



# UX/UI Design Process

We believe in the power of harmonizing functionality with aesthetics, creating digital experiences that resonate with users on a profound level.

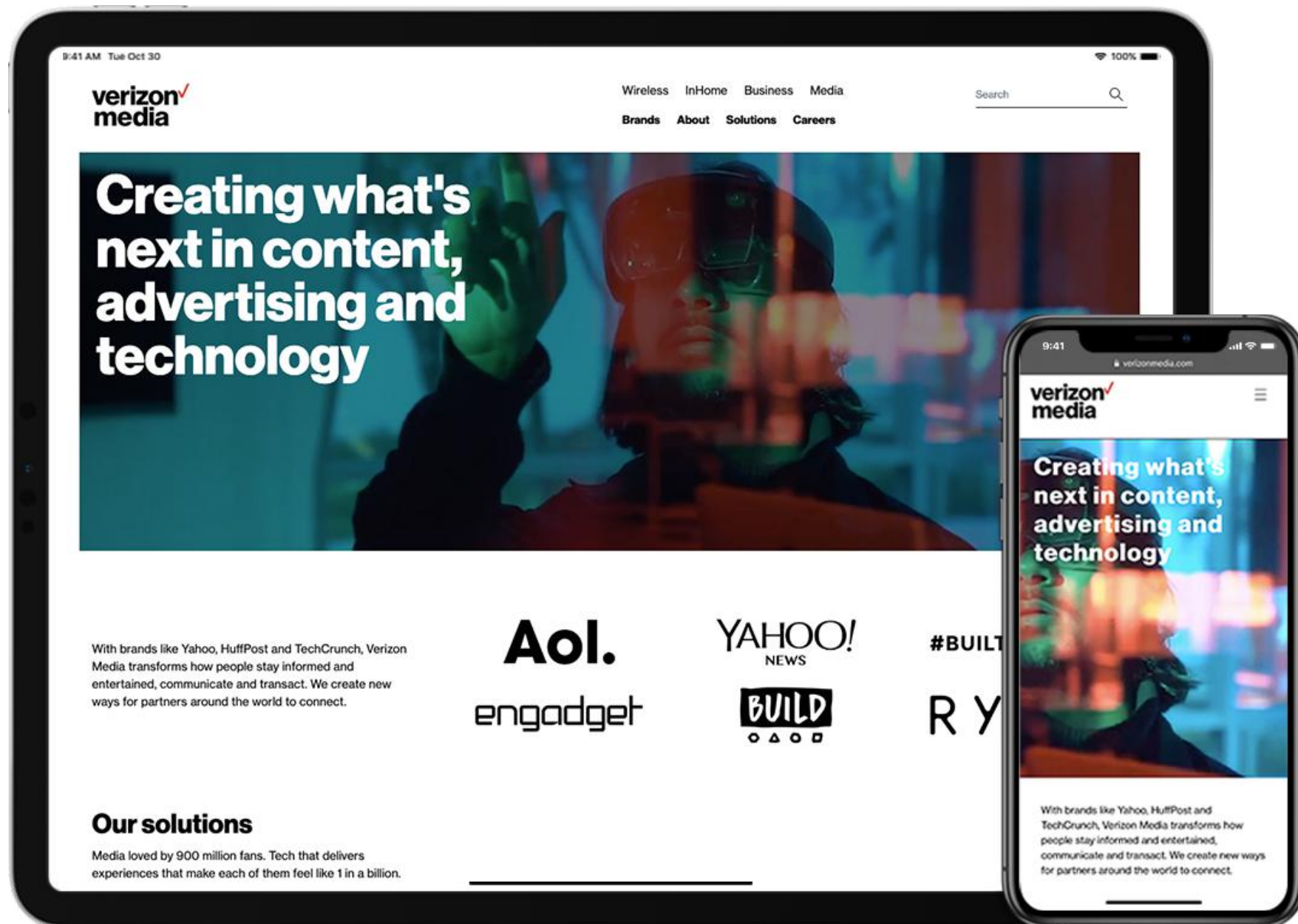
## our Client's reviews



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## 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

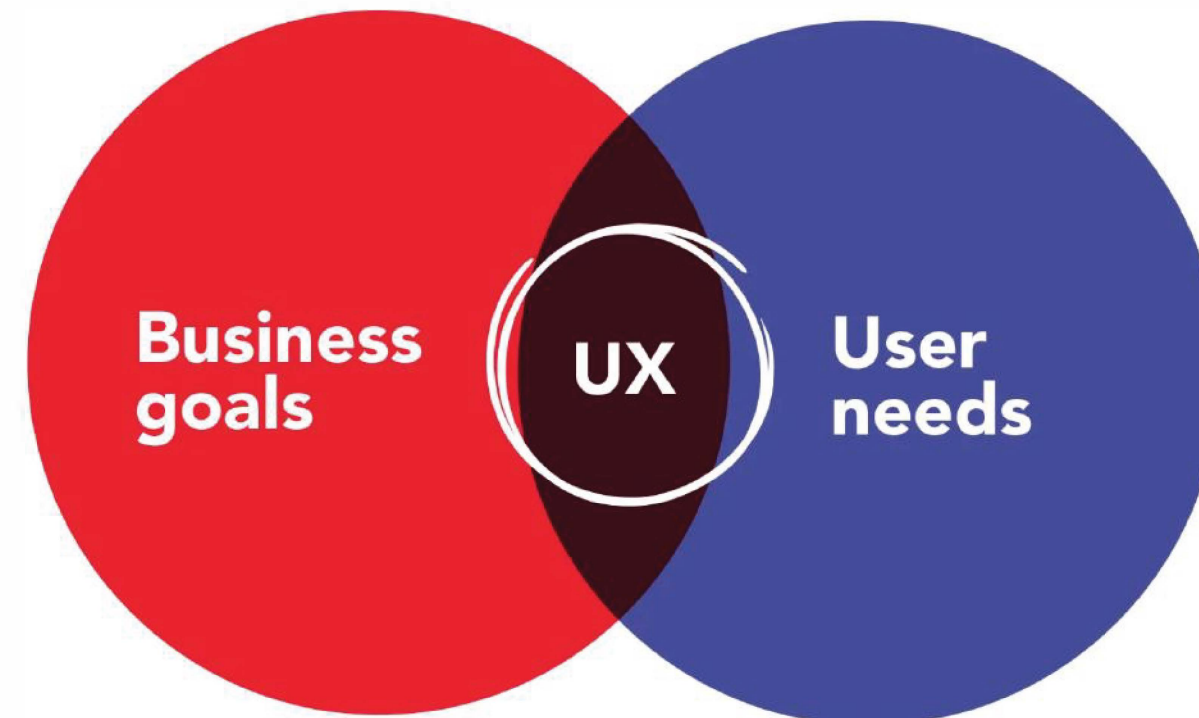
## Understand the needs

1 **Understand** 2 Research 3 Analyze 4 Design 5 Develop 6 Evaluate

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 business goals



Stage 2

## Research the Core

1 Understand 2 **Research** 3 Analyze 4 Design 5 Develop 6 Evaluate



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 are using:



### User/Focus groups

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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.

### 1:1 interviews

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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.



# Product discovery workshops

## STAGE 1

### Identify and frame the problem

- ✓ First discussion about the product
- ✓ Defining the problems
- ✓ Setting goals for the product
- ✓ Identifying business constraints



## STAGE 2

### Clarify functional requirements

- ✓ Presentation of Information Architecture graph
- ✓ Features analysis and discussion



## STAGE 3

### Design and Development Workflow

- ✓ Functional requirements check
- ✓ Choosing the Design Process that will be used during the development
- ✓ Designers - Developers workflow
- ✓ Choosing the types of user testing



## STAGE 4

### Final Product Review

- ✓ Rough estimation for the design and development





## Usability testing

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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.

## Surveys

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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.





Stage 3

## Analyze the Trend

1 Understand 2 Research 3 **Analyze** 4 Design 5 Develop 6 Evaluate

### Here are two ways we can Analyze our Research:

In this stage, we'll be using all of the information we gathered during usability testing and from our surveys to analyze trends 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
- Behaviours
- Spending habits
- Pain points
- Needs

Think of user 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 user persona and ask, “What design best services this person’s needs?”



Name: **Jordan**

Age: **28**

Occupation: **Graphic Designer**

Status: **Full-time**

Location: **Work from home**

Life: **Married, Mom of two**

Tech Savvy

Spontaneous

Risk Taker

Passionate

Successful

Finance Novice

“I want my brand to look beautiful across all client touch points.”

## Motivation

Jordan is content working as a solo freelancer because of the flexibility to stay at home with her kids. She’s working to create a successful brand and wants to enjoy what’s successful. She’s looking to spend less time on routine business tasks and gain more control of her business finances.

## Goals

- Create beautifully designed client invoices
- Track invoice payments
- Sync with her business PayPal account
- Understand payment trends over time

## Frustrations

- Most online invoice tools are clunky and hard to use
- Other than PayPal, it’s hard to deposit her business funds financially
- Feels like she has to manually enter invoice to invoice data

Stage 4

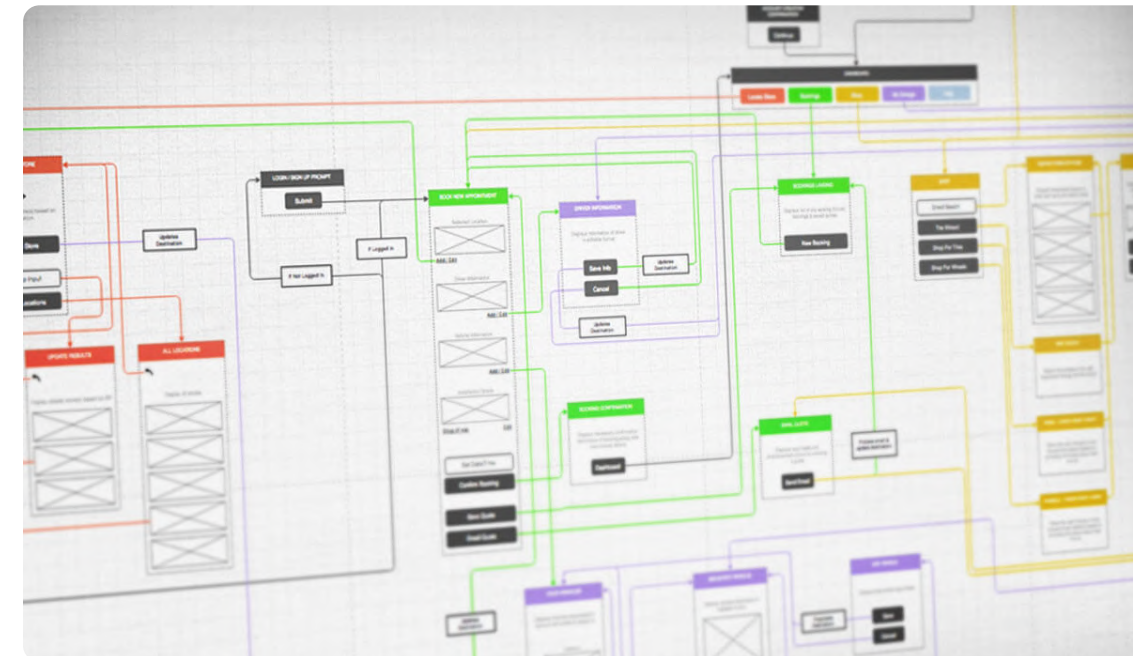
## Design the Interface

1 Understand 2 Research 3 Analyze 4 **Design** 5 Develop 6 Evaluate

### 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
- Color Schemes
- Images
- Clickable Prototype



# User Journey Maps



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 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

1 Understand 2 Research 3 Analyze 4 Design 5 **Develop** 6 Evaluate

# 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 5

## Evaluate the Usability

① Understand ② Research ③ Analyze ④ Design ⑤ Develop ⑥ **Evaluate**

### 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.

# UX Review

A UX audit is like a thorough check-up for websites or apps, looking at pain points and how easy & enjoyable they are to use. It helps find what's working well and what needs fixing, so the experience can be improved for users and meet business goals.

## We will need

- app / website access
- analytics data (if available)
- user feedback data

## You will get

- + UX experts going throughout the app/portal
- + Listed pain points + proposed solutions (usability, accessibility, visual design, outdated solutions, manual flows)
- + Evaluation of tasks and assignment of the priority based on their impact on project goals.
- + Solid introduction to UX Review

1	A	B	C	D	E	F	G	H	I	J	K
	CATEGORY	ACTION/PAGE	ATTACHMENT	ROLE	PAIN POINT	SOLUTION	STATUS	Priority	In Productboard		
25	Design	Client List / Advise List		Advisor	Poor visual separation between favourites and normal entries.	Add separation (e.g. line).	DONE	A	Yes		
26	Usability	Client List / Advise List		Advisor	Super limited ability to filter / sort list of clients, advice sessions.	Add filtering and sorting. Add sorting icon to Adviser list	IN PROGRESS	A	yes		
27	Usability	Settings		Admin	The country dropdown doesn't allow the user to type and filter	Add ability to type inside the dropdown, add a list of countries with flags	QA	B			
28	Usability	Currency		Advisor	Now all amounts/money looks like numbers. No feeling that is money.	Add a currency symbol to each amount to highlight the financial focus of the app and help users scan information.	DONE	A			
29		Dark mode		Admin	No possibility switch to dark mode. Many people prefer to switch all apps/messenger to Dark theme if it's possible.	Since we have very nice Dark UI ready we can add switcher to the dark mode in the menu / with leaving the company accent color.	DONE	B	Yes		
30	Usability/Design	Admin view / App UI		Admin	Very complicated process to get your customized interface. User should choose colors, shapes of the field etc. May be confusing and stressful for any person without design skills. At the end we have a problem: interfaces of the clients apps looks not really well designed re: colors matching.	1. Create 2-3 nice light and clean templates/samples to choose from. We can use different shades/colors for BG, fields/button shapes, flat interface or elements with shadows etc. 2. Then user applied just Company accent color, logo and in real time see how on template slider can look his interface. Then he picked Favoring version. Any version we can switch to dark mood. If we are not ready to implement Dark mood switcher for now, we can add Dark mood us template No4	IN PROGRESS	C	Yes"		
31	Usability	PDFs creation		Advisor	No automated process for PDF customization/creation	We can create PDF constructor inside the app. We can choose which sections include/exclude, we can edit the text, we can choose the Cover page (3-4 templates).	IN PROGRESS	C			
32	Usability	financial-situation		Advisor	In Eiendeler or Gjeld section after clicking on (i) icon we are getting modal with 2 cells under "Total" name. Both cells are unnamed. The user Selection while adding the client(s) is presented	Name the cells	DONE	B			

After the audit is finished, we will produce a report. This report contains pain points and solutions. Each of the solution gets annotations about possible issues they can cause. Additionally we mark those issues based on their severity ( low, regular, high).



# Technical Review

This audit is performed to provide diagnostics for existing IT applications. Main purpose of the audit is to provide a comprehensible overview of solutions provided within the application.

## We will need access to

- CI/CD setup
- VCS codebase repository
- IaC repository (if applicable)
- Cloud provider (if applicable)
- Project / App overview (optional)

## You will

- + see how your application is performing
- + understand how future development should be handled
- + have adjusted configuration to achieve instant results

After Technical Review is finished, we will produce a report. This report contains pain points, issues that should be taken care of and general rating of solutions. Each of the solution rated gets annotations about possible issues they can cause. Additionally we mark those issues based on their severity ( low, regular, high).



We review apps written in Python on backend\* and React, Angular and Vue on frontend.

\* Other backend languages can be possible too

## 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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