

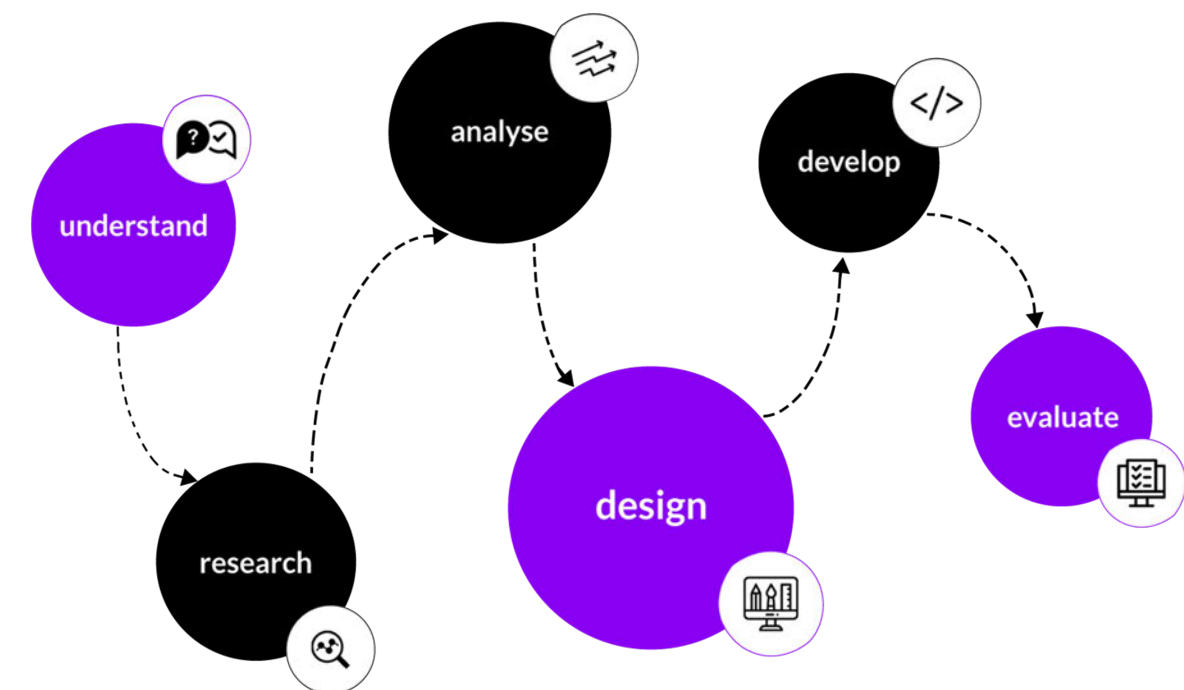
The UX/UI Design Process in 6 Stages

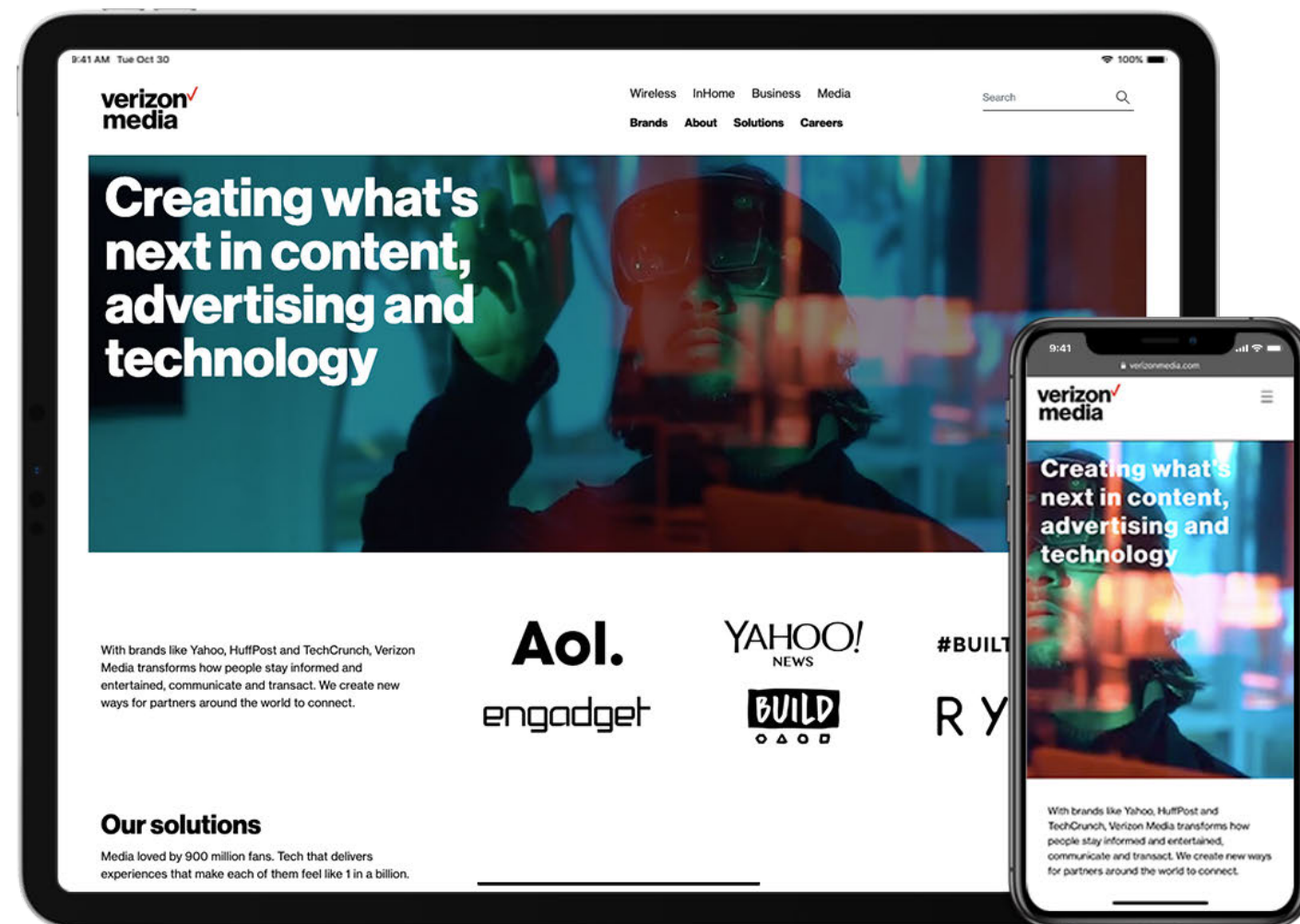
Following the UX design process doesn't just give users an intuitive and pleasurable experience — it poses an opportunity for designers to iterate and improve their designs. The first step to designing an interface your users will love is knowing exactly what that process entails.

Let's take a look at the our UX process in 6 stages based on the stages of the [User-Centered Design](#) and [Design Thinking](#) methodologies. How we break down the design process, and how we can apply this method to your next project.

We are building our work with the [Agile model](#), using **2 weeks Sprints** to achieve our goals.

The UX Process





Why Is UX Design Important?

Good UX design creates a positive experience for our user by anticipating—and fulfilling—their needs.

Any successful product or service, such as a website or app, needs good UX design. With it, customers will remain satisfied and (ideally) loyal to your business. Without it, our user can be left frustrated and bitter with the product... resulting in, ultimately, fewer users.

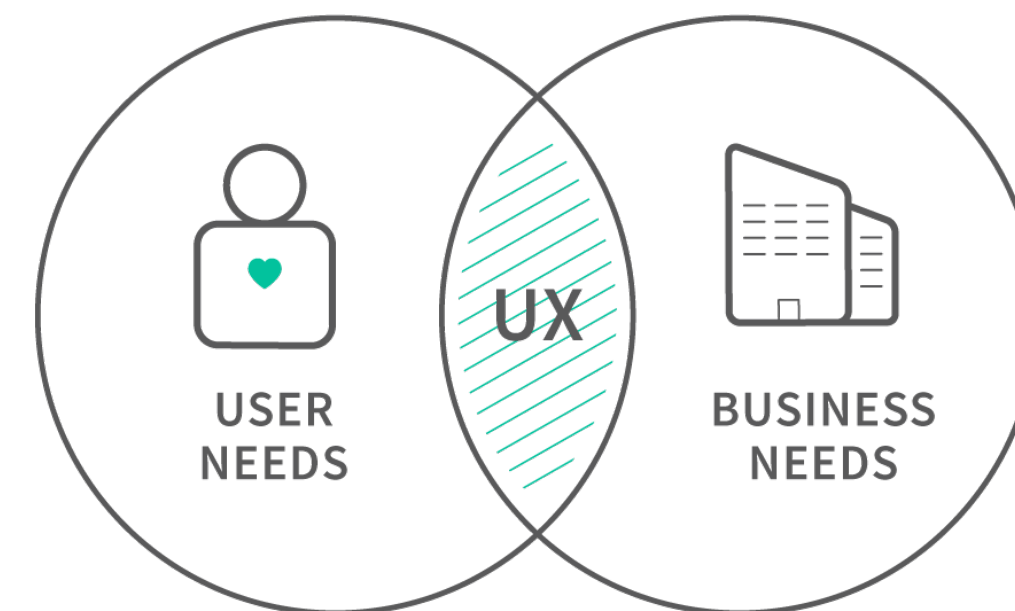
Stage 1: Understand The Needs



As the old saying goes: If you have four hours to chop down a tree, spend the first three hours sharpening your axe.

The same goes for design. Before we get started with any project, we need to get the basics down first. That means understanding two crucial elements:

- Our user needs
- Our brand needs





What Are The Users Needs?

Since designing for the user experience is all about addressing our user's pain points, we need to answer the questions:

- What's their problem?
- What issue are we trying to solve for our users?
- What problem are we trying to solve?
- And why are we the one with the answers?

How Does This Project Align With Our Brand?

Secondly, we need to know how this project aligns with our brand's mission and goals. What are our client company's values and mission? How does this project contribute to that goal? Is this the right time for the company to be pursuing this project?



Stage 2: Research The Core



After we know that this project is in line with our core mission, and we know what questions we're trying to solve, we need to conduct research.

Our user research is going to be the life blood of the project. The things we discover and unearth during this stage lays the foundation for how our entire project will turn out.

Some Of Our Methods Of User Research That We Using:



1:1 Interviews

This is when we sit down with someone from our target audience and ask them pointed questions about their issues. What are they struggling with? What are they looking for in our product? Face to face interviews are preferred since we can gauge their verbal and nonverbal reactions but video or phone call can work as well.

User/Focus Groups

This is when we have a group of 3 – 5 target users and have them discuss their attitudes, emotions, and frustrations with an issue or product. It's a discussion—not just an interview. Encourage a dialogue between the participants and ourselves.



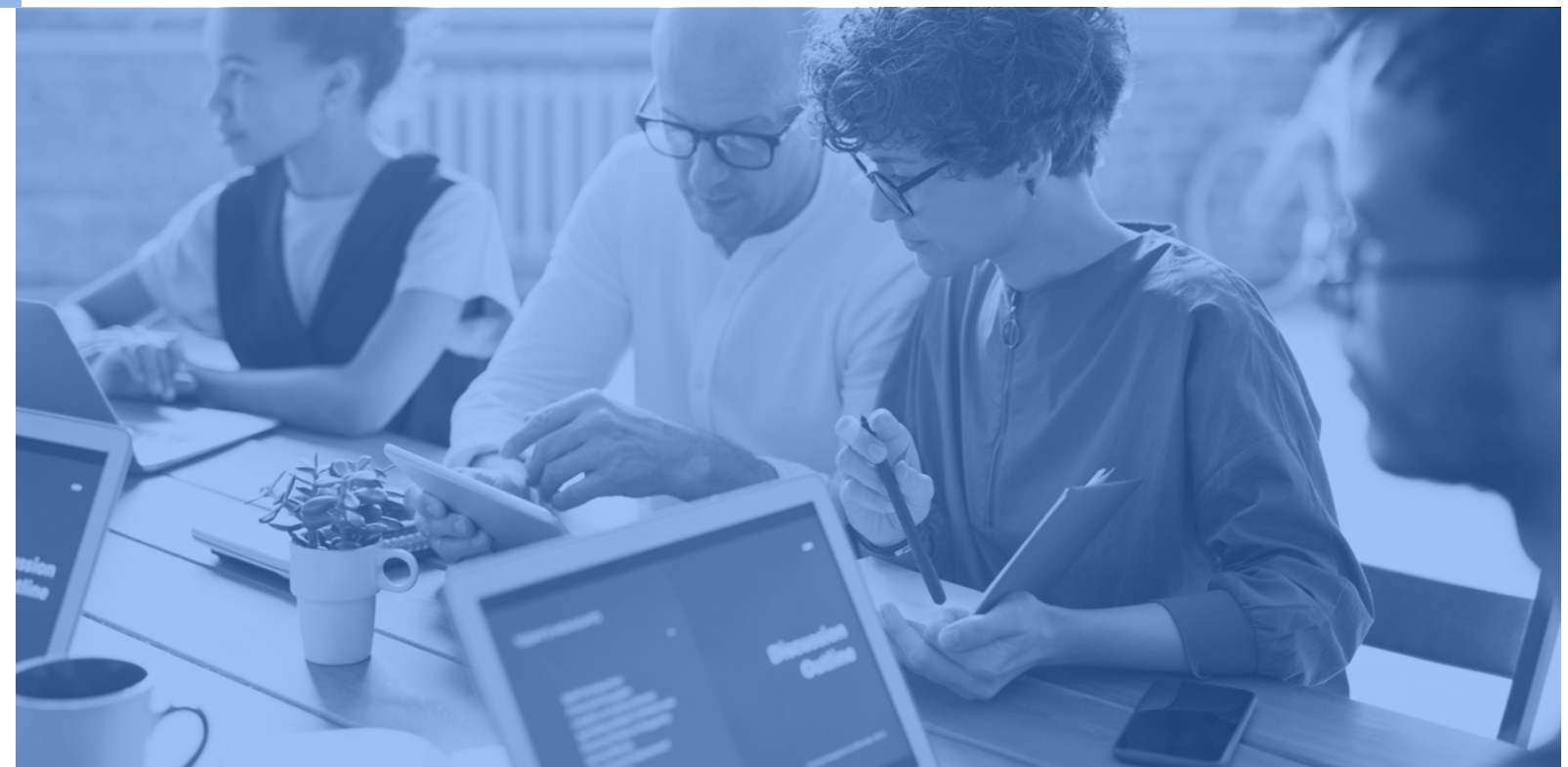


Surveys

These are questionnaires we send out to our target users. These are good for finding out our users' attitudes towards a specific topic with the added benefit of receiving the data as soon as the users are done with the survey. However, we have to be careful not to use leading questions that could disproportionately impact the results.

Usability Testing

This is the practice of observing our target audience using a program or product. As they do so, you observe how they act and react to the app. When they're done, we can ask them questions about their experience. This is a great opportunity to see how happy our user is with the app and if it adequately addresses their needs.



Stage 3: Analyze The Trend



Here Are Two Ways We Can **Analyze** **Our Research:**

In this stage, we'll be using all of the information we gathered in the previous two stages to analyze and distill the most important elements.



User Journey Maps



A user journey map is a representation of the user's interactions with our product. The user journey map is crucial for:

- Building empathy
- Providing a common "big picture"
- Bringing focus
- Revealing opportunities

Leveraging the things we are learned in the research phase, create a user journey map help us understand what our user will be going through when using our product or service. Only then we can build the best product for them.

User Personas

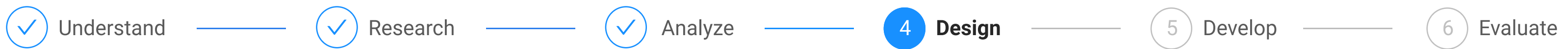
User personas are profiles of our ideal customer. UX designers use them to help understand a number of things about their customers including their:

- Goals
- Background
- Age
- Gender
- Behaviors
- Spending habits
- Pain points
- Needs

Think of personas as our North Star when it comes to all our decisions. If you ever encounter a tough problem, we can always refer back to our persona and ask, “What design best services this person’s needs?”



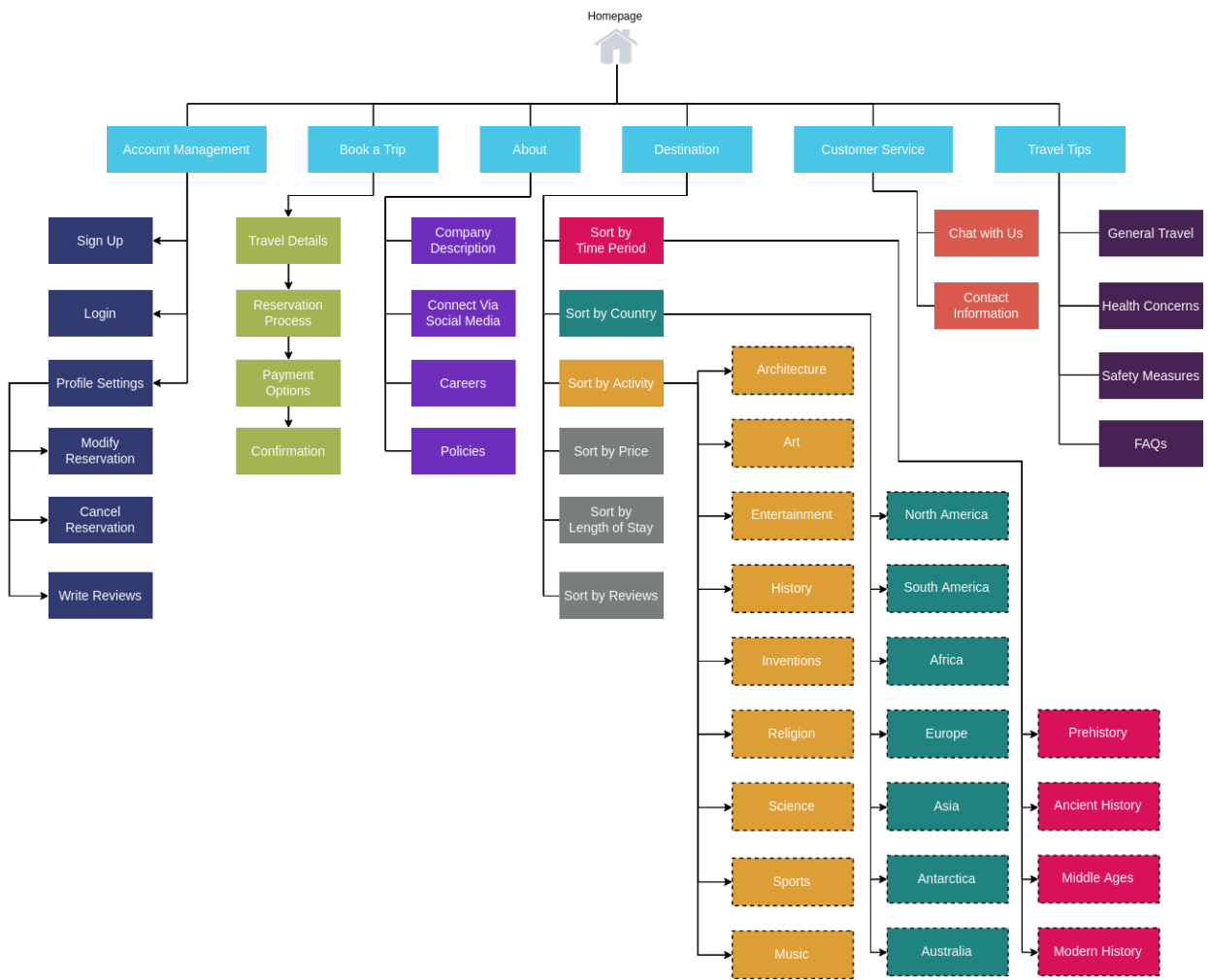
Stage 4: Design The Interface



Now, It's Time To Build Out Our Design.

That means building things like:

- Site map
- User flow
- Wireframes
- Interaction structure
- Information architecture
- Icons
- Style Guide
- Colors schemes
- Images
- Clickable prototype





One of the most important things we can create at this stage is the wireframes.

A wireframe is like the prototype of our product—a bare essentials representation of our product. It's a low fidelity version of what our product will eventually look like. They're typically notable for the block layouts and "X" placeholders to represent future images, and help accomplish three things:

- 1. Presents information that will be displayed on the page**
- 2. Gives an outline of the structure and layout of the page**
- 3. Conveys overall direction and description of the user interface**

Like a user journey map, this will give us a comprehensive look at our users' experience with the product.

Stage 5: Develop The Interaction



Now We're Going To Reach A Point Where All Our Assets Are Ready To Ship.

That means it's time to implement; pass everything to the development team who will create a high fidelity version of the user interface. Once it is delivered, there are several ways you can go about making sure that the product is perfect (or close to it):

- **User testing.** Like the usability test, this involves us observing our target audience using the actual program.
- **Beta launch.** This is a limited release of our product to a small amount of people with the goal of finding issues and cleaning them up before we launch it to the world.
- **Internal testing.** When our own team uses the product and tests out each facet of it.

Feedback with the development team is crucial at this stage. We want to make sure that we clearly communicate any issues that arise and make sure that they are addressed before our product launches.

Stage 6: Evaluate The Usability



Step 1

Now we're going to reach a point where all our assets are ready to ship. That means it's time to implement; pass everything to the development team who will create a high fidelity version of the user interface. Once it is delivered, there are several ways we can go about making sure that the product is perfect (or close to it):

- Where did our process go right? And why?
- Where did we struggle? And why?
- How are our users responding to the product?
- Did it solve their issues and pain points?
- Where can we improve the product?

Step 2

All of these tests and analyze will help us to improve the usability of our site, system or application. Usability evaluations can capture **two types of data**: qualitative data and quantitative data. Quantitative data notes what actually happened.

Qualitative data describes what our users thought or said. Once we have gathered your data, we can use it to:

- Evaluate the usability of your service
- Recommend improvements and new features
- Implement the recommendations
- Re-test the service to measure the effectiveness of your changes.

What **Else?**

Your UX process can be entirely unique to every business and product.

That means all the stages are going to look different for each client according to budget, needs and timelines.

The important thing is that you give your product idea to **experienced and professional team**, and then you will receive the perfect result.



BOOK AN APPOINTMENT



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