

UX Discovery, Assessment & Planning

Establishing Requirements

Interview the Client

Create
requirements
documentation

Objectives

What is the purpose of the app?

How will it serve this purpose?

What is it?

Summarize what the app will do.

Identity

Is there an existing brand identity
for the application?

Has a brand position been created for it?

Focus on what will be achieved,
not how it will be achieved

Functional Requirements

vs.

Technical Requirements

Core Features & Processes

Actions and Outcomes

“iTunes is the best way to organize and enjoy the music, movies, and TV shows you already have — and shop for the ones you want to get.”

The user can:
Shop for new music

Itunes:
Presents a catalog of music
Allows for review of music
Allows for purchase of music
Allows for downloads of music

Technical Requirements
are Developer-Driven

Supported Devices

Device Sizes & Resolutions

Risks & Assumptions

User Data

vs.

Differentiators

User Research

Use Case

A series of interactions taken to achieve a specific goal.

Action

Flow of experience

Outcome

User Story

What a user needs to do

The 'who', 'what' and 'why' of a requirement

User Research

Efforts to gather information and understand user behaviors, needs, and motivations.

Proposed solutions to problems prototyped and then tested with the target user group.

User Persona

A fictional user profile created to represent a user type that might use the app in similar ways

User Story Documentation

Create a document that includes user stories

Use Case Documentation

Create a document that includes all proposed
use cases

User Data

What goal is most important
to the user?

What's the first action the user
would like to take?

How can we simplify?

What are the common scenarios of where, when, and how the app will be used?

Strategy

Architecture, Prioritization & Categorization

Midpoint Recap

1. Interview the Client
2. Create a Requirements Document

- Objectives
- What the app will do
- Brand Position & Identity
- Functional Requirements

Core Features and Processes

- Technical Requirement

Development Considerations

Device Considerations

- Risks & Assumptions
- User Research Data

User Personas, User Stories, and Use Cases

- UX Strategy

Prioritizing & Categorizing

Navigation Model Planning

- Differentiators

Differentiators

Competitive Research & Competitor Analysis

- Define your industry
- Understand the market
- Determine who your competitors are and what they offer
- Determine the market success factors
- Rate competitors on product performance
- Identify desirable and successful features
- Identify weak features
- Identify desired features that are not offered

Determine Differentiators

Why will my product be better than other
options on the market?

HOW will my product be better than other
options on the market?

- Superior Experience
- Effective Results
- Augmented Features
- More affordable
- More value

Competitor Analysis & Differentiators

Use Case Documentation

all proposed use cases

(interactions taken to achieve specific goals)

Usability Testing For Validation or Refinement

Competitor Analysis & Differentiators

Key Performance Indicators

quantifiable metrics which help an organization
define and track the progress toward goals

KPIs for UX

The nature of metrics for UX KPIs is largely qualitative.

Usability Testing Methods

Hallway Testing

A fast and inexpensive method where randomly-selected people are asked to try using the product or service

Expert Reviews

A/B Testing

UX Discovery, Assessment & Planning

Practice Exercise

Write up the following for your own project:

- target demographics
- functional requirements
- technical requirements
- branding-related requirements

Practice Exercise

For the same project:
User goals

Practice Exercise

For the same project:
How can the owner of the app
benefit from the users meeting their goals