Imagine Your New Software in 8 Steps

Intro

Are you looking to launch a new software product or update an outdated solution but don't know where to start? If so, CatalystUX has developed a FastTrack strategy for digital product development that can help you realize your goals. We've condensed our years of experience into eight steps for you to follow, along with some upfront work. These steps will guide you towards turning your vision into a reality. And if you need extra support, we offer a 21-day FastTrack Digital Strategy to help you envision your software. Learn more here or contact us at business@catalystux.com.

First, Determine Your Goals and Strategy

Prior to the work we do at our UX design firm, we recommend working upfront to define your goals and possibly even conduct some market research.

With respect to goals, ask yourself: What do you want to achieve with your software? What problems do you want to solve? What value do you want to bring to your customers? Your goals should be specific, measurable, achievable, relevant, and time-bound.

If you haven not already conducted market research, some things to consider are: Who are your potential customers? What are their pain points? What are their expectations? What are your competitors offering? Use surveys, focus groups, and online research tools to gather information.

The Catalyst UX 8-Step Approach

Once you've established your goals and have a clear understanding of what you are trying to solve and who you are targeting, the Catalyst UX 8 step process can begin. This is something we currently work with our clients on (learn more here).

01
Create a User Personas

Based on your market research, create user personas that reflect the needs, goals, and behaviors of your target audience. At Catalyst UX, we use a data-driven approach that combines user research, market analysis, and key insights that are grounded in real-world observations and informed by the latest UX best practices.

About

Context and Role
Laura works in a windowless lab full of buzzing machin[...] riding herd over a variety of different lab equipment so [...] can help her doctors diagnose illnesses and make trea[...] recommendations. She's responsible for producing ac[...] test results, and knows that her work helps people.

Personal Motivations
- Enthusiasm for bacteria and pathology
- Helping people and saving lives
- Satisfying detective work

Goals
- Getting all her tests done every day

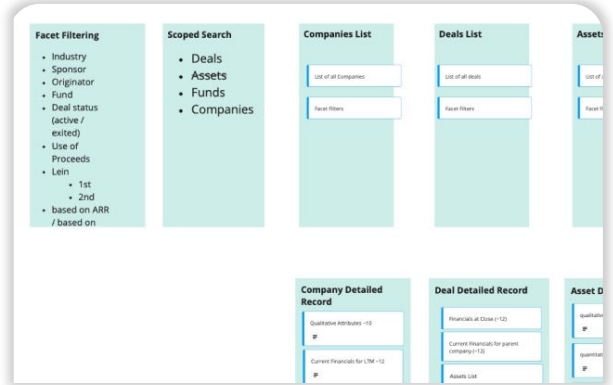**Laura**
The lab technician
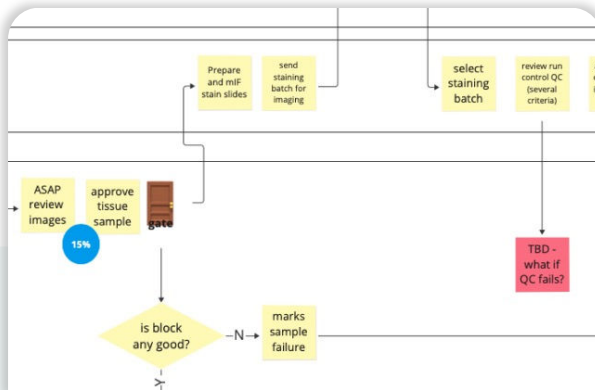
02
User Journey Map

Next in our process we create a user journey map. To create a user journey map, you will need to gather and analyze data about your users' experiences, behaviors, and needs. Key elements to include are the user persona, touchpoints, user tasks, emotions, pain points, opportunities, and metrics. By considering these elements in your user journey map, you can gain a deeper understanding of your users' experiences and needs, and identify opportunities to improve their journey and increase user satisfaction.

If you need help, our UX team can deliver a data-driven user journey map for the optimal core experience for your digital solution.

03
Work Area Analysis

At this point, at Catalyst, we embark on a comprehensive work area analysis which identifies the core areas of concentrated work needed to deliver your product. Think of this as the project deliverables for successful UX design, much like what is needed in each room in a house (e.g., if you have a work area that is the kitchen, what are your goals and needs in that particular room). The goal is to design those work areas to be as efficient as possible.

04
User Scenarios

Identify user scenarios for each core work area, considering their goals, needs, and tasks. Also, consider the touchpoints where users interact with the product. Focus on core user experiences crucial for project success. If you need help, contact us. Catalyst UX has worked on over 750 projects and can help you too.

05

View Catalog and Audit

For each core work area, we identify the views that are essential to complete the user scenarios. We audit the views to identify which views are core, reusable views. This involves conducting a content inventory, mapping user flows, conducting a heuristic evaluation, and analyzing metrics. By identifying the essential views and auditing them, it becomes possible to prioritize resources to the core views, leading to a more effective and user–friendly product.
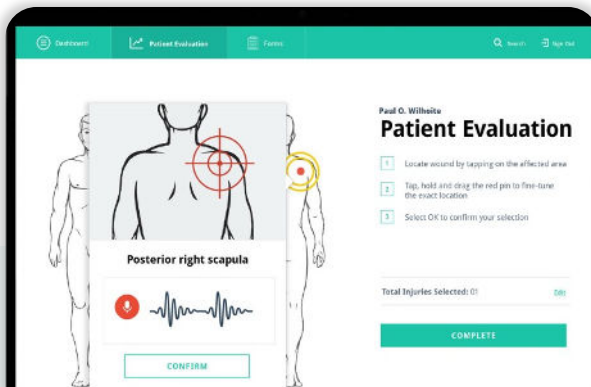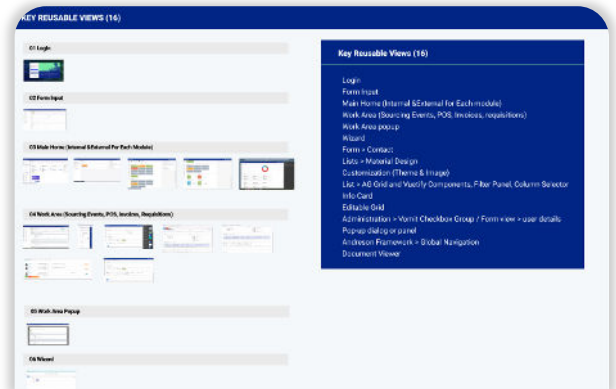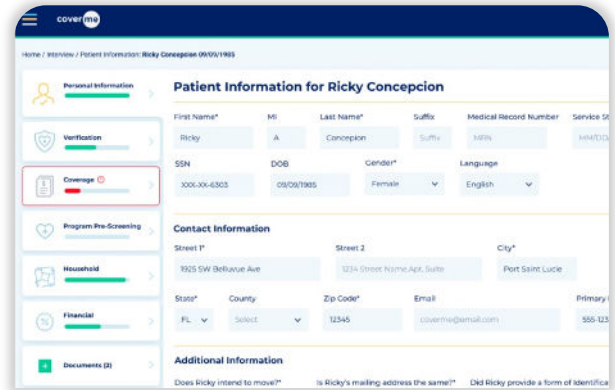

06

Guiding UX Design Strategies

Next, identify a set of guiding UX design strategies to be used when designing your software or digital solution. Guiding UX strategies are principles that shape the design of a product or service to enhance the user experience. They provide a framework for designers to follow, focusing on user needs and expectations to create intuitive, efficient, and enjoyable designs. By incorporating these strategies into the design process, the entire development team can create products that meet user needs and drive business success. An example could be simplicity: to keep the design simple and intuitive to reduce cognitive load and enhance usability.

07

Design Concept

Next you'll want to create a design concept. This high–level idea or vision defines the overall direction and approach of a design project. It serves as a starting point for the design process and is often based on research and insights gathered during the discovery phase. A design concept may include elements such as branding, user experience, visual design, and functionality, and it helps to ensure that all design decisions are aligned with the project's goals and objectives.

08

Implementation and Agile Work Plan

At Catalyst UX, once we have finalized step 7 and have a design concept, we develop an agile work plan. This includes the UX design, UI engineering and back–end engineering activities, resources, schedule, and investment needed to bring your new product to life, including the types of resources you'll need.

If this all sounds overwhelming, it's because it can be. To build a truly effective and efficient digital solution, you need to go through these steps. But don't go it alone. Catalyst UX has 30 years of experience and has completed more than 750 projects. We can work through these steps and deliver a design concept and work plan in 21 days. Learn more here or contact us at business@catalystux.com.

Catalyst UX is now part of Unosquare company, an international leader in custom software development. Collectively, Unosquare and Catalyst UX have deep domain expertise FinTech, Medical and Life Sciences.