UX Process

PROJECT FIVE, SUMMER 2016

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Graphic Design
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Demos/Discussion:
—POP app demo

Supplies:
—Elevator Pitch template
—Paper mobile app templates
—iPod Touches and smart phones

Prototyping Resources
https://popapp.in/
https://popapp.in/sketchpad/
https://www.invisionapp.com/

For Further Exploration
—Sketch out your ideas and create
testable lo-fidelity prototypes
using POP. After testing, refine and
move on to InVision to create a
higher fidelty prototyping for further
testing and revision.

OVERVIEW

This exercise will introduce the User Experience Research Process. Over the course of the project, you will develop a concept for a new mobile phone app based upon your own user research.

OBJECTIVES

—Introduce the UX Research Process through
hands-on practice
—Explore UX ethnographic research and prototyping techniques.

OUTCOMES

—Acquire a basic knowledge of the UX process
—Understand how to access tools
for UX research and prototyping

PROCESS

User Research: Before coming up with a concept, you need to understand your user and identify their pain points.

First interview your partner: Ask them to go through their typical morning routine with you. The goal of this interview is to improve their morning routine in some way. Listen for any moments of frustration or inefficiency. Maybe they have trouble getting out of bed initially, maybe they have trouble fitting in a healthy breakfast, maybe they just feel crabby. Maybe their kid brother runs into their room and annoys them while they try to prepare for school.

Be sure to take notes. When your partner is finished going through his/her morning routine, ask follow-up questions to clarify details. For example, if they wake up feeling generally crabby, try to determine any factors influencing this mood: Diet? Sleep pattterns? School stress? Back problems?

Ideation: Separate from your partner and begin to develop ideas for an app that could alleviate their morning pain point. Be sure to focus on only one source of frustration in each concept. Your app only needs to solve one very specific morning issue for the identified user (your group partner). Jot down as many ideas as you can in your sketchbook. Crazy ideas are perfectly acceptable as long as they address user need. After about 30 minutes, Select your top three ideas and fill out an elevator pitch template for each. **Do not share your ideas with your partner.**

Discussion with group partner: After lunch, meet back with your partner to share your ideas. Share all three ideas and ask your partner for feedback on improving one of the ideas.

Share with class: Each group will share their best idea with the class. Consider how user feedback affected your idea.

Prototyping: Experiment with the POP Paper prototyping app. Sketch out rough app interfaces on the supplied protoyping sheets and then create buttons using the app. Don't worry about creating thoughtful interface designs at this stage, just have fun with the app.