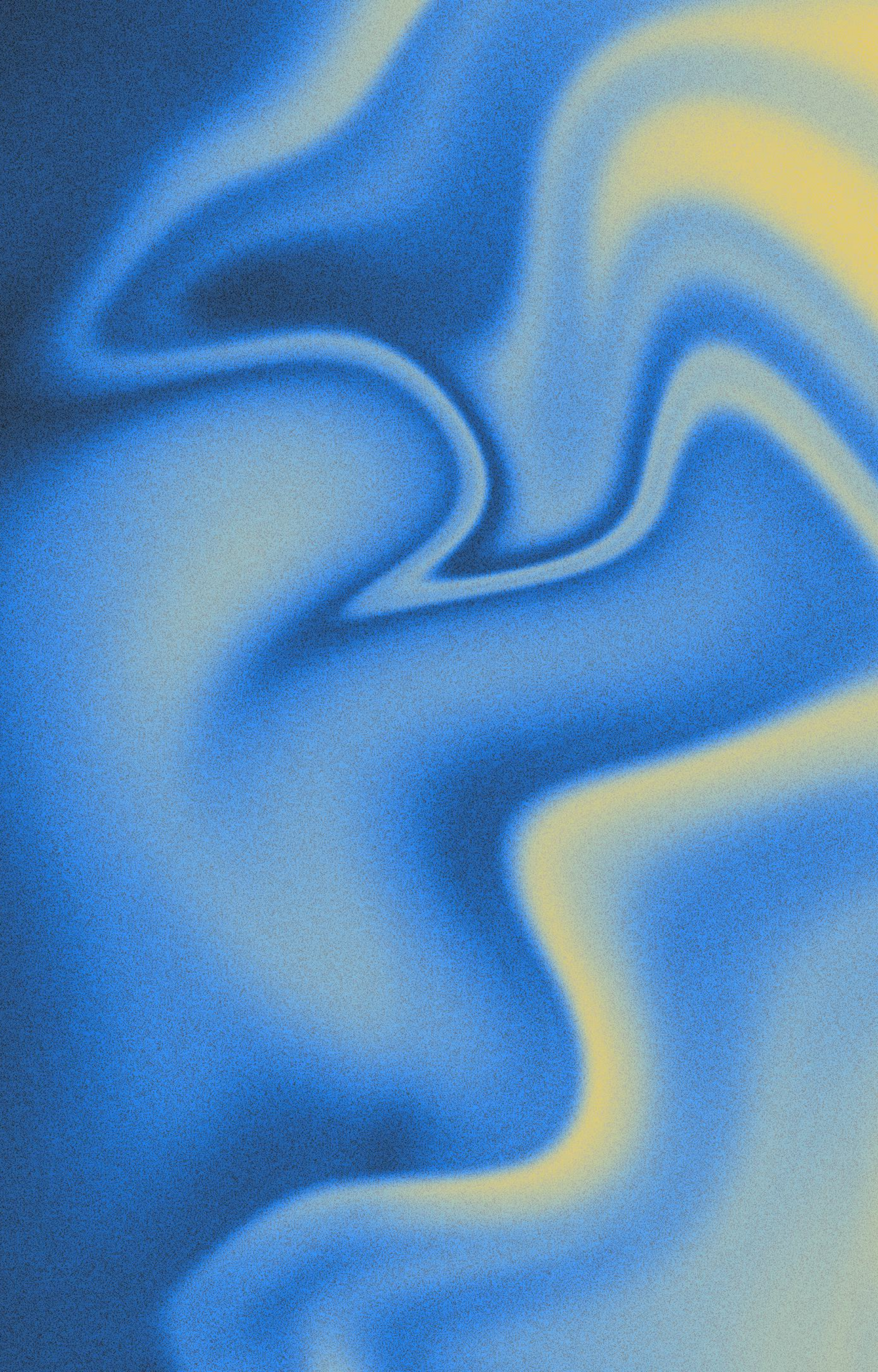


Tahzoo.

Tahzoo UX/UI Design Process:

Crafting Exceptional User Experiences



INTRODUCTION

Experience Design at Tahzoo.

At Tahzoo, experience design has always been about using design thinking to create more relevant and effective user experiences.

Our UX team is dedicated to making people a little happier every day by working to take the frustration out of interactions with digital products.

THE DANISH DESIGN LADDER

How does your Organization use Design?

Strategy

Your team leverages design methods to identify new business opportunities and even develop innovative business models.



Process

Your team applies systematic processes like Design Thinking to solve customer problems and craft exceptional experiences, employing research, prototyping, and testing to validate their solutions.

welltower

Aesthetics

Your teams use of design is primarily for styling and adding visual appeal to products and services.

BRANDYWINE

No Design

Exclusive focus on function and practicality

4 steps to Crafting Exceptional Experiences

1

Understanding & Framing the Challenge

Building Empathy with the User
Research & Data Analysis
Usability Audits

🚩 Checkpoint

2

Crafting Solutions

Design UX: User Flow & Wireframes
Design UI: Mockups & Prototypes

🚩 Checkpoint

3

Implementing Solutions

Design Systems and Specification
Style Guides

🚩 Dev Handoff

4

Testing

User Acceptance Testing
Usability Audit

Our 7-Step UX Process

01 Defining the Goal

02 Understanding the Customer

03 Usability Audit

04 Research, Data, & Competitive Analysis

05 Design UX: User Flow & Wireframes

06 Design UI: Mockups & Prototypes

07 Design System & Specifications

*This process is iterative, not strictly linear. Insights from later stages often inform earlier ones.

01

Defining the Goal

HOW MIGHT WE:

SHORTEN THE PATH
TO PURCHASE FOR
ACERS WEB USERS?

01

Defining the Goal

- **Align with client's principal objective**
- **Set clear direction for the entire project**
- **Informs all subsequent design decisions**

Example: Shorten the path to purchase



02

Understanding the Customer

"Empathy drives our design. The user is at the center of everything we do."

Christopher Everett, Head of Studios

Our design process is rooted in gaining deep insights into our users. We employ a comprehensive approach based on these three main pillars

Building Empathy with Users

Qualitative user interviews
Ethnographic studies

Conducting Thorough Research

User data analysis
Competitive analysis
Secondary research

Evaluating Current Solutions

Heuristic analysis
UX laws application
Usability testing

02

Understanding the Customer

User Persona

ACER.COM USERS (Top 50)	ACER.COM USERS (age)	ACER.COM GENDER	TOP LOCATIONS
69% come from organic search			51.24% Virginia
13.62% Movies/TV & Music Lovers	34.21% 25-34	67.47% male	6.12% Illinois
5.86% Tech Savvy	22.92% 18-24	32.53% female	3.44% California
4.95% Value/Bargain Shopper	17.23% 35-44		2.36% Texas
4.24% Avid news readers	10.61% 45-54		1.53% Florida
4.21% Gamers	7.64% 55-64		1.53% Washington
3.88% Green/Outdoors Enthusiast	7.39% 65+		1.47% New York
3.50% Beauty/Fashionista			1.08% Ohio
3.27% Foodies			0.96% Georgia
2.76% Travel Enthusiast			
2.63% Home DIY			
2.57% Business professionals			
2.57% Fast Food Cravers			

SON - Gaming College Student, age 21, California	Enthusiasts
tech savvy	Bugs/Photography
movies/TV & Music Lover	arts
gamer	fans
anime/Animation Fans	enthusiasts
fast food craver	Shopper
blue shopper	Fitness &
teen/Outdoors Enthusiast	livers
	politics
	art
	(Animati
	Focused
	restors

REN - Stylish Real Estate Agent, age 34, Illinois	
busy	
fashion	
social media	
home Décor	
family-focused	
at lover	
social Media Enthusiast	
health/Fitness Buff	
bargain shopper	
movies/TV & Music Lover	
cooking Enthusiast	
home DIY	
outdoors/Photography Enthusiast	

IEG - Cultured Investor, age 40, Virginia	
avid news reader	
business Professional	
avid investor	
tech Enthusiast	
book Lover	
travel Enthusiast	
health/Fitness Buff	
hobby	
teen/Outdoors Enthusiast	
sports Fan	
thrill Seeker	
nightlife Enthusiast	



Jason
21, Computer Science Student
California, United States



Greg
40, Investor
Quezon City, Philippines

- Spend money wisely while on a student budget
- Make it to Comic-Con this year
- Get outside and hike once a week



Karen
34, Real Estate Agent & Mother
Illinois, United States

- Maintain high-end lifestyle
- Travel as often as possible
- Stay up to date on the latest news
- Improve race times

- Making time for social life and other hobbies
- Struggle to unplug to enjoy the outdoors
- Occasional lack of focus on school work

“As a mother and client-facing professional, I value style, flexibility and simplicity.”

About

Karen is a stylish 34-year-old real estate agent and mother of two, living in the suburbs of Chicago. She works in real estate so she can have the flexibility to be around for her kids' many activities.

Karen loves animals, particularly her two dogs. When she is not working or taking care of her kids, she likes to watch movies, shop bargains online, try new recipes and do-it-yourself projects, decorate, and experiment with photography.

Motivations

- Be present for her children
- Help support her family financially
- Keep up with fashion
- Stay fit and healthy
- Build relationships / keep in touch with clients and prospects

- products for his mobile lifestyle
- Keep up with market shifts.
- Stay up to date with frequent upgrades to the latest tech
- Make time for training on a hectic schedule

Skills



Problems

- Find a good work-life balance
- Source the best products for her personal and business life
- Stay within her budget
- Keep up with her busy schedule
- Find time for self-care

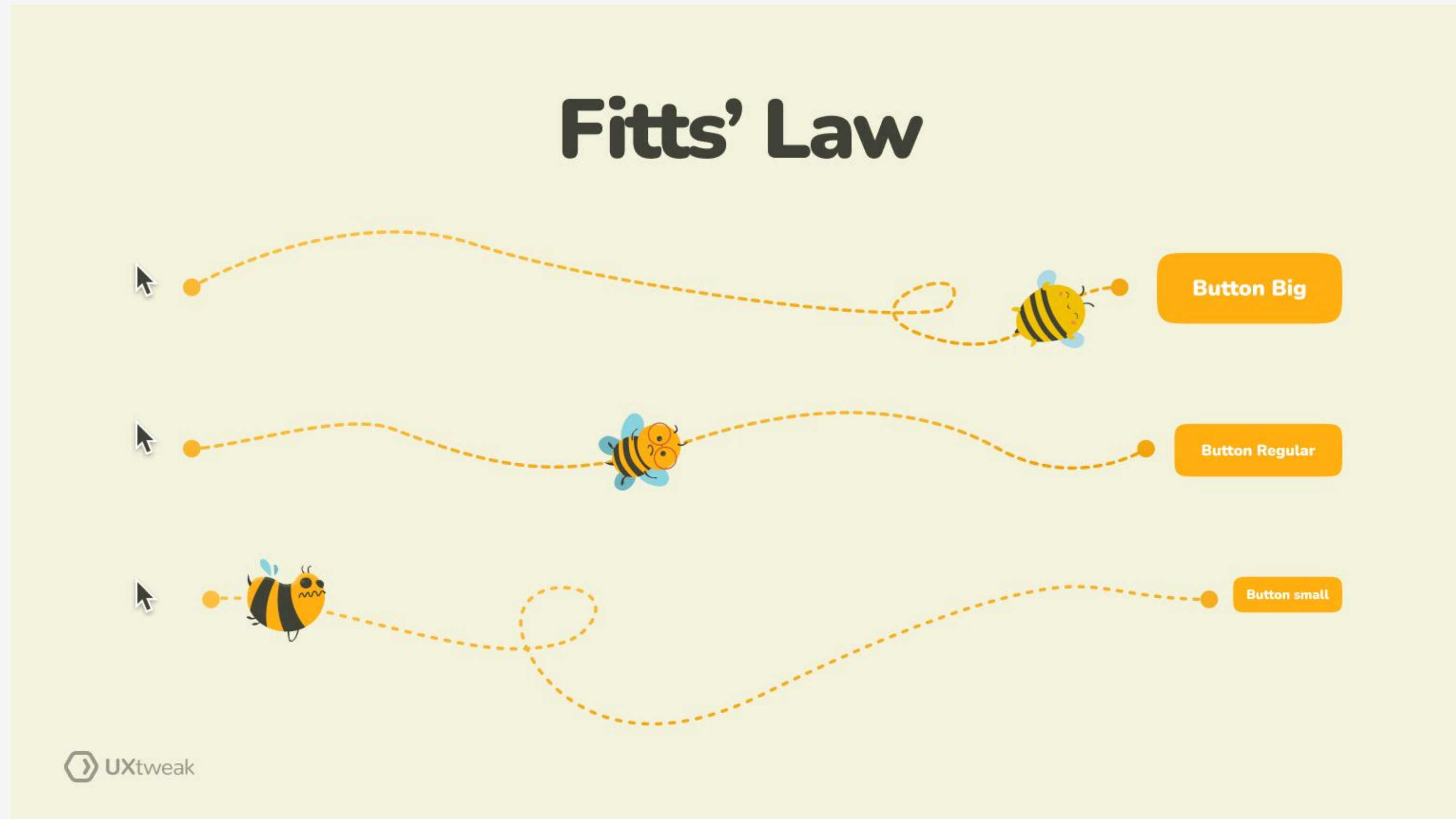
03

Understanding the Customer

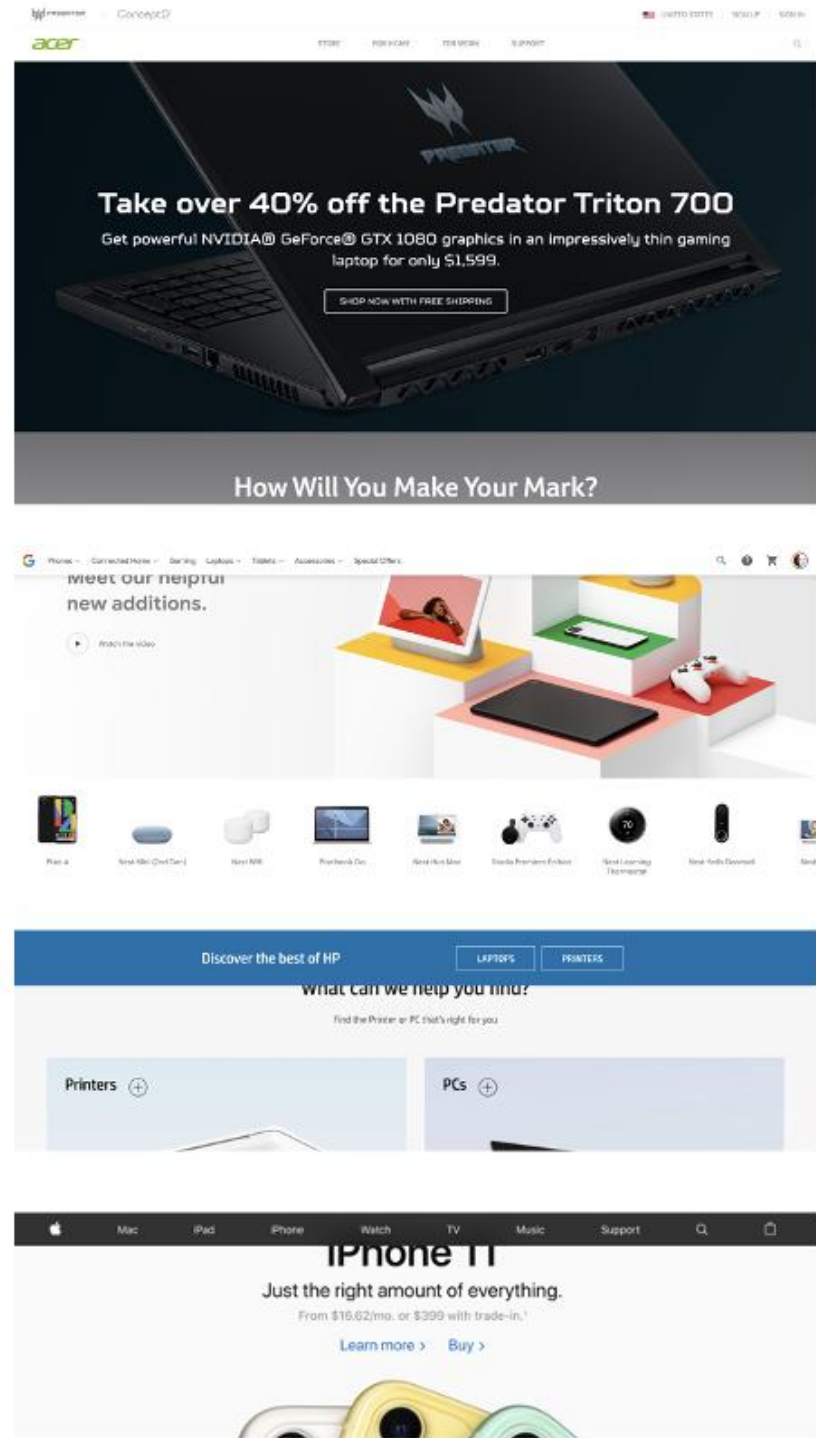
Usability Audits - applying the 20 laws of UX

Powerful because:

- Identify potential usability issues early
- Ensure adherence to established UX principles
- Create intuitive and user-friendly designs

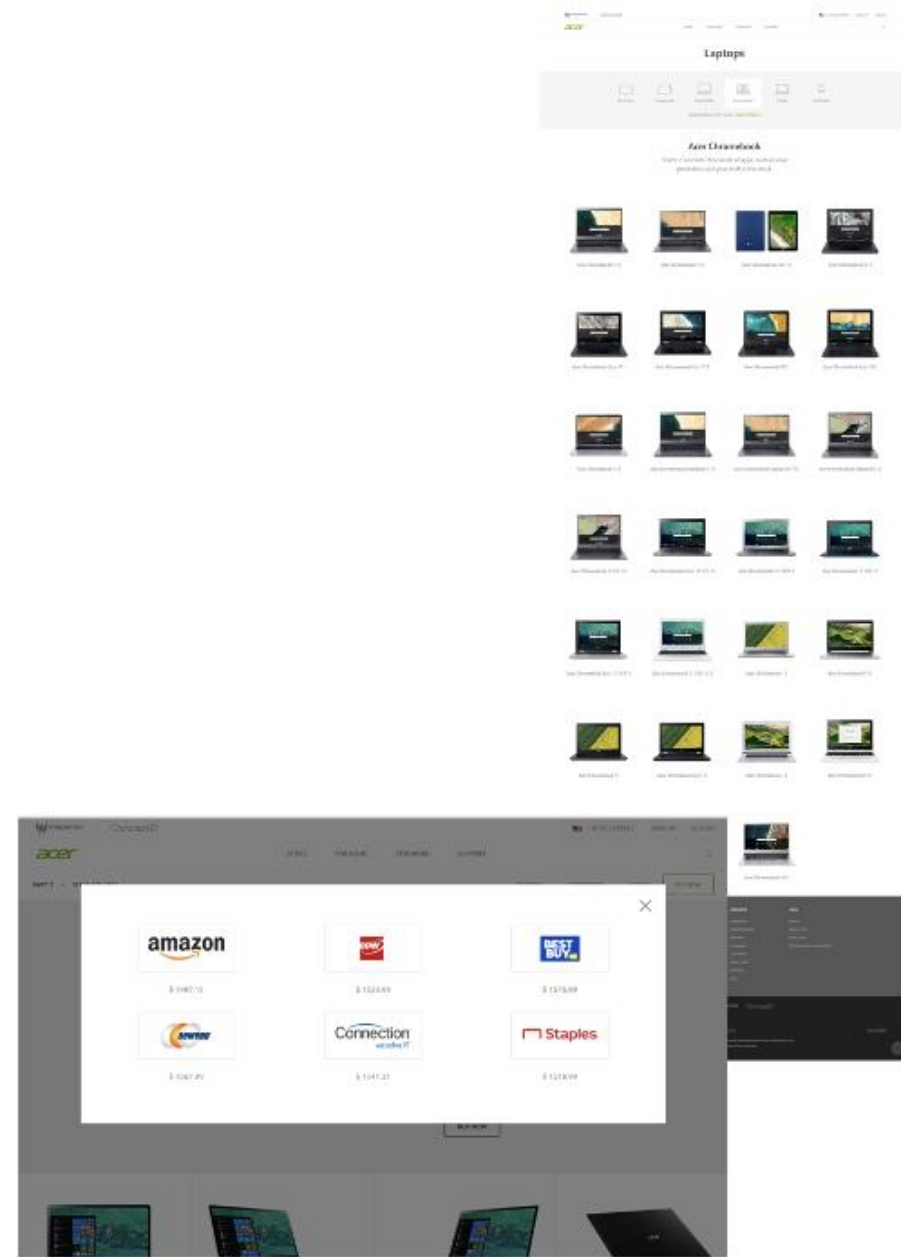


Acer Case



Fitts's Law

The time to acquire a target is a function of the distance to and size of the target.



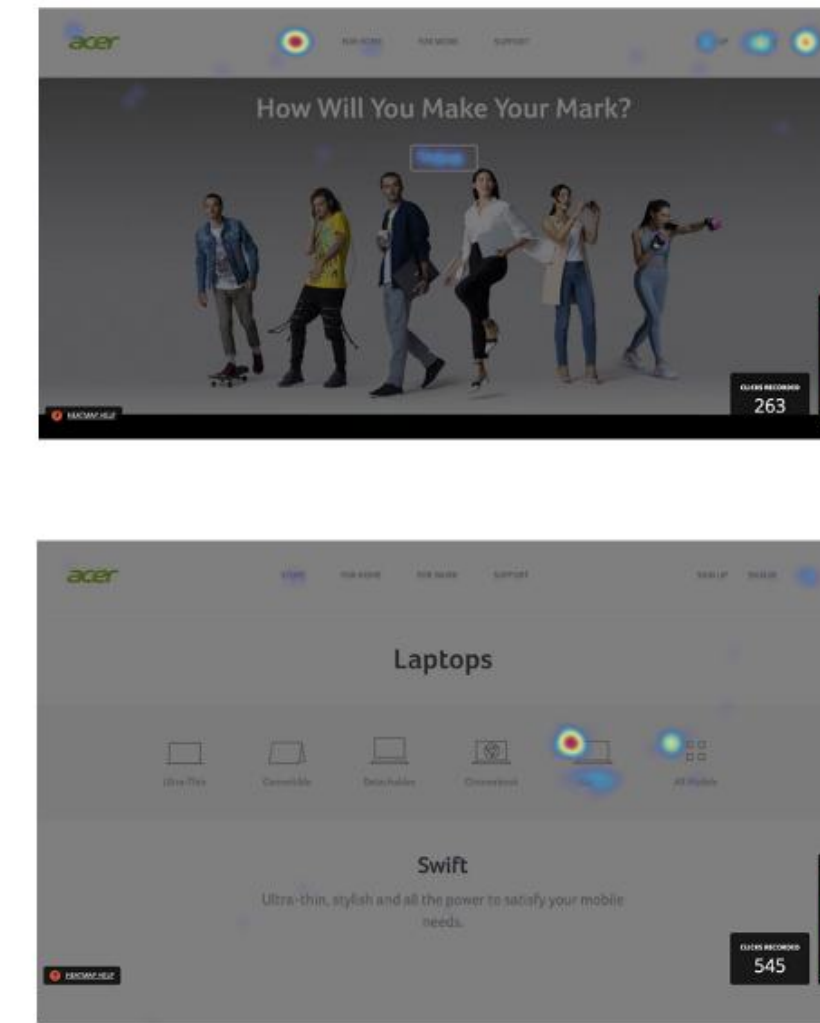
Hick's Law

The time it takes to make a decision increases with the number and complexity of choices.



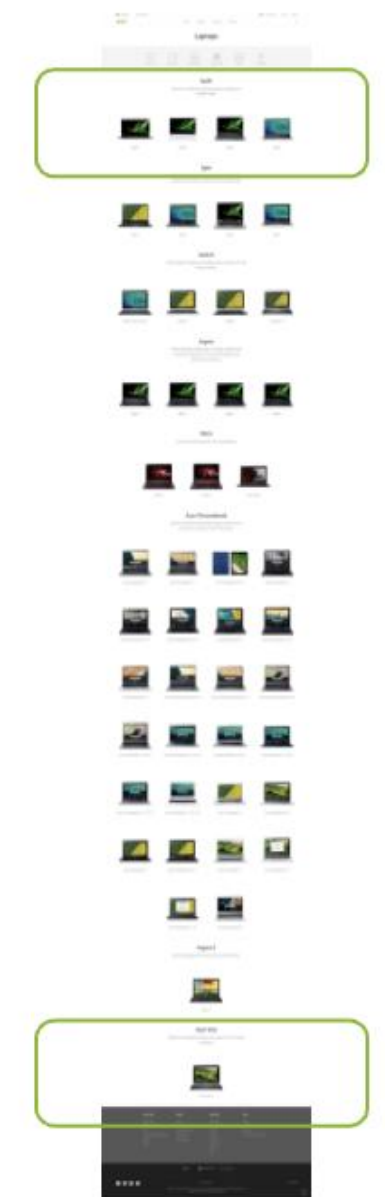
Jakob's Law

Users prefer your site to work the same way as all the other sites they already know.



Pareto Principle

For many events, roughly 80% of the effects come from 20% of the causes.



Serial Position Effect

Users have a propensity to best remember the first and last items in a series.

04

Research, Data, & Competitive Analysis

Comprehensive Research:

1. Analyze Client Data
 - Identify strengths (e.g., value, innovation, customer support)
 - Recognize roadblocks (e.g., user focus, experience clarity, consistency)
2. Study Competition
 - Benchmark against industry leaders
 - Identify gaps and opportunities
3. Explore Industry Trends
 - E.g., sticky navigation, seamless marketing, financing options



Case

The screenshot shows a website with a sticky navigation bar at the top containing links for Phones, Connected Home, Gaming, Laptops, Tablets, Accessories, and Special Offers. Below the navigation is a banner with the text "meet our helpful new additions." and a video player. A secondary navigation bar below the banner lists various products like Pixel 4, Next Mini (2nd Gen), Next Wi-Fi, Firebook Go, Next Hub Max, Studio Premiere Edition, Next Learning Thermostat, and Next Hello Doorbell. Below this is a large banner for the iPhone 11 with the text "Just the right amount of everything." and pricing information. At the bottom, there are three more navigation bars for Alibaba.com, Amazon, and Best Buy, each with a search bar and various utility links.

Sticky Nav

Seamless Marketing to Store

The screenshot shows two product pages. The first is for a "49" Class Q70R QLED Smart 4K UHD TV (2019)" with a price of \$799.99 (down from \$1,249.99) and a "FINANCING AVAILABLE" badge. The second is for an "iMac Pro" with a price of \$4,999.00 and a "FREE SHIPPING" badge. Both pages have a "BUY NOW" button and a "WHERE TO BUY" link. The iMac Pro page also has a "FINANCING" link in the footer.

Financing

Fast and/or Free Shipping

The screenshot shows a product page for an "HP EliteOne 1000 G2 34-in Curved WQHD All-in-One Business PC - Customizable". The page features a large image of the PC, a list of specifications, and a "CUSTOMIZE & BUY" button. The price is shown as "Starting at \$2,623.00 \$1,731.18".

"Customize"

05

UX Design: User Flow & Wireframes

Key Elements of UX Design:

1. Information Architecture

- Organize content hierarchically
- E.g., Brand > Category > Series > Sub-Series > Model > SKU

2. User Flow Mapping

- Map out current vs. proposed user journey
- Identify and eliminate pain points

3. Wireframing

- Create low-fidelity sketches of user interface
- Focus on layout and functionality, not visual design



06

UI Design: Mockups & Prototypes

Bringing Concepts to Life:

1. Visual Design Mockups
 - High-fidelity designs
 - Brand guidelines and visual style
2. UI Animations and interactive elements
3. Interactive Prototypes
 - Clickable prototypes
 - Real user testing

Benefits:

- Visualize the final product
- Identify and resolve usability issues
- Gather user feedback before development



07

Design System & Specifications

Style Guide

- Define color palettes, typography, iconography
- Establish component library and usage guidelines

Design Specifications

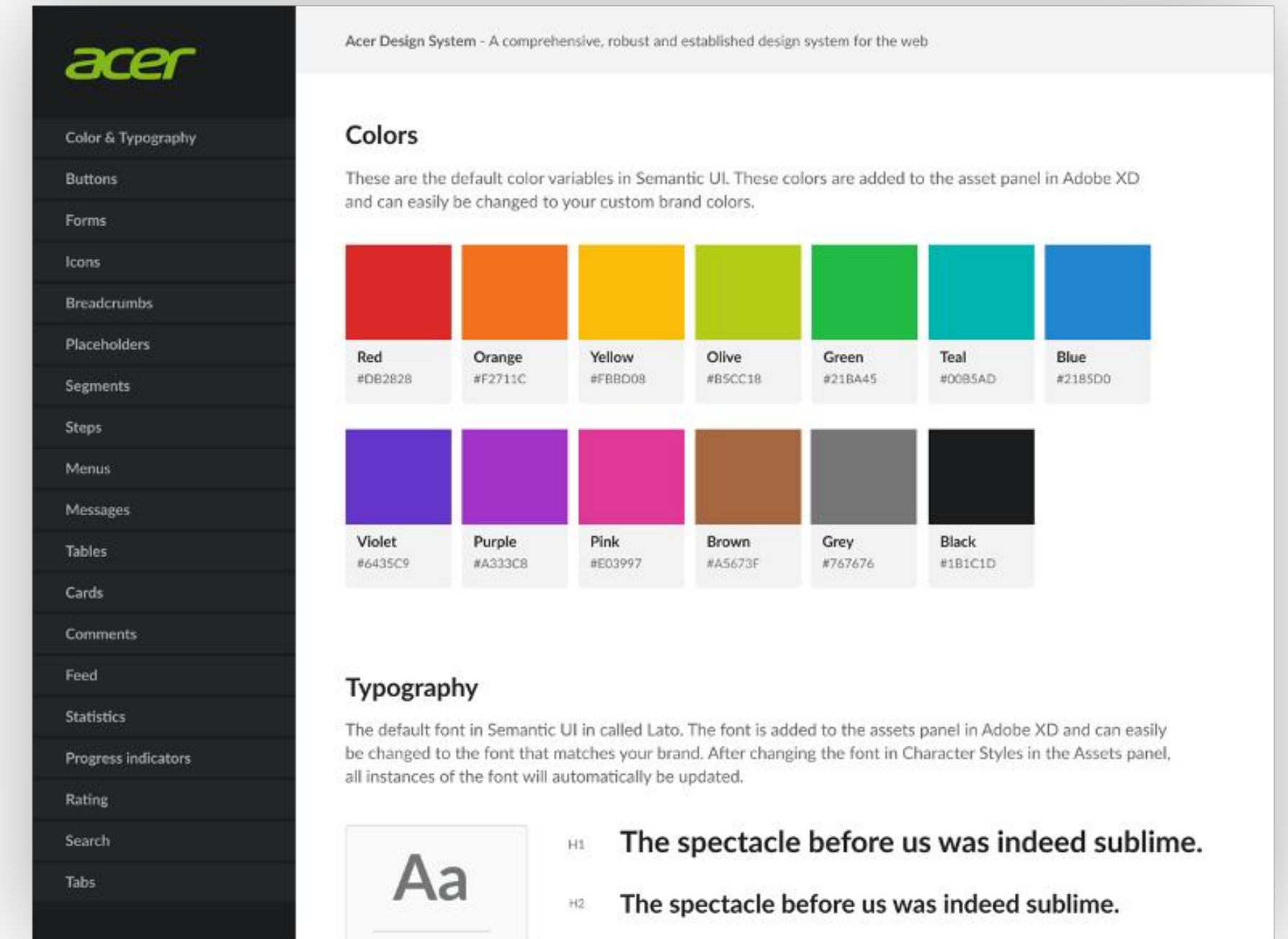
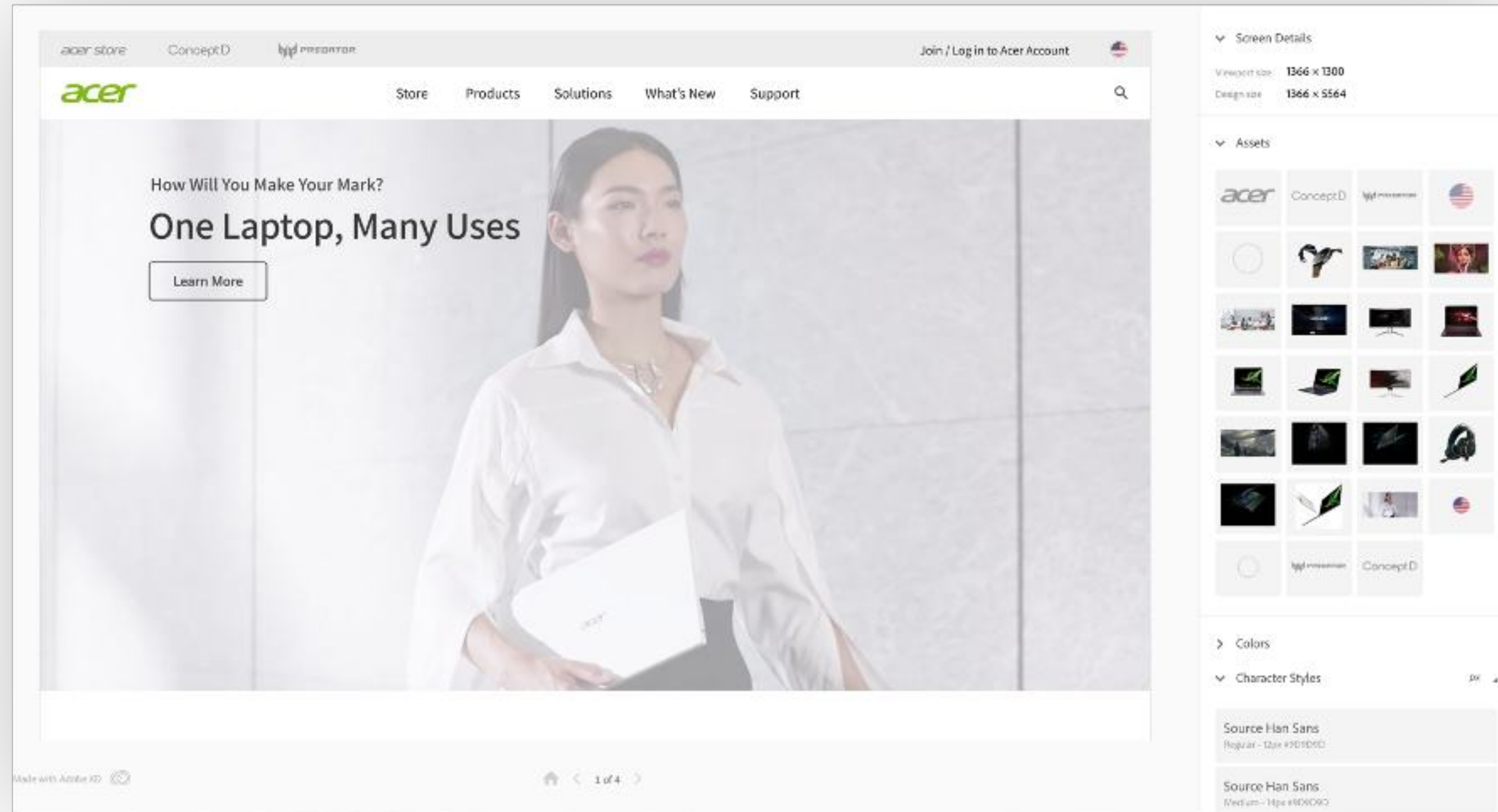
- Provide detailed measurements and interactions
- Include responsive design specifications

Developer Handoff

- Use tools like Zeplin or Figma for seamless handoff
- Ensure design integrity throughout implementation



Case

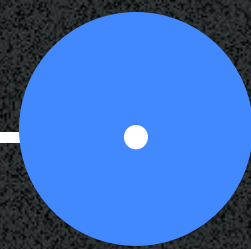


The Role of AI in our process



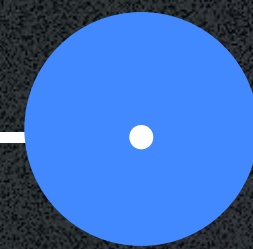
Research phase

Research synthesis with AI involves analyzing user data to extract insights and identify hidden patterns, aiding in understanding user behavior and preferences.



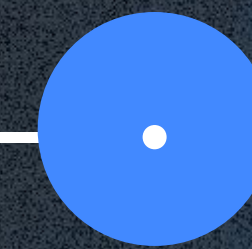
Ideation and Prototype

Generative AI aides to create multiple design variations, automates processes, and aides to discover unique solutions to design challenges.



Build phase

AI powered Compliance checking ensures designs meet accessibility standards, laws, and policies, guaranteeing inclusivity and legal compliance automatically.



Testing phase

We are adopting AI in our UX testing as well to automate user behavior analysis, using pattern recognition to identify friction points, & synthesize feedback.

At Tahzoo, we combine data and technology to build personalized moments for our clients.

Our process is iterative and dynamic, constantly feeding new insights back into earlier stages to refine and improve our solutions.

By leveraging AI and our team of smart, happy people with diverse perspectives, we're able to tackle complex UX challenges and deliver exceptional customer experiences.

Tahzoo.