

Analyse the Opportunity

Identify the Stakeholders

Create the UX Vision

Segment the Market

Build the Context of Use

Build User Profiles

Build Environment Profiles

Identify Red Routes

Create the User Experience

Develop the Information Architecture

Set Key Performance Indicators

Layout the Screens

Evaluate Usability

Track real-world usage and continuously improve the product



Dr David Travis @userfocus

THANKS FOR BEING PART OF THE USERFOCUS COMMUNITY

I love creating articles, resources and eBooks for the user experience community.

But it's my consulting and training work that pays the bills.

If you want to support the work that I do, here are some ideas.

ATTEND A WORKSHOP

Attend a public training courses. You'll find an up-to-date schedule here:

<https://www.userfocus.co.uk/training/index.html>

INVITE ME IN

I can bring my workshops to you and run them for a fixed all-inclusive fee no matter where you are. You'll find more information on in-house training here:

<https://www.userfocus.co.uk/training/in-house-training.html>

BUY AN ONLINE COURSE

Buy one of my online video courses on Udemy. You'll find a list here:

<https://www.udemy.com/user/davidtravis/>

COLLABORATE

Commission me to optimise the user experience of your product or service. You'll find more information on my consultancy services here:

<https://www.userfocus.co.uk/consultancy/index.html>