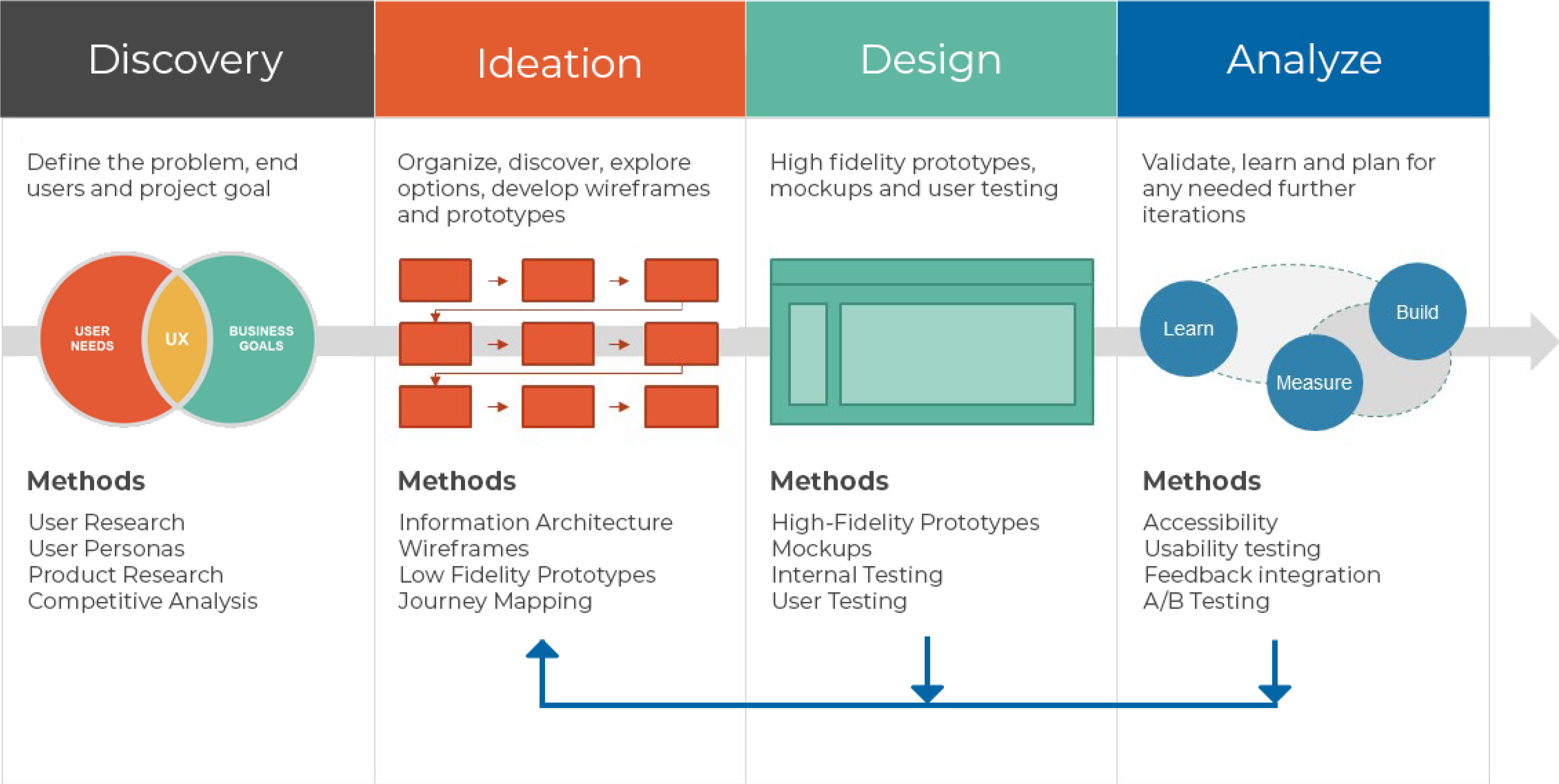


# UX PROCESS

*Handwritten signature*

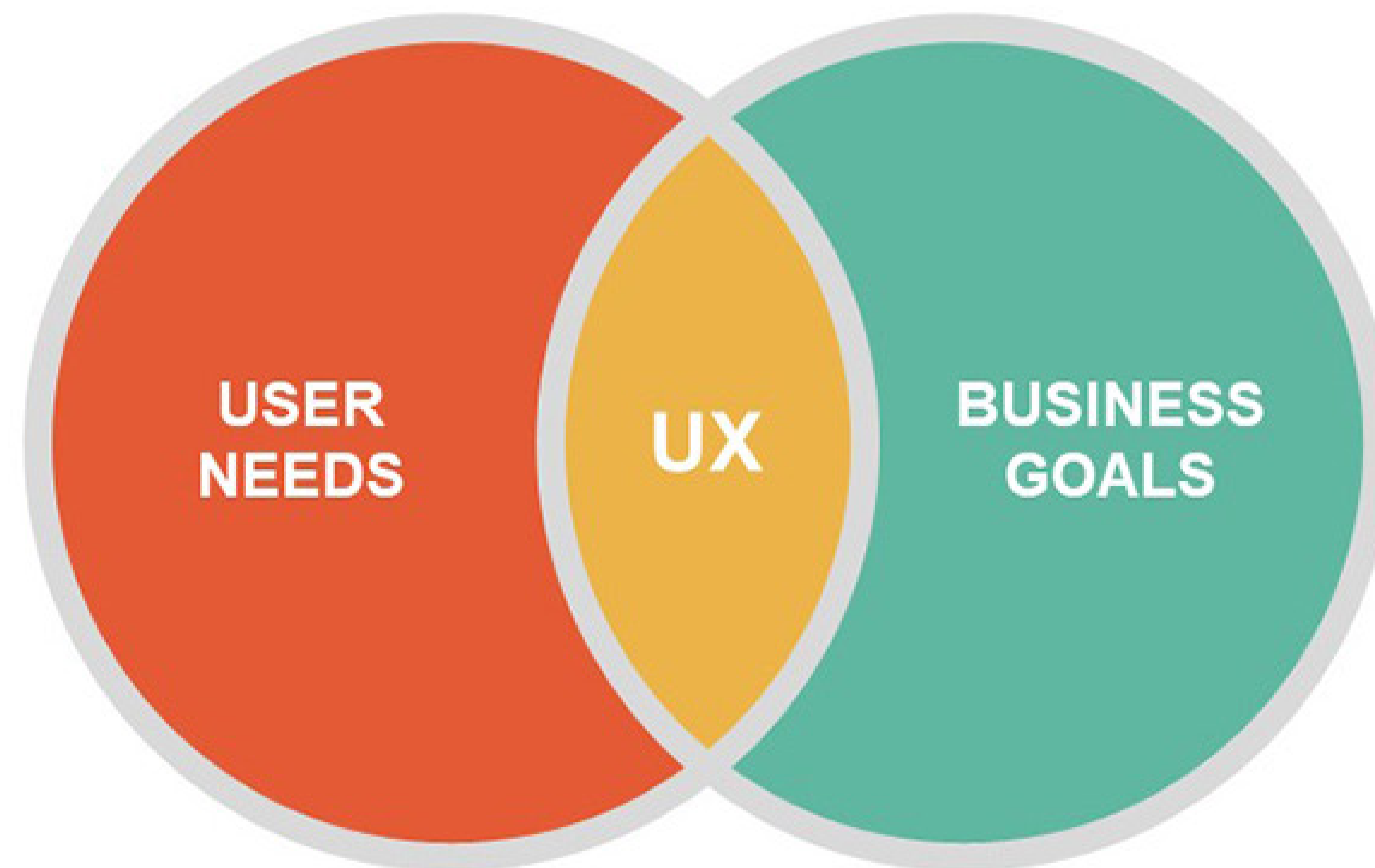


## Discovery

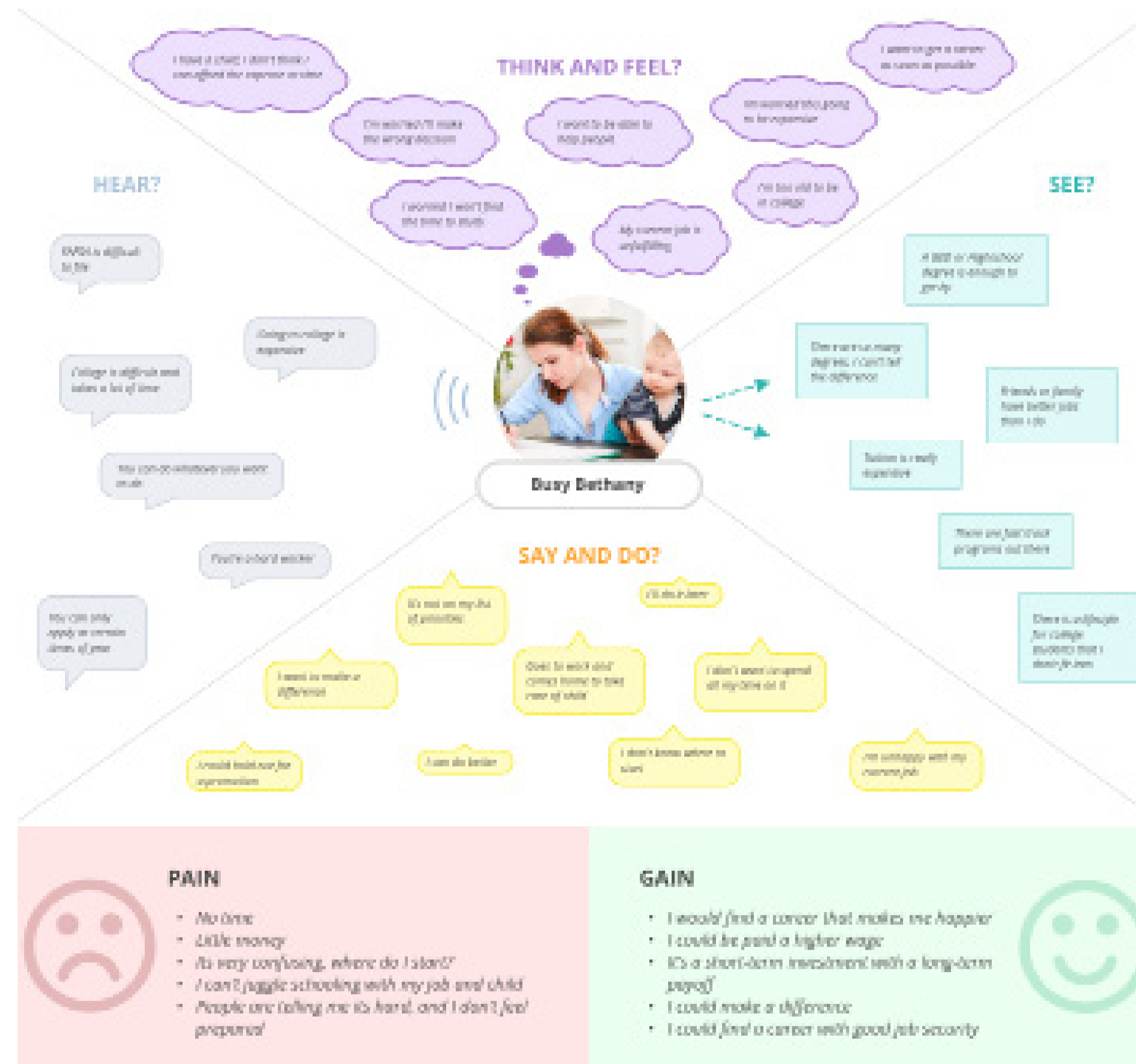
Define the problem, end users and project goal

### Methods

User Research  
User Personas  
Product Research  
Competitive Analysis



# User Persona



# Competitive Analysis

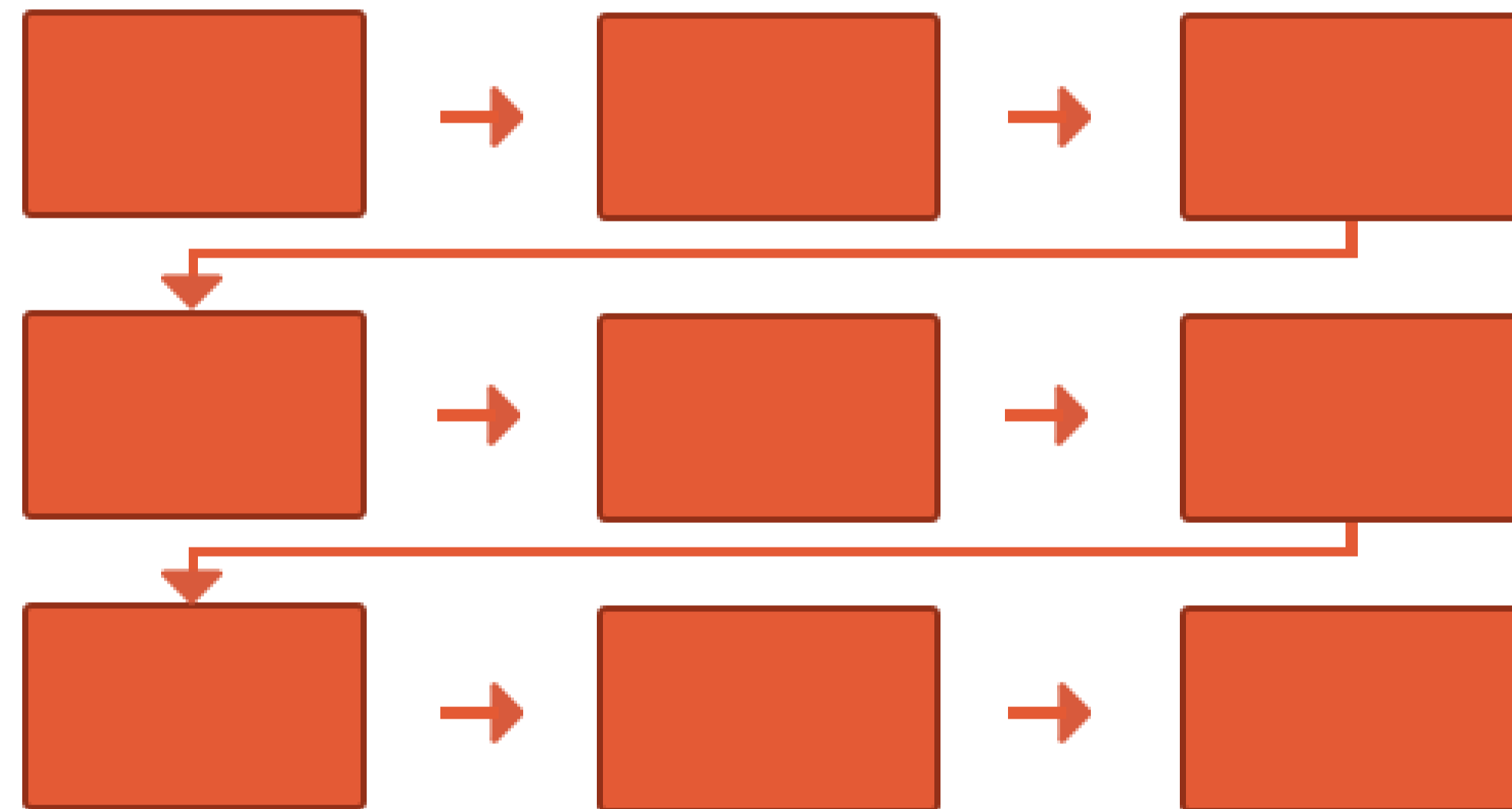
Opportunity	Importance	Feasibility
Totals		

# Ideation

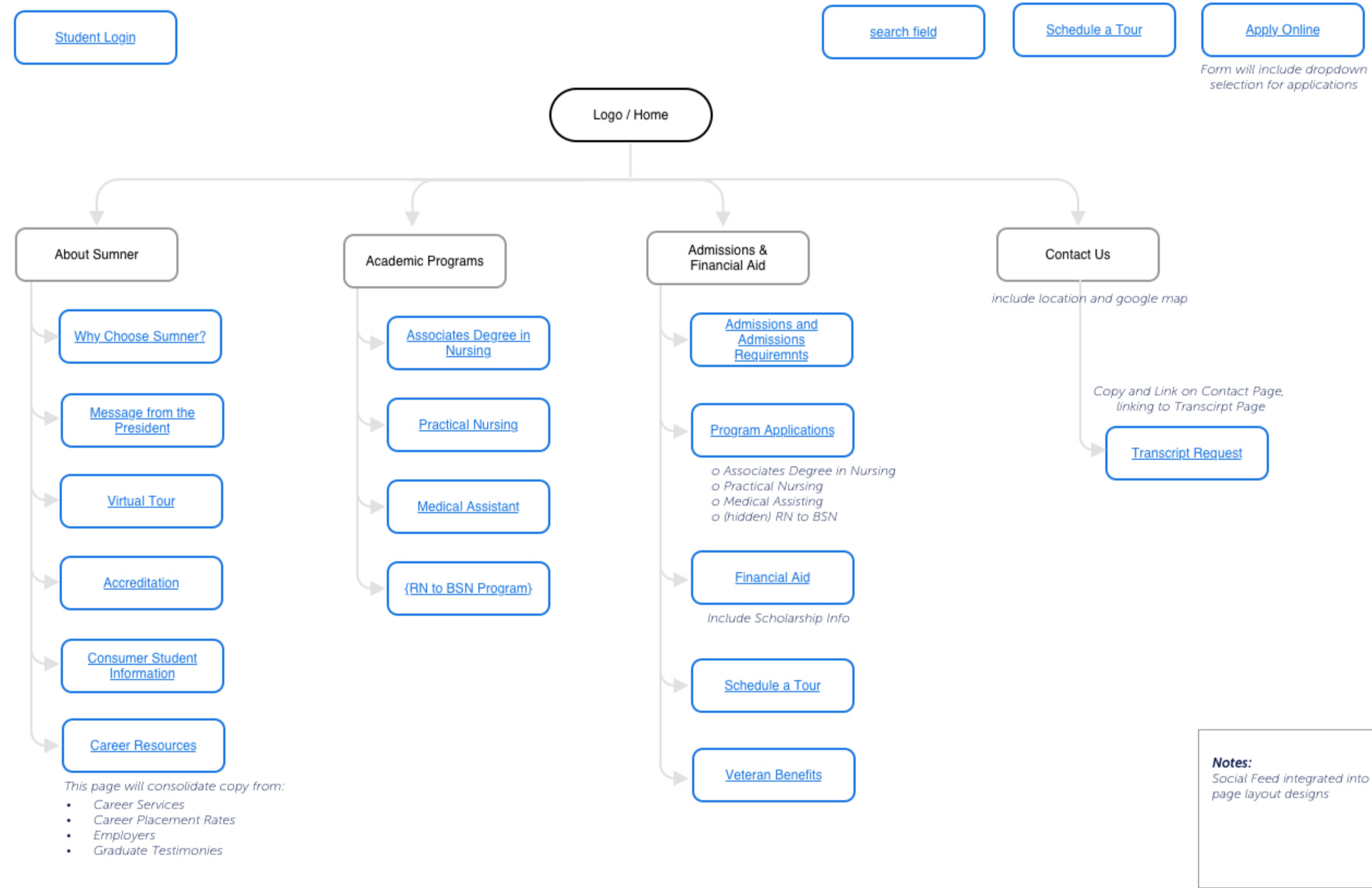
Organize, discover, explore options, develop wireframes and prototypes

## Methods

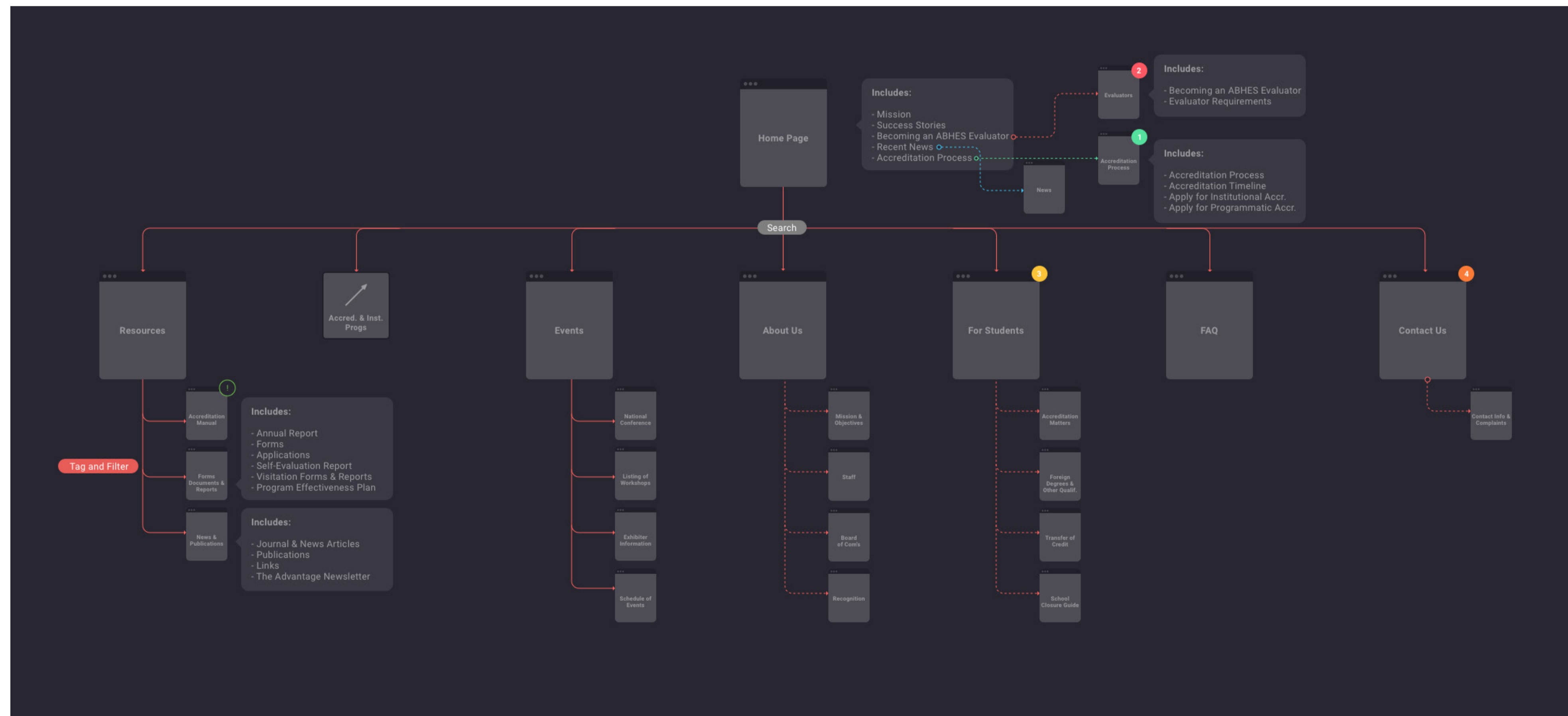
- Sitemap
- Userflow
- Information Architecture
- Wireframes
- Low Fidelity Prototypes



# Sitemap

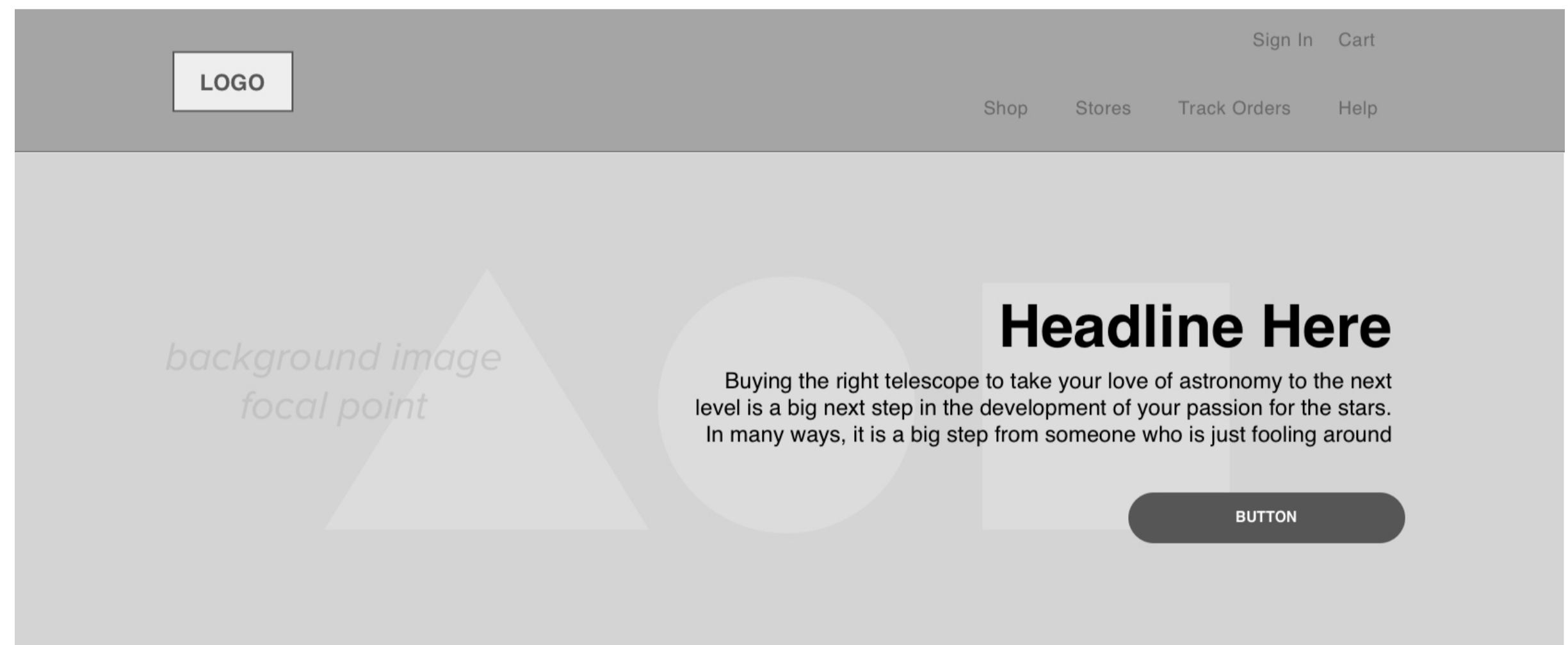
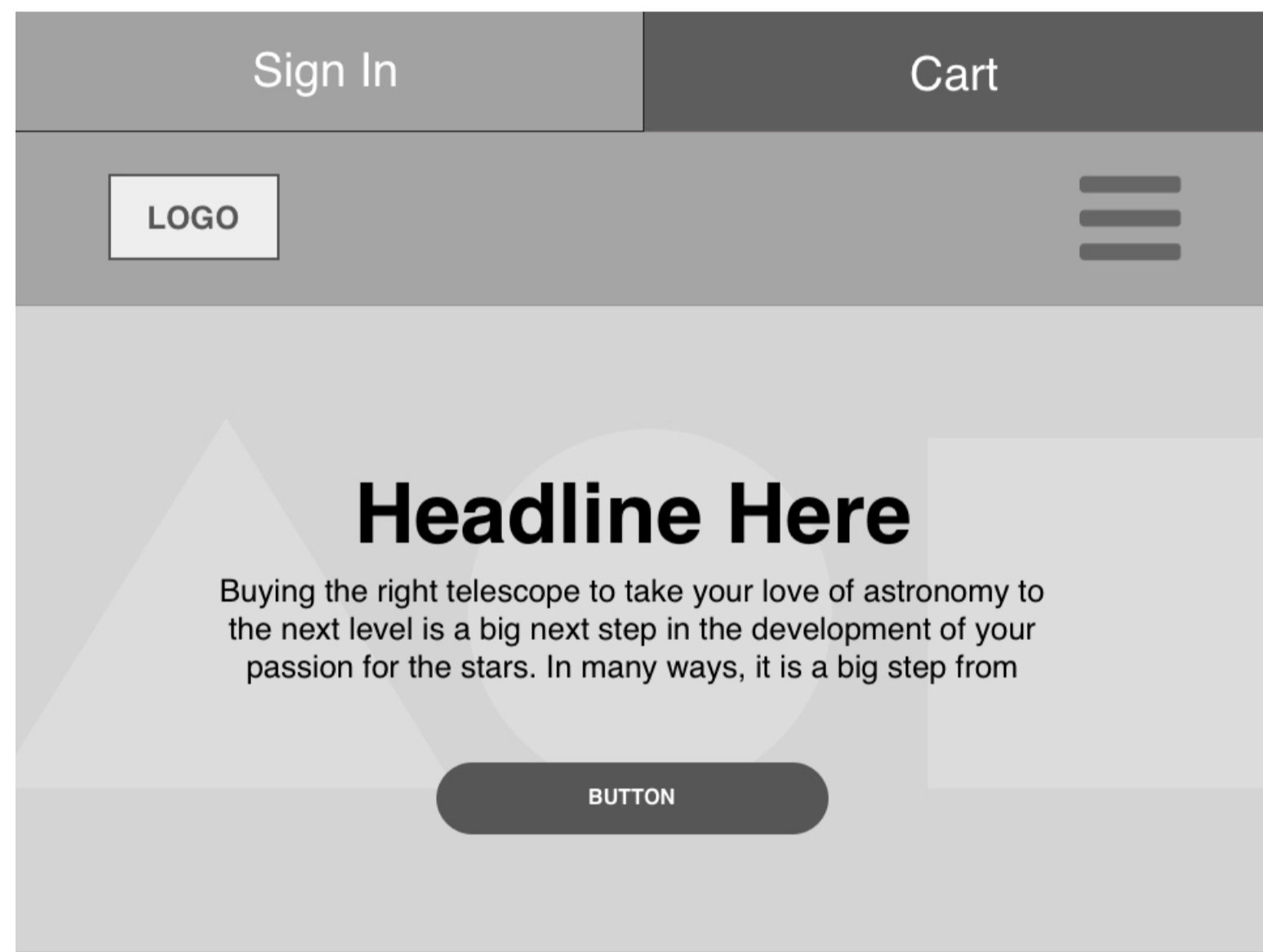


# User Flow

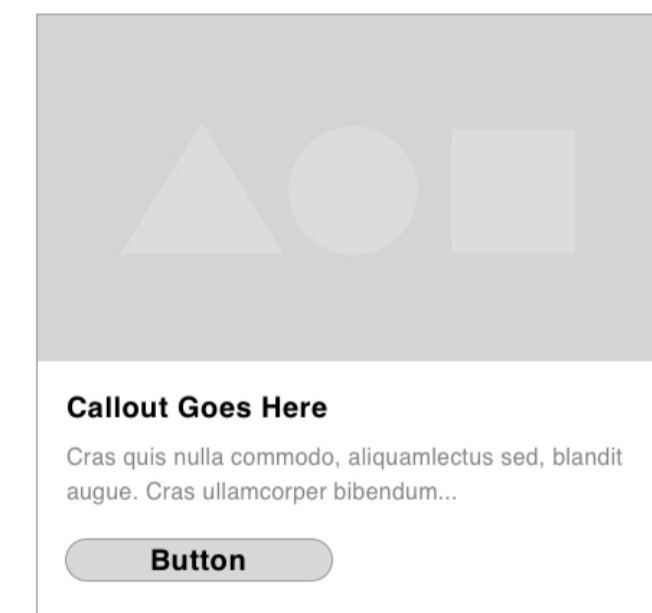
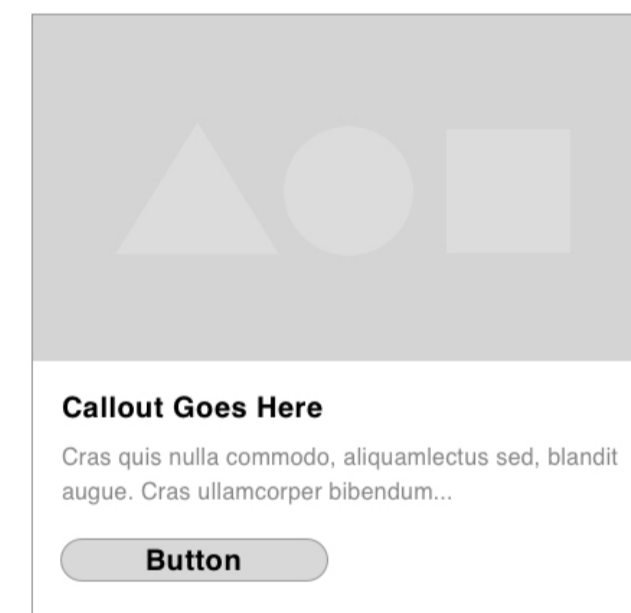
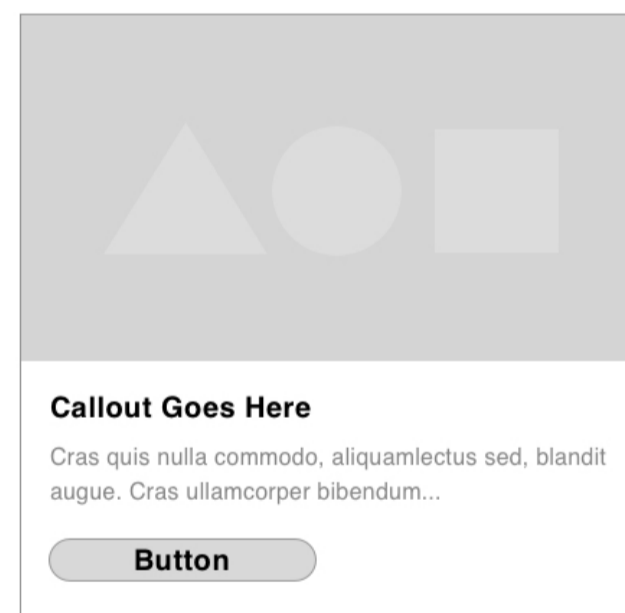




# Low Fidelity Prototypes



**Tin Headline**  
Buying the right telescope to take your love of astronomy to



## Design

High fidelity prototypes,  
mockups and user testing

### **Methods**


High-Fidelity Prototypes  
Mockups  
Internal Testing  
User Testing



# High-Fidelity Prototypes


Sign In Cart

*Topsy's* IT'S THE GOOD STUFF. ☰



**Taste the Magic.  
Share the Topsy's.**  
Magic in Every Bite.

[SHOP SIZES](#)



**6.5 Gallon Tins**  
Looking for a thoughtful way to show your appreciation? Topsy's has the perfect way to say thank you.

[SHOP NOW](#)

*Topsy's* IT'S THE GOOD STUFF. Sign In Cart

[Shop](#) [Stores](#) [Track Orders](#) [Help](#)



**Taste the Magic.  
Share the Topsy's.**  
Magic in Every Bite.

[SHOP SIZES](#)



**6.5 Gallon Tins**  
Looking for a thoughtful way to show your appreciation? Topsy's has the perfect way to say thank you.

[SHOP NOW](#)



**3.5 Gallon Tins**  
Can't be there to celebrate a special birthday? Send our Happy Birthday can for friends and family to share at the party.

[SHOP NOW](#)



**2 Gallon Tins**  
Spring has arrived. Our flower garden design is perfect for all occasions: from Thinking of You to Get Well Soon

[SHOP NOW](#)

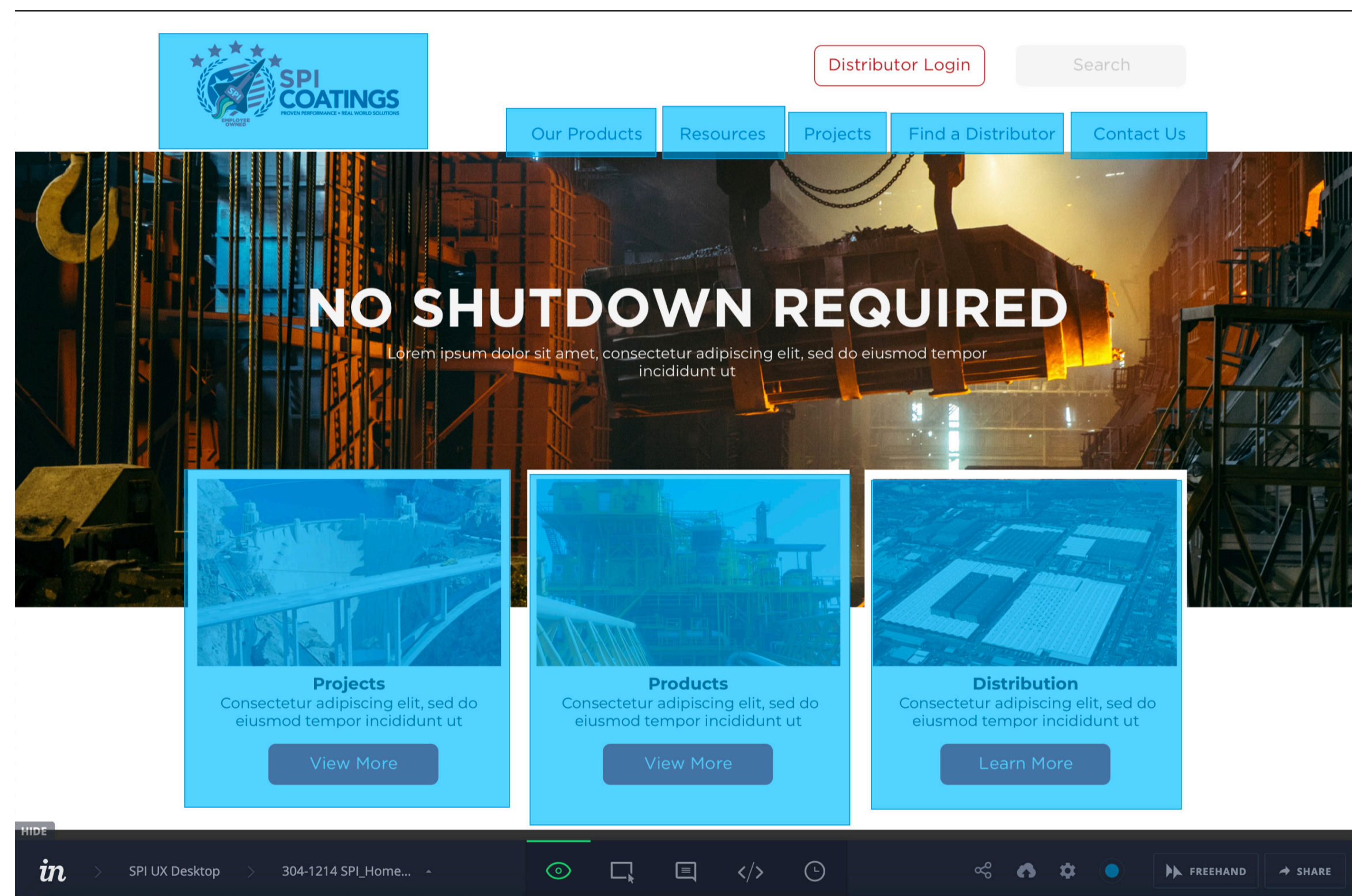


**1 Gallon Tins**  
Choose your favorite flavor in our 1 gallon tin

[SHOP NOW](#)

# Internal and User Testing

[https://invis.io/BPV8SZ2J95Z#/337468686\\_304-1214\\_SPI\\_Home-Desktop-V1](https://invis.io/BPV8SZ2J95Z#/337468686_304-1214_SPI_Home-Desktop-V1)

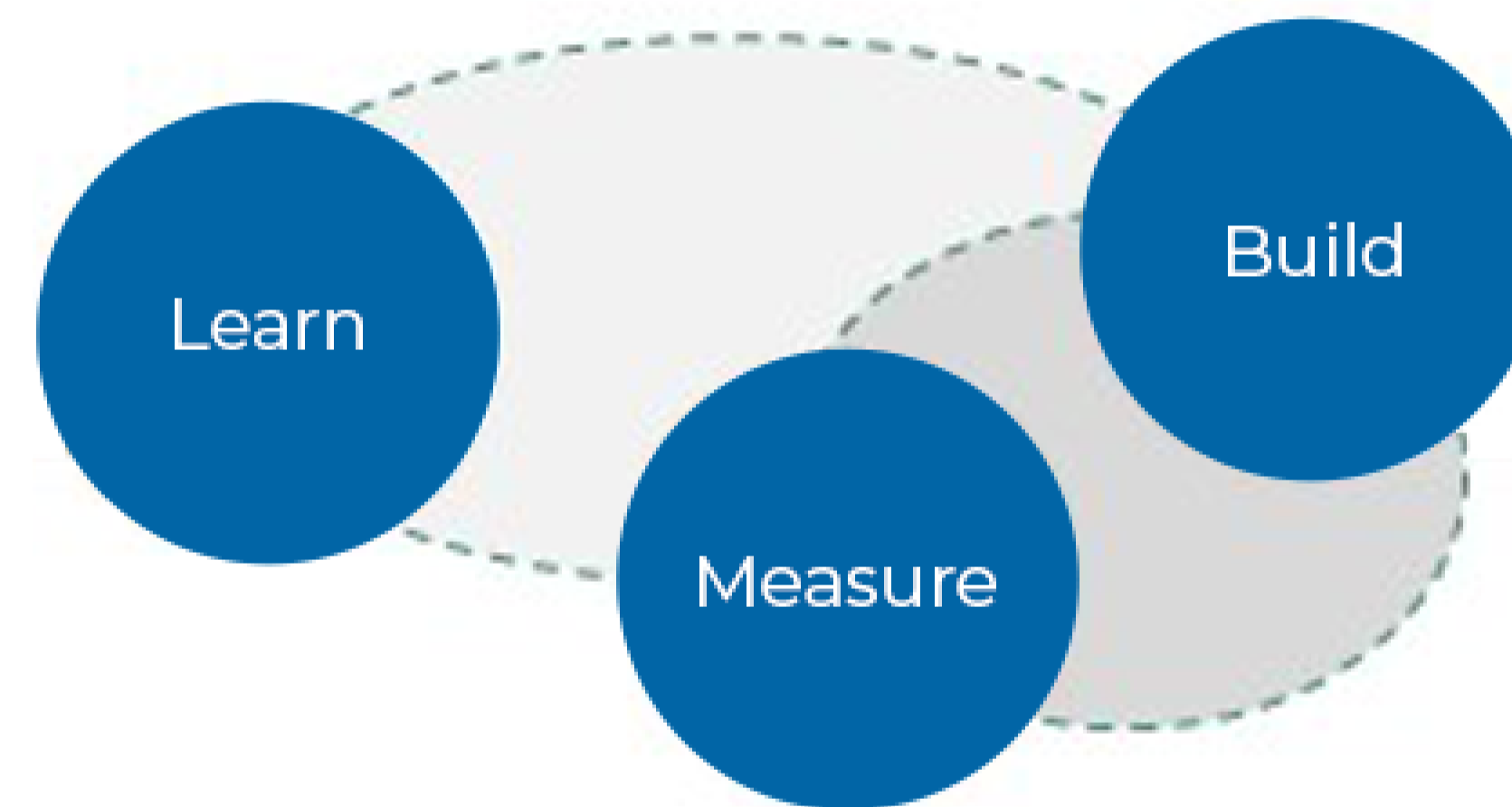


## Analyze

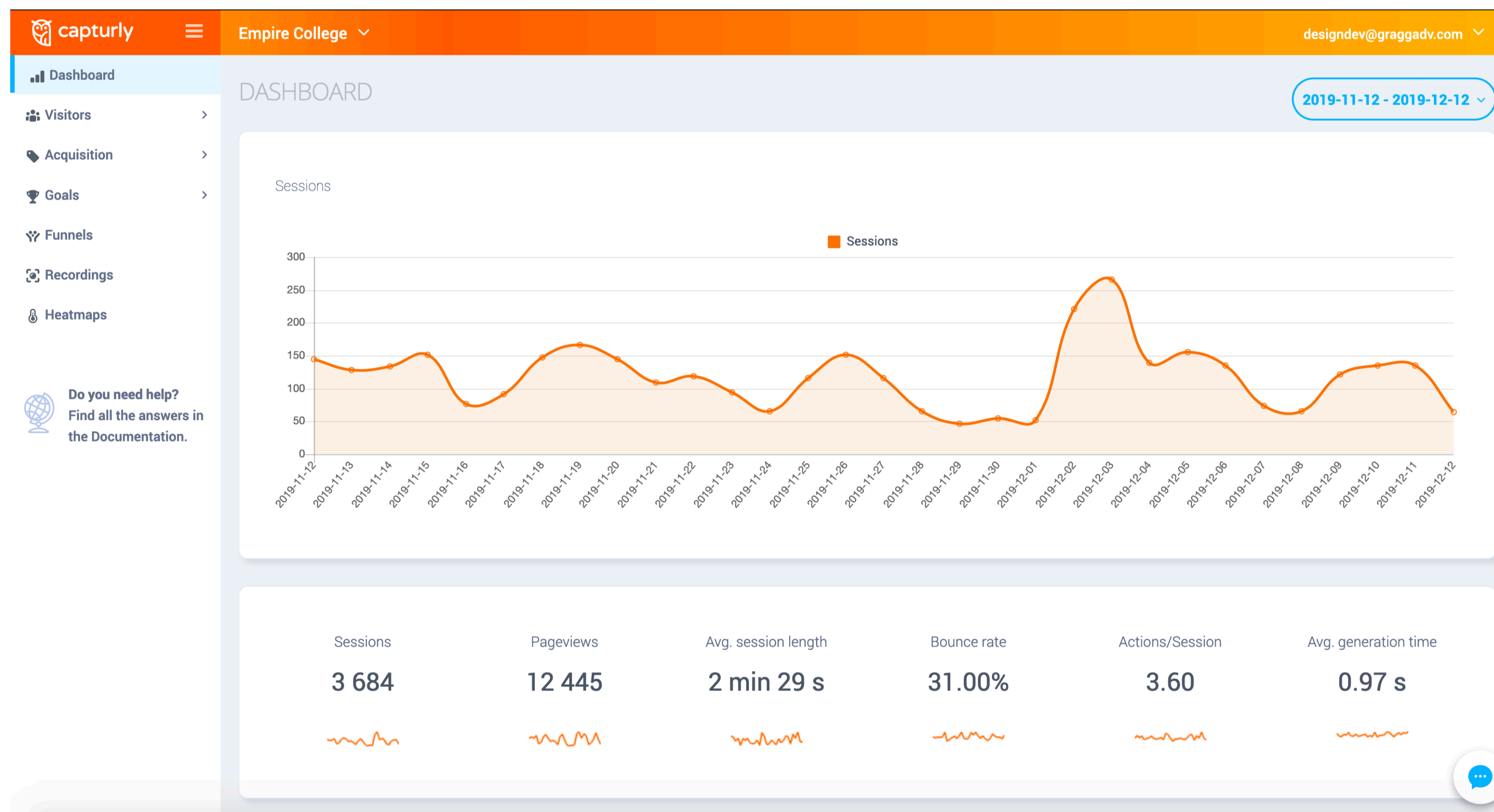
Validate, learn and plan for any needed further iterations

### Methods

Usability testing  
Heat Maps  
A/B Testing  
Recordings  
Feedback integration



# Analyze Data



# Analyze Data

## ▶ **DEVICE OVERVIEW: AUG. 30 - SEPT. 30**

<b>DESKTOP:</b> 1,752	<b>MOBILE:</b> 1,110	<b>TABLET:</b> 108	<b>OTHER:</b> 42
<b>BOUNCES:</b> 430	<b>BOUNCES:</b> 590	<b>BOUNCES:</b> 55	<b>BOUNCES:</b> 24
<b>BOUNCE RATE:</b> 22.43%	<b>BOUNCE RATE:</b> 47.39%	<b>BOUNCE RATE:</b> 47.41%	<b>BOUNCE RATE:</b> 57.00%

## ▶ **HEAT MAP OVERVIEW: AUG. 30 - SEPT. 30 - TOP 4**

**HOME**                      **VISITS:** 1332    **CLICKS:** 1594

**MEDICAL-PROGRAMS**    **VISITS:** 207    **CLICKS:** 246

# PDF Sample

# Recordings

**capturly** Empire College designdev@graggadv.com

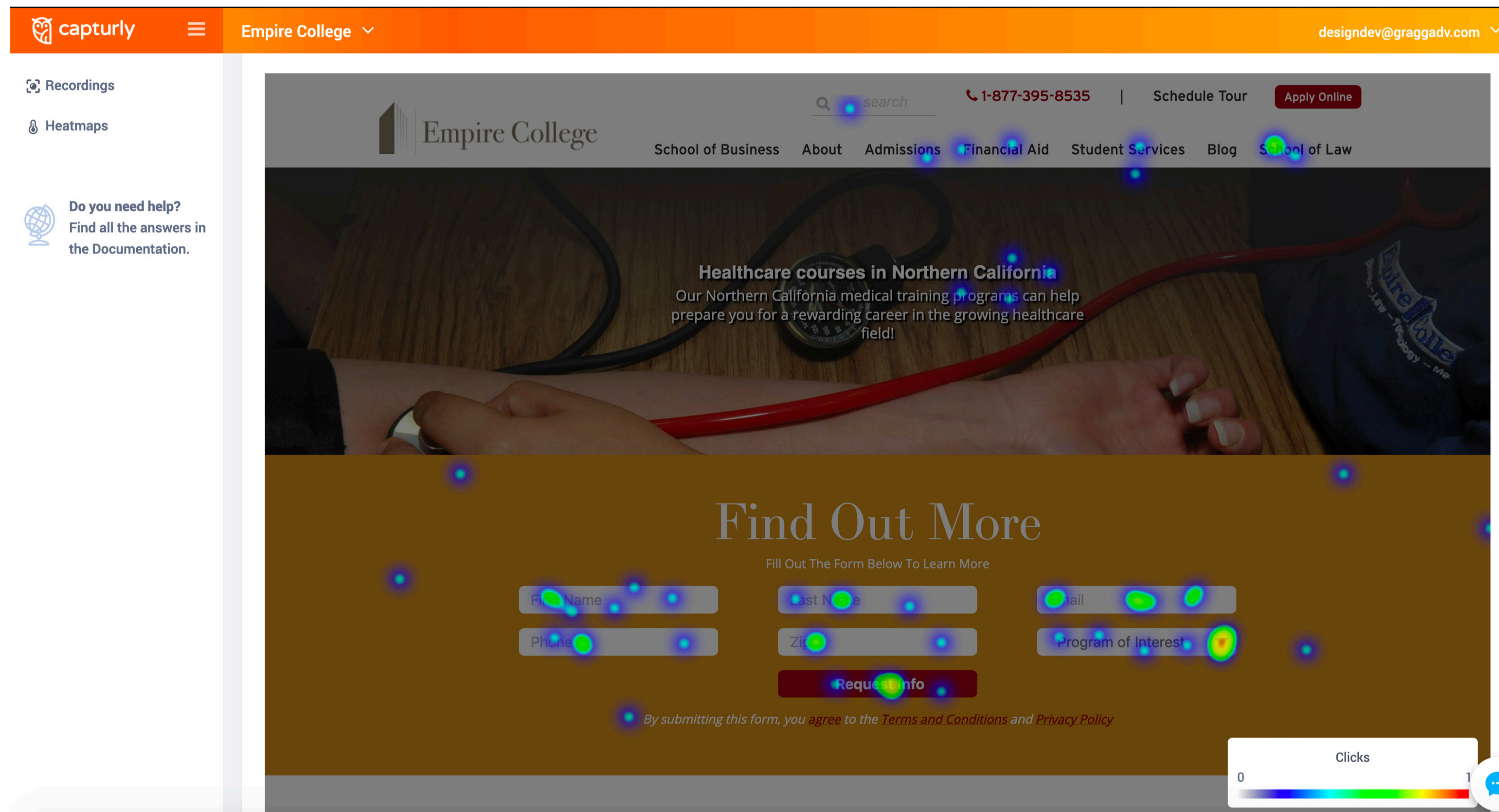
SESSION REPLAY FILTERS 2019-11-12 - 2019-12-12

	Start & Exit Pages	Source	IP Address	Browser	Pages	Duration	Date	e.g. /	Show/Hide	
☆	/medical-programs/p... /medical-programs/p...	google.com	156.72.30.1	Chrome	1	00:05	Dec 12, 11:10 am	<i>in progress</i>	Play	👁
☆	/medical-programs/ to /medical-programs/		2602:.....85f2	Chrome	1	02:19	Dec 12, 10:51 am		Play	👁
☆	/small-claims-advice/... /small-claims-advice/...		207.104.144.133	Chrome	1	10:02	Dec 12, 9:42 am		Play	👁
☆	/ to /?s=directory	google.com	12.250.22.246	Chrome	5	04:10	Dec 12, 9:18 am		Play	👁
☆	/ to /?s=spanish	google.com	2.136.6	Chrome	2	00:12	Dec 12, 8:18 am		Play	👁
☆	/benefits-of-applied-l-... /benefits-of-applied-l-...	google.com	118.140.146.54	Chrome	1	00:28	Dec 12, 1:44 am		Play	👁
☆	/ to /medical-programs/	google.com	2600:.....cdfa	Chrome	6	04:50	Dec 12, 1:08 am		Play	👁
☆	/school-of-business/?... /	google.com	2601:.....59a	Chrome	2	00:20	Dec 12, 12:59 am		Play	👁
☆	/benefits-of-applied-l-... /benefits-of-applied-l-...		2405:.....cbc	Chrome	1	00:07	Dec 11, 11:54 pm		Play	👁
☆	/ to /		67.81.29.120	Chrome	1	00:15	Dec 11, 11:36 pm		Play	👁
☆	/school-of-business/?... /school-of-business/?...	google.com	68.129.10.254	Chrome	1	00:40	Dec 11, 11:31 pm		Play	👁

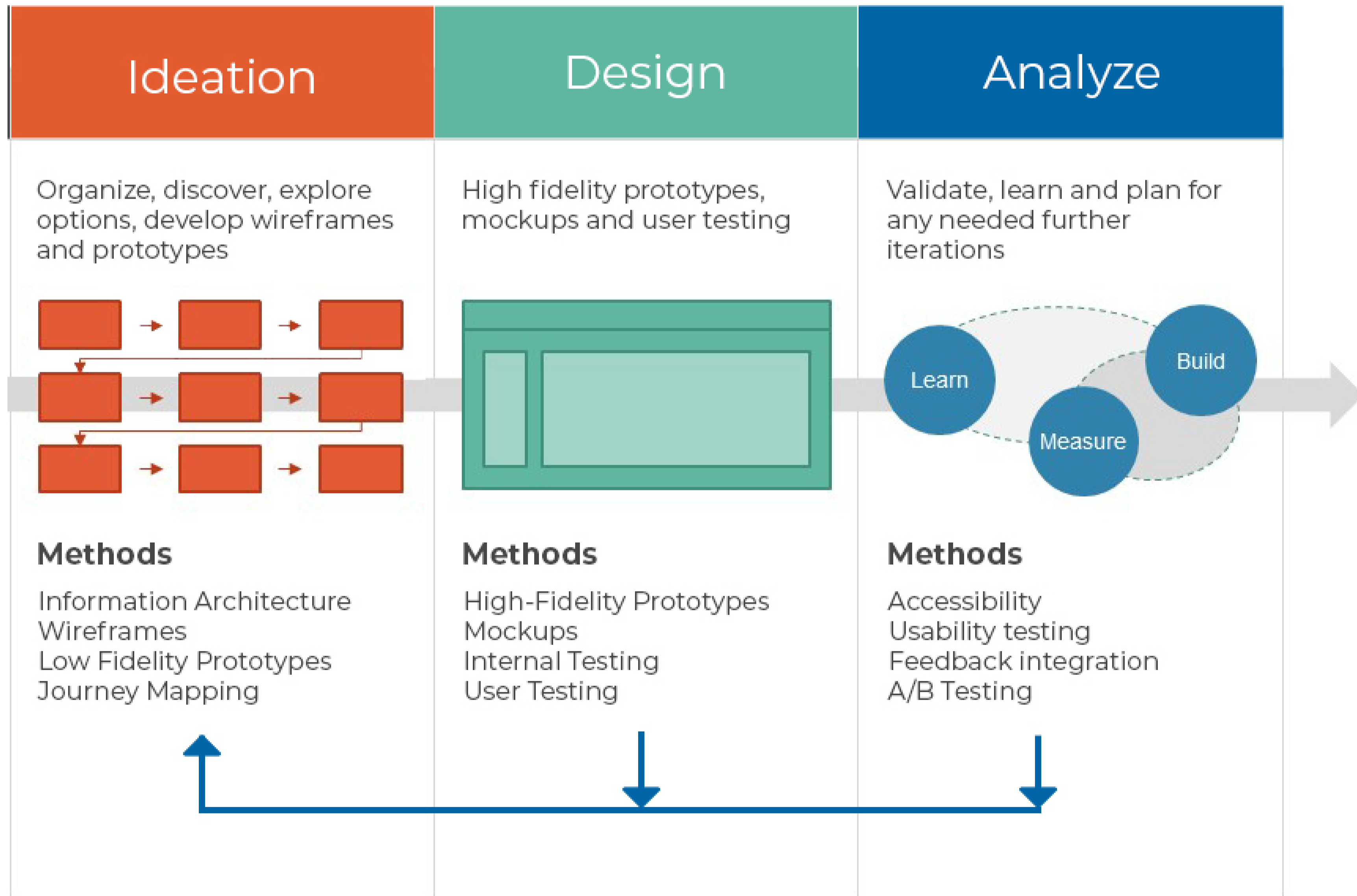
Do you need help? Find all the answers in the Documentation.



# Heat Maps



# Recommendations and Implementation



**THANK YOU**

*JD*