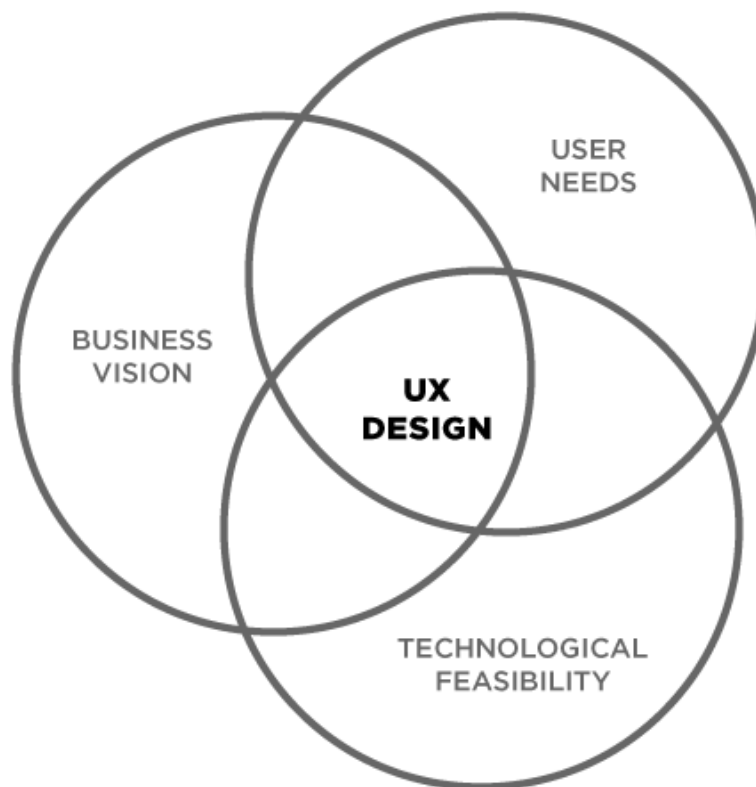


UI/UX BASICS

What is UX?

- ◆ **UX** stands for **user experience** or **user experience design**. It's also sometimes abbreviated as **UXD**, **UED** or **XD**.
- ◆ **UX** is the naked experience of a product: how a product functions, not how it looks.
- ◆ **UX Design** is the process of enhancing user satisfaction of a product through increased usability, accessibility, and pleasure provided in the interaction with the product. User experience design encompasses not only traditional human–computer interaction design, but also all aspects of a product or service as perceived by users.

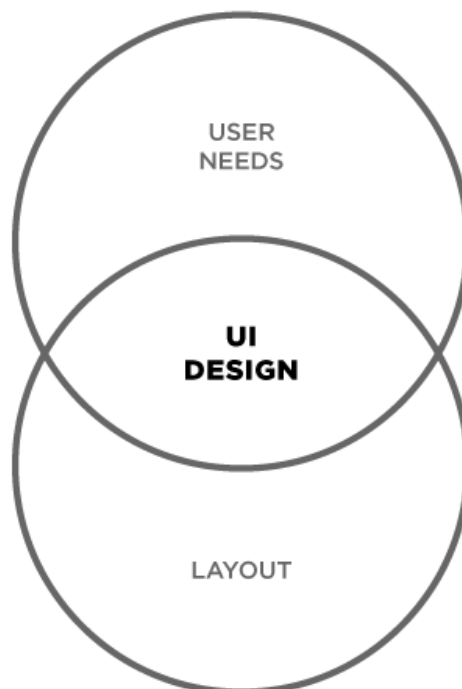


UX design is the merger of user needs, business vision and technological feasibility. The result of UX design is a set of low-resolution wireframes (a basic visual guide for how a product will function) that are deeply connected with user research.

UI/UX BASICS

What is UI?

- ◆ **UI** stands for **User Interface** or **User Interface Design**. It's also sometimes known as **user interface engineering**.
- ◆ **UI** is the design of user interfaces for machines: how a product looks and feels, not how it functions.
- ◆ **UI Design** is the process of making the user's interaction as simple and efficient as possible, in terms of accomplishing their goals (also known as user-centered design).



UI design is the merger of user needs and visual design. The result of UI design is a set of high-resolution wireframes (a visual representation of a product).

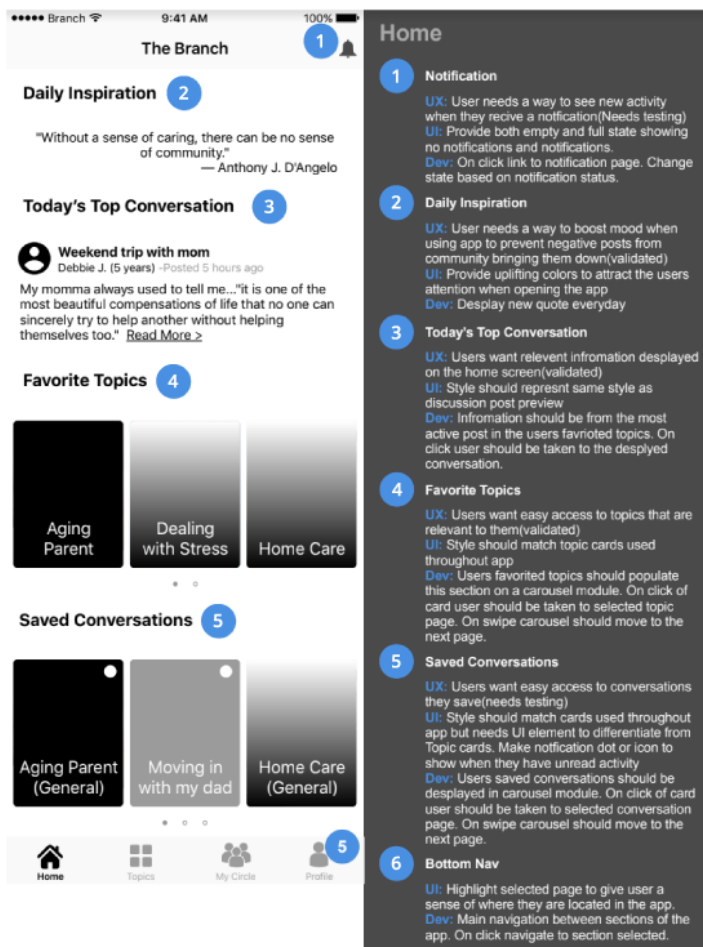
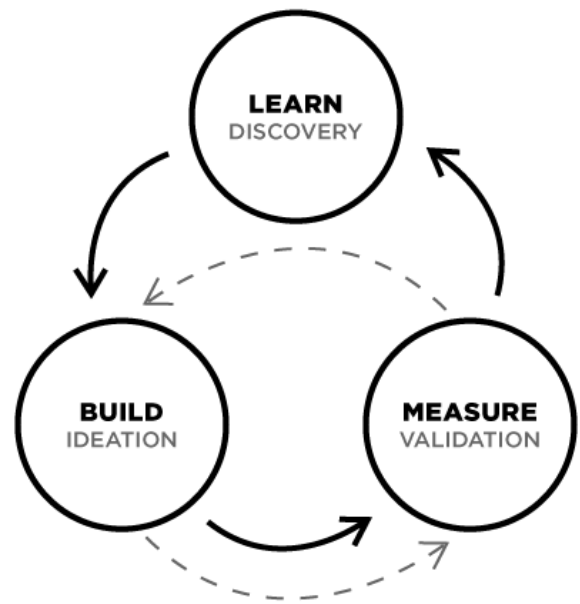
UX and UI Are Not the Same

UX is not UI. UI is not UX. Let's say our product is a home. UX designers will create the architectural plans for the house and decide where to build it. UI designers will concentrate on landscaping, what color the house will be, and other visual decisions.

UI/UX BASICS

What is the process of UX?

UX has 3 key phases: **discovery**, **ideation**, and **validation**. However, UX design is cyclical and you will often need to repeat certain steps and even the entire process multiple times.



The final outcome will be a set of low-resolution wireframes: a draft of the function and structure of a product.

UI/UX BASICS

1. Discover

UX always starts with **discovery** — interviewing potential customers to understand what the target audience needs and talking to stakeholders to understand their goals and competitive analysis. Discovery is all about WHY - xxx. During discovery you will validate your problem (your product is there to solve that problem), identify your end users, and determine project goals.

Methods:

- ◆ User Research (Interviews, Ethnography)
- ◆ Empathy Mapping
- ◆ Task Analysis
- ◆ Stakeholder Mapping
- ◆ Service Blueprints
- ◆ Analytics and Heuristics
- ◆ Competitive Analysis

Outcome: Problem Validation, User Personas, Project Goals

2. Ideate

Next comes **ideation** — using a variety of tools to imagine a solution that solves the user problem, while aligning with the company goals within technological possibility. Ideation is the process of finding out HOW. How will you create a solution that solves the users deepest needs in a delightful manner? Designers will implement a variety of tools to figure out how to solve the user problems. This process is very much like a funnel, where the solution is very wide at the beginning, and the goal of the process is to quickly, envision and test products with target customers in order to pivot and define. During ideation you will organize your discovery, explore options, and develop wireframes and prototypes.

Methods:

- ◆ Sketching
- ◆ Wireframes
- ◆ Information Architecture
- ◆ Journey Mapping / Page Flows
- ◆ User Journey Writing
- ◆ Paper Prototypes
- ◆ Interaction Design

Outcome: Solution Exploration

Notes: _____

UI/UX BASICS

3. Validate (Test, Prototype)

The UX process ends with **validation** — the testing of wireframes and prototypes to iterate on the interface until it's intuitive and delightful. Validation is when we finally know **WHAT** we're building. During this phase, designers will create wireframes or prototypes, and test them with users during a process called usability testing to evaluate how an actual user will react to the product. The designer observes, asks open-ended questions and iterates on the wireframes based on this feedback. Validation testing is giving those wireframes or prototypes to real users. You're tracking actual interaction with the prototype here as well as confirming previously held assumptions. The results of validation testing should be changes in flow and layout, though likely not scope anymore. During validation you will validate your ideas, learn, and plan for the next iteration.

Methods:

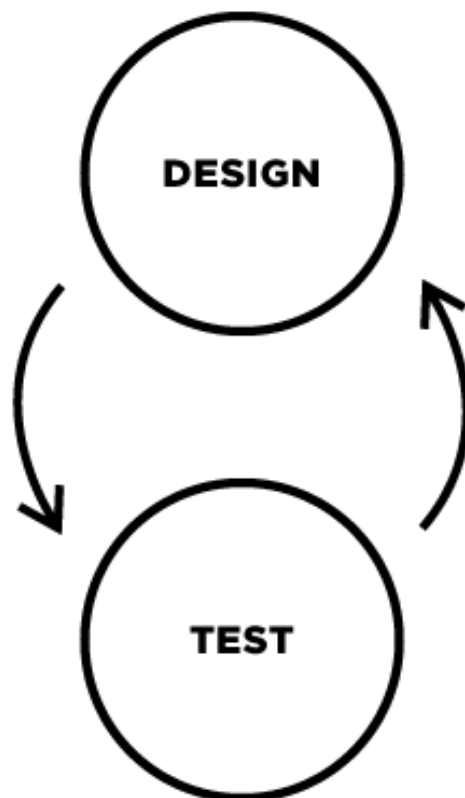
- ◆ Accessibility
- ◆ Usability Testing
- ◆ Feedback integration
- ◆ Interactive Design
- ◆ Retrospectives
- ◆ Release

Outcome: Solution Scalability, Low-Res Wireframes

What is the process of UI?

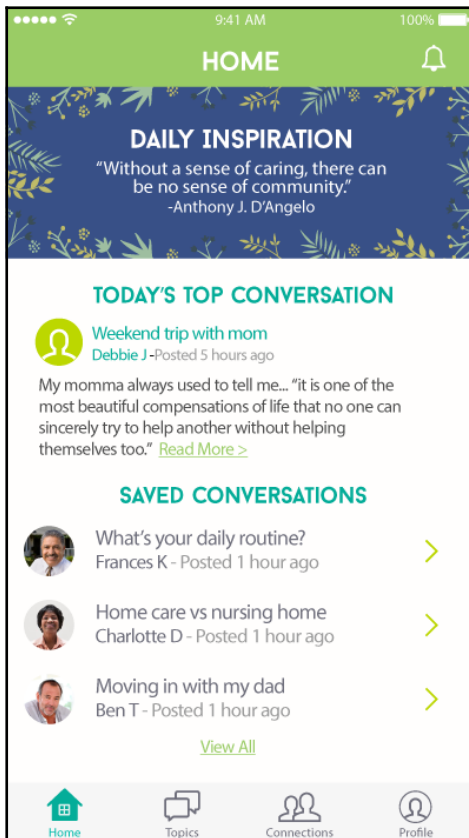
UX has e key phases: design and testing. UI design precedes the development of the product's functional elements.

UI design is the creation of the finished interface; its focus is on the visual and emotional feel of the product. UI design establishes the layout, colors, typography and interactivity to visually communicate the flow of the screens in an intuitive manner. The UI design process must balance technical functionality and visual elements to create a system that is not only operational but also usable and adaptable to changing user needs.

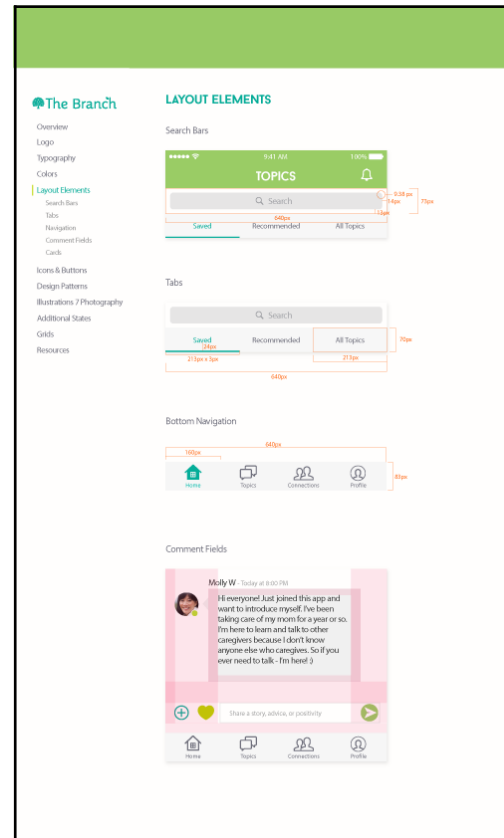


UI/UX BASICS

The final outcome will be a set of high-resolution wireframes (a prototype or draft version of a product) and a style guide.



Page from high-resolution wireframes



Page from a style guide

1. Design

After ideation is design — this puts your ideas to the test. During design you will commit to internally validated ideas and test those ideas with users. After you complete the design process, you will likely bring what you've learned back to step 2 (ideation) and repeat this step again. This can happen multiple times.

Methods:

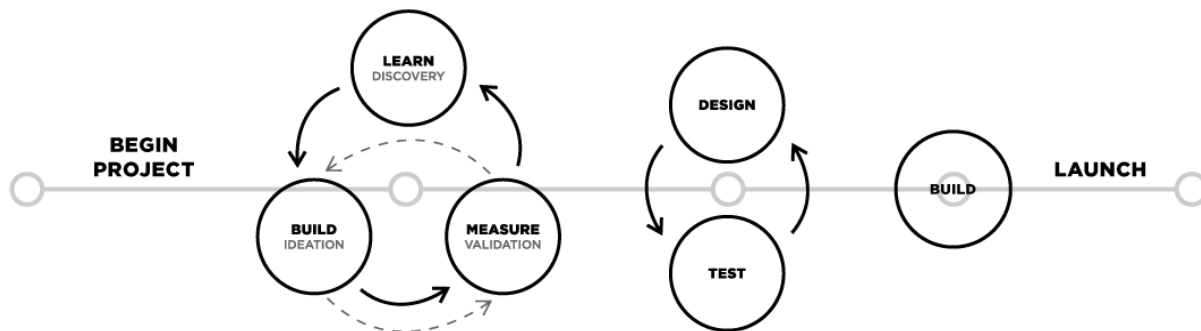
- ◆ Design Sprints
- ◆ Style Guides

2. Validate (Test, Prototype)

After you design, you will test to validate your design ideas. During testing you will test your ideas with users. After you complete the testing process, you will likely bring what you've learned back to step 1 (design) and repeat this step again. This can happen multiple times.

UI/UX BASICS

How Do UI and UX Fit Together?



The processes of UX Design and UI Design are flexible and there is no “right” way of bringing them together for one project. Typically, a project will need UX Design first and then UI Design. However, for existing products, either process may be used alone to improve either UX or UI.

Practical Applications and Design Thinking

UX and UI are driven by Design Thinking, which refers to creative strategies designers use during the process of designing. This approach is also useful to resolve issues outside of professional design practice, such as in business, social, or personal contexts.

There are 5 keys to design thinking, and you can apply them to your everyday life.

1. **Empathize**—When you design, you’re not primarily doing it for yourself. You’re doing it with other people’s needs and desires in mind. Focus on the person or problem that you are serving. Find ways to serve them better. Help their lives be better each day. Empathize first.
2. **Discover**—Try to narrow down your problem to the root cause. Jump in with an open mind, without criticism or opinions. Seek to understand before you are understood.
3. **Ideate**— Be imaginative, create ideas to solve the problem you identified in step 2.
4. **Prototype**— Place the concept of being perfect aside. Embrace failure to master the process. Don’t be cautious.
5. **Test**—Cultivate self-awareness by asking yourself, “what do I really want to see or experience?” Never limit yourself.

Resources:

- ◆ *UX Strategy: How to Devise Innovative Digital Products that People Want* by Jaime Levy
- ◆ *Designing Interfaces* by Jenifer Tidwell
- ◆ *Sprint: How to Solve Big Problems and Test New Ideas in Just Five Days* by Braden Kowitz and Jake Knapp
- ◆ *The Achievement Habit: Stop Wishing, Start Doing, and Take Command of Your Life* by Bernard Roth