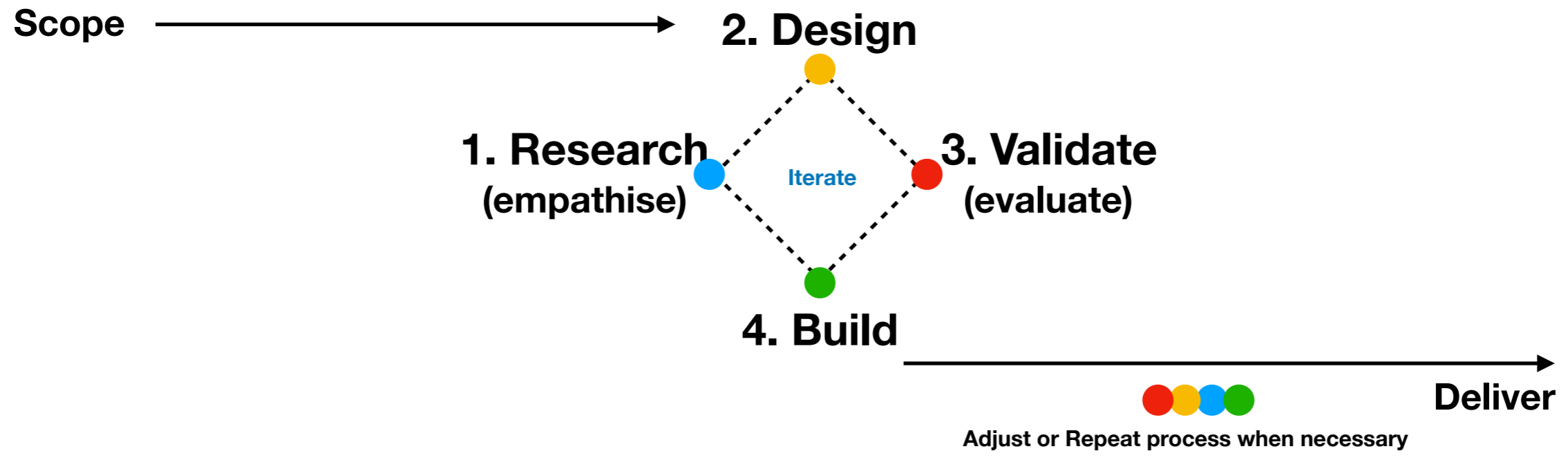


# **My design thinking process and user experience design strategy**

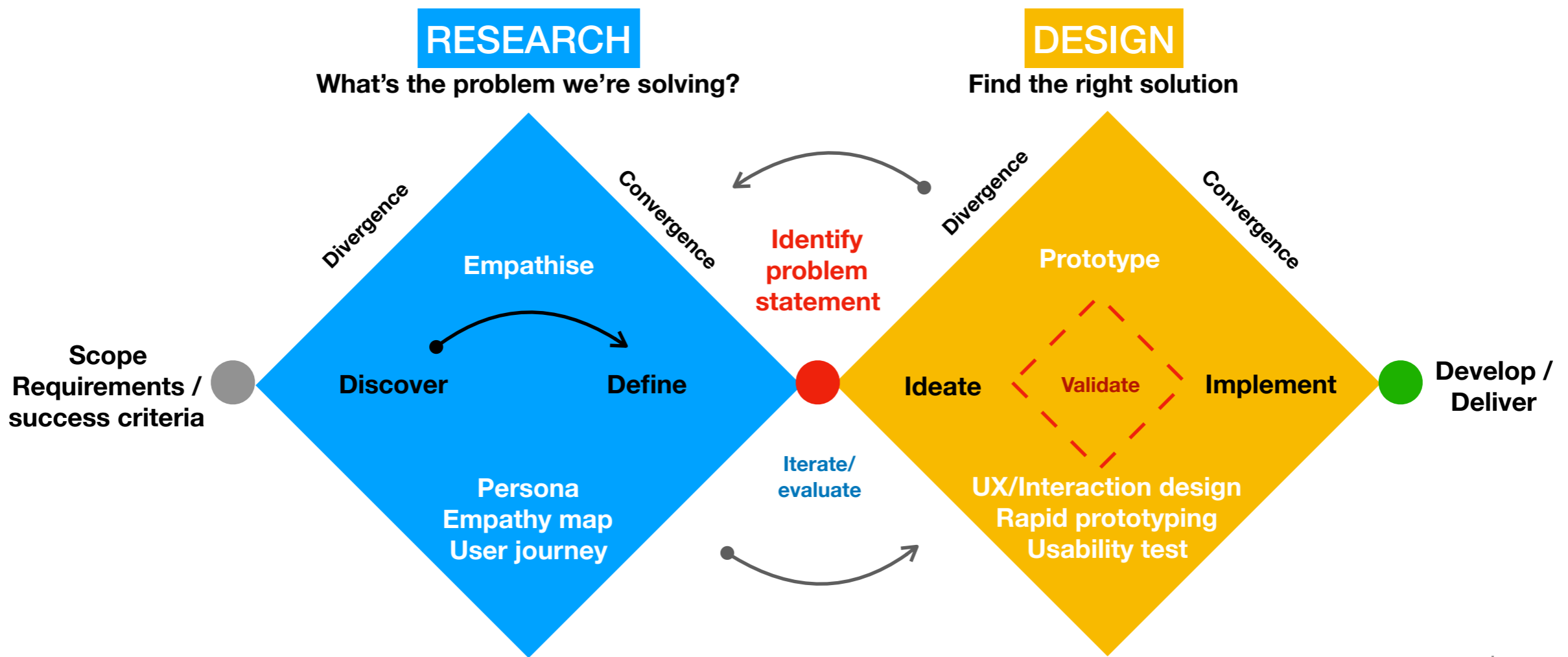
**Rapid iterative user  
experience research, usability  
testing and design strategy**

---

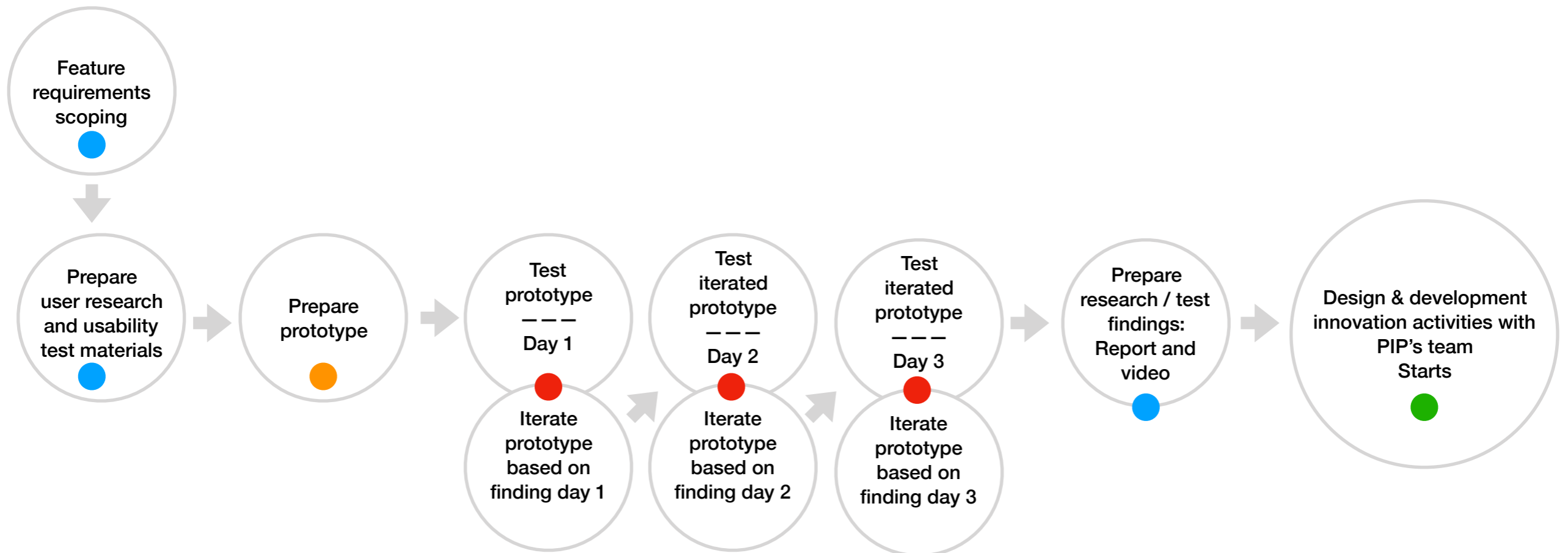
A  
Toolbox



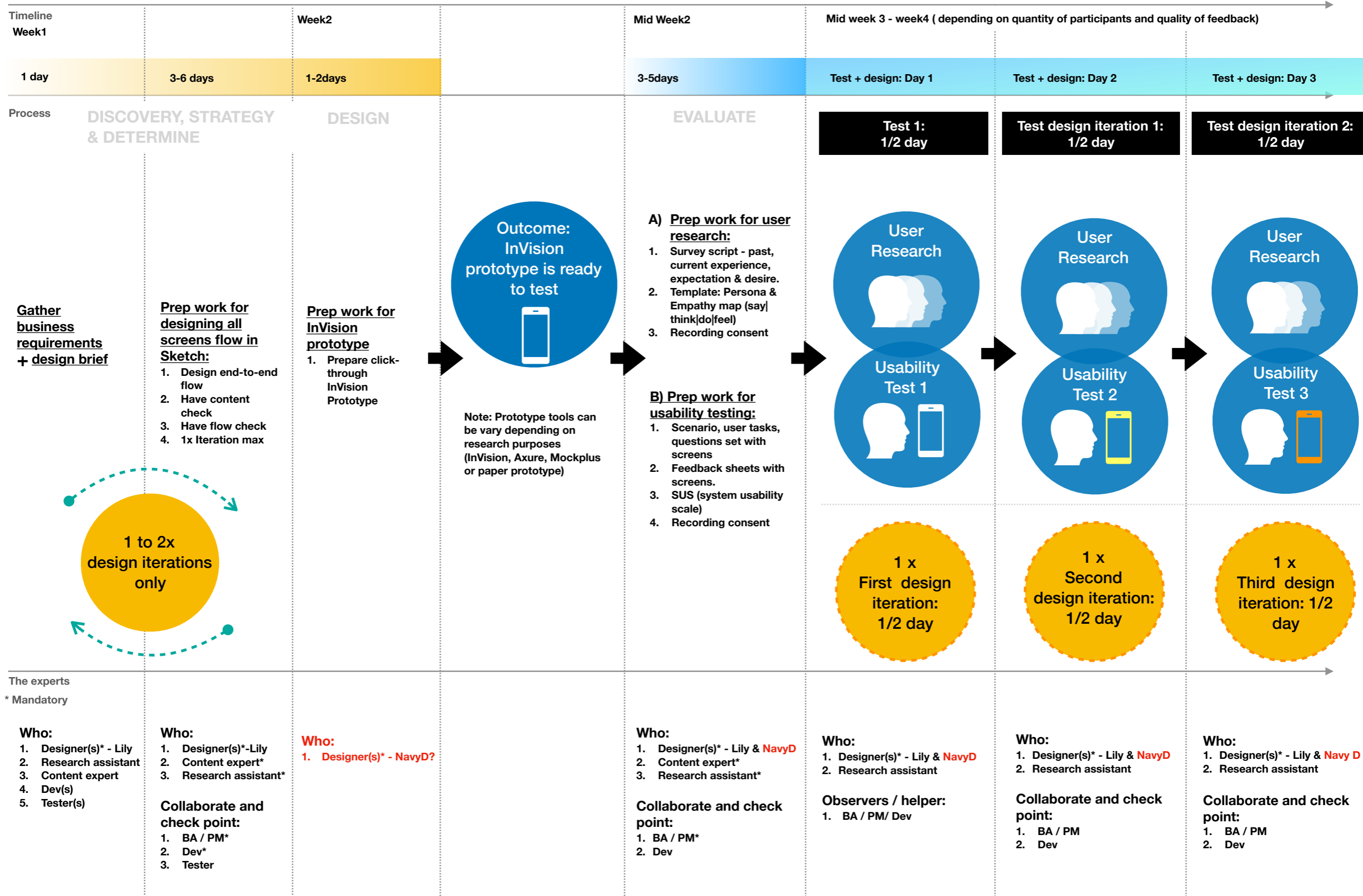
B  
Design thinking key cycle



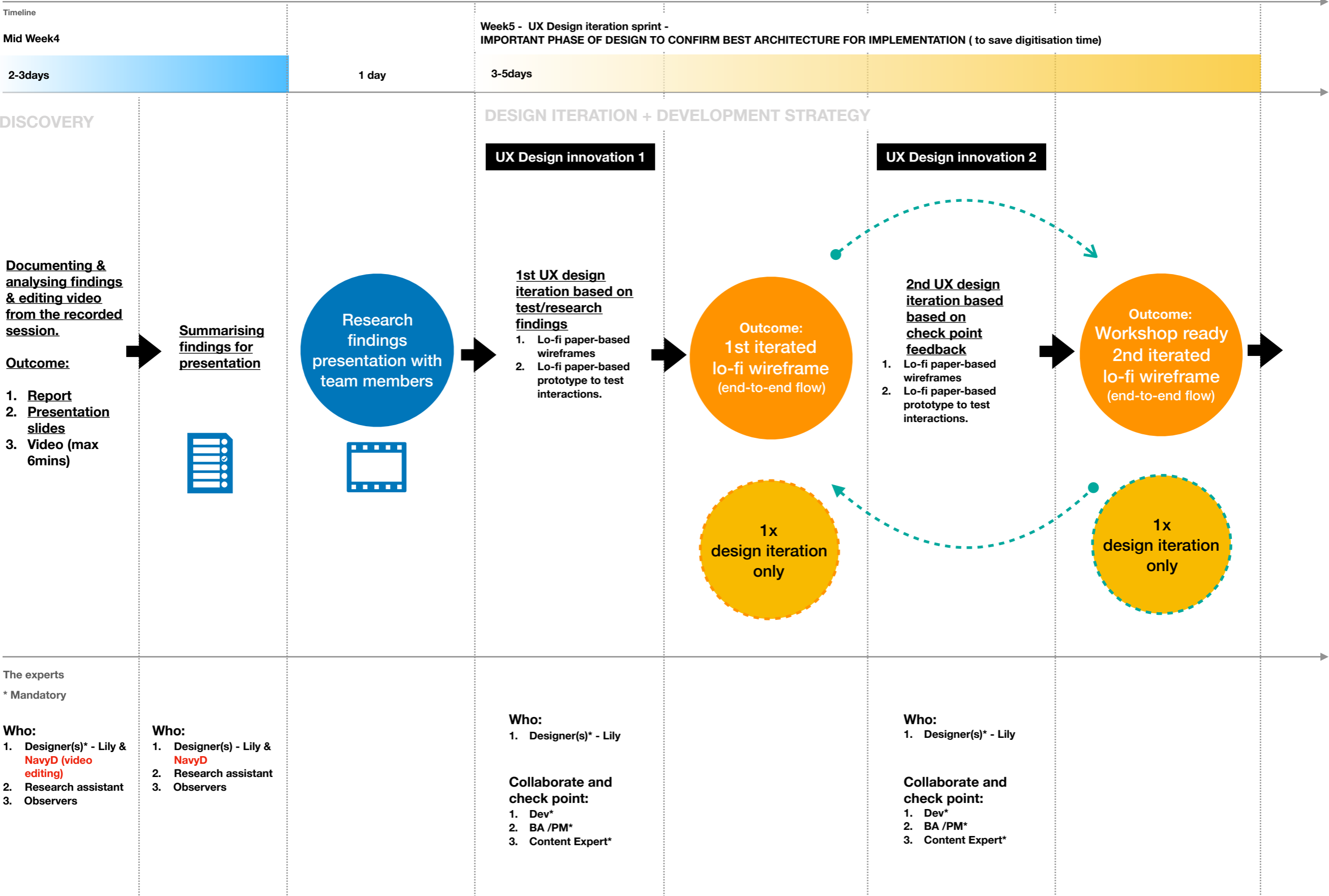
# High level RAPID user experience research, usability testing and design strategy



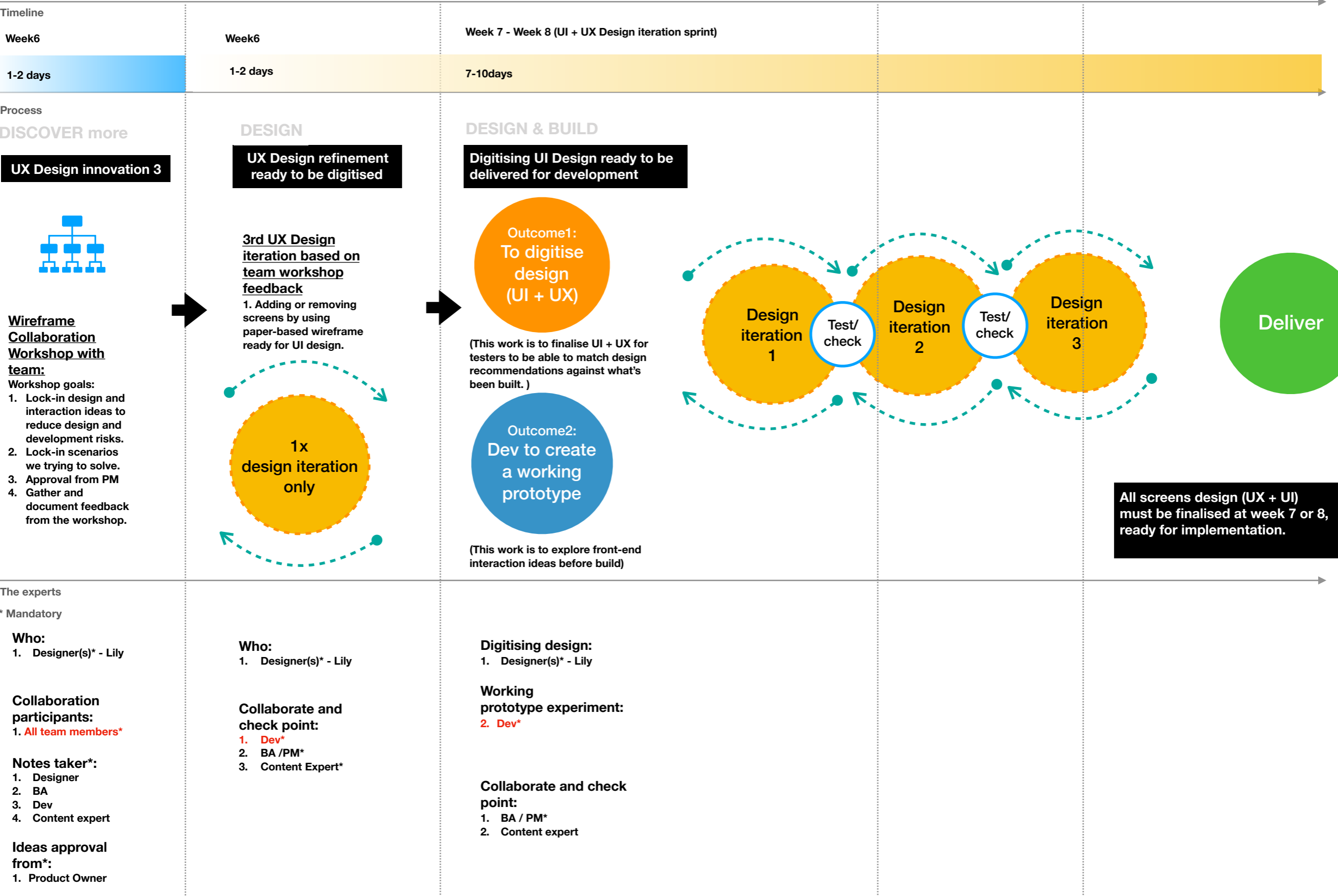
# RAPID user experience research, usability test and design strategy + timeline (page1)



# RAPID user experience research, usability test and design strategy + timeline (page2)



# RAPID user experience research, usability test and design strategy + timeline (page3)



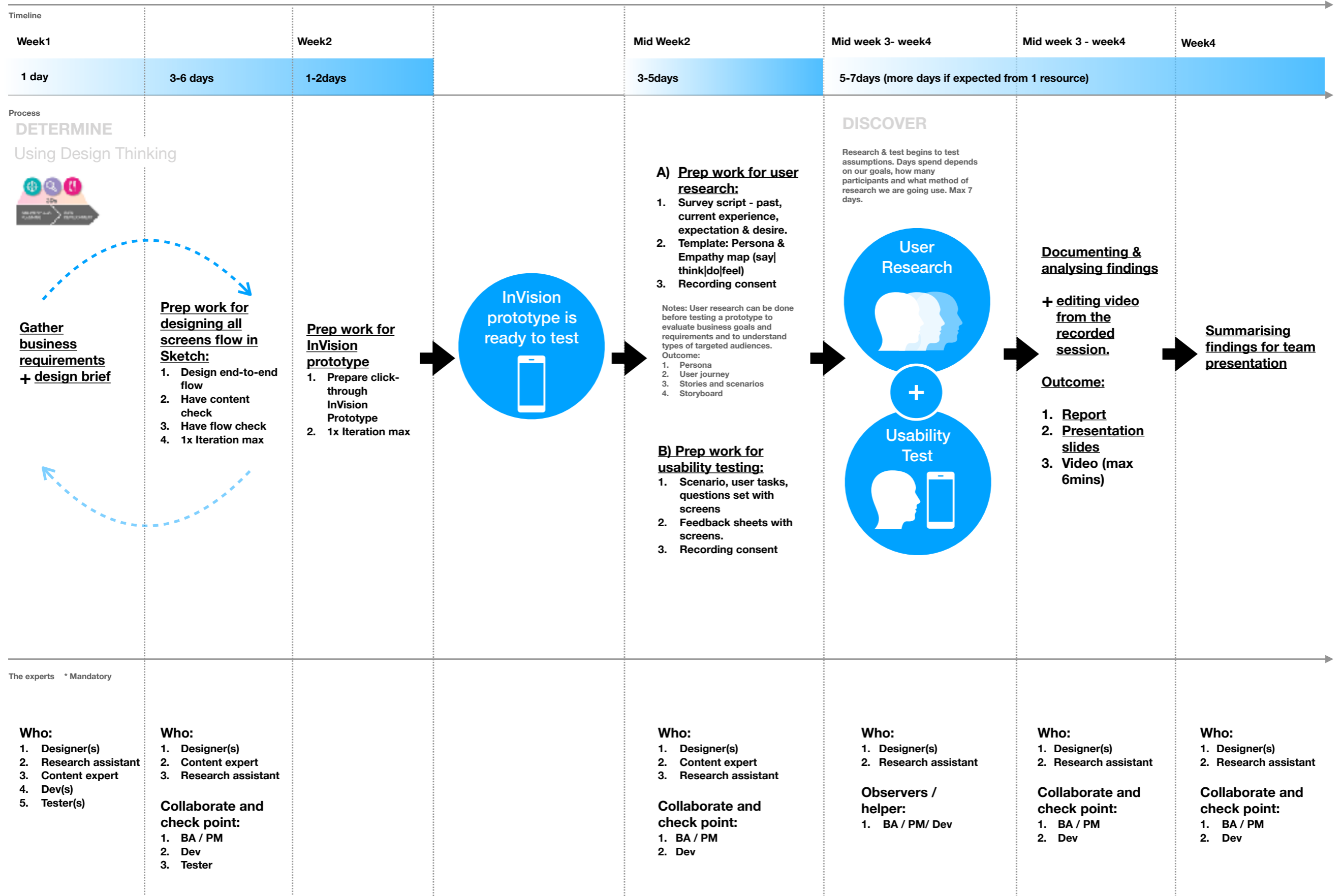
## **Linear strategy:**

---

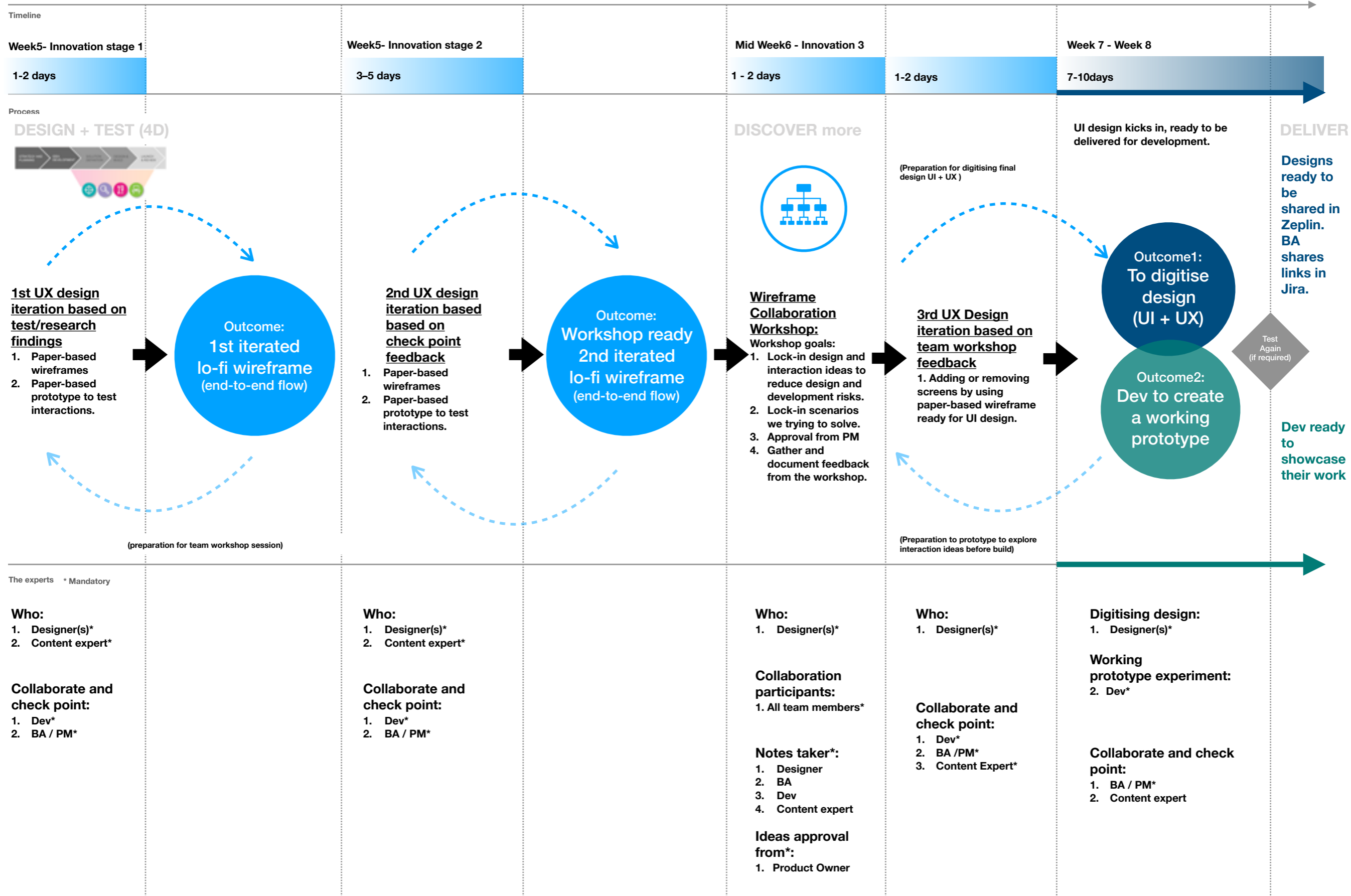
**User research, usability testing  
and design. Repeat process  
during front end development.**



# Strategy used for script ordering feature: UX research, usability test and design (pg1)

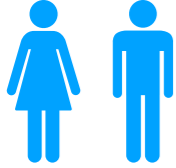


# Strategy used for script ordering feature: UX research, usability test and design (pg 2)



**Who?**

**Profile the persona**



## **User needs**

**What's the problems?**  
**What's the pains**  
**/ previous experience**  
**/ current & expectation**

## **User goals**

**What do we want**  
**user to achieve?**

## **Assumptions**

**What do we know?**  
**Business requirements**

## **Constrains**

**Tech constrain**  
**- platforms & resources**  
**API**  
**Security**  
**Legal**

## Paper-based prototype presented during team workshop to align UX and development solutions matching the findings.



Pencil wireframe includes end-to-end flow.  
Paper-based prototype includes interaction and transition ideas.