UX Research & Strategy

Most people still don't know the difference between UX and UI. One of the main differences is customer insight through research and validation. If you want a job in UX, explaining how you would research, validate and gain insight is what would make the difference between being taken seriously and getting thrown in the "fake UX" pile. In this course you will not only learn different techniques, you will do them on a weekly basis to gain experience. You'll have real experience to draw upon for that all important interview.

OVER FOUR WEEKS, WE WILL COVER

Introduction

We learn about the human needs behind product design and how a user-centered design process can help us deliver betters products.

Project: Design Thinking

Research

You'll learn how to build empathy through research techniques based on the corse principles: Immerse, Engage, or Observe.

Projects: Empathy Exercise, Research Plan, Empathy Research

Define

Now that you've done the research its time to take all the data and create something meaningful. In this session we will look at the artefacts that we create from user research, how we use them, and how we create them.

Projects: Empathy Map, Storyboard Exercise

Competitors

How do we assess our competition? In this unit we will provide a structured way for you to assess and report on competitors or your existing offering.

Project: Competitor Analysis

Point of Views

Now that we have built empathy and have a deeper understanding of our customers lives, we are in a good position to create some problem statements or "Points of View".

Project: Framing the Problem

Ideate

We should always be aware that even though we have primary research, the creation of our "Define" statements will be based on many assumptions. We need to clearly define what these hypotheses are, work out how we will test them, what success looks like, and either validate or invalidate the assumptions.

Projects: Brainstorm Exercise, User Flows, Learning Canvas

Prototype

Prototyping is a big part of the design/build process, because it allows you to iterate on ideas quickly. Making lightweight prototypes is much faster than building a complete product. When you prototype early and often you are able to reduce UX friction, eliminate errors, and uncover mistakes and false assumptions.

Project: Landing Page

Test

When testing, our objective is to learn more about the people and the problem. Using our ideation concepts (be they prototypes, storyboards, or other process documents) our goal is simply to test our assumptions. Using the feedback we get from our users, we then create the next iteration of our work and repeat the Design Thinking process again as necessary.

Projects: Product Requirements, Wireframes, Sitemap with Wireframes

TOOLS WE RECOMMEND

You can complete all of our projects using any design tool of your choice. However we strongly recommend the following design tools:
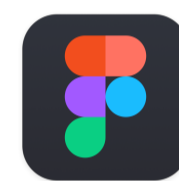
Post-It Notes

Sharpies

Sketch
Bohemian Coding

Figma
Figma Inc.

Your mentors are a great resource to discover tips and tricks to improve with the tools.

WHAT YOU'LL LEARN

- ✓ Why understanding customers is important
- ✓ How to build empathy for your customers in your team
- ✓ Which methodologies to use for your projects
- ✓ When to research and why

WHAT YOU'LL CREATE

- ✓ Research plan, Empathy Map, Storyboard
- ✓ Problem Framing, Learning Canvas
- ✓ User Flows
- ✓ Landing Page Prototype

WHAT YOU'LL CONDUCT

- ✓ User Interviews, Competitor Analysis
- ✓ User Testing, Storyboard Review

DESIGNLAB

Still have questions? Get help

HERE'S TO THE MAKERS