DESIGN PROCESS

Bring Your Ideas To Life

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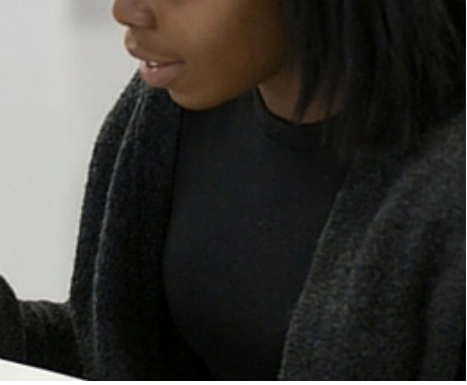
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1 OBSERVATION

Understanding your client and users is most important in the beginning of the design process. The client does not neces- sarily know what the users want so it is up to you to figure out.

EXPLORATORY RESEARCH

WHAT IS IT?

It is a type of research that is done when little is known about the problem that we'll tackle. This research allows us to better understand the current customers to identify painpoints to address.

WHEN TO USE IT?

Use it at the beginning of the design process to gain inital inspiration of design opportunities

TYPE OF DATA

Mainly qualitative

RESEARCH METHODS

User Interviews

We gather a group of potential customers/ users to talk about their past experiences and identify any opportunities to make their experience

Observational Study

Researchers and designers are observing users' behavior in their natural environment. They will be taking notes about what the users are doing.

Secondary Research

Use past research to help to understand the current situation and learn more about similar studies

CONDUCTING INITIAL USER INTERVIEWS

Understand your objective

Select the right participants

Involve extremes and expert users that are different from your typical target users to get better insights.
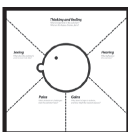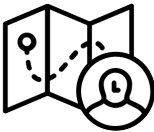
Come up with the right questions

Setting up the interview

1 Interviewer   1 Notetaker

Synthesizing all the information

COMING UP WITH QUESTIONS

Start with a broad theme
Shopping for Groceries

Break down this larger theme into more specific questions

How do they choose what to buy?

What are reasons why you buy groceries?

What is the difference between groceries shopping online and offline?

How often do you go buy groceries?

How much time do you typically spend buying groceries?

Where do they go to buy groceries?

What do you like about shopping in store? Why?

What do you like about shopping online? Why?

What is the hardest part when buying groceries?

What are other ways you get food?

What are you currently doing to make it easier to buy groceries?

BECOMING THE INTERVIEWER

CURIOUSITY

Let that kid inside of you come out to always ask WHY even if you think you know that answer because it might surprise you. You'll need to have a desire to understand more and dig deeper.

AN OBSERVING EGO

Practice actively listening and focus on what the participant is saying without passing any judgement. Let the participant do all the talk and fight the urge to respond back except if it is with more questions. While listening it is important to look engaged.

CONFIDENCE

Confidence is defined in terms of the ability to build trust with the intervieweee and make them feel comfortable enough to share their experience. You need to be neutral when hearing responses and also encouraging.
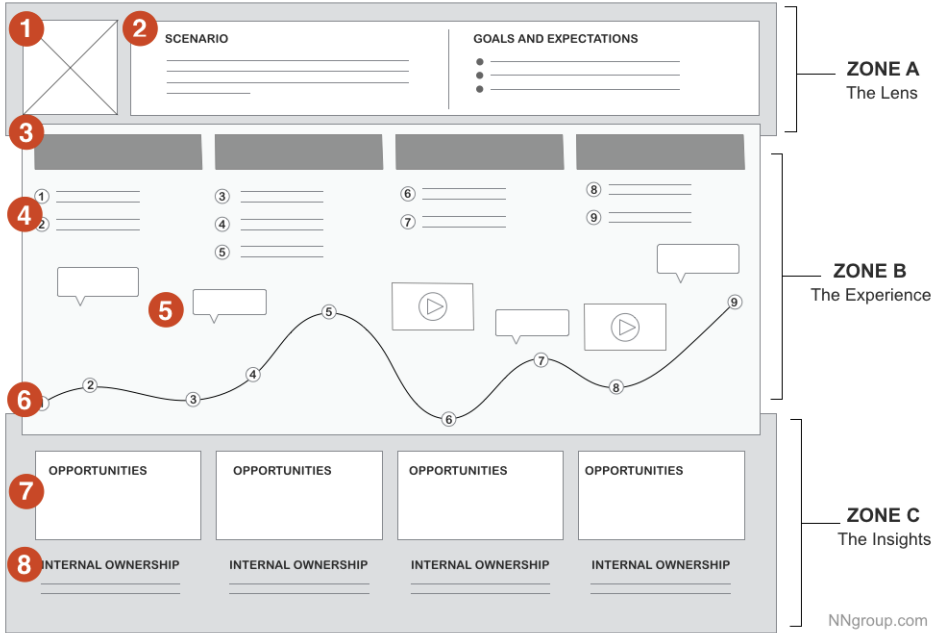
CONCENTRATION

Concentrate on what the user is saying and do not just think about what to respond. Try to digest what the participant is saying. This is why the notetakers and interviewer are separate roles to allow the interviewer to stay focus.
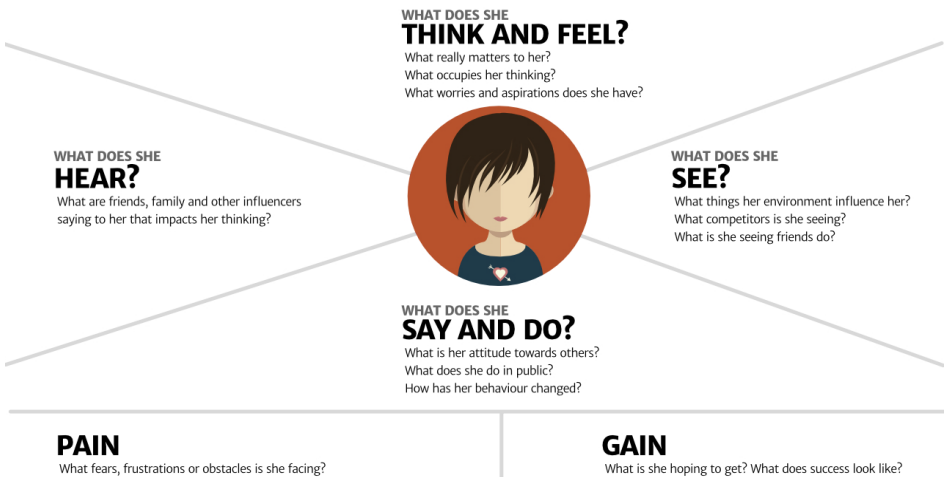
DIGESTING ALL THE INFORMATION

Use these to help organize your notes from the interview

CUSTOMER JOURNEY MAP   To map out painpoints and opportunities

1

2 SCENARIO

GOALS AND EXPECTATIONS

ZONE A
The Lens

3

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ZONE B
The Experience

7 OPPORTUNITIES

OPPORTUNITIES

OPPORTUNITIES

OPPORTUNITIES

8 INTERNAL OWNERSHIP

INTERNAL OWNERSHIP

INTERNAL OWNERSHIP

INTERNAL OWNERSHIP

ZONE C
The Insights

NNgroup.com

EMPATHY MAP   To help create personas

WHAT DOES SHE
THINK AND FEEL?
What really matters to her?
What occupies her thinking?
What worries and aspirations does she have?

WHAT DOES SHE
HEAR?
What are friends, family and other influencers
saying to her that impacts her thinking?

WHAT DOES SHE
SEE?
What things her environment influence her?
What competitors is she seeing?
What is she seeing friends do?

WHAT DOES SHE
SAY AND DO?
What is her attitude towards others?
What does she do in public?
How has her behaviour changed?

PAIN
What fears, frustrations or obstacles is she facing?

GAIN
What is she hoping to get? What does success look like?

PROTOTYPING TOOLS

VISUAL SCREENS

balsamiq

Ps

Ai Adobe Illustrator CS6

P

INTERACTIVE

*in*vision

KEYNOTE

P

FLINTO

BOTH

fluid

JUST INMIND

Sketch 3

RP axure RP

proto.io

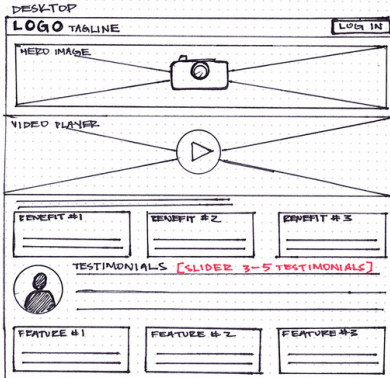MOCKPLUS

PROTOSHARE®

Marvel

2 PROTOTYPING

Prototyping allows you to test your idea rapidly without spending a huge amount of money building it out. It allows you to sell your idea and test it with your target audience as soon as possible.
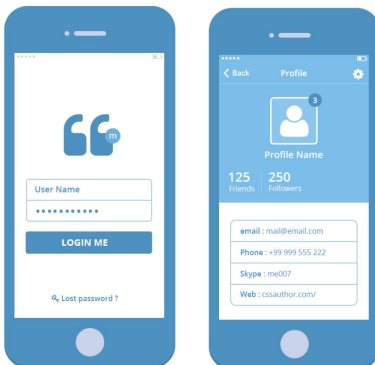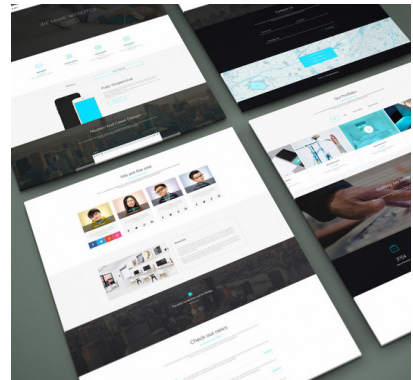
WIREFRAME VS MOCKUP VS PROTOTYPE

WIREFRAMES

Low fidelity design to show the functionality of the product without the visual design.

MOCKUP

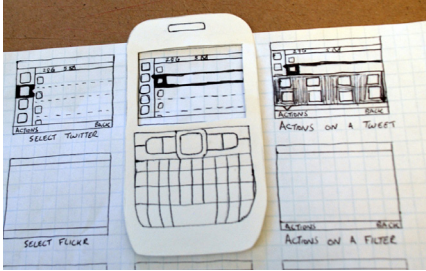The visual design of the product and it is used to get early buy-in from a stakeholder

PROTOTYPE

A medium to high fidelity design of the product with the interactive features and it is used for user testing.

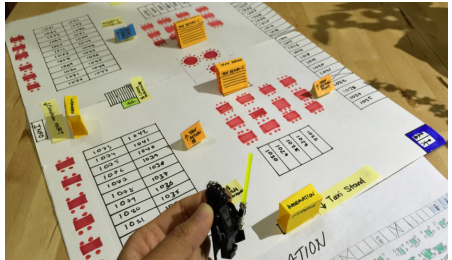# DIFFERENT PROTOTYPING TECHNIQUES

PAPER PROTOTYPE

Paper Prototyping is one of the fastest and cheapest way to test out your product. When testing using prototype, the designer will act as the human computer who will be switching out screens based on the user's input

3D PROTOTYPE

3D prototyping is the best way to test out a product. You can make your product rapidly using everyday objects and foam core. When testing your product, try to observe how people play around with and use it.

EXPERIENCE PROTOTYPE

This prototyping technique is used mostly to test out service ideas. The most common way of testing is to have the users go through the experience while the designers follow a prewritten script.

RAPID DIGITAL PROT

① Identify a Problem
Look for a problem you believe is worth solving for

② Brainstorm Solutions
Brainstorm potential solutions and then choose one to focus on

③ Plan out Features
Write down all the features you want to include in your products. Prioritize these features and choose your top choice

④ Create a Scenario
Think through a task that the user can go through to accomplish with your products' top feature

⑤ Navigate the User Workflow
Think about the action the user will take to complete the tasks and translate it into screens

⑥ Create Low Fidelity Wireframes
Focus on the core functionalities. First create outline of the different component you want.

TOTYPING PROCESS

7 Make It Interactive

Add the interaction you want between your screens to show what is clickable and where the users can do with the prototype.

8 Test It With Users

Start testing with users to see what you can improve on

9 Iterate and Repeat

take in the feedback you get and continue improving the prototype

10 Add the Design

After you feel confident about your prototype main functionality, start adding the visual design .

11 Test Again and Iterate

Now that the prototype is almost done, you need to test again and make minor visual changes,

Launch! But keep improving

Now that the prototype is almost done, you need to test again and make minor visual changes,

3 USER TESTING

Testing your prototype with users multiple time allow to improve your product to better tailor it to your target users and get feedback to continue improving on it before the big launch.

USER TESTING TIPS

DOs

✅ Give a brief introduction of your producet

✅ Have a task that you want the user to accomplish with your prorotype

✅ Answer questions with questions

✅ Understand how the users is feeling when going through the prcoess

✅ Observe what the user is doing and their facial expression

✅ Observe how the users go back and forth exploring the prototype

✅ Encourage negativity

DO NOTs

❌ Sell your product

❌ When the user is struggling, jump right in to tell them where to go

❌ Tell your users exactly where to click

❌ Believe everything your user say

USER TESTING METHODS
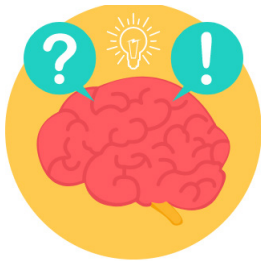
THINKING ALOUD

Let the user just play around with your prototype. They can just speak about and walk you through what they are thinking as they interact with.

REMOTE USER TESTING

There are many tools you can use to test your product remotely. Record what the user is doing with your product and observe what they feel is most important.
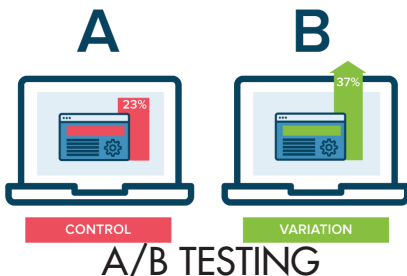
A/B TESTING

A/B testing focuses more on testing the visual design of the product. You have similar content on both version with a slight difference. For instance, you might be changing the text on the button and testing it in real time with actual users. The version with the most conversion rate will be the winner.