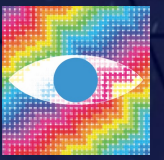


Y U X ?

Edition 06

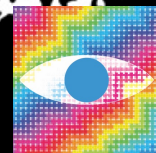
The trouble with UX Design





Underappreciated and misunderstood

User experience (UX) design is the process design teams use to create products that provide meaningful and relevant experiences to users. UX design involves the design of the entire process of acquiring and integrating the product, including aspects of branding, design, usability and function. Sometimes at odds with development teams and engineers, ultimately, the end result is manifested as THE experience and is what people remember, reinforcing a brand experience or a customer experience (CX). All with the assumption that the dev team made it work!



User Experience Design is Product Design

“User Experience Design” is often used interchangeably with terms such as “User Interface Design” and “Usability.” However, while usability and user interface (UI) design are important aspects of UX design, they are subsets of it.

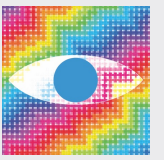
We are concerned with the *entire* process of acquiring and integrating a product, including aspects of branding, design, usability and function. It’s a story that begins before the device is even in the user’s hands.

Design Thinking

This is how we present our process...

Our design process involves 6 phases that feed into one another:

1. **Discover:** where you learn about your users;
2. **Define:** where you identify problems and user needs;
3. **Ideate:** where you generate design ideas to solve the problems;
4. **Prototype:** where you create mock-ups, rapid prototypes, animated simulations and, eventually, the final product; and
5. **Test:** where you test your designs with users to improve them.
6. **Implement:** where you launch your **Most Viable Product**.



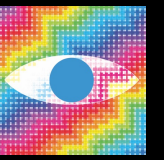
Agile Development



This represents our **Design Thinking** completing a holistic process that tests and challenges assumptions along each step allowing for **evaluation** and **refinement**.

Product Design

We help create the product's designs as well as the **product goals and roadmap**. A product roadmap is essentially a high-level summary of the future direction of the product's offerings and features. Matching real-life human needs and user interaction is at the core of product development. Our UX designers consider business goals when they design experiences for users. Product design must consider not only today's business goals but also those of the long term. Product design ensures that design gets implemented well and on time, optimizing the user experience by combining branding, technology and psychology



Contact us to learn more about UX Design and Product Development.

```
class Zbuffer {
public:
  Zbuffer(int, int);
  Zbuffer(screen);

  real setz(int, int);
  void setz(int, int, real);
  void setz(real);
  int Putz(int, int, real); // sets new value
  int Plot(int, int, real); // does not set r
  int hline(int, int, int, real);
  int vline(int, int, int, real);
  int box(int, int, int, int, real)At x, int y,
          Z[x*y*sizeX] = z;
protected:
  int sizeX, sizeY;
  real *Z;
};

Zbuffer::Zbuffer(int X, int Y) : sizeX(X), sizeY(Y) {
  Z = new(real)[(sizeX)*(sizeY)];
};

Zbuffer::Zbuffer(screen S) : sizeX(S.sizeX), sizeY(S.sizeY) {
  Z = new(real)[(sizeX)*(sizeY)];
};

real Zbuffer::setz(int x, int y, real z) {
  return Z[x*y*sizeX] = z;
};

int Zbuffer::Putz(int x, int y, real z) {
  return Z[x*y*sizeX] = z;
};

int Zbuffer::Plot(int x, int y, real z) {
  return Z[x*y*sizeX] = z;
};

int Zbuffer::hline(int x, int x2, int y, real z) {
  for (int i = x; i <= x2; i++)
    Z[i*y*sizeX] = z;
  return 0;
};

int Zbuffer::vline(int x, int y, int y2, real z) {
  for (int i = y; i <= y2; i++)
    Z[x*i*sizeX] = z;
  return 0;
};

int Zbuffer::box(int x, int x2, int y, int y2, real z) {
  for (int i = x; i <= x2; i++)
    for (int j = y; j <= y2; j++)
      Z[i*j*sizeX] = z;
  return 0;
};
```

design + content + tech

MediaSlam

MediaSlam

[JOIN NOW](#)

JOIN THE **MEDIASLAM** CLUB AT CLUBHOUSE

[JOIN NOW](#)

JOIN **THE DODESTER** AT CLUBHOUSE