

Top-Down Model: **Start with the experience you want people to have**

Design User Experience by defining the experience we want your customers, prospects and users to have.

Basic UX Top-Down Model Components:

1. Identify key personas and their user stories
2. Map tasks to perform each user story
3. Define the experience you want the user to have after performing the user story tasks.

Example: Persona

Review your current user /customer profiles and organize a persona profile as follows:

Persona Profile	Inquire	Learn	Select
Type:FPGA <u>Customer</u> Tim Benkowski Job Title: Engineering Manager Reports to: VP of Engineering <ul style="list-style-type: none">• Knowledgeable about end market system designs and applications• Design software experience for FPGA devices• Manages a team of engineers Continue with details...	Why interested in FPGA Training for new design project using Stratix V GX FPGA?	What does he need to know: <ul style="list-style-type: none">• Class schedules• Number of slots open• Cost of classes per employee	How does he select and assign training to his staff?

Example: User Experience Definition

Persona	User Story	Tasks	Experience
Type: <u>FPGA Customer</u> Tim Benkowski Job Title: Engineering Manager	As a FPGA customer and engineering manager... I need to provide my team with development and programming training for the new Xonker FPGA we will be using in our new project... ...so that my team can limit their learning curve and be productive out of the gate.	<ol style="list-style-type: none">1. Find FPGA training classes for the Xonker Device (Browse or Search)2. Review classes offered and select the right classes for my team3. Purchase the classes I need and assign my team members to each class4. Track each team member's progress with their training class	Great... I was able to find the classes that fit our requirements and schedule, get the class information to make a decision on the class best suited for project, easily purchase, and assign my team members to the classes... AND I was able to log in and track each team member's progress, and completion. FPGA really knows how to support their products!

Next Steps:

1. Develop a minimum of 3 personas and users stories
2. Review with UX Design Team
3. Design wire frames that illustrate key tasks and user stories.