UX ACTIVITIES IN THE PRODUCT & SERVICE DESIGN CYCLE

**DISCOVER**

**METHODS**
- Field studies/user interviews
- Diary studies
- Stakeholder interviews
- Requirements & constraints
- Sales & support interviews
- Support call monitoring
- Competitive testing

**ACTIVITIES**
- Find allies
- Talk with experts
- Follow ethical guidelines
- Involve stakeholders
- Hunt for data sources
- Determine UX metrics

**EXPLORE**

**METHODS**
- Competitive analysis
- Design review
- Persona building
- Task analysis
- Journey mapping
- Human-centered design
- Design diversity exploration
- Pluralistic walkthrough
- Prototype feedback & testing
- Write user stories
- Card sorting

**ACTIVITIES**
- Follow Tog’s principles of IXD
- Use evidence-based guidelines
- Design for universal access
- Give users control
- Prevent errors
- Improve error messages
- Provide helpful defaults
- Check for inconsistencies
- Map features to needs
- Make software updating easy
- Plan for repair and recycling
- Avoid waste
- Consider diverse contexts
- Look for perverse incentives
- Consider social implications

**TEST**

**METHODS**
- Qualitative usability testing
- Training research
- User group outreach
- Social media monitoring
- Forum post analysis
- Benchmark testing
- Accessibility evaluation
- Test instructions & help

**ACTIVITIES**
- Protect personal information
- Keep data safe
- Deliver both good and bad news
- Track usability over time
- Include diverse users
- Track usability bugs
- Make training information

**LISTEN**

**METHODS**
- Surveys
- Analytics review
- Search-log analysis
- Usability bug review
- Feedback review
- FAQ review
- Conference outreach
- Q&A at talks and demos

**ACTIVITIES**
- Pay attention to user sentiment
- Reduce the need for training
- Communicate future directions
- Recruit people for future research

*Bold methods are some of the most commonly used.*