



SNS COLLEGE OF TECHNOLOGY



Coimbatore-36.

An Autonomous Institution

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Approved by AICTE, New Delhi & Affiliated to Anna University, Chennai

COURSE NAME : 19CSE315 - UI/UX Design

III YEAR/ VI SEMESTER

UNIT – IV UX DESIGPROCESS

Topic: Creating a Design Strategy

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Assignment 1

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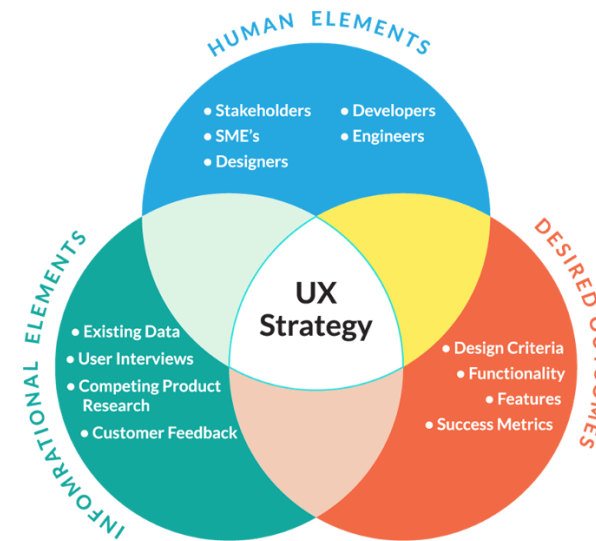
Introduction

Definition of Design Strategy:

Introduce the concept of design strategy, highlighting its role as a blueprint that guides the design process towards achieving specific goals and objectives.

Importance of Design Strategy:

Explain why design strategy is essential for businesses and organizations, emphasizing its role in aligning design efforts with overall business objectives and customer needs.





Understanding Business Objective



Identifying Business Goals:

Discuss the importance of understanding the organization's business objectives and goals before developing a design strategy.

Aligning Design with Business Objectives:

Emphasize the need to align design decisions and initiatives with broader business goals to ensure coherence and effectiveness.

User Research and Insights

Conducting User Research:

Explain the significance of conducting user research to gain insights into target audience preferences, behaviors, and pain points.



Defining Design Principles

Establishing Design Principles:

Highlight the importance of defining clear design principles that serve as guiding rules for design decisions and implementations.

Examples of Design Principles:

Provide examples of design principles such as simplicity, consistency, and accessibility, and explain how they influence design outcomes.

Utilizing User Insights:

Discuss how user insights obtained through research inform design decisions and help create user-centric experiences.



Setting Objectives and Key Results (OKRs)

Defining OKRs:

Introduce the concept of Objectives and Key Results (OKRs) and explain how they can be used to set measurable design goals.

How to set the right OKRs



Choose 3-5 objectives



Aim high



Be specific



Encourage teamwork



Track progress and celebrate success



Know when to readjust



Designing for Brand Identity



Understanding Brand Identity:

Discuss the importance of maintaining brand consistency and identity across all design touchpoints.

Integrating Brand Elements:

Explain how design strategy includes guidelines for integrating brand elements such as logo, colors, and typography into design assets.



Iterative Design Process

Embracing Iteration:

Highlight the iterative nature of the design process and the importance of continuous refinement based on user feedback and testing.

Agile Methodologies:

Discuss how agile methodologies such as design sprints and rapid prototyping facilitate iterative design and development cycles.



Collaboration and Communication

Cross-Functional Collaboration:

Stress the importance of collaboration between designers, developers, marketers, and other stakeholders throughout the design process.

Effective Communication Channels:

Discuss the need for clear and open communication channels to ensure everyone is aligned and informed about design decisions and progress.

