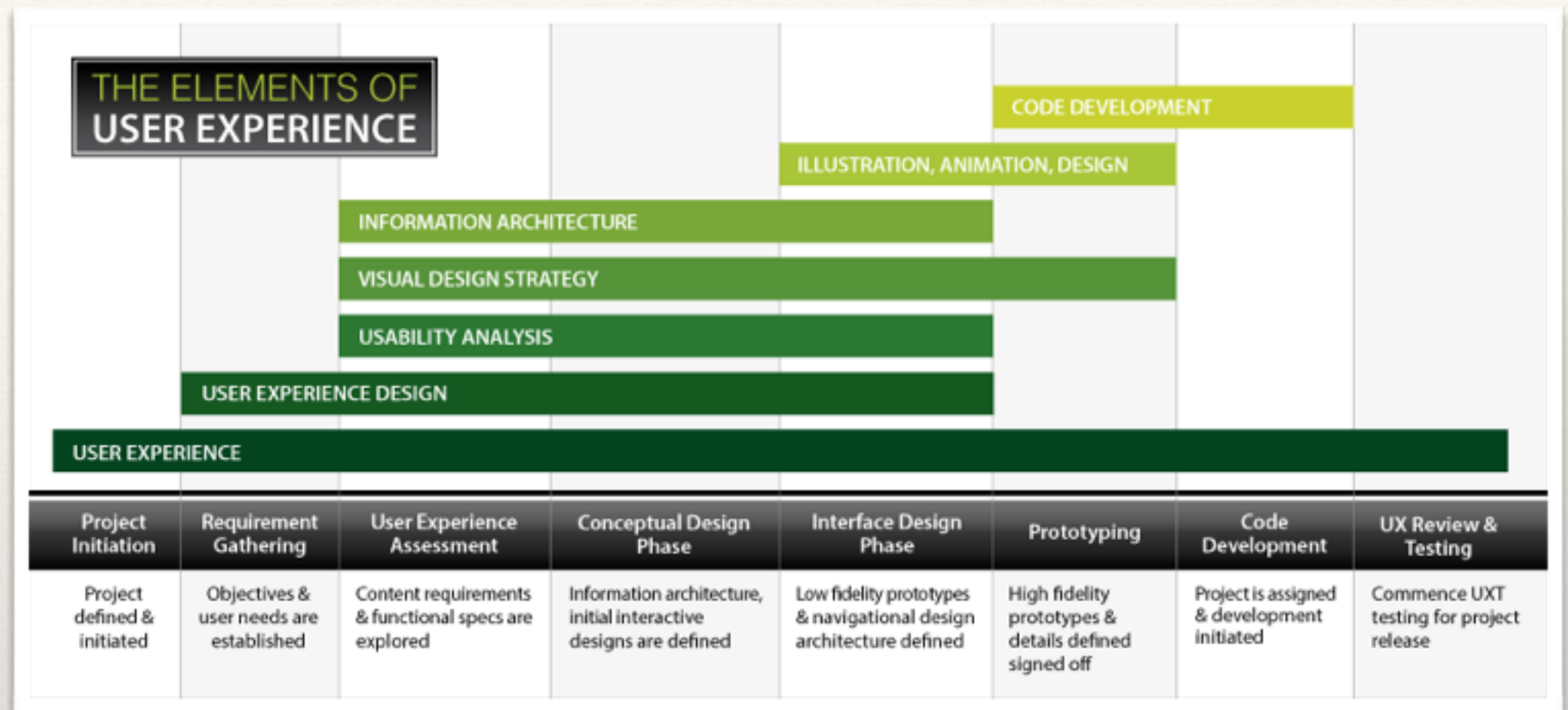


User Experience and Centered Design

The Process of Design

by Rob Seaman
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Discover, Design, Produce and Evaluate — REPEAT ...



User Centered Design

- Research and learn about your users
- Model your users
- Analyze their tasks
- Define clear product requirements
- Develop concept models
- Solve design problems through ideation
- Do detailed and visual design
- Provide development and testing support
- Evaluate product release

Discovery

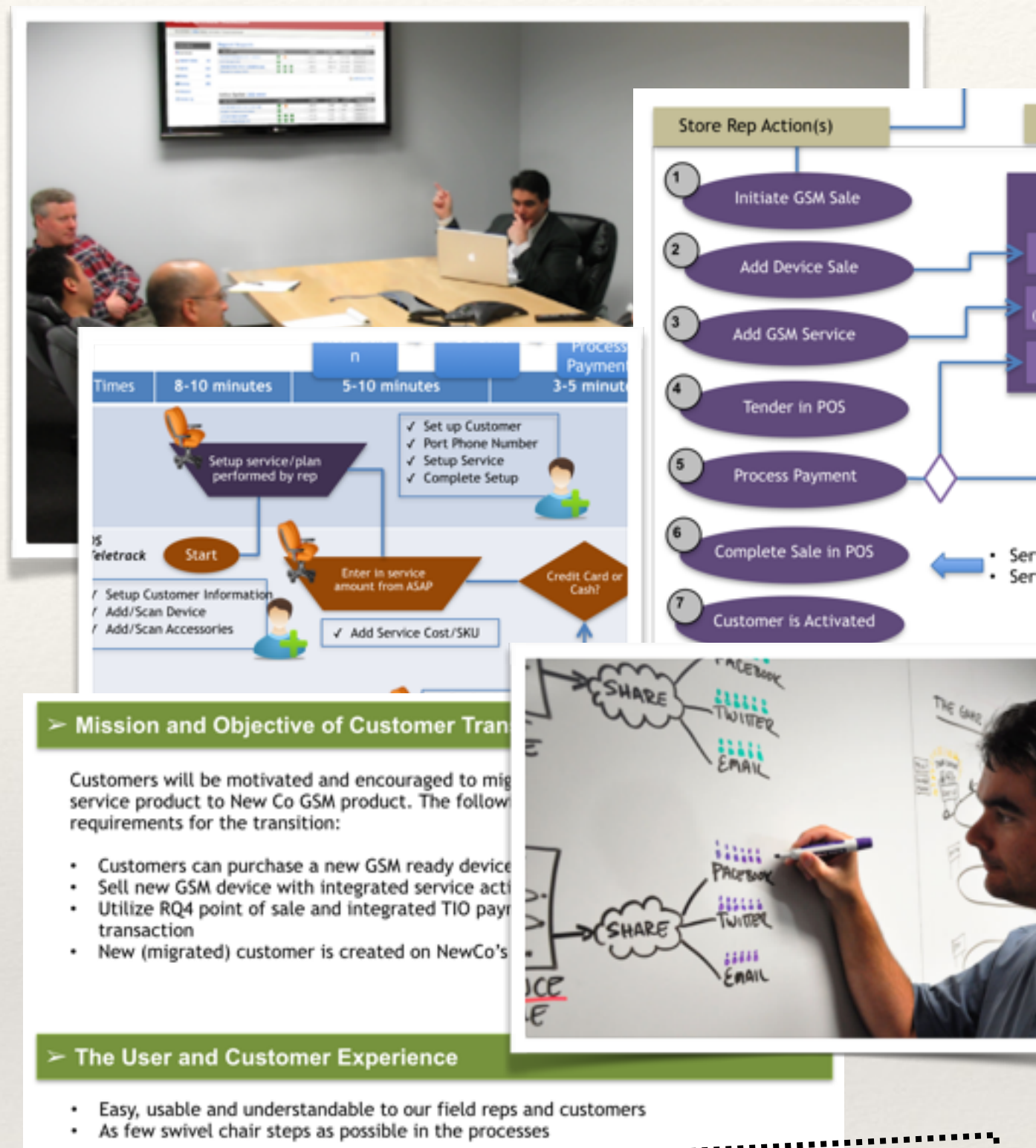
New project/business/ product idea is introduced

Next Steps:

1. Stakeholder interviews, explore the business idea
2. Understand and evaluate the strategy, goals, etc
3. Perform user, market and product research
4. Audit, analyze current content, user data and behavior
5. Introduce user modeling and task analysis
6. Sketch and brain storm ideas with stakeholders
7. Lock down and help define requirements

UX Designer focus is to understand the business ask, goals. Learn about it's targeted users, their traits, characteristics, habits and how their behavior/needs will fit to the ask. Know the tasks they will need to perform. Evaluate any existing applications in the same domain. Assist in solidifying the business and user requirements with business stakeholders.

At this stage, the business idea is also brought to the enterprise architect team to evaluate system compatibilities, and impact to existing systems. The ideas are also collaborated and bounced off of the technical teams and lead engineers where needed.



At Cricket and Revguard, I performed all parts of the Discovery stage. I created a 50 participant user focus group at Cricket to exercise steps 3 and 4. I also was the lead UX architect who participated in all UX impact assessments and experience analysis and research to then guide and lead the UX team.

Design

Team and my collaborated ideas, concepts and visuals. Working through low to high fidelity designs.

Concept and idea solidified

Creativity can take over. Time to explore design ideas in a collaborative and iterative approach:

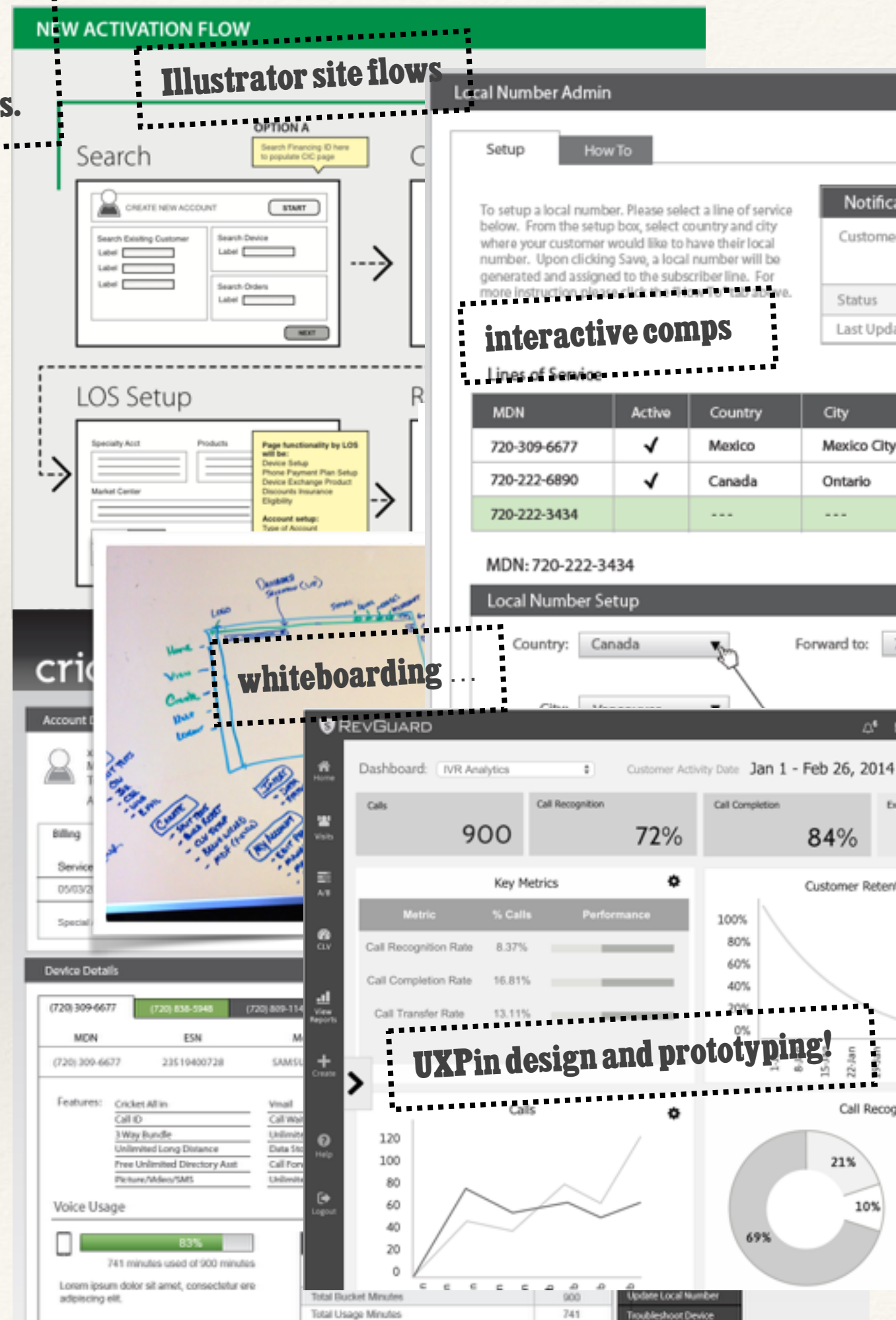
1. Perform rapid sketching, concept modeling (whiteboards)
2. Organize and map out user workflows and storyboards
3. Use cases, collaborate, review with stakeholders and iterate
4. Ideation, draw up wireframes (context ideas, layout ideas)
5. Design and mockup interface (hi-fidelity, introduce color)
6. Review with stakeholders and iterate
7. Create prototypes, make shovel ready (interactivity)
8. Help lock down function and system requirements
9. Create style guides and UI guidelines for development

Communicating and negotiation great design is important, as even the best concepts will fail if they don't have buy-in from the right stakeholders. The best UX Designers are great communicators.

The goal of the UX designer is to conduct and control the design phase smoothly. Collaborating and working through design ideations to progressively make their way to a final detailed design.

These ideas may be represented by sketches, wireframes, business flow diagrams, scenarios, storyboards, interactive wireframes, or semi-functioning prototypes to refine a final high fidelity design.

The designer must touch base with the development teams to assure the design technically can be produced and if there are any unforeseen obstacles to deliver the end product.



Develop and Produce

Design is shovel ready and approved by stakeholders

Time to get coding and working where necessary with developers.

- Deliver design docs and assets
- Help developers through the development
- Address design solutions, adjust, resolve issues
- Keep team user focused!
- Follow through to QA and usability testing
- Help with defects and requirements clarifications
- Contribute/partner on UAT testing with business
- Perform UX testing with UAT
- Weigh in on any gating issues with the release
- Assist training and business readiness team

The production phase is where the high-fidelity design is fleshed out, content and digital assets are created, and a coded version of the product is validated with stakeholders and end-users through user testing sessions.

The role of the UX designer heavily shifts from creating and validating ideas to collaborating with developers to guide and champion the vision.

With user driven focus .. I always provide full support to development, QA and UAT through development and testing!



Evaluate

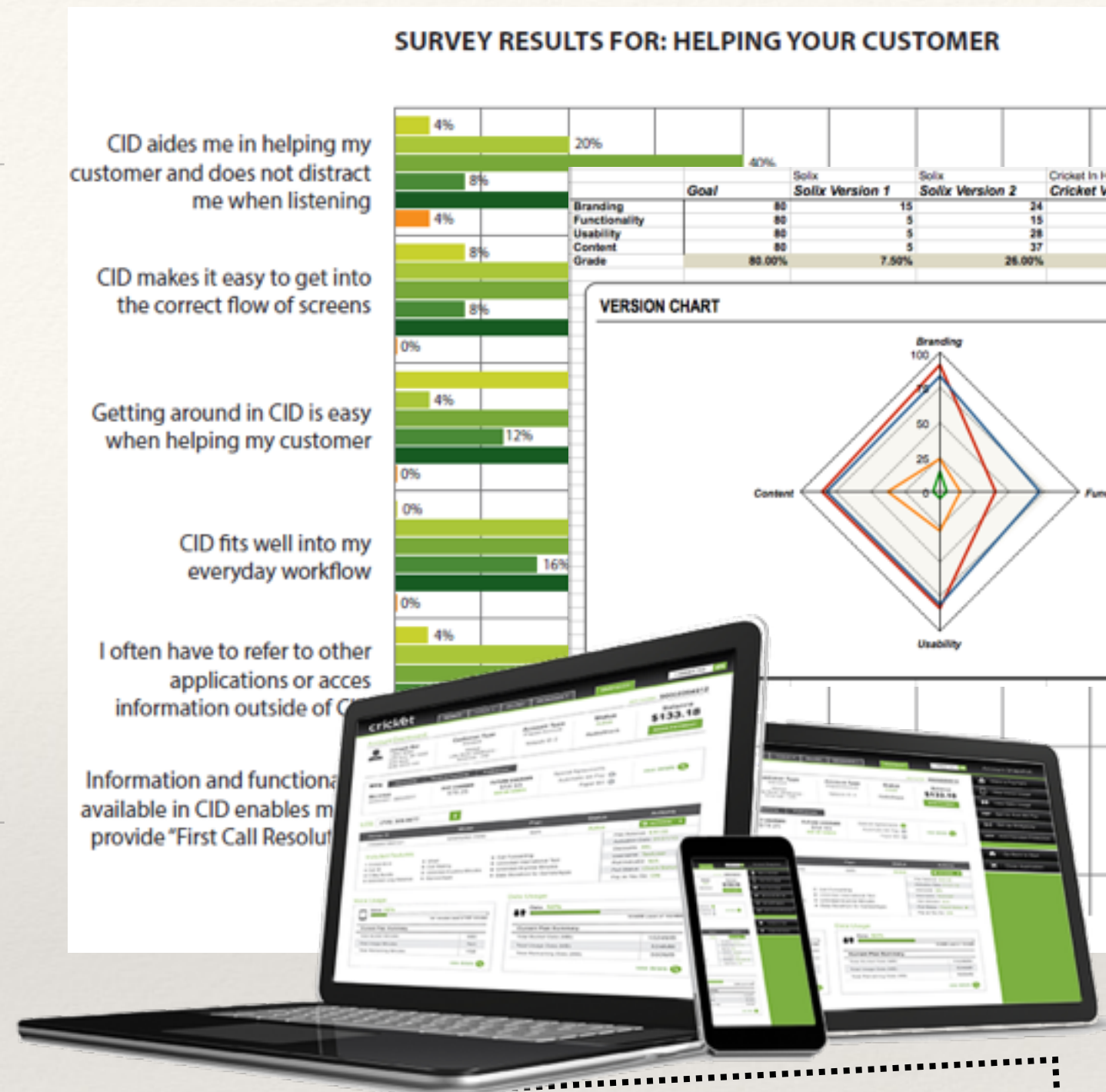
How did we do? Collect feedback and analytics, report findings

Meet with all stakeholders and be the user advocate to address any concerns or remaining issues.

- Participate in product release and user support
- Collect data and feedback
- Review and observe analytics and user behavior
- Click through rates, handling time analysis
- Review activity, analytics and site reports
- Prepare presentation and feedback of observations
- Present and review with stakeholders
- Time to reiterate

Many times development teams weren't able to deliver all of the planned requirements. QA will often be forced to compromise function vs form to meet deadlines and defect thresholds, etc. The UX designer needs to be aware of what has slipped through the cracks or what has been pushed to the next iteration, Agile sprint, etc.

The UX team/designer knows the roadmaps and product strategies and can help business with product decisions, training on whats in the release and when evaluating users on the latest release what worked and what didn't. We learn from our user and are empathetic to their needs and experiences. We must own a design and development decision that effects the end user.



At Cricket I performed heavily the Evaluate stage. I travelled nationally and internationally, holding user labs, research sessions and evaluating/supporting our release.

I presented results and feedback from those sessions as key factors in the next iteration(s). I held learning sessions for UX team to review and all stakeholders.