

Crystal Ski Explorer App

UX Processes - Brainstorming concepts through to the finished product

Brainstorming

Internal brainstorming to come up with ideas for what we could offer in an app

Looking at what else was on the market currently

Speaking to reps to see if there was anything that customers had been asking for

Focus Groups

Tested initial concepts with customers in a focus group environment

Customers were from different customer segment types

Evaluated results with team after the focus groups

Analysed which concepts went down well with the different customer segment types

Workshops

In-house workshops to flush out the chosen concepts

Each group took one of the customer segments and created storyboards

These storyboards showed the types of functionality they thought would help this customer segment

Storyboards were just simple sketches and each group had to present back their ideas to the rest of the group

Analysis

Analysing the storyboards to see what were the common themes to take forward

Key features/functionality were picked out from the storyboards

Competitor review

Competitor analysis was carried out to look at best practise

Which of our competitors were already doing this?

Also looked at other types of apps that may have similar functionality



Sketching screen concepts

Sketching out ideas into how the concepts would work on a screen

Sketching allows us to create lots of ideas quickly to get feedback.

Prototyping

Interactive prototype was built to test the concepts

Axure was the software we used to create the interactive prototype

The prototype included all interactions to allow us to see how a user would interact with the screens.



User testing

User testing on internal staff and customers

For the first round of user testing we used internal staff to get some quick feedback.

We iterated the prototype and then tested on customers to get more valuable feedback.



Screen flow design

Screen flows were created

Creating screen flows allows us to see all the different routes a user could take around the app

They also help to make sure that every screen has been thought of and can be used as a checklist for the designs.



Developer review

Run through with developers

We ran the development team through the screen flows and documented all the functionality within the app.

This allowed the development agency to go away and put together some codeings and time estimates to carry out the work.

Visual design

Creating the visual design

Worked with branding/design teams to get feedback.

We worked in 2 week sprints to deliver the different sections of the app. After each sprint we had a demo and a retrospective to flush out any problem areas and improve for the next sprint.

