

# Goals and ideas

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In this video, I'll show you how to come up with solutions by brainstorming with an open mind. We'll also look at how to clarify your goals and requirements. The first stage of UX design is called the describe phase, where you define your goals.

You might already have an idea of what you want your product or website to do or what problem you would want it to solve. User research will also help you define this more clearly. Think about what specific goals the user might have, what the outcome should be, or any other information or key points that you might find helpful to define your goals.

Ask questions, such as what do I want the user to have achieved? How should they feel while using my product? And if they're unable to meet their main goal, such as finding something on a shopping site, how will they feel supported?

Now, think back to your original concept- does it still hold true? Do you need to tweak or clarify it or have you discovered a different problem or a better opportunity entirely? Say for example your goal is to have the latest sports trainers available. Now comes the fun bit.

Brainstorming involves throwing around different ideas and concepts without going into too much detail or assessing them straight away. You can work on the details later. The important part of this phase is to be open minded and think as broadly as you can about which different possibilities might meet all or part of your goals and satisfy the personas that you've created.

You might find it useful to use a whiteboard, big sheets of paper, Post-It notes, or even have a search engine open, anything that helps you be creative. A technique called mind mapping involves jotting down one idea and then another that is either related or built onto it and seeing where it goes.

Let's think back to our example of having the latest sports trainers. Some of the brainstorm ideas you might come up with may be a virtual reality tool of a high street shop, a footballer fashion show, a website showing galleries of different sports trainers, or even a sports highlight reel with close-ups of sports shoes.

Finally, let's define your requirements. From all your goals and ideas that you've come up with, which are the important ones? Try and list out the things that are critical for your solution to do. Without these requirements, your entire product would fall apart.

Then think about other things they should do to provide a great experience and finally things that might be nice to have but are not essential or may not matter to the customer. This prioritised list of requirements will help you to check back against your ideas and see which ones might work best to fulfil them. Some of your ideas may have been fun but would not work in the real world.

Take the virtual reality tour for example. It still meets the requirements but may not be feasible within your current budget. Others may have some good parts, such as the football or fashion show, which is a nice addition, but doesn't meet requirements.

Your final result will often consist of a mix of the best parts from all the ideas you've come up with. You just need to find a balance between what's feasible and what's within your needs. So to summarise, you'll first need to define your goals, brainstorm ideas, and finally, set your requirements. You may find that

turning off judgement for a while and letting the creative juices flow will give you that stroke of genius that will make your product successful.

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