

DESIGN PROCESS

User-Centered Design

OBJECTIVE

Lean, user-centered Product and Experience Design focused in order to benefit brand engagement and customer retention. I use analytics and user feedback to drive evidence-based decision making. I integrate this process into interactions with software development processes.

PROCESS

1 - Why?

Before we start making something, we need a common understanding of why we're here. What does the company do and what is its purpose for existing? Then we establish the baseline and where we want to go. At this point, I gain an understanding of where the company and product are today so that we can define what success looks like. This is done through **Stakeholder Interviews** and **Requirements Gathering**. The deliverables are **Established Business Goals, KPIs**, and a **Project Plan**.

2 - Research

At this point, I analyze the current user base, the potential user base and their needs that the product must address. To do this, I review any documentation on current users, carry out **User Interviews** and **Market Research** to understand what alternatives customers have. The deliverable is easily referenced documentation of the market and **Feature Requirements** as well as **User Stories** to document who we're building for.

3 - Design

Now we define the required features in terms of the product. It's time to start designing what the product will look like and how it will work. This is done through identifying the **Information Architecture, User Workflows, User Journeys**, and **Navigation and Interaction Models**. The deliverables are **Flow Diagrams, Spec Documents**, and the plan for **UX Testing**, all in preparation for the next phase.

4 - Usability and Validation

Time to put those designs to work! At this point, the goal is to determine how effective the designs from the previous step really are through **Usability Tests** and **Surveys**. The results of this step answer the question of whether or not we've addressed the problems set out in step 1. If needed, we go back to step 3 and address any deficiencies. This back-and-forth can happen multiple times depending on the scope of the project. Deliverables from this step include **Analytics reports, Test Results** and **Test Summaries**.

5 - Documentation and Handoff

This is the end of the project. At this point, I prepare a Project Summary and gather all of the documentation produced at each step of the process. I document any relevant information and findings not captured already, then hand off the documents, assets and knowledge accumulated over the course of the project. Part of this step is coordinating a smooth transition so that the client is well-suited to carry on with future developments.