

# UX+UI Process

Let's get a little out of our comfort zone first to figure out **what** problem we're trying to solve. Then, figure out **how** our product can be the solution and get it in front of real people to show **why** it is needed and will succeed.

## TOOLS

Adobe Creative Suite  
InVision  
Sketch  
Figma  
WordPress  
Squarespace  
Keynote  
Microsoft Office

## METHODS

### User-Centered Research

- A framework for solving problems and reducing risk through evidence.
- Ensures you're building or redesigning the right product for the right audience.

### Data Analysis

- Look at what multiple people say and identify commonalities.
- Define a particular problem people are experiencing and figure out how to solve it.

### Affinity Diagramming

- Create a research plan that outlines the audience and key areas you want to learn more about.
- Using a discussion guide can help distill findings to really figure out what is motivating users.

### Competitive Analysis

- Identify who our competitors are and how they are doing things differently through feature comparison and competitive mapping.
- Find an approach that meets business goals, user needs and falls within the realm of technical possibility.

### Persona Development

- Take all learnings from research and user interviews and distill them into a singular user persona.
- Create a story about who this person is and their goals, needs and frustrations.

### Journey Mapping

- Figure out your primary user goal and outline steps to get them there and roadblocks they may encounter along the way.
- This is also a good point to do feature prioritization to make sure what you're creating is going to have the biggest impact for your audience.

### Information Architecture

- Strategically designed architecture is a blueprint of a product's hierarchy and represents the way content is structured and interrelated.
- There's more than one way to structure content and it is based on how the user interprets the sequence they encounter.

### Card Sorting

- An opportunity to receive objective feedback on your overall direction from your audience.
- Take sitemap content and have participants name their own categories to reveal how they mentally classify the cards.

### Sketching

- Rough drawings of key screens within the sitemap that illustrate the user flow.
- Another opportunity to get feedback from key stakeholders before diving into wireframing.

### Wireframing

- Usually starts with the home page or a product detail page.
- Take inventory of all components that make up navigation and how you want users to interact with the screens in your system.

### Rapid Prototyping

- Create a clickable prototype to capture interactions and the flow the user will have for one or more key flows.

### Usability Testing

- Create a usability test plan that outlines our goals and context questions for clarification.
- Create multiple task scenarios to test the prototype, focusing on insights related to the prototype's key features.

### Visual Design

- Once we've conducted enough user testing on the initial prototype and synthesized the results, we can apply UI design through branding, color and typography for a more finished product design.