

# Thoughts on UX Process and Design

*“Process for answering critical business questions through design, prototyping, and testing ideas with users”*

# Understand objectives & learn about your users

The first thing I need to understand is what I'm being asked to solve. Below are just a few of the methods I use as a UX researcher and designer to understand objectives and learn about users.

- Stakeholder Interviews
- Data Collection
  - Prior Research
  - Competitor Analysis
  - Existing Screen Flows
  - Existing Wireframes/Mockups
  - Market Research
  - Data Analytics
- User Interviews/Observations
- Define Business Success Criteria, high level requirements

As an interaction designer, I like to be close to the research team during the learning phase.

Learning about the user in the field provides me with more insight to who the users are, how they think and what needs to be done to solve the problem.

## Contextual Inquiry

1. Interview at least 2 / 3 go-unbroken customers using contextual inquiry

### Checklist for the Interviewer

- Introduce self & team
- Give **introduction** (follow Introduction script)
- Give **consent form** (bring 2 copies, one for interviewee and one for you)
- Ask if there are any questions before you begin
- Observe and note items of interest within interviewee's **environment**
- Conduct interview
- Switch to observation
- Follow up with questions (if any)
- Thank interviewee and ask wrap-up questions
- Debrief with interview team; jot down your impressions
- Type up notes

### Introduction

Hello, my name is \_\_\_\_\_. I'm a graduate student at \_\_\_\_\_ University. For one of our courses, I am working with a team to analyze an existing mobile website that sells crossfit activity wear. During the interview, I will ask you a series of questions that will correspond to the process of purchasing a mobile device and with your overall experiences with crossfit.

Our main goal for this interview is to understand some aspects of your experience, such as how often you participate in Crossfit, how and where you purchase crossfit apparel, and specific information to purchasing crossfit apparel online. It's important to hear your thoughts about the experience using go-unbroken.com mobile site.

# Build a shared understanding



↶ **Get yourself a war room, like Google**

Once our team has collected enough information and taken the time to analyze the data we start to design a concept and begin to build a shared understanding by...

- Mapping a common, shared understanding of a user journey
- Creating a high level conceptual flow

We use our UX “War” Room to share concepts with stakeholders, development leads, and other team members so that as the conversation progresses we are all looking at the user journey on the wall holistically.

We use the wall to capture notes, vote on certain aspects of the design and tie in the technical aspects of the project.

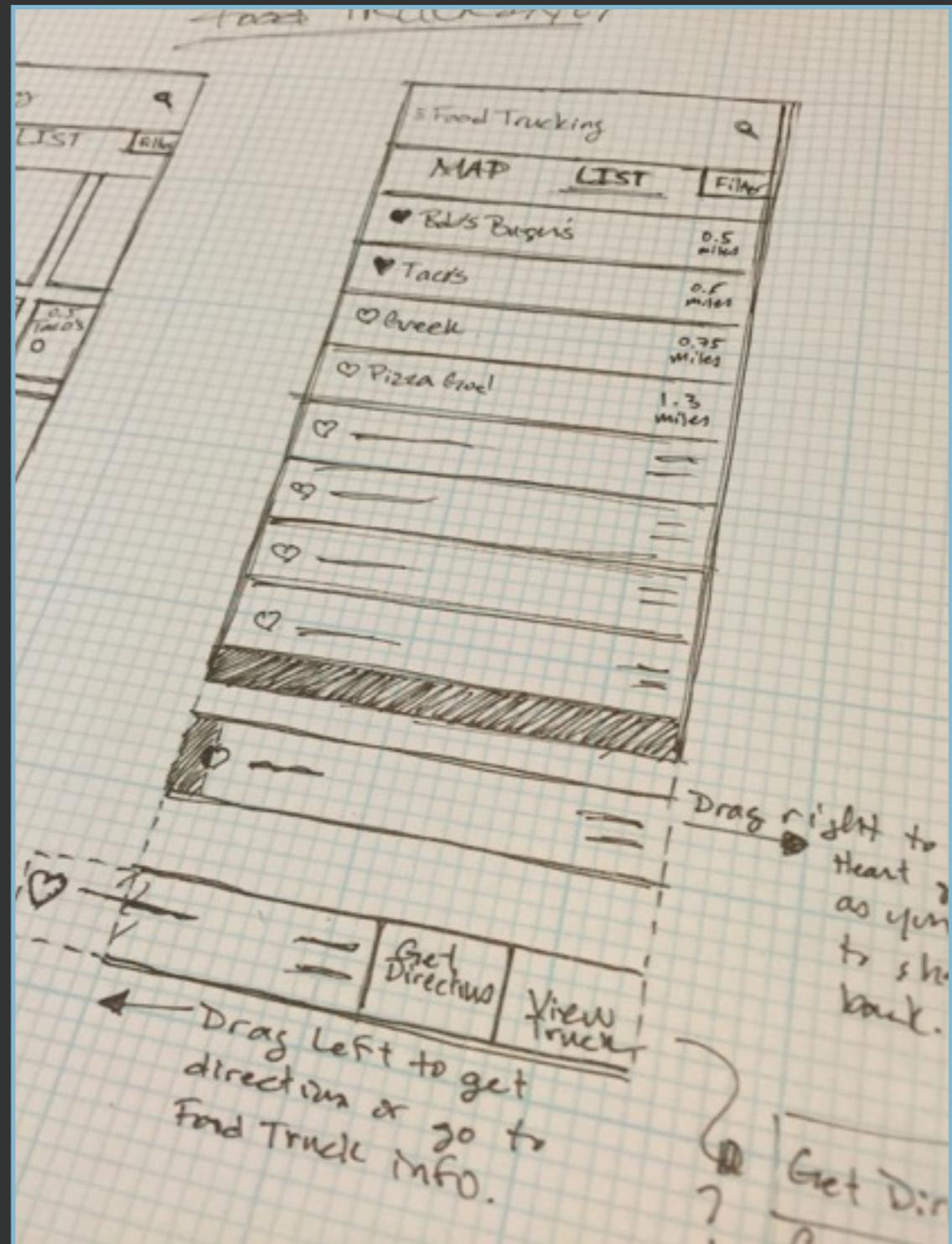
# Information Architecture, Layout, Interactions

Once the flow is mapped out and we feel good about where we are, we start to create structure.

We begin to tie together the IA and layout as well as start to define interactions, use of icons, and so on.

I always start with paper and pencil and then later take it to either mockups or omnigraffle to share with the larger audience.

But among us designers, it's whiteboard and paper and pencil!

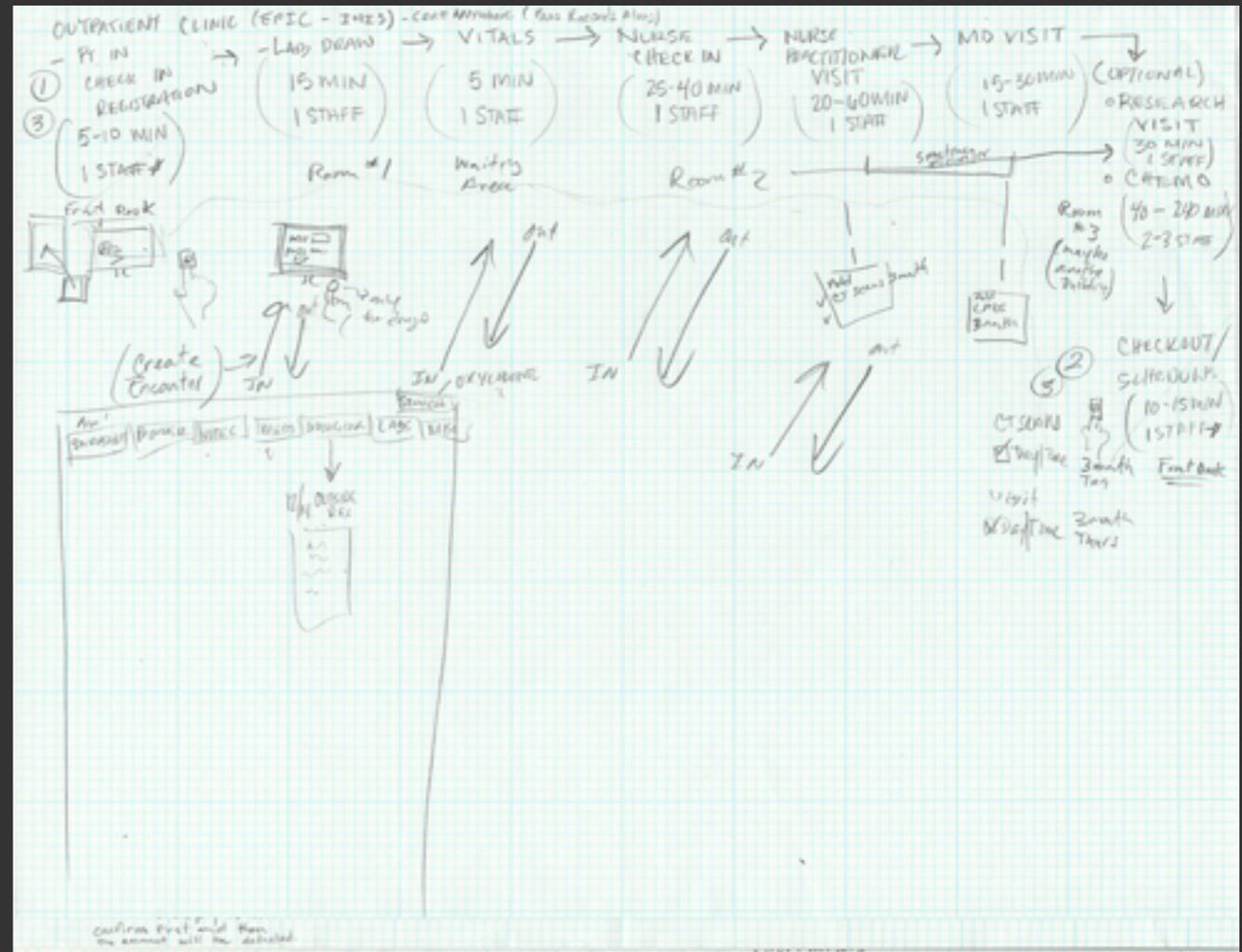


# Design, Critique and do it again!

Once we feel comfortable with where we are, we pull the team back together (product owners, development leads, designers, etc) to get feedback and ensure we are not missing critical functionality.

We want to ensure we're on the right path and that we are aligned to the business as well as supported by our technology partners.

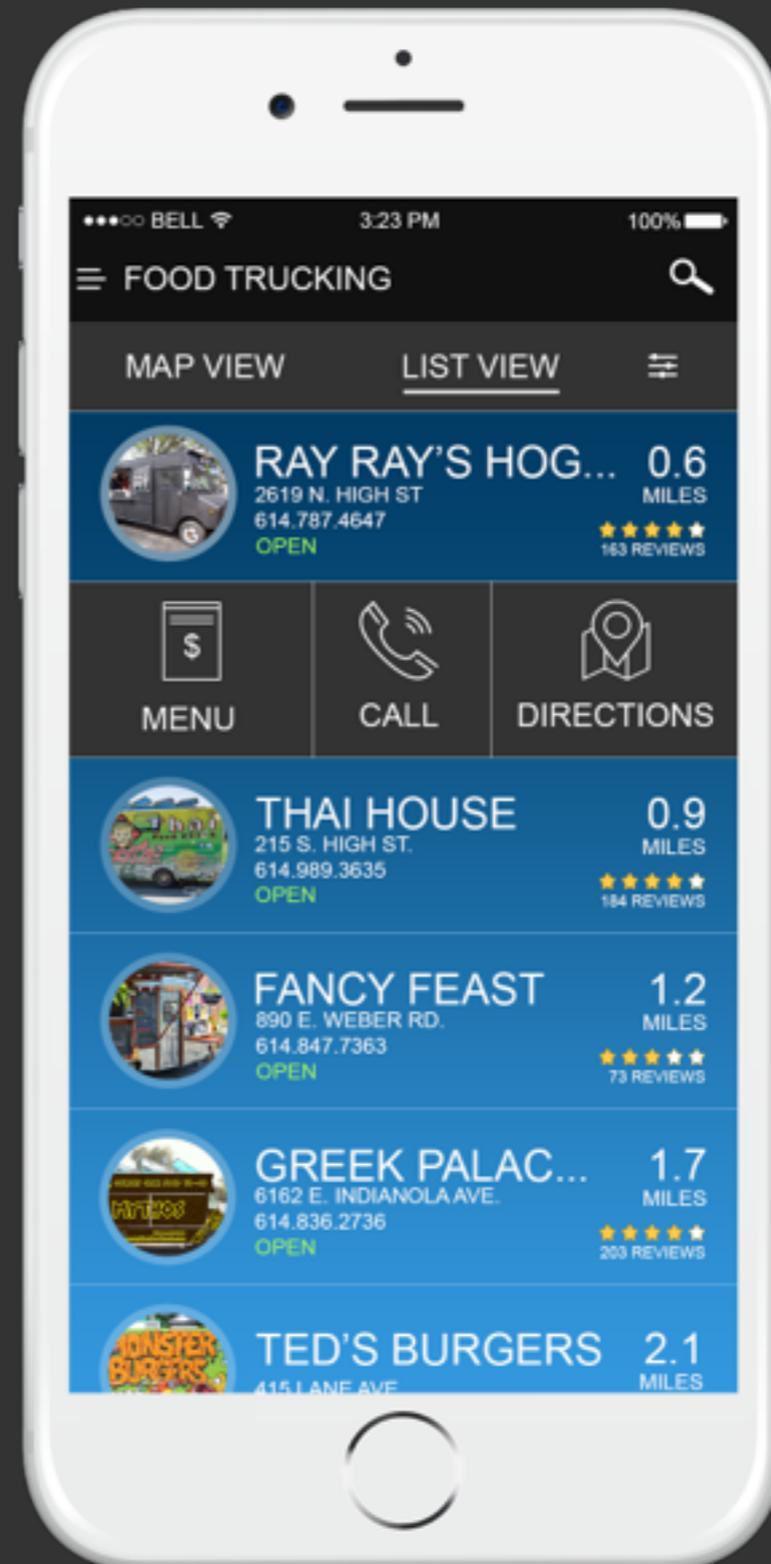
We stay lo-fidelity and iterate as long as we can and then take the design to a higher fidelity when everyone is in 100% agreement.



# Define the Visual Language

After defining the concept, building out the user journeys and flows and creating some initial wireframes, I'll work with visual designers to create the visual language.

Creating the visual design and visual assets, style guide, will be used to define the design for the development and QA teams.



# Build a Prototype and Test with Users!

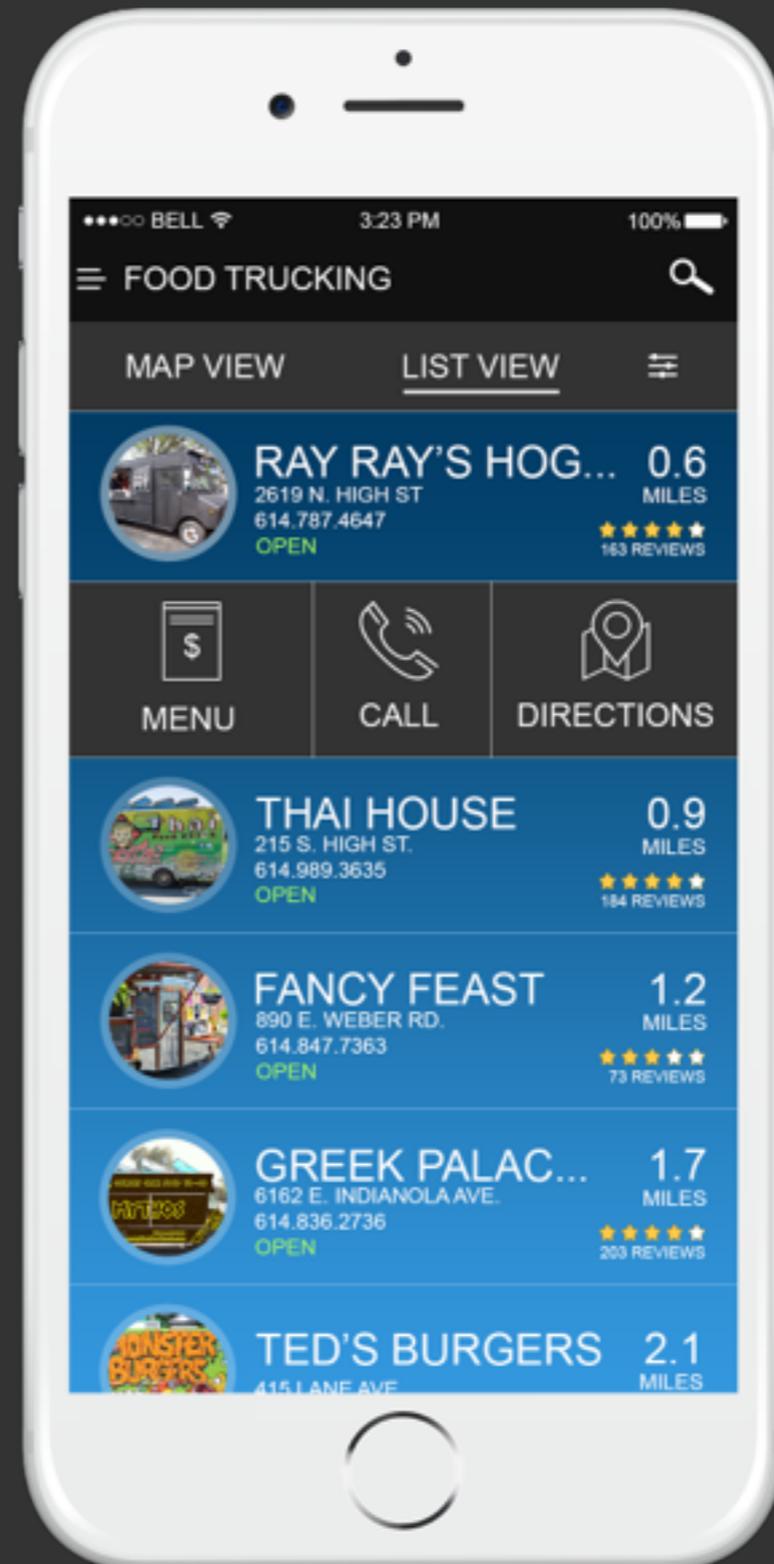
During the iterate phase, just before I start to work with the artists, I also begin to pull in our front end team to do rapid prototyping.

I typically will pull them in once the layout, IA is solid so they can get a head start on building out the structure of the app while the artists are defining the visual language.

At this time, I'll also start to help the researcher or research team begin to define scenarios and scripts for usability testing.

Again, I've done prototyping in the past, but typically manage the process and don't create markup anymore.

I still do some at home, in my spare time, maybe for my personal site, but tend to only read about front end code nowadays.



Thank You!