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Topic: UX Workflow

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- UX workflow is a step-by-step process designers must follow from conceptualization to design handoff.

- A typical UX workflow loosely follows the five stages of the design thinking process, but there is no specific workflow method.

- How designers and organizations develop a UX workflow is a matter of preference, depending on multiple factors, including the product, organizational structure, policies, and tools, to name a few.

- Some workflows will include a few steps, while others might have ten or more.

Steps

- Defining the business need
- Conducting research and gaining insights
- Analyze research and ideate
- Creating information architecture & user flows
- Lo-fi prototyping
- Hi-fi prototyping
- Testing
- Design handoff

Defining the Business Needs

- Defining the business need or project scope is a crucial first step. UX is about solving users' problems but within the context of the company and product.

- UX designers will meet with the project manager and other stakeholders to discuss the business need and scope. This phase of the workflow might take several meetings and workshops to get input from all stakeholders.

- The business need will include the following:

- Project scope

- Project roadmap

- Timeframe and deadlines

- Tasks and objectives

- User data and analytics

- Financial and technical constraints

- Stakeholders, roles, and responsibilities

With a clear goal and purpose in mind, UX teams begin the research phase. Research methods will include:

- General user research

- Conducting interviews

- User focus groups

- Surveys

- Competitor research

- Market research

UX teams will analyze research insights to define:

- User personas

- Empathy and journey maps

- User problems and pain points

- Where competitors win and fail

- Business value opportunities

     Teams can ideate to develop solutions with a clear picture of the users, market, problems, and business value opportunities. It's a collaborative brainstorming exercise often involving stakeholders from several departments like product, marketing, and engineering to get diverse ideas and perspectives.

Creating Information Architecture & User Flows

- Using research results, UX designers begin listing and organizing the screens they'll need to design. Using these lists, they can create the information architecture or sitemap to define user flows and navigation.

Lo-Fi Prototyping

- With information architecture and user flows defined, UX designers begin hand sketching wireframes to create low-fidelity paper prototypes. Paper prototyping is a collaborative effort where UX designers gather to simulate different user flows and identify the elements and components the product will need.

- Once design teams have exhausted paper prototyping, they create digital wireframes and low-fidelity prototypes using a design tool. These lo-fi digital prototypes use simple click/tap interactions to test navigation and user flows.

Hi-Fi Prototyping

- **UI designers convert wireframes to mockups that resemble the final product's aesthetics before adding interactivity to create functioning high-fidelity prototypes.**

- With UXPin, designers can build fully functioning high-fidelity prototypes with advanced interactions, animations, conditional formatting, variables, data capture and validation, expressions, and even give elements (like buttons) states – features you cannot get from other leading design tools.

- We've put testing at step seven in this UX workflow, but ultimately, designers begin testing from the very beginning. They might not always test with participants, but designers will constantly experiment to validate ideas and concepts.

- But the most critical testing happens once design teams have working prototypes. Late usability testing with end-users produces meaningful feedback for designers to make changes, test, and iterate until the product is error-free and working as intended.

- The final design handoff to the development team is a critical and often tense part of any designer's UX workflow. If designers forget deliverables or the testing isn't thorough enough, it could cost the organization time and money to fix it!

- Like testing, the design handoff starts early in the design process. Product designers, UX teams, and engineers meet periodically throughout the project to ensure designs meet technical constraints and designers document their work correctly.

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