

My end-to-end UX/ UI process

Discovery

This step is about figuring out what the business wants to do and how they want to do it. Initially, I will get the product requirements from the product team to understand the underlying business goals.

After I have reviewed the PRDs, I will meet with the product and the stakeholders. We will then brainstorm together so we can set goals for the project, define who the target users are, and then begin creating a plan for how to build the system from start to finish.

I will then start looking at what other companies are doing in this space and learn from their successes and failures so we can create something better than what is out there today. Competitor analysis will allow us to understand how other products in this market solve similar problems and evaluate them against our needs. It also helps us identify gaps in the market where we could add value by addressing unmet needs or offering a better solution. Market analysis can also help us determine whether it makes sense to build our product or if we should purchase one from a third party instead.

User Research

User Personas

I will design user personas based on the target audience. I use personas to help visualise users' goals and needs, which help me make better design decisions for each step in the journey.

User Interviews & Surveys

To understand who the end users are and what their needs will be, I conduct interviews with people from different demographics who represent the users in the product's target audience. I also conduct surveys to get an overview of all issues users have experienced using existing products.

User Journey Maps

I then create user journey maps that detail how users typically interact with existing products or services. These help me identify pain points and areas where there could be improvements.

User Flows

After conducting my research, I create user flows showing how users might interact with the product. User flows help me think about all the steps a user would go through to achieve the product's main goals. This also allows me to identify any potential issues or challenges along the way.

Sketching, Wireframing & Low-Fidelity Prototyping

Once the initial user research is complete, I proceed with sketches as they allow me to get ideas on paper quickly and easily. I then move into wireframing so I can refine my ideas into something digital. Demonstrating the wireframes to the internal teams helps stakeholders visualise where the product is going and allows me to fix any inconsistencies with the business's vision early on.

Following this, I create low-fidelity prototypes for testing purposes - these are quick mockups of how the final product might look. Low-fidelity prototypes also allow users to run through the screens and can be utilised for usability studies or internal usability tests.

High-Fidelity Prototyping & Usability testing

Once the low-fidelity prototypes have been approved, I will progress into designing the high-fidelity prototypes. These designs allow the business to see how the final product will look and makes it easy for the engineers to see how the interface will work.

I will also create video run-throughs and user guides showing the prototype interaction sections, meaning the less technical stakeholders can see how the product will work.

With the final product design complete, I carry out usability testing on the high-fidelity prototype before handing this off to production. During usability testing, I will collect feedback from users and make any necessary changes based on their observations to confirm the product is easy to use and understand.

Handoff

Once all these stages are complete, I will pass on the designs to the necessary teams.

Finally, I will collaborate with the engineering team to answer any interface questions they may have - ensuring a seamless transition from design to development.