The foundations of UX design

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In this video, we're going to look at the user-centred mindset, the key stages of the UX design process, and the iteration in design. Let's start with user-centred mindset. What's really important here is to keep your user at the centre of your design process at all times. Consider how your product would impact them. Remember, you're not the user, so something that works for you might not necessarily work for them.

A key part of this is trying to understand your user. One way to do this is to approach it with a bit of curiosity. Ask questions like, why and what if. Try and empathise with your user, and put yourself in their shoes. It is important to go in with an open mind, getting rid of any sort of preconceptions that you might have initially.

Remember to consider all parts of the user experience. It's not just the UI or the screen that the customer will interact with, it's every single exchange they have with your business. Are they going into a physical store? Are they going to be receiving a delivery? Will they be trying to contact you by phone or email? And think about what they expect from each of these interactions and how they would react to it. Doing this will help you keep your user at the centre of your design.

So now we have found out about how to keep the user at the centre of your design, let's move on to the key stages in the process. Your design will depend a lot on what you're trying to create. So whether it's an app, a website, a product, or service, most of them will have the following five stages in common.

First of all, you want to discover more about your users and their needs, so you conduct user research. Second, you want to describe and define your concept. What are you really trying to create? Third, you want to design the experience-- the interaction between the user and your product. We'll talk more about prototypes and principles for doing so later.

Fourth, you want to develop your design. This is where you add the details, the visual branding, and you test it on your users. And fifth, you release your product or your site. But it doesn't finish there because continually improving your design is a key part of the whole process. Let's look at iteration in design in a bit more depth.

Design is not a one-off activity, and these steps don't always come one after the other. Sometimes you have to loop around and revisit it in a more fluid way, but the really important thing to keep in mind is that continually improving your product is normal and effective part of the process. We're going to look at prototyping and user testing a bit later.

It's easy to get attached to the first idea of a design that you might have, but it's really important to keep in mind that the best way to ensure success is to base your decisions around real data from real users. This is the best indicator that you can get to see how your product or your site is received by a wider group. And it doesn't finish there. Improving and iterating your product or your site is something that should continue throughout its lifetime.

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