

User Experience Design Process

Based on Google Ventures 5-Day UX Design Sprint

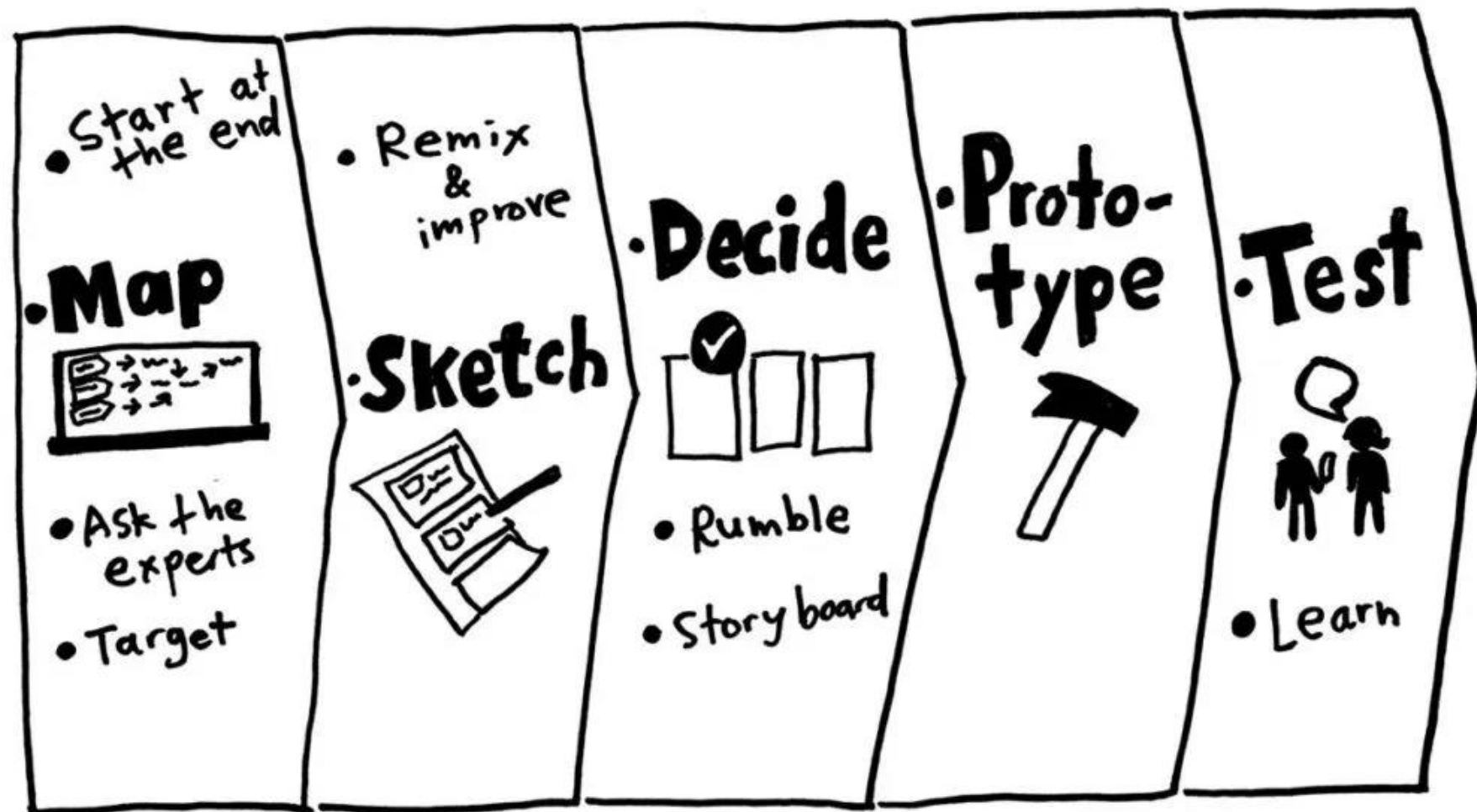
Day 1: Understand

Day 2: Sketch

Day 3: Decide

Day 4: Prototype

Day 5: Validate



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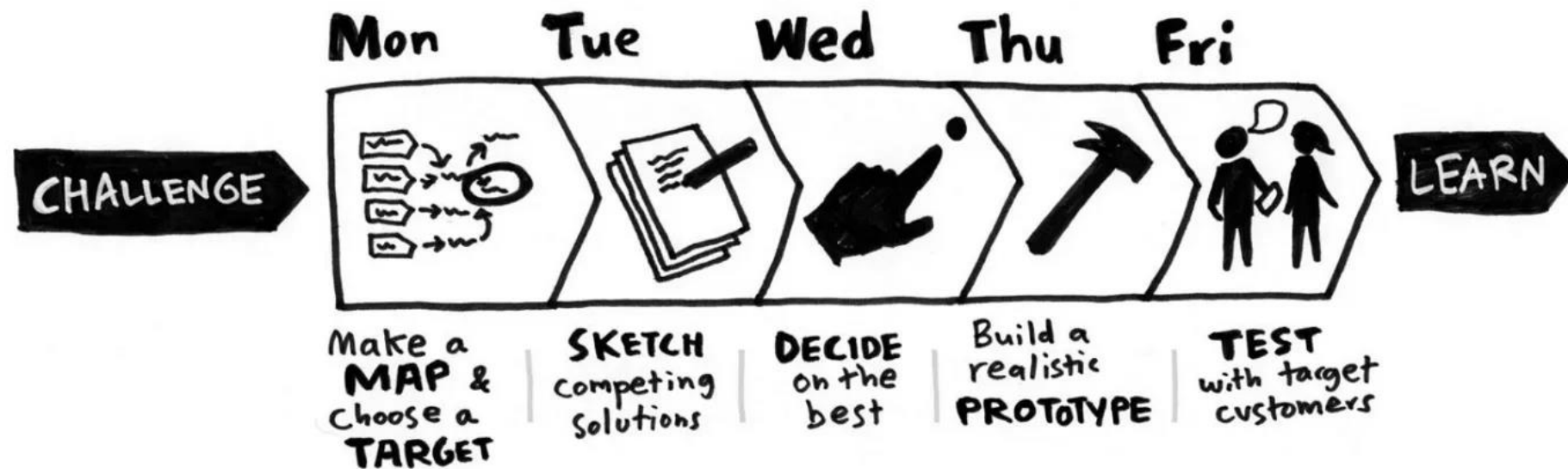
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Understand

- Encompasses the **user research activities** (*gathering information on user needs and business goals*) for the software product.
- **Lightning talks** by domain experts.
- This information is posted on whiteboards (For example, customer journey maps, personas, user task workflow) for easy reference throughout the sprint.

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Sketch

- Individual team members (including stakeholders) are given the time and space needed to **brainstorm solutions** to the problems discovered in the understand phase.
- Paper drawings and notes are generated. These are easy to create and modify, and inexpensive to produce.

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Decide

- Each stakeholder presents his **solution** sketch and the **team votes** to determine the solutions that should be tackled in the prototyping phase.
- If there is no clear consensus following the voting, the development team may decide to consider assumptions that involve project constraints and resources.

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Prototype

- **Minimally viable product** based on the solution selected from the sketch phase.
- May be based on the portions of the **customer journey map** you want to evaluate with potential users in the validate phase.
- Team should be **developing test cases** based on the user stories as the prototype is being built.

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Validate

- Developers **watch users try out the prototype.**
- Helps **discover major issues** with the UX design.
- Critical for capturing potential learning opportunities by exposing decision makers to user feedback in real time.