All technology starts with an idea before

Listening to individual users gets you to their needs. Listening to many gives you market research

Find typical client and then generalize for how to get it right for with many as possible

People we work for - client

people using the apps - users

Understanding UX workspace

Meaningful - Has personal significance

pleasurable - memorable experience Worth sharing

Convenient - super easy to use, intuitive - works like I think

Usable - can be used easily without difficulty

Reliable - is available and accurate

Functional (useful) - works as programmed

Step 1 business objectives (client)

- Why does your client want a website? maybe he really needs something else
- what is the function they want to do?
- what would a successful website be for them?
- what would be considered successful (Example: 30% traffic to website increased)
- ROI - return on investment what are they looking to achieve by when
  example: for every $100 they put into website they expect one client

Once we know the objectives, we can measure the success

Once website is launched someone has to be checking

Step 2 user research users

In order for us to understand what they want we need to know who they are

- Target audience – The smaller you narrow down the target audience, the more Blakely to understand what they need and they are more likely to be Acceptive . If you're speaking to everyone you're speaking to no one . Make your message clear , I'm focusing on these people. making a choice of focus (it does not mean others can't come it just means there's a primary audience and they are the best fit)
- Usage scenarios what are they looking for in this website / app?

Building a persona – Building a fictional character about things they know about my audience.

Location, gender, age, income, education, job, personal status, Behavior (where do they normally…)

If user see this website what is he going to do or decide. Personas allow you to present to your client from the users point of view. It Detaches ourselves, let us look in more objective ways

User scenarios – Why does the user need this app?
ask the question and tell the story from different people's perspective to see What the app needs to look and feel and function like.

Who are they, why are they choosing us, where it would be good or less good to fit for them. How do our users expect to see the app.

Step 3 benchmarking

Checking out the competition, what they did right and what they did wrong. Know what to emulate and avoid.

Step 4 define BEFORE design

Build a website tree wire framing
wireframes- what content goes where, Where does it sit on the website. What it will look like, we do later. Flow and function of elements Our dealt with before worrying about content. We first create placeholders for content

Determining the order
top -> bottom
left -> right

- All that comes first is perceived as more important. things at top of the website Are more important than things that are lower down.
- How do we know what's important? The goal of the website according to the customers Defined the order of the content and the amount of Space each content takes up

wireframes show us size, Placing (space they take up), order and type of content

Anatomy of a website - navigating around the website

1. header
2. navigation bar
3. content - main / sides
4. customer service, signature panel
5. Corporate legal info signature

In order to understand where it goes you have to know what it is