



## UX: User-Centered Analysis and Conceptual Design

**Course #:** UX-200

**Duration:** 2 days

### Prerequisites

UX: A Deep Dive into Users

### Details

An empathetic, user-centered analysis is a basis for interface design that makes sense to the user. With a clear definition of user requirements, developers and designers can create more effective and usable software interface designs. In this course, you will learn the methods and concepts to analyze user-centered requirements—the foundation for designing user-centered interfaces, content, applications, and websites.

This course is designed for UX researchers, UX designers, usability practitioners, website and application developers, interface designers, and project managers.

### Software Needed

None

### Outline

User-Centered Analysis and Conceptual Design

- **Introduction to User-Centered Design**
  - The Benefits of UCD
  - Data is Critical
  - Team Participation
  - Knowing the Alternatives
- **Data Analysis in User-Centered Design**
  - Overview of Analyzing User Data
  - Gathering User Data to Analyze
    - Quantitative vs Qualitative
    - Field Trip
    - Observing Users
    - Observation Techniques
    - Gathering the Information
  - Experience Mapping
    - Depicting User Interactions
    - Building an Experience Map
    - Creating a Successful Experience Map

- Actionable Data
  - Identifying Pain Points
  - Setting Goals
  - Understanding Metrics
  - Rich User Data in an Actionable Format
- **Personas in User-Centered Design**
  - What is a Persona?
  - Personas in User-Centered Design
  - Benefits of Personas
  - Creating Personas
    - Exploring Elastic vs. Concrete Users
    - Personas vs. Market Segmentation
    - Creating Assumption Personas
    - How Many Personas Do You Need?
  - Moving to Data-Driven Personas
    - Data-Driven Personas Are More Believable
    - Gathering Data for Personas
    - Maintaining a Persona Data File
    - Know Thy User
- **Creativity in User-Centered Design**
  - Understanding Ideation
  - What Does Ideation Mean?
  - The Local Maximum Problem
  - The Benefits of Ideation Techniques
  - Ideation Techniques
    - Downsides of Brainstorming
    - Design Charrettes
    - Possible Futures
    - Three-Dimensional Design
    - Role Play
  - Creativity is Key
- **Scenarios and Storyboards in User-Centered Design**
  - Working with Scenarios and Storyboards
  - What are Scenarios and Storyboards?
  - Benefits of Scenarios and Storyboards
  - Creating Scenarios
    - Prerequisites for Scenario Creation
    - Writing Scenarios
    - Tips for Good Scenarios
  - Storyboards to Visualize Scenarios
    - From Scenario to Storyboard
    - Storyboard Creation
    - Tips for Good Storyboards
- **Prototyping in User-Centered Design**
  - Paper Prototyping
    - What is Paper Prototyping?
    - Benefits of Paper Prototyping
    - Where Does It Fit in the UCD Process?
  - Creating a Paper Prototype
    - Building the Prototype
    - Materials to Use
    - Tips to Paper Prototyping
  - User Testing a Paper Prototype
    - Users Respond in Different Ways to Paper Prototypes
    - Special Considerations When Testing Paper Prototypes
    - Tips for User Testing Paper Prototypes
- **Using User-Centered Design Artifacts to Create an Implementation Plan**
  - Implementation Planning
  - User-Centered Planning
  - Where Implementation Planning Fits in the UCD Process
  - Story Mapping

- Create a Story Map
- Laying Out the Interface
- Prioritizing Items on the Story Map
- Setting Metrics for Story Map Items

- **Content Strategy**

- ◦ What is Content?
- The Content Strategy Process
  - The Components of Content Strategy
  - A Holistic Approach to Content Strategy
  - Key Driving Questions
- Users, Motivations and Goals
  - Content Strategy for People
  - Identify and Understand Stakeholders
  - Understanding Context
  - Develop Fact-Based Personas
  - Extend Personas with Empathy Maps
- Analysis and Structure
  - Substance and Structure
  - The Quantitative Content Audit
  - The Qualitative Content Audit
  - Content Models
- Create Once, Publish Everywhere
  - Scenarios and Activity Flows
  - Information Architecture and Wireframing
- Guides, Templates and Workflows
  - Voice and Tone
  - Style Guides
  - Examples and Templates
  - Workflows
- Creation and Management
  - Governance and Ownership
  - Who Creates the Content?
  - Budgeting and Advocacy
  - Measuring Success
- Next Steps