

UX Process

UGA WORKSHOP, WINTER 2018

2018 NC State
Graphic Design
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Demos/Discussion:
—POP app demo

Supplies:
—Elevator Pitch template
—Paper mobile app templates
—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 fidelity prototyping for further testing and revision.

OVERVIEW

This workshop 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.

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 patterns? School stress? Back problems?

User Journey Map. Using the provided template, work together to create a user journey map of their routine. When you finish, circle any pain points.

Ideation: Separate from your partner and begin to develop ideas for an app that could alleviate their morning pain point. *(If you are the interviewee in this process, join with an interviewer and help the with ideation. Do not join with the person who interviewed you.)* 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: 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 using the Elevator Pitch Template. Consider how user feedback affected your idea.

Prototyping: Experiment with the Marvel/POP Paper prototyping app. Sketch out rough app interfaces on the supplied prototyping 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. <https://marvelapp.com/pop/>