

# The UX process canvas

## Identify user groups

Identify the main user groups that you'll need to run interviews with.

1

## Run user interviews

- Write down **questions** and aim for 30- 60 mins interviews.

Find out:

- Current behaviour
- Pain points
- Goals & expectations

2

## Create personas

Create personas from the information you got in the interviews.

3

## Map out user journeys

- One user journey per goal
- Actions, not pages
- Each action should start with a verb
- Avoid verbs that imply solutions of UI elements.

4

## Map out page flow

- Map out the page flow for a user's journey.
- Describe important functionalities and content of each screen.

5

## Create a prototype

- **Create** some paper sketches
- **Digitalise** the wireframes.

6

## Run usability test

- Using the script template, plan the usability test and run it.

7