## UX ACTIVITIES IN THE PRODUCT & SERVICE DESIGN CYCLE

## **METHODS ACTIVITIES** Field studies/user interviews Find allies Diary studies Talk with experts Stakeholder interviews Follow ethical guidelines Requirements & constraints Involve stakeholders Sales & support interviews Hunt for data sources Support call monitoring Determine UX metrics Competitive testing **METHODS ACTIVITIES** Competitive analysis Follow Tog's principles of IXD **Design review** Use evidence-based guidelines Persona building Design for universal access Task analysis Give users control **EXPLORE** Journey mapping Prevent errors Human-centered design Improve error messages Provide helpful defaults Design diversity exploration Pluralistic walkthrough Check for inconsistencies Prototype feedback & testing Map features to needs Write user stories Make software updating easy Plan for repair and recycling **Card sorting** Avoid waste Consider diverse contexts Look for perverse incentives Consider social implications **TEST METHODS ACTIVITIES** Qualitative usability testing Protect personal information Training research Keep data safe User group outreach Deliver both good and bad news Social media monitoring Track usability over time Forum post analysis Include diverse users **Benchmark testing** Track usability bugs Accessibility evaluation Make training information Test instructions & help **LISTEN METHODS ACTIVITIES** Surveys Pay attention to user sentiment Analytics review Reduce the need for training Search-log analysis Communicate future directions Usability bug review Recruit people for future research Feedback review **FAQ** review Conference outreach

Q&A at talks and demos