UX/UI Design Process & Approach
Mobile Phone App

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About Me

I am a strategic, visual thinker who enjoys being challenged by today's user experience and visual design problems. One of my strengths is transforming words, ideas, and abstract concepts into intriguing experiences and visuals delivered in multi-representational formats. I have a background in psychology and art which is the foundation for all my work.

Overview

I drove the end-to-end user experience and visual design for a mobile phone browsing/shopping app showcasing the work of researchers within the eBay Research Lab.

Because of the proprietary nature of this project, I will present just enough information to illustrate my design process and approach.

Design Process and Approach

- Design Brief and Requirements
- Audit Existing Product
- Personas and Use Cases
- Competitive Analysis
- User Flow
- Sketches
- Wireframes
- Visual Design
- Rapid Prototyping
- Usability Testing
- Retrospective

Design Brief and Requirements

Approach Setting expectations with stakeholders

I met with the lab's Sr. Director of Innovation and Incubation and began strategizing the direction of the mobile phone browsing/shopping app.

Project
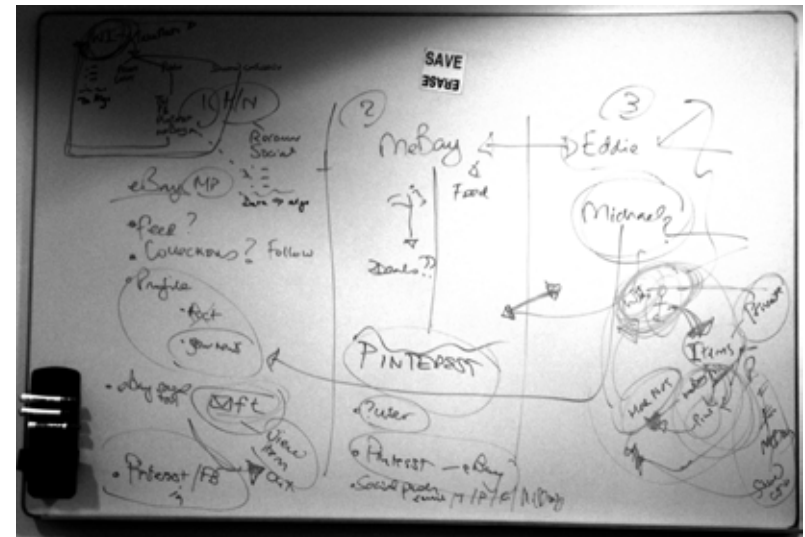Mobile phone browsing/shopping app

Design Brief
Create a mobile phone consumer facing experience showcasing the research team's algorithm and analytic technologies.

Requirements
HTML5

**Finished Product**
iOS and Android app ported from HTML5

Whiteboard sketching and strategizing

Audit Existing Product

Approach Establishing consistency

I reviewed and leveraged the interactions, experience and visual design elements I designed in the desktop version resulting in an initial list of elements and features that would benefit the mobile user.
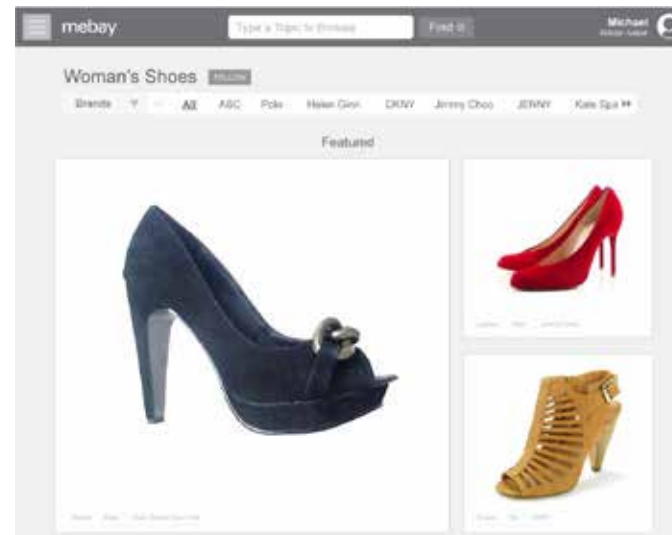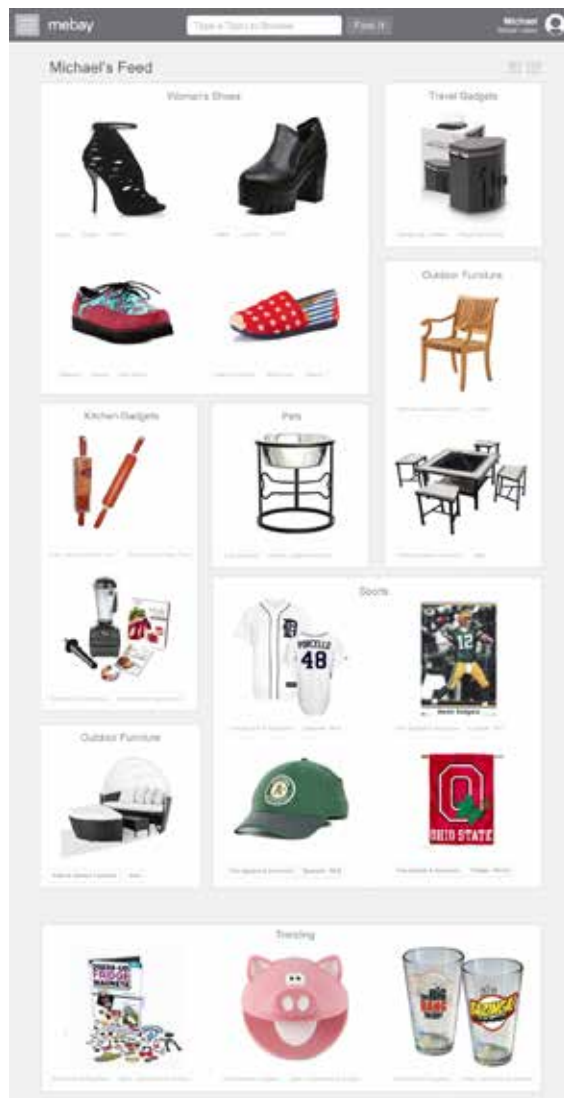
Desktop Version

Personas and Use Cases

Approach Defining the audience

Who is going to use the app?
Target demographics were identified by the team

What are they like?
I wrote persona's for 3 individual users,
2 Females and 1 Male

How will they use the app?
General browsing. Entertainment

Why will they use the app?
Finding and following topics they are
passionate about and want to keep up with

Persona (sample)

Sally, a 43 year old, who commutes 20 minutes
daily via public transit is fascinated by the latest
trends in shoes. However, with a husband and 3
children she can't afford to spend too much time
browsing and shopping online. However her passion
for shoes consumes her. She spends much of her
time visiting multiple sites to browse the latest
styles and then searches for ways to buy them. She
is looking for a way that is fun, fast and doesn't take
a lot of her time.

I extracted use cases from each of the 3 personas

Use Cases (samples)

Topics
- Find a topic
- Browse a topic
- Follow a topic
- Manage topics

Items
- Buy item
- View details
- Save item

Competitive Analysis

Approach Researching interactions and patterns

- Identified competitors
- Tested my use cases on competitor's apps
- Compiled report & reviewed with team
- Validated strategic direction

User Flow

I developed user flows to generate ideas and elicit stakeholder feedback. Flows were key references throughout the project.
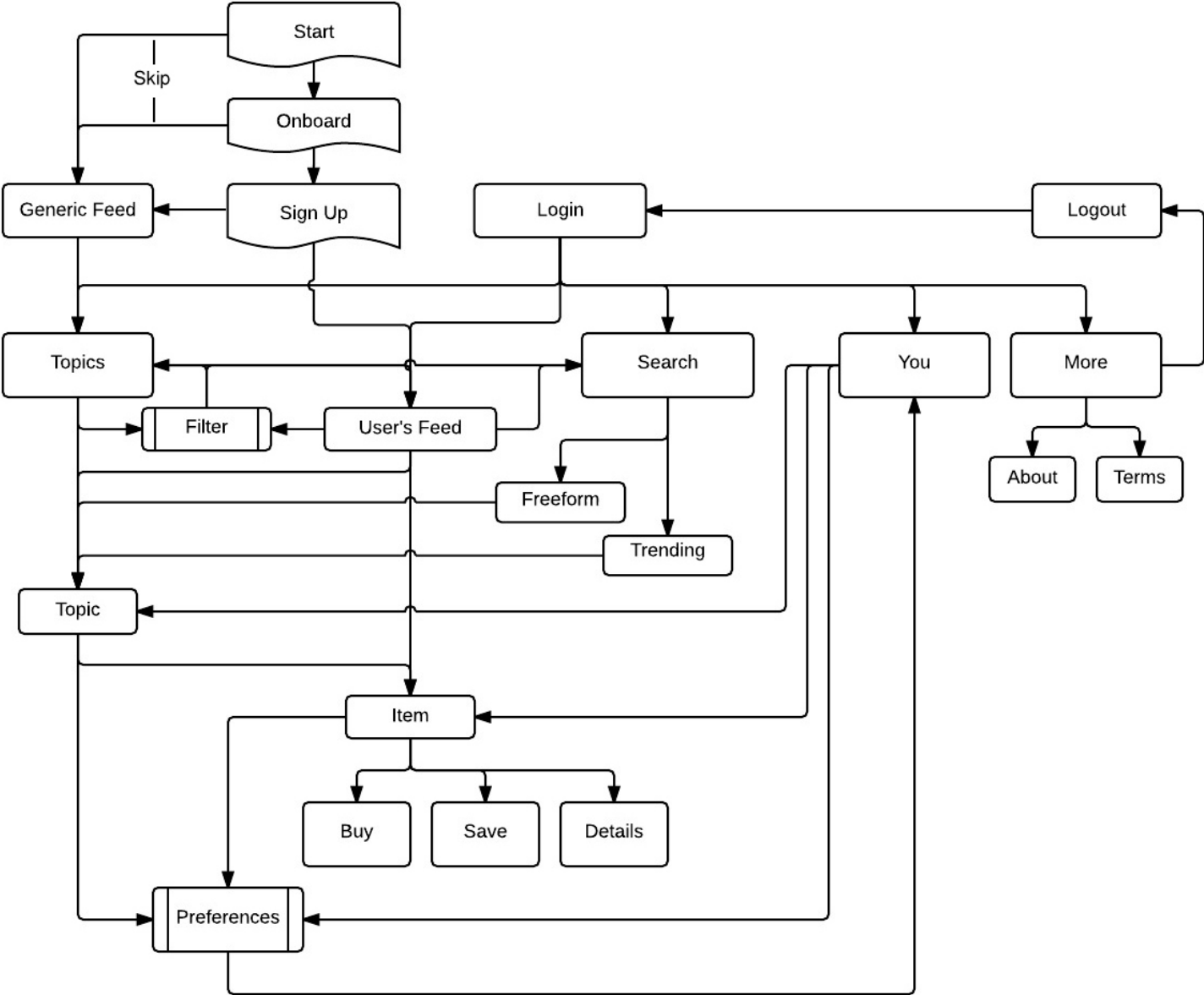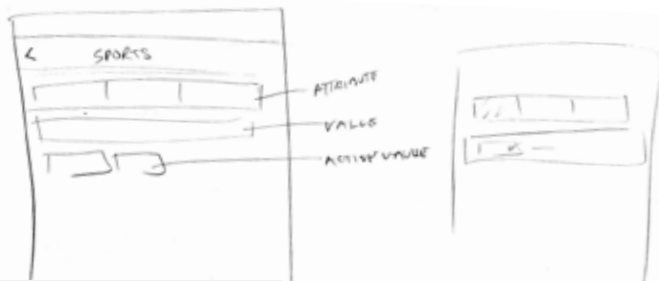
Sketches

Approach Turning ideas into visualizations

As a visual thinker, I sketched and re-sketched which helped the team see the thinking come together. It is never one and done — it's always an iterative process.

Step 1
Sketch it all. I do a complete brain dump and make notes as I go.

Step 2
Review sketches and circle ideas and concepts I like.

Step 3
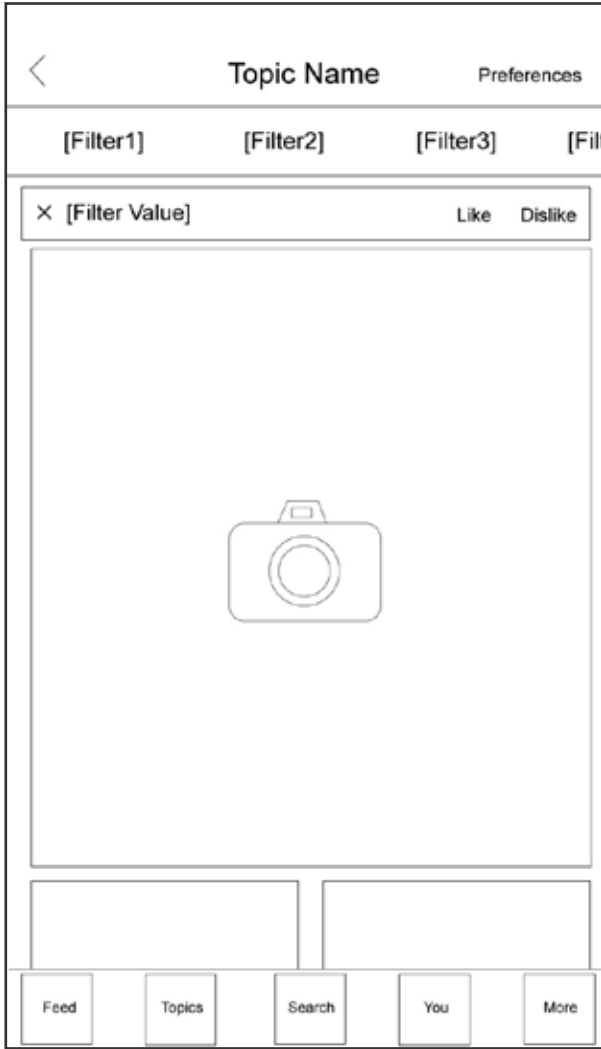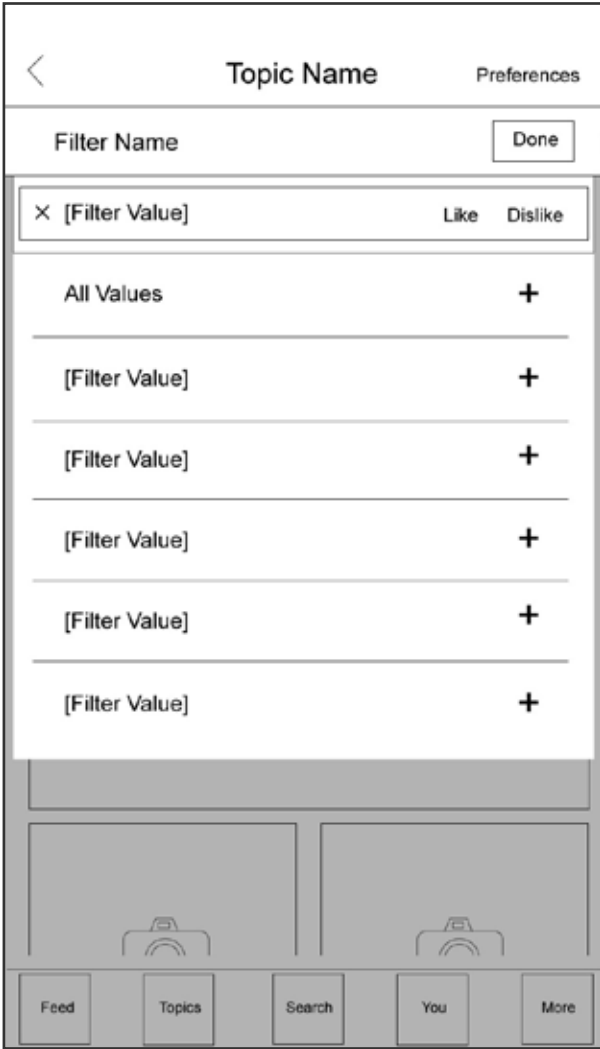Re-sketching items that I circled to allow new ideas to surface.

Step 4
Review with team, refine and iterate.

Wireframes

I lead the team through a rapid, iterative feedback and review process to explore and refine the experience.

Visual Design

Approach Keeping it simple

There were no design requirements or style guides to follow. I used a simple flat design with a gray scale palette to put the focus on the researchers' algorithm and analytic technologies.
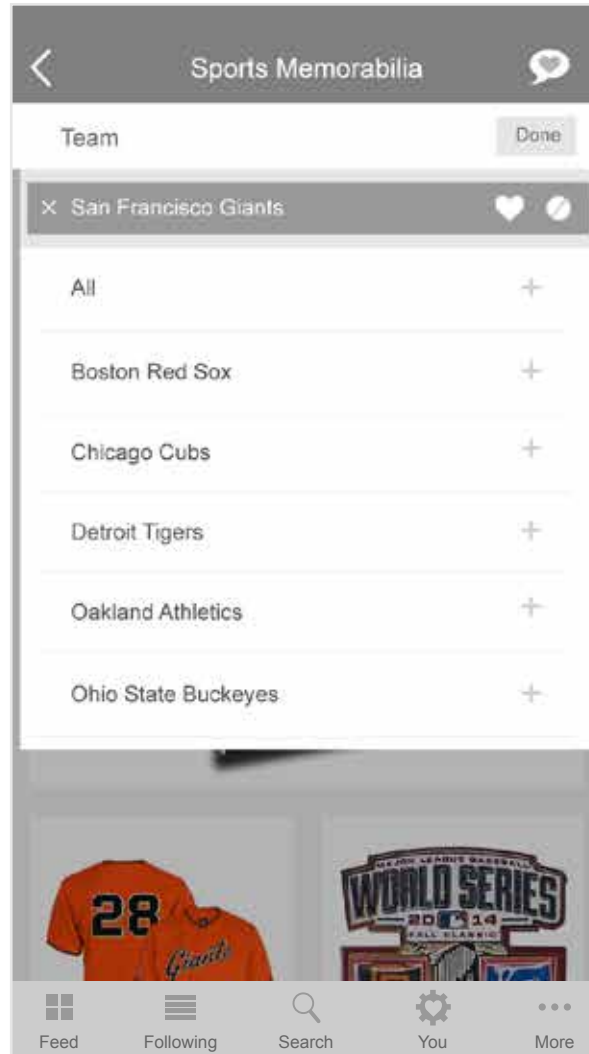
Rapid Prototyping

As the designer and prototyper, I integrated changes quickly within the prototype for team reviews and uncovered usability issues early.
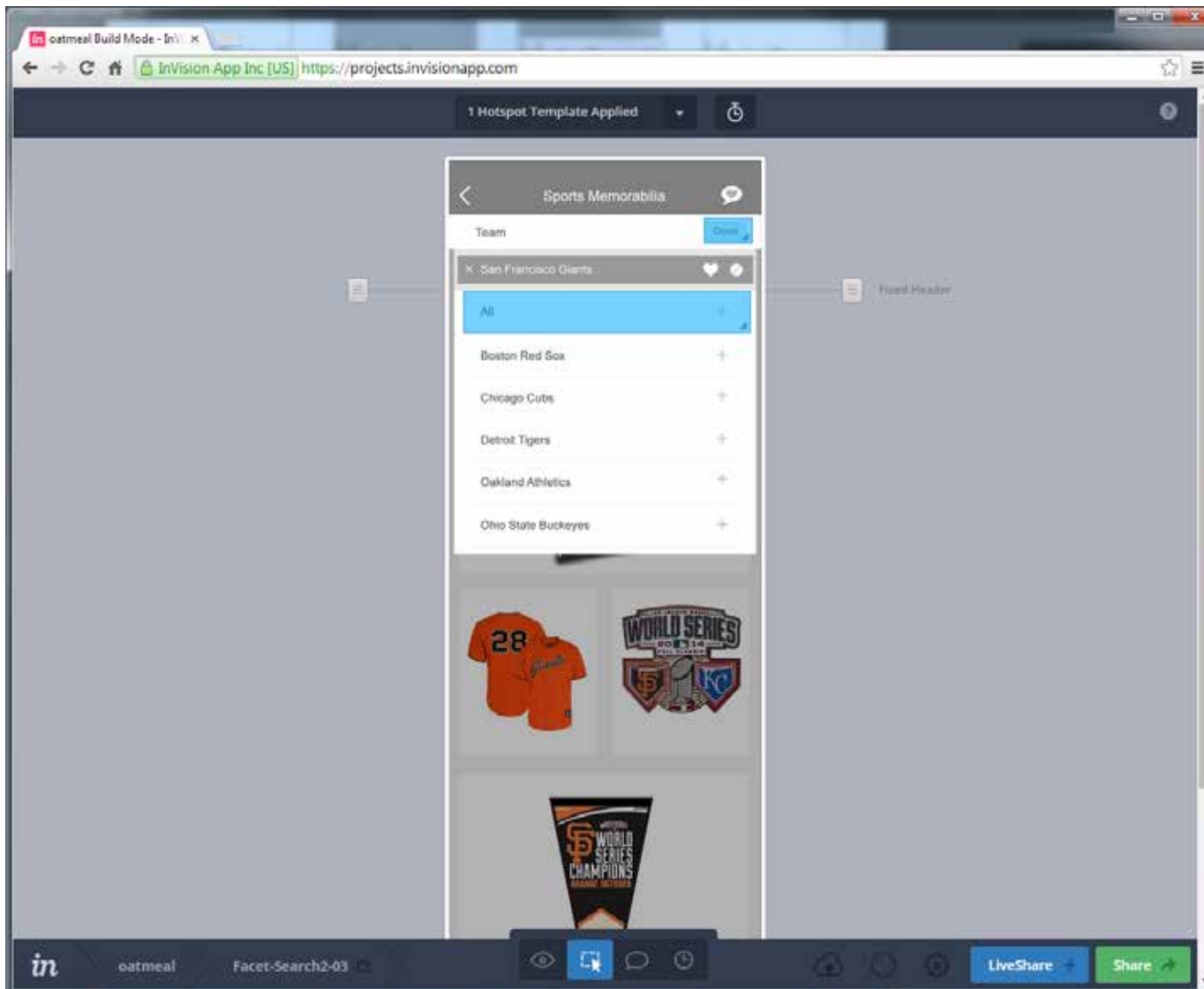
Usability Testing

Approach Exposing pain points

I recruited members of the back-end development team and colleagues for usability testing of the prototype.

- Users were asked to verbalize (talk out) their actions as they were performed

- I observed users and noted their actions

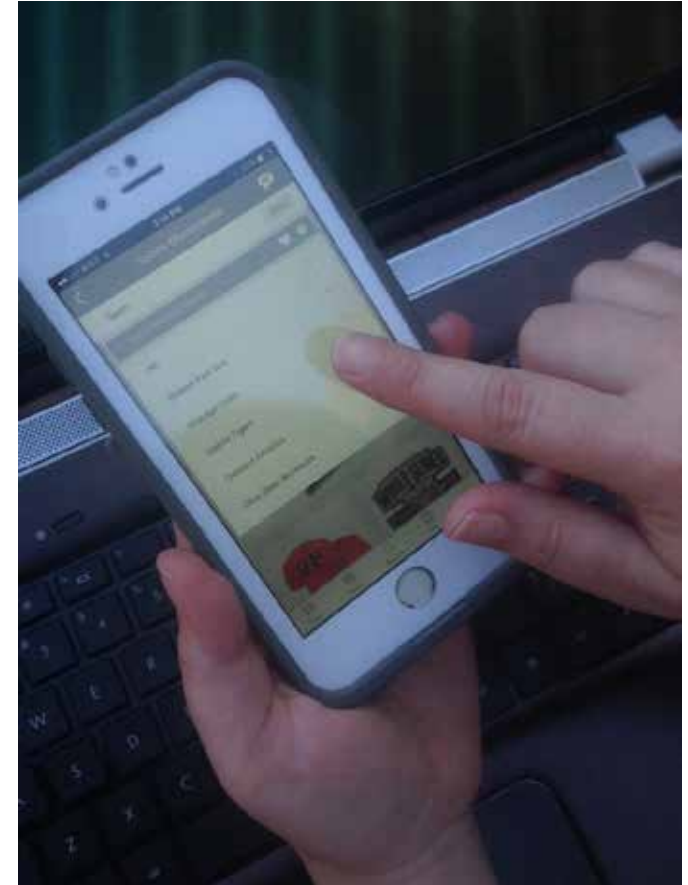- Lead team reviews about usability findings and discussed pain points and solutions

Usability Test (samples)

Test 1
Use case: Find and follow a topic

Test 2
Use case: Onboarding new users

**Usability Finding** (sample)

Test 2: Onboarding new users

Pain point: Users using the free-form search to find a topic reported being lost in the process

Solution: I provided a visual cue to indicate to the user their current position in the process

Retrospective

A few takeaways

- Continue onboarding the user within the app
  i.e. Display overlay after user "Follows" first topic

- Reduced cognitive load increased user interaction
  i.e. Persistent facets increased interaction with the facet and its' preferences.
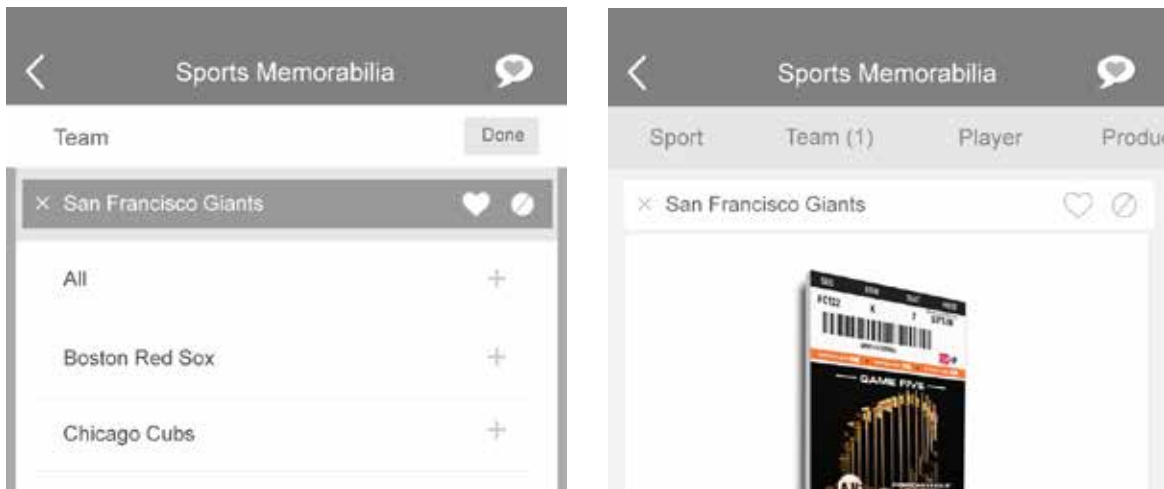
Persistent facets

Next Steps

- Continue usability testing
- A/B test onboarding mechanisms
- Refine and improve
- Implement style guide and branding elements
- Develop native app for iOS and Android
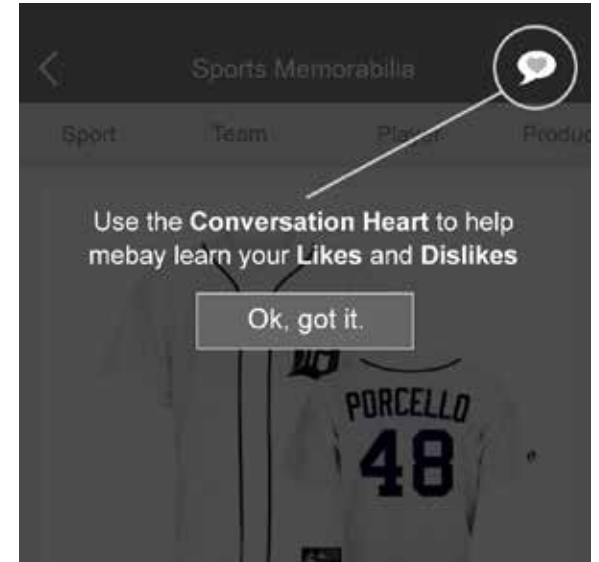
Overlay after the user "Follows" a topic

Contact

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