USER EXPERIENCE DESIGN

Start with a strategy

4 parts –

1. **Define the intent** –
   o What are the goals and objectives of the user?
   o What should the general user experience be like?
2. **Document and define the features –**
   o Try to imagine everything from the user's point of view
3. **Test, test, test!**
   o Use testers, volunteers, online tools – don't just test it yourself
4. **Set up a plan to get there**

What happens when you test? Discovery!

1. Try to define your potential users – use surveys or other data to figure out average ages, locations, times of day etc.
2. Assess the data to try and figure out the experience – e.g. people logging off after only 2 minutes? Why?
3. Check out your competitors! Try out their products and see what works and what does not.
4. Watch customers as they use your product. GET OUT OF THE BUILDING!
5. Ask customers what new features they want and what they don't need from the current ones.

Questions to ask yourself.

1. Who? Create customer personas or profiles.
2. Why? Understand the problem that customers are using your product to solve.
3. What? Understand the devices and potential technological constraints that customers are using to access your product. E.g. slow internet?
4. Where? E.g. in the car? Change the UX!
5. When? Time of day might play a role too. Or holiday periods, for example.

UX Design involves DRAWING!

1. Wireframes
2. User journeys
3. Content Matrix/Models, Website Structures
   …and more!

Adapted from UX for Dummies - http://www.dummies.com/how-to/content/ux-for-dummies-cheat-sheet.html

Resources for testing UX - http://www.usefulusability.com/24-usability-testing-tools/