UX

USER COMES FIRST, FRONT AND CENTER

Good design is usable, equitable, enjoyable, and useful.
Solutions to address the user problems

UX RESEARCH

Goal: Understand user behavior, needs, and motivation

BEFORE DESIGN: WHAT SHOULD WE BUILD?

Foundational Research

- Initial exploration, literature review, problem definition, theory framework, hypotheses/questions, rigorous methodology, data analysis, and conclusions.
- Builds the base for further research and insights.

Types of Data

- **Primary Research:** Original data collection like surveys and interviews.
- **Secondary Sources:** Uses existing data and research like books, articles, and reports.

Qualitative vs. Quantitative

- **Qualitative:** Explores insights, opinions, and experiences (in-depth interviews, focus groups), focuses on understanding human behavior.
- **Quantitative:** Involves numerical data, structured surveys, experiments, allows for statistical analysis.

Bias in UX   Be Open Minded

- **Selection Bias:** When sample groups aren't representative, leading to skewed results.
- **Confirmation Bias:** Preferring information that confirms preexisting beliefs and ignoring contradictory data.
- **Other types of bias:** Cultural Bias, Language Bias, Gender Bias, Recency Bias, Accessibility Bias, Algorithmic Bias.

UX DESIGN

DESIGN THINKING FRAMEWORK:

- Understand users (Empathize)
- Define problems (Define)
- Brainstorm ideas (Ideate)
- Create prototypes (Prototype)
- Gather feedback (Test)
- Implement innovative solutions (Implement)

Product Development Life Cycle

- Conceptualize, Plan, Design, Develop, Test, Launch, Market, Support, and Iterate.

Design for Accessibility

- Ensure inclusive user experiences by prioritizing features like:
- Screen reader compatibility
- Clear navigation
- High color contrast
- Keyboard accessibility
- Alternative text for images

Design Sprint

- Intensive, time-boxed process for solving critical problems through:
- Ideation
- Prototyping
- Testing
- Delivering **user-centered solutions**

A/B Testing while design, Sprint Brief.

Design Sprint Retrospective

A crucial phase where the team reflects on:

- Sprint outcomes
- Process
- Collaboration

Includes: Post-launch research and Analyzing usability testing data