



User Experience Activities								
Project stakeholder interviews, clearly stating project goals, expectations & measurements for success.	This Analysis is done to gauge product strengths and weaknesses. Product usability is looked at to determine any problem areas. The analysis also focuses on user and business needs.	This interview is done with users in their natural work setting. Observing user interaction allows for closer study of user behavior in identifying gaps that effect user experience.	Personas are a key communication tool for consistency. They assist in keeping the focus on end-users, especially when product design decisions need to be made.	Interviews, surveys and contextual inquiries help in figuring out distinct tasks and workflow in association with user goals. This insures that the product will support user tasks and goals.	Interaction Maps are created to illustrate user decisions (when, where, and how) defining the interaction between the user and the product.	IA is about organizing info by building structures and hierarchies which makes the information easily understandable. The hierarchies are used to build navigation schemas in supporting user tasks and goals.	The visual identity of your product is defined by prioritizing visual elements and content, having a huge impact on how users will interpret and interact with your product.	Usability gauges the efficiency & ease of which users can complete tasks and goals. User testing is done to see if the product meets user needs and expectations.
Deliverables		User Requirements Gathering			Usability Testing			
Summary 1 to 2 page summary on the overall project agenda.	Usability Heuristics 1 to 2 pages detailing product usability heuristics findings.	Inquiry Summary 1 to 2 page user Interview summary on findings, attitude, behavior and unexpected issues.	Personas Documents that create a shared understanding of real people who will use the product.	Use Cases These models describe the typical usage behavior for user interaction with the product.	Interaction Maps Wire frame documents that represent the primary interactions between the product and user.	IA & Navigation Models Wire frame documents defining the navigation and info models.	Visual Design Comps/UI Guidelines Visual Design documents and UI guidelines. Development of prototype for usability testing.	Usability Findings Summary report detailing user feedback on product strengths, weaknesses & recommendations.
Use Case Models – Are used in the product lifecycle								