



**Waqood**

# What is UX ?

## User Experience

UX design is the process of designing (digital or physical) products that are useful, easy to use, and delightful to interact with.

User experience design (UXD or UED) is the process of enhancing customer satisfaction and loyalty by improving the usability, ease of use, and pleasure provided in the interaction between the customer and the product.



# Waqood UX Methods



Each product needs different deliverables & requires unique attention which is decided based on the product vision and needs. That's why there are several UX methods that differs in terms on execution and end result. These methods can also be mixed to have a hybrid method to achieve more than one goal.



# Method #1

## The Basic

# The Basic



## User Stories

A breakdown of each user task that can be accomplished within the product experience. Reminds the team of the motivations that drive the target audience to use each feature, as well as the path that they will take to do so.



## Personas

A relatable snapshot of the target audience that highlights demographics, behaviors, needs and motivations through the creation of a fictional character. Personas make it easier for designers to create empathy with consumers throughout the design process.

# The Basic



## Stakeholders Interviews

Scripts for interviewing key stakeholders in a project, both internal and external, to gather insights about their goals. It helps prioritize features and define key performance indicators (KPIs).



## Competitive Audit

A comprehensive analysis of competitor products that maps out their existing features in a comparable way. Helps you understand industry standards and identify opportunities to innovate in a given area.

# The Basic



## Brainstorming

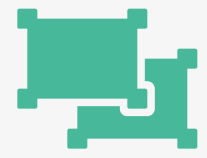
The collective process of generating constraint-free ideas that respond to a given creative brief. Allows the team to visualize a broad range of design solutions before deciding which one to stick with.



## Sketches

A quick way of visualizing a new interface by using paper and pen. Sketches are useful to validate product concepts and design approaches both with team members and users.

# The Basic



## Wireframes

A visual guide that represents the page structure, as well as its hierarchy and key elements. Useful to discuss ideas with team members and clients, and to assist the work of designers and developers.



# Method #2

## UX Advanced

\* The Basic Method is included

# UX Advanced



## Storyboards

A comic strip that illustrates the series of actions that consumers need to take while using the product. Translates functionalities into real-life situations, helping designers create empathy with the consumer while having a first look at the product scope.



## User Flow

A visual representation of the user's flow to complete tasks within the product. It's the user perspective of the site organization, making it easier to identify which steps could be improved or redesigned.

# UX Advanced



## Use Cases and Scenarios

A comprehensive list of scenarios that happen when users are interacting with the product: logged in, not logged in, first visit etc. Ensures that all possible actions are thoroughly considered, as well as the system behavior in each scenario.



## Metrics Analysis \*

Numbers provided by an analytics tool or your own database about how the user interacts with your product: clicks, navigation time, search queries etc. Metrics can also "uncover the unexpected", surfacing behaviors that are not explicit in user tests.

# UX Advanced



## Prototypes

A prototype is a simulation of the website navigation and features, commonly using clickable wireframes or layouts. It's a quick and dirty way to test and validate a product before fully developing it.

# Method #3

## UX Fuel

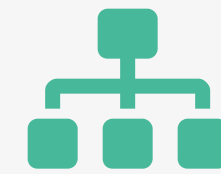
\* Method 1 & 2 is included

# UX Advanced



## Content Audit

The activity of listing all content available on a website. This list will come in handy at various stages of the project: see the big picture, define the content strategy and check the details of each page.



## Sitemap

One of the most iconic IA deliverables, consists of a diagram of the website's pages organized hierarchically. It makes it easy to visualize the basic structure and navigation of a website.

# UX Advanced



## A/B Test

Offering alternative versions of your product to different users and comparing the results to find out which one performs better. Great for optimizing funnels and landing pages.



## Eye tracking

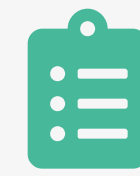
A technology that analyzes the user's eye movements across the interface. Provides data about what keeps users interested on the screen and how their reading flow could be optimized by design.

# UX Advanced



## Focus Group

A panel of people discussing a specific topic or question. Teaches about the users' feelings, opinions and even language. Useful when the target audience is new or unknown for the team.

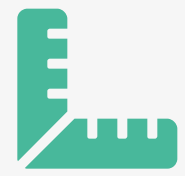


## Quantitative Survey

Questions that provide numbers as result. Quick and inexpensive way of measuring user satisfaction and collecting feedback about the product. It could indicate the need for a deeper qualitative test.



# UX Advanced



## Accessibility Analysis

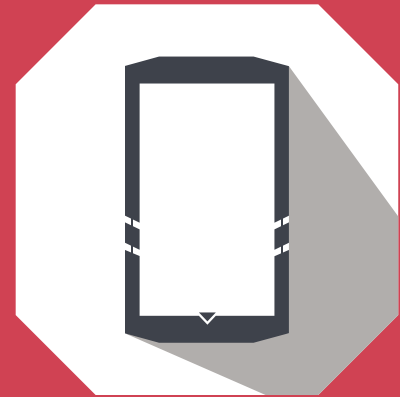
A study to measure if the website can be used by everyone, including users with special needs. It should follow the W3C guidelines to make sure that all users are satisfied.



## Usability Test

An one-to-one interview research in which the user is asked to perform a series of tasks in a prototype or a product. Validates and collects feedback of flows, design and features.

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