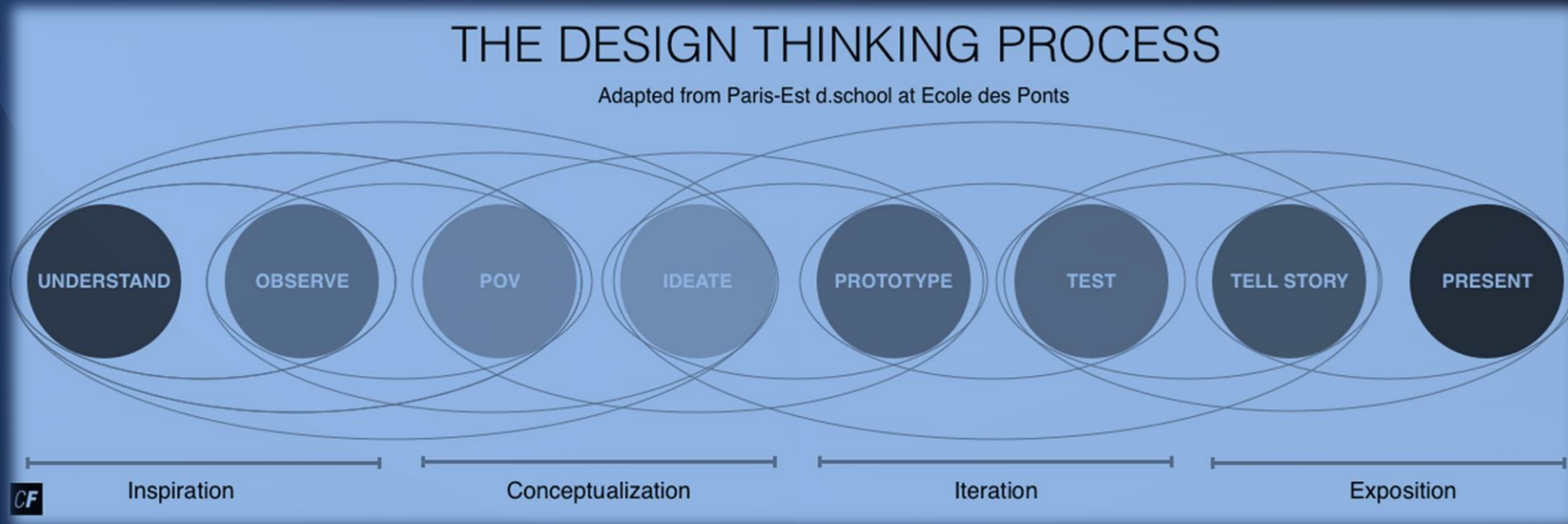


Design Thinking



CareerFoundry

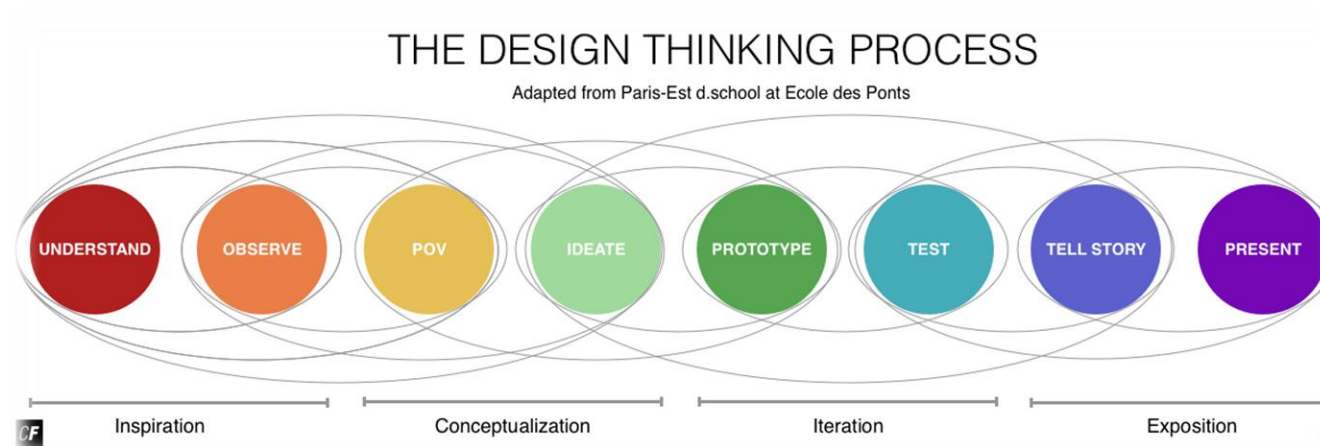
UX Immersion

Thinking Like a UXer: Task 1.5

Jay Lawlor

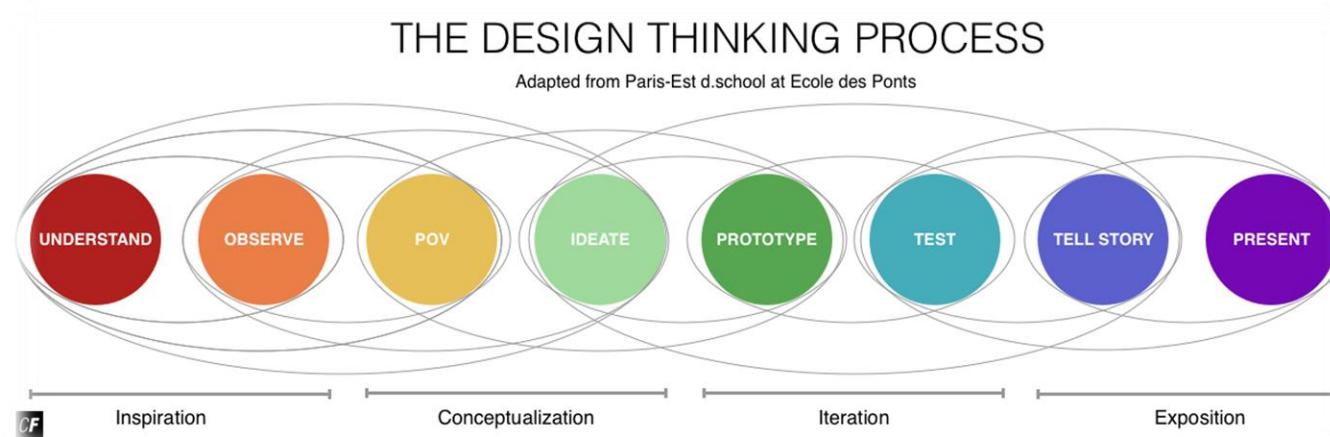
Design Thinking Process: *Ahoy!* Boating App

For my course project I will be designing a responsive web app for small-craft pleasure boaters based on the Vela project brief. My application will be named *Ahoy!* and I am seeking to design a user experience for a boating conditions web application that is useful, usable, and accessible. *Ahoy!* will provide marine weather and wave reports, forecasts, and statistics for “weekend boaters” that is easy to understand. Following I have explained the Design Thinking Process for *Ahoy!*



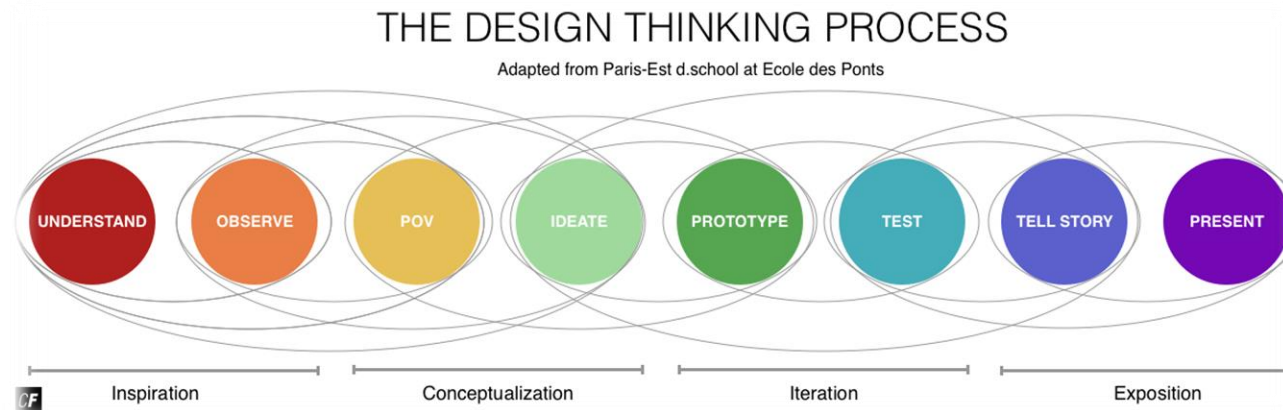
Understand: Competitive Analysis

To best understand the features and functionality to include in the Ahoy! app, I will begin with a competitive analysis of boating weather apps already on the market. I am particularly interested in why I think they are successful products (or not) in terms of meeting the goals of users, what I think designers did to make it a successful product (or not), in terms of the users, how I feel using the products, and how I could make them better. I'll be asking if the apps meet the goals of user experience design?



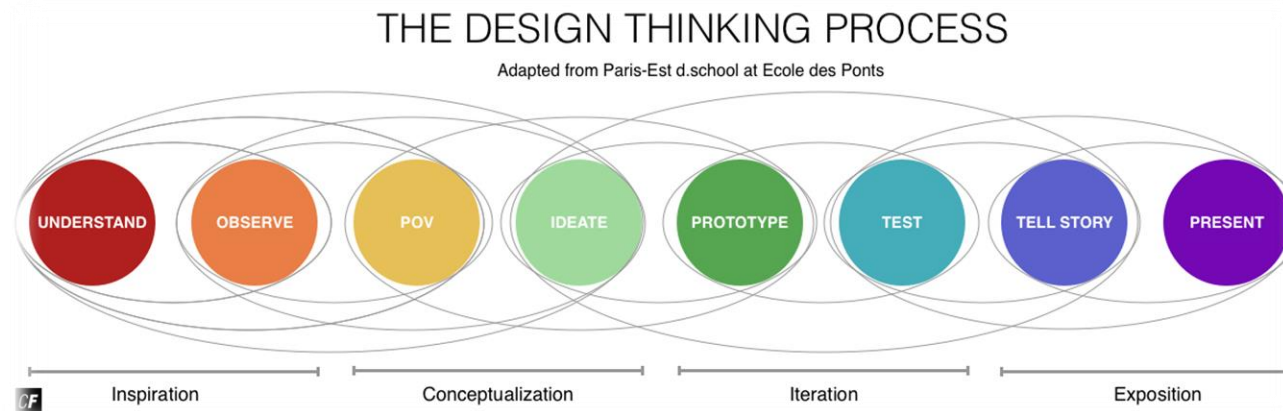
Observe: User Interviews

In the Observe stage of the Design Thinking Process, I will conduct user interviews, of 15 to 20 minutes each, with 3 to 5 small-craft pleasure boaters. I'll be working off a script of 5 to 7 questions, which I will prepare in advance of the interviews. I plan on asking the boaters a little about their backgrounds, boating habits, and their experience with boating weather apps. For example: what challenges they experience in using boating weather apps, frustrations (pain points) in using boating weather apps, and what could make the use of boating weather apps more useful. Responses will be written down and I will organize them into Doing, Thinking, and Feeling statements.



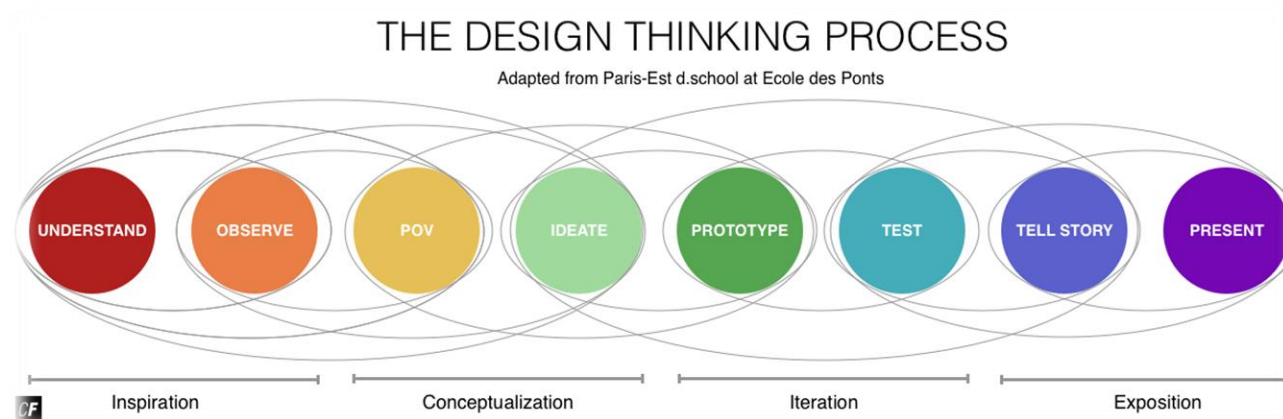
POV: Proto-Personas

Point-Of-View is a process where I will develop proto-personas to help me focus on the types of boaters who would use the *Ahoy!* boating weather app. Stock images of people with demographic details will help flesh out the personas. I will include observations on what people are currently doing with respect to boating weather. Based on my interviews, I will identify needs and goals of the proto-personas. There will be a focus on what the personas want to do (from their perspective) with a boating weather app so they can achieve a specific outcome. These will help me in developing Problem Statements based on the needs of the personas, as well as a Hypothesis Statements on how the *Ahoy!* boating weather app will solve the problems.



Ideate: User Flows

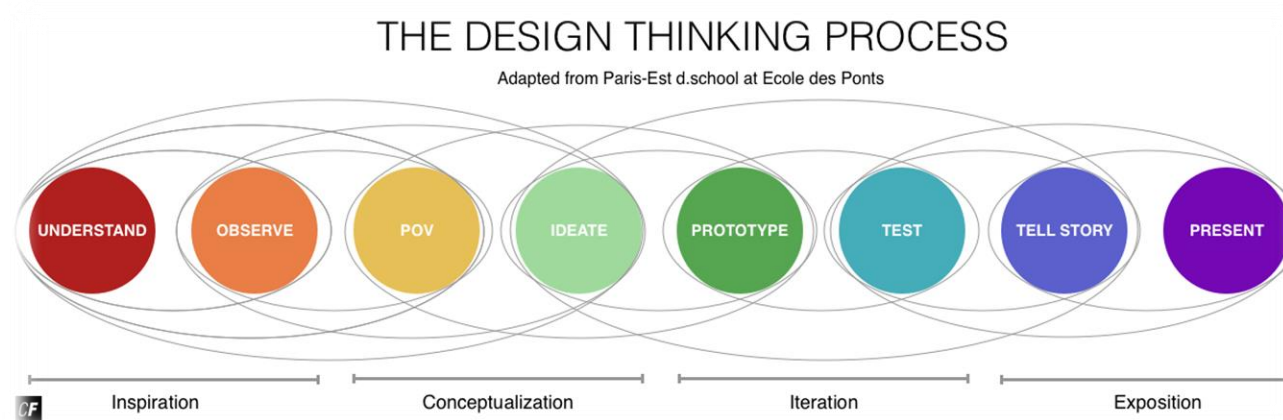
With an idea of the challenges and problems I am trying to solve for small-craft pleasure boaters with the *Ahoy!* app, my next step is to sketch out user flows of the user experience. My user flows will show the path users will take through the Ahoy! boating app. My focus will be on designing user flows which are intuitive with clear triggers and absent friction. The goal is to create a “happy path” for the users to most efficiently achieve their goal.



Prototype: Wireframes and Prototypes

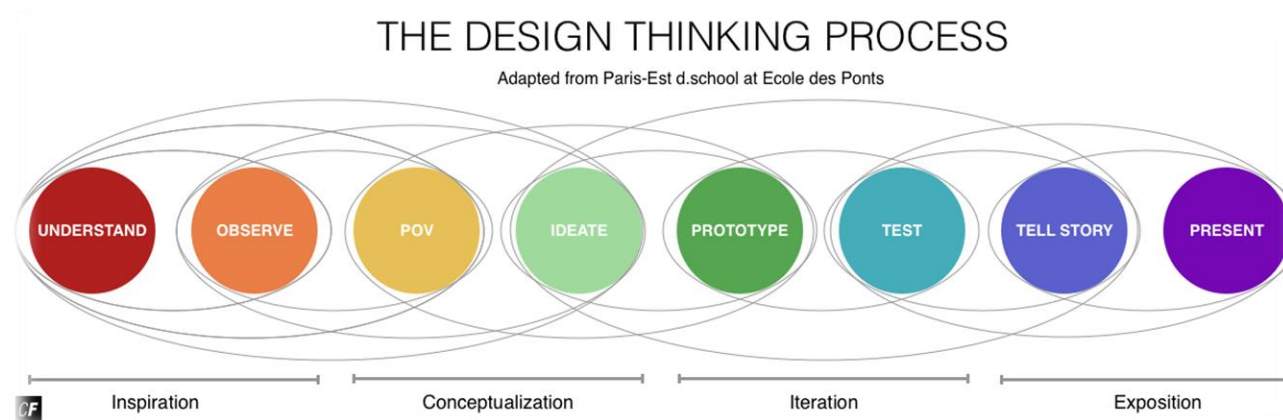
Armed with my user flows, I will sketch out wireframes for the user flows I have created. Included in the wireframes will be global navigation and the boating conditions features of the *Ahoy!* app.

From my wireframes I will develop a low-fidelity prototype of the *Ahoy!* app. The prototype, while low-fidelity, will be interactive so I can test the user experience (with actual users) of the *Ahoy!* app.



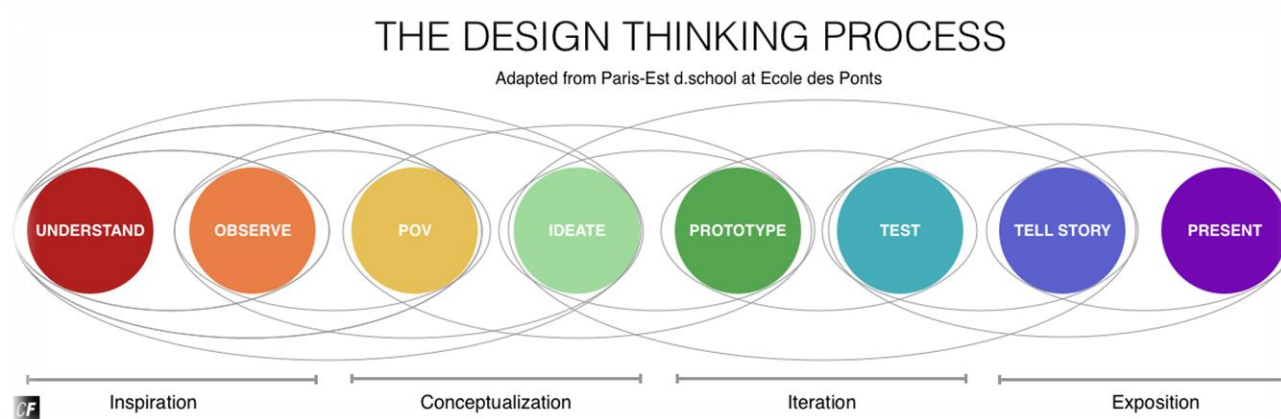
Test: Prototype User Testing

In this stage, I'll be testing my prototypes with actual users (small-craft pleasure boaters), collecting feedback, then improving and iterating on my design. I will use observations and feedback from users to help refine the POV personas and revise the hypotheses before going through the process again. As I go through design process again, I will move toward testing with high-fidelity prototypes.



Tell Story

At this stage it will be time to take my design to colleagues, managers, and other stakeholders. In this step I will explain the Ahoy! design through effective storytelling. To do this, I will return to my proto-personas to craft a story from their POVs which shows how the Ahoy! app solves their problems and challenges with a useful, usable, and accessible boating app. Feedback from my team and other stakeholders will be considered and incorporated as necessary in the final user experience design of the Ahoy! app.



Present

I have come to the end of the design process for the Ahoy! app. At this point I have conducted research, designed solutions, and tested user prototypes. I am confident that Ahoy! is ready to be handed off to the development team. My goal is to communicate to the developers should code based on the user experience I have designed.

