UX Design Talk - Regions

- In a nutshell, A cross-functional UX design team directly in concert with key business objectives will help technology and development professionals:
  - Research the true problem they are trying to solve
  - Define desired outcomes and objectives
  - Identify activities and design work that will improve user experience
  - Measure their success
- UX Definition
  - UX is a broad concept that centers on elegantly meeting the needs of a user through simple design that creates products that are a joy to use.
  - It is both art and science, creative and analytical
  - At it's best, UX anticipates the customer's needs before they do.
- What UX Brings
  - UX Covers all aspects of how users interact with your products and services:
    - How they physically navigate your products in the app or site
    - How useful it is for their particular needs
    - How they feel emotionally while using it
- How UX Solves problems
  - The background of a problem
    - Which org or dept has the problem, and what is the problem itself?
  - The people affected by the problem
    - There could be multiple user groups affected by a specific problem in different ways.
- 3 in a box methodology
  - Viable, Feasible, Empathic
  - The UX should aim to meet all 3 goals, think like a 3 circle venn diagram
- UX ≠ UI
  - User Interface is the actual functional elements of what *allows* a user to interact with the product
  - User Experience is your entire experience and what you take away from it.
- UX Roles
  - Researcher
    - Also known as:

- - User researcher
  - Researchers
  - UX Researcher Deliverables
    - User research reports (For a range of qualitative and quantitative research methods)
    - User personas
    - User stories
    - User journey Maps
    - "How might we" statements
    - Usability reports
    - Heuristic evaluation reports
    - User testing reports
  - Key UX Researcher Tasks in the Design Thinking Process
    - Empathize
    - Define
    - Test
- Designer
  - UX Designer Deliverables
    - Basically anything to aid the UI designers in the actual creation of the UI.
    - Wireframes of experiences.
    - Mockups of experiences.
    - Sketches of experiences.
  - Key UX Tasks in the Design Thinking Process:
    - Ideate
- Writer
  - Also known as:
    - Copywriters
    - Content Strategist
  - UX Writer Deliverables
    - Copy, which you will incorporate into the product itself
    - Editorial guidelines or product language guidelines that set the tone and content style for the product
  - Key UX Tasks in the Design Thinking Process:
    - Prototype
- Strategist / Manager
  - UX Deliverables:
    - UX Vision & Strategy

- Information Architecture
- Product & Service Design (not always applicable, as these can be quite distinct roles, depending on the industry)
- Coordinating UX related teams
- UX best practice training
  - Key UX Tasks in the Design Thinking Process
    - Empathize
    - Define
    - Ideate
    - Prototype
    - Test
  - See Also: Double Diamond Paradigm
- How Design Thinking fits in
  - Design thinking is simply a problem-solving process, a methodology, where designers focus on users and their needs to create highly usable and accessible products
  - *"The design thinking ideology asserts that a hands-on, user-centric approach to problem solving can lead to innovation, and innovation can lead to differentiation and a competitive advantage. This hands-on, user-centric approach is defined by the design thinking process and comprises six distinct phases." - Sarah Gibbons, Nielson Norman Group*
- 6 Distinct Phases
  - Empathize
    - Conduct research to develop an understanding of your users
  - Define
    - Combine all your research and observe where your users' problems exist
  - Ideate
    - Generate a range of crazy, creative ideas
  - Prototype
    - Build real, tactile representation for a range of your ideas
  - Test
    - Return to your users for feedback
  - Implement
    - Put the vision into effect
- Questions you should be asking your users
  - What do you need?
  - Where would you expect to find it?

- When would you want to use it?
- How would you use it?
- What would you use it for?
- Can you show us how you'd expect it to work?
- How woul you want it to changeor grow over time for your needs?
- Questions we should be asking our Partners
  - What is more important?
    - Designing and developing a feature on time?
    - Coming in or under budget?
    - Ceating something ueful and enjoyable for our customers?
- What does good look like?
  - That's subjective, you need to talk to your users and *Do it with a design team, if possible*.