# The 5 Competencies of User Experience Design

## Information Architecture
- The interface structure and navigation scheme
- Contextual analysis
- Business process
- Business rules
- Product branding
- Product roadmap
- UI roadmap
- Corporate & product strategy
- Re-findability

## Interaction Design
- The page-level layout, task fulfillment and component flow
- Visual framework
- User feedback
- Labels & content
- Error placement
- User assistance
- Form design & flow
- Button groups & placement
- Page-element hierarchy
- Element key states
- Product branding
- Page-level information hierarchy
- Application-level consistency
- User motivation
- Task context
- Use of UI library components
- Information dashboard content

## Usability Engineering
- The study of discrepancies between expected and actual user behavior
- Test goals
- Test scripts / tasks
- Navigation
- Content / terminology
- Presentation
- Interaction
- Participant recruiting
- Summative testing
- Formative testing
- Recommendations
- Working prototype environment

## Visual Design
- The consistent visual treatment of elements and components
- Visual hierarchy
- Similarity
- Proximity
- Color
- Texture
- Shape
- Direction
- Size
- Typeface
- Context

## Prototype Engineering
- The functioning composition of proposed interactive concepts
- Page-element interactive states
- Designer’s intentions
- Page template / type
- Technical approach
- Existing UI framework
- UI patterns
- UI components

## Deliverables
- Global elements
- Navigation patterns
- Application structure diagram
- Structure diagram with page types
- Information hierarchy
- High-level nomenclature
- User goals
- Functional inventory
- Component requirements
- Layout patterns / page types
- Wireframes
- Storyboards
- Key states

## Usability plan and scripts
- Usability sessions
- Usability findings
- Surveys
- Feedback
- Recommendations document
- Session recordings

## Treatment definition
- Mockups
- Style guide
- Key states treatment
- Assets

## UI component library
- Prototypes
- Variations on UI patterns