

Design Thinking in UX

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What is UX Design?

UX means User Experience

User experience Design simply means designing products, interfaces or systems in such a way that they enhance the experience of users.

What is UX Design?

“UX Design is an empathically-driven practice crafted to solve human and business problems, and remove obstacles and friction from a user’s desired goals—hopefully delivering delight in the process.”

- Jason Ogle

What is Design Thinking?

Design thinking is an iterative process that follows a human-centered approach to solving problems.

What is Design Thinking?

Design thinking helps us to realize what truly is and isn't. The processes employed are designed in such a way that they cause us to have a better understanding of our users, scrutinize our assumptions and redefine the problem.

The Design Thinking Process

The Design thinking process is divided into five phases.

Emphasize

Define

Ideate

Prototype

Test

Phase 1: Empathize

Empathize is the stage where you try to understand your users. It sets aside your assumptions and sees your users from their own point of view. It's not about what you think, it's about what is really up with them.

All of these is achieved through user research.

USER RESEARCH

User research involves an actual connection with your users or target markets where you get to gain insight into their world. It helps us understand our users needs and motivations.

User research involves various methods. They could be Qualitative or Quantitative.

USER RESEARCH

Qualitative Research

Qualitative research is direct and descriptive.

"It looks more at how people think and feel. It helps to find your users' opinions, problems, reasons, and motivations

It could take various forms like contextual observation, ethnographic studies, interviews, field studies, and usability testing.

USER RESEARCH

Quantitative Research

Quantitative research is "generally numerical data that can be measured and analyzed, looking more at the statistics.

Quantitative data is used to quantify the opinions and behaviors of your users" - Miklos Philips

It could take various forms like online surveys, polls, paper surveys, questionnaires, a/b testing e.t.c.

- Qualitative — observational findings, emotions and human behaviours.
- Quantitative — metrics and actual data.

Here are some examples:

- Qualitative — During the user testing it was observed that some of the participants had to re-read the first paragraph on the landing page before they understand the message.
- Quantitative — The average time spent on the checkout page is 17.3

Source-<https://uxdesign.cc/qualitative-and-quantitative-user-research-31b148a8d69c>

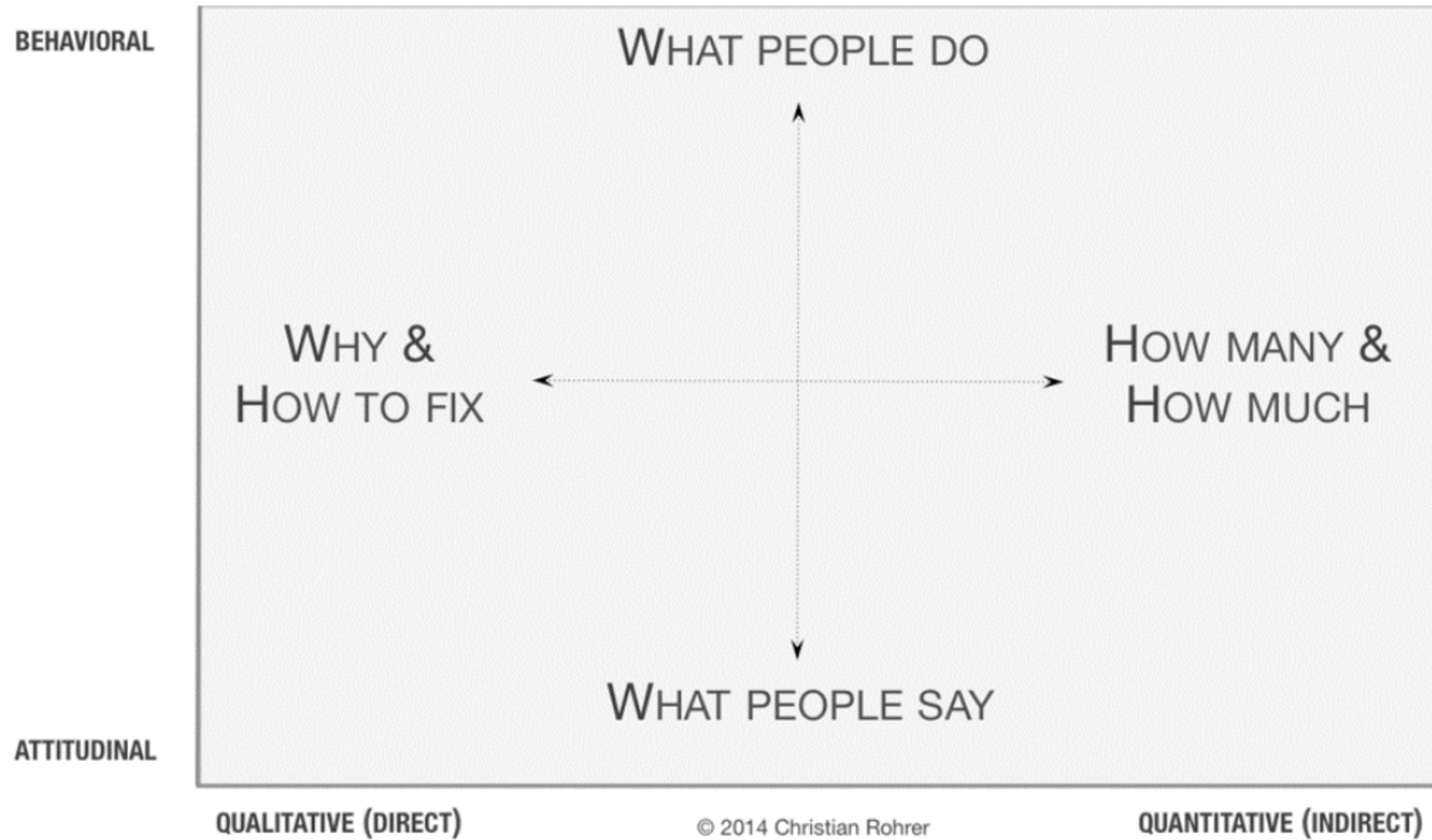
USER RESEARCH

User research can further be split into two approaches:

Attitudinal – what people say

Behavioral – what people do

QUESTIONS ANSWERED BY RESEARCH METHODS ACROSS THE LANDSCAPE



Phase 2: Define

This is where you properly define the problem. Now that you have quite a ton of info from your research, you can now break them into bits to realize what the situation really is.

The Define phase is where your 'How Might We' begin to form.

Phase 3: Ideation

Ideation is the stage you brainstorm on ideas. With a defined problem in sight, you can begin to think on what can be done.

You begin to ask yourself the right questions and unravel various levels of creativity.

Phase 4: Prototype

This is where you begin to experiment those ideas you generated. It is an inexpensive way of actually realizing your solution.

Prototyping could be done by simply sketching on paper, Storyboarding or wireframing.

Phase 5: Test

The Test stage is where you get to see the capabilities of your solutions. Has it tackled the problem? Are there more problems to tackle? Is it off track? e.t.c.

Essence of Design Thinking

- Prevents costly mistakes
- Helps to meet client's requirements
- Expands your knowledge
- Facilitates innovative thinking
- Helps in actualizing the right solution

Further Reading

- Check out this [popular IDEO video](#) to see how design thinking was applied in redesigning a shopping cart.
- Watch this [short video on design thinking](#) by Invision
- Nick Babich's [short written piece on design thinking](#)
- Interaction Design Foundation's [post on design thinking](#)

Thank you

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