

UX Design Process Guide

The process is described linearly, however, you don't have to follow any specific order, and do iterations as many times as needed.

01. Understand

Before you get started with any project, you need to understand the user problem and business goals.

User Interviews

Questionnaires

Market Research

Competitor Analysis

Stakeholder Interview

02. Empathize

Empathy is at the heart of design. Without an understanding of what others see, feel, and experience, the design is a pointless task.

Personas

User Journeys

User Scenarios

Storyboards

Empathy Maps

Customer Journey Maps

03. Ideate

Ideation is an interactive and collaborative method to explore all of the possible solutions, good and bad, before narrowing down what ideas to move forward with.

Brainstorming

Sketching

Mood Board

References

04. Prototype

A prototype is a simulation of the final product. Basically, it's a version of a product that takes us as close as possible to a good representation of an application or website.

User Flows

Paper Prototype

Wireframes

Interactive Prototype

05. Test

Put ideas in front of users, get their feedback, and refine the design. It's important to understand that the earlier you test, the easier it is to make changes.

Usability Testing

Heuristic Evaluations

Accessibility Evaluation

06. Launch & Measure

Your work as a UX designer doesn't stop with releasing a product. User experience is an ongoing process that continues for as long as a product will be used by people.

Data Analysis

User Feedback

A/B Testing