

UX: User-Centered Analysis and Conceptual Design

Course #: UX-200 Duration: 2 days

Prerequisites

UX: A Deep Dive into Users

Details

An empathetic, user-centered analysis is a basis for interface design that makes sense to the user. With a clear definition of user requirements, developers and designers can create more effective and usable software interface designs. In this course, you will learn the methods and concepts to analyze user-centered requirements—the foundation for designing user-centered interfaces, content, applications, and websites.

This course is designed for UX researchers, UX designers, usability practitioners, website and application developers, interface designers, and project managers.

Software Needed

None

Outline

• Foundations of User-Centered Design

- Defining User-Centered Design (UCD) and Its Principles
- UCD vs. Design Thinking: Contrasts and Connections
- When and Why to Use User Research
- Understanding Return on Investment (ROI) in UX
- Introduction to User-Centered Analysis (UCA)
- · User Testing vs. Usability Testing
- o Qualitative vs. Quantitative Research
- The Importance of Context: Client and Industry Analysis

• Stakeholder Engagement and Research Planning

- Identifying Stakeholders and Their Roles
- Stakeholder Management Strategies
- Conducting Effective Stakeholder Interviews
- Aligning Business and User Goals
- o Planning Your Research: Objectives, Constraints, and Ethics

• The Researcher's Mindset

- The Role of the UX Researcher
- Embracing Objectivity and Intersubjective Knowledge
- Understanding and Mitigating Bias
- o Types of Cognitive Biases (e.g., Confirmation, Framing, Social Desirability)

- Avoiding Researcher Influence: Best Practices
- Ethical Considerations in Research

• Conducting Qualitative User Research

- Designing a Research Plan
- Recruiting Participants: Strategies and Screeners
- Crafting an Interview Guide
- Conducting 1:1 Interviews
- Building Rapport and Active Listening
- Interviewing for Empathy and Insight
- Focus Groups
- Competitor Studies
- Analyzing Qualitative Data
- Story Share-and-Capture Sessions
- o Grounded Theory and Thematic Analysis

• Conducting Quantitative User Research

- When to Use Quantitative Methods
- o Defining Metrics and Statistical Significance
- Designing and Distributing Surveys
- o Gathering Rich Data in an Actionable Format
- Triangulating Data with Qualitative Insights

• From Data to Insight

- Synthesizing Research Findings
- Creating Empathy Maps and Journey Maps
- Visualizing Pain Points and Emotions
- Mapping Touchpoints and Interactions
- Setting User-Centered Goals
- Defining Problem and Mission Statements
- Using "How Might We..." and Laddering Techniques
- Hypothesis Generation and Prioritization
- Introduction to SMART UX Metrics

Personas

- Purpose and Power of Personas in UX
- o Creating Meaningful, Data-Driven Personas
- Elastic vs. Concrete Personas
- Persona-Driven Decision Making

• Scenarios and Storyboarding

- Using Scenarios to Frame User Needs
- Writing High-Quality Scenarios
- Visualizing Scenarios through Storyboards

• Content Strategy in Conceptual Design

- Defining Content Strategy in UX
- Key Components: Substance, Structure, Workflow, and Governance
- Aligning Content with User Motivations and Business Goals
- o Developing Fact-Based Personas for Content Planning
- Using Content Models and Mapping Flows
- · Creating Style Guides, Templates, and Governance Structures
- Voice, Tone, and Accessibility Considerations
- Measuring Content Effectiveness

• Prototyping Concepts and Testing Ideas

- Low-Fidelity Prototyping: Paper and Sketches
- High-Fidelity Prototyping: Tools like Figma, XD, and Sketch
- Incorporating Research into Prototyping Decisions
- Iterative Testing and Feedback Loops