

Welcome to Week 5 with BWIB Tech!



Product Design



Introduction to Intuitive Design

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Product Design

Blending user needs with business goals to make successful products.

User Needs

Solve problems by taking into consideration deficiencies in the user experience.

Business Goals

Align the product design with the brand or company's objective.



Architect, not interior designer.



Spend time defining the problem and understanding the user.

Dive deeper into the problem and look for the root cause of the problem. What is the ultimate goal of the user when using our product?

Build an experience that is both effective and fun!

Leverage expertise in human cognition, psychological behaviors, and visual design to help create a design that brings unique value to your product.



System Design

Organize assets to balance business and customer needs.



Process Design

Create processes in which transactions can be completed efficiently.



Interface Design

Ensure that the user experience is intuitive and frictionless.



Industrial Design

Engineering the actual product, designing the usability of the object.



Product Design

Ideating and creating the branding (the “look”) of the product.



UI/UX Design

Designing and implementing specifically the user interface of the product.

Industrial Design

Using specific modeling software, industrial designers (mostly engineers) map out the dimensions of the product, keeping in mind both what is feasible and what is desired.

→ *SOLIDWORKS, Autodesk, blender, etc.*

Product Design

Using illustration software, such as Adobe Photoshop and Illustrator, product designers construct guidelines for how things look, including typography and color palettes.

UI/UX Design

Product designers, but specifically for interfaces.

Good design is usually unnoticeable ...

When we've adequately understood what feels natural to a user, what the user's goal is, and what our goal is, often we don't notice the deliberate design decisions we made to do so.



... but good design does also include good branding.

Good branding is an indication that we have an even better understanding of our product base, and a good idea of what message we want our product to communicate.



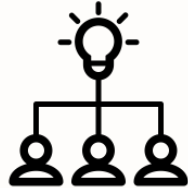
The Design Process

Problem Definition and Discovery



Take the time to understand the user's motivations and struggles. Use business data as well as user interviews!

Ideation → Convergence



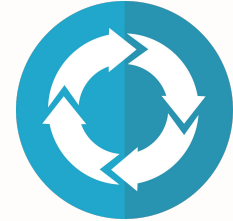
Come up with any ideas, even ones that seem crazy! Then conduct a cost-benefit analysis to prioritize and launch the best ones.

QA and User Testing



Create prototypes (low or high fidelity depending on lifecycle stage) and run usability tests! Quick and continual feedback is good.

Refinement and Iteration



The process doesn't stop at the first iteration. Gathering metrics and making improvements is an ongoing process.

Problem Definition

GIVEN ONE HOUR TO SAVE THE WORLD, I WOULD SPEND **55 MINUTES** DEFINING THE PROBLEM, AND **5 MINUTES** FINDING THE SOLUTION.



What do we want to know?

Customers - goals, anxieties, context

Product - lifecycle stage

Business - why are we creating/changing this product? end goal

Where do we look?

Customers - surveys, interviews

Product - analytics, competitive analysis

Business - business documents, metrics

Why do we conduct User Research?



**Understand
Pain Points**

**Identify
User Needs**

**Catch Usability
Issues**



“ Building the wrong thing is always more expensive.”

— JH Forster, VP of Product @UserInterviews



Early Stage

What problem are we trying to solve? Who is our target audience? How are users approaching to problem currently?



Mid Stage

How does our product fit into the user's normal routine? What are user attitudes toward our product like?



Late Stage

Where are the usability issues in our product? What can we tweak/add to make our product more enjoyable to use?

Ideation

Come up with ideas as a team, so that everyone has ownership of the product. Don't let any physical or technical limitations stop you!

Convergence

Weigh the effort/risk of each solution with its benefit. Select the most elegant solution and build it out!

User Research & Interviewing

It is integral that we obtain user feedback after every decision we make.

We want to make sure that our decision is making positive progress to our goal. Rarely do we need to take a step back before taking a step forward — even if we need to, we have the original option as well.

Learning how to conduct good user interviews will often shorten the design process significantly.



User Testing: What are you researching?

User research is just like scientific research — except that the research question is much less specific.

Are you looking for user impressions? Testing the performance of different designs? Making sure you've designed with the right assumptions?

Based on these different questions, we want to conduct user testing that will best bring us the answers that we want, as well as catch anything we might have overlooked.



Types of User Testing

01

Attitudinal Study

Listening to the user's words (eg. opinions, impressions, logic) to gather information about the user's feelings about the product.

02

Observational Study

Observing the interactions the user has with a product, guided or unguided, in order to see how an average user in your audience would interact with your product.



Examples of Attitudinal Testing



User Interviews

Usually conducted one-on-one, user interviews go in-depth into a single user's experience. Screening, evaluating fit involved.



Experience Surveys

Easiest way to conduct user testing. Usually sent out after an interaction with a product. May fall into the traps surveys are always at danger to fall into.



Focus Groups

A moderated discussion talking about the attitudes, ideas, and goals held by a sample of an audience. Most useful in the early stage.



Expert Review

Usability experts evaluate your product in accordance to a set of usability guidelines, for example, using the System Usability Scale (SUS).

Examples of Behavioral Testing



Personas

Commonly done in early stages, a target audience is observed to gauge their behavior in certain situations, which aids in the creation of a persona.



First-Click Testing

After a prototype has been made, the user is given the prototype and their interactions with it are observed to see if they follow the same logic.



A/B Testing

When making design decisions, users are called to interact with two versions of the product, with slight changes, to see which does better.



Task Evaluation

The user is asked to interact with a product, or accomplish a set of tasks. This is used to gauge the logic the target audience would apply.



It's an Iterative Process

We work top-down, starting with the desired outcome and moving down towards precise interactions and layouts.

Failing fast is key.

At the start – low fidelity prototypes (e.g. storyboards, wireframes), focus on processes and organization

Increasingly higher fidelity prototypes (e.g. simulations, clickable interfaces) can be made to get more precise user feedback.

Looking Ahead

Week 6: Continuation of UI/UX Design Principles (Analyzing Feedback, Iterating, and Prototyping Designs)



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Thank you.

See you next week!