Yoobee College of Creative Innovation - Christchurch Campus

Diploma in Software Development 2202-Online-DSD

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**CS104 - UX Principles II**

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## OBJECTIVE & STRATEGY PHASE

# Establish Native App to be researched

# Establish the Needs of: (The Client, The Business, & The User) of the App.

# Establish the Client’s target audience

# Guide the Client to make informed decisions about changes required

# Competitor Analysis

## RESEARCH PHASE

# Tasks for the user to complete during the use of the app

# Observe the user using the app

# Qualitative Questions

# Quantitative Questions

# Interview User to extrapolate pain points and potential features / UX

## ANALYSIS PHASE

# Provide data in any range of tables, graphs, and summaries

# Create 3 Personas from the above

# List Features and Fixes

# Plan for “Phase 2” in future

# Use card sorting to plan a reorganised app