

# UX Design: Phases & Key Techniques

## UX Design Approach

To build an application users will enjoy, you should follow certain processes in user experience design (UXD).

Work on the UX of your app with both internal stakeholders and end users to understand unique needs and goals of both groups.

There are dozens of user centered design (UCD) frameworks and techniques, so choose the ones that work best for your needs, stages, and contexts.

### Investigate



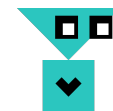
- Workshops
- Business requirements
- Customer journey maps
- Personas
- Card sorting
- Focus groups

### Design



- Information architecture
- Wireframes
- Prototypes
- Visual design
- Data visualization

### Evaluate



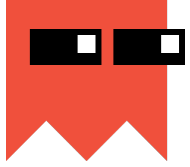
- Usability testing
- Emotional response testing
- Accessibility evaluation
- Customer satisfaction surveys

### Implement



- Design quality control
- Iterations

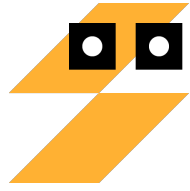
\* The exemplary tools and techniques to be used on each stage. The right approach is chosen based on project's needs.



# Investigation Phase

The initial phase of the project is meant to help find out **who & why** before design and implementation. This is when our team prepares hypotheses regarding product functionality that will satisfy the persona's needs and achieve business goals.

UXD Technique	Best for
<b>Competitors Analysis</b> — checking out the competitors products, analyzing their strengths and weaknesses to use those in favor of our product.	Consumer products. Apps that have analogs offered by competitors on the market.
<b>Analytics Review</b> — evaluating existing quantitative data (Google Analytics, Yandex.Metrica, etc.) to understand possible gaps in user flows.	Web or mobile products with analytics set up.
<b>Expert Review</b> — heuristic analysis of an existing product or prototype, based on the validated target users and flows.	The first and easy step to figure out the main usability flaws.
<b>Surveys</b> — online questionnaires for large groups of people, which help to collect quantitative data relatively quickly.	Products with an easy access to the end users.
<b>Stakeholder Interviews</b> — collecting initial ideas and business goals of key stakeholders.	Every project.
<b>Workshops</b> — brainstorming sessions with stakeholders (or users) to understand business (and user) needs and decide upon the functional and emotional targets of the product.	Every product in need of consolidated decisions.
<b>1 Personas</b> — archetypal characters representing end users, which help to add empathy and discuss the product with both stakeholders and development team.	Customer-facing products.
<b>2 Customer Journey Map</b> — story of the customer's emotional experience: from initial contact with the product, through the process of engagement and into a long-term relationship.	Complex customer-facing products.
<b>3 Jobs To Be Done</b> — collection of workflows of different users, made based on the pattern "situation — motivation — outcome."	Large enterprise or complex internal systems.
<b>4 Service Blueprint</b> — a full picture of the system, showing the connections and interactions between various stakeholders   in a form of swim lanes.	Apps with many subparts of the product.



# Design Phase

This is when we **prototype and iterate**: various kinds of mockups, prototypes (Invision, HTML), animations, and videos — all help to quickly visualize complicated ideas and deliver them.

UXD Technique	Best for
<b>User Flows</b> — patterns for interacting with the product.	Every project.
<b>Site &amp; Mind Maps</b> — block schemes showing how the screens of the future product or the actions of the user are connected.	Every project.
<b>Low-Fidelity Wireframes</b> — less detailed schemes of how the blocks of information on the page are organised.	Quick brainstorming and delivering concepts.
<b>High-Fidelity Wireframes</b> — enhanced wireframes showing all details and controls, with the correct text and image information.	Complex projects.
<b>Interactive Prototype</b> — interactive preview of visualized user flows. Prototypes can be either clickable or dynamic.	User testing sessions, validation with business stakeholders, and preparing development documentation.
<b>Graphic Design Mockups</b> — pixel-perfect screens following modern design trends.	Every project.
<b>Animation</b> — concepts of interactions for the smooth user engagement with a product.	Mobile apps.
<b>UI Kit and/or Design System</b> — full set of icons, controls, colors, fonts and paddings, in a form of design file or HTML components, used to make the product look consistent.	Large and complex products (especially when several design teams are involved).
<b>Data Visualization</b> — complex visual solutions for presenting big chunks of data.	Data-rich projects.



# Evaluation Phase

Observing how users interact with the application provides insight into possible UX improvements. There are various techniques, which help to collect **qualitative and/or quantitative** data in order to make the product even better.

UXD Technique	Best for
<b>Usability Testing</b> — validation of the user flows with the real users, when a designer or UX expert guides them through a prototype or real product. Can be done online or offline.	Products that require feedback from real users.
<b>Emotional Response Testing</b> — measuring the emotions of the users as they interact with the product.	Products that require more information about the look and feel or general impression of the users.
<b>Accessibility Evaluation</b> — analyzing if the product is convenient for users with special needs and disabilities (following a detailed checklist).	Customer-facing products and apps, particularly in the government sector.
<b>Cardsorting</b> — a technique that helps to organize the information architecture of the web product. It helps to validate whether navigation and menu structure are clear and intuitive.	Products with a vast menu structure.
<b>A/B Testing</b> — evaluation of minor changes for meeting the product's KPI's.	Online products with the broad target audience.
<b>Eye Tracker</b> — using a special device to evaluate the user's interaction with a product.	Web products; users available in one location.

DataArt experts will help you cherry-pick UX design techniques that fit your product. Contact DataArt design studio:

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