

UX Design

Related Roadmaps

- ✔ Design System Roadmap
- ✔ Frontend Roadmap

Find the detailed version of this roadmap along with resources and other roadmaps

<https://roadmap.sh>

Frameworks

Understanding Human Decision Making

Buzzwords to Lookout for

- BJ Fogg's Behavior Model
- Stephen Wendell's CREATE Action Funnel
- Spectrum of Thinking Interventions
- Dual Process Theory

- Nudge Theory
- Persuasive Technology
- Behavior Design
- Behavioral Science
- Behavioral Economics

Classifying Behavior

Behavior Change Strategies

- BJ Fogg's Behavior Grid

Making Users Addicted

- Nir Eyal's Hook Model
- Cue Routine Reward Model

Changing User's Behavior

- Support Conscious Action
- Cheating
- Make or Change Habbits

- Educate and Encourage User
- Help User think about Their Action
- Defaulting
- Make it Incidental
- Automate the Act of Repetition

- New Behavior
- Existing Behavior

- Help User Avoiding the Cue
- Replace the Routine
- Use Consciousness to Interfere
- Mindfulness to Avoid Acting on the Cue
- Crowd Out Old Habit with New Behavior

Business Model

- Existing Business Model
 - Business Model Canvas
 - Lean Canvas
- New Business Model
 - Business Model Inspirator
 - Competitor Analysis
 - Five Forces Model
 - SWOT Analysis

Understanding the Product

Clarify Product

- Target Outcome
- Target Actor
- Target Action

Define Target Users

- Create User Personas

User Stories

- Create Product Backlog

Simple Reminders and Planning Prompts

- Status Reports
- How-to-Tips
- Call to Action

When Attention is Fleeting and Scarce

UX Patterns

ProtoTyping

Conceptual Design

When you have many opportunities to Influence User

- Decision-Making Support
- Behavior Change Games
- Gamification
- Planners
- Reminders
- Social Sharing
- Goal Trackers
- Tutorials

Wieframing

- Figma
- Adobe XD
- Sketch
- Balsamiq

Things to Lookout for

- In general, Keep it Short and Simple
- Make it Easy to Understand, Easy to Complete
- Make Progress Visible to User
- Make Progress Meaningful in order to Reward User
- Make Successful Completion Clearly Visible

Deliverables

- Customer Experience Map by Mel Edwards
- Simple Flowchart
- Event-Driven Process Chain Model (EPC)
- Business Process Model and Notation (BPMN)

Clear the Page of Distractions

Make it Clear, Where to Act

Tell User What the Action is and Ask for it

Getting Users Attention

Get a Favorable Conscious Evaluation

- Prime User-Relevant Associations
- Leverage Loss Aversion
- Use Peer Comparisons
- Use Competition
- Avoid Cognitive Overhead
- Avoid Choice Overload
- Avoid Direct Payments

Creating Urgency to Act Now

- Frame Text to Avoid Temporal Myopia
- Remind of Prior Commitment to Act
- Make Commitment to Friends
- Make Reward Scarce

Getting Positive Intuitive Reaction

- Make UI Professional and Beautiful
- Deploy Social Proof
- Deploy Strong Authority on Subject
- Be Authentic and Personal

Make sure Users can Easily do it

- Elicit Implementation Intentions
- Default Everything
- Lessen the Burden of Action/Info.
- Deploy Peer Comparisons

Measuring the Impact

Testing

- Incremental A/B Testing
- Multivariate Testing

Gather Lessons Learned, Prioritize, Integrate

Continue Improving the Product