User-Centered Analysis and Conceptual Design

Course #: 200  Duration: 2 days

Prerequisites
User Experience Foundations

Details
User-centered analysis is the 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 usability practitioners, website/intranet developers, application developers, interface designers and project managers.

Software Needed

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
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
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