PROJECT APPROACH

01.THE BRIEF :

Analysis of client problem statement.

02.BUSINESS ANALYSIS :

Understanding the current business, in relation to it's competitors, it's online and offline presence.

03.USER RESEARCH :

Understanding the users, via methods such as surveys, user interviews, contextual inquiries, empathy mapping, personas etc.

04.CREATING THE SOLUTION :

Leveraging both the needs of the business and the user. Driven by research insights, proposed solution is hypothesised.

The solution is built rapidly and validated. The design is iterated enough to demostrate concept solution via wireframe protoype.

05.CONCEPT DEMOSTRATION :

A walkthrough of our concept solution, highlighting elements that catered to business and user needs.

06.NEXT STEPS :

Next steps in the process to handover to the project team.

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From understanding the provided brief, uxmixture uses a user centric approach to discover, define, ideate, build, validate and iterate towards our concept solution.



USER CENTRIC DESIGN

DISCOVER :

In the discovery phase, we focus our primary and secondary research around the business and the user. These research are conducted in relation to the proposed problem provided by the client.

DEFINE :

From understanding the business and the user from our discovery phase. We can then define what the particular needs and problems that exist for both the business and the user.

IDEATE :

From the holistic insights gathered in the defining phase, concept ideas are then generated from both business and user needs.

BUILD :

Following the ideation phase, all the ideas are consolidated with the chosen prioritised features. We then start rapidly sketching / prototyping these ideas into the proposed concept solution.

VALIDATE :

Once we had a form of prototype established, it necessary to check that we are solving the proposed problem via variety of methods.
This could be testing directly on the prototype or on a holistic view, design proposed artefacts such as a sitemap and customer journey map.

ITERATE :

Insights from validate phase are taken on board for further implementation and testing until the end of project sprint.

The continuous cycle of build, validate and iterate ensures a more refined and solid concept solution as an end product.