

User Experience Design and You

Your problem is a simple one—get your project to market in the most quick, efficient, and cost-saving way possible. Behold the “UXD Circle of Life” methodology. Merging best practices and user interface design, the UXD Circle of Life delivers the “You Experience” with a collaborative approach to simulation, feedback, and improvement.

Why aren't the steps numbered?

The secret ingredient to the UXD Circle of Life is flexibility. Every project has different needs, and the UXD Circle of Life is there to meet them by allowing you to enter the Circle at just the right point.

★ CREATE VISUALIZATION

- Establish key information architecture structure
- Validate with internal experts
- Design and build prototypes

Tools specific to UXD methodology allow for rapid design and prototyping

★ OBSERVE USERS

- Observe users: shadowing & recording
- Capture requirements, design ideas, & profile data

Tools specific to UXD methodology allow for user observation and recording

★ DEVELOP DESIGN INSIGHTS

- Consider user pain points and leading practices
- Generate & document design ideas

★ GENERATE REQUIREMENTS

- Generate user & business requirements from observations
- Load new requirements to requirements repository

★ DOCUMENT FINDINGS

- Synthesize findings
- Document processes & observations
- Update process flows

