

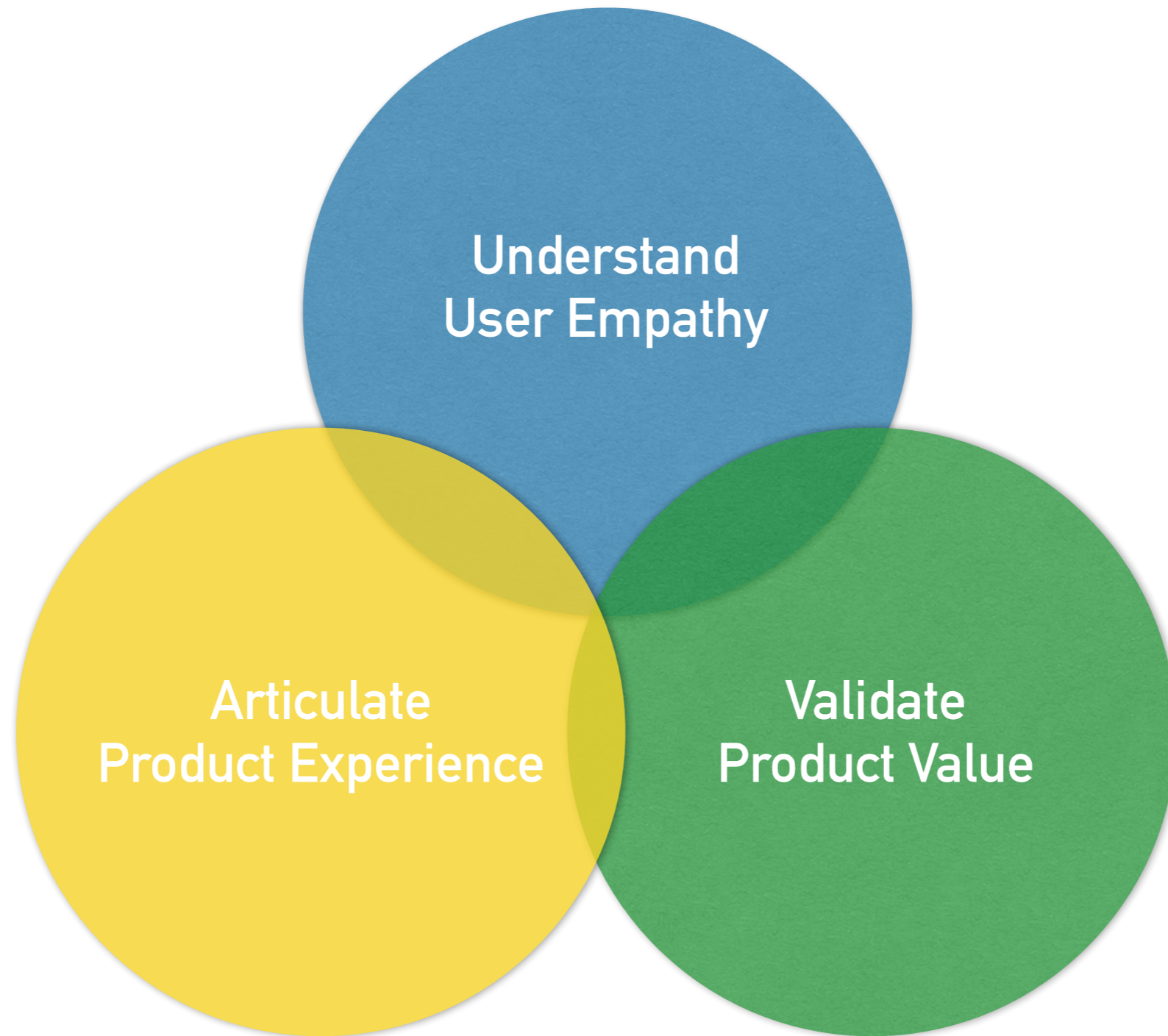
The UX Methodology and Tools

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Tablet of Contents

- 1. The Goals of UX**
- 2. The UX Process**
- 3. The UX Tools**

The Goals of UX

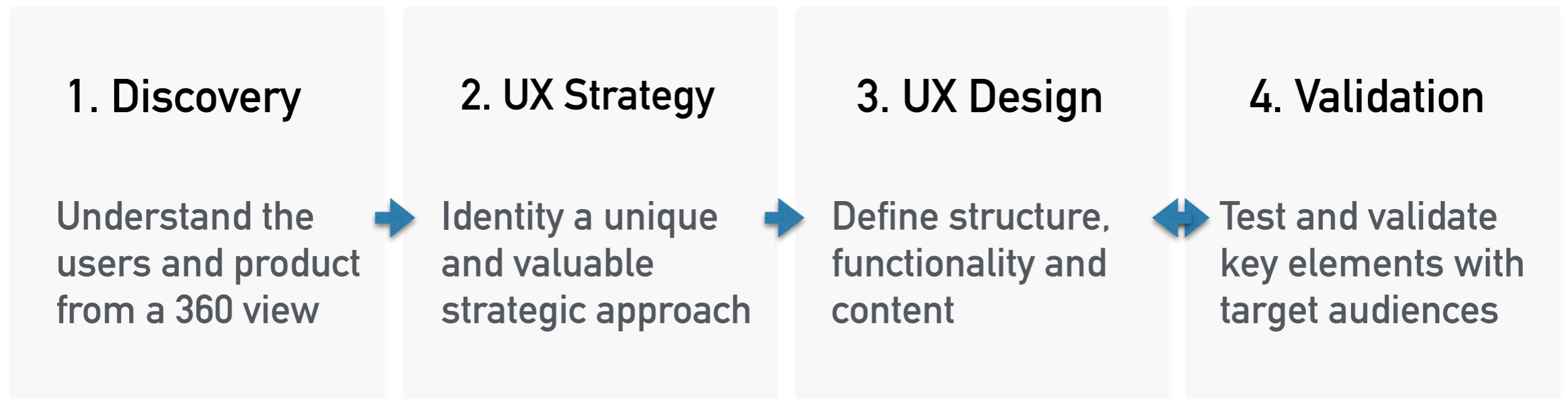


Understand
User Empathy

Articulate
Product Experience

Validate
Product Value

The UX Process



1. Discovery

**Understand the audience and product landscape.
Define the project goals and areas of product
opportunity.**

User Research

Site/App Metrics Analysis
Focus Group
Interview
Field Research
Survey
Market Report

Product Research

Competitive Landscape
Content Analysis
UI Best Practices

2. UX Strategy

Synthesize discovery findings.

Outline user needs and behaviors and examine product experience for target audiences and platforms.

Ideation

Discovery Synthesis
Concept Development
Definition of User Segments
Persona Development
User Journey Development

Strategy

High-level Digital Roadmap
Multi-platform Strategy
Content Strategy
Feature Prioritization

3. UX Design

Define details of functionality, user flows, and content hierarchy. Visualize ideas for team communication purposes.

UX Production

Feature Set

Sitemap

Navigation Scheme

User Flows

Wireframes

Iterative Prototyping

Paper Prototype

Low-fidelity Prototype

High-fidelity Prototype (in collaboration with a developer)

4. Validation

Test and learn, listen and respond.

Adapt a testing method based on the purpose of testing.

Testing Types

1-on-1 User Testing
Group Testing
A/B Testing
Remote Testing

Usability Testing

Recruitment
Test Scripts
Prototype Creation
Moderation
Product Iteration

The UX Tools

Wireframing

Sketch <http://bohemiancoding.com/sketch/>

Prototyping

Invision <http://www.invisionapp.com/>

Just In Mind <http://www.justinmind.com/>

Atomic <https://atomic.io/>

Usability Testing

Morae <https://www.techsmith.com/morae.html>

Silverback <http://silverbackapp.com/>

Lookback <https://lookback.io/>

Workshop

Hyperisland <http://toolbox.hyperisland.com/>

Thanks!