USER CENTERED DESIGN

Align **more** with your users, get **more** results.

Most designs fail due to design from the Inside-Out. This means strategy favors business objectives, IT constraints or your company culture too heavily over user needs. As a result, your user experience suffers. Users have trouble interpreting, understanding and feeling successful- because it was not built for them- it was built for you.

Designs that really understand user needs and desires have a higher ROI. The secret is what we call an *Outside-In* approach.

It all starts with obsessing about your user.

The goal of User Centered Design (UCD) is to identify the needs, desires, behaviors, and habits of users and give them exactly what they are looking for so that their user experience is elevated to new heights. Our proven approach to UCD takes marketing in an innovative new direction by investigating the behaviors of your users and incorporating those results into the design process.

How do we do it?

1. **User Research** (deep listening); 2. **Interaction Design** (prototyping interactions until they are just right); 3. **Usability Testing** (validating direction with users). Finally we **refine** with A/B testing, conversion optimization and user testing for optimal results.

1 RESEARCH	2 DESIGN	3 REFINE
ANALYZE · EMPATHIZE	STRATEGIZE · PROTOTYPE	TEST · OPTIMIZE

EXPERIENCE *dynamics*

MAKING YOUR USERS SMILE

First we start with deep listening. Think of it as getting to know users and their behavior. This means spending time with users in their natural setting: at home, at work, on the go. These ethnographic (read: people watching) interviews are designed to generate empathy (a Design Thinking tool) and understanding for a customer's goals, problem-solving, cultural constraints and tasks.

USER RESEARCH

Great design starts with listening and observing. The biggest design tool you can leverage from this user research is empathy. The more empathy you transfer from day-in-the-life studies to your design, the higher the quality of your software. Our field studies provide essential behavioral requirements, personas and task analysis for any design strategy.

User research answers the big questions: Are we providing the right features?; Do we understand user goals?; Does our functionality flow the way a user wants it to work?; Is our content compelling and impacting at an emotional level?

Next, we translate the empathy gained from spending time with users into design wireframes. User personas and user journeys are mapped to intuitive design layouts and information architectures that make sense to users and your business goals and brand.

INTERACTION DESIGN

Prototyping forms the foundation of good Interaction Design. User Interface (UI) ideas and workflows, features and functionality should be tested before coding begins. Start by creating rapid throw-away design concepts that show how a user will interact with content, navigation and features. Our wireframes follow a **Task-oriented** Design approach. We like to say "Task is King". Since tasks are how usability is measured, they become the currency of design.

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At the heart of **Interaction Design** are the following questions: How should we best support user's tasks?; What paths and sequences make the most sense for the user and the business objectives?; What usability best practices should be included in the wireframe blueprint? What flows will make for an emotionally compelling experience?

USER TESTING

The bread and butter of user experience, Usability testing helps you validate your ideas. Unlike a focus group, usability testing simulates actual behavior in 1:1 sessions with **users actually interacting with your design** sans intervention. User tests give you a window into how a user will **actually use** your design, over just what they think about the design.

Usability testing answers these questions: Is our design working for our users?; Do users know what to do and how to do it?; Are there any glaring usability issues, errors or confusions we should know about?; How well are our design concepts or ideas performing for users?
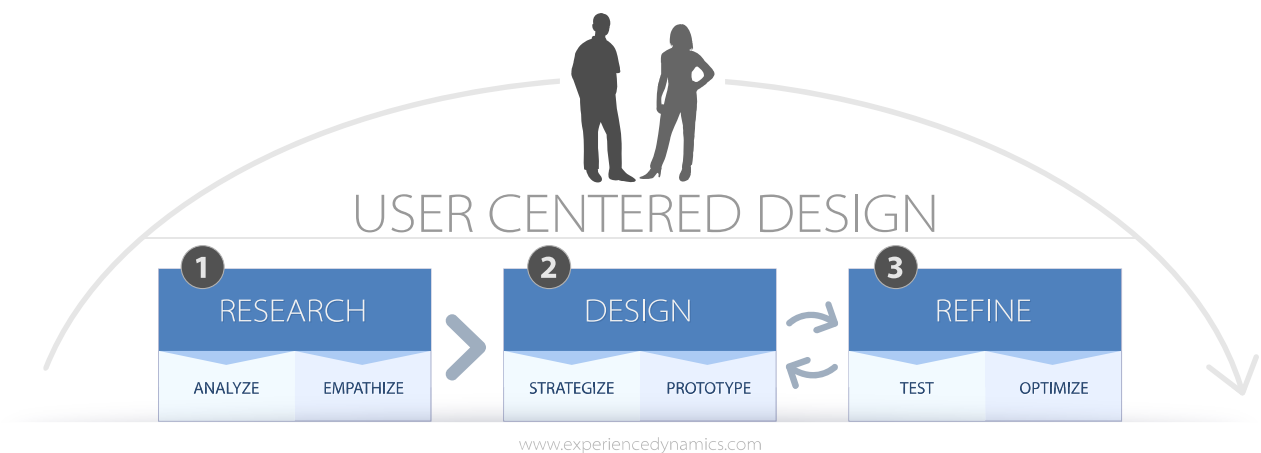
VISUAL DESIGN

"Make it pretty" comes only after strategy and intention are baked into your design. Graphic design is powerful, but not on its own. Sure it gives you perceived ease of use, but users will know by how they interact with a design if it supports their goals. You need both strong visual design and strong usability.
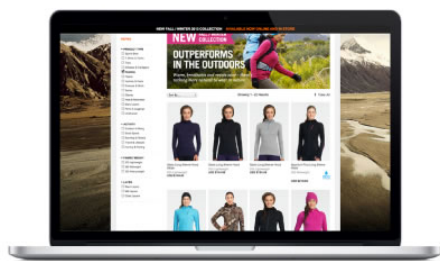
Visual design addresses these issues: How can we represent brand signature?; How can we visually appeal to our users with maximum effect?; How can we communicate leadership, trust, credibility and ease of use?; How can we make our wireframes sing?

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Experience Dynamics takes your User Experience (UX) to a new level with our results oriented User Centered Design methodology.

The end result is actionable design recommendations that merge your business objectives with higher conversion rates (2% - 88% average increase), better user engagement and user onboarding, improved customer satisfaction and conversion, and long-term value realized for your enterprise.

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www.experiencedynamics.com

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