






The 5 Competencies of User Experience Design

	Information Architecture	Interaction Design	Usability Engineering	Visual Design	Prototype Engineering
	 The interface structure and navigation scheme	 The page-level layout, task fulfillment and component flow	 The study of discrepancies between expected and actual user behavior	 The consistent visual treatment of elements and components	 The functioning composition of proposed interactive concepts
Groundwork	<ul style="list-style-type: none"> Contextual analysis Business process Business rules Product branding Product roadmap UI roadmap Corporate & product strategy Re-findability 	<ul style="list-style-type: none"> Visual framework User feedback Labels & content Error placement User assistance Form design & flow Button groups & placement Page-element hierarchy Element key states Product branding Page-level information hierarchy Application-level consistency User motivation Task context Use of UI library components Information dashboard content 	<ul style="list-style-type: none"> Test goals Test scripts / tasks Navigation Content / terminology Presentation Interaction Participant recruiting Summative testing Formative testing Recommendations Working prototype environment 	<ul style="list-style-type: none"> Visual hierarchy Similarity Proximity Color Texture Shape Direction Size Typeface Context 	<ul style="list-style-type: none"> Page-element interactive states Designer's intentions Page template / type Technical approach Existing UI framework UI patterns UI components
Deliverables	<ul style="list-style-type: none"> Global elements Navigation patterns Application structure diagram Structure diagram with page types Information hierarchy High-level nomenclature 	<ul style="list-style-type: none"> User goals Functional inventory Component requirements Layout patterns / page types Wireframes Storyboards Key states 	<ul style="list-style-type: none"> Usability plan and scripts Usability sessions Usability findings Surveys Feedback Recommendations document Session recordings 	<ul style="list-style-type: none"> Treatment definition Mockups Style guide Key states treatment Assets 	<ul style="list-style-type: none"> UI component library Prototypes Variations on UI patterns