

UX Methodology

1. Name the Challenge

- 1. Gaming is no longer relaxing**
- 2. Finding an emergency vet is hard**
- 3. How do you drive traffic to a new online magazine**
- 4. How do you keep a strong local economy by making shopping at brick and mortar stores more enticing than shopping online**

2. List Stakeholders

3. Interview Key Stakeholders

4. Build Empathy Maps

- 1. What do they see?**
- 2. What do they do?**
- 3. What do they think?**
- 4. What do they feel?**

- 1. What are your insights?**
- 2. What did you learn?**

Build your Problem Statement.

5. Create First Journey Map

Feeling Good

Start

Finish

Feeling Bad

6. Build First Prototype

- 1. Information Architecture (Sitemap, Space Planning or Flow-Chart)**
- 2. Wireframe (Grid)**
- 3. Initial Skin (Look and Flow)**

7. Test First Prototype

8. Return to Journey Map

9. Refine Prototype

10. Retest Prototype

Revisit:

- 1. Information Architecture (Sitemap, Space Planning or Flow-Chart)**
- 2. Wireframe (Grid)**
- 3. Initial Skin (Look and Flow)**