



User-Centered Design Process for the Vela App



CareerFoundry
UX Immersion
Thinking Like a UXer: Task 1.4v2
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UX Activities

Discovery	Concepting	Prototyping & User Testing
<p>Asking potential users about how they use an existing product.</p> <p>Conducting a survey to learn more about the potential users of your app.</p> <p>Analyzing the conversion rate of users who signed up and purchased an item.</p>	<p>Creating a screen-by-screen flow for a checkout process.</p>	<p>Using an app like Marvel to create a clickable, interactive experience.</p> <p>Reviewing user data to decide if a new feature is successful.</p>

Objective



Provide beautifully displayed and easy to understand wind, wave and weather reports, forecasts and statistics for sailors, surfers, divers and any other water sport aficionado.

Discovery

During the Discovery phase I will identify users of Vela, the conditions they'll use it under, any business requirements our company has, and the user needs of Vela. Content Survey will be the most important step for the discovery phase.

Competitive Analysis: I will examine apps currently on the market which provide ocean weather forecasts to determine how they function and where Vela can improve the user experience.

Audience Definition: I will consider who will be the users of Vela. What are their needs and problems which Vela needs to address?

User Scenarios: After defining who will be the users of Vela, I will consider the various scenarios under which they will use Vela to ensure the design provides a positive user experience under each scenario.

Content Survey: Most Important for Discovery Phase

As I spend summers boating with my family, I have a good sense of competitive analysis, audience definition, and user scenarios for an app like Vela. What might be most important for my discovery phase will be conducting surveys of Vela's target audience to better understand the functions Vela should include to address user needs. There are a variety of boaters, surfers, scuba divers, and other water activity enthusiasts. I am most familiar with boating and know next to nothing about activities such as surfing or scuba diving. It will be important to learn the problems and challenges faced by other boaters and, especially, those who partake in other water activities. A Content Survey will be the most important aspect for me to focus on in the discovery phase.

Concepting

During the Concepting phase I will create design solutions to address both our Vela's business and user needs. I will craft wireframes, user flows, mockups, and final designs. Sitemap may be the most important step in the concepting phase.

Process Flows: I will create user stories and flow charts to establish the specific paths a user can take in Vela.

Sitemap: *Most important for Concepting Phase*

As the Vela app will need functionality for several different ocean activities it will be extremely important that Vela has a well-organized and intuitive navigation layout. Some pages, for example air temperature and wind speed, will be shared across all water activities so those will need to be connected to all water activities. Other functions in Vela will be specific to certain water activities so the navigation needs to easily prompt those users to the information, while not causing friction for users of other water activities who have no use for the information. Diagramming the navigation layout to detail the pages in Vela, showing their hierarchy and how they are connected will probably be the most important step in the concepting phase.

Wireframes: Wireframes will allow me to quickly lay out Vela's designs before designing the app.

Design: With my user flows and wireframes in hand, I will start creating a mockup of my actual design of the Vela app.

Prototyping & User Testing

During the Prototyping and User Testing phase, I will determine if my design of Vela provides the desired user experience by testing a prototype with actual users. User Testing will be the most important step for the Prototyping and User Testing phase.

Prototyping: I will build a prototype of Vela to test the functionality of Vela's design with actual users.

User Testing: *Most Important* in Prototyping & User Testing Phase

How users interact with the prototype will be the most important step for me in designing Vela. There is no other way to know for certain where users get stuck, what features are missing, and how the overall design can be improved without users trying Vela. Identifying actual friction and triggers to create the best user experience possible requires observing users using Vela, recording their actions and feedback, and analyzing the results.

Review: After I complete user testing, I will take time to analyze the results. Reviewing the data collected will help me make improvements to Vela's design to provide the desired user experience.

Approval: It's decision time. In this final phase I will decide what features we will keep in Vela and what features will have to be removed. If a feature works toward a positive user experience, it will make it into the final design. If a feature does not work toward a positive user experience, then I will begin the process over in an effort to improve the feature based on my findings.