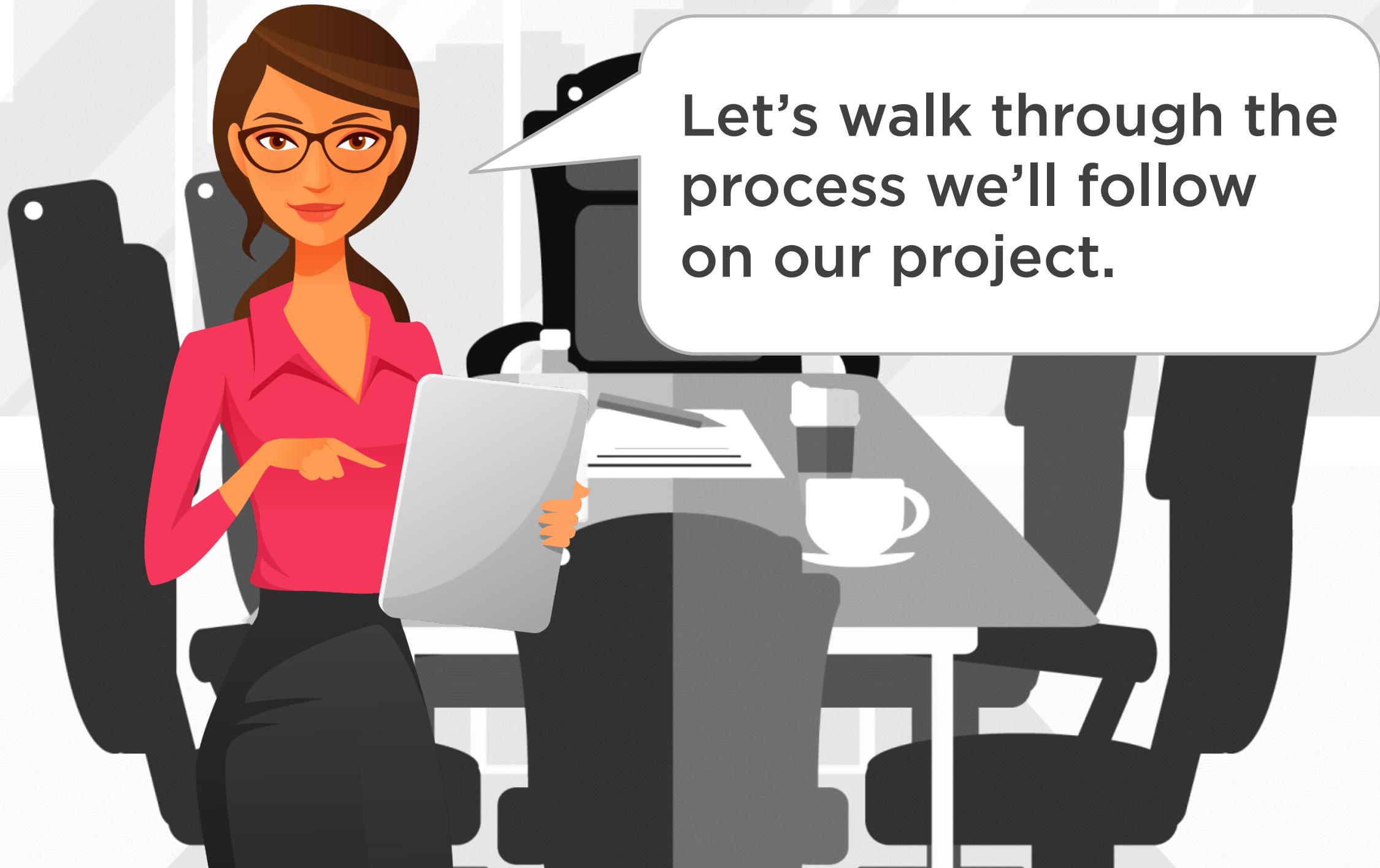


The UX Process: An Overview and Case Studies

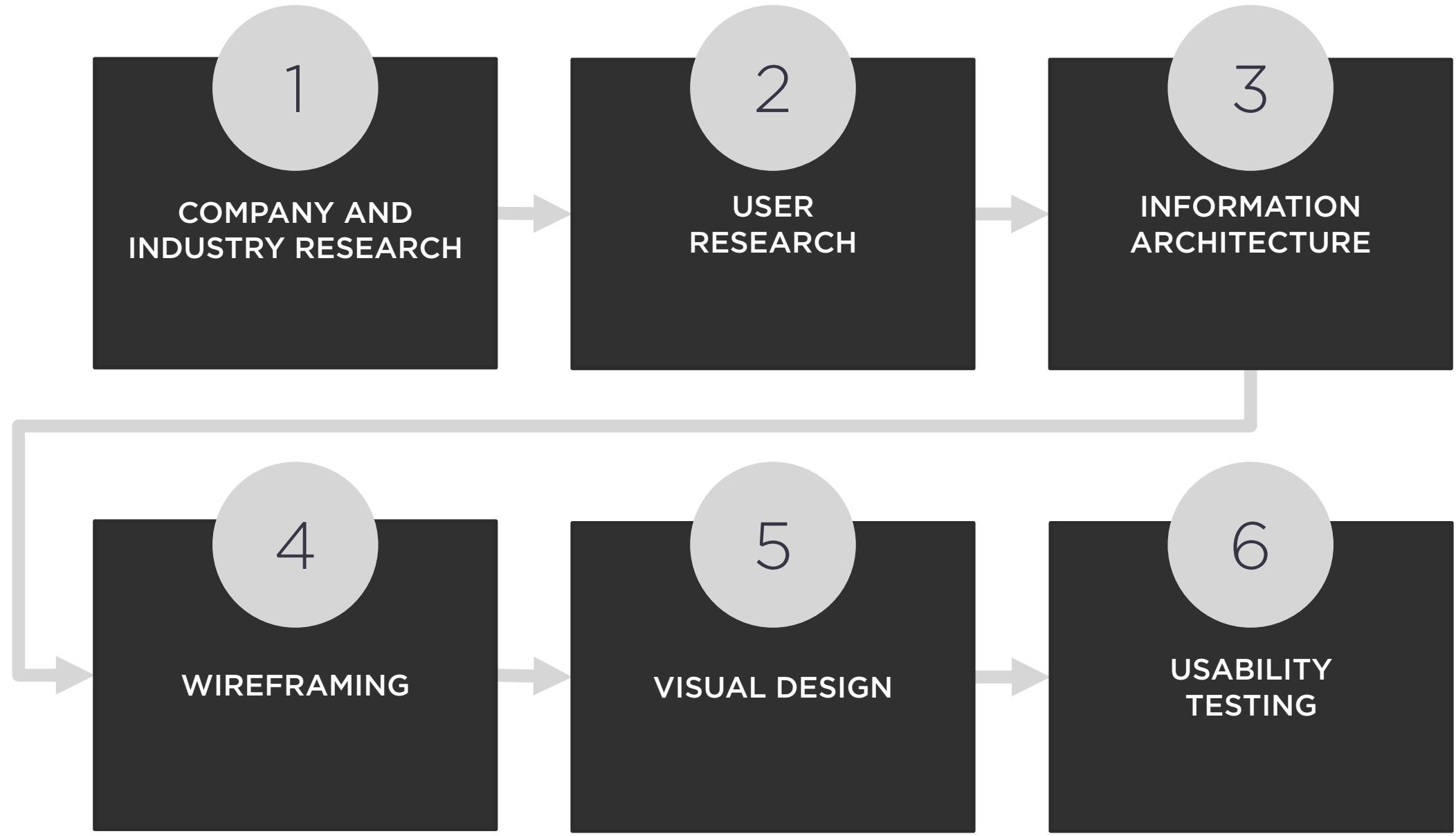


Amber Israelsen
DEVELOPER, AUTHOR, TRAINER
www.amberisraelsen.com





Let's walk through the process we'll follow on our project.



The process may vary
depending on the project



PRODUCTS

STORE LOCATOR



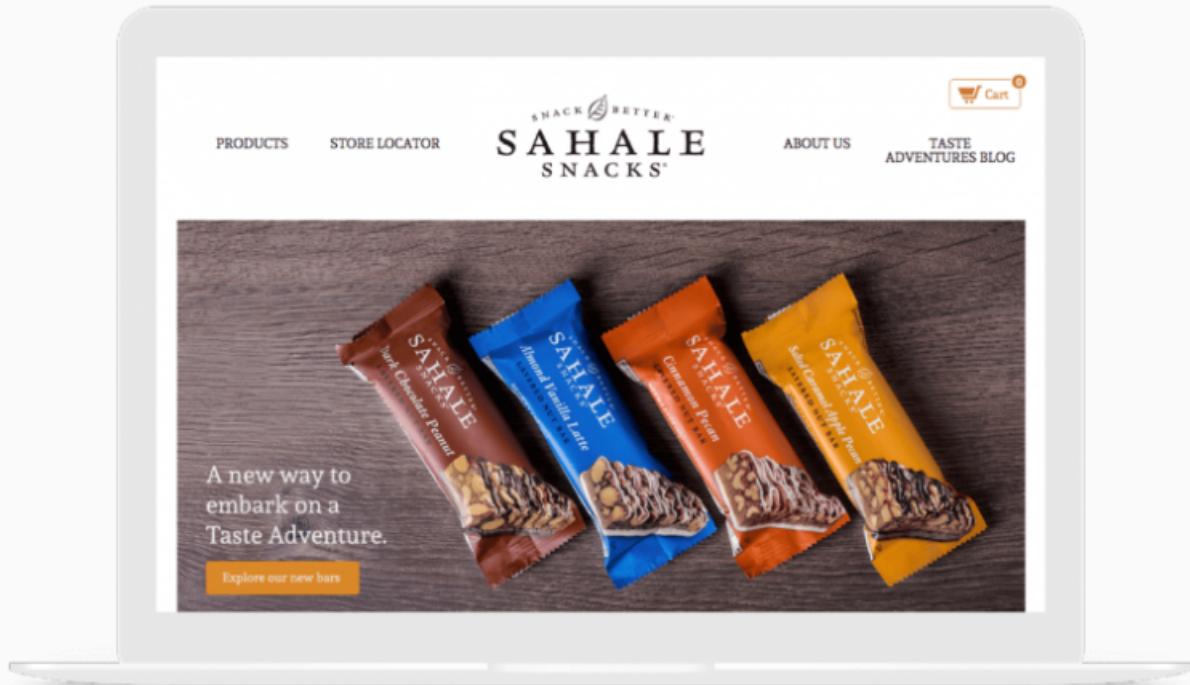
ABOUT US

TASTE ADVENTURES BLOG



SAHALE SNACKS: A CASE STUDY





Sahale Snacks was founded on the notion that “we can do this better.” The founders launched their superior snack line in 2003, and it exploded nearly overnight. Now, Sahale Snacks is sold at major retailers, such as Safeway, Kroger, Wal-Mart, Whole Foods, Costco, and 7-11. Sahale’s website was redesigned to reflect its attention to quality, improve its customers’ shopping experience, and essentially, to make its old site look like stale trail mix.

www.sahalesnacks.com



Personas

A critical component of our digital marketing analysis and reporting is identifying target customer personas. This allows us to fine-tune content that speaks directly to audience segments with unique priorities, mindsets, and needs—no matter what stage of the buying cycle they're in.

2

USER
RESEARCH



Heather the Health Nut

- Enjoys hiking on the weekends
- Has a Black Labrador Retriever
- Drives a Subaru Legacy Outback
- Shops at Whole Foods and Farmers Markets
- Owns a mountain bike

Frank the Foodie

- Avid Yelp reviewer
- Enjoys cooking
- Drives a Toyota Yaris
- Travels to explore new foods and culture
- Owns an iPad, iPhone 5, iMac

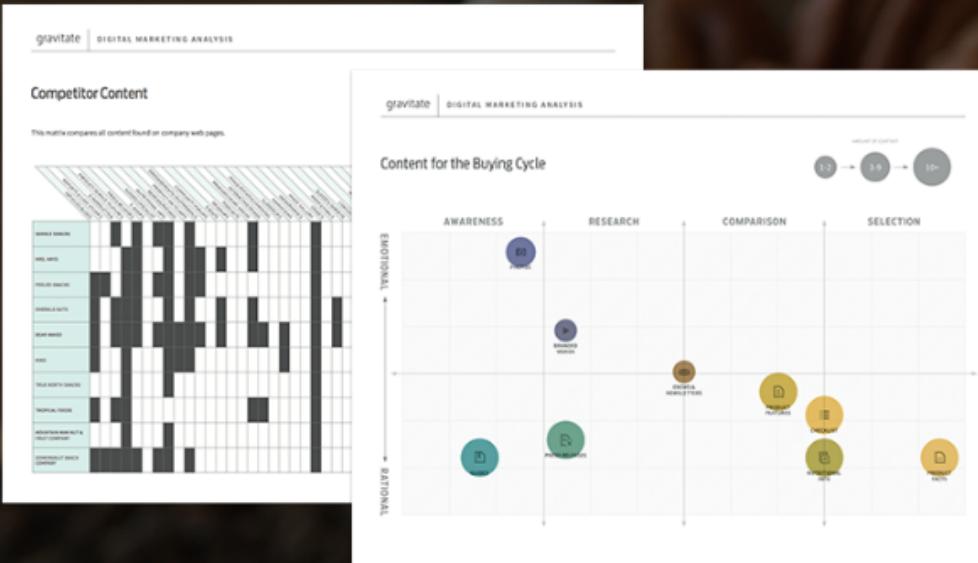
Mary the Mindful Mom

- Takes care of her two children
- Drives a Honda Odyssey
- Annual family vacations during the summer
- Owns an iPhone 5
- Reads Parents Magazine

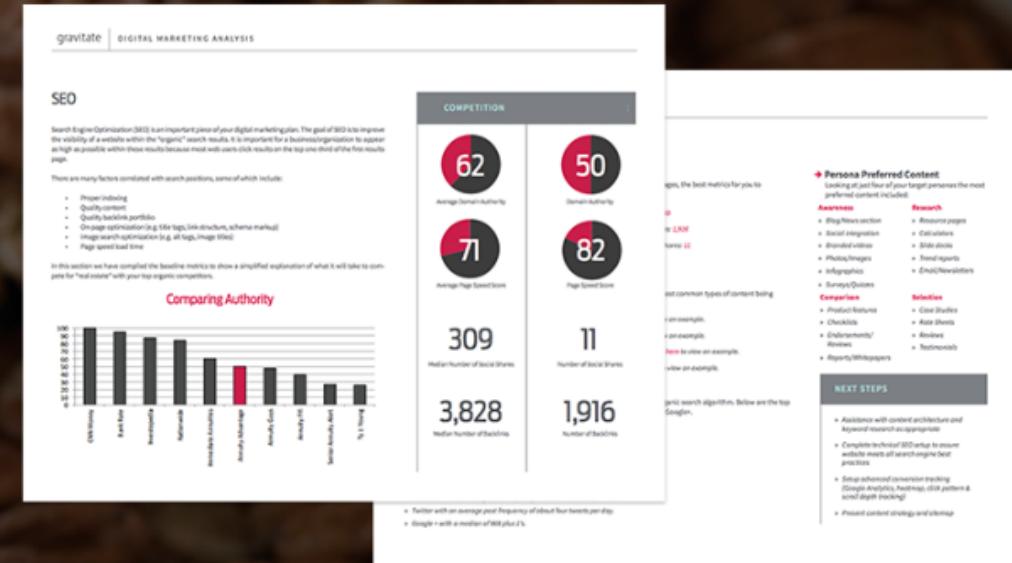
Source: <https://www.gravitatedesign.com/work/sahale-snacks/>



Content Audit



SEO Analysis



Generating sales online takes more than just an attractive website; it's an ongoing process that continually finds new ways to attract and engage with potential customers at all stages of their buying cycle. Our content audit determined which types of content are most relevant to Sahale Snacks' unique industry and competitive landscape and identified the preferred digital channels for its target market segments and personas.

Search engine optimization (SEO) is at the foundation of our digital marketing efforts. The goal of SEO is to improve the visibility of a website within the “organic” search results. We compile baseline metrics and keyword analysis to produce an actionable strategy that cements Sahale Snacks’ “real estate” within the top one-third of the first results page.

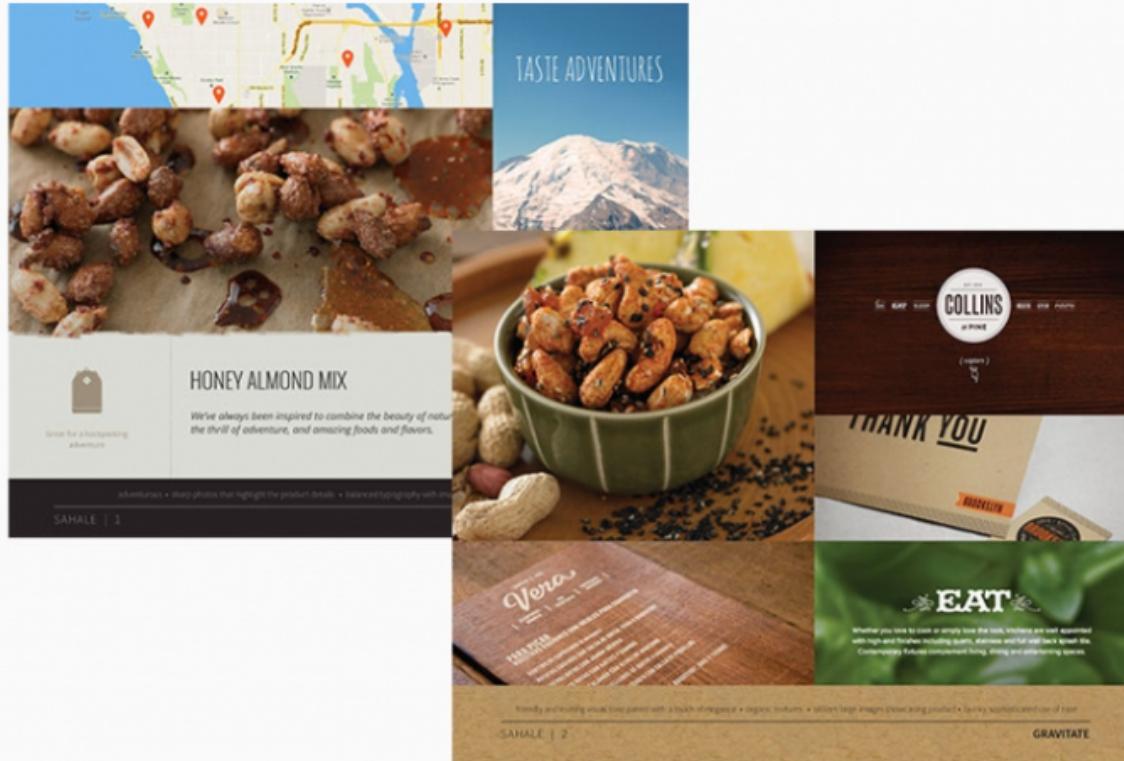
4

WIREFRAMING

5

VISUAL DESIGN

6

USABILITY
TESTING

Strategy

When the project with Sahale Snacks kicked off, the design direction was far from the finished product. Our moodboards (not specific design elements but rather visual indicators of the site's tone and feel) focused on a lifestyle rather than on the product itself. As such, we took a step back and began sketching designs for a clean, intuitive product-focused site—one that not only highlights quality ingredients but that also allows users to easily browse and shop for products.





Got a tip? [Let us know.](#)

News ▾ Video ▾ Events ▾ Crunchbase

Follow Us [f](#) [g](#) [t](#) [y](#) [f](#) [in](#) [g+](#) [r](#)

Message Us

Search



Johnson Cornell Tech MBA in NYC
Leaders and technologies for the digital age



JOHNSON
Cornell University | CORNELL
TECH

[Learn More >](#)

AdChoices ►

TC'S CRUNCHBOARD The Best Companies Are Looking For You On CrunchBoard. Check Out The Jobs ►

WATCH NOW Crunch Report



Crunch Report | Tech news and reviews. Shows new episodes every weekday at 7 ET / 4 PM PT.

LATEST

30 minutes ago

Apps

Report: PokéMon Go has now crossed \$1 billion in revenue

By Russell

PokéMon Go was 2016's rocket ship — it broke download records, became the #1 app in the App Store, and won a \$500 million investment from Google. Now, it's won another accolade, the fastest game to reach \$1 billion. That's according to a new report from the analytics firm Sensor Tower. To give the record some context, a recent App Annie report estimated that iOS and Android... [Read More](#)



Featured Stories



Facebook plans to be like YouTube not Netflix
by Josh Constine



Facebook beats Q4: \$3.5B profit, 1.86B users
by Josh Constine



Jury awards ZeniMax \$500M in Oculus lawsuit
by Lucas Matney



Sheryl Sandberg on her silence about Trump
by Megan Rose Dickey

ADVERTISEMENT

Deep innovation
for direct impact

Johnson Cornell Tech
MBA in NYC

[LEARN MORE >](#)

TECH CRUNCH: A CASE STUDY

JOHNSON
Cornell University | CORNELL
TECH

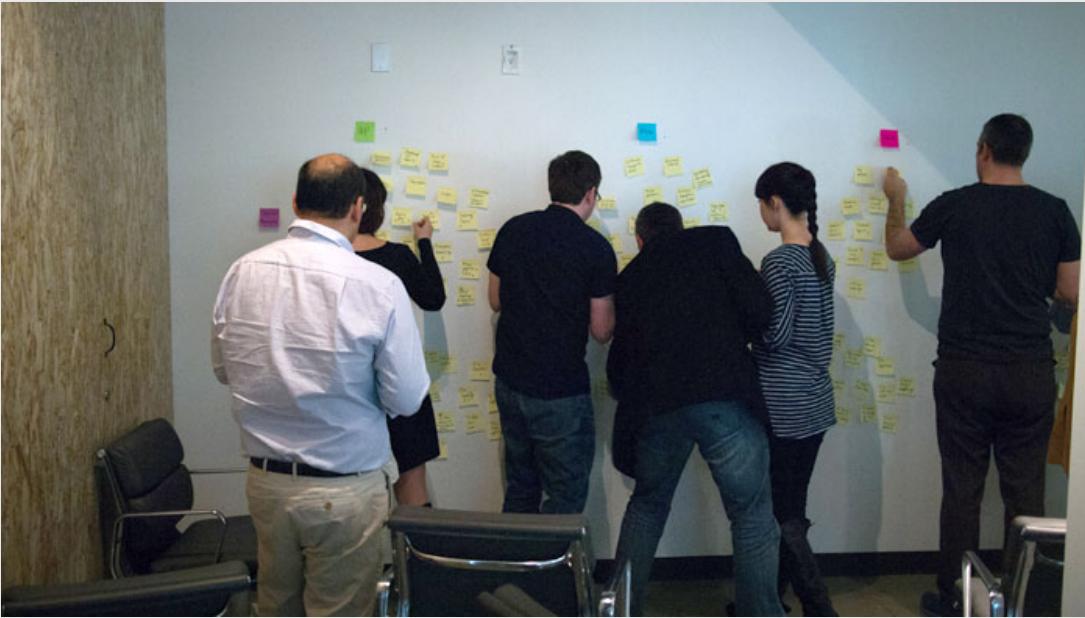
AdChoices ►

Have a tip, pitch or guest column? Send us a tip.

NEWSLETTER SUBSCRIPTIONS





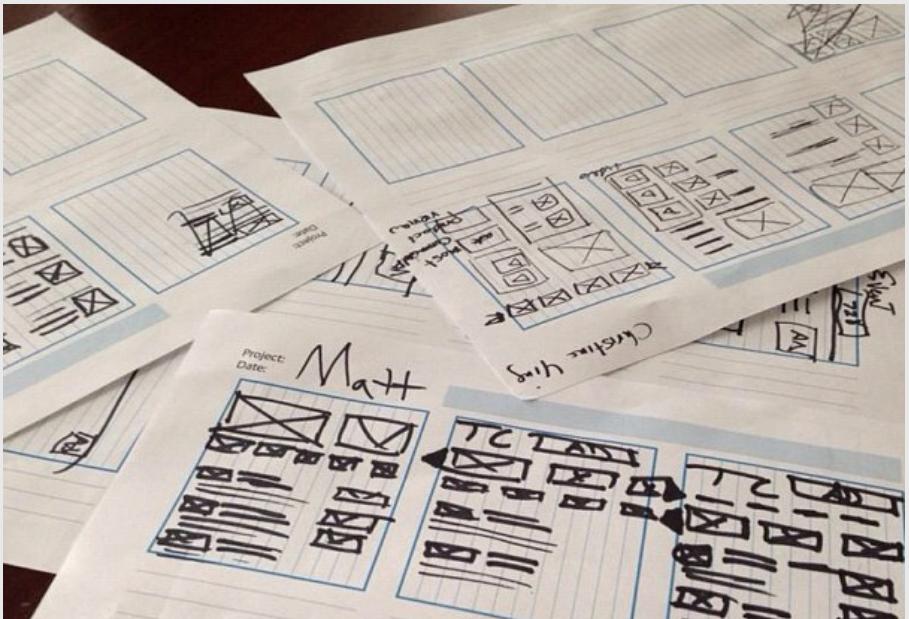


Source: <http://danielmall.com/articles/techcrunch-responsive-redesign/>



4

WIREFRAMING



5

VISUAL DESIGN

The screenshot shows the TechCrunch homepage with a banner for the DROID RAZR MAXX HD. The main content includes an article titled "How To Sell A Car To The Mobile-First Generation" by John Geraci, which discusses the author's search for a car with a good infotainment system. Below the article are several other news items and promotional banners for the Game of Thrones trailer and a 3D mouse.

6

USABILITY TESTING



Summary



The general process

- Company and industry research
- User research
- Information architecture
- Wireframing
- Visual design
- Usability testing

Depending on the project, the process can and should be modified



Coming up next...

