

UX Design

Frameworks

Understanding Human Decision Making

Buzzwords to Lookout for

- BJ Fogg's Behavior Model
- Stephen Wendell's CREATE Action Funnel
- Spectrum of Thinking Interventions
- Dual Process Theory

- Nudge Theory
- Persuasive Technology
- Behavior Design
- Behavioral Science
- Behavioral Economics

Classifying Behavior

Behavior Change Strategies

- BJ Fogg's Behavior Grid

Making Users Addicted

- Nir Eyal's Hook Model
- Cue Routine Reward Model

- New Behavior
- Existing Behavior

- Help User Avoiding the Cue
- Replace the Routine
- Use Consciousness to Interfere
- Mindfulness to Avoid Acting on the Cue
- Crowd Out Old Habit with New Behavior

Changing User's Behavior

- Support Conscious Action
- Cheating
- Make or Change Habbits

- Educate and Encourage User
- Help User think about Their Action
- Defaulting
- Make it Incidental
- Automate the Act of Repetition

Business Model

- Existing Business Model
 - Business Model Canvas
 - Lean Canvas
- New Business Model
 - Business Model Inspirator
 - Competitor Analysis
 - Five Forces Model
 - SWOT Analysis

Understanding the Product

Clarify Product

- Target Outcome
- Target Actor
- Target Action

Define Target Users

- Create User Personas

User Stories

- Create Product Backlog

- Simple Reminders and Planning Prompts
- Status Reports
- How-to-Tips
- Call to Action

When Attention is Fleeting and Scarce

Good Layout Rules

UX Patterns

ProtoTyping

Conceptual Design

When you have many opportunities to Influence User

- Decision-Making Support
- Behavior Change Games
- Gamification
- Planners
- Reminders
- Social Sharing
- Goal Trackers
- Tutorials

Wieframing

- Figma
- Adobe XD
- Sketch
- Balsamiq

Things to Lookout for

- In general, Keep it Short and Simple
- Make it Easy to Understand, Easy t Complete
- Make Progress Visible to User
- Make Progress Meaningful in order to Reward User
- Make Successful Completion Clearly Visible

Deliverables

- Customer Experience Map by Mel Edwards
- Simple Flowchart
- Event-Driven Process Chain Model (EPC)
- Business Process Model and Notation (BPMN)

- Clear the Page of Distractions
- Make it Clear, Where to Act
- Tell User What the Action is and Ask for it

Getting Users Attention

Get a Favorable Conscious Evaluation

- Prime User-Relevant Associations
- Leverage Loss Aversion
- Use Peer Comparisons
- Use Competition
- Avoid Cognitive Overhead
- Avoid Choice Overload
- Avoid Direct Payments

Creating Urgency to Act Now

- Frame Text to Avoid Temporal Myopia
- Remind of Prior Commitment to Act
- Make Commitment to Friends
- Make Reward Scarce

UX Best Practices

Measuring the Impact

Getting Positive Intuitive Reaction

- Make UI Professional and Beautiful
- Deploy Social Proof
- Deploy Strong Authority on Subject
- Be Authentic and Personal

Make sure Users can Easily do it

- Elicit Implementation Intentions
- Default Everything
- Lessen the Burden of Action/Info.
- Deploy Peer Comparisons

Testing

- Incremental A/B Testing
- Multivariate Testing
- Gather Lessons Learned, Prioritize, Integrate

Continue Improving the Product