UX DESIGN PROCESS

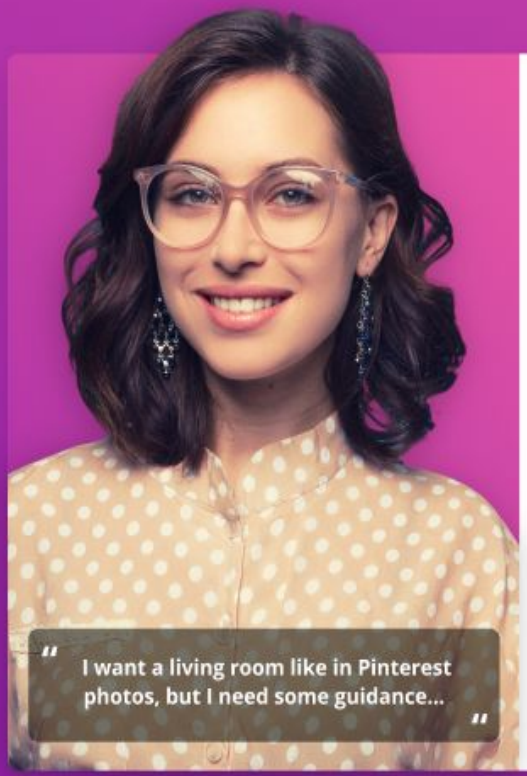
WORDCAMP, 2019
MOMBASA, KENYA

PRAIZ UX

USER RESEARCH

QUALITATIVE & QUANTITATIVE

PERSONA



Mary Taylor

- 26
- Brooklyn
- Student, waitress
- Living with his husband

Bio

She lives with her new husband in a rented apartment, with three rooms. She has a busy schedule between school and work. She and her husband now moved into the apartment, and they expecting a child in 7 months.

Tech

Internet	●●●○○
Social Media	●●●●●
Online Shopping	●●●●○
Gatgets	●●○○○
Early Adopter	●●○○○

Favorite Brands

NIKE ASOS NETFLIX

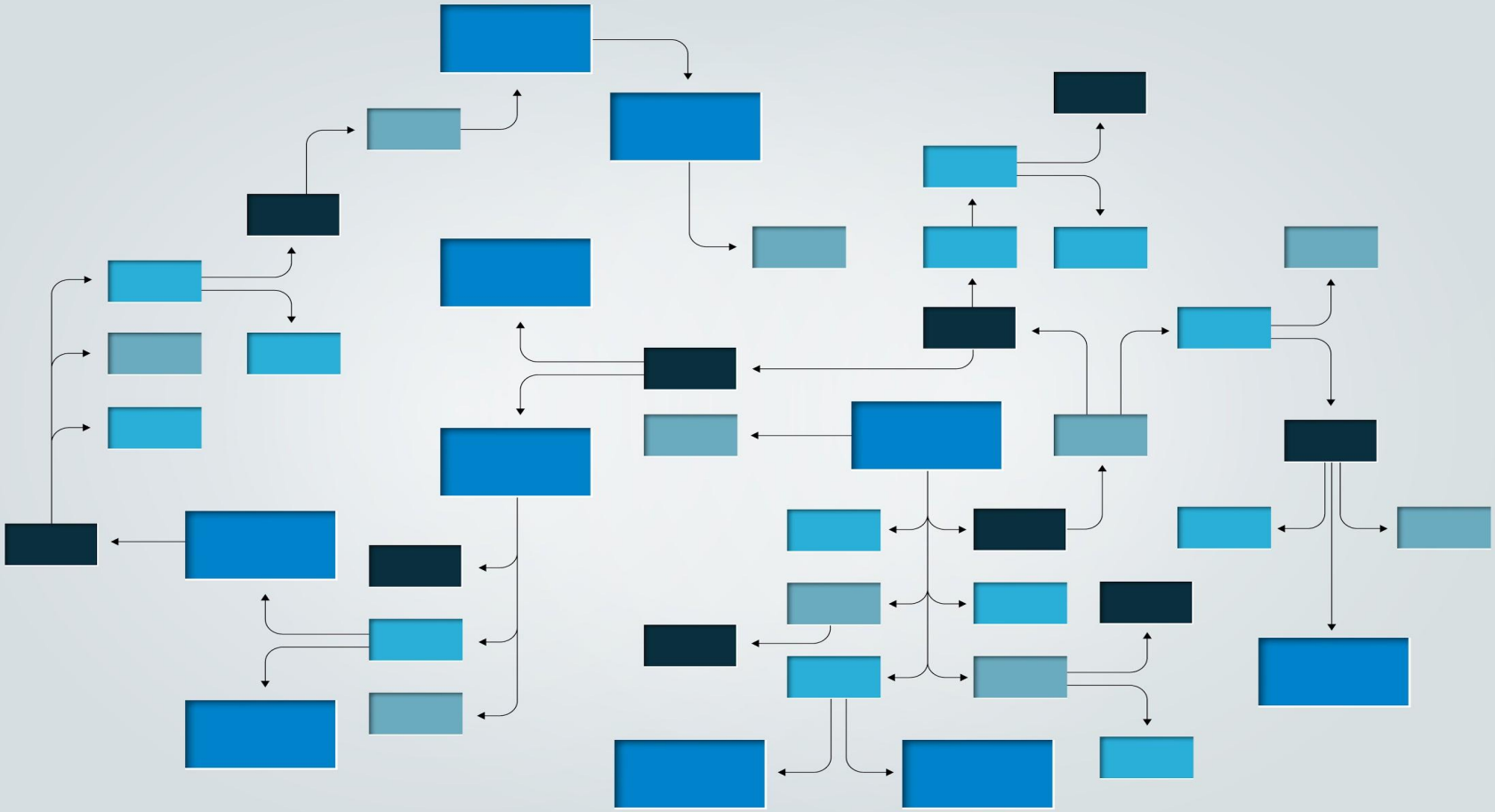
Wants & Needs

- Design the new apartment with existing furniture and some new additions.
- Add plants to her home.

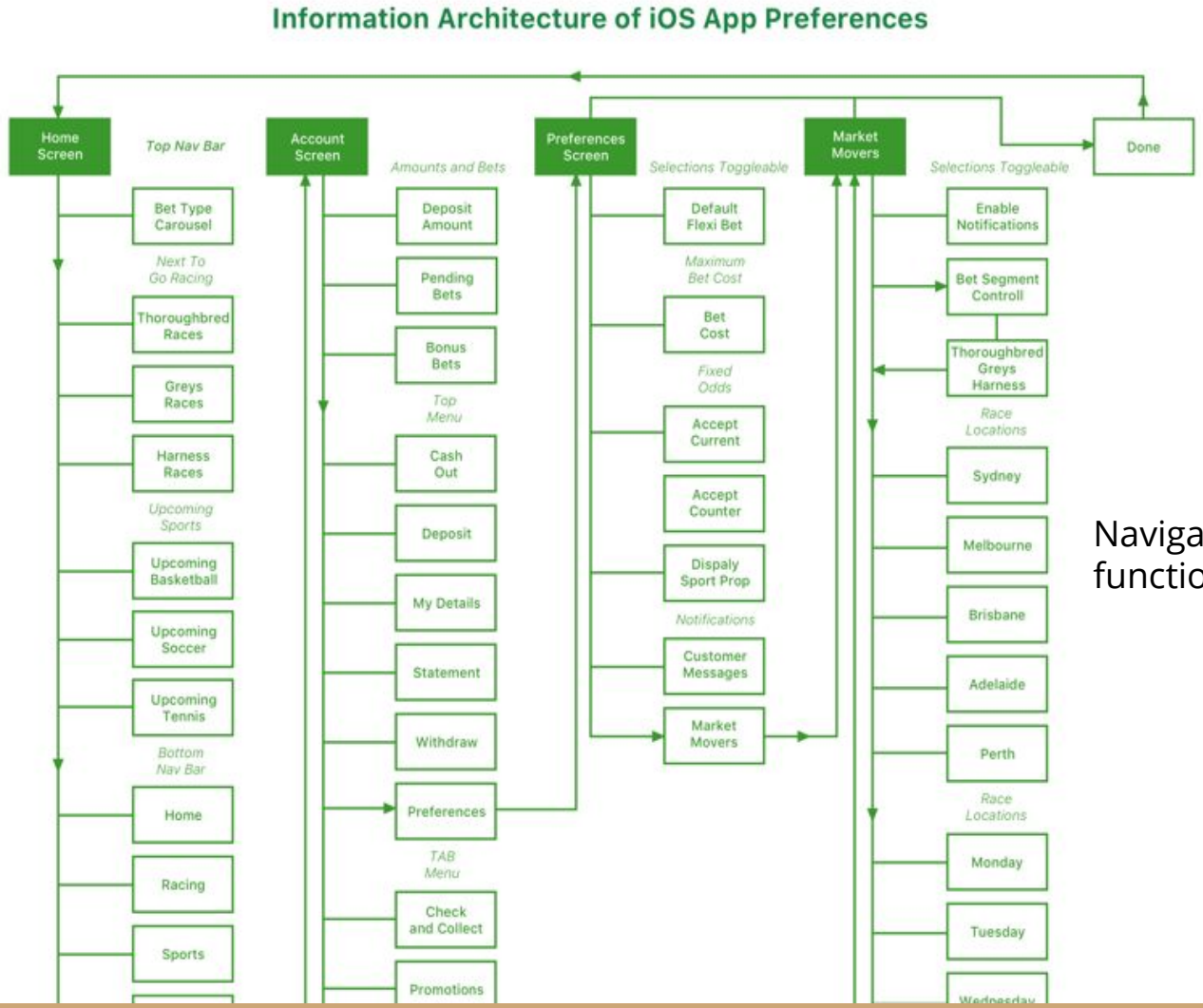
Frustrations

Wants to add accessories that will make the living room like the pictures on Pinterest, but she cannot decide what to do and does not do that.

USER FLOW



INFORMATION ARCHITECTURE



Navigation and functionality

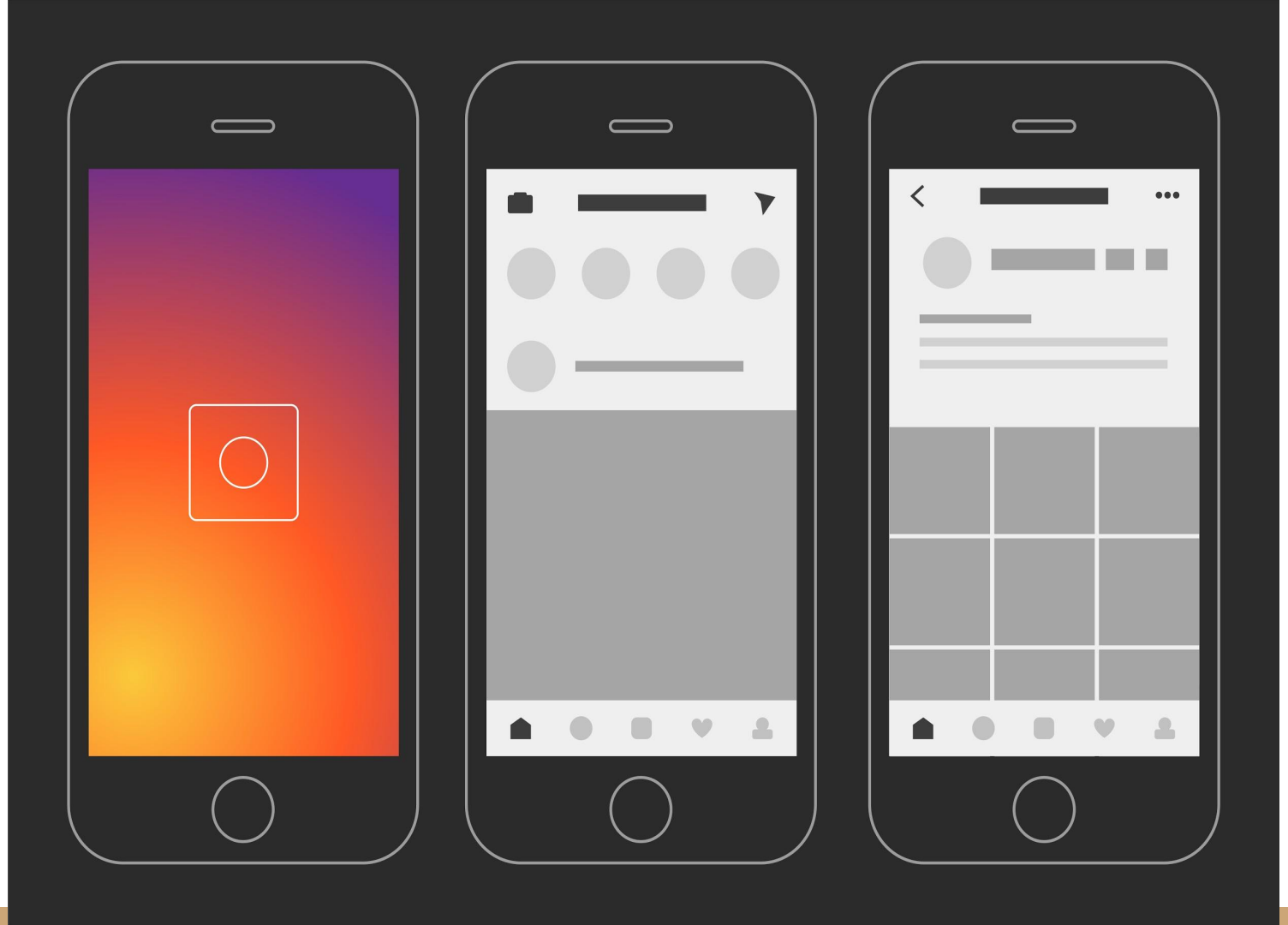
STORY BOARDS

Caps Lock
Shift
Ctrl
Fn
Digital family
Storyboard
Storyboard

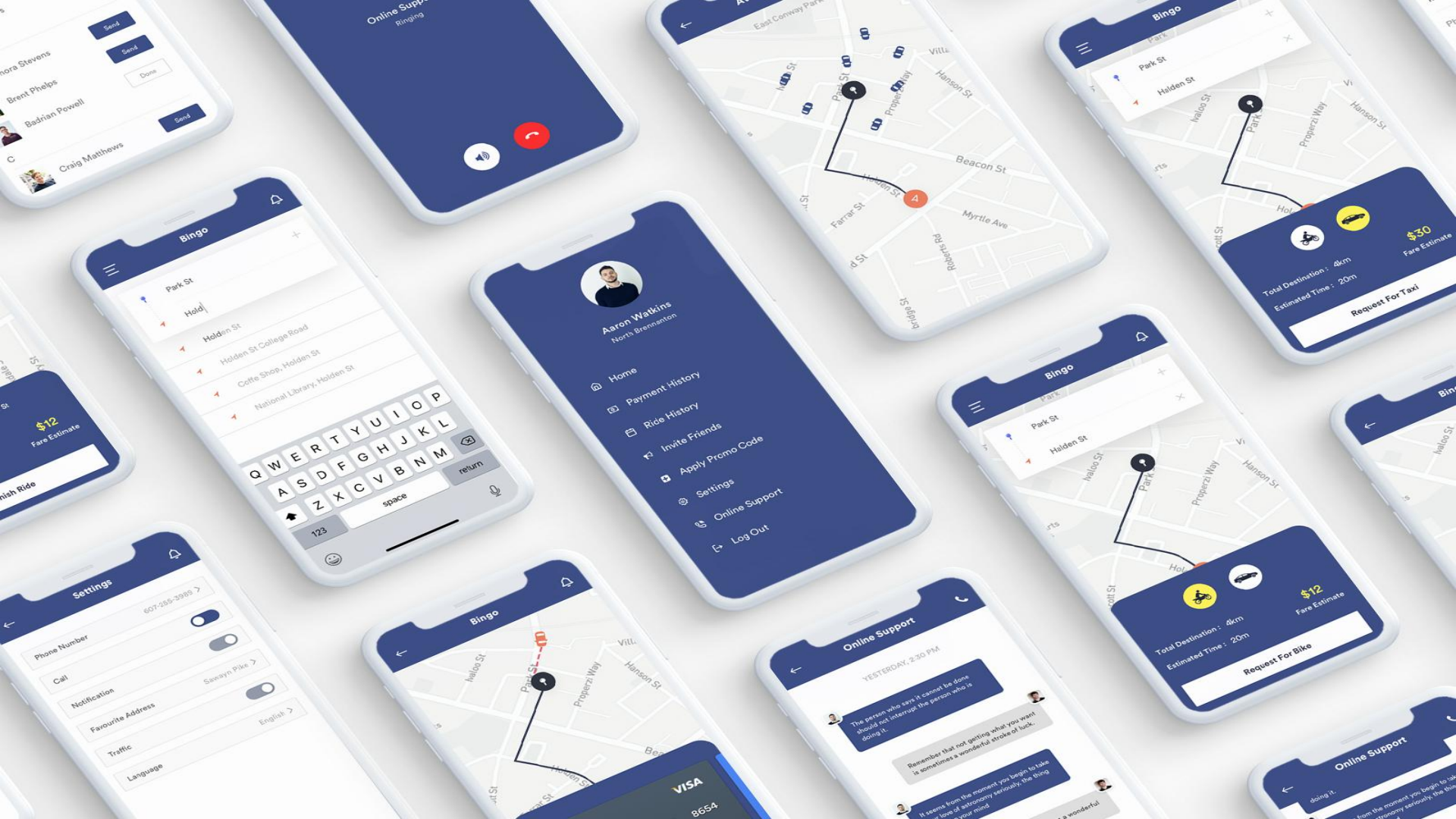
WIREFRAMES

TEXT
TEXT
TEXT

LO-FI WIREFRAMES



HI-FI WIREFRAMES


Send
Done
Craig Matthews
Online Support
Ringing
Bingo
Park St
Halden St
Holden St College Road
Coffe Shop, Holden St
National Library, Holden St
Aaron Watkins
North Brennanton
Home
Payment History
Ride History
Invite Friends
Apply Promo Code
Settings
Online Support
Log Out
Beacon St
Myrtle Ave
Total Destination : 4km
Estimated Time : 20m
$30
Fare Estimate
Request For Taxi
$12
Request For Bike
Settings
Phone Number
Call
Notification
Favourite Address
Traffic
Language
Online Support
YESTERDAY, 3:30 PM
VISA
8654

USABILITY TESTING

THANK YOU

PRAIZ UX