



Intro UX Designer

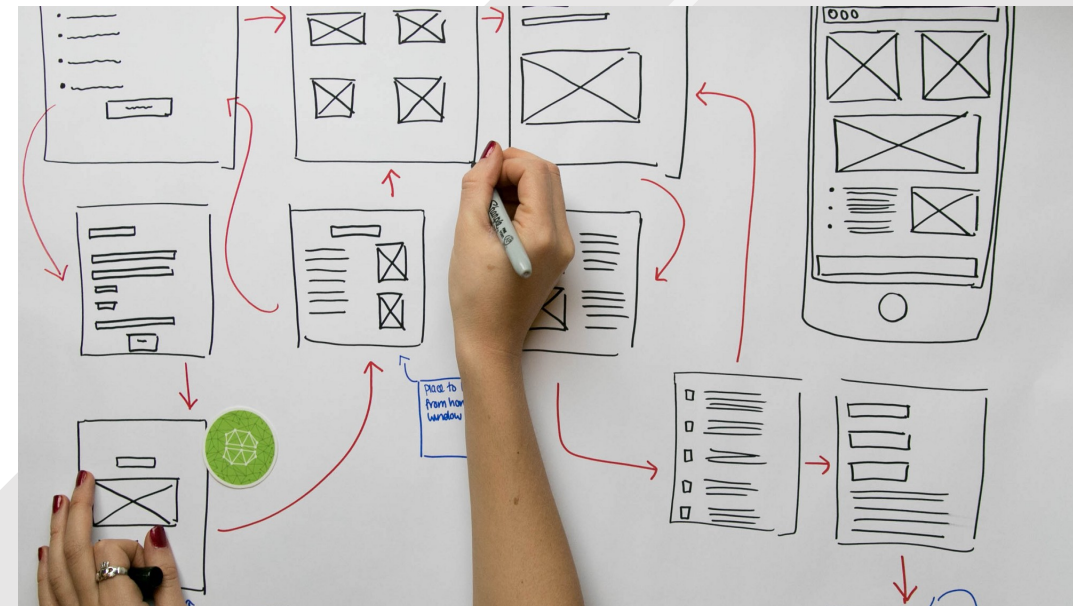
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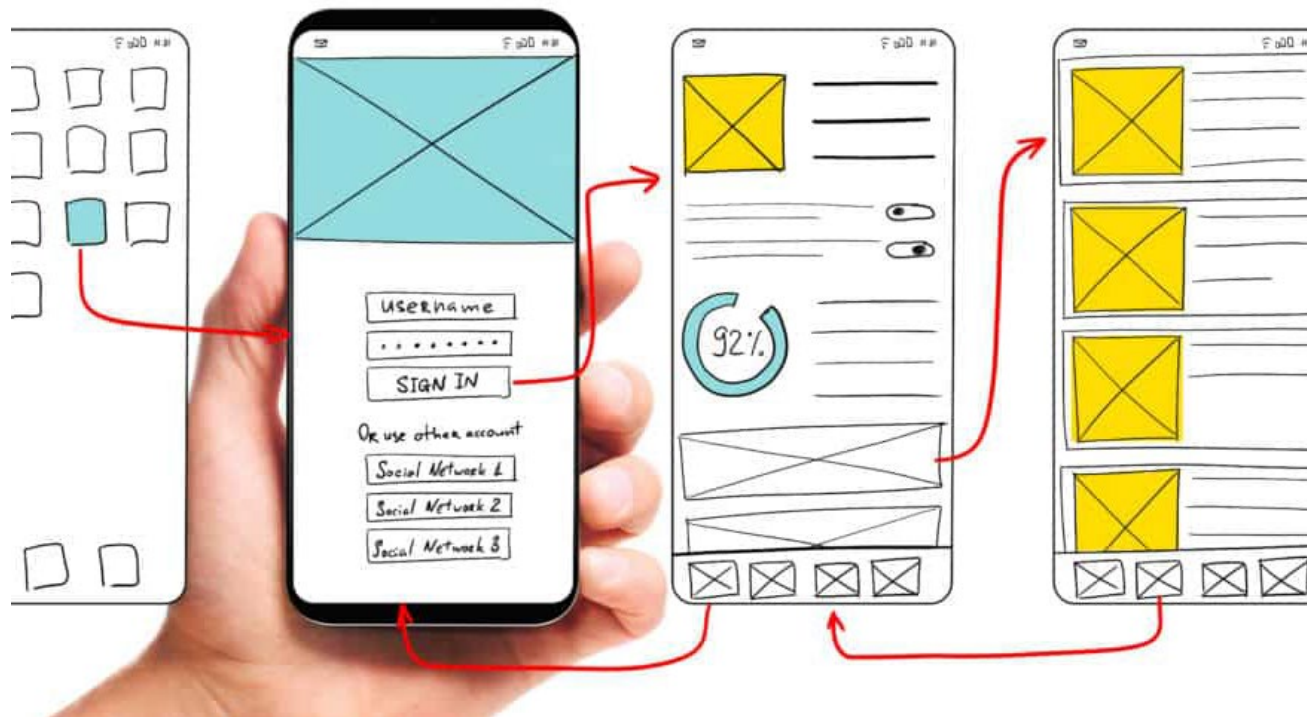


USER EXPERIENCE

Front



Definitions



- This topic is mainly an industrial-focused part of the user experience.
- An UX Designer's goal is to implement a product design that meets many of the criteria of 'good' User Experience.
- These criteria include the usefulness of the product, how intuitive the product is, how desirable the product is to use, ...etc.
- Businesses hire UX Designers to make well-designed products, so it is easier to sell and gain attraction.
- UX Design is not the same as UI (user interface) Design, UI Design is a subset of UX Design.

Focus



- User Experience Designers are mainly instituted in the industrial world but can also be found in the academic world as well. The academic side usually focuses on behavior patterns due to different designs whereas the industrial side focuses on the process of satisfying the users with a well-made design. In both instances the UX Designers focus toward the satisfaction of the users, this is known as user-centered thinking.
- The academic side of the design is user research. User researchers focus on targeting the right users as well as determining how the user's experience will be before implementation of the design by looking at the psychological and human-computer interaction aspects. There are questions that UX Designers focus on. Designers look at why some products are more valuable to the user, what functionality does the product provides, and how accessible is the product.
- In industries generally well before their design process, the needs of user's satisfaction are accounted for. Designer's implement their design and test through prototypes and take in data of user experience.

Second Slide

The Why, What and How of UX Design





Duties and Expectations

- User Research
 - Interviewing Users, figuring out the user's problems.
- Creating Personas
 - Based on research creating fictional/ ideal Users.
- Sketching/Planning a new set of blueprints/wireframing
 - Creating a visual guide based on the research, an ideal mock-up.
- Testing a prototype
 - Creating a prototype and which is tested by users.



Qualifications/ Requirements

- Depending on the company some qualifications may vary, however, there are some general required skills that a UX Designer needs.
- Strong communication and documentation skills.
- Common knowledge of software and front-end development.
 - May require web/mobile design knowledge
- Capable of working with a team of researchers and project managers.
- Ability to design, code, and debug any physical or digital products.⁶
- Ability to quickly construct prototypes.
- A deep understanding of UX design concepts.





Conclusion

- UX Design is very important to businesses who would like to provide a desirable experience for their users. After researching many topics, I figured that User Experience Design is an umbrella term that encompasses and overlaps many other topics of UX, therefore I feel it is an essential topic to learn about and that is why I chose this topic.
- I learned that many of the modern principles of UX Design can trace back to ancient Roman architects, where every architectural piece was designed to be durable, to be useful to the people, and aesthetically pleasing for the people.



References

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