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COURSE NAME : 19CSE315-UI/UX DESIGN

III YEAR/ VI SEMESTER

UNIT – III UX & ITS ELEMENTS OF DESIGN

Topic: Stages for design in UX

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UX DESIGN PROCESS

The UX/UI configuration process is a progression of steps that creators follow to make natural, outwardly engaging, and charming computerized encounters. Its principal objective is to construct a computerized item that will be not difficult to utilize and explore and permit clients to effectively arrive at their objectives — make an internet based request, utilize online help, access and control information. User Experience (UX) design is a process that involves creating products or services with the user in mind, ensuring that they are enjoyable, efficient, and effective to use.

Why its Stages of UX Design Important?

- Good UX design creates a positive experience for your user by anticipating and fulfilling their needs.

- Any successful product or service, such as a website or app, needs good UX design. With it, customers will remain satisfied and (ideally) loyal to your business. Without it, your user can be left frustrated and bitter with your product,resulting in, ultimately, fewer users.

- And what that UX design actually looks like is going to differ from product to product and brand to brand. That means Apple's UX design is going to be much different than Google's,so don't worry about what the other team is doing.

Stages of UX Design

- PLANNING

- RESEARCH

- DESIGN

- TESTING

- IMPLEMENTATION

- EVALUATION

Research:

User Research: Understanding the target audience, their needs, behaviors, and preferences.

Competitor Analysis: Studying similar products or services in the market.

Stakeholder Interviews: Gathering insights and requirements from key stakeholders.

Planning:

Setting Goals: Defining the objectives of the project and what success looks like.

Creating Personas: Developing fictional characters that represent different user types.

User Flows and Journey Maps: Charting out the paths users will take through the product

Design:

Information Architecture: Structuring and organizing content and functionality.

Wireframing: Creating low-fidelity, basic representations of the interface.

Prototyping: Building interactive models to simulate the user experience.

Visual Design: Enhancing the aesthetics, including colors, fonts, and imagery.

Testing:

Usability Testing: Observing users as they interact with the product to identify issues.

Feedback Integration: Iterating on designs based on user feedback.

A/B Testing: Comparing different versions of the design to determine which performs better.

Implementation:

Collaboration with Developers: Working closely with the development team to ensure designs are implemented correctly.

Quality Assurance (QA): Testing the final product to ensure it meets the design specifications.

Launch Planning: Preparing for the product's release.

Evaluation:

Post-Launch Analysis: Assessing how well the product is performing in the real world.

User Feedback: Collecting feedback from users after the product is live.

Iterative Improvements: Making ongoing enhancements based on user data and feedback