Addressing the Human and Technical Capacity Challenges Through Digital Skills ITU—DOT TRAINING PROGRAM

TECHNOLOGY DESIGN PROCESS

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New Delhi, India

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Topics

1. Digital Product Design Process

2. UX Design

3. Team Challenge

4. Hackathon Ideas

Digital Product Design Process

A process that combines design thinking, UX design, service design with the aim of producing assets that aid in the development of a digital product.

1. Define the problem to be solved
2. Who experiences the problem (Personas)
3. Ideation
4. UX design phase (Wireframes)
5. User stories
6. Database design

Digital Product Design Process
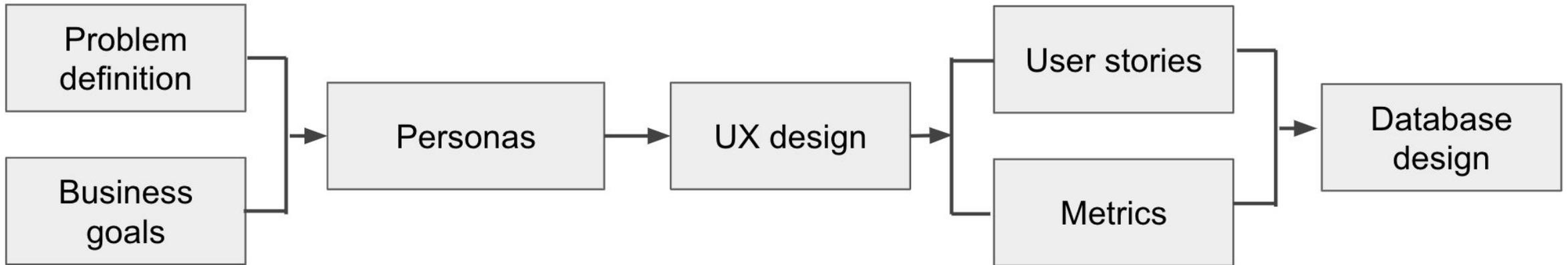
What is User Experience Design?

- Putting thought into the experience you want your user to have while accessing your product or service.

- With the aim of creating an amazing experience for your users.

Why is good UX important?

- For a digital product or service to be successful, you need people to use it.

- If the experience of using your product is not good, they will find other ways to solve their problem.

- If it is a positive experience, they will use it again.

- If it is an amazing experience, they will tell their friends!

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What are some examples of a bad UX?

Slow loading times

Too much information

Too many animations

Too many colours/fonts

Confusing interface

Broken links

No feedback from action

Too many steps to solve problem

Small text

Not optimised for different devices

UX Goals

Help your user solve their problem **easily** with an **enjoyable** process.

Empowering UX design

1. Makes the user's life easier
2. Goal-focused
3. Invisible UI
4. Forgiving
5. Consistent
6. Smooth onboarding
7. Create meaningful delight

1. **Makes the user's life easier**

This is the heart of empowering design, without which the entire UX is fragile.

The best way to accomplish this is through **knowing your users**: what they're problems are, and their preferences for how to solve them.

2. Goal Focused

A design should be **centered around the user accomplishing their tasks**.

This requires stripping away any secondary or unnecessary features, and highlighting the features that will help.

3. Invisible UI

Controls and functions should be **intuitive and self-explanatory**, and not draw attention to themselves.

Remove all distractions and potential hurdles so that the user has a clear path to their goal.

4. Forgiving

User errors are bound to happen, so design in a way that these won't derail or their progress.

This typically involves **clear and friendly communication**, like warnings before critical actions or potential errors.

5. Consistent

- **Consistency cultivates security and trust**, whereas inconsistency is distracting and forces the user to question aspects unnecessarily.

- A consistent UI will essential for lulling your user into a fuller immersion.

6. Smooth Onboarding

- The onboarding phase, when a user learns how to use the product, greatly affects the opinion they form about it.

- Use this phase to point out features they may not notice or understand on their own, but don't take too long so they can get to using the product as soon as possible.

- If onboarding is not smooth, your users will probably not come back.

7. Create meaningful delight

- **A happy user is a productive user.**

- As long as it doesn't take away from usability, delightful additions can improve the user's mood, and even comprehension of the functionality.

- Polished aesthetics, a human tone, and small discoverables are small additions with big results.

Personas

1. Create personas for your most likely users

2. Best if based on real people

3. Helps you empathize and understand your users

Bio

Rahul Bajaj is a tech geek who loves reading and giving his opinion on the new things happening around. He lives in Mumbai, India. He has a lot of friends and he visits them usually on weekends. He is a big fan of discovery TV channel. Whenever he has time, he watched various shows on Discovery such as Man Hunt.

He uses various apps such as the verge and NDTV to get updates from all over the glob reading new discovery in space science and techologies. However, he feels frustred specially when he needs to switch apps to read news from different domain. For example, he can get updates regarding technoogy innovations on the verge whereas he uses NDTV for speifially electronic gadgets.

He is alway hunting for a single app that can provide up to date news of new discovery.

Personality

Social		Ego
Order		Freedom
Extrovert		Introvert
Thinking		Feeling
Judging		Perceiving

Goals

- Easy discovery of news and updates
- News and updates of space science & technology domain
- Comment and share articles
- Save news for later reading
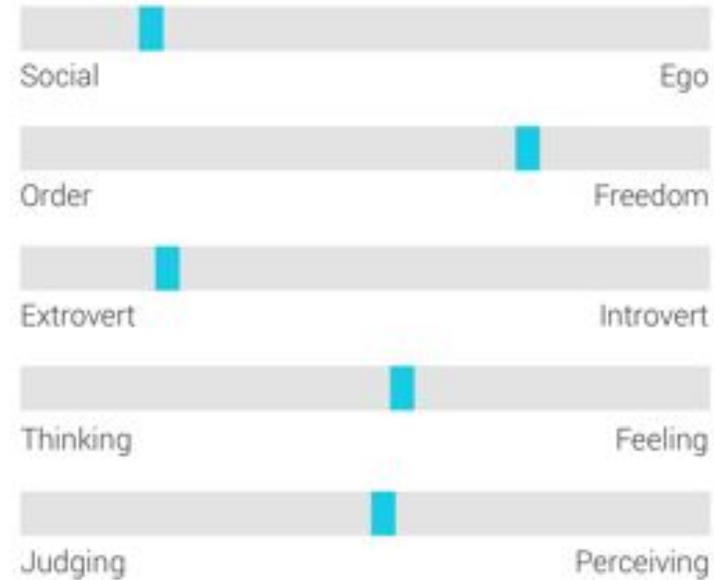
Pain Point

Difficult to find single hub of getting news of news and updates of new things happening around the glob. Need to read on various apps to get news and updates.

Rahul Bajaj

Mumbai, India

Gender : **Male**

Age: **34**

Status: **Single**

Education: **MBA**

Profession: **Job**

Archetype: **Explorer**

"I want easy discovery of news and happing around technology & space science"

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Knowing your users (Empathy)

- Who are they?

- What motivates them?

- What do they enjoy?

- What don't they like?

- What are their fears?
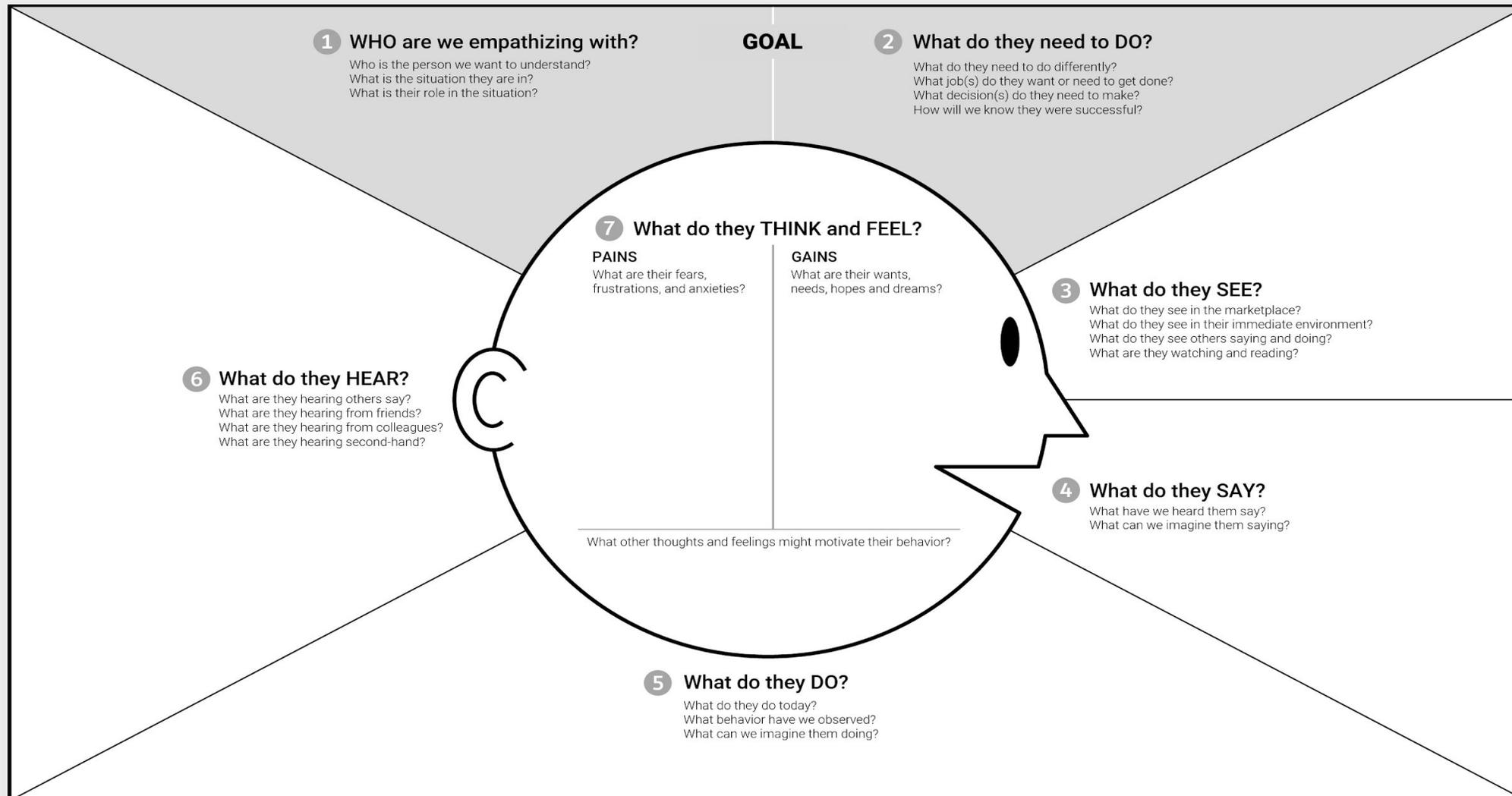
- What are their dreams?

Empathy Map Canvas

1 **WHO are we empathizing with?**

Who is the person we want to understand?
What is the situation they are in?
What is their role in the situation?

GOAL

2 **What do they need to DO?**

What do they need to do differently?
What job(s) do they want or need to get done?
What decision(s) do they need to make?
How will we know they were successful?

7 **What do they THINK and FEEL?**

PAINS
What are their fears,
frustrations, and anxieties?

GAINS
What are their wants,
needs, hopes and dreams?

3 **What do they SEE?**

What do they see in the marketplace?
What do they see in their immediate environment?
What do they see others saying and doing?
What are they watching and reading?

6 **What do they HEAR?**

What are they hearing others say?
What are they hearing from friends?
What are they hearing from colleagues?
What are they hearing second-hand?

What other thoughts and feelings might motivate their behavior?

4 **What do they SAY?**

What have we heard them say?
What can we imagine them saying?

5 **What do they DO?**

What do they do today?
What behavior have we observed?
What can we imagine them doing?
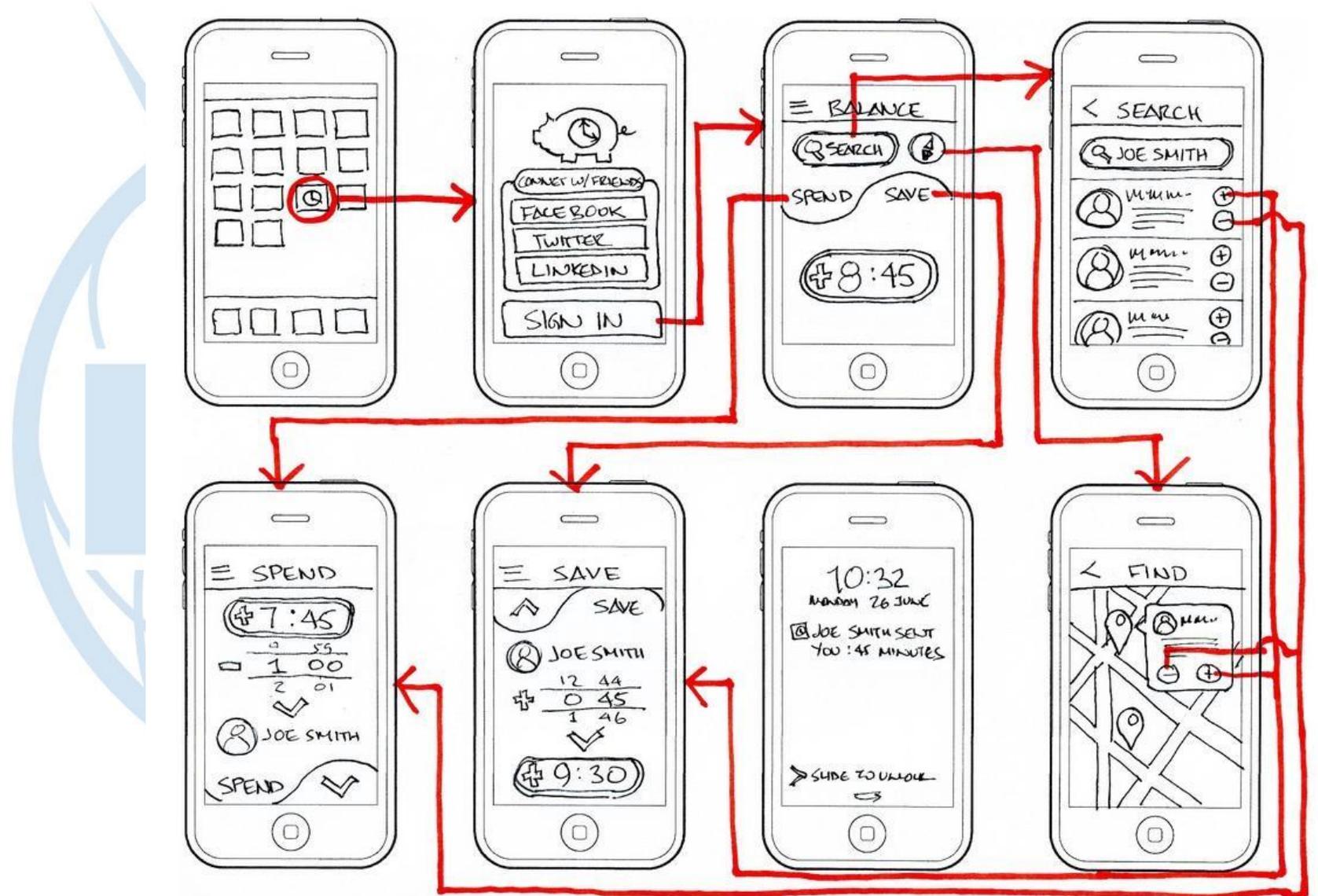
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User journey mapping

- A user journey map has the objective of teaching organizations more about their users.

- A user journey is a timeline of user actions that describes the relationship between your brand and its customers.

- It's a visualization all of a user's interactions with your product, from their point of view.

Simple example

| User logs into app for the first time | → | User tries to find local weather for the week | → | User can't figure out how to enter her location | → | User watches onboarding tutorial | → | User sets up first customized weather report |

User Flow Diagram

Low fidelity

Keep it simple

Mobile first!

Homepage

Login

Register

Welcome!

SIGN IN/UP

1

Tech

Smart Home

Architecture

About Us

Contact Us

Search

About Me Alt

Blog Page Image

Search Results
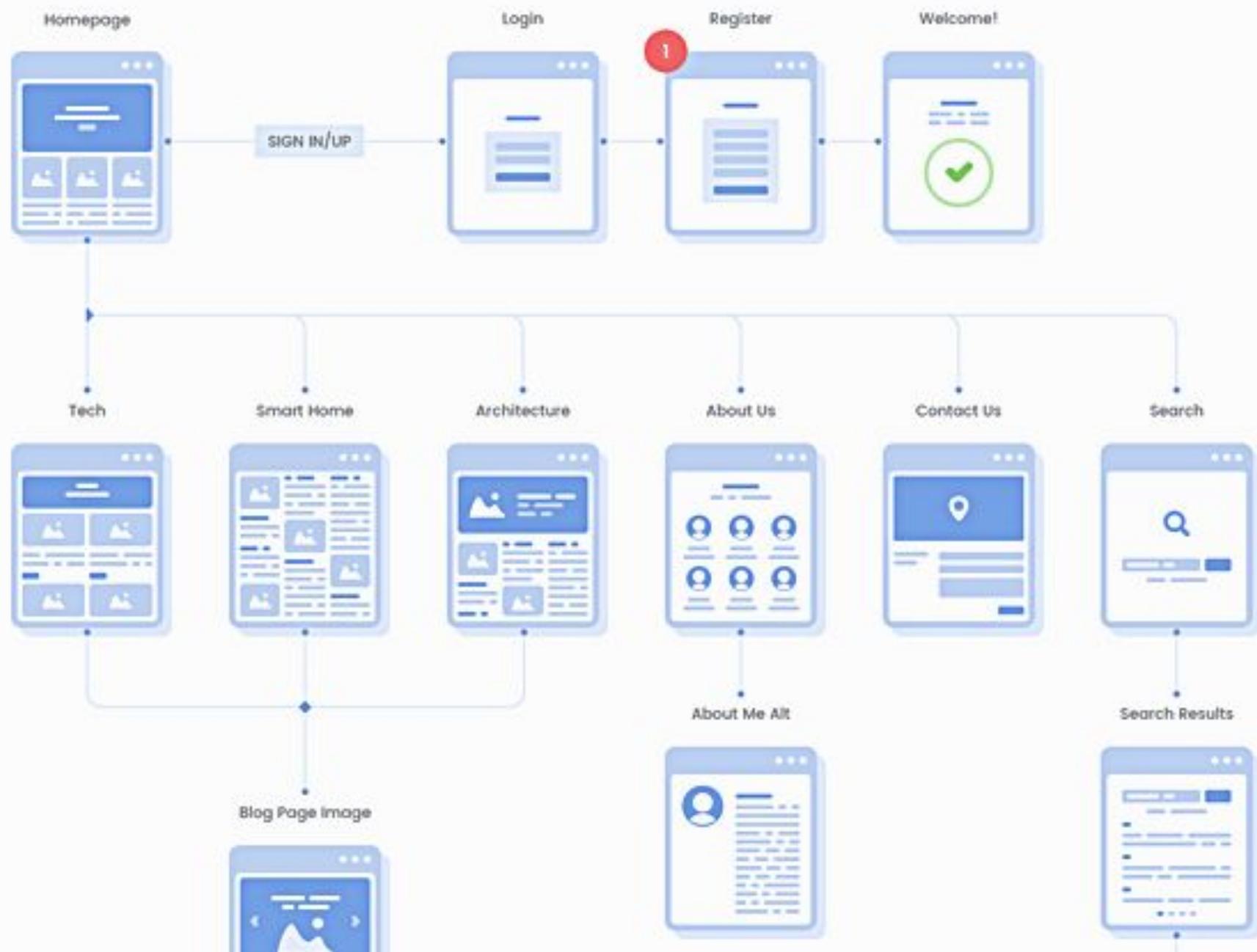
Wireframes

- A visual guide that represents the skeletal framework of a website.

- Created for the purpose of arranging elements to best accomplish a particular purpose.

- Keep colours, images out of wireframes.

- Iterative process.

- Can be combined with User Flow Diagram

Tips for Wireframing

Use paper and pencils!

Many tools are available but can take time to learn

Screen 1

Lorem ipsum

- ——
- ——
- —
- ——
- ——

Screen 2

Lorem ipsum

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean euismod bibendum laoreet. Proin gravida dolor sit amet lacus accumsan et viverra justo commodo.

Screen 3

Back Lorem ipsum

Lorem ipsum amet

Consectetur adipiscing elit. Aenean euismod bibendum laoreet. Proin gravida dolor sit amet lacus accumsan et viverra justo commodo.

Cancel   Proceed

TEAM CHALLENGE: UX DESIGN

Your team is creating a website to help people learn digital skills.

You need to do the following tasks:

1. Persona for your ideal user (template in WhatsApp)
2. User flow diagram for four pages (on paper please)
3. Wireframe for course selection page (on paper please)
4. Take photos and share in WhatsApp

Hackathon Ideas!

Who has an idea for the hackathon?

Theme

Capacity Building & Digital Skills for Digital Transformation

How can <u>emerging technologies be used</u> to positively impact <u>digital skills</u> for accelerating <u>digital transformation</u>?

Outcomes

Participants will have:

1. A greater appreciation for the value of innovation, design and new technologies

2. New skills and knowledge of the tools and processes used in modern technology development

3. More confidence to leverage the skills and knowledge in their future projects

4. New, closer connections with other participants

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Logistics

- Teams of 3 - 5 people
  - Teams will be diverse
  - People from the same organisation or country must not be on the same team
- Commences after morning break on Day 4
- Presentations will be first session on Day 5

Judging criteria

1. **Problem** - Does the technology aim to solve an important problem and does the team define the problem well?

2. **Solution Design** - Has the team demonstrated using design processes in creating the solution and has it been designed well?

3. **Impact** - Does the solution have the potential to have a big impact in the community?

4. **Innovation** - What is innovative about the solution? Has the team described a new way of doing things, or found a new use for existing resources?

5. **Realistic** - How viable or suitable is the implementation of the solution?

6. **Pitch presentation** - Did the pitch presentation put the case forward for criteria 1 - 5?

Tasks for today

1. Choose Team Name (be creative)
2. Define the problem your team is solving
3. Business Model Canvas
4. Describe your ideal user (persona template)
5. User flow and wireframes
6. Prepare for presentation

The presentation

Each team will have 3 minutes to pitch their "tech startup idea"

We do <u>not</u> want working prototypes!

You can design screens to give us an idea of the solution

Have fun!

The presentation

TIPS:

Slides are good to tell your story

Explain the problem

Show your design process

Show your solution

Explain how it solves the problem

The presentation

MORE TIPS:

Google can help, search: "How to win a hackathon" or "How to pitch at a hackathon"