# Define in Design Thinking

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## Topics for today

- UX research
- User personas
- User stories
- User journey maps
- Accessibility
- Problem statements
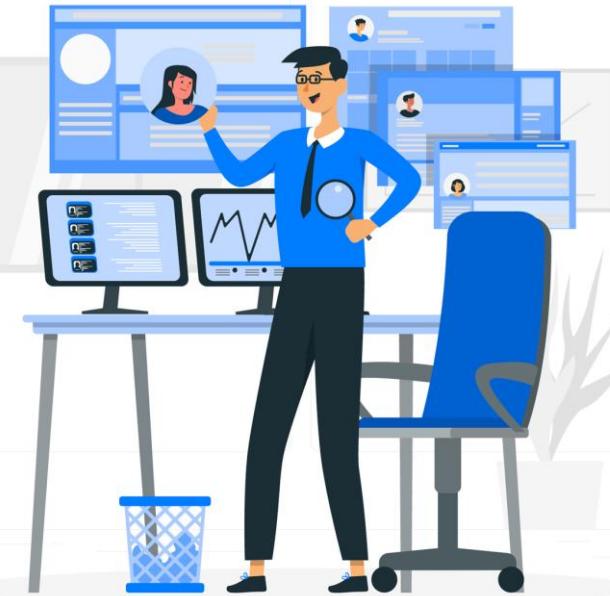
# UX Research

# What is UX research and why do we need it?

- It is to research users, their behaviors, and needs to understand them and their problems through observation and feedback.
- A good design is a one that is based on facts and data.
- We design what our users want.
- We don't design what we want or what we *think* the users want.

# Research during design lifecycle

## Foundational

Goal is to identify what users need and how we can address those needs.

Done before we start designing.

- Interviews
- Surveys

## Design

Goal is to decide how we should design.

Done while we design.

- A/B testing
- Usability study

## Post-launch

Goal is to find if our design works.

Done after product launch.

- A/B testing
- Surveys

# Types of research



Types of Research

Who conducts the research

Type of data collected

**Primary research** **Secondary research** **Qualitative research** **Quantitative research**
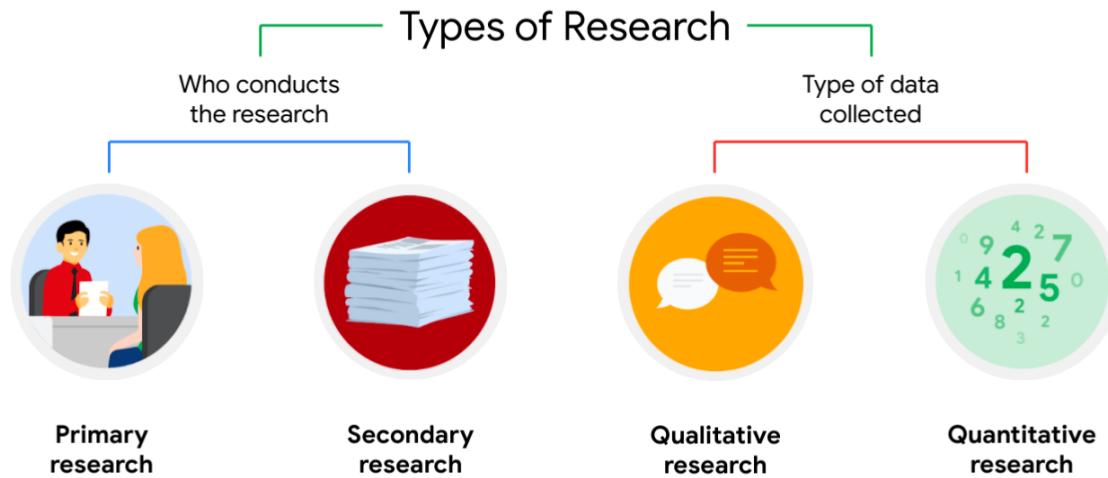
*Source: Google UX Design, Coursera*

# Building User Personas

# What is a ==User Persona?==

- Personas are fictional characters whose goals and characteristics represent the need of a large group of users.
- Created upon the findings of user research.
- Ideally 3 to 8 personas can cover a product user base.

**Pro Tip:** Always get your team's opinion on the product users before building the user personas

Elements of a <mark>User Persona?</mark>

*Add image that represents this persona*

### Name
**Age:**
**Education:**
**Hometown:**
**Family:**
**Occupation:**

*"Relevant personal quote that captures the persona's attitude and personality"*

### Goals
- The related objectives this person wants to successfully complete

### Frustrations
- The issues or pain points that they encounter or try to avoid

Brief story or scenario that conveys the persona's user journey, highlighting their goals, frustrations, and other relevant context.

Example of a <mark>User Persona</mark>

*"I always forget to drink enough water when I'm training the clients."*

**Michael**

**Age:** 24
**Education:** College
**Hometown:** Boulder city
**Family:** Single
**Occupation:** Personal

### Goals

- Track the daily water intake
- Set reminders to drink water periodically

### Frustrations

- Spends more time with the clients so often forget to drink enough water.
- Concerned about water retention

Michael is a 24 year old personal trainer from Boulder city, Nevada who spends 12-15 hours a day at the gym with the clients. Michael wants to track his daily water intake and he needs reminders to drink water to avoid dehydration.

# Practise Makes Perfect!

# User Stories

# What are user stories?

- Stories about our users.

- One sentence long.

- Told in first person from a user's perspective.

- They help us empathize with our users.

- They influence design decisions.

# Advantages of user stories

- Prioritize design goals.
- Unite the team.
- Inspire empathetic design decisions.
- Personalize pitches to stakeholders.

# How to write a user story?
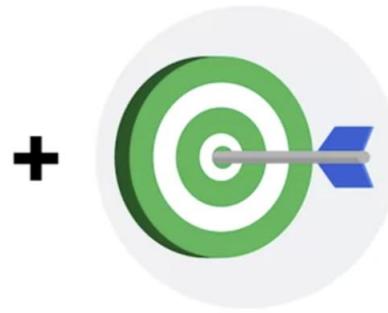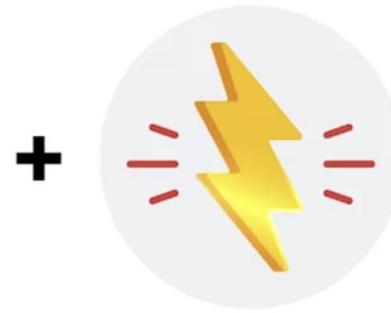


Hero + Goal + Conflict

*Source: Google UX Design, Coursera*

# Components of a user story

As a _____, I want to _____, so that _____.

type of user         action         benefit

# An example user story

As a personal trainer who works 12-15 hours , I want to remind myself to consume enough water periodically, so that I do not become dehydrated.

# User Journey Maps

# What is a <mark>User Journey Map?</mark>

- It is our users' experience with the different steps involved in achieving their goal.

- Allows us to visualize the paths users may take to complete various tasks.

- This helps us create obstacle free paths for users.

- It also helps us find rooms for improvement.

# What can we learn from a journey map?



The bus may not stop here!

It's too hot inside the bus!
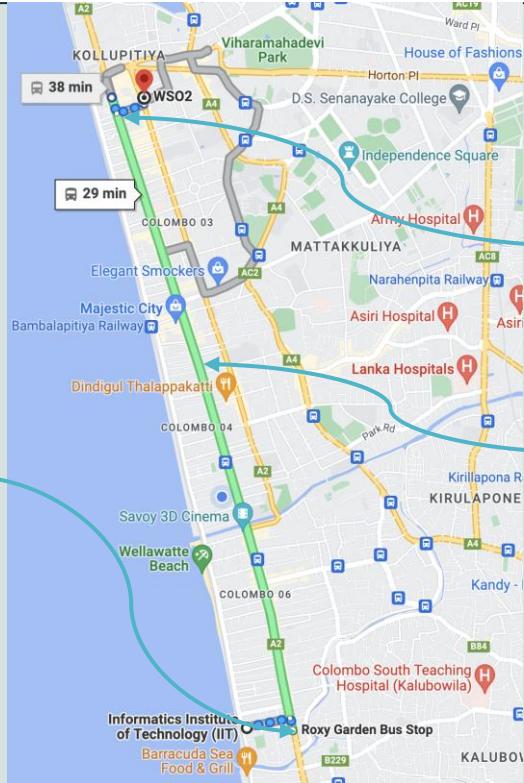
The bus stop is too far away!

# How to create a User Journey Map?

**Persona:**
**Goal:**

| Action | Action 1 | Action 2 | Action 3 |
|---|---|---|---|
| **Task List** | | | |
| **Feeling Adjective** | | | |
| **Improvement Opportunities** | | | |

# An example <mark>User Journey Map</mark>

**Persona:** Michael

**Goal:** Get reminders to drink water periodically

| Action | Set the frequency | Configure notification type | Get notification |
|---|---|---|---|
| **Task List** | <ul><li>Select the day of the week</li><li>Set the frequency</li></ul> | <ul><li>Select the notification type (vibration/ringtone)</li><li>Select the day of the week</li></ul> | <ul><li>Snooze notification</li><li>Mark as complete</li><li>Mark as incomplete (cancel)</li></ul> |
| **Feeling Adjective** | <ul><li>Confused</li><li>Frustrated</li></ul> | <ul><li>Annoyed</li></ul> | <ul><li>Stressed</li><li>Unmotivated</li></ul> |
| **Improvement Opportunities** | Provide templates | Allow to go with system settings if available | Allow to reduce the notification frequency quickly. Offer motivational quotes to keep going. |

# Practical Session

# Problem Statements

# What is a ==Problem Statement ?==

- A clear description of a user's need that should be solved.

- It should be broad enough to allow creative freedom.

- And narrow enough to be solved by a design.

- They establish design goals.

- These are problems our designs should solve.

How to write a  Problem Statement?

_____ is a/an

_____, who needs

_____ because

_____.

An example **Problem Statement?**

Michael is a physical trainer who works 12-15 hours, who needs to be reminded to

drink water periodically

because he often forgets to drink water when working with clients.

# Practical Session