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User Experience

UX

Demystify the design process
with 7 frequently asked questions



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Isn't UX only needed
for user interface designers
and digital products?



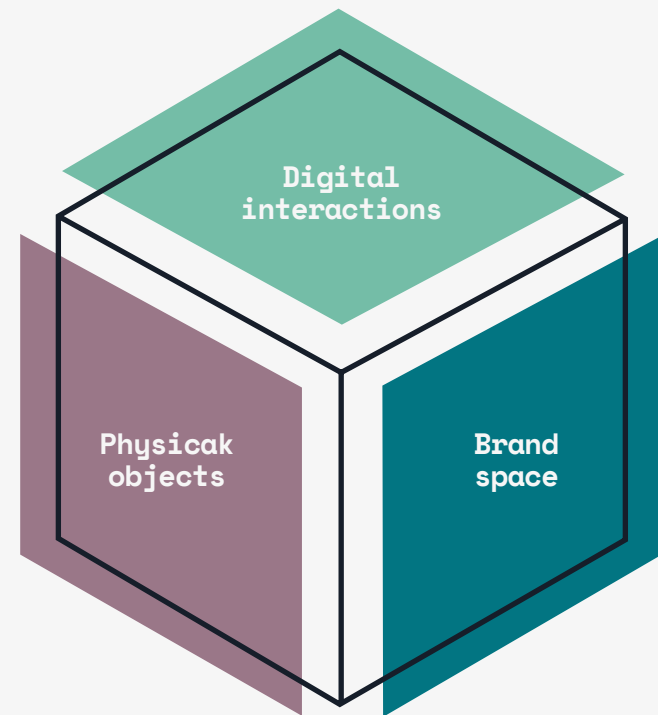
1

No.

User experience (UX) design became well-known in the development of websites and digital products, but UX is also essential for designing physical products.

People buy products and become loyal users when a product **meets their needs** and **triggers positive emotions**. Easy-to-use, intuitive, human-centered products have much greater chances of success.

Products aren't human-centered by chance; UX design uses a disciplined and structured approach to ensure that the user's needs are kept as the driving force behind all design decisions throughout the product development process.



Can you complete
the discovery process
in one afternoon of
brainstorming?

2

No.

Brainstorming is a useful exercise, but to execute the entire discovery process properly, a minimum of three weeks is usually required. The time required may be even longer for more complex projects.

The discovery stage leverages brainstorming sessions, especially for products that start with a technical innovation that doesn't yet have clearly defined users or user needs.

Discovery uses investigation to ask **who, what, when, how** and **why**. Ideally, finding the answers to these questions will include research, direct observation of different users in their environments, stakeholder interviews, and workshops.

In the discovery phase, the objective is to gather information that will give you true, accurate insight into the real problem. Discovery is a divergent thought process, meaning **your view needs to be open to new information and you cannot be restricted to a particular solution or plan.**

“How a team executes a discovery phase can be the deciding factor between how a product will ultimately deliver real value through a killer UX and create real value for the stakeholders.”

– [Designing for Product Strategy, oreilly.com](#)



What does it mean
to discover the true
value proposition?

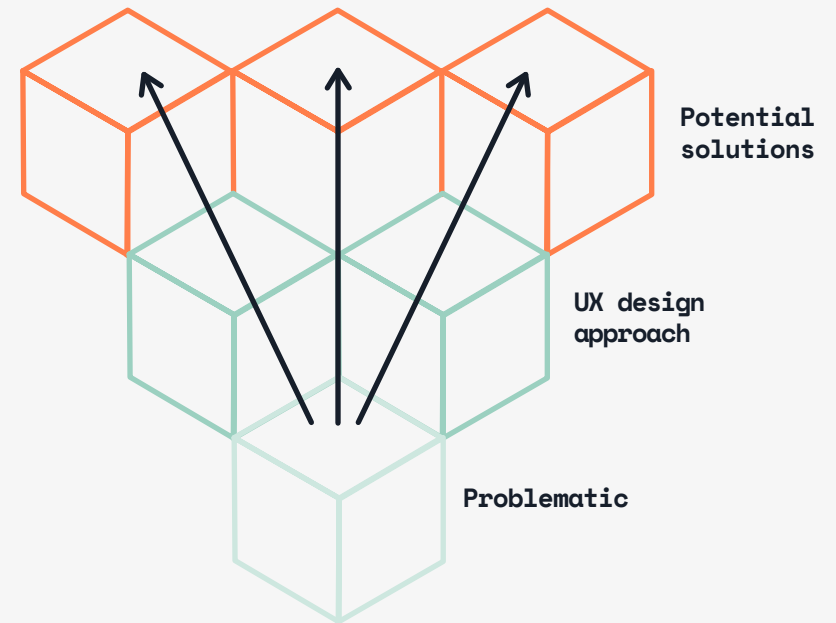


3

It's discovering other potential solutions through the UX design process.

Even if a project started with a problem and a proposed solution, the UX design process can expand potential solutions and provide a more successful result.

Finding the true needs of users and clearly **defining the actual value proposition** of the product being developed is a primary goal of the discovery process. Both qualitative and quantitative research are required to complete the picture of user needs.



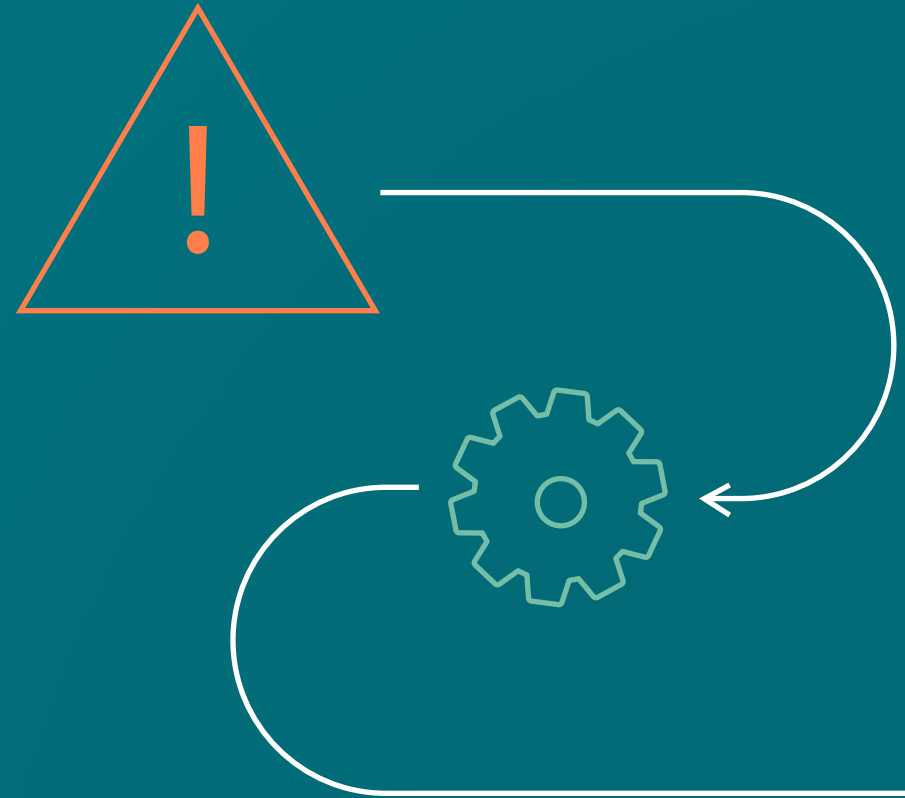
Qualitative research

It reveals how the user feels when using a digital or physical product – pressured, rushed, relaxed, impatient, etc. Taking the time to uncover qualitative data is essential **to develop empathy for the end user**.

Quantitative research

It is more concrete and **uses metrics**; for example, the frequency of use for a given period, membership percentage, etc. Quantitative data is extremely useful, but must be used in conjunction with qualitative data in order to create compelling human-centered designs.

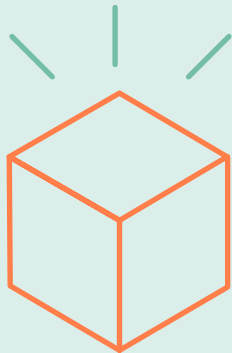
Why is defining
the problem
so important?



4

“A great definition of your problem statement will guide you and your team’s work and kick start the ideation process in the right direction.”

– [*Stage 2 in the Design Thinking Process: Define the Problem and Interpret the Results, interaction-design.org*](#)



Defining the problem is identifying the area where you will focus.

It’s also **prioritizing features** and **considering available resources** to develop the initial product.

By refining the user’s true needs and the objective for the product being developed, you can more accurately demonstrate the potential return on investment for the project. It’s important to define the problem without forcing it to fit a proposed solution.

The goal is **to have a clear problem definition** and **design brief** that all team members and stakeholders understand and agree to use moving forward.

The design brief is a key deliverable that marks the transition from working on the problem to working on the solution.

How is UX used in the development phase?



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UX ensures that the development process remains human-centered.

Development is when the engineering teams get more heavily involved. The first step is ideation, or generating as many ideas about potential solutions as possible.

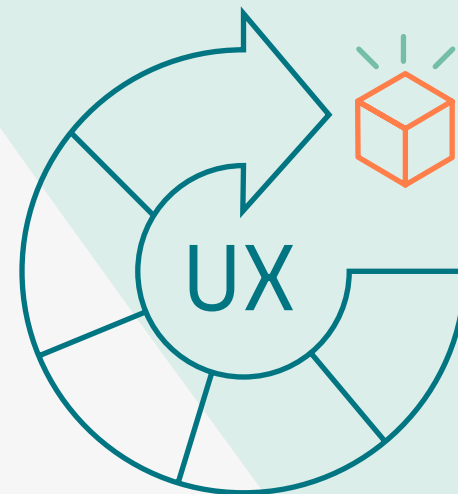
The early development phase uses fast prototyping such as **sketches** to quickly test ideas. Graphics and images are extremely effective ways to demonstrate how digital and physical products or services will work. **Wireframes** may also be developed to quickly test interface designs. **Role-playing** is useful to simulate what a user would experience when using a proposed solution, whether it is digital or physical. If a user would be in a darkened space or at the top of a ladder, role-playing would simulate those conditions.

Testing prototypes of **digital or physical products** in the development and delivery phases is an excellent way to make sure the user experience being developed is **human-centered**.

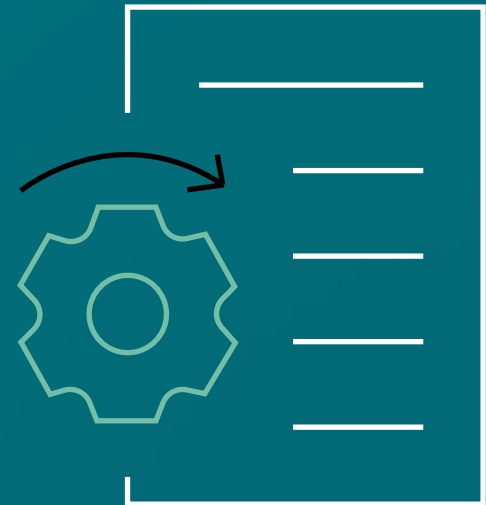
UX designers act as **user representatives** to reinforce the fact that the team isn't working on a project, they're delivering an experience to people.

“Most problems have many possible solutions. The ideation process helps the team move out of their comfort zone to find truly innovative ideas that in the end, help improve people’s lives.”

– Maude Leclerc De Guire,
Human Factors & UX at CLEIO



How to communicate user needs to the development team?



6

Many UX tools are available to communicate users needs and they vary depending on the project.

When developing products, you will often have to bring in extra team members later in the process. **Well-documented UX findings are extremely useful** to help new people get up to speed quickly. Many UX tools are available to distill findings and communicate users needs information to the development team.



Blueprints

They are extremely useful when there are multiple channels used to interact with users, such as telephone, website, text messages (SMS), and retail store.



Storyboards

Also called user flows, start vague and are filled in with details about every interaction the user will have with a product.



Personas

They are key tools to develop empathy for users as real people. A persona is usually a fictional composite representation of a key user that's made to look like a real person.



Customer journey maps

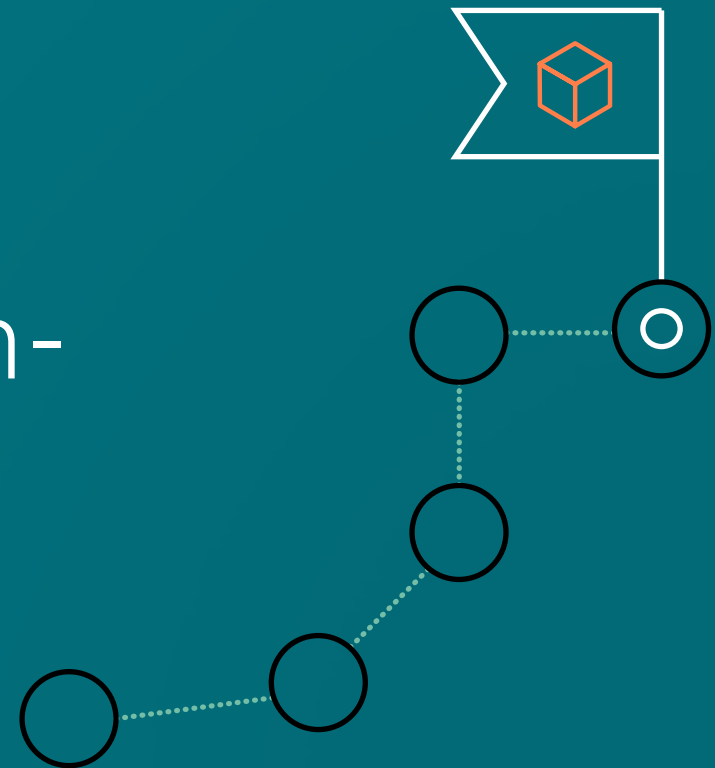
They are useful to develop empathy and understand what a user does in a typical day. By understanding the user environment, the team can develop a solution that feels natural to the user.



Mood boards

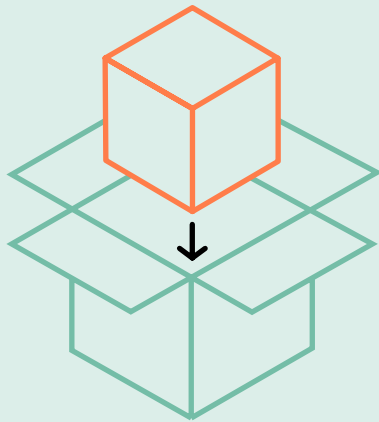
There are an excellent tool to ensure that everyone shares an understanding of what's meant by descriptive terms. When the product needs to look "powerful" or "elegant," what does that look like?

What is involved
in finalizing a human-
centered solution?



7

As you narrow down the ideas generated in the development phase, you get closer to the final solution.



“... whenever a company develops new technology, testing products with real users to identify any sticking points is a necessary step.”

– [10 Safe And Effective Ways To Test Your New Tech's UX, forbes.com](#)

Fine-tuning adjustments are essential before delivery to ensure that the product or service consistently meets the established user experience criteria. At this stage, prototypes will be more sophisticated and testing will be more in-depth.

Usability interviews allow users to try a prototype and give feedback about their experience.

Feedback from testing is incorporated into the product until the solution solves the problem you identified, meets the users' needs, and provides a truly differentiated experience.

The process is iterative: as more users try your product, you'll collect more feedback.



Achieving together.

By combining talents in strategy, design, and engineering, we offer an integrated approach to medical and technological product development. From the earliest stages of product definition through to production, we work together to develop the best solution that meets the real needs of your market and end users.

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