



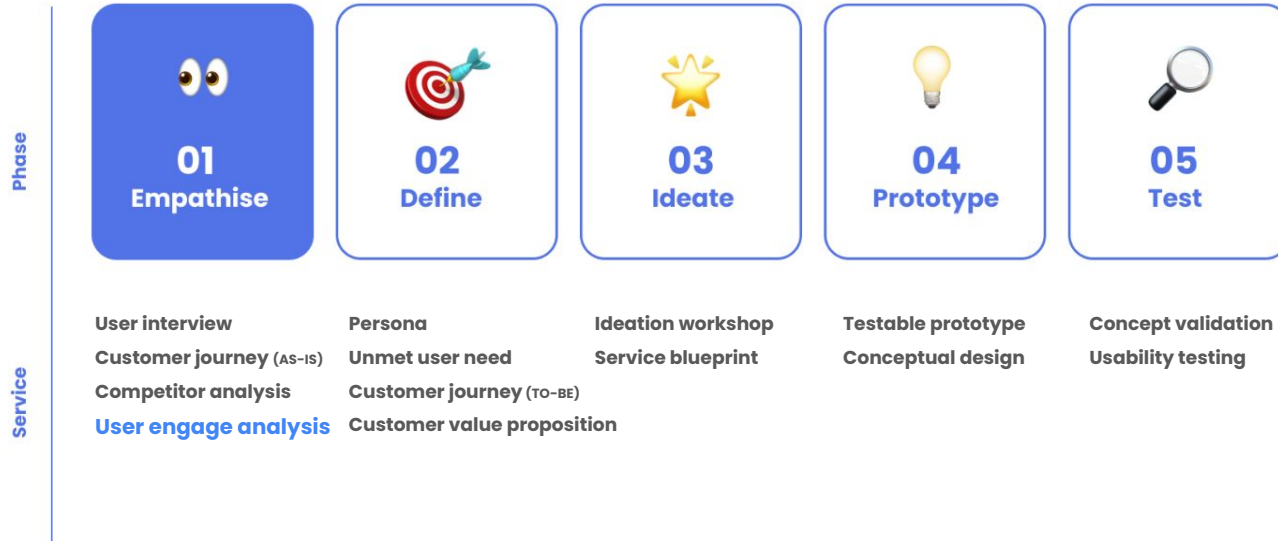
**UXUI in Process**

**# Product discovery phase**

**#Product delivery phase**

**#Pear**

# Design thinking process





## UXUI / UX Researcher

Workshop ideation

UX audit

Unmet need user

Ideate customer value proposition

Explore new customer journey example of key wireframe

User in depth interview

Concept test

Competitor analysis

# Discovery Phase

#UX researcher

# Delivery Phase

#UXUI

Information architecture

User flow/ wireframe

User persona

User story

Design system

Visual design

User interface

Usability test



# UX research in discovery phase

	Emphasize and define		Ideation		Testing
	Business alignment Secondary research	Explorative research	Product opportunity		Prototype
Objective	- Understand business challenge & user research goal	- To understand different types of user and their needs - To verify customer value of MVP1 features	-To address any opportunities found from initial research Target user and their needs - To help initiate ideas on how to drive products into "User solution"		-To visualize and validate the ideas based on hypothesis statement and business agreement -To verify refined ideas / additional ideas for new mortgage platform
Material	<ul style="list-style-type: none"> <li>Competitor analysis</li> <li>Access existing research and all information.</li> <li>Kick off meeting and workshop to get consensus on vision &amp; priority (if needed)</li> <li>UX audit</li> </ul>	<ul style="list-style-type: none"> <li>User In-depth interview - call, online/offline</li> <li>User surveys</li> <li>User contextual inquiry</li> <li>IA study by card sorting, tree testing</li> </ul>	<ul style="list-style-type: none"> <li>Unmet user need analysis</li> <li>Market Opportunity analysis (winning / losing zone)</li> <li>Ecosystem opportunity identification</li> </ul>	<ul style="list-style-type: none"> <li>Ideation and prioritization Workshop from selected Unmet need cards</li> </ul>	<ul style="list-style-type: none"> <li>Prototype Making</li> <li>Concept ideation / validation</li> <li>Usability testing (from exiting High-fi screen)</li> <li>Feature prioritization workshop</li> </ul>
Output	<ul style="list-style-type: none"> <li>Existing information and reports</li> <li>Assumption list</li> <li>Unknown list</li> <li>Participant criteria</li> <li>Use cases</li> <li>Business case</li> <li>Product vision / strategy</li> <li>UX appendix</li> <li>As-is Service Blueprint</li> </ul>	<ul style="list-style-type: none"> <li>Task and Scenario</li> <li>Question list</li> <li>Participant list and info.</li> <li>Session script and sequence</li> <li>Research schedule and room</li> <li>User raw data</li> <li>Empathy map</li> <li>Mental model</li> <li>User flow</li> <li>IA mapping</li> </ul>	<ul style="list-style-type: none"> <li>Prioritized Unmet User need</li> <li>Opportunity score by current satisfaction and user need.</li> <li>Opportunity list in holistic view (Ecosystem for the target group)</li> </ul>	<ul style="list-style-type: none"> <li>Prioritized ideas / feature</li> <li>Hypothesis statement</li> </ul>	<ul style="list-style-type: none"> <li>Initial key screens (Low-fi wireframe)</li> <li>Storyboard</li> <li>User raw data</li> </ul>
Deliverable	<ul style="list-style-type: none"> <li>Competitor biz model, strength &amp; weakness</li> <li>Proto personas</li> <li>UX audit report</li> <li>Research Proposal</li> </ul>	<ul style="list-style-type: none"> <li>Personas with prioritized need and pain.</li> <li>Problem statement</li> <li>How might we statement</li> <li>Unmet user need card at least 3 card per persona</li> <li>As-is journey</li> <li>Validated Assumption and unknow list</li> </ul>	<ul style="list-style-type: none"> <li>To-Be journey / service blueprint</li> <li>Customer value proposition</li> <li>Opportunity score mapping by At least 3 Unmet need card per persona</li> <li>Opportunity report</li> </ul>	<ul style="list-style-type: none"> <li>Agreed ideas report</li> <li>Concept design</li> <li>Testable prototype</li> <li>Testable story</li> </ul>	<ul style="list-style-type: none"> <li>Report with UX measurement e.g. SUS, User satisfaction etc.</li> <li>Recommendation at next step</li> <li>quick win with backlog items</li> <li>Feature prioritisation report</li> </ul>

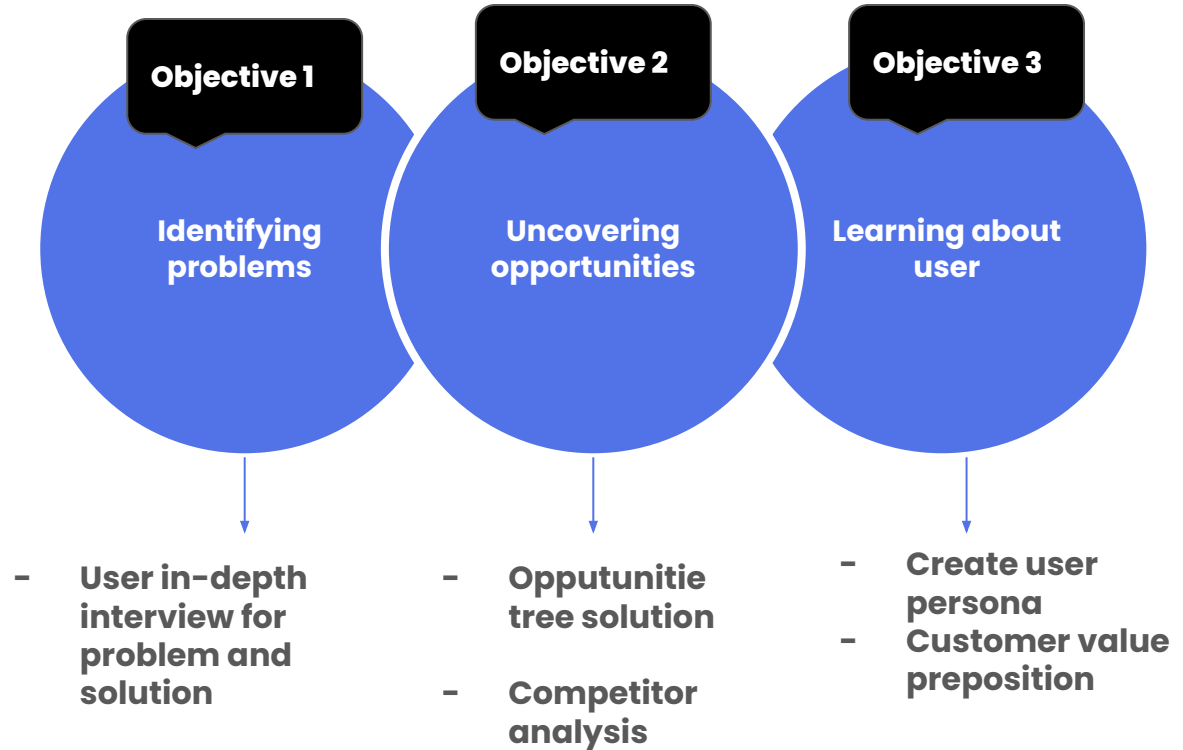


## UX Research objective

What is business goal ?  
Who is main target user ?  
What is the important user need ?  
What is key user pain point ?  
What are key features to solve pain point ?  
What is customer value proposition ?  
What is key differentiation ?  
How to measure product success ?  
How to compete new market player ?  
What data to collect more from user ?  
What is the first thing to develop ?



## UX research key item





## Example key deliverables

Method name	Objective	Deliverable	User	Time
<b>In-dept user interview</b>	Get <b>deeper insights</b> and understand the nature of their need or specific points of interest. take around 60 mins / session	Understand as-is journey • Define persona – Problem and solution	<b>Existing users</b> <b>New users</b> <b>User of competitors</b> <b>Unsubscribe users</b>	–
<b>Mini usability test on current product (+Guerilla testing)</b>	Get <i>slightly</i> insights and <b>quick feedback for concept test</b> take around 45 mins / session	• Verify key selling point of  current feature	<b>Existing users</b> <b>New users</b> <b>Competitive users</b>	–
<b>Competitor analysis</b>	To understand current market and <b>competitive landscape</b>	• Understand market landscape Understand competitor solution		



## #UX Process

- User interview
- Persona
- Customer journey
- Unmet user need
- Competitor analysis
- User Engagement analysis
- Customer value proposition
- Ideation workshop
- Prototype
- Design system
- Conceptual design
- Usability testing



**Why we need to do....**

“What value or output we can get”

**01**

**Who currently involve for each stage ?**

“What timeline looklike ?”

**02**



## 01 #User interview/Survey

### THIS IS SUITABLE FOR YOU IF:

- No prior discussion of target users, no research has ever conducted to explore problem space
- Unclear or assumed user need, pain and gains along specific process / journey
- User persona development

### WHAT YOU WILL GET FROM THIS:

- Know more about your current user insight and list of assumption that we can prove later
- UX artefacts (persona, journey) which use for product development and team communication
- The product made with user centric process which also creates value for the business.

## #Tool

- Question list
- Interview script
- Note taking board ( Focus on your customer not note )
- Summary note taking board

## #Analyse Metric

- User quote
- User insight
- Problem statement
- System usability scale
- Single ease question

**"Get user  
need,  
pain,gain,feeling  
and thinking"**

**"User voice :  
Problem  
statement"**





## 02 #User Persona

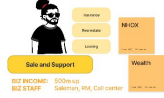
### Create user persona



Workshop sequence  
1. Audience Personas - who influences who

Learn that  
**Saler & CRM**

gribo.com/creative/30/  
www.dailymotion.com/video/



**BEZ Operator:**  
Online business  
Online business  
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Market ONE  
**Marketer & PR**

Personalities and Roles Target  
a. Role of the person who is the target  
b. Role of the person who is the target



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## #Create user persona

- Know your customer
- Who want to used our product
- Target group meet BU goal



### Bio

The mentor has been in agent career for a long time and has a stable life. Their income is enough for them to live a comfortable life. They focus on management than sale activity.

### Tool usage behaviour

The mentors is the first group of people who are willing to try new tools if they perceive potential in it. If tools can deliver a promised value they will continue to use it and encourage others to use it too. They are confident to use digital saletool in front of the customers. They always utilise tools to help them work efficiency.

### Goals

- Support team member to be successful.
- Increase work efficiency
- Communicate and coach team.

### Barriers

- Fragmented digital sale flow
- Limited management tool

### Personality



### Preferred tool

- Line
- AS400
- Smart proposal
- SAM
- High Q agent

### Meet Mike University Student, 22



### Demographic

Mike is from China. He's a newcomer in Milan, studying Product and Interior design.

### Personalities

- All-nighter, getting busy with school projects
- Enjoys socialising, making new connections and house-partying when he has time

### Goals and Needs

- To spend more money to make everything easier
- To get everything fast and convenient
- To find information related to making a permit easily and fast, in English
- To keep posted with information about Covid-19 in Milan (in English) so he can plan gatherings

### Frustrations

- Lack of information available in English on the government or public services websites.
- Queues and waiting without knowing when the time will come
- Dealing with complicated processes

### Interests



### Lifestyle



### Italian proficiency

Very Beginner

**"I hate switching to Google Translate. It's real pain in the ass"**



## 02 #User Persona

### Create user persona



#### Workshop sequence

##### 1. Build the Persona - via Interview

#### Large role

##### Sales & CRM

gabung dengan tim sales  
dan database customer yang

Marketing  
Sales  
N10K  
10K - 15K  
Wealth

Sales and Support  
BIZ Income: 500K - 1M  
BIZ Expense: 300K - 500K  
Sales, CRM, Call center  
10K - 15K

BIZ Operation:  
Online Business  
Online Business  
Online Business  
Online Business

#### Medium role

##### Marketer & PR

if mau jadi marketer target  
a 3000 orang per hari bisa jadi  
gabung dengan tim marketing

Marketing  
PR  
10K - 15K  
Wealth

Marketing & Content  
BIZ Income: 100 - 500K  
BIZ Expense: 50K - 100K  
10K - 15K

BIZ Operation:  
Online Business  
Online Business  
Online Business  
Online Business

#### Micro role

##### Clerk

gabung dengan tim clerical  
dan database customer yang

Marketing  
Clerk  
10K - 15K  
Wealth

Clerk & Appointment  
BIZ Income: 100 - 500K  
BIZ Expense: 50K - 100K  
10K - 15K

BIZ Operation:  
Online Business  
Online Business  
Online Business  
Online Business

DEMO  
GRAPHIC

NEED/  
GOALS

PAIN

GAIN

EXPERIENCE  
GOAL

## #UX create

## Participant criteria

Determine the user specification for grouping participants and the number of people who will be recruited for each group.

	Mass user have not redemption exp.	Mass user have redemption exp.
Age	18-25	18-25
Occupation	Freelance Part-time	Freelance Part-time
Salary	Under 10K 10K - 15K	Under 10K 10K - 15K
Habitation	Great BKK	Great BKK
Redemption experience	No experience	EASY e-catalog EDC e-catalog
Credit card	SCB	SCB use credit card in 3-6 months (Optional) Another bank
Using...	Yes	Yes
Number of recruit	3	3

## #BUcreate



## Add more criteria



## 03 #Customer journey

### Understand customer touchpoint



### #Customer journey

- As-is journey development
- To-be journey development

**Journey map** คือประสบการณ์ที่ลูกค้ามีกับโปรดักส์เรา เพื่อที่จะได้เจาะลึกไปยังรายละเอียดในแต่ละขั้นตอนของเส้นทางนั้นๆแบบเห็นภาพ (Visualize) ทำให้เราสามารถวิเคราะห์หาปัญหาต่างๆที่เกิดขึ้นเพื่อออกแบบใหม่ได้ดียิ่งขึ้นและดีกว่าเดิม

### #UX create

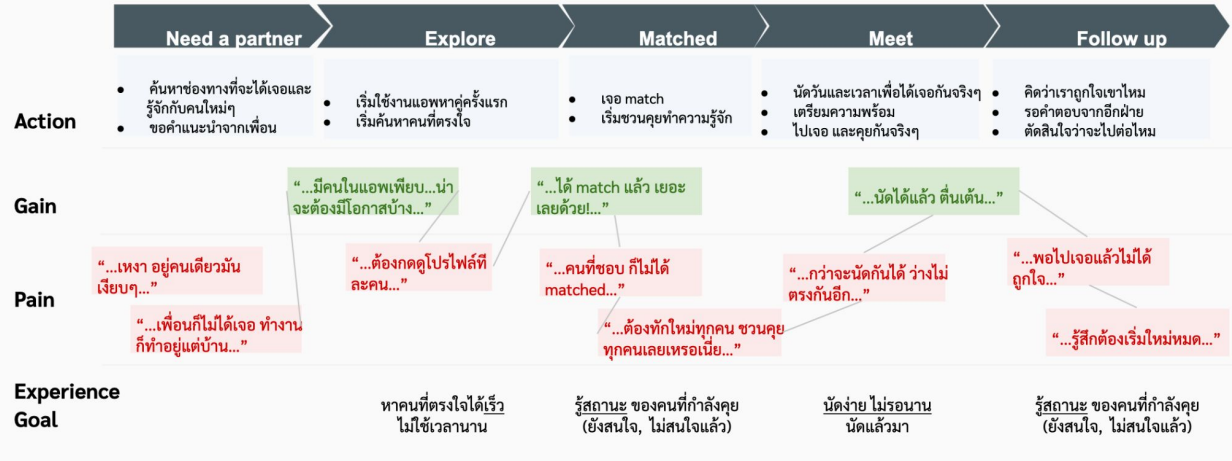
#### The problem

จะอย่างไรให้รอด ในช่วงที่ยังต้องระวังตัวเรื่อง covid-19 และการปิดตัวของสถานที่ต่างๆ มีโอกาสพบปะและพูดคุยกับคนใหม่ๆ และเจอคนที่เข้ากันได้

#### ก๊อต, 28 ปี



- Freelancer รับออกแบบ packaging
- รายได้ 70,000-90,000 บาทต่อเดือน แล้วยังโปรเจกต์
- เคยชอบทำงาน co-working space แต่ไปไม่ได้แล้วเพราะ covid เลยต้องทำอยู่บ้านเท่านั้น
- โสด อยู่คนเดียว ทั่วกรุงเทพฯ อยากมีแฟน





## 04 #Unmet user need





## 05 #Competitor analysis

### #Compare

- Product and feature
- Compare ux and ui design



### THIS IS SUITABLE FOR YOU IF:

- Unsure about product key selling points or the “killing features” that can have potential to win in the market (need solution landscape analysis, customer value analysis)
- The team has not yet agreed which features should be put in MVP 1 (need prioritisation)

### WHAT YOU WILL GET FROM THIS:

- More clear cut potential key selling points and value statement of the product / services based on market opportunities (competitors and customers)
- Alignment on the big picture of product and service process for MVP1, to further assess operation feasibility

#BUcreate

#UXcreate

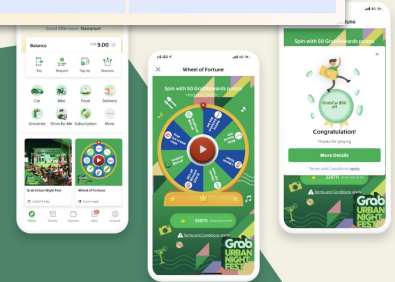
### Strengths and weaknesses summary and opportunity for ...

	The red ocean					The blue ocean		
	Commerce-focus conversational AI					Enterprise conversational AI		
	deeple.	ZWIZ.AI	ChatMe	AIYA	onechat	Ohp	ConvoLab	yellowai
Core Strengths	Visual AI, Address AI for sale process • Chatbot payment gateway	Follow up function for sale closing • Switch back to admin for live chat • Keyword setup for semi-quick reply • Also cover enterprises	OneChat chat integration • Appointment and reservation system • Slip validation • One chat integration	Livechat order management • ACMA for customer management (tagging) and chatbot • Chatbot with template customisation	Targeted ads for segmented customers • Order and stock management	Integrated to social media • Facebook / Line / IG • Tagging segmentation • Data dashboard to monitor sale progress	Full service support to many industries • Customer segmentation • Visual bot flow logic management • Agent mgmt.	Enterprise solution • Chat agent management • Many target client for every platform • Text and voice • Agent mgmt.
Weaknesses	No integration with Instagram • Focusing only on marketing and sales function	No integration with Instagram • Focusing only on marketing and sales function	(commented) Fewer customer base	Can support fewer product units (500) • Fewer media space capacity per client (10B)	Focusing on sale process with less digital assistance / support functions	Only allow 1 account of each social platform	No presence of voice AI like other enterprise CAPs	Comes with tutorial on chatbot setup, but no presence of self-service tools for logic flow setup
Opportunity for CHATX	<b>Opportunity to win in the red ocean with “Full CRM functions with higher security”</b> E-KYC and sale process (document upload), payment integration and live agent management					<b>Opportunity to differentiate in the blue ocean is through Ease of use in logic building</b>		



### Reference Grab

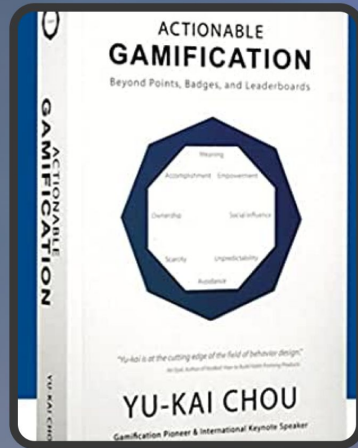
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## 06 #User engagement

### #Octalysis framework

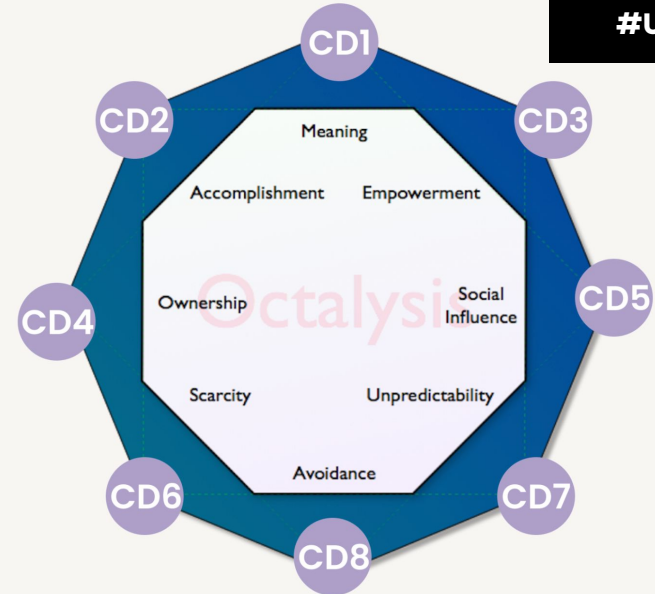


#### Gamification design



Yu-Kai chou

### Octalysis Framework "8 Coredrives"



#Udemy

- Completed Profile
- More friends
- Increased likes and comments
- Aura Effect

- Lack Epic Meaning & Calling
- On Facebook for a "Cause"

- Sharing creative content (sentences, photos, videos)
- Tons of Facebook games
- Instant feedback of friends "liking"
- Best way to create a cool profile

- Friending
- Anchored Conformity
- Social Prodding
- Social Treasure
- Group Quests
- Tout Flags
- Envy Cloud

- Mystery Box
- Glowing Choice
- Refreshing Content
- Easter Eggs

- Scarlet Letter
- Sunk Cost Tragedy

- Inner Circles
- Note: (Early Facebook has HIGH scarcity score with certain universities only)

- IKEA Effect
- Photos/Profiles
- Friends
- Memories
- Protector Quest
- Recruiter Burden
- Monitor Attachment



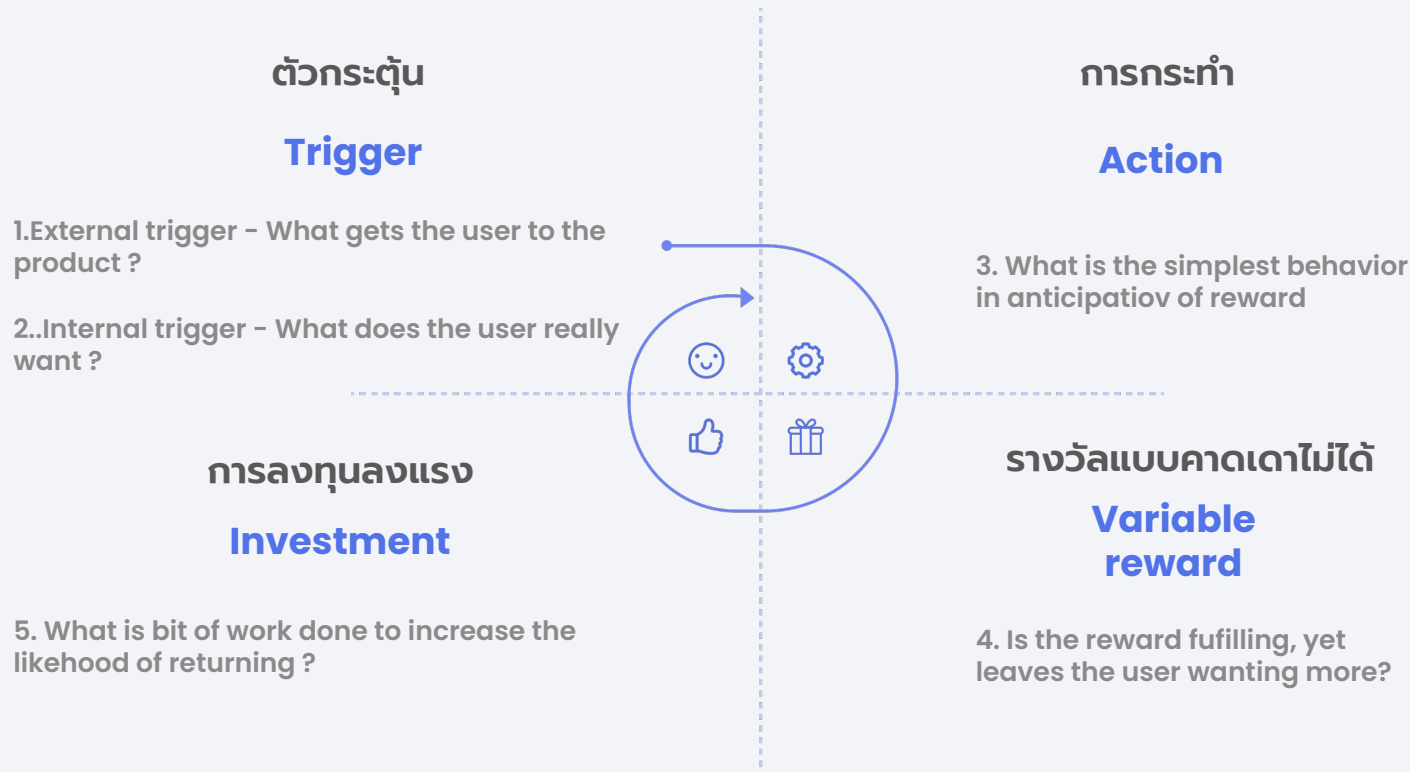
#Example



# Hook model : Increase active user

Nir Eyal ผู้เขียนหนังสือ Hooked: How to Build Habit-Forming Products

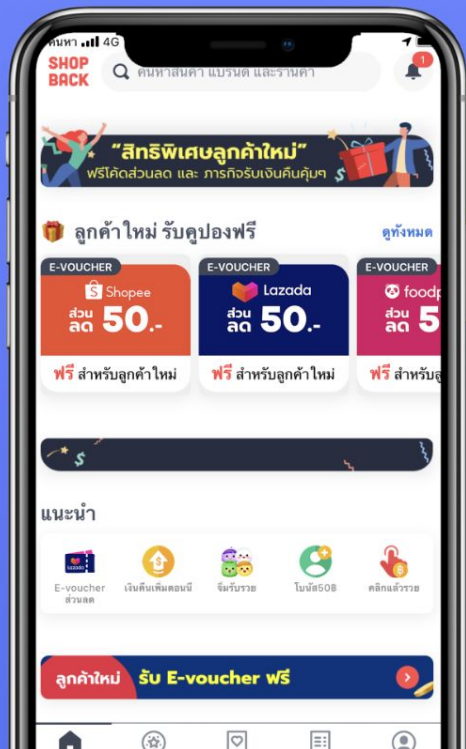
( The loop that make people to repeat the same activity in the same way again and again )





## User engagement case study

# Shopback



## Trigger

**External :** Push Notification for deal alert and promotion of the day

**Internal :** ต้องการช้อปปิ้งออนไลน์ในราคาที่คุ้มค่า

ถ้าอยากได้ส่วนลดเพิ่มขึ้นอีก  
-ต้องทำภารกิจแนะนำชักชวนเพื่อน มีสิทธิ์ที่จะได้รับคูปองเพิ่มเติม

## Investment

## Action

-เลือกร้านค้าได้หลากหลายและได้ไปรับโมชันลดราคาจาก deal of the day  
-มีช่องทางได้รับส่วนลดจากหลายหลาย

-ได้ cashback จากการ shopping สินค้าผ่าน shopback  
-ได้คูปองส่วนลดต่างๆ

## Variable reward



## User engagement case study

# Facebook



## Trigger

**External :** Get notification

**Internal :** Feeling lonely, bored "What are my friend sharing ?" "What updated new?"

## Action

- See others post
- See others like,comment and share on your post
- Comment, like,share
- Search for new friends.

**If need more like and shared**

- Create interesting content

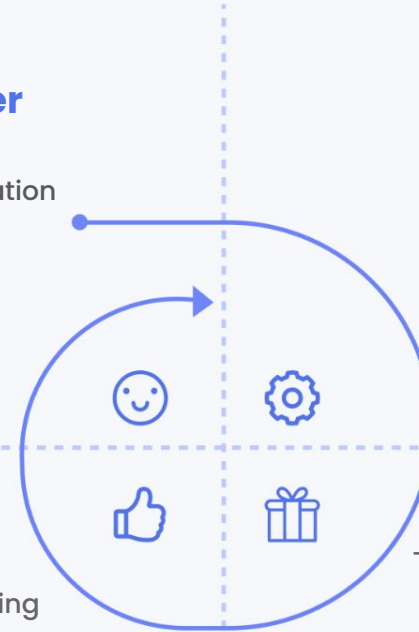
**If grow friend network**

- Friend requests

## Investment

## Variable reward

- Number of likes, shared and comments
- Get contacted by old friends
- Recieved Friend requests



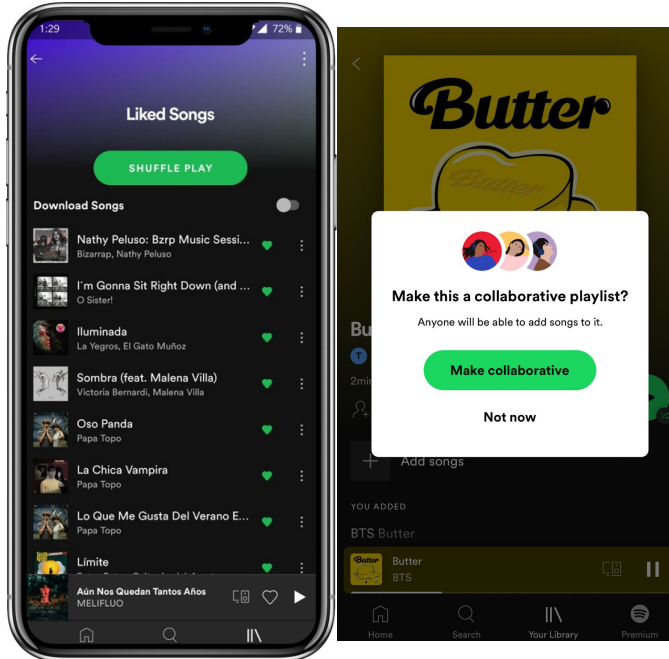


## 07 #Customer value preposition



Interesting ideas to create new value to user or product differentiation

#Example  
Spotify



**Value to user / Key differentiation**

Music streaming service on app / web

**Feature :** Collaborative playlist สร้าง playlist ร่วมกับเพื่อนและครอบครัว

**Target :** เพื่อนและครอบครัว

**CVP :** ช่วยแก้ปัญหาในการฟังเพลงร่วมกันระหว่างเดินทาง ทุกคนสามารถเลือกเพลงที่ชอบและสร้าง Playlist ร่วมกันได้



## 08 #Design system



### Example design system of Booking.com

slide 2

A bit about Booking.com

slide 3

slide 4

Our mission  
Make it easier for everyone to experience the world

slide 5

Booking.com  
#1 Online travel platform  
48 Languages  
230+ Countries & territories

slide 6

New traffic sources and products  
Going beyond accommodations

slide 7

Designing for scale  
150+ Product teams  
200+ Designers  
8 Regions  
1 Design system

slide 11

Foundations  
source of truth

slide 12

slide 13

Product evolution  
From product to platform

slide 14

slide 15

Design system components

slide 16

Core challenges

slide 36

The multi-platform development process

slide 37

Design development unity  
The key is to create a process where designers and developers are working together

slide 38

Design system architecture

slide 39

Design system architecture

slide 40

Design system architecture

slide 41

Design system architecture

slide 60

How does this apply to your team?

slide 61

Thank you

CONFIO



## 09 #Usability test

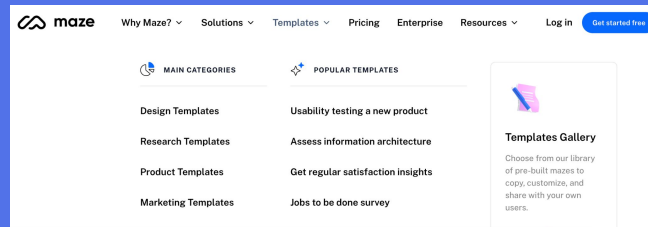
### THIS IS SUITABLE FOR YOU IF:

- Need to evaluate the usability and engagement of the current product or services to explore improvement / optimisation opportunities



## #Analyse Metric

- Task success rate
- Heat map
- Time on task
- User Clickable area
- System usability scale
- Single ease question



### Build with your users across the entire product development cycle

**Validate**  
Test prototypes, concepts, hypotheses, and happiness.

**Integrate**  
Work seamlessly with design platforms like Figma, Adobe XD, and more.

**Reach**  
Build a tailored participant database and send targeted research.

**Delight your users with great product experiences**

Build products your team can be proud of. Keep your users engaged with logic branching to collect only the relevant stuff – no fluff.

**Avg. each of use**  
Testers rating a score after the mission is completed.

**80%**  
Excellence

**Each of use score**

0 - 49	50 - 69	70 - 89	90 - 100
Poor	Good	Excellence	Best

**Direct Success**  
Testers who completed the mission via the expected path(s).

**29%**  
2 TESTERS

**Indirect Success**  
Testers who completed the mission via unexpected paths.

**71%**  
5 TESTERS

**Give-up / Bounce**  
Testers who left or gave up the mission.

**0%**  
0 TESTER

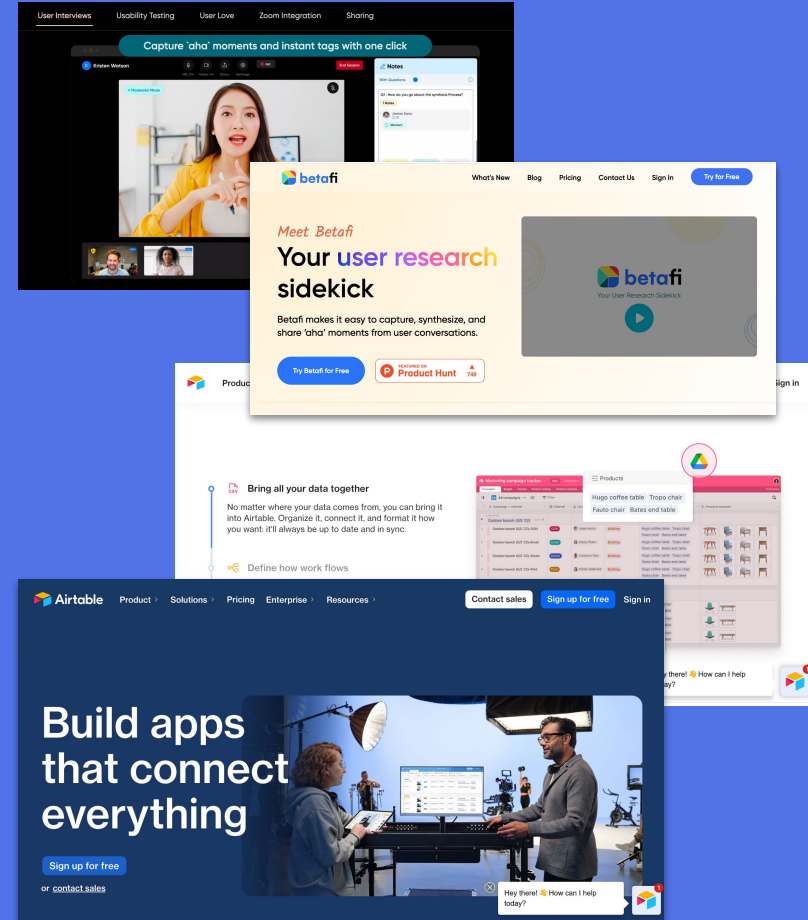


## 09 #Usability test tool



### #Analyse Metric

- Maze
- Betafi
- Dovetail
- Optimise workshop
- UX tweak
- Lookback
- Usebery
- Loop11





## Participant recruitment for Interview

### General recruitment

- More **generic customer group** without complicated criteria (with 4 or less layers of condition)
- Targeting people who **can be found on public space**, social media platforms or targeted with general incentives
- Total participant number of testing round is **up to 8 people within the timeframe of 3-5 days**

### Applicable Examples

- Digital lenders who are freelancers
- Current homeowners with mortgage experience of not longer than 3 years ago

### Initial Pricing Plan (TBD)

- 2,000 THB per participant / 1-1.5 hour session
- 3,000 THB per participant / 2 hours session

### Specialised recruitment

- More **specific customer group** with complicated criteria (with 5 or more layers of condition)
- Targeting people who are **in specific career types or positions** and are harder to reach without existing customer contact information
- Total participant number of testing round is up to **more than 8 people, within a timeframe of 3-5 days**

### Applicable Examples

- People working in insurance service enterprises, with more than 3 years of experiences
- People in Northeastern Thailand, affected by Covid 19 situation, who are family leaders

### Initial Pricing Plan (TBD)

- 5,000 THB per participant / 1.5 hour session
- 8,000 THB per participant / 2 hours session

\*Pricing includes participant incentive and operation (e.g. grooming, appointment, logistic management and replacement)

\*\* Pricing plans are not final and can be adjusted based on specific requirements of several factors e.g. timeline and recruitment criteria

Including screening from contact list of existing database