

Reality Check Phase – Step 3

This example is on the second version of the prototype made in the Reality Check phase. This is an example from running a UCD Sprint for making the ucdsprint.com website.

The screenshot displays the UCD Sprint application interface. At the top left, there is a logo for "UCD Sprint" with a red circle icon. On the top right, there are navigation icons for "Home", "How To", "Material", and "Search". The "How To" icon is highlighted with a red underline. A vertical orange button labeled "Discover" is positioned on the left side of the main content area. The main content area features a list of five steps, each in a white box with a light green border and a red arrow icon on the right:

- Step 1 - Initial Mapping** >
- Step 2 - User Group Analysis** v
1. Analyse what will be the relevant user groups, and give each a name
2. For each user group, analyse all the factors for the user group analysis – download the template (the template is on the Google drive).
 - If you are many doing this collaborately, each of you could do a user group individually and then share the results3. Share your results and review the analysis from other team member

Resources: [User Group Analysis Template](#) ⬇ Examples: [Example Group Analysis](#)
- Step 3 - Interviews** >
- Step 4 - UX Goals** >
- Step 5 - Design Brief** >