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UX: User-Centered Analysis and Conceptual Design

Course #: UX-200 **Duration:** 2 days

Prerequisites

User Experience Foundations

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

User-Centered Analysis and Conceptual Design

- **Introduction to User-Centered Design**
  - The Benefits of UCD
  - Data is Critical
  - Team Participation
  - Knowing the Alternatives
- **Data Analysis in User-Centered Design**
  - Overview of Analyzing User Data
  - Gathering User Data to Analyze
    - Quantitative vs Qualitative
    - Field Trip
    - Observing Users
    - Observation Techniques
    - Gathering the Information
  - Experience Mapping
    - Depicting User Interactions
    - Building an Experience Map
    - Creating a Successful Experience Map

    - Actionable Data
        - Identifying Pain Points
        - Setting Goals
        - Understanding Metrics
        - Rich User Data in an Actionable Format

- **Personas in User-Centered Design**
    - What is a Persona?
    - Personas in User-Centered Design
    - Benefits of Personas
    - Creating Personas
        - Exploring Elastic vs. Concrete Users
        - Personas vs. Market Segmentation
        - Creating Assumption Personas
        - How Many Personas Do You Need?
    - Moving to Data-Driven Personas
        - Data-Driven Personas Are More Believable
        - Gathering Data for Personas
        - Maintaining a Persona Data File
        - Know Thy User

- **Creativity in User-Centered Design**
    - Understanding Ideation
    - What Does Ideation Mean?
    - The Local Maximum Problem
    - The Benefits of Ideation Techniques
    - Ideation Techniques
        - Downsides of Brainstorming
        - Design Charrettes
        - Possible Futures
        - Three-Dimensional Design
        - Role Play
    - Creativity is Key

- **Scenarios and Storyboards in User-Centered Design**
    - Working with Scenarios and Storyboards
    - What are Scenarios and Storyboards?
    - Benefits of Scenarios and Storyboards
    - Creating Scenarios
        - Prerequisites for Scenario Creation
        - Writing Scenarios
        - Tips for Good Scenarios
    - Storyboards to Visualize Scenarios
        - From Scenario to Storyboard
        - Storyboard Creation
        - Tips for Good Storyboards

- **Prototyping in User-Centered Design**
    - Paper Prototyping
        - What is Paper Prototyping?
        - Benefits of Paper Prototyping
        - Where Does It Fit in the UCD Process?
    - Creating a Paper Prototype
        - Building the Prototype
        - Materials to Use
        - Tips to Paper Prototyping
    - User Testing a Paper Prototype
        - Users Respond in Different Ways to Paper Prototypes
        - Special Considerations When Testing Paper Prototypes
        - Tips for User Testing Paper Prototypes

- **Using User-Centered Design Artifacts to Create an Implementation Plan**

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    - Implementation Planning
    - User-Centered Planning
    - Where Implementation Planning Fits in the UCD Process
    - Story Mapping

        - Create a Story Map
        - Laying Out the Interface
        - Prioritizing Items on the Story Map
        - Setting Metrics for Story Map Items

- **Content Strategy**

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    - What is Content?
    - The Content Strategy Process
        - The Components of Content Strategy
        - A Holistic Approach to Content Strategy
        - Key Driving Questions
    - Users, Motivations and Goals
        - Content Strategy for People
        - Identify and Understand Stakeholders
        - Understanding Context
        - Develop Fact-Based Personas
        - Extend Personas with Empathy Maps
    - Analysis and Structure
        - Substance and Structure
        - The Quantitative Content Audio
        - The Qualitative Content Audio
        - Content Models
    - Create Once, Publish Everywhere
        - Scenarios and Activity Flows
        - Information Architecture and Wireframing
    - Guides, Templates and Workflows
        - Voice and Tone
        - Style Guides
        - Examples and Templates
        - Workflows
    - Creation and Management
        - Governance and Ownership
        - Who Creates the Content?
        - Budgeting and Advocacy
        - Measuring Success
    - Next Steps