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# THE BASIC UX PROCESS EXAMPLE

## CASE STUDY

In this section it is important for me to understand what is the main case and topic of the problem that we are dealing here with. Existing product or the situation of potential lack of it, should be described by me briefly or with some more valuable details. This point is necessary to understand the main problem of our case.

## MY ROLE

Solo UX/UI Designer, Team UX/UI Designer, Research, Ideation, Wireframes, Low Fidelity design, High Fidelity Design, Prototyping, Usability Testing, Exploring Future User Cases. But if you really want me to I can maneuver around certain amount of people management and creative inspiring.

## BASIC RESEARCH

Before starting any design processes, I always decide to focus on primary tasks and problems that my core/potential group of users is facing. Main tasks and actions, also existing applications are part of the basic research.

In many cases I use existing internet resources, official websites, social media accounts or e.g. Facebook social groups, Reddit or already created free data bases on similar topics. Trust me, there is **PLENTY** of it there!

## BIGGEST PROBLEMS

This part is about summarizing the main findings from the basic research above. Including clustering and dependent on amount of information, often creating a basic report on that.

## COMPETITIVE ANALYSYS AND THE GAPS

Competitive analysis often shows that us group of main apps and websites that can be helpful in the future improvement. It often allows to spot core problems and as a result, use the potential improvements in our new product. It also shows us what are the missing points and the differences of each existing product.

If there is no existing app/web product often the comparison is taken out of similar area or commercial model areas and physical-life experiences.

## PRIMARY RESEARCH

After conducting secondary research I often choose next, more in-depth methods of exploration. Very often I decide on doing 3-5 people user interviews.

This helps me collecting additional and, in most cases, important information about the core topic of solving our problem. This always brings new insights and shows new questions that will be a part of the final research process.

This part ends with a report and a presentation about my findings.

## USER PERSONAS (OR JOBS TO BE DONE) CREATED

This part is about creating user personas.

They are about creating profiles of usually two people that are our potential main type of user. They include age, jobs to be done, life situation, personal status, often spoken languages and so on. Everything depends on the project we are working on.

## HAND SKETCHES + LOW FIDELITY PROTOTYPES AND DESIGN

Hand sketching is the **most fun part here** but... is the first level of starting any kind of complex web/app design. Paper and pencil often allow me to draw areas of interest and directly ask myself questions about the core idea of many elements. With paper design it is also easier to simulate digital actions in a fast way and spotting potential problems and ideas.

Second part of this procedure is creation of basic digital designs and here, the case starts to get serious.

## GUERRILLA TESTS

Testing might be conducted with 5 participants digitally. I often ask my friends (or people I know) to participate in it. Participants are asked basic questions about app/web usage.

Very often this part or research process is the only one that is provided at the very beginning of any product research – basically due to costs.

## CLUSTERING THE FINDINGS

This part is again about summarizing the main findings from this research. Including clustering and dependent on amount of information, often creating a basic report on that. Now we can get to the beautiful part of designing...

## FIRST DESIGN & USABILITY TEST

If the budget allows and desires for the proper information amount is high enough I proudly continue with this step. This test is conducted on particularly chosen participants. I often use agency, private or corporate user base to recruit them.

The number of participants should be from 5-10 people and an interview should be conducted in person. Depends on the profile of our product, questions are the very core of what we've found during all the processes above.

## FINDINGS & FINAL DESIGN AND PROTOTYPE CONCLUSIONS

The last part of this journey gives us a fully designed basic product. What we have here is the report of all our findings. Great designs and future notes on what are the next points of interest for us.

During every part that I've described there will be new or less important matters that should always remain as the part of potential or low importance back log for future analysis.

This will help the design and user experience team to remember and understand what issues we were dealing here with.

For more insights – feel free to ask!

**Thank you for reading!**  
**For any questions, just contact me!**