

# UX Design Process

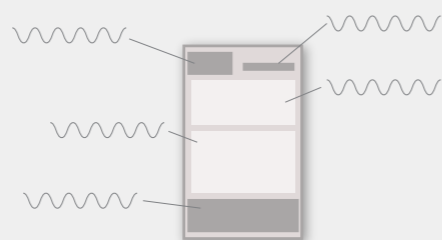

## 1 Define

- Who** is affected?
- What** do we know? *prove it's real*
- When** when does it happen? *'use' case*
- Where** does it happen? *location in information architecture / device / geo location*
- Why** does it happen? *hypothesis of the cause*
- Why** is it valuable? *business case*
- Why** is it important? *why does it matter?*


“ UX is a problem solving thing ”

- Joel Marsh

## 3 Specify

- Annotate Wireframes** 
- Things to measure** KPI's 

## 2 Design

- Business Requirements** Ask stakeholders: 'What must be included or protected?'
- Technical Requirements** Ask stakeholders: What is:
  - possible / impossible
  - realistic / unrealistic
- Information Architecture** Sitemap | Userstory 
- Wireframes** Include developers before and after
- Prototypes**

*must not include details on 'how it will be done' but rather 'what needs to be done'*