## TABLE OF CONTENTS

Acknowledgements	viii
Introduction	
My Path to UX	3
How to Use this Book	6
Why User Experience Research & Design?	7
Stop and Start	8
The UX Research & Design Process	11
My UX Research & Design Process Model	13
Divergent and Convergent States	15
The 4 Activity Phases	18
Typical vs Excellent UX Work	21
12 Guiding Principles of UX	27
1. DISCOVER	55
Attitudinal and Behavioural Techniques	59
Quantitative vs Qualitative Data	60
A Research Methods Landscape	61
Which is the Best UX Research Method?	62
Research Techniques Selection Table	63
Observation	67
Behavioural Mapping	97
Interviews	125
Cognitive Mapping	153
Card Sorting	169
Usability Testing	177
Generative Play	191

xi

Graffiti Walls23Touchstone Tours24Eyetracking25Photo Studies26User Journey Mapping27Cultural Probes28Summary of 'Discover'292. DEFINE29Affinity Mapping30Design Labs32Data Analysis32Summary of 'Define'333. DEVELOP33Idea Generation Basics34The Anti-Problem36Visual Ideation37How? Now, Wow!38From Ideation to Prototype Generation38Summary of 'Develop'404. DELIVER40The Basic Prototype40Prototyping and Personas41Collaborative Design Workshops42		Love and Break-up Letters	205
Touchstone Tours24Eyetracking25Photo Studies26User Journey Mapping27Cultural Probes28Summary of 'Discover'292. DEFINE29Affinity Mapping30Design Labs32Data Analysis32Summary of 'Define'333. DEVELOP33Idea Generation Basics34The Anti-Problem36Visual Ideation37How? Now, Wow!38From Ideation to Prototype Generation38Summary of 'Develop'404. DELIVER40The Basic Prototype40Prototyping and Personas41Collaborative Design Workshops42		Diary Studies	219
Eyetracking25Photo Studies26User Journey Mapping27Cultural Probes28Summary of 'Discover'292.DEFINE29Affinity Mapping30Design Labs32Data Analysis32Summary of 'Define'333.DEVELOP33Idea Generation Basics34The Anti-Problem36Visual Ideation37How? Now, Wow!38From Ideation to Prototype Generation38Summary of 'Develop'404.DELIVER40The Basic Prototype40Prototyping and Personas41Collaborative Design Workshops42		Graffiti Walls	235
Photo Studies26User Journey Mapping27Cultural Probes28Summary of 'Discover'292. DEFINE29Affinity Mapping30Design Labs32Data Analysis32Summary of 'Define'333. DEVELOP33Idea Generation Basics34The Anti-Problem36Visual Ideation37How? Now, Wow!38From Ideation to Prototype Generation38Summary of 'Develop'404. DELIVER40The Basic Prototype40Prototyping and Personas41Collaborative Design Workshops42		Touchstone Tours	243
User Journey Mapping27Cultural Probes28Summary of 'Discover'292. DEFINE29Affinity Mapping30Design Labs32Data Analysis32Summary of 'Define'333. DEVELOP33Idea Generation Basics34The Anti-Problem36Visual Ideation37How? Now, Wow!38From Ideation to Prototype Generation38Summary of 'Develop'404. DELIVER40The Basic Prototype40Prototyping and Personas41Collaborative Design Workshops42		Eyetracking	251
Cultural Probes28Summary of 'Discover'292. DEFINE29Affinity Mapping30Design Labs32Data Analysis32Summary of 'Define'333. DEVELOP33Idea Generation Basics34The Anti-Problem36Visual Ideation36Question-Based Ideation37How? Now, Wow!38From Ideation to Prototype Generation38Summary of 'Develop'404. DELIVER40The Basic Prototype40Prototyping and Personas41Collaborative Design Workshops42		Photo Studies	261
Summary of 'Discover'292. DEFINE29Affinity Mapping30Design Labs32Data Analysis32Summary of 'Define'333. DEVELOP33Idea Generation Basics34The Anti-Problem36Visual Ideation37How? Now, Wow!38From Ideation to Prototype Generation38Summary of 'Develop'404. DELIVER40The Basic Prototype40Prototyping and Personas41Collaborative Design Workshops42		User Journey Mapping	273
2. DEFINE29Affinity Mapping30Design Labs32Data Analysis32Summary of 'Define'333. DEVELOP33Idea Generation Basics34The Anti-Problem36Visual Ideation36Question-Based Ideation37How? Now, Wow!38From Ideation to Prototype Generation38Summary of 'Develop'404. DELIVER40The Basic Prototype40Prototyping and Personas41Collaborative Design Workshops42		Cultural Probes	283
Affinity Mapping30Design Labs32Data Analysis32Summary of 'Define'333. DEVELOP33Idea Generation Basics34The Anti-Problem36Visual Ideation37How? Now, Wow!38From Ideation to Prototype Generation38Summary of 'Develop'404. DELIVER40The Basic Prototype40Prototyping and Personas41Collaborative Design Workshops42		Summary of 'Discover'	293
Design Labs32Data Analysis32Summary of 'Define'333. DEVELOP33Idea Generation Basics34The Anti-Problem36Visual Ideation36Question-Based Ideation37How? Now, Wow!38From Ideation to Prototype Generation38Summary of 'Develop'404. DELIVER40The Basic Prototype40Prototyping and Personas41Collaborative Design Workshops42	2.	DEFINE	295
Design Labs32Data Analysis32Summary of 'Define'333. DEVELOP33Idea Generation Basics34The Anti-Problem36Visual Ideation36Question-Based Ideation37How? Now, Wow!38From Ideation to Prototype Generation38Summary of 'Develop'404. DELIVER40The Basic Prototype40Prototyping and Personas41Collaborative Design Workshops42		Affinity Mapping	301
Data Analysis32Summary of 'Define'333. DEVELOP33Idea Generation Basics34The Anti-Problem36Visual Ideation36Question-Based Ideation37How? Now, Wow!38From Ideation to Prototype Generation38Summary of 'Develop'404. DELIVER40The Basic Prototype40Prototyping and Personas41Collaborative Design Workshops42			323
Summary of 'Define'333. DEVELOP33Idea Generation Basics34The Anti-Problem36Visual Ideation36Question-Based Ideation37How? Now, Wow!38From Ideation to Prototype Generation38Summary of 'Develop'404. DELIVER40The Basic Prototype40Prototyping and Personas41Collaborative Design Workshops42			327
Idea Generation Basics34The Anti-Problem36Visual Ideation36Question-Based Ideation37How? Now, Wow!38From Ideation to Prototype Generation38Summary of 'Develop'404. DELIVER40The Basic Prototype40Prototyping and Personas41Collaborative Design Workshops42		Summary of 'Define'	337
Idea Generation Basics34The Anti-Problem36Visual Ideation36Question-Based Ideation37How? Now, Wow!38From Ideation to Prototype Generation38Summary of 'Develop'404. DELIVER40The Basic Prototype40Prototyping and Personas41Collaborative Design Workshops42	2	DEVELOD	220
The Anti-Problem36Visual Ideation36Question-Based Ideation37How? Now, Wow!38From Ideation to Prototype Generation38Summary of 'Develop'404. DELIVER40The Basic Prototype40Prototyping and Personas41Collaborative Design Workshops42	э.		
Visual Ideation36Question-Based Ideation37How? Now, Wow!38From Ideation to Prototype Generation38Summary of 'Develop'404. DELIVER40The Basic Prototype40Prototyping and Personas41Collaborative Design Workshops42			
Question-Based Ideation37How? Now, Wow!38From Ideation to Prototype Generation38Summary of 'Develop'404. DELIVER40The Basic Prototype40Prototyping and Personas41Collaborative Design Workshops42			
How? Now, Wow!38From Ideation to Prototype Generation38Summary of 'Develop'404. DELIVER40The Basic Prototype40Prototyping and Personas41Collaborative Design Workshops42			
From Ideation to Prototype Generation38Summary of 'Develop'404. DELIVER40The Basic Prototype40Prototyping and Personas41Collaborative Design Workshops42			
Summary of 'Develop'404. DELIVER40The Basic Prototype40Prototyping and Personas41Collaborative Design Workshops42			
4. DELIVER 40   The Basic Prototype 40   Prototyping and Personas 41   Collaborative Design Workshops 42			401
The Basic Prototype40Prototyping and Personas41Collaborative Design Workshops42		Summary of Develop	401
Prototyping and Personas 41 Collaborative Design Workshops 42	4.	DELIVER	403
Collaborative Design Workshops 42		The Basic Prototype	409
		Prototyping and Personas	415
Iteration of Prototypes 42		Collaborative Design Workshops	421
		Iteration of Prototypes	425

From Prototypes to Investment	447
Summary of the 4 Activity Phases	457
Managing UX	459
Empowerment	463
Control	468
Intervention	472
Team-based UX	476
Influence on Management and Leadership Style	482
Motivation and Promotion of a UX Mindset	486
Embedding	491
Emotional Labour	494
Barriers to UX Work	501
Models of UX Adoption	515
Final Thoughts	527
References	535
Recommended Reading	540
The 'UXLibs' Conference	540
Books by the Same Author	541
Image Attribution	541
Index	543
About the Author	558

×iii