User Experience Design: **The Process**

10 Steps to a Great User Experience

1. Start with personas—profiles on who will use your product and why they use it.

2. Talk to the users. Get their "user stories" and how they will use your product.

3. Storyboard the user stories in the form of tasks they must perform to tell the story.

4. Design the information architecture—the framework that will structure the product or application.

5. Create wire frames examples of each task that must be performed. Include authentic examples of data, selections and information.

6. Upgrade labels, directions and content to professional copywriting and narrative.

7. Develop a clickable model of the wire frames and test with your users. Get feedback. If positive go to the next step visual design. If negative, then design a new clickable model based upon the feedback and test again.

8. Convert the clickable model to a hi-def visual design that includes all final design components: icons, buttons, images, tabs, tables, navigation, help, etc.

9. Match visual design to company style guide and branding guidelines.

10. Test visual designs with your users and get feedback. If positive then proceed to development and an alpha version of the application. If negative, redesign based on feedback and test again.

User Stories

I need to know how my product compares to other products

Can't select products...

Cool. Perfect comparison

User Responses

Really Bad

Barely Works

Cool and OK

Great. Love It!

What it all means…

This UX process is focused on the user. All the key steps require some user feedback. It's tempting to skip meeting with the users and getting their feedback—sometimes they don't like what you've designed and you must add an extra user test to reconcile the problems. And sometimes you drift into management approvals and leave the user out of the process.

The goal of this 10-step process is a great user experience. You want at least a cool and OK experience for more complicated and enterprise applications.

In the end, if you follow this process, the "user" will have a voice at the conference table when you seek final approval of the UX design. Provided you have the user testing results clearly documented and reported, design objections based on personal preferences by management can be over ruled by the user. "We tried that approach with the customers and they preferred the design you see today…"