UI/UX PROPOSAL

A **UX PROPOSAL** CAN HELP BOLSTER THE ARGUMENT FOR USER EXPERIENCE DESIGN AND GIVE STAKEHOLDERS AN UNDERSTANDING OF A PROJECT AND ITS SCOPE.

WHAT IS A UX PROPOSAL?

- *A UX proposal is an outline or plan of a proposed change to the UX design of a mobile app, website or product. A proposal outlines a problem and presents a solution*

- Any good designer will tell you that their decisions rely heavily on in-depth research and investigation. Even the smallest change to a UI element on a website or in a mobile app can cost thousands, if not hundreds of thousands of dollars.

- It is the UX designer's job to articulate that problem-solution relationship in a proposal and offer the route to overcoming the problem in the best way possible.

WHEN IT COMES TO A BRIEF, BEING BRIEF IS BEST.

Any proposal will need to have a project name, date and details of who are the stakeholders involved.

THE STEPS

1. Problem Statement

2. Provide background information

3. Understand your goals and expected outcomes

4. Propose deliverables

5. Assumptions

6. What is the expected timeline and budget?

7. Conclusion

PROBLEM STATEMENT

Here is where you state what is preventing you from reaching your goals. *Defining the problem* involves identifying the causes of the problem so that you can solve it.

Your *problem statement* should come out of an understanding of business objectives, the context of product use and *user goals*. When you know this information, you will be able to deliver business value with your proposed solutions.

To get that information, you will have to involve those who are affected by the problem with the following methods:

• Interviews

• Experimentation

• Observed events

• Research

A good tip is to maintain easy to understand language and avoid jargon when you write your *problem statement*.

BACKGROUND INFO

Why is this proposal necessary?

• Outline what led to this plan

• Discuss the history of the project

• Address similar issues in the past

GOALS + OUTCOMES

Your goals should NOT be a shopping list of items.

For example: *the goal of this UX design proposal is to create and implement a new design for the sign-up landing page to drive up conversions.*

It does not need to be more complicated than that. In fact, the simpler, the better.

In a few sentences:

- Outline the goals of the proposal
- If you have too many goals, you might need to create more than one proposal
- Stay focused on just a couple of issues at a time to prevent overwhelm and create a better workflow

OUTLINE DELIVERABLES

After you have explained the problem and helped stakeholders understand it, it is time to provide the solution by outlining the deliverables necessary to be successful.

Most *UX design* projects involve research, design and then validation so keep this in mind when thinking about deliverables.

Try not to be vague at this stage. Something like "improve overall UX" can take many meanings depending on the reader..

Your deliverables might include:

- Carrying out a competitor analysis
- Creating personas
- User flows
- Capturing UX requirements
- Ideation
- Wireframing
- Creating an interactive prototype
- User testing

EXAMPLES OF DELIVERABLES

The list here contains most common deliverables produced by UX Designers as they craft great experiences for users.

For better readability, I've combined the deliverables according to UX activities:

- User Research
- Personas
- User Flow
- Experience Maps
- Use Cases
- Storyboards
- Market Research
- Design
  - Moodboards
  - Sketches
  - Wireframes
  - Prototypes
- Testing
  - Quantitative
  - Usability Reports
  - Analytic Reports

PERSONAS

- Persona is a fictional character created to represent a user type that might use a product in a similar way. Personas make it easier for designers to create empathy with users throughout the design process.

- **Focus on a few primary personas**

- **Make your personas believable**

- **Give your personas memorable names**

- **Use an appropriate persona photo**

Clark Andrews

AGE 26
OCCUPATION Software Developer
STATUS Single
LOCATION San Jose, CA
TIER Experiment Hacker
ARCHETYPE The Computer Nerd

Friendly | Clever | Go-Getter

"I feel like there's a smarter way for me to transition into a healthier lifestyle."

Motivations

- Incentive
- Fear
- Achievement
- Growth
- Power
- Social

Goals

- To cut down on unhealthy eating and drinking habits
- To measure multiple aspects of life more scientifically
- To set goals and see and make positive impacts on his life

Frustrations

- Unfamiliar with wearable technology
- Saturated tracking market
- Manual tracking is too time consuming

Bio

Aaron is a systems software developer, a "data junkie" and for the past couple years, has been very interested in tracking aspects of his health and performance. Aaron wants to track his mood, happiness, sleep quality and how his eating and exercise habits affects his well being. Although he only drinks occasionally with friends on the weekend, he would like to cut down on alcohol intake.

Personality

Extrovert — Introvert
Sensing — Intuition
Thinking — Feeling
Judging — Perceiving

Technology

IT & Internet
Software
Mobile Apps
Social Networks

Brands
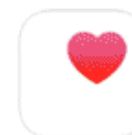
PERSONAS

Peter

The busy parent

About Peter

- Works in London for an advertising firm
- Lives in Surrey with his wife and 2 young kids
- Has a busy life so is a big fan of time savers
- Is comfortable online and does a lot of shopping online (as it's more convenient)
- Is a 'hunter' shopper – wants to get in and out as quickly as possible
- When shopping usually just wants to find something that ticks all the boxes
- Wants to get good value – preferably the best price possible
- Gets frustrated by not being able to specify a delivery window for online purchases
- Gets annoyed by slow and clunky websites

"I don't want to have to faff around"

Key goals

- To get the best price possible
- Be inspired
- A quick and painless online purchase

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- **Focus on a few primary personas**
  - The number of personas you create is dependant on the size and diversity of the user base for your product or application.
- **Make your personas believable**
  - If a persona isn't believable then people won't buy into them, they won't empathize with them

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- **Give your personas memorable names**
  - This will help people to remember them. Think of your personas as brands. The easier to remember the brand name the better.
- **Use an appropriate persona photo**
  - A picture paints a thousand words which is why the picture you use for a persona is so important.

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http://www.uxforthemasses.com/personas/

- **A good size** – You don't want people squinting to make out the person shown.

- **A head shot** – you don't need the whole person shown (unless it's important to the persona, like a sportsman perhaps)

- **Natural** – Think holiday snap rather than catalogue photo

- **Royalty free** – be careful about copy protected photos

How To Create A Customer Journey Map

- https://youtu.be/mSxpVRo3BLg

Wireframing for UX: What it is and how to get better at it

- https://youtu.be/8-vTd7GRk-w

Better User Research Through Surveys

- https://youtu.be/bi2JMRpL9Ik

EXPERIENCE MAPS

"Stories have defined our world.
They have been with us since the dawn of communication, from cave walls to the tall tales recounted around fires. They have continued to evolve, with their purpose remaining the same: to entertain, to share common experiences, to teach and
to pass on traditions."

- A diagram that explores the multiple steps taken by users as they engage with the product. Experience map allows designers to frame the user's motivations and needs in each step of the journey, creating design solutions that are appropriate for each.

- A simple experience map reflects one possible path during one scenario

EXPERIENCE MAPS

Inspired by user research, no two journey maps are alike, and regardless of format they allow organizations to consider interactions from their customers' points of view, instead of taking an inside-out approach.

A Customer Journey map is a visual or graphic interpretation of the overall **story from an individual's perspective** of their relationship with an organization, service, product or brand, over time and across channels.

EXPERIENCE MAPS

How To Create A Customer Journey Map

EXPERIENCE MAPS

How To Create A Customer Journey Map

USER FLOWS
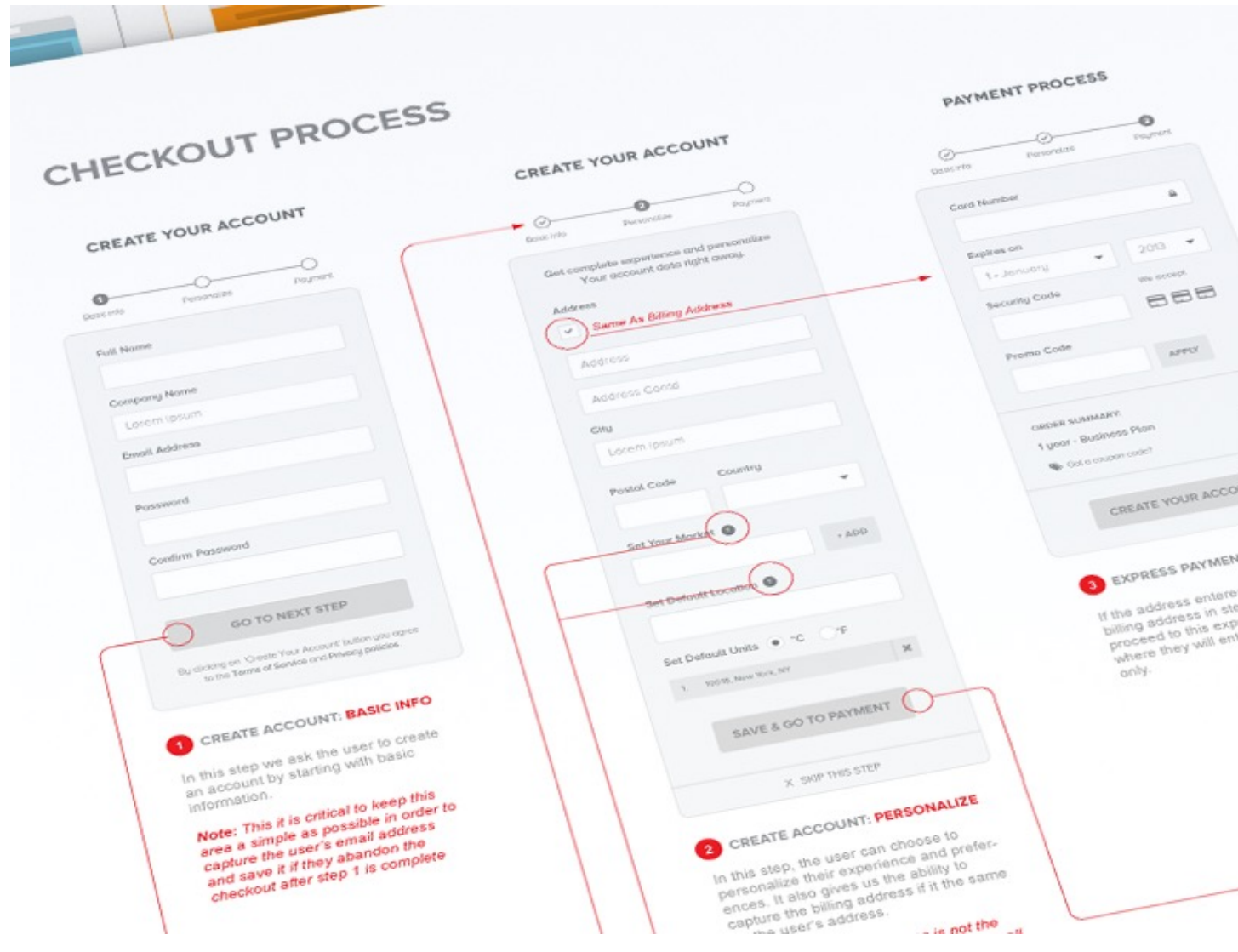
# EXPERIENCE MAPS

Use Cases

Example

Use Case – Search of the **cheapest** public transport route.
Actor – Tourist
Steps –

1. Specify "from" and "to" locations
2. Select day and time of a) arrival or b) departure
3. Show search results with the cheapest price first
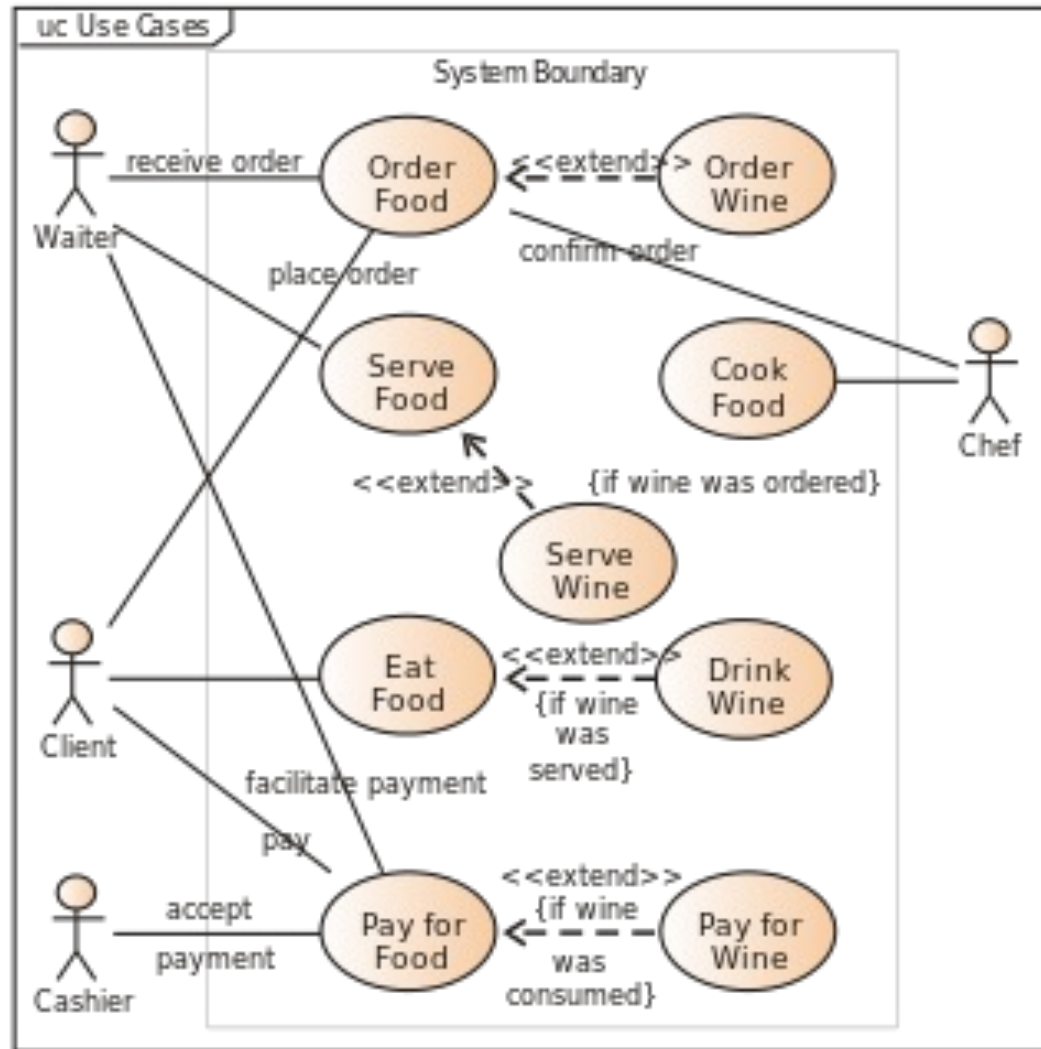
MOOD BOARDS

STORYBOARDS

MARKET RESEARCH

http://www.site-A... Pros / Cons

http://www.site-B... Pros / Cons

http://www.site-C... Pros / Cons

	Competitor 1	Competitor 2	Competitor 3	Competitor 4
Online Giving	Y	Y	Y	Y
- General Support	Y	Y	Y	Y
- Program-Specific Support	Y	Y	Y	
- In Memory of Another	Y	Y	Y	Y
- In Honor of Another	Y	Y	Y	Y
- For a Special Event[1]	Y	Y	Y	Y
- Gift Club (based on $ amount)		Y		
Offline Giving (Mail/Fax/Phone)	Y	Y	Y	Y
- General Support	Y	Y	Y	Y
- Program-Specific Support	Y	Y	Y	
- In Memory of Another	Y	Y	Y	Y
- In Honor of Another	Y	Y	Y	Y
- For a Special Event[1]	Y	Y	Y	Y
- Corporate Sponsorship	Y	Y	Y[3]	Y
- Planned Giving[2]	Y	Y	Y	Y
- Major Gifts	Y	Y	Y	Y
- Employer Matching		Y	Y	Y
- Stock		Y	Y	Y
- Endowment		Y	Y	
- Gift Club (based on $ amount)		Y		
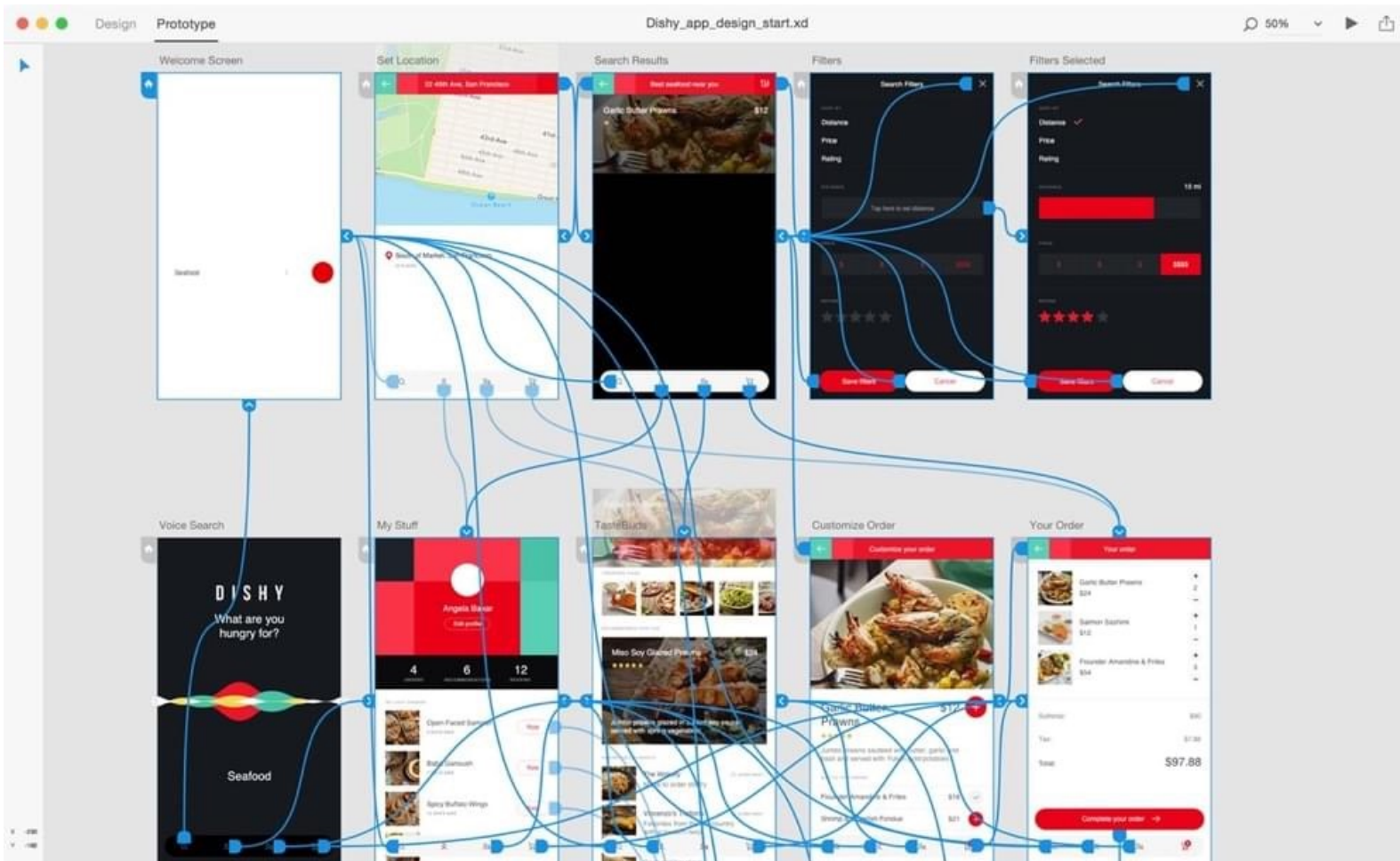
MOOD BOARDS

WIREFRAMES

PROTOTYPES

PROTOTYPES
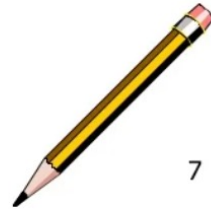
Usability testing report slide — Price Explorer, Page 21 of 52

ANALYTICS