

UX Playbook

Third Bridge

Fabrice Simonnet

- UX Principles

- Discovery

- Define & Strategy

- Ideation

- Design

- Validation

- Optimisation



For any product or service, we create, we need to always ensure there is a connection between the user and the business. The created product or service needs to be developed in line with the pain points of the users as well business goals.

A product cannot work without this connection; developers will build a design that is not technically possible or one that does not meet the needs of its target audience.

For this, there needs to be a UX process that acts as our UX strategy playbook.

This playbook will help your design team create better customer experiences, provide clarity for the product or service design as well as develop a collaborative customer-focused culture.

6 important points to remember

01

Meet the users' needs

We need to learn what users are looking for in a design (through user testing and other methods).

02

Have a clear navigation

It is easy to take it for granted, but it is a UX principle that ensures smooth navigation throughout a design.

03

Keep it consistent

Users expect products to share some similarities with other products they regularly use.

04

Understand accessibility & Context

In simple words, a designer's responsibility is to make sure that his design is usable for as many people as possible.

05

Usability first

UX is entirely focused on solving the users' problems, which makes usability the one of the most crucial principles.

06

Less is more

The underlying aim of this is simple: reducing the operational and cognitive costs of the users.

Discovery

Before we start any user experience study, we need to discover insights about our user and assess whether the UX project is in line with the company goals.

We should be asking questions like:

- What is the target customer's pain point that we are trying to resolve?
- Does this project contribute to your organization's mission and its goals?
- Is this the right time for your organization to be focusing on this project?

Method

- **Stakeholder interviews:** These are conversations with the key contacts in the client organization funding, selling, or driving the product.
- **Competitor analysis:** Are you sure that your product features outweigh the benefits of your competitors' products? Conducting a UX competitor analysis could help you discover this.
- **UX Surveys:** They are a quick and relatively easy way to get data and feedback from our users about a product, contextual inquiry or new feature to lower the risk on a poor solution.
- **Moderated interviews:** They are basically one to one interview, where the we will utilize a discussion guide to conduct the session to learn about the pain points and concerns of our users.
- **Experience map:** it will help us to visualise the end-to-end experience that our generic user goes through while using our products.

Tools

- **10to8 Scheduling system:** It is all-in-one Appointment Scheduling Software that helps you better communicate with clients, reducing no-shows, double-bookings and time-consuming admin.
- **Whereby:** it is an easy video recording interview web app that us to invite anyone to a video call with a link.
- **Microsoft or Google forms:** allow us to Easily create surveys and polls to collect customer opinions and feedback.
- **SPSS (IBM):** is a powerful statistical software platform. It delivers a robust set of features that lets your organization extract actionable insights from its data.
- **Lucidchart:** it is an easiest way to draw flowcharts, mockups, UML, mind maps and more to work together in real time with our teams.

Define & Strategy

This stage is about assessing our user experience to match our business goal and vision, to plan the UX outcome. We need to challenge assumptions by analysing business requirements as well as meet, talk and observe our target customer.

At this stage, you could ask questions like:

- Does my product or service idea solve a need?
- What other pain points does your target audience have? Can your product solve any other pain points?
- What does your product need to do to solve these pain points?

Method

- **Unmoderated interviews:** They are qualitative sessions where we will be asking people their feelings towards a specific idea, concept or product.
- **Empathy Map:** Using all information already gather in the discovery stage to build an empathy map will help us find out what our target audience, think, feel and do.
- **Journey map:** We will be Looking to identify our customer journeys throughout our product to established theirs pain points in order to focus or prioritise our work.

Tools

- **10to8 Scheduling system:** It is all-in-one Appointment Scheduling Software that helps you better communicate with clients, reducing no-shows, double-bookings and time-consuming admin.
- **Whereby:** it is an easy video recording interview web app that us to invite anyone to a video call with a link.
- **Lucidchart:** it is an easiest way to draw flowcharts, mockups, UML, mind maps and more to work together in real time with our teams.

Ideation

Ideation Sessions are About Finding New Angles. Done well, the UX process moves smoothly from one stage to the next, and the ideation stage is all about laying the groundwork for everything that follows.

The more we can do to hone our ideation stage, then, the easier we'll find it to make progress and the better the eventual result will be.

Method

- **Brainstorming:** It will allow our teams to generate good ideas from each other's wild ideas, to solve clearly defined design problems.
- **Brainwriting/Brainwalking:** This is like brainstorming, but everyone writes down and passes ideas for others to add to before discussing these.
- **Worst possible idea:** taking an inverted brainstorming approach, emboldening more reserved individuals to produce bad ideas and yielding valuable threads.
- **Mindmapping:** You use this graphical technique to connect ideas to problems' major and minor qualities.
- **Creative workshop:** By getting different people in different roles in our workshop *we will ensure* clearer value that reflect all area of the business, not just from a UX designer mind set.

Tools

- **Miro:** is a fast, free, and simple-to-use digital whiteboard built to help us collaborate with others any time, anywhere.
- **Microsoft whiteboard:** is a collaborative digital canvas in Microsoft 365 for effective brainstorming and engaging learning.
- **Mural:** enables innovative teams to think & collaborate visually to solve problems. Visual team collaboration anytime, anywhere.
- **Lucidchart:** it is an easiest way to draw flowcharts, mockups, UML, mind maps and more to work together in real time with our teams.

Design

We should begin by producing wireframes or low fidelity prototypes of our product that will represent the essentials of our design to gain a description of the user interface, an outline of the structure and layout of the solution.

You should re-test your design at each stage of the design process so that you can either make sure that you are proceeding in the right direction or can re-draft at an early stage.

Method

- **Wireframing:** We will focus on how we want the user to process information on a site, based on the previous stages research.
- **Card sorting:** It involves creating a set of cards that of which each represents a concept or item that we then ask participants to group in a way that makes sense to them.
- **Mock up:** We will define the look and feel of our products based on validate wires.
- **Contrast and Color Accessibility check:** Thus, checks need to be performed to ensure the accessibility of our design throughout our products.
- **Usability tests:** it is a standardized and technical solution with established best practices that experience designers can utilize to test individual design components.

Tools

- **Sketch:** Allow us to Create, sketches and prototype to collaborate, and bring ideas to life.
- **Lucidchart:** it is an easiest way to draw flowcharts, mockups, UML, mind maps and more to work together in real time with our teams.
- **Uxkits:** It will allow us to quickly map out website architecture, quickly revise sitemaps and flows through a hands-on exercise that anyone can participate in.
- **Webaim:** It will give the ability to check contrast for WCAG AA and AAA accessibility standard.
- **Adobe suite:**

Validation

More than just making decision between two versions or directions, the Validation stage is also where we could will decide whether to move forward with additional experiment or stop altogether on confirmed options.

Method

- **Explainer:** It is a quick and easy way to convey a value proposition to prospective users. An explainer presentation, for example, illustrates what your product does (or would do) and why people should use it.
- **Interactive prototypes:** We may want to demonstrate the interactivity and flow of a product experience. But it can be cost-prohibitive to build such a product, no matter how simple
- **A/B testing:** It is a perfect research method for the business to adopt if we want to make some changes to our current solution.
- **Eye tracking:** It can provide us with useful data on individuals view and interpret visual objects on the screen.

Tools

- **InVision:** is the digital product design platform used to make easy clickthrough prototype, and Wireframes.
- **UXpin:** Unlike Other Design Tools, UXPin Has True Interactive States, Logic, and Code Components with Automated Style Guide.
- **Asure RP:** will give the most realistic prototype with Condition logic build in.
- **Convert:** With Convert, Experiences we get the features and compliance of an enterprise grade solution - at affordable price.

Optimisation

Following your product or service launch, your UX process does not stop there. It's time to analyze the outcome of your launch so you can continue to give the best user experience to your target audience.

We can ask the following questions:

- Did the process go well? If not, why?
- Did our product or service solve their pain points?
- What could we do to improve this UX process?

Method

- **Customer feedback tools:** We can create a feedback form while tracing our user's experience to allow a pop-up feedback form to show at a chosen location or process (if a visitor is due to leave your website).
- **Chatbots:** it is a feature that pops up as soon as a potential customer visits our website. It will give you real-time feedback as it possesses the ability to react to various types of conversations or issues.
- **Clickstream:** This UX research technique can indicate how a user arrived on your website, what they looked at and then when they left.
- **Analytics review:** Analyzing usage data and the behavior of users will help us to make subsequent improvements.

Tools

- **Typeform:** allow us to build, interactive forms and get more responses. No coding needed. Templates for quizzes, research, feedback, lead generation, and more.
- **Google optimize and analytic:**