



User Experience & Product Design

Proposal of work

Your needs

User Experience Design

To improve the user experience of your current offering, by restructuring the content architecture of the website's private area.

Product Design

To discover gaps between users' needs and your current offering.

Product Strategy

To understand the best approach, resources, and capabilities to become a product-driven organisation.

The project

Phase 1 | Determine users needs we want to meet

Phase 2 | Develop a user experience and information architecture design that meets needs

Phase 3 | Implement it progressively

Phase 4 | Develop new capabilities*

*optional

Determine users needs we want to meet

Your content serves different users' needs, in different situations. To revise the interface and information architecture, we need to understand and prioritise these. This phase won't take long, but is critical: it will directly drive design decisions, align everyone, and guarantee we won't miss anything.

Steps:

- A. Produce a shortlist of personas and user situations
- B. Determine primary and secondary personas
- C. Stack rank use cases based on frequency, user relevance, and strategic importance for MM
- D. Validate the resulting priority matrix with current users

Techniques:

- A. Conduct in-dept in-person interviews with stakeholders
- B. Desk analysis (competitive scenario and eco-system)
- C. Survey for teachers, users and non-users (if required)
- D. In-person interviews with users (approx. 5 interviews)
- E. Internal workshop for idea generation & prioritisation

Deliverables

- A. List of use cases and personas, sorted by priority
- B. Interview transcripts
- C. Survey results

Timeframe: 2 weeks

Sample output | Prioritisation map



Develop a user experience and information architecture that meets needs

This phase is the core of the project. We will develop and co-create different UI designs and information architectures, and iterate on them until we are confident they meet both users' and business needs.

Steps:

- A. Mapping out the current content architecture
- B. Combine user interviews, design studio, and internally generated ideas into prototypes
- C. Test prototypes with users, and converge iterations towards a coherent, validated solution

Techniques:

- A. In-dept user interviews (approx. 8 interviews for each of the 3 personas)
- B. Design studio, card sorting, other feature prioritisation techniques
- C. Wire framing
- D. User acceptance testing

Deliverables:

- A. Sketches and low-fi paper prototypes
- B. Testing materials as required
- C. Sitemap and navigation architecture
- D. Final wireframes and a clickable prototype

Timeframe: 6 weeks

Methodology | The UX process

Developing compelling user experiences is a **scientific process** at heart.

- In Phase 2 we will follow this process, by understanding the users' context (Research) , hypothesise solutions, and test them with users (Design).
- Both Research and the Design start with divergent thinking and culminate with convergent thinking. Hypothesis explored in the convergent thinking phase are then narrowed down into models that can be iteratively tested. By the end of this process, a single validated solution will get implemented.
- There are also standardised ways of analysing users behaviour through web metrics (e.g. cohort analysis, task abandonment rates, etc). These can contribute to generate insights and keep learning about the effectiveness of your design and content.



Methodology | The UX process

Research

Identify your key users, their needs and the tasks they perform, using a mix of quantitative and qualitative research methods.

Design

Create various prototypes of divergent design solutions, to be tested with these key users.

Iterate

Modify designs after each round of testing, so that the winning solution is completely validated.

Methodology | Information Architecture

User Flows

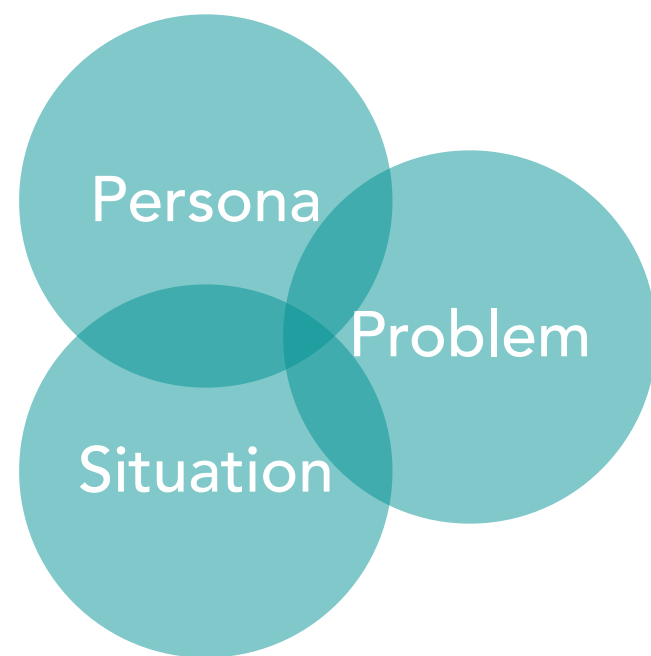
To achieve a full task analysis, the prioritised use cases gets validated by in-dept interviews.

At the end of this process, a series of user flows diagrams will represent the way users interact and search for content on the site.

Information Architecture

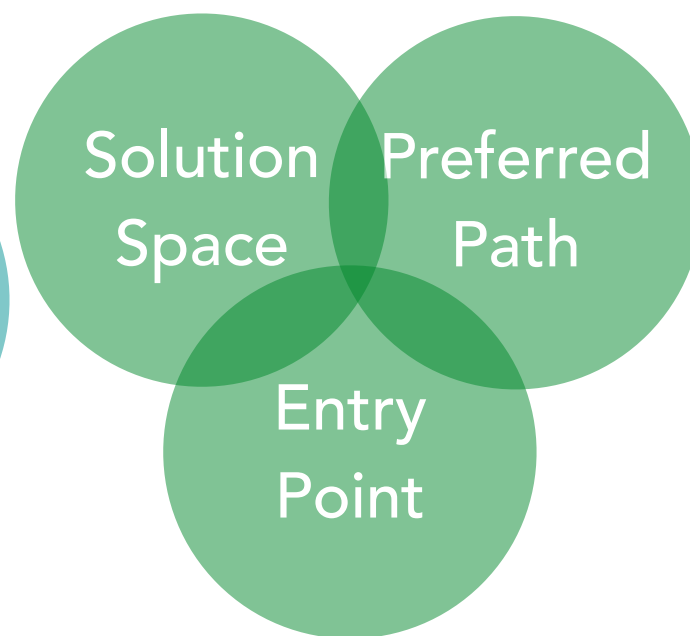
This task analysis, submitted to iterative validation, will inform the re-design of your current information architecture. The content will be organised within a new logical structure that takes into account users contexts of use, mental models, and needs.

Methodology | Comprehensive User Journey



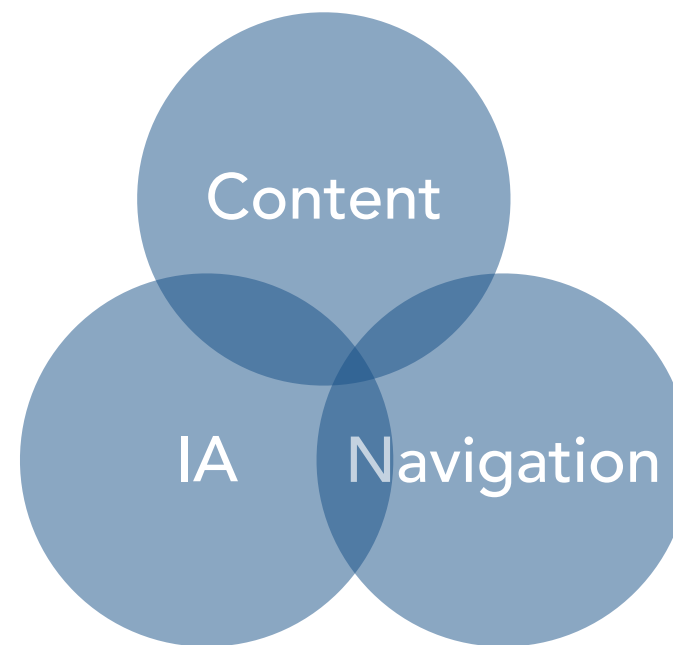
Context

E.g. "I'm an inexperienced teacher late for class and need to teach a module I've not thought before"



User Story

E.g. "I need worksheets from another teacher. I'll email them. Oh, wait - I can google and find it on Mathematics Mastery!"



Product

E.g. "Ah, it doesn't let me google. But I think I have a login. Now I click here . . . here . . . back . . . ah, here, here. Download.!"

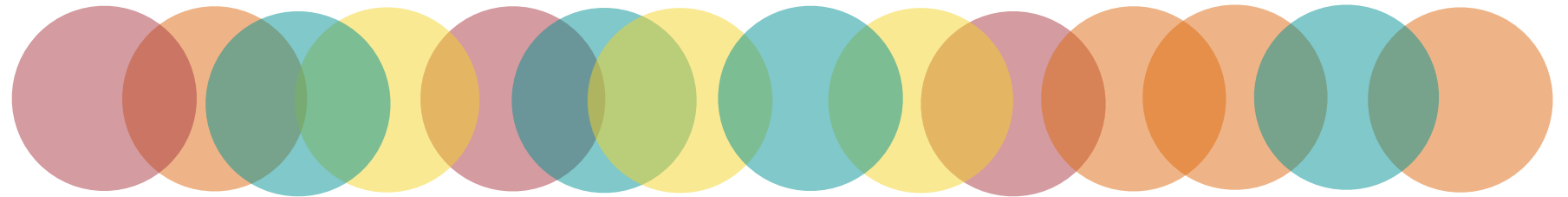


Outcome

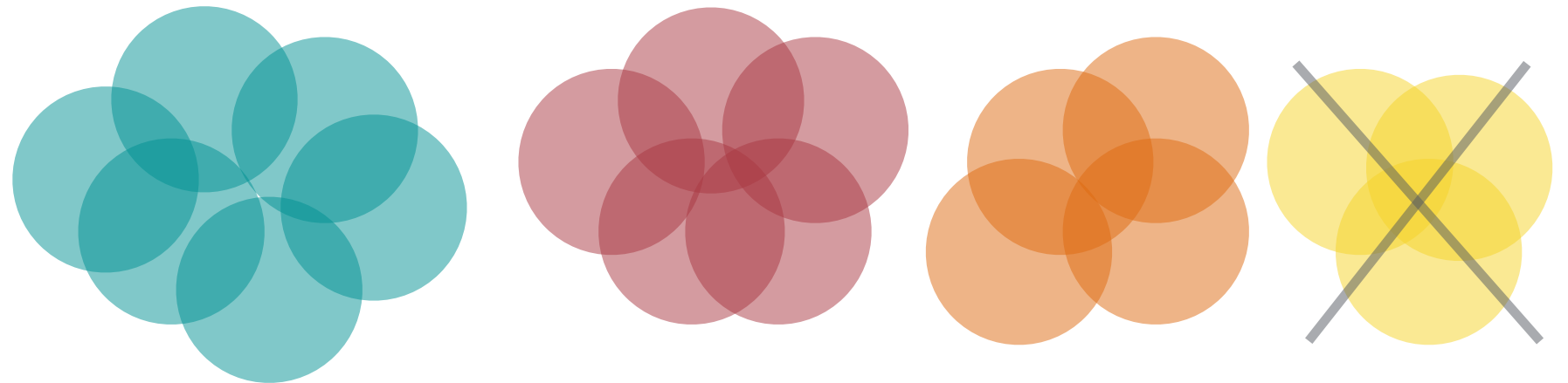
E.g. "I got what I needed. But that was really frustrating, and I'm late now. And still need to print it."

Methodology | User Research

User Interviews &
Contextual Enquires



Isolating Patterns



Prioritised Personas
& User Flows



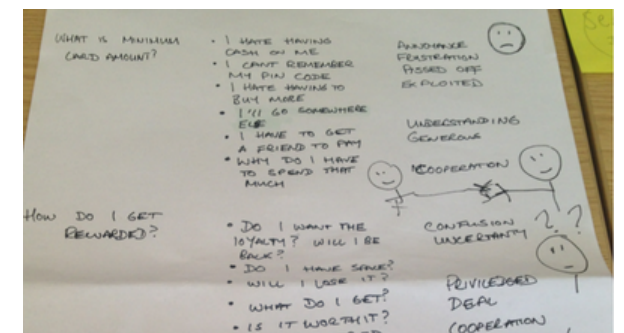
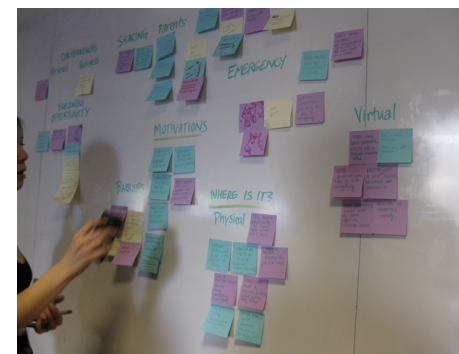
Many in-dept interviews are run to verify your assumptions about different types of users, understand their motivations and needs, and their current use of your website. Recurrent patterns will emerge and we will isolate and represent them using different personas (mainly based on needs, not just demographics) and user flows, that we will prioritise based on frequency and importance for the business.

Methodology | User Research

User Interviews & Contextual Enquires



Isolating Patterns



Prioritised Personas & User Flows

Olivia
25 | Junior Management Consultant | London

'I don't check-in on Foursquare anymore because I don't see any value'

Tech empathy: Medium **Brands:** Apple, Topshop, Whole Foods


Reason to use: discover new coffee shops to visit during the weekend, among an almost overwhelming choice

Cares about: keeping up to date with trends, trust is very important regarding payments

Wants: better, personalised recommendations

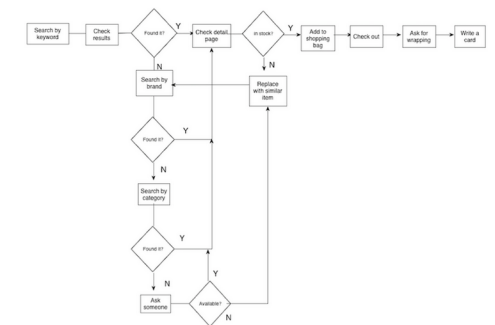
Pain points: really annoyed by having to go to ATM

How we can serve: prepaid amounts, limit amount for security



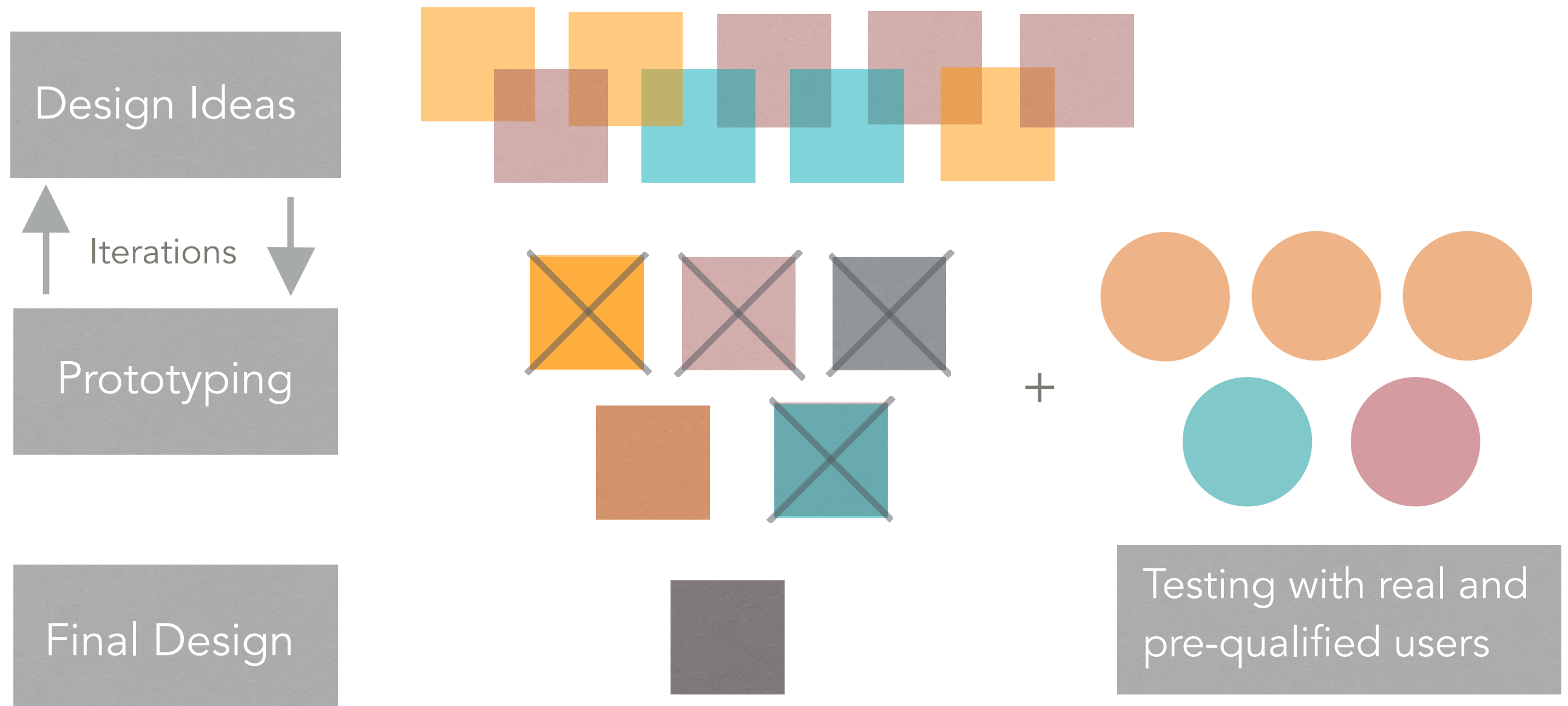
User situations

- MARIE ORGANISES A BUSINESS TRIP:** Marie needs to book a business-trip in two weeks, and need to make sure nothing important is going on with the kids before confirming. Once checked, she adds a note about the business trip so Betty will remember she is away.
- BETTY ORGANISES A PLAYDATE:** Sophia tells Betty that he really wants to play with his friend Mike, he goes to swimming lessons to. Betty looks for the Mike's nanny's contact in the app and adds the playdate to Sophia timetable so Marie can see it.
- SOPHIA NEEDS TO BRING RED SHOES TO SCHOOL NEXT THURSDAY.** Marie receives an email from the school about it, and creates a note in the calendar to remind Betty about it. She also wants to make sure Betty actually knows what she has to do.
- ANNA NEEDS TO PICK UP MARLON:** Is Tuesday and Anna is with a client and the app tells her that she needs to pick up Marlon from school, and only has 20 minutes to get there.
- PAUL'S MEETING IS CANCELLED AND CAN HELP WITH A PICK UP:** Is Thursday and Paul's 5:30 pm meeting gets postponed to the following day. He checks his kids schedule to see if some of them is close and he can pick him up in time, and notifies the person that is currently in charge.



During the course of the user research phase, we will meet in person with around 30 different teachers, to understand their motivations and experiences with your method, and observe their use of your website in their 'natural' context. We will annotate transcripts of each interview and start isolating patterns (through card sorting workshop) , that will inform research deliverables (user flows and personas).

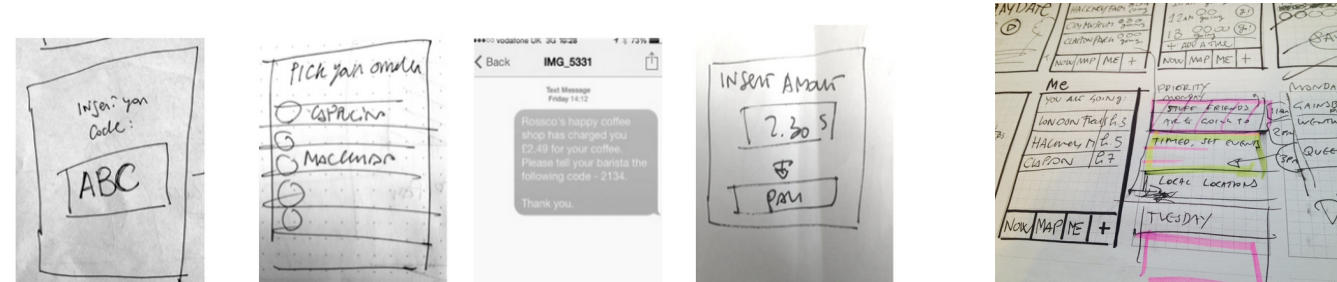
Methodology | Design



From a first, diverse and divergent series of features ideas (e.g. generated during workshops or based on industry standards, etc..) different design options are turned into low-fi prototypes and tested with a sample of users, strategically selected from the ones interviewed. A series of iterations cycles (e.g. 3 or 4 full iterations) is run to progressively refine the final design, to meet the needs of different types of users.

Design Examples

Design Ideas



Prototyping & Testing



Final Design



During the ideation and testing stage, a vast quantity of low-fi prototypes, such as sketches, wireframes and clickable interfaces will be shared with users to prove different solutions right or wrong, and iterate quickly over the winning ones. The level of fidelity of prototypes will increase as we get closer to the final design.

Sample Output | UX Design



Card Sorting
for IA



Olivia

25 | Junior Management Consultant | London

'I don't check-in on Foursquare anymore because I don't see any value'

Tech empathy: Medium **Brands:** Apple, Topshop, Whole Foods

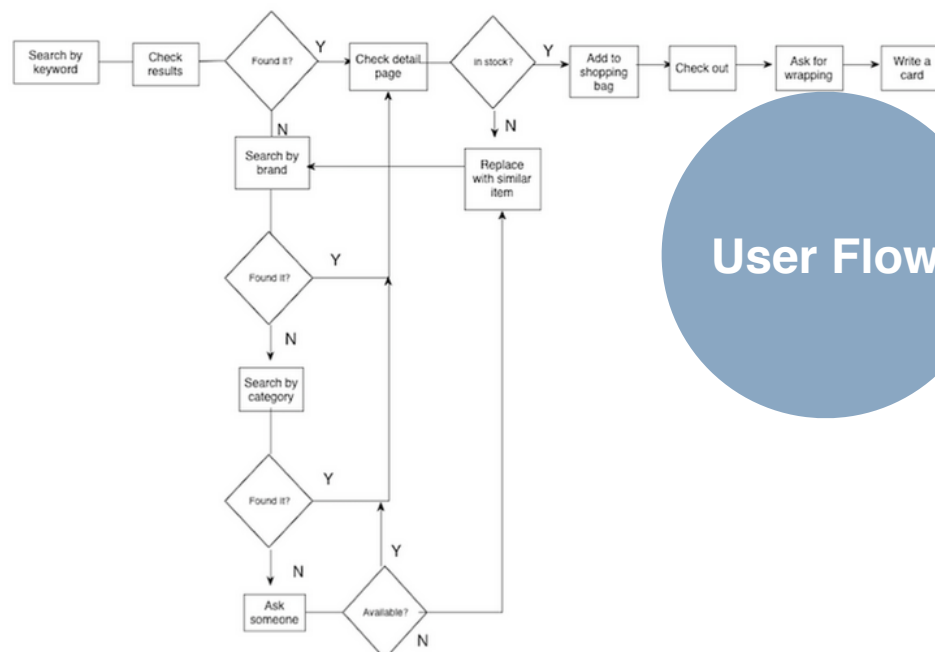
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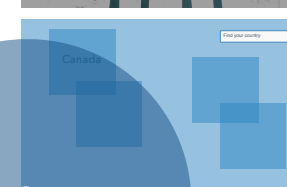
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User Flow



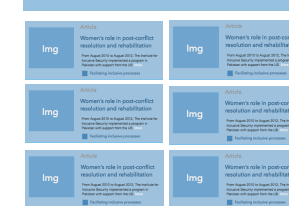
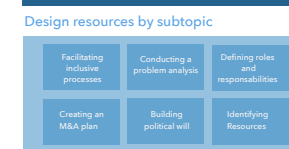
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Wireframes



Resources > Design



We can help with design



Resources



We can help with design



Implement the solution progressively

The validated solution needs to be implemented. Likely a progressive implementation (adding features over time) is the best outcome, because it enables user feedback, metrics analysis, and makes best use - potentially limited - internal resources. This phase delivers a thorough implementation plan.

Steps:

- A. Work with internal stakeholders to understand resource availability & tech systems
- B. Prioritise the implementation
- C. Determine relevant KPIs and metrics to monitor
- D. Create a project roadmap, distributing roles and tasks

Techniques:

- A. Stakeholders interviews
- B. Sprint planning / prioritised backlog for development team or agency
- C. Liaison with external parties (implementation / advisory) as required

Deliverables:

- A. Project plan
- B. Product road-map
- C. List of tasks - brief to stakeholders

Timeframe: 1 week

Develop new capabilities*

Your goal is to turn your website from an a content offering to an interactive product that supports users' understanding, practice, and advocacy for Mathematics Mastery. During this phase we will work out together what resources (capabilities, team members, time) and one-off activities (further research projects, development) are required to make this transition a reality

Approach:

- A. Understand internal opportunities
- B. Benchmark against similar offerings, best-in-class, and most innovative players in education space
- C. Set high level objectives

Techniques:

- A. Interviews with industry experts (tech, product, education)
- B. Internal interviews

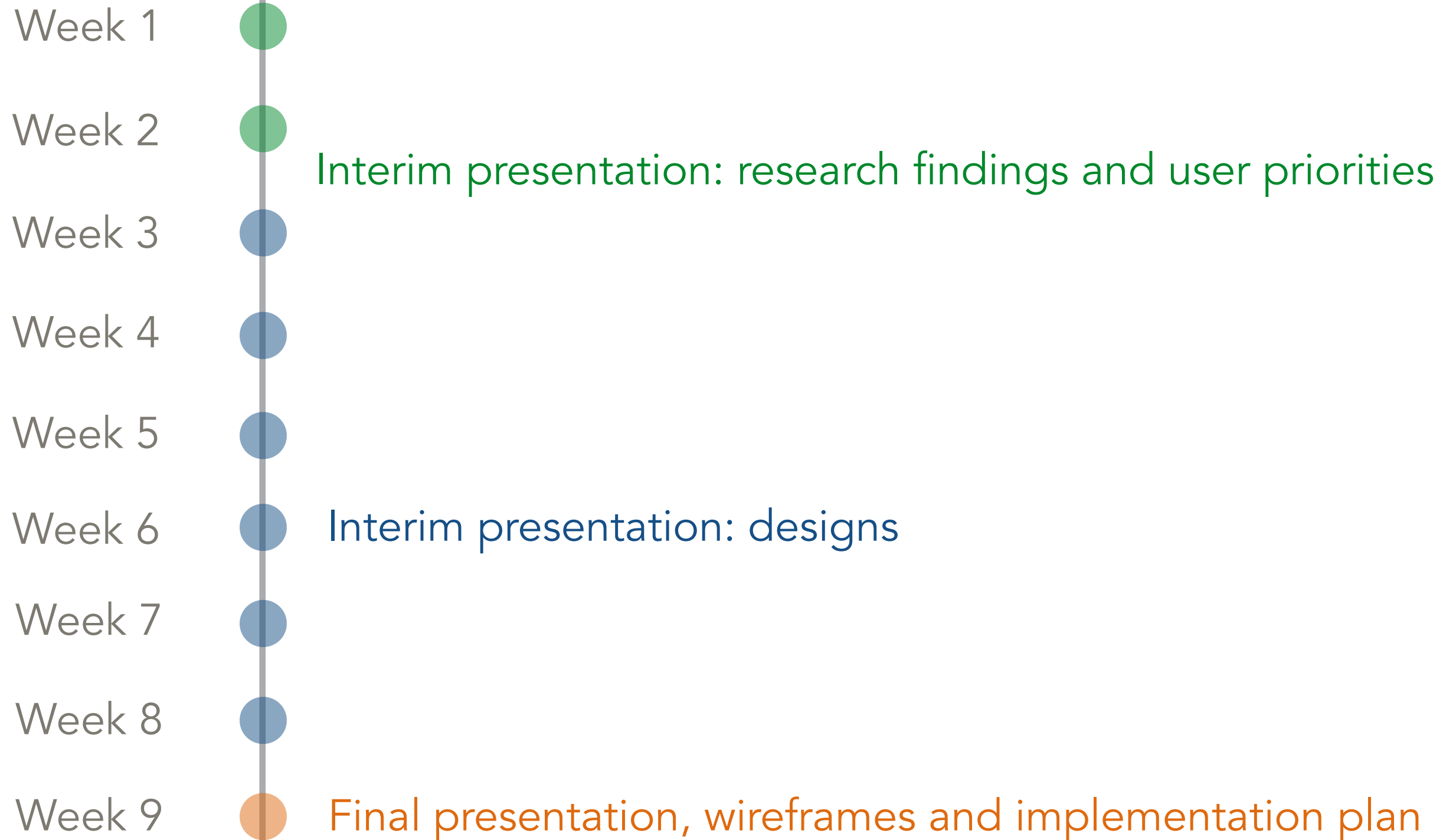
Deliverables:

- A. Strategic briefing (presentation) summarising opportunity and required resources
- B. High level implementation plan, particularly focusing around talent, change / change management
- C. If desired, an advisory panel to accompany & facilitate the transition

Timeframe: 2 weeks

*optional

Timeline and milestones



Appendix

WHAT MOST PEOPLE THINK UX IS

Field research

Face to face interviewing

Creation and administering of tests

Gathering, organizing, and presenting statistics

Documentation of personas and findings

Product design

Feature writing

Requirement writing

Graphic arts

Interaction design

Information Architecture

Usability

Prototyping

Interface layout

Interface design

Visual design

Taxonomy creation

Terminology creation

Copy writing

Presentation and speaking

Working tightly with programmers

Brainstorm coordination

Company culture evangelism

Communication to stakeholders

Appendix

DESIGNING THE USER EXPERIENCE

WHAT UX ACTUALLY IS

Field research

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Gathering, organizing, and presenting statistics

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