

UX DESIGN

A RECRUITER'S HANDBOOK

RECRUITING INNOVATION

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CLASS ONE

UX DESIGN WORKFLOW JOURNEY MAP

DURING THIS CLASS, TAKE NOTES IN THE SPACE PROVIDED BELOW

List the 5 stages of the IDEO Design Thinking Process that correlate with the 5 stages of the SDLC listed below:



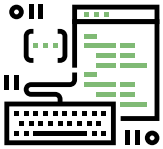
RESEARCH

Define



DESIGN

Empathize



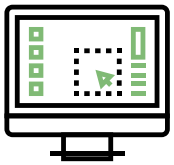
BUILD

Ideate



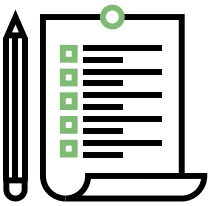
TEST

prototype



DEPLOY

Test



RESEARCH

What are the two categories of Research in UX Design? List one example of each.

01. Generative (Discovery)
02. Evaluative (testing)

GOALS OF RESEARCH STAGE	QUESTIONS OR CONCERNS
Gain understanding of real-world user goals needs attitudes motivations behaviors and frustrations Illicit use or empathy and gain by and for design decisions with cross functional teams	Who are our users? Why do they use our product tool or service? What are their primary workflows? What are their goals and motivations? What slows them down or causes frustration? What mental models and form their decision-making? How will we recruit and users or potential users? Will we have enough time to do user research? How will research inform design and product decisions? Which stakeholder should be consulted throughout the research phase?

TASKS	DELIVERABLES
Connect user research to business objectives and UX risk Plan user research – scoping and recruiting Conduct user research Analyze and synthesize user research data Communicating findings insights and recommendations	-User personas/archetypes -Jobs to be done JTBD -Mental models -User journey map/service blueprint

Notes:

UX risk is the possibility of creating a solution that doesn't meet users' goals if nothing new is learned about them during the research phase

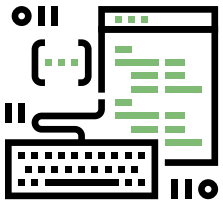


DESIGN

GOALS OF DESIGN STAGE	QUESTIONS OR CONCERNS
Craft required interaction behavior, look, and feel for the interface that supports/enhances users reality Balance user research, business, objectives, and technical strategies	What is the problem? How can we support users goals needs and mental models through the creation of a useful usable and accessible solution? How can potential solutions fit into the product or service ecosystem? How will we know we've created a successful solution? How will business objectives and technical considerations inform the design approach? How innovative should we aim to be? How does the product/release time impact the design process? How will the designs translate to a prototype?

TASKS	DELIVERABLES
Review user research/review business requirements/sketch user flows and wire frames/delivery feasiblity of potential designs/transfer sketches to medium fidelity mock ups	Sketches/task clothes/response of wireframe/ medium fidelity mock ups/site map/user scenarios

Notes:



BUILD

GOALS OF BUILD STAGE	QUESTIONS OR CONCERNS
Create a prototype that simulates the good and realistic bad user flow paths / solicit internal feedback on the solution/	What is the target users happy path? What might be an alternative flow for non-typical users? How should interactions differ between small and large screens? Do the existing design system patterns and components adequately support the user flow and interactions? What usability testing research goals and scenarios must be supported by the prototype? How will the prototype facilitate internal feedback? How will the prototype facilitate external validation from users?

TASKS	DELIVERABLES
Create prototype – select screens or UI elements/create interactive hotspots/connect user flow steps/combine all components	Interactive prototype

Notes:

Graphic user interface are not the only form that products, tools, and services take

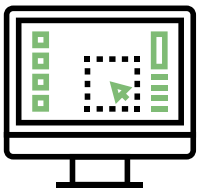


TEST

GOALS OF TEST STAGE	QUESTIONS OR CONCERNS
Validate the usefulness and usability of the design approach/ refine solution based on results from testing	What are the first impressions of the first screen/interface touch point? How can these are easily find their way around? Have we recruited the appropriate people? Do the proposed solution fit the users' existing mental models?

TASKS	DELIVERABLES
Plan and recruit users for testing/conduct testing/analyze synthesize and document findings/present and discuss findings insights and recommendations/create high fidelity mock ups design symbols and UI components	Usability testing plan/scenario based discussion guide/evaluate of research findings and insights/design recommendations/high fidelity mock ups

Notes:



DEPLOY

GOALS OF DEPLOY STAGE	QUESTIONS OR CONCERNS
Implement designs in a way that optimizes feasibility quality and performance / after release see how users interact	What is the optimal way to communicate design approach and rationale to technical partners? What assets do technical partners need from me? What user interactions and behavior should be measured with usage analytics

TASKS	DELIVERABLES
Attach just enough design documentation to the ticket that the engineers can build to/give technical partners a design walk-through and demonstration/provide production support to the software engineers	Design documentation attached to tickets/design solution walk-through and demonstration/front end pairing/usability testing of features in production

How is "UX Maturity" in an organization assessed?: feature usage data

Why are UX Designers not a primary contributor to the SDLC Deploy Stage?:
process relies heavily on feedback and iteration

What is frontend pairing? three-legged stool a triad team made up of a product manager, ux designer, and software engineer

Notes:

CLASS ONE, PART TWO

UX WORKFLOW JOURNEY MAP

DURING THIS CLASS, TAKE NOTE OF PENNY'S GOALS AND SUMMARIZE THEM BELOW.

What's the goal of the project the instructor is sharing?

Understand business objectives and user goals to redesign an insurance portal that insurance agents use on a daily basis

RESEARCH

What are Penny's 3 tasks during the Research stage?

01. connect user research to business objectives & UX risk
02. Plan User Research - scoping/recruiting
03. Prepare research tools & Materials / Conduct interviews

What UX artifacts (or deliverables) did Penny produce at this stage?

01. Two user personas
02. Mental Model
03. User goal jobs to be done (JTBD)
04. Journey map for each persona

DESIGN

What is a Design Brief? Captures the refined design goal

What deliverables did Penny create during this stage?

01. Thumbnail sketches
02. user flows
03. responsive wireframes
04. medium-fidelity mock ups

BUILD

What was Penny's primary deliverable during the Build stage?

An interactive prototype

TEST

Define 'Usability testing':

validate design approach supports users' real work workflows, goals, and needs

DEPLOY

What is Penny's main goal during the Deploy stage?

Implement designs in a way that optimizes feasibility, quality, and performance.

CLASS TWO

TECH TOOLKIT

What are the 5 main categories of tools for a UX Designer?

01. research tools
02. collaborative ideation tools
03. vector design tools
04. prototyping tools
05. design workflow tools

What are the benefits of using Research Tools?

Streamline generative & evaluative user research / enable teams to frame and solve problems together/create user interfaces and design assets/stimulate user experience behaviors ——enable UXers to conduct research studies more effectively

List the names of the three main UX Research Tools and one benefit of each:

01.	Usertesting.com	video-based research sessions (moderated and unmoderated)
02.	Optimal workshop	Card sorting/tree testing/click testing/documentations
03.	Opimizely	A/B and multivariate testing (data centric)

What is the benefit of using a Collaborative Ideation Tool?

Provide a way for teammembers to work together on problems, questions and solutions by allowing them to write and draw their ideas together on the same physical white board (digitally)

List the four main Collaborative Ideation Tools and one benefit of each:

01.	Miro	community created templates/real time voting commenting and sharing
02.	Mural	over 100 templates + facilitation features commenting sharing and chat
03.	Whimsical	Flow charts, wireframes, sticky notes and mindmaps
04.	Invision Freedhand	digital sketching

What do Vector Design Tools enable UX Designers to accomplish?

Create visual designs and user interfaces that store design files, generate wireframes and mock-up GUIs, and provide virtual artboards/pages for each screen. and save large amounts of work in a small file.

List the three main Vector Design Tools and one benefit of each:

01.	Sketch	vector design for web and mobile experience/library of community plugins
02.	Figma	real-time design collaboration abilities
03.	adobe xd	vector design and protyping

What do Prototyping tools enable UX Designers to do?

Enables UX designers to simulate intended user flow functionality & behavior without spending money to create/build actual software. No-code simulations. increase ROI but solving for speed-to-market and product-market fit challenges.

List the four main Prototyping Tools and one benefit of each:

01.	Invision	clickable prototypes with medium fidelity
02.	Adobe xd	robust tool that allows micro-interactions (feel more realistic)
03.	Flinto	Create animated prototype (supports gestures & haptic feedback on mobile)
04.	Principle	Same as Flinto but doesn't support gestures or haptic.

What is a key benefit of using a Design Workflow Tool?

streamlines the ux design process by automating tedious tasks. - sync & version design assets.

List the three main Design Workflow Tools and one benefit of each:

01.	Abstract	Design specific version control
02.	Invision craft plugin	plugin for Sketch and photoshop that reduces steps needed to export
03.	Sketch Runner	Keyboard driven workflows and custom keyboard shortcuts

CLASS THREE

UX DESIGNER TALENT PERSONAS

AS YOU LISTEN TO THE INSTRUCTOR WALK YOU THROUGH THE KEY ELEMENTS OF A JUNIOR-LEVEL AND SENIOR-LEVEL UX DESIGNER PERSONA, TAKE NOTES IN THE TALENT PERSONA TEMPLATES PROVIDED BELOW.



JUNIOR-LEVEL UX DESIGNER PERSONA

Name of Tool or Technology:

main diff is their comfort/ proficiency in using the tools

Years used or way it's been used:

Goals:

-cross functional competency
-mentorship
-Application of User-Centered Process within SDLC

Experience:

1-4 years rel experience
past tangential roles w/translable skills

(a lot of ppl are pivoting into UX)

Tasks:

-Contribute to research efforts: Planning, notetaking, synthesis, findings>
-contribute to ideation & problem solving
-participate in daily standups
-Iterate on designs based on team member feedback
-Attend backlog grooming, spring planning & retros

Deliverables:

-User personas
-sketches & diagrams
-wireframes
-prototypes
-High-fidelity Mock-ups

Motivations:

-User research observation
-Design effort collaboration
-Design Asset Contributiong
-UX Process Ownership

Frustrations:

-Not enough information
-Lack of clear direction
_no time/freedom in design approach
-Requests for "feature Parity" in design
-Imperfect implementation of pixel-perfect design.

SENIOR-LEVEL UX DESIGNER PERSONA:

Name of Tool or Technology:
same tools - demonstrate strong understanding

Years used or way it's been used:

Goals:

Increase UX business value and influence in the company/strong cross functional partnerships with product and engineering/close collaboration with customer facing teams/UX process streamlining/mentoring/process integration into development-driven tools, process and cadnces

Experience:

5-7 years
UX Lead or Architect (8 years+)
Strong soft skills: Communication/presenting to key opinion leaders/comfort with ambiguity/comfort with complex tech considerations
-3+ years end to end ux process ownership
Proficient in various SDLC Contexts

Tasks:

-Support end-to-end UX process
-Scoping and planning roadmap projects
-Plan UX approach & delegate
-Lead design sprints
-Guide the team/collaborate

Deliverables:

All standard UX deliverables/site Mabs/ taxonomies/concept models/behavioral specifications/design system elements/ documentation/user stories

Motivations:

Support for public speaking and writing/ career path as principal designer or management role/executive leadership
FaceTime – workshops, conferences, training courses

Frustrations:

Lack of involvement
-Insufficient cross fuctional collab
-requirements that are baked in solutions
-Insufficient user research time
-Reactive work /priority shifting/
unprogressive leadership

Notes:

JUNIOR-LEVEL PERSONA	SENIOR-LEVEL PERSONA
	T-shaped designers demonstrate a solid grasp of the broad set of skills required across the end-to-end UX process with a depth of proficiency in the skills required for a single stage, such as research or visual design. Broken Comb-designers possess skills

CLASS FOUR

COMMUNICATION

IN THIS COURSE, YOU WILL LEARN THE BEST PRACTICES FOR ENGAGING WITH UX DESIGN TALENT.

With new opportunities, what are the top considerations for UX Designers?

01. How valued/influential is UX
02. Is there strong collaboration between product, design and engineering
03. What is the product development framework
04. What kind of data are used to make decisions/how is success measured

Why is the story of the role and opportunity important to UX Designers?

Set the stage of the team context; introduced the problem that need solving and then lead into the Responsibilities and qualifications for the role

What are three tips to writing engaging outreach messages to UXers?

01. Warm and personable demeanor
02. Compliments and or reference to candidates background or portfolio
03. Multiple ways to get in touch with the recruiter

What are 3 red flags to avoid when recruiting UX Designers?

01. lack of background/portfolio grasp
02. Not calling out UX-“unicorn” role when present
03. lack of important & relevant information (job description/salary)

How can you establish credibility when interviewing UX Designers?

01. Provide clear & tangible picture of the role - day to day work
02. Questions about cross-fuctional work approach
03. questions about meeting the balance between business objectives, user needs, and technical strategy.

What is top-of-mind for UX Designers when evaluating a new opportunity?

01. Clear expectations - hiring process/timeline/ongoing next steps
02. follow up
03. honesty along the process so they can evaluate their own fit.

CLASS FIVE

PORTFOLIO REVIEW

AS THE INSTRUCTOR DISCUSSES UX PORTFOLIOS, TAKE NOTES IN THE SECTIONS BELOW.

Why do UX Designers need portfolios?

represents the actual work, how they frame and solve problems, how they navigate the business context and project constraints, how they collaborate with key colleagues, and how they determine if the project was successful through case studies

What makes a UX portfolio different from other types of portfolios:

They involve helping user do something to be a digital experiences and digital services/problem-solving process as user centered methods/case study content should have user personas journey maps sketches wire frame, prototypes and mockups

What are the key aspects of the UX Portfolio you are assessing as a recruiter?

Review and case studies: how problems are framed and solved, how business context and project constraints are navigated, collaboration and metrics for project success

Case studies make up a majority of the UX portfolio. Outline the purpose and at least one detail for each of the following case study components:

Project Overview: Product/service type they worked on

Problem Synopsis: The problem, target user, project goals, problem-solving approach, constraints, influencing business drivers

Problem-solving process: Personas, user journeys, user research diagrams

Solution: Mock ups with iterations

Summary/Conclusion: Wrapup that includes project reflection / description of business impact

What're some evaluation criteria that hiring managers use when reviewing a UX portfolio?

If they don't pinpoint who the target users are or what their goals needs were pain points are and the candidate is not a user centered

What are a few indicators of a senior-level portfolio?

Problem-solving nuances/problem-solving in business objectives connection/driving results throughout process

Portfolio Reviews, where UX candidates present their portfolio to the hiring team, is often a make-or-break moment in the hiring process. What do you need to know about hiring manager expectations related to the portfolio review in order to help prepare your candidates for a Portfolio Review?

Ask the hiring manager what their expectations for the portfolio review are and pass those expectations onto the candidate prior to the portfolio review to help them prepare the things they show and tell about their work.: who are they presenting to/number of case studies/what kind of studies/presentations duration.