UX DESIGN STRATEGY

Listen

- [ ] Identify the problem, then dig deeper and identify the real problem.
- [ ] Research the current product, if available, and gain deep understanding of how it's being used.
- [ ] Conduct user interviews and contextual inquiries with actual users.
- [ ] Listen to user-proposed solutions but avoid creating a box.
- [ ] Perform a Gap Analysis. Where are we now? Where are we going? How can we get there?

Outline

- [ ] Identify the Minimum Viable Product.
- [ ] Perform SWOT analysis on the product focusing on maintainability and scalability.
- [ ] Create a list of business requirements and key performance indicators.
- [ ] Identify the framework and libraries that will be used in development.
- [ ] Assemble the team, present your research and scope the project.

Wireframe

- [ ] Map the user flow.
- [ ] Create low fidelity mockups.
- [ ] Get feedback from the team and key stakeholders, especially developers (front and back end).
- [ ] Test the user flow in low fidelity.
- [ ] Redesign and retest as necessary.

Prototype

- [ ] Create high fidelity prototypes.
- [ ] Conduct comprehensive user testing with unbiased users.
- [ ] Evaluate the results. Does this solve the problem? Is it futureproof?
- [ ] Meet with developers for a technical assessment and get final buyoff.
- [ ] QA, redesign and retest as necessary.

Execute

- [ ] Work with development to implement the design.
- [ ] Oversee the development to ensure the design is followed but allow flexibility when necessary.
- [ ] QA test product including functional testing and UI design compliance.
- [ ] Launch the product as an alpha or beta release and evaluate analytics data and recorded sessions.
- [ ] Ensure bug fixes are implemented.

Listen

- [ ] Conduct ongoing audits to ensure the product still solves the problem.
- [ ] Launch early and iterate often based on the feedback and usage data.
- [ ] Explore opportunities to replicate the successes of the product.
- [ ] Evaluate the maintainability and scalability of the product.
- [ ] Be willing to let go of earlier work.