The Modern UX Design Process

An Iterative Journey

1 Understand

Define the core **user problem** & align with strategic organisational objectives.

- Miro AI
- Gemini

2 User Research

Conduct deep user research & cultivate profound understanding of target users.

- Maze
- UserTesting AI
- SyntheticUsers

3 Analyse

Synthesise insights through personas, affinity maps, & empathy maps.

- Gemini
- Poll the People
- Notably

4 Plan

Develop sitemaps and priority guides, establish MVP and prioritise features.

- Gemini
- Relume

5 Design

Create user-friendly lo-fi sketches and hi-fi UI mock-ups of solutions.

- Relume
- Stitch (Galileo)
- Figma (AI)
- UX Pilot

6 Test

Conduct rigorous user testing, iterate, & refine designs based on real feedback.

- SyntheticUsers
- UserTesting AI
- Attention Insight
- Heurix

7 Handover

Facilitate a seamless, intelligent transition to development for implementation.

- Figma (Dev)
- Figma-Claude
- TokensStudio (Figma Plugin)

8 Optimisation

Continuously monitor, analyse, & improve the live **UX** for sustained impact.

- HotJar

This is not a linear path, but a dynamic, interconnected cycle of continuous improvement and innovation.