

# THE

# DESIGN

# PROCESS

Our four-step process will increase your knowledge and confidence in **User Experience (UX)** design.



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1. Research
2. Wireframe
3. User Testing
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## STEP ONE

# RESEARCH

### BENEFITS:

- Goal Analysis
- User and Stakeholder interviews
- Personas
- Workflows
- Competitor Analysis

## PLAN, DISCUSS, DISCOVER

Understanding your users is the first step. Knowing who and more importantly **why** a customer is using your product is the most significant step in your entrepreneurial journey. Designing a product with the end-user in mind will allow you to create a product that customers can not help but love!

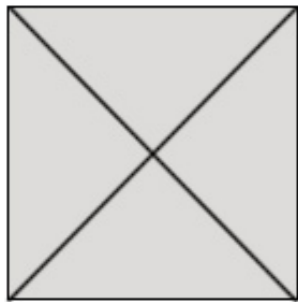
User-centered design starts by setting objectives and goals. It sets the foundation for strategy, design, and content. At the research stage, we help you to discover knowledge gaps and align your assumptions with real user expectations.

*What matters to users isn't always what we **"think"** matters.*

To create a great user experience, developers must first take the time necessary to understand their end users. Conducting research helps developers get into customers' mindsets. You will want to interview potential customers and stakeholders in the project.

# Simple Persona Example

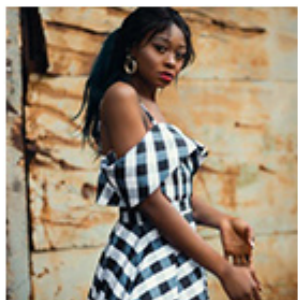
## Empty Template



### Sample Name

AGE:  
DESCRIPTION:  
EDUCATION:  
BEHAVIORS:  
NEEDS/GOALS:

## Complete Template



### Jane Smith

AGE: 28  
DESCRIPTION: Lives in Seattle. Mother of one. Married.  
EDUCATION: BA in Finance  
BEHAVIORS: Likes photography and blogging about local startup culture.  
NEEDS/GOALS: Increase productivity. Start coaching entrepreneurs about finance.

# CREATE A PERSONA

The best way to get into a customer's mindset is to create a Persona of a typical user. Personas answer the question, "Who are we designing for?" and they help to align strategy and goals to specific user groups.

A user persona is a valuable tool in the UX design process because it reminds designers and other stakeholders that they're designing for *real people*. Rather than designing for user group A and user group B. With a specific kind of user in mind design decisions can be made to make the best experience possible.

*You may need to create different personas for the different sorts of users your product will represent.*

Designers and developers are busy, we are in offices, we have deadlines, and our users are somewhere we are not. Printing out personas and hanging them on the wall is an excellent way to keep our users in sight and in mind.

*Your users don't go away just because you decide not to look at them.*

# COMPETITOR ANALYSIS

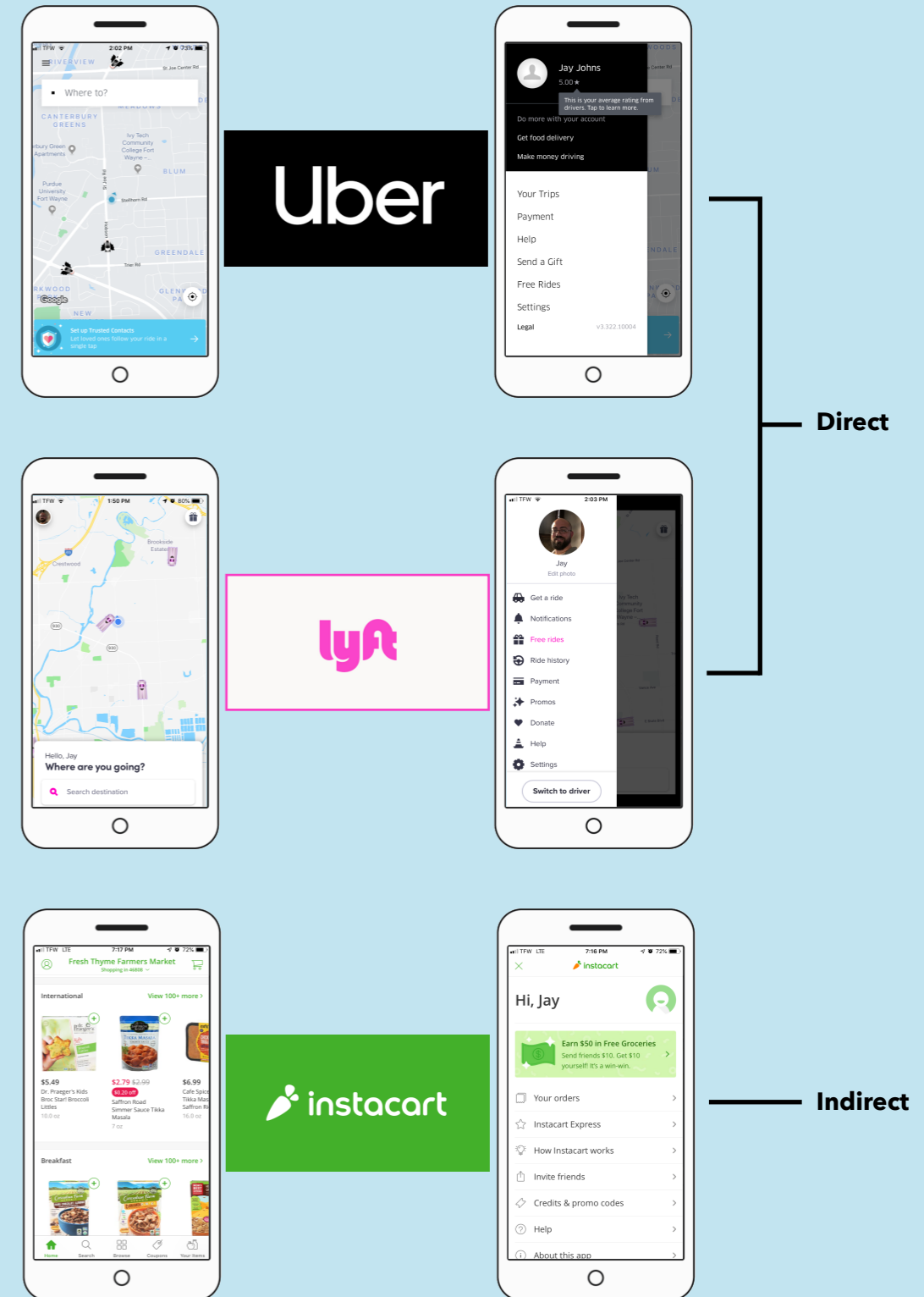
Evaluating the competition for UX designers is a little different than marketing or business competitor analysis. We are specifically looking at the designs and functionality a product uses to solve problems.

Intentionally look at designs of products that are both in direct and indirect competition. **Direct competitors** are designs looking to solve the same problems for the same user niche. **Indirect competition** could have a different service, product, or user niche.

Let's use well known companies as examples. The ride-sharing apps **Uber** and **Lyft** are in direct competition, they have overlapping customers due to the similar services offered.

An indirect competitor would be **Instacart**, customers get deliveries from local grocery stores and make payments with their phones. Even though Instacart offers a much different service, there will be an overlapping user base and it benefits the UX designer to analyze all three companies.

## Uber vs Lyft vs Instacart: UX Analysis



\*Halloween Themed

## STEP TWO

# WIREFRAME

### BENEFITS:

- Understanding your users' behaviors
- Finding the right features
- Determining the layout
- Defining a version one (v1) product release

## TURNING IDEAS INTO ROUGH DESIGN

The Design phase of a UX project is collaborative and iterative. Many different people will have ideas and input for your project and the designs will be constantly updated as ideas are validated or dismissed.

**Put your ideas in front of users**, get their feedback, refine them, and repeat. These ideas may be represented by paper prototypes, wireframes, or interactive prototypes. At this point in the process all designs are as simple as possible, no branding, no images, no colors, all deliberately created in low-fidelity to get feedback on functionality.

*If you start with color and brand identity users will focus feedback on how the product looks rather than how it functions. At this point in the process functionality is the most important aspect!*

# CREATE A WIREFRAME

A wireframe is a rough guide for the layout of a website or app. The terminology used in design documentation often gets used interchangeably, so let's clarify the differences.

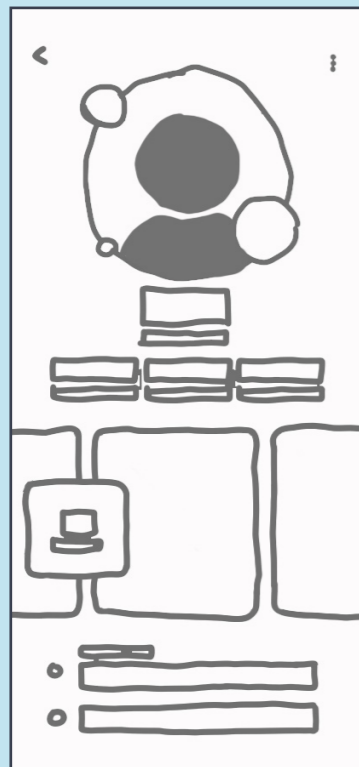
Think of **wireframes** as the blueprint. They give a solid idea of where everything will eventually go. Wireframes help you focus the placement of content for your prototype.

Next comes the **mockup**—Visual Fidelity. Mockups focus on visuals by using brand colors and placeholder images. This stage happens after you get functionality feedback from the wireframe stage.

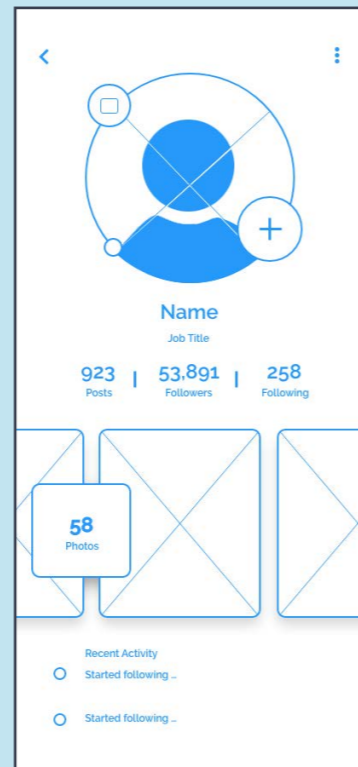
*Remember functionality is the most crucial element. It is true that visuals attract customers, but features keep them coming back.*

With the **interactive prototype**, you test your interface ideas and generate the feedback necessary to keep the design headed in the right direction.

## Sketch



## Wireframe



## STEP THREE

# USER TESTING

### BENEFITS:

- Understanding your users' behaviors
- Finding the right features
- Determining the layout
- Defining a version one (v1) product release

## GET YOUR PRODUCT IN THE USER'S HAND

Getting feedback is an essential element in the design process, talk with users often. Do not wait until you have the perfect designs or the ideal prototype. Fast iterations are important! Make a version fast, give it to users, find out what users think, make changes based on feedback.

*"If you are not embarrassed by the first version of your product, you've launched too late."*

- Reid Hoffman, the founder of LinkedIn

A variety of methods can be implemented when collecting data from users. **User interviews, survey's, one-one sessions, A/B testing, and focus groups.**

Give the user a task such as, "Find the date and time the exhibit will be open to the public." or "Order tickets for the exhibit." Then give the user access to the app or website and sit back and watch. Write down the steps the user is taking to get the information, keep track of how much time the task takes to complete.

Ensure that, as the observer, you do not try to help the user.



## STEP FOUR

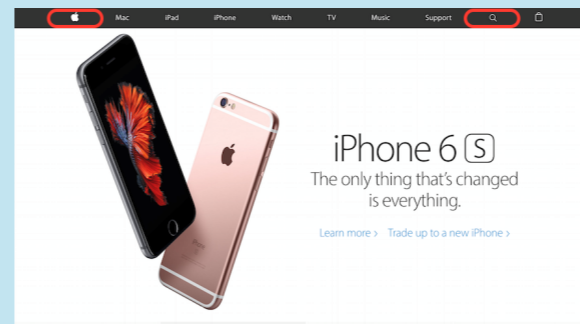
# LOOK & FEEL DESIGN [UI]

### BENEFITS:

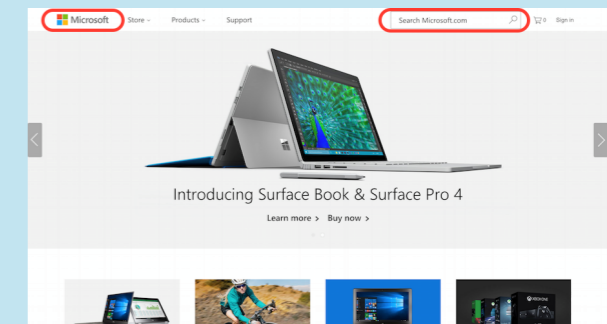
- Visual Appeal
- Emotional Response
- Brand Unified Identity

## CONSIDER ESTABLISHED FUNCTIONS

It is not a conversation of “copying” design, it is important to understand that humans have a strong memory for where things are visually located on the screen. Leverage this characteristic by reserving commonly used locations for various elements such as having the logo on the top left, search field on the top right, exit icon on the top right, etc.



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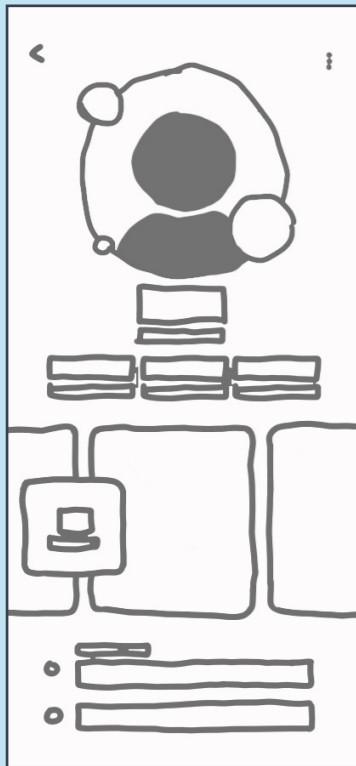


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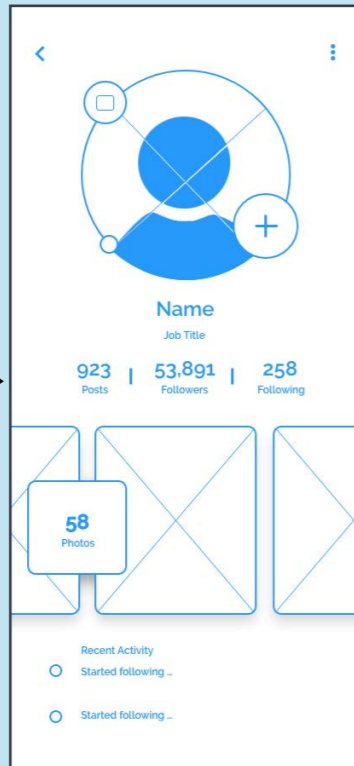
Apple and Microsoft place their logo on the top left, and the search field on the top right of their websites. This consistency helps users feel oriented when they browse a new and unfamiliar site. Having inconsistent interface is like trying to communicate with the user in several languages. Fonts, buttons, and labeling needs to be consistent across the product. Keep it simple and consistent.

# DESIGN SHOULD BE SUBTLE

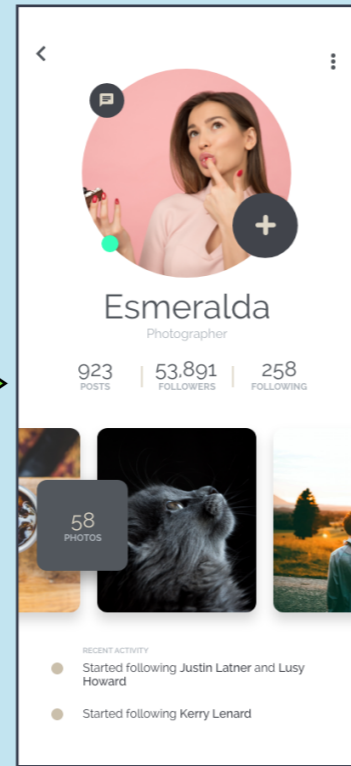
## Sketch



## Wireframe



## Mockup



An interactive prototype can be made in either the wireframe (low-fidelity) or a mockup (high-fidelity) stage.

A designer should think functionality first. No matter the purpose of your project, UX and UI design are key factors to whether it turns out to be a failure or a success. A successful design is the one that is unnoticed by users. Subtle design allows users to pay attention to their needs rather than the interface.

*Be open to new design methods.*

An important element to remember is, **you are not your user**. In the end you may end up creating something you personally do not like, but if your customers love it and are willing to pay for it then that is all that matters!

# THANKS FOR READING

DO YOU HAVE AN WEBSITE OR AN APP  
IDEA?

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