

Appendix A: UX Defender's Storyboard



**I don't
have time
to read
ALL
that.**

A Storyboard is a design tool that is used to visually illustrate concepts to an audience to communicate people's journeys through a system, in this case it is the journey of the UX Defender



Super Hero Profile

Name: Samson Toor

Title: UX Defender

Training: University of California, San Diego
Disciplined in Human Computer Interaction

Personality

Driven, Motivated,
Innovative Designer that is
committed to defending his
user's needs through
analysis &
research

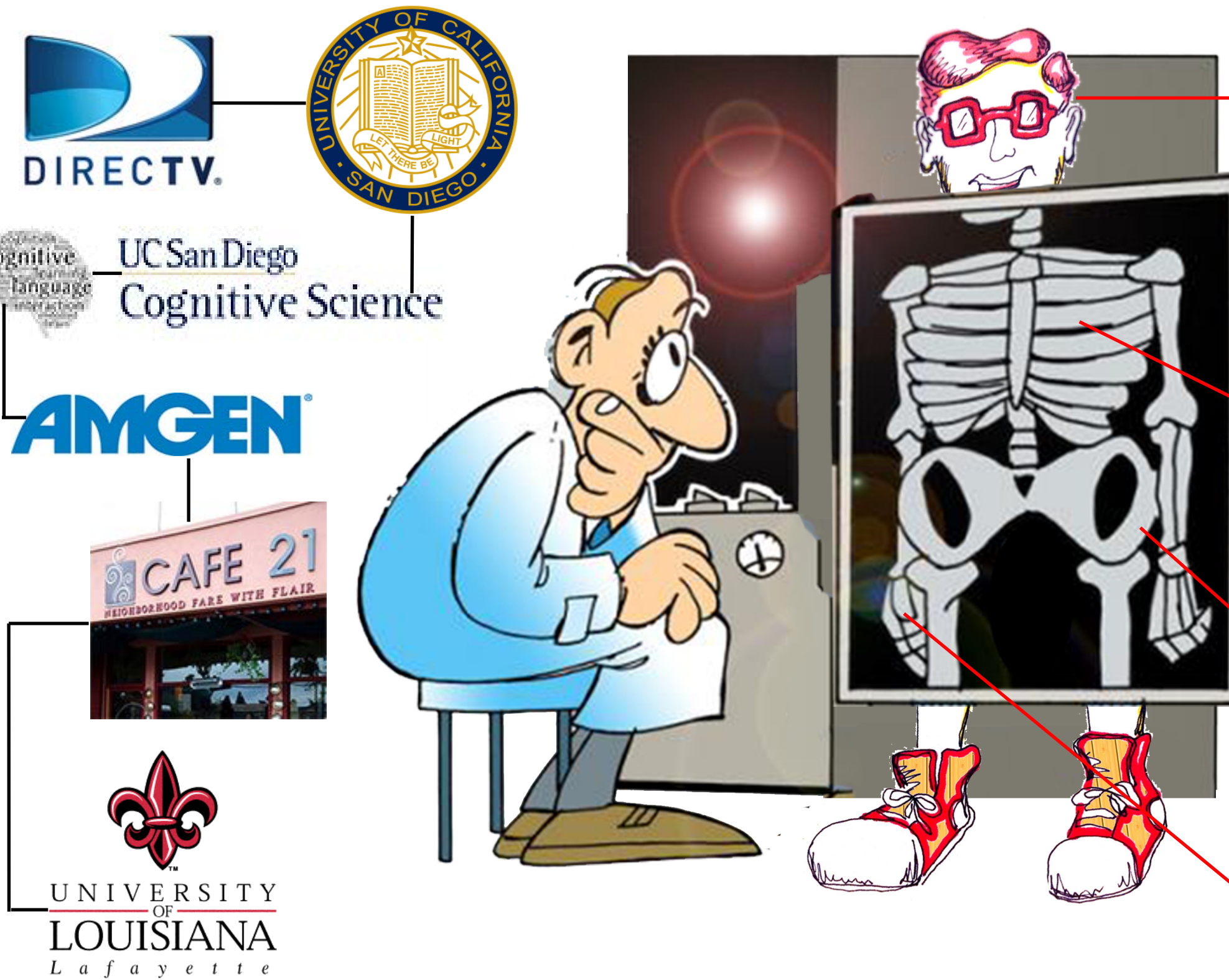
Passion

Assisting Corporate
America in enforcing user
experiences that cater to
his user's unique needs
ensuring that no bad UX
experience goes
undetected



Patient: UX Defender
Patient Chart: X-ray of Genetic Make-Up

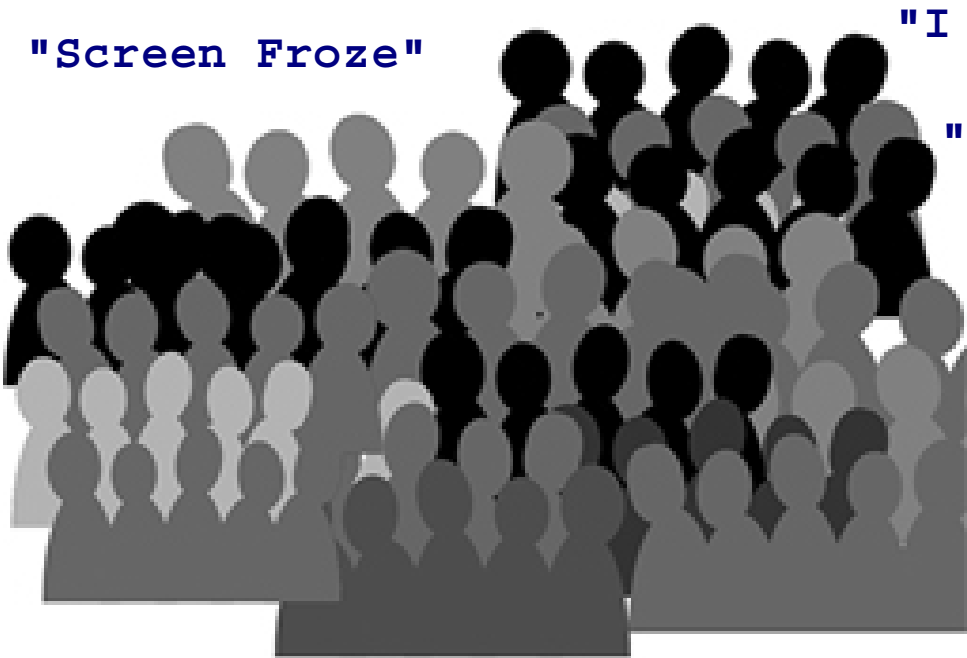
D.N.A Capabilities



- Research Methodologies:** Patient is able to apply a broad range of qualitative and quantitative UX research and design Methods, examples of programmed techniques include:
- Interviews (in-person, remote)
 - Facilitated Focus Groups
 - Card Sorting
 - Ethnographic Field Studies
 - Usability Testing
 - Heuristic Evaluations
 - Best Practice Reports
 - Competitive Analysis & Trend Analysis
- Systems Design & Strategy:** Patient partakes in a user-centric view in regards to UX systems and crafting intuitive experiences. This view is comprised of:
- Creative Briefs & Customer Journey
 - Use Case & Scenarios
 - User Persona & Storyboarding
- Information Design & Information Architecture:** Patient fights for the Users very earlier in the design process and uses the information gained to analyze and build the foundation of the systems he creates, he then makes sense of information with:
- Sitemaps
 - Information Hierarchy
 - Mental Models
 - Content Inventory
 - Functional Specification
- Interaction Design:** Patient is able to create designs due to his reliance and commitment to begin with a solid framework of the system built on proper desired functionality, interactions, and patterns that must be accounted for, from this he creates the following:
- Experience Maps & User Flows
 - System Process & Flow Diagrams
 - Wireframes & Rapid Low/High Fidelity Prototyping

Successful Conquests

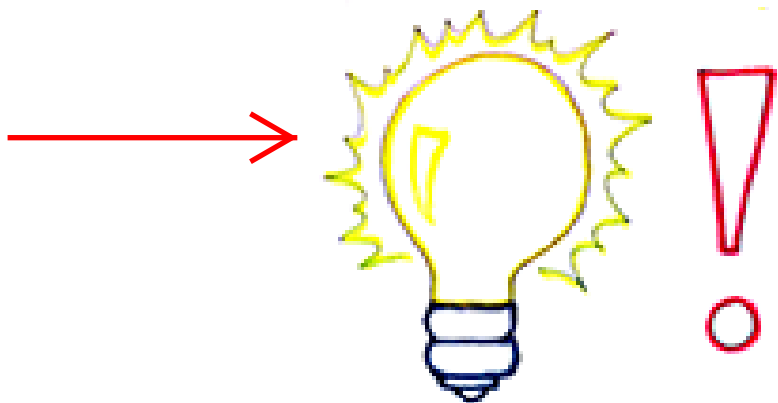
What is Wrong User Population?



"I am confused"

"Battery is dead!"

"I have bad vision, buttons are too small!"



RESULTS!

Our hero creates a "grocery list" for the civilians' well being:

DEFEND - MART LIST	
1.	helpful staff
2.	better technology
3.	24 hr support
4.	easily rechargable battery
5.	free upgrade

New & improved User Experiences

