

# UX - Why, What and How



*“People Ignore Design That Ignores People”*

Says Frank Chimero, an established author and designer, which just about explains the purpose of this article.

Anyone can create products, but whether people will like it or not, is dependent on the experience that it holds. A good experience will always be remembered and that is what will bring customers back to your product. With the huge competition right now, the only thing that’s going to make us stand out is the experience we give with it.

*MOURI Tech realizes this and makes sure that good UX is an integral part of every product that we create.*

## What is UX?

User Experience Design, a.k.a. UX Design is a field that deals with creating desirable experiences for all products: be it daily or something unique in itself. The better the experience, the more the chances of success. Simple as it may sound, UX is a very vast field and requires focus on multiple areas. There’s desirability, usability, accessibility, cognitive load and many other aspects that need to be thought about.

A UX designer has the responsibility of understanding the product, the users and the experience that the users’ desire.

When UX is being considered, you would find yourself asking questions like:

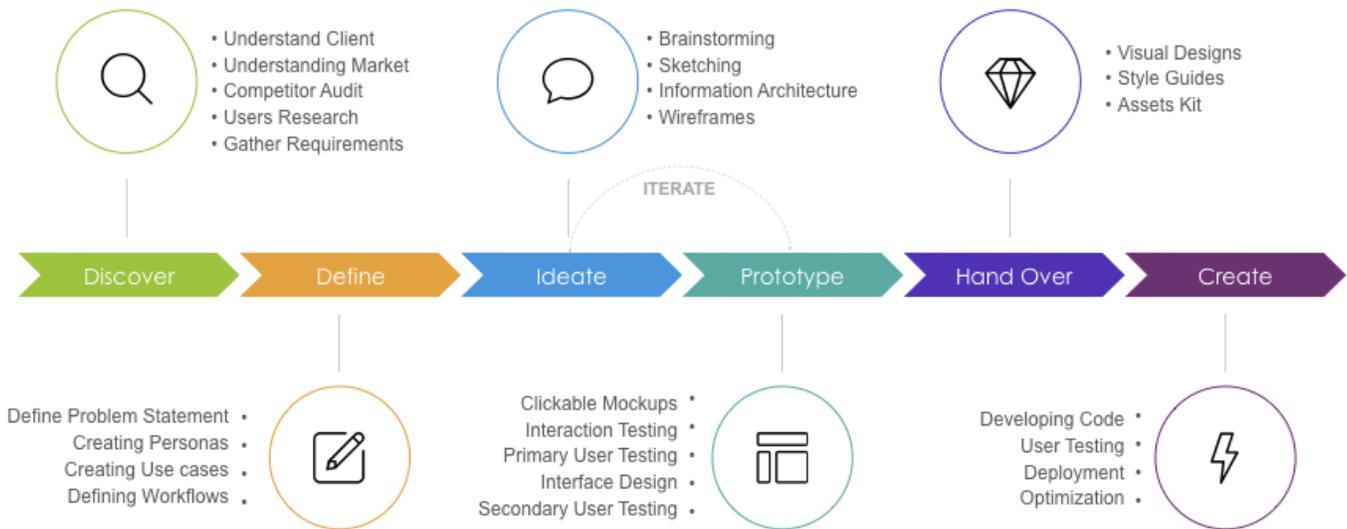


Asking these questions and effectively answering them will help create a product for the users, but we cannot forget that our clients are also important! Achieving business goals is an integral part of UX design, because having an excellent product, which does not achieve the business goals is practically of no use!

## How to of UX

UX is very vast. Thankfully, it has been around for quite some years now and there are set procedures that make sure that you do not miss out on any of the important aspects.

At MOURI Tech also, we follow set procedures to make sure that we bring out the best in all the products that we create.



Here’s how the process works:

### STEP 1: DISCOVER

Discovery is about understanding the ins and outs of project requirements. We’re trying to discover the client, their ideas, their expectations and also the project requirements and goals.

Here we conduct activities such as

1. Client / Stakeholder Interviews
2. Requirement Gathering
3. Market Research
4. Competitors Audit
5. Users Research
  - a. Personal Interviews
  - b. Contextual Interviews & Observation

This activity helps us understand the aims of our client, customer’s requirements, the competitors and the project goals thoroughly.

We use multiple proven methods and practices to conduct our research. We breakdown the problem statement and try and identify key opportunities which we can bank upon. This process help us build a good base for the success of the project.

### STEP 2: DEFINE

In this phase, we analyze all the data that we collected in the previous step. The outcomes from all the audits and research that we carried out, are now grouped together and after studying them, we are in a

position to define a concise and precise problem statement.

Once a problem statement is in place, we start building PERSONAS and WORKFLOWS around the problem statement.



Personas are fictitious characters who are potential users of our product. We create different groups or categories of target users based upon the research that we do. With these personas, we are trying to understand how a user is going to interact with the app / website that we are going to design. We define the final goals and the workflows that should be followed to achieve them, by each type of persona. As a thumb rule, we generally create minimum 3-4 personas to make sure that we do not leave out any type of user.

### STEP 3: IDEATE

Ideation is a group activity where we sit with the whole team: project managers, designers, developers and testers and brainstorm. This is a fun step where there is a lot of interaction and activity that induces new ideas and helps us come up with solutions that suit the client. From the ideas that we generate, we then create sketches to convey what we have thought of. It helps to get the client also involved at an early stage to get their inputs.

In this step, we also create sitemaps and information architecture which acts as a guide to understand how data will be arranged and what data should go where in the app or website. From the sketches, sitemaps and IA, we create wireframes which help us envision how the app / website will behave. We use different softwares, depending on the client and project requirements to achieve the wireframes.

Some softwares that we are adept at:



#### STEP 4: PROTOTYPE

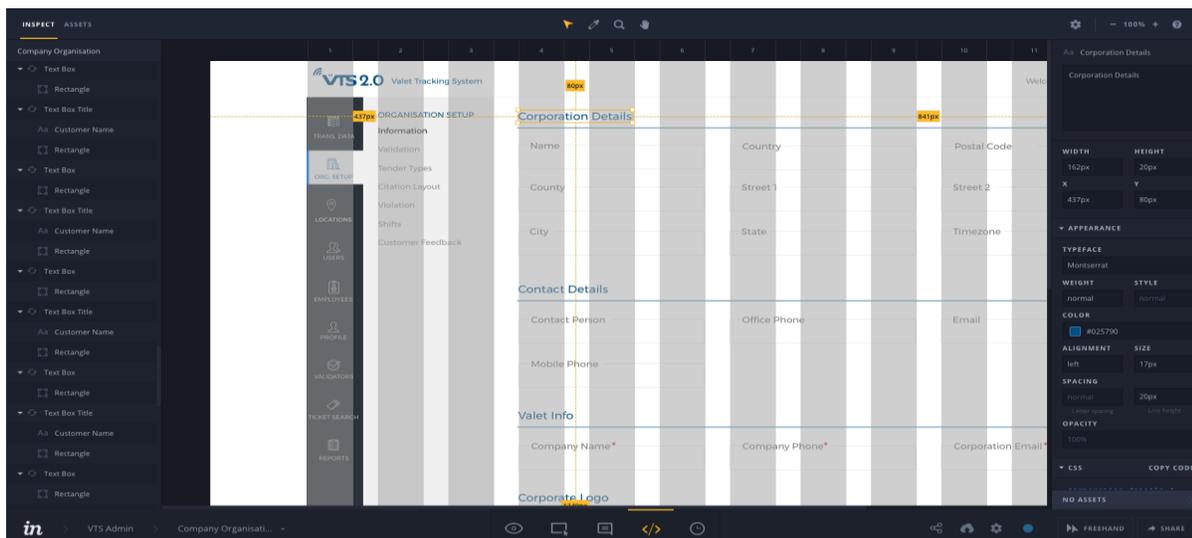
The above-mentioned tools allow us to create wireframes and also beautiful looking interactive prototypes which we can demo to clients. These prototypes can be polished to such an extent that it could fool a person to almost believe that it's a real product! Such prototypes are extremely useful for demos and user testing

Imagine the edge this gives us! No developers no programmers are required for the first cut draft of an app / website and we also get user tested feedback. The advantages are too good not to notice!

#### STEP 5: HANDOVER

With the prototype done and tested, we're ready to hand over the design to the team of developers. We now create Style Guides which are a detailed documentation of the design. It includes all possible information such as font sizes, colors, pixel sizes and every little detail that makes the design look beautiful. At MOURI Tech, we use state of the art software such as inVision and Zeplin which are tools to collaborate with the team and which extract all the data that any developer would.

Take a look - We get all the pixel information, the typographical information, colors and also, the CSS code to be used directly.



These softwares make our life easy!

## STEP 6: CREATE

This is the step where the real product will be created. The UX team has handed over all the designs and details, and now the role is to make sure that the product is created the way it was designed.

We sit with the developers, check and iterate with them through documents like ‘Redline Document’ where we ensure that the product is pixel perfect. That is how we ensure we deliver what we showcased to the client.

## CONCLUSION

This entire 6 step process is an iterative process, and we work in conjunction with the entire team. There are quite some incidents where we get inputs from different teams like development and QA. We welcome suggestions of all kind that help us improve the user experience.

An amazing UX design is not created by one person, or within one day. It is a very dynamic and iterative process which requires active participation by the entire team. Working together, enjoying the process, we make sure that our goal is achieved:

*We deliver a product that gives a pleasing experience to all its users!*

## Contact us for further details:



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