



**BAUBLEBAR**

UI/UX PROCESS

# UI/UX PROCESS

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## TIME ESTIMATE

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*2-12*  
WEEKS

1. Stakeholder interviews
2. Product Brief
3. Internal Research
4. Review Competitive Landscape
5. Brainstorming
6. Wireframes
7. Dev. Evaluation
8. Functional Prototypes
9. Functional Prototype Testing
10. UI Design Exploration
11. Designed Prototypes
12. Designed Prototype User Testing
13. Testing Review
14. Stakeholder Reviews
15. Finalization of UI/UX
16. Handoff to Development
17. Visual and Functional QA
18. Post-Release Testing and Review

## STEP

# 1

# STAKEHOLDER INTERVIEWS

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Schedule sit-downs with any relevant group lead or equivalent member for each department/group to:

- Understand the history each group has had with the feature
- Get informed about how each group interacts with it
- Find any known user complaints or general pain points surrounding it
- Identify any questions that departments have about it (who uses it, why are they interested in purchasing it, etc)
- Locate backend restrictions that currently exist

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### TIME ESTIMATE

# ~3

HOURS

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### TEAM INVOLVED

# 3

Designers,  
Product Manager

### UPON COMPLETION

Sumamrize information into the forthcoming Product Brief.

STEP

2

TIME ESTIMATE

1-3  
DAYS

TEAM INVOLVED

1  
Product Manager

# PRODUCT BRIEF

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Briefs are made of the following items:

- Overview of Feature
- Goals
- Design Constraints
- Considerations & Use Cases
- Current Pain Points (from stakeholder meetings)
- Outline KPI Testing Requirements

## UPON COMPLETION

Review with Product Leads, and then brief designers.

## STEP

# 3

### TIME ESTIMATE

*1-10*  
DAYS

### TEAM INVOLVED

*2+*

Designers and any  
necessary Data Engineers

# INTERNAL RESEARCH

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Reference any relevant and necessary data to gain a full understanding of the user's thought process, emotions, purchasing behavior, and actions through:

- Site and Purchasing Analytics
- Information from Past User Research Sessions
- Customer/User Feedback
- Current User, On-Site Survey
- Past Customer, Email Outreach Survey

### UPON COMPLETION

Compile all found and gathered data into a digest for discussion and dissection. Add relevant information to Product Brief.

STEP

4

TIME ESTIMATE

1-5  
DAYS

TEAM INVOLVED

1-2  
Designers

# REVIEW COMPETITIVE LANDSCAPE

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Review competitors and other brands with similar offerings to:

- Identify each brand's problems and/or solutions within the feature
- Evaluate Visual Treatments
- Document messaging surrounding relative feature
- Test how the feature scales across device sizes
- Motion capture any key motion graphics
- Find commonalities and distinguishing traits
- Identify unique user paths

## UPON COMPLETION

Collect all materials, outline findings, and print out screenshots for discussion.

## STEP

5

### TIME ESTIMATE

1  
DAY

### TEAM INVOLVED

2+

Designers plus any willing  
Developers

# BRAINSTORMING

Based on all collected internal, external, and competitive information, Brainstorming should cover and produce:

- Discuss current feature's pain points
- Show what competitors are doing as well as other relative imagery
- Define what the goals are for a successful feature
- Create User Flows for the ideally designed feature
- Identify any new functionality the goals would require
- Rapidly sketch out as many concepts as you can think of in 5 minute increments, discuss and repeat until exhaustion
- Decide on 1-3 layouts from sketches to move forward with

### UPON COMPLETION

Add goals, desired User Flow and functionality to Product Brief.

## STEP

6

### TIME ESTIMATE

*5-15*  
DAYS

### TEAM INVOLVED

*1*  
Designer

# WIREFRAMING

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Using the sketch(es) from Brainstorming, wireframing should in simplified form:

- Encapsulate goals
- Include all required fields and interactions
- Convey a clear sense of hierarchy and path for the user to follow
- Consider Mobile, Tablet, and Web layouts and functionality equally
- Continuously be checked against the current state of the feature
- Be checked and discussed almost daily to ensure logic hold up

### UPON COMPLETION OF INITIAL WIRE CONCEPT

Wires and logic should be summarized and prepared to be discussed with Dev.



## STEP

7

# DEV. EVALUATION

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A full evaluation should include:

- Summarizing the Product Brief and Research findings
- Outlining current-state feature, competitors, and desired goals
- Showing and discussing the logic behind the concept's wireframes
- Point out and talk about all of the areas that will require new functionality and or adjustments to the backend
- Identify any items that Dev. can not support and work out alternatives that still provide a better user experience
- Allow Dev. to fully understand what the feature entails

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### TIME ESTIMATE

*1*  
DAYS

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### TEAM INVOLVED

*6*

Designers, Product  
Manager, Developers,  
Tech Head

### UPON COMPLETION

Make any updates to wires and logic that Dev. identifies as necessary. This may require some to many additional days of wireframe adjustments.

## STEP

# 8

### TIME ESTIMATE

**2-3**  
DAYS

### TEAM INVOLVED

**1**  
Designer

# FUNCTIONAL PROTOTYPES

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Solely using the wireframes, create interactive prototypes that:

- Depict the desired flow of a feature from beginning to end
- Identify any possible issues in flow, functionality, or device restriction, document and discuss solutions
- Keep it simple. Use simple shapes or images. Resist hi-def mocks
- Represent all necessary device shapes and sizes

### UPON COMPLETION

Review with Product Leads and Front-End Developers as necessary to identify issues and make any required changes. May require additional days of wireframe changes.

## STEP

# 9

### TIME ESTIMATE

*1-3*  
DAYS

### TEAM INVOLVED

*1*  
Designer

# FUNCTIONAL PROTOTYPE TESTING

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Using the functional prototype, testing should:

- Target internal employees across other departments that may have unique feedback and concerns based on their profession
- Passively test external users to gain quick impression feedback
- Ensure that the current flow makes sense, is easy to use, meets and hopefully surpasses the user's expectations
- Identify any use case or functionality that has been overlooked

### UPON COMPLETION

Review findings with Product Leads and make any required changes based on common shared issues. May require additional days of wireframe changes.

## STEP

# 10

### TIME ESTIMATE

*5-10*  
DAYS

### TEAM INVOLVED

*1*  
Designer

# UI DESIGN EXPLORATION

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Following the base functionality of the wireframes/prototype:

- Use the style guide as a base for fonts, colors, and ornamentation
- Leverage UI elements from recently redesigned features
- Try to evolve the brand and style incrementally wherever possible through thoughtful attention to detail, space, and interaction.
- Consider how subtle animations can play a part in educating, delighting, and improving the users' experience
- Establish states for interactions (buttons, sliders, modals, etc) across all devices
- Test designs as you go on devices for legibility and layout

### UPON COMPLETION

Review with Product Leads regularly. Any large brand impacts should be evaluated by Creative and changes should be made as need be.

## STEP

# 11

### TIME ESTIMATE

**3-5**  
DAYS

### TEAM INVOLVED

**1**  
Designer

# DESIGNED PROTOTYPES

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Depending on scope and feature-set, create a prototype and/or animations to:

- Show one to multiple user flows within a fully fleshed out prototype that looks as close to the real thing as possible
- Explore the feature at all necessary device sizes and shapes
- Depict simple transitions between pages as needed
- Define complex and subtle interactions with an animation to leave nothing to the imagination

## UPON COMPLETION

Review with Product Leads and start preparing for testing.

STEP

*12*

TIME ESTIMATE

*1-2*  
DAYS

TEAM INVOLVED

*1*  
Designer

# DESIGNED PROTOTYPE USER TESTING

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Using the Designed Prototypes, User Testing should require:

- A premade list of questions we hope to answer and a script to generally follow
- A random assortment of external users, willing to come in and talk with us for 30 minute sessions
- Recording of user's voice, interaction on-screen, and facial reactions
- Gaining information about each user, their buying habits, style, profession, and just about any other distinguishing factor
- Identify any issues or preferences users may have, and try to suss out why

## UPON COMPLETION

Compile data for transcription.

STEP

13

TIME ESTIMATE

1-2  
DAYS

TEAM INVOLVED

1-2  
Designers

# TESTING REVIEW

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After the user Testing Sessions:

- All data needs to be gathered and evaluated
- Feedback, observations, and impressions should be compiled in a summary
- Based on findings, discuss a plan for necessary changes to the designs
- Make design adjustments, and if the change is large enough, run another round of User Testing
- Repeat until successful

## UPON COMPLETION

Compile all testing findings across all testing sessions for sharing across the company.

## STEP

# 14

### TIME ESTIMATE

~3  
DAYS

### TEAM INVOLVED

# 3

Designers and  
Product Manager

# STAKEHOLDER REVIEWS

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Depending on scope and feature-set, stakeholder reviews may be required to:

- Share wealth of information gathered thorough research and testing
- Get general buy-in on complex features, animations, gestures, or general feature interactions
- Describe changes to the site experience that may impact the workflow of other departments
- Identify any potential issues previously unidentified, either from a visual or a functional standpoint

### UPON COMPLETION

Make any adjustments as identified. If drastic changes are necessary, consider moving back to User Testing.



## STEP

# 15

### TIME ESTIMATE

**3-10**  
DAYS

### TEAM INVOLVED

**1**  
Designer

# FINALIZATION OF UI/UX

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Based on feedback from all users and stakeholders:

- Any UX holes should be fixed and reworked as needed
- Design should make any UI changes necessary to ensure clarity of look or interaction
- Make any requested adjustments for any necessary compliance with development
- Depict every last use case and foreseen orientation of the feature
- Final clean-up of design file for cleanliness of file and assets to ensure everything is pixel perfect

### UPON COMPLETION

Design files should be reviewed in detail by the Product Leads for design and feature consistency from beginning to end.

## STEP

# 16

### TIME ESTIMATE

*1-5*  
DAYS

### TEAM INVOLVED

*7+*

Designers, Product  
Manager, Devs, QA,  
Tech Lead

# HANDOFF TO DEVELOPMENT

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When handing off a feature to development:

- Have a meeting with everyone necessary involved to evaluate the final design, item by item to do a final check on feasibility and the time it would take to implement it
- Walk the developer(s) working on it through the master design file to bring them up to speed on where everything is to leave nothing to guesswork
- Have the Product Manager write detailed specs and tickets for every piece of the new feature
- The designer should reevaluate the tickets to ensure no interaction is missed

### UPON COMPLETION

Discuss timeline to implementation in the next sprint planning meeting and field questions from Dev's as they come up.

## STEP

# 17

### TIME ESTIMATE

*1-3*  
DAYS

### TEAM INVOLVED

*1+*  
Designer(s)

# VISUAL AND FUNCTIONAL QA

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Work out with your developers the proper timing and scope of feedback the feature while in development to:

- Give succinct and detailed feedback about any visual inconsistencies
- Give feedback about broken, missing, or buggy interactions
- Review on as many devices, and in as many browsers as you can
- Record any complex or hard to explain issues using video recording applications such as Lookback or AirServer
- Depending on your developer, it may be best for both parties if you compile a list of minor issues, meet with the developer in person, and you both go over the issues to fix them right then and there.

### UPON COMPLETION

Depending on the amount and severity of QA tickets needed, additional rounds may be required.

## STEP

# 18

### TIME ESTIMATE

*1-2*  
DAYS

### TEAM INVOLVED

*1+*  
Designer(s)

# POST-RELEASE TESTING AND REVIEW

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After the feature has gone live, be sure to:

- Go through all of your previous rounds of testing again, making sure all changes/bugs have been corrected and that no new errors appear
- Get as many eyes and ears on it as possible and ask for honest feedback of issues (as people you know are much more willing to report minor bugs if they appear).
- As long as everything in the feature has been tagged appropriately, start reviewing the data on performance and start preparing your next product brief to correct any issues or start implementing the feature in other areas.

## UPON COMPLETION

Do it all over again, only this time better.