UX Intro & The UX Process

- What is UX
- How is it different from UI
- The UX Process

UX Intro

"User experience (UX) design is the process design teams use to create products that provide meaningful and relevant experiences to users. This involves the design of the entire process of acquiring and integrating the product, including aspects of branding, design, usability and function."

https://www.interaction-design.org/literature/topics/ux-design

OUR UX DESIGN PROCESS

STRATEGY
Stake/holder Discussions
Project Vision/Goals
Brand Strategy
Measure of Success
Project Priority

DISCOVERY
Competitor Analysis
Analytics Review
Content Audit
User Interviews
Surveys
User Testing

ANALYSIS
Use Cases
Persona Creation
Story Boards
Red Route Diagram
Experience Map
Workflow Diagram

DESIGN
Mood Board
Site MAp
Sketching
Wireframing
Prototyping
USer Testing

PRODUCTION
Prototyping
BETA Launch
User Testing
Launch

UX vs UI

"User Experience Design" is often used interchangeably with terms such as "User Interface Design" and "Usability". However, while [usability](#) *and* [user interface (UI) design](#) *are important aspects of UX design, they are subsets of it – UX design covers a vast array of other areas too, including aspects of branding, design, usability and function.*

https://www.interaction-design.org/literature/topics/ux-design

An Example of UI design

UX Process

STRATEGY
Stake/holder Discussions
Project Vision/Goals
Brand Strategy
Measure of Success
Project Priority

DISCOVERY
Competitor Analysis
Analytics Review
Content Audit
User Interviews
Surveys
User Testing

ANALYSIS
Use Cases
Persona Creation
Story Boards
Red Route Diagram
Experience Map
Workflow Diagram

DESIGN
Mood Board
Site MAp
Sketching
Wireframing
Prototyping
USer Testing

PRODUCTION
Prototyping
BETA Launch
User Testing
Launch

UX Design Process:
1. Strategy

- *Stakeholder discussions*
- *Project vision*
- *Mission statement*
- *Brand Strategy*
- *Goals*

UX Design Process:
2. Discovery

- *Competitor Analysis*
- *S.W.O.T Analysis*
- *Content Audit*
- *User Interviews*
- *Surveys*
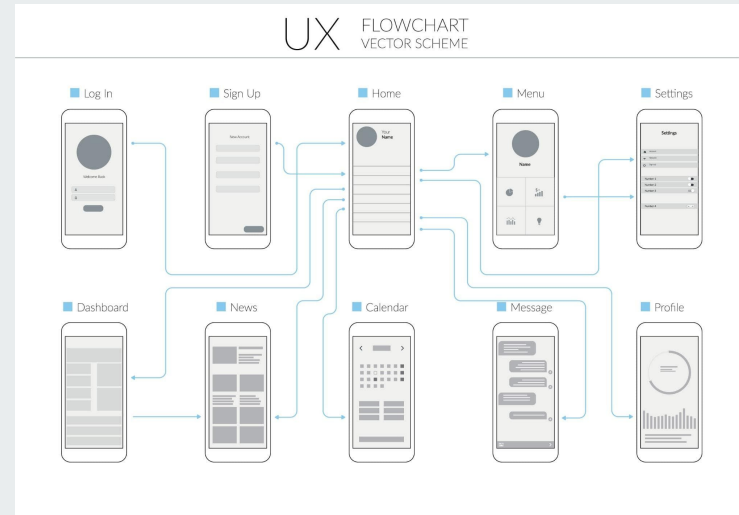- *User Testing*

UX Design Process:
2. Discovery

- *Competitor Analysis*
- *S.W.A.T Analysis*
- *Content Audit*
- *User Interviews*
- *Surveys*
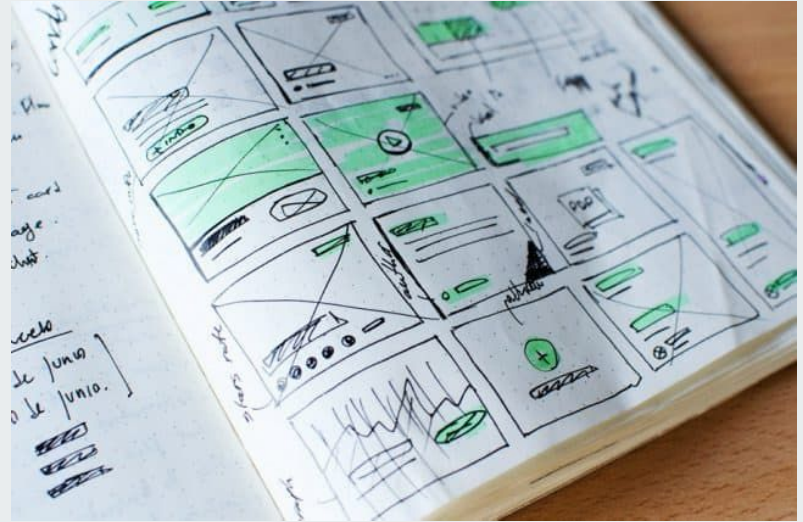- *User Testing*

UX Design Process:
3. Analysis

- *Use cases*
- *Personas*
- *Story Boards*
- *Mind Maps*
- *UML Diagrams*
- *User Flows*

UX Design Process: 4. Design

- *Moodboard*
- *Site Map*
- *Sketching*
- *Wire Framing*
- *Prototyping*
- *User Testing*

References:

https://www.toptal.com/designers/user-research/guide-to-ux-research-methods

https://blog.adobe.com/en/publish/2017/10/27/a-comprehensive-guide-to-ux-research-methods.html#gs.sg3vsc