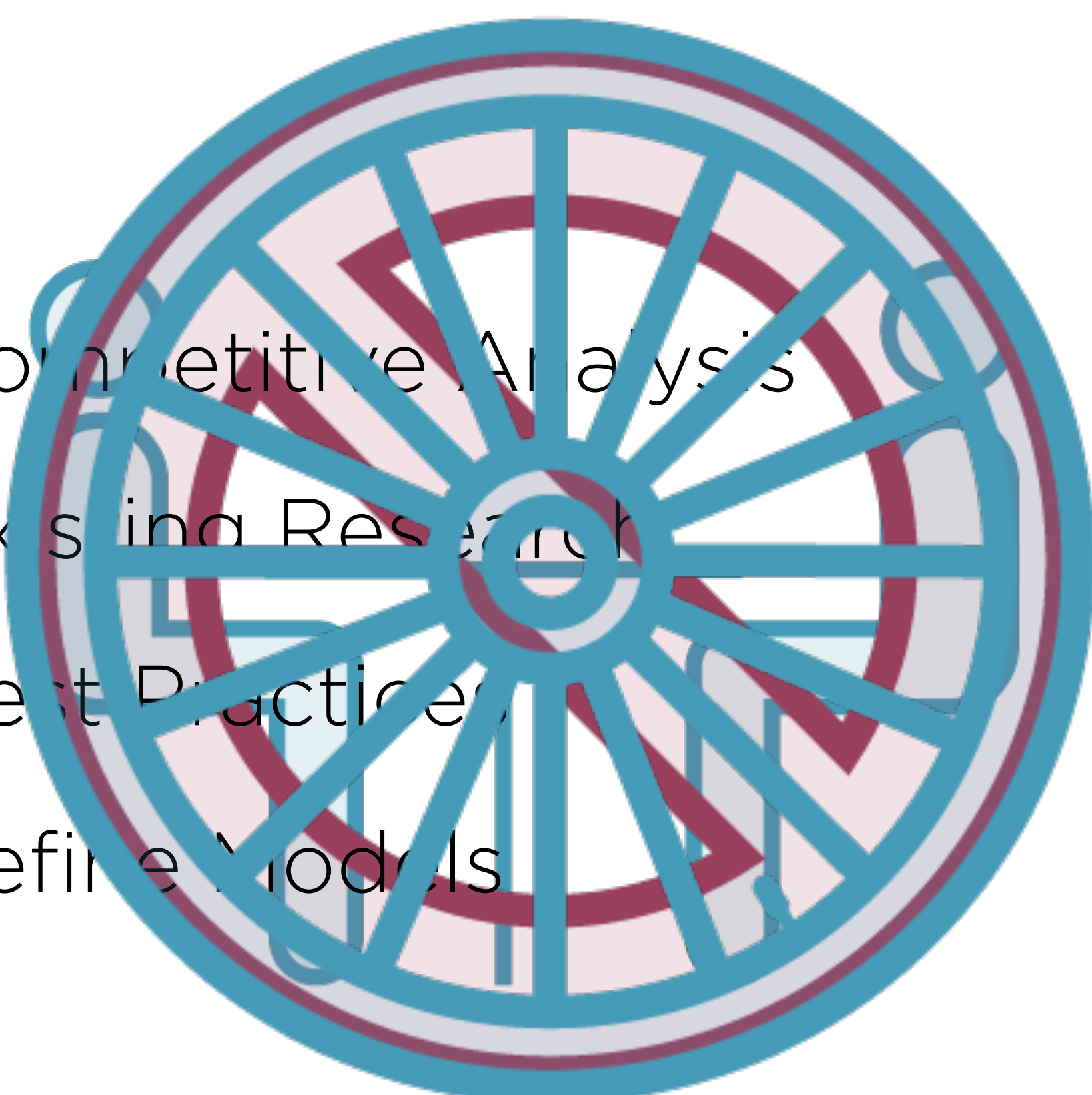


Deductive

Interrogatory

Experimental

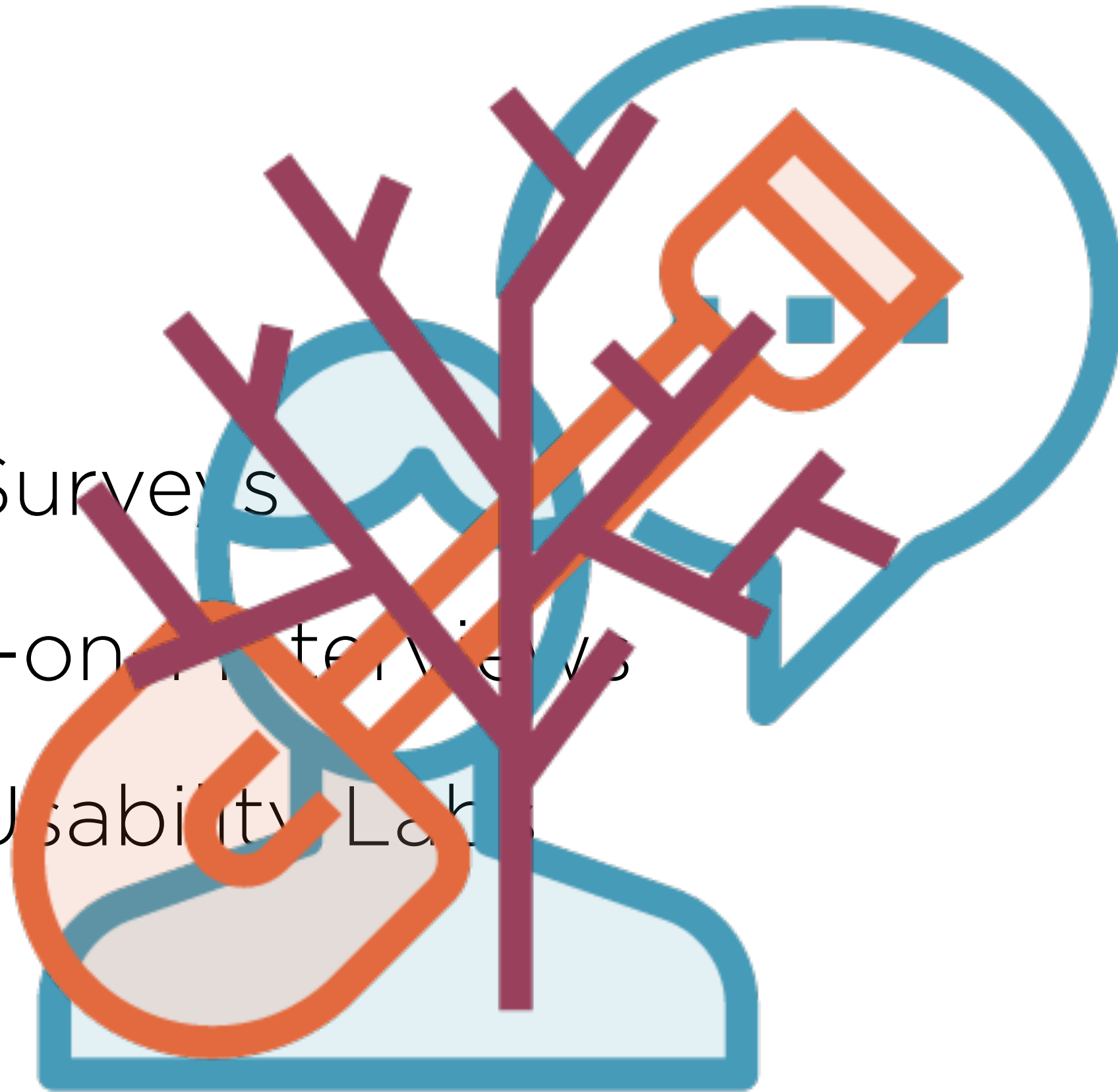
Deductive Research



Competitive Analysis
Existing Research
Best Practices
Refine Models

Interrogatory Research

Surveys
1-on-1 interviews
Usability Labs



Experimental Research

The A/B Test



Option A

37%

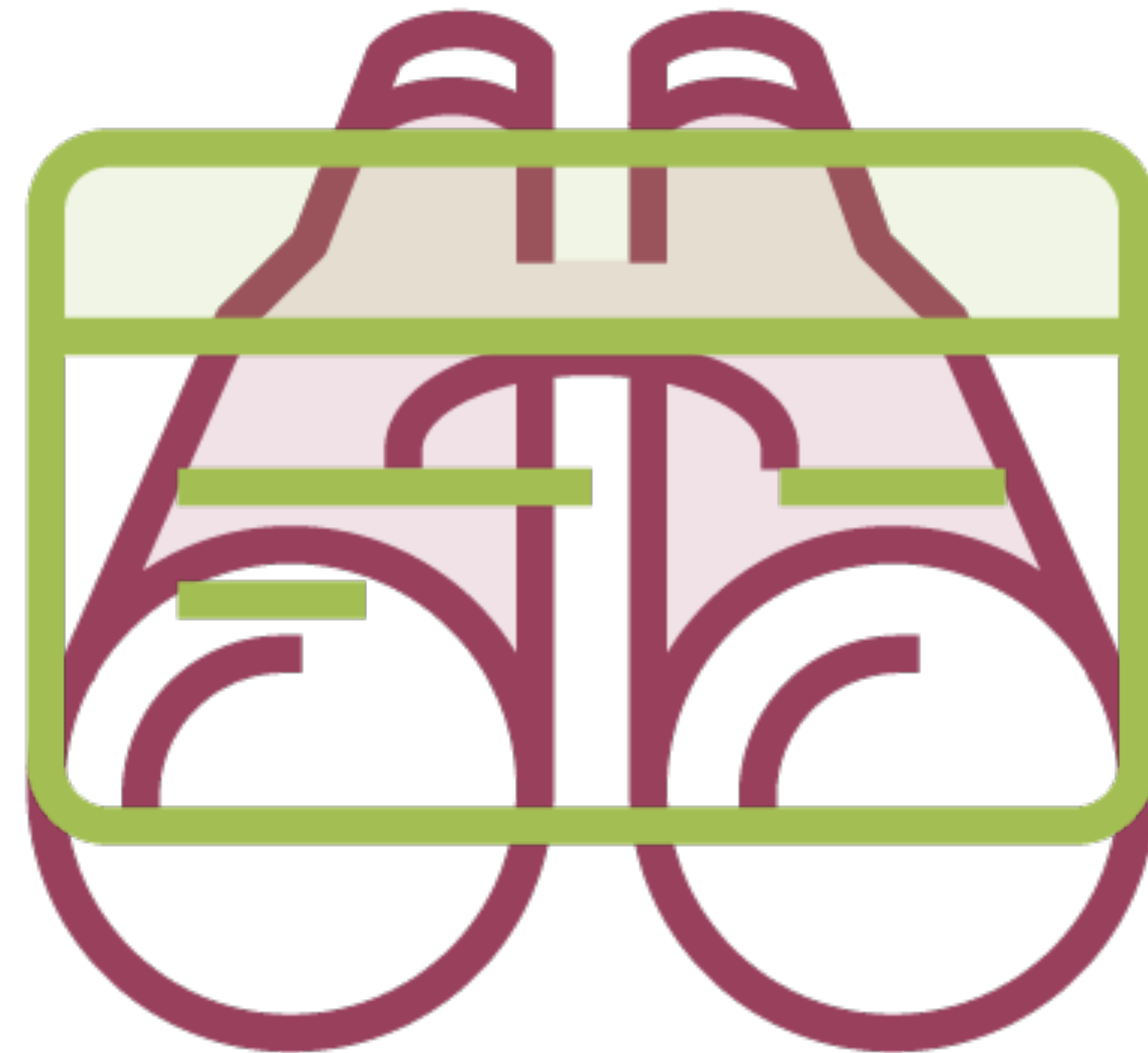


Option B

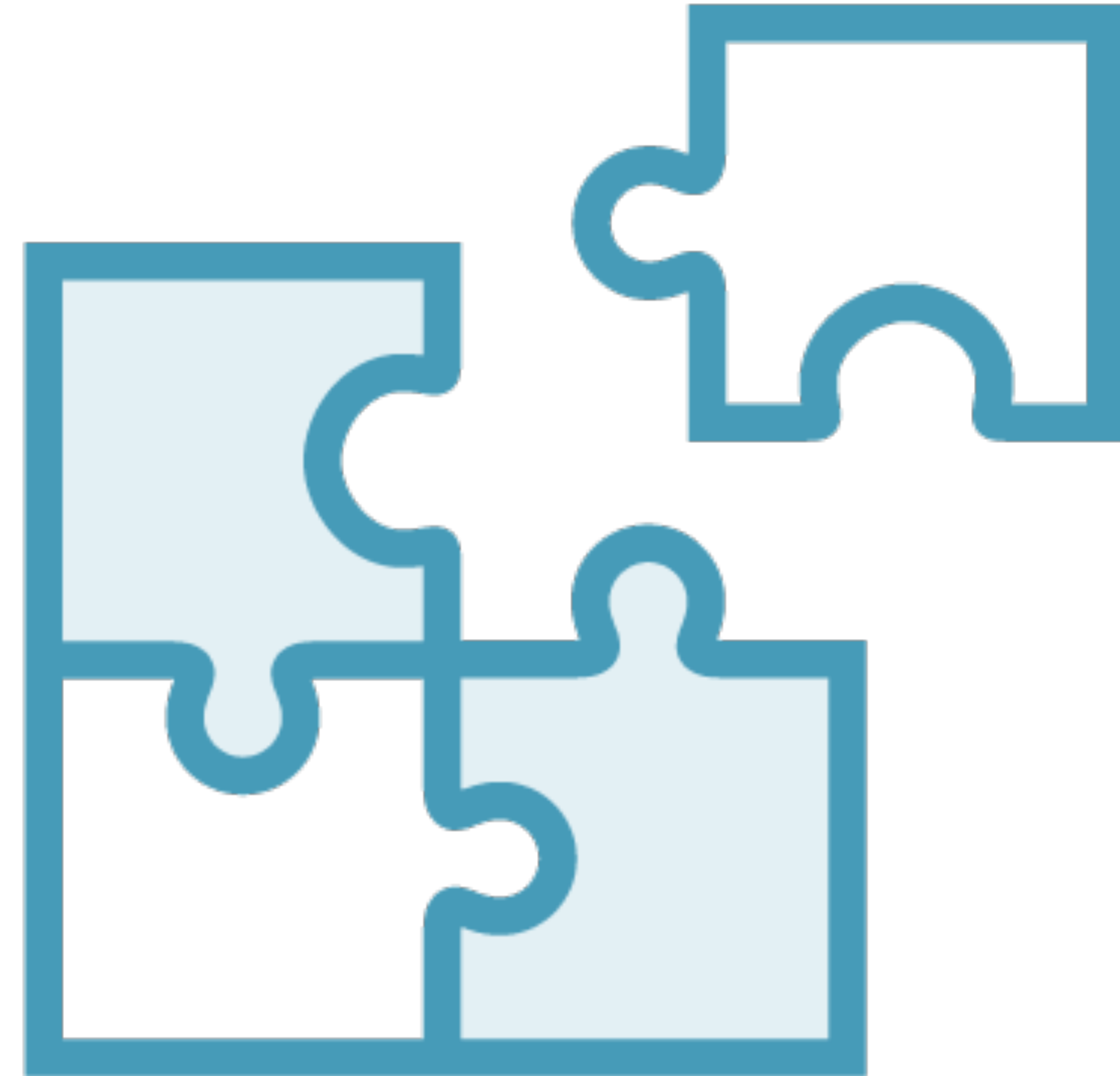
63%

Experimental
Research

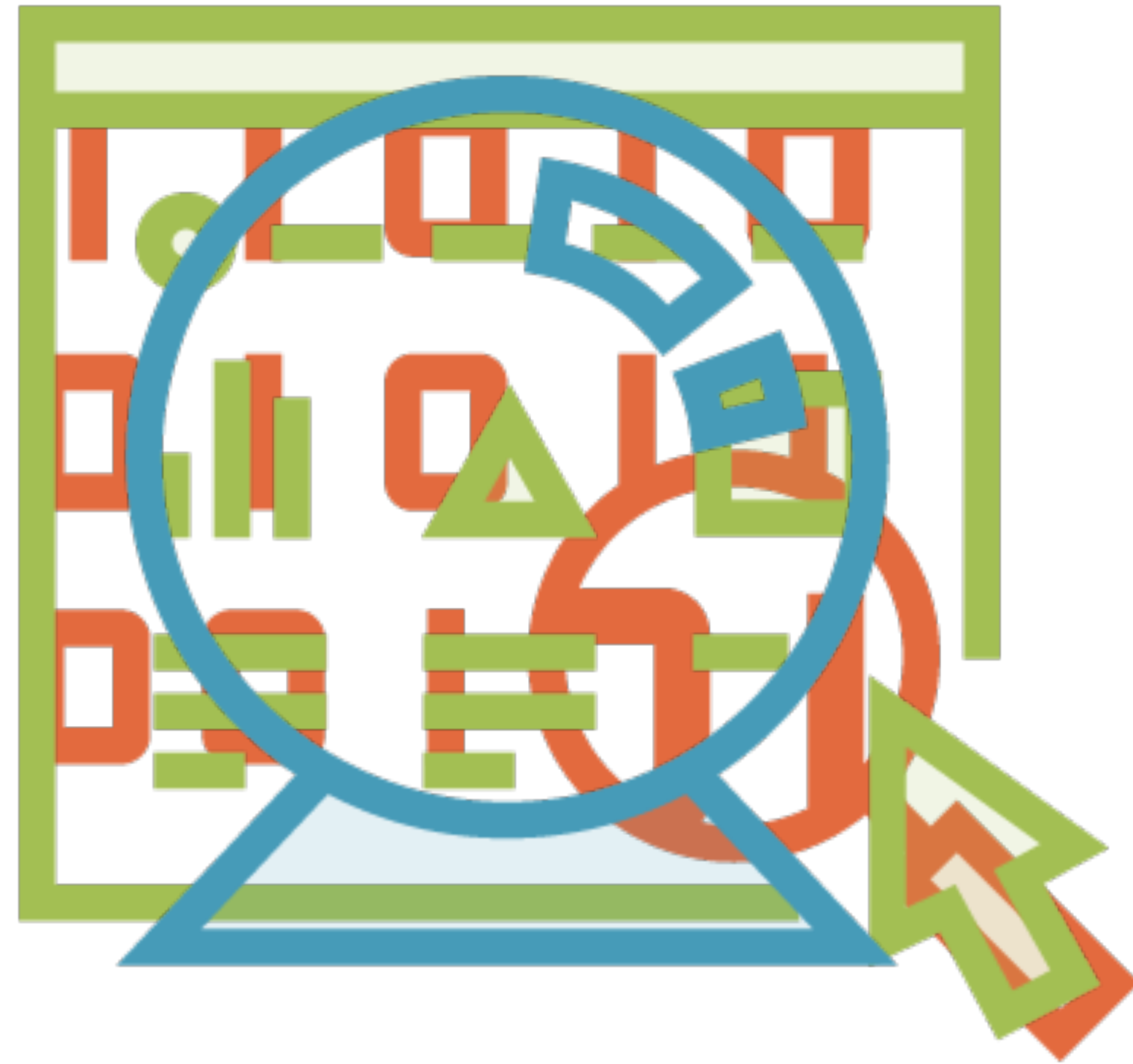
Breeding



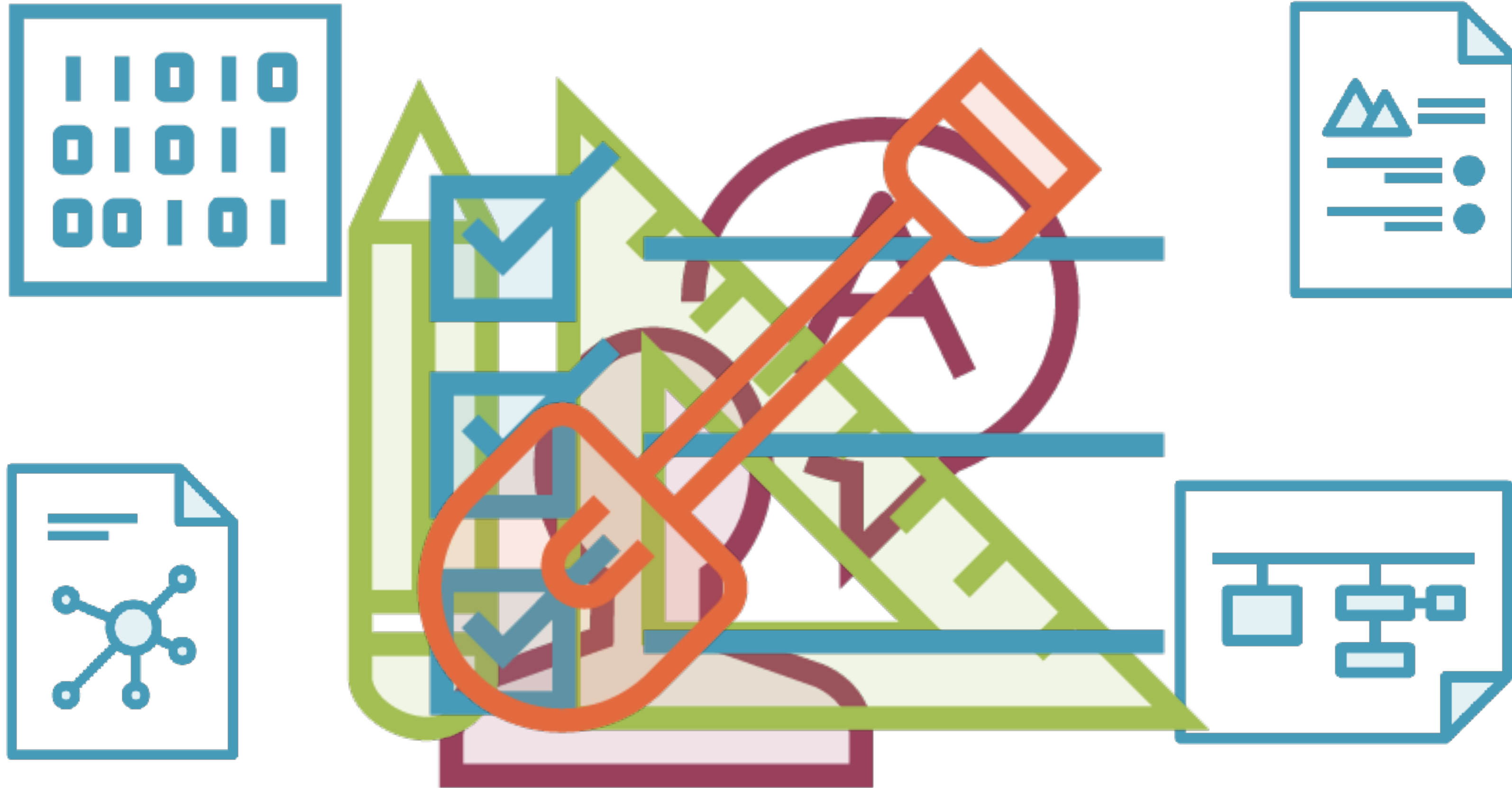
The Complete Picture



Design



Design



Design



UI Design

Writing

Empathy

User Interface Design





next >

Writing

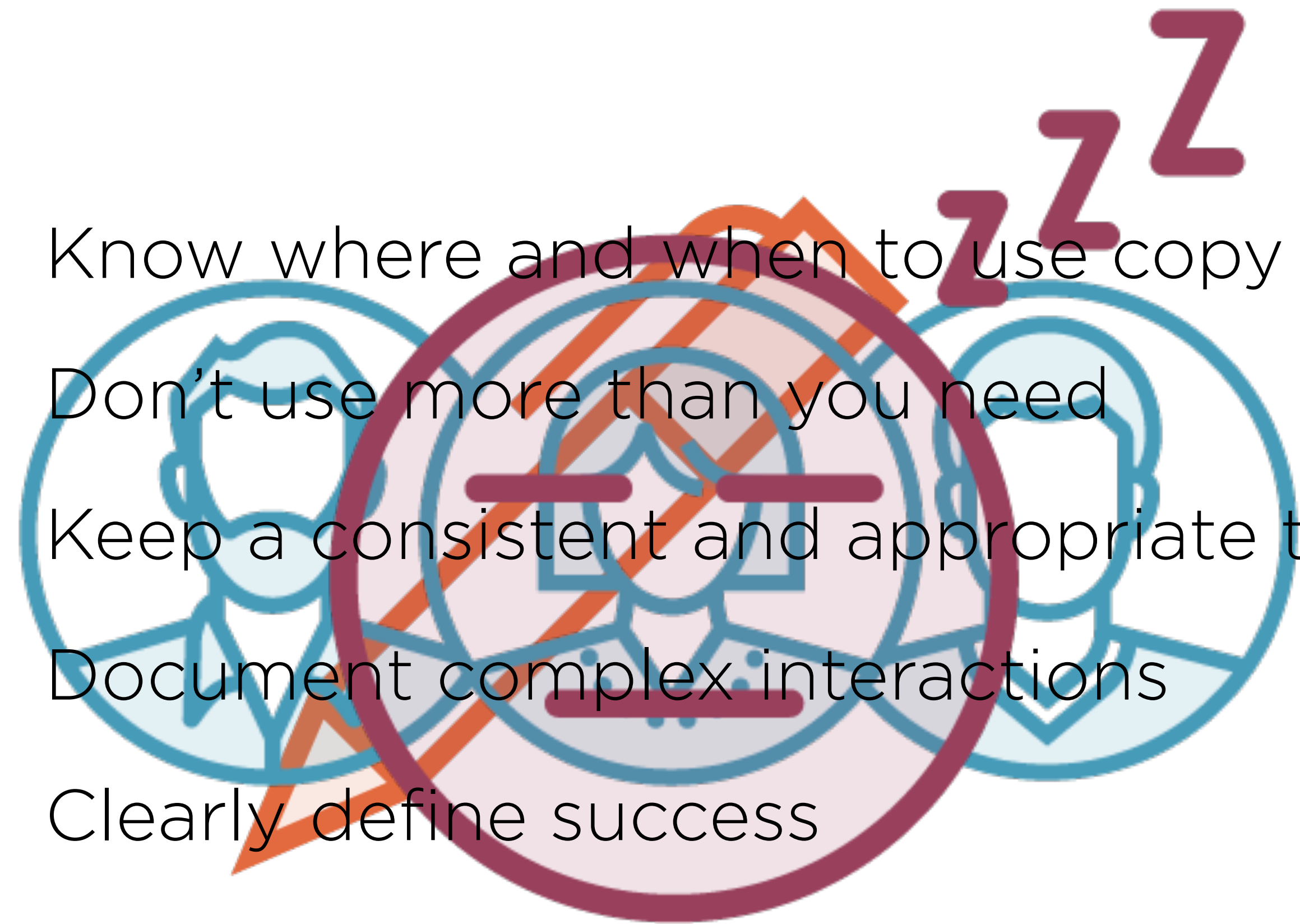
Know where and when to use copy

Don't use more than you need

Keep a consistent and appropriate tone

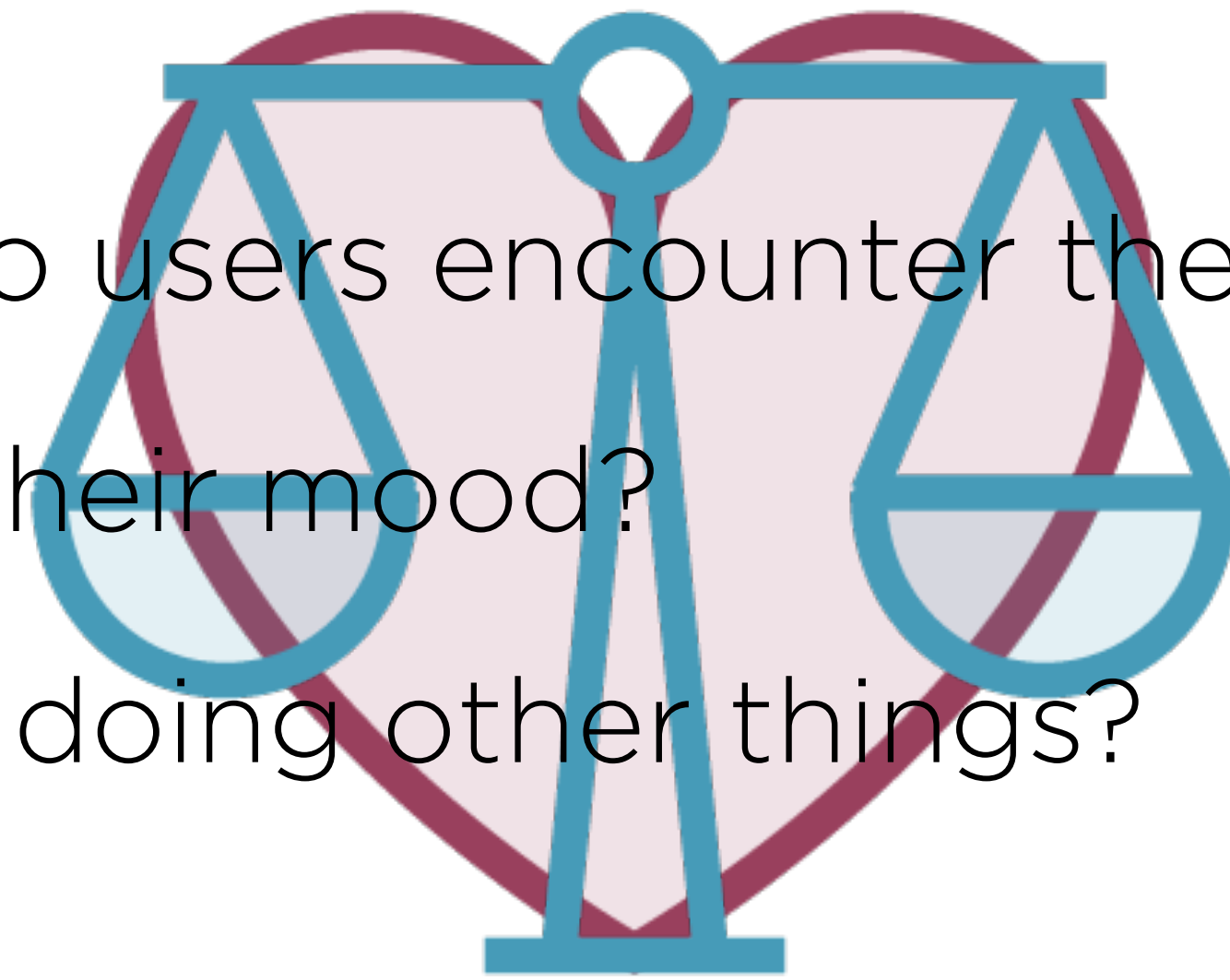
Document complex interactions

Clearly define success

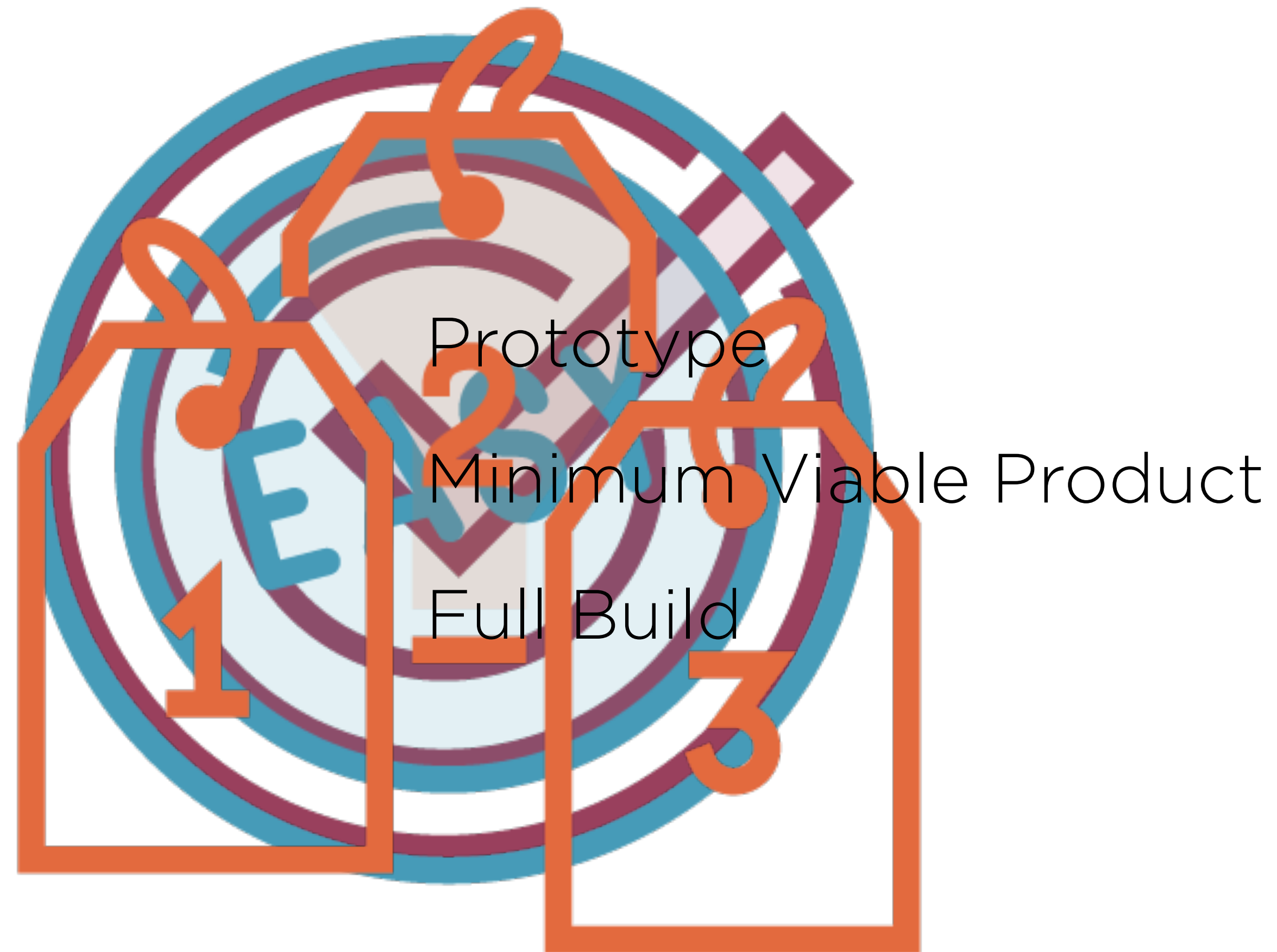


Empathy

Where do users encounter the feature?
What is their mood?
Are they doing other things?



Testing



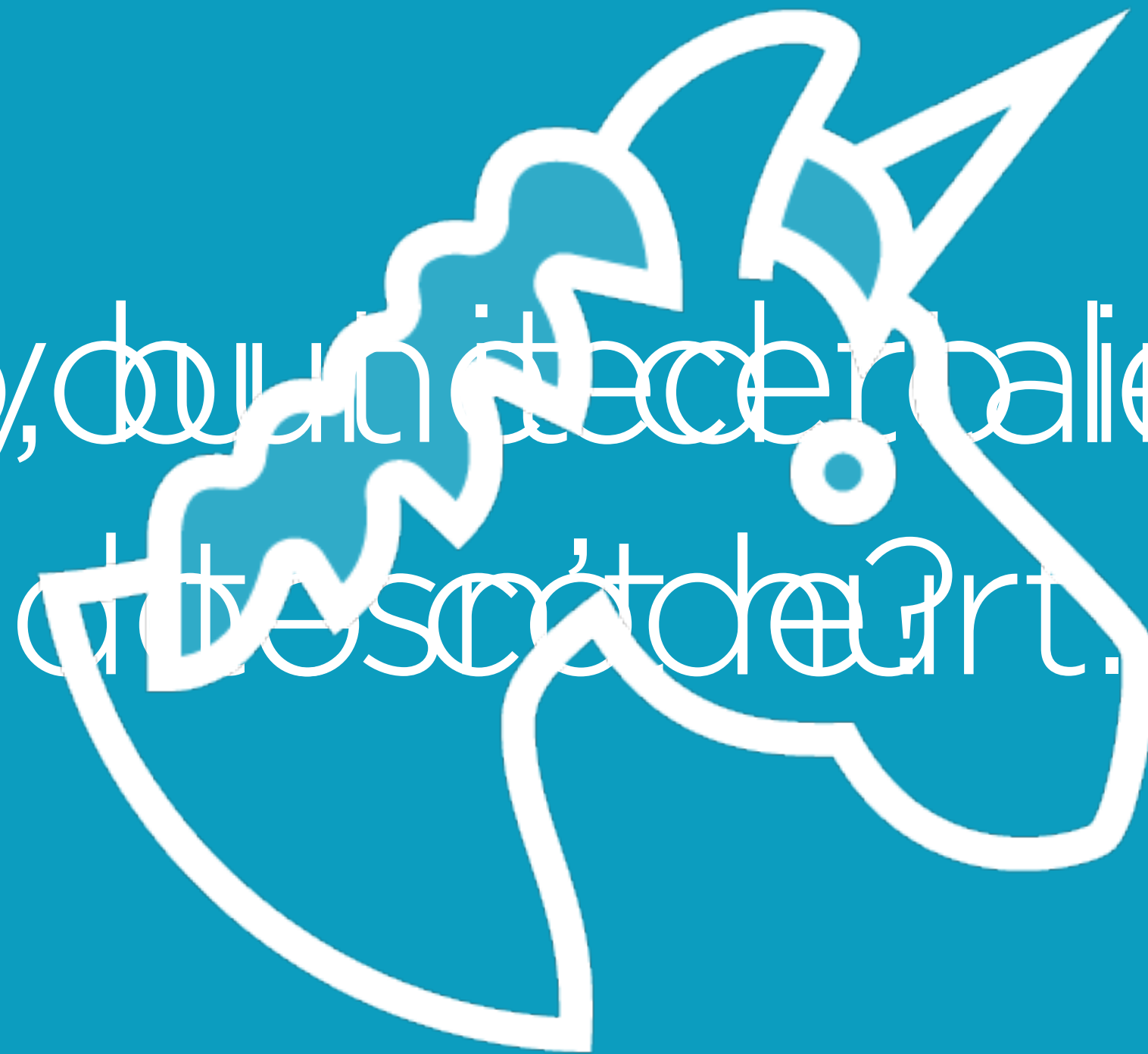
Minimum
Prototype
Viable Product

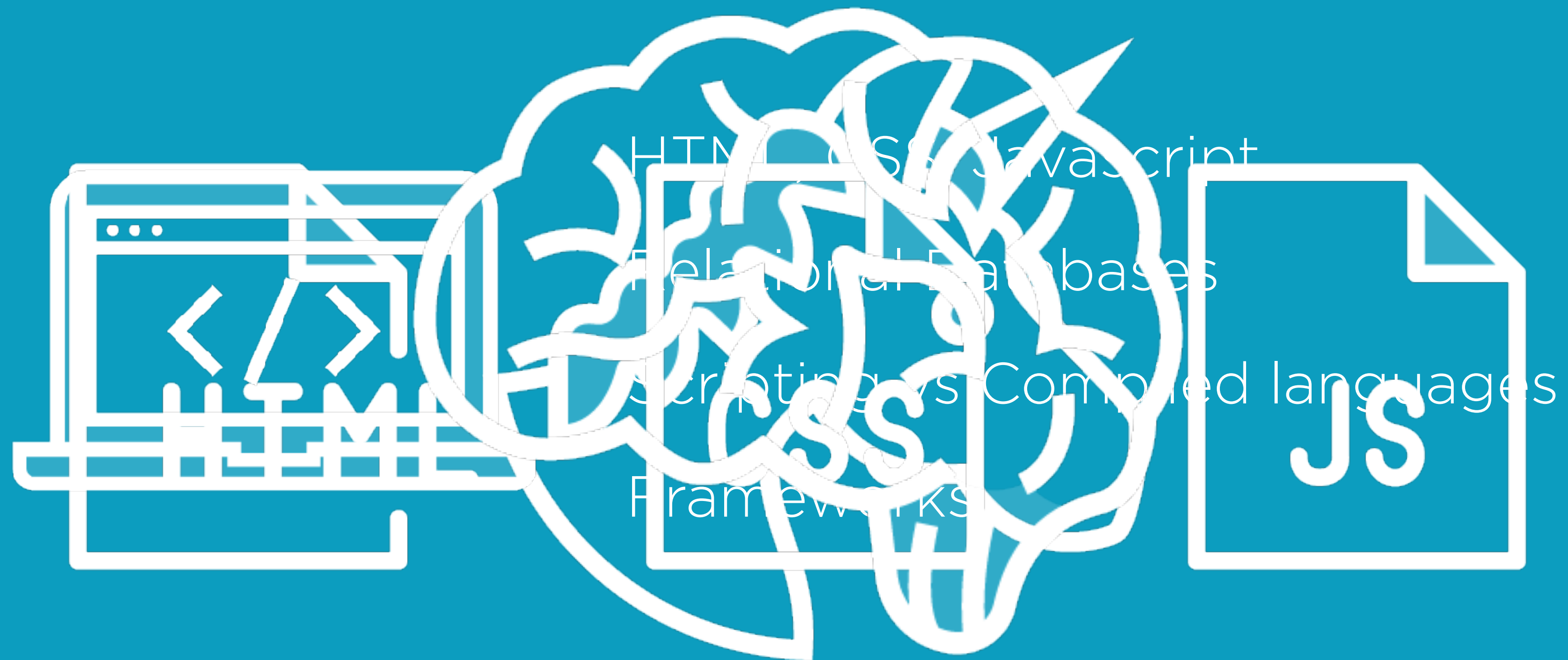
Low fidelity version of a finished product

Get feedback on designs quickly

Online, clickable experience

Did you download the
art?





Full Build

Riskiest option

Potentially wasted effort

Use prototyping internally

Testing



Prototype

Minimum Viable Product

Full Build

Leadership



Define the
Problem



Do Some
Research

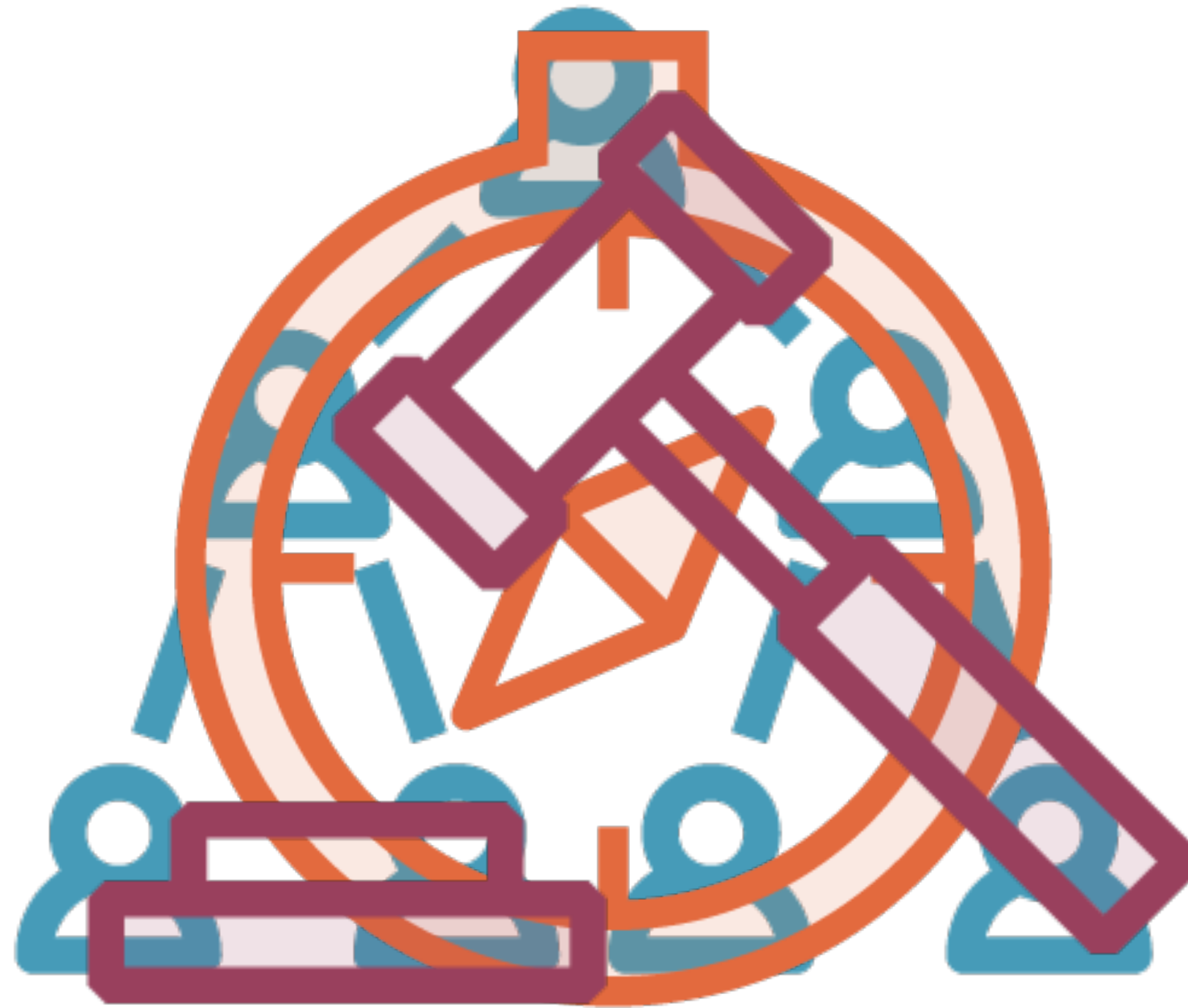


Design Your
Solution



Test Your Design

Leadership



Formula for Leadership



Be a good listener



Ask clarifying
questions



Provide insight

Summary

Define the problem

Create hypotheses

Conduct research

Create your solution

Test your work

Rinse and repeat as necessary