

learning.

UX Design

LECTURE - 1

- You do not know what you do not know
- No-one will make an effort to correct you
- leverage technology and the internet
- look at the Bigger Picture

Redefine failure

Mistakes are a fee not a fine

Rejection is objective data for optimisation.

Principle

by Ray Dalio

Break down the mistake and learn from it

Improve Vocabulary - Breadcrumbs

Tombstone

Scrollspy

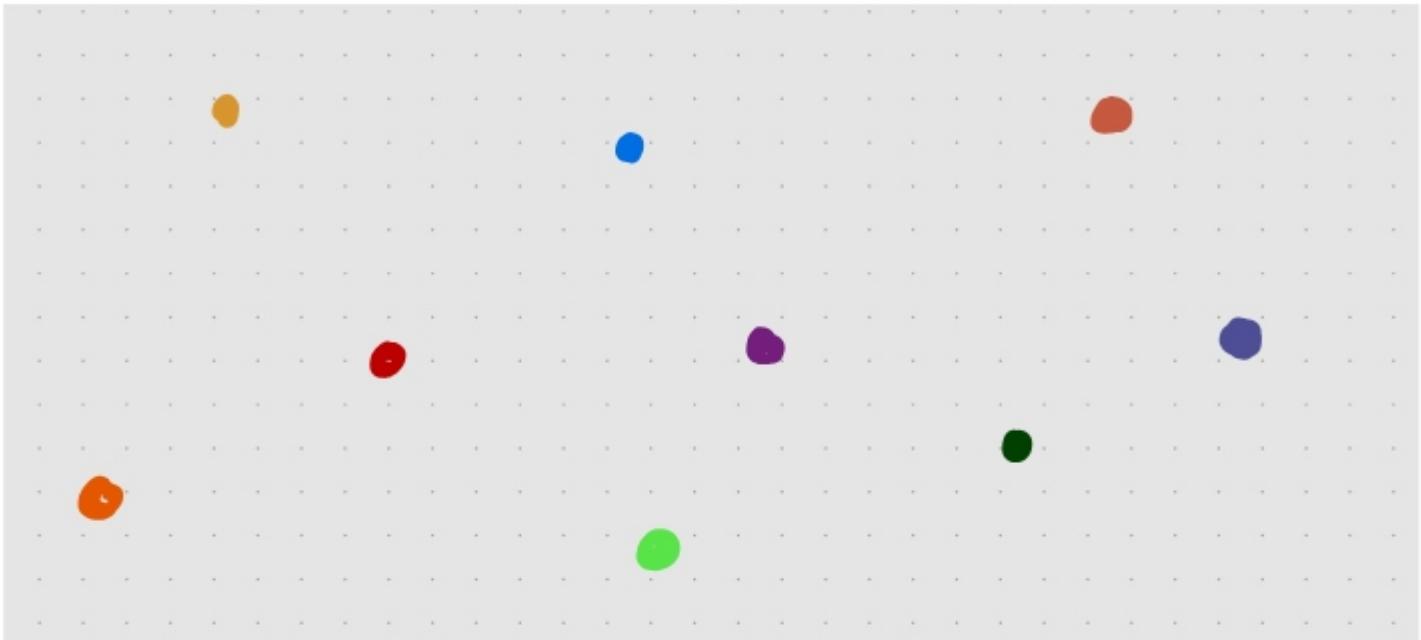
Refactoring UI Playlist - LEARN VISUAL DESIGN

↳ Allocate a chunk of your day to learn visual design

Practices - 100 days UI challenge

(At a point you'll be done)
So keep documenting

Movies } Analyse the product and services.
Products }
Book What is so good about it?
 What grabbed your attention?
 What made you buy it?



Spirituality

Literature

Entertainment

Packaging

Film making

Make use of your interesting experiences of your day to day life (Your life is not boring)

Connect the dots and use those experiences as a leverage for your work.

Content need / farker

for content

Use dummy data

- this not only helps make the design stand out but also tests the responsiveness of the design layout

For Pictures

use - AVATARS

by microsoft

- This person does not exist. com
use pictures to show data

leverage your plugins

Identify your talent

Everyone has their own unique story

- CHANDNI CHOWK

TO CHINA

Sometime even flaws become a blessing

have a story bank

The RIGHT ARM story

People can copy designs but not
personalities

SUMMARY

Begin asking the right questions

Discover the core problems behind the symptoms

Prioritise what you want to be in next 12 months

Spend time and energy for important things

Redefine failure and how you perceive them

Observe visual design around you

Identify special talent

Start Building your "BRAND"

Technical things can be learned from anywhere and
everywhere

Episode 2

OPTIMISING WORKSPACE ENERGY & EXPENDITURE

Think beyond digital files

SPEND CONSCIOUSLY

- Nutrition & Exercise
- Primary Workstation
- Courses and books
- Subscription and plugins
- Skincare, clothing & other luxuries

WHAT IS THE LOGIC BEHIND THIS?

the order of the list is from long term gains to short term gains.

Pareto's Principle - The 20/80 Principle

When you change the food you eat
change the way you sleep
Investing in Better chair / Pillow

All of this hugely impacts your workflow.

Don't get intimidated by one time cost.

Start collecting money

Learn skills - Capitalise and ask for more money.
freelance

Don't just grow as a designer. Grow as a human being

What software you use doesn't matter

you need to be bulletproof

Know how to carry yourself

Softwares might be redundant after a while

but your skills and thinking should be up to date

Getting started with figma

figma tips plugin - watch videos
while you work
within the figma
file

Document your goals and intentions on
Notion

It's too easy to lose control and get
distracted

Your learning needs revisiting from time to time

It takes time for you to figure out how to function so you
can get the best out of it

Documentation is important because you keep forgetting what-
ever you're learning. You're just wasting your time

10 hrs of learning is waste

Documenting 2 hrs on notion well documented is a lifetime
investment.

EPISODE 4 - HOW TO BEGIN A UX PROJECT (level -1)

WHY WOULD SOMEONE PAY YOU ?

You only get paid if you are better smarter and faster
in solving problems

New perceptions

New perspectives

New lenses

New loopholes

} It should be worth their
money

Your solutions should not be an **ad-hoc** solutions
or a plugin that fixes their current situation

The solution should **scale with time**

Your solution should work in the **longer run**

You should be able to do it with **minimum amount**
of resources

- No need for 10 different developers
- 150 days of research
- Maybe go to a different continent

Do it from your table
write things down

Ask the **right questions**

If someone / somebody has come to you to get a design is because they don't know how to do it or they don't have the time to do it. They have to focus on things which are more imp for them.

Mostly Briefs are incomplete

You are paid to fill in the gaps

Don't just blindly follow the brief and deliver quickly

The client has no design sense here

You are paid to ask questions / more questions and tell them what they do not know

(for this you should know everything about work)

"Before you even start designing"

Make sure all the stakeholders are involved in a meeting

Product manager

Co-founder etc

Developers etc

}

Ask questions and unravel the fuzzy thoughts

get closest to their vision

Write all the answers down
don't just ask and listen

Update those notes on a slack channel
You as a freelancer should have a slack channel

keep track of the conversations
there are no minutes to go back to

TAKE CHARGE OF YOUR INVENTORY.

1st TIME - When do they need the final draft
the amount of time is really subjective

Ask them the time they expect their idea to come to life

Analyse if you have the time to finish all the deliverables

YES - awesome

NO - Break it into segments

V₁ = 'x' Release this

V₂ = 'y' Release this and structure your time

V₃ = 'z' Release that

"RESOURCES" - How many developers are required
to pull this off
how many developers they have

Amount of efforts need to pull it off

Making the components / Using bootstrap components

if the time constraint is too short stick to the basics

Update those notes on a slack channel

You as a freelancer should have a slack channel

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Making the components / Using bootstrap components

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Initially for companies in growth stage it is important to generate revenue

And when it comes to revenue functional designs are much more imp than Aesthetic designs

Ask the stakeholders about their priorities

FUNCTIONALITY is Primary and utmost priority

Aesthetics are secondary

) They are never the case

Please have another developer on board

To fulfill the aesthetic part

Teach your stakeholders about how to comment on figma / how figma works



READ

Organising Your figma Pages using hierarchical Headings Components.

Organise your figma files

Communicate your designs

Your hardwork will go in vain if the design fails to communicate easily in a modular fashion

Your designs will never reach the optimum stage

Communication is important (Remember Sapiens)

NOW, START COLLECTING INSPIRATION.

Avoid re-inventing the wheel.

Never copy - But always seek clues and inspiration

Breakdown each inspiration in detail

Inspiration - Mobbins

UI sources

UI garage

screenlane

Growth design

How to collect inspiration - Paste the screenshot

in the notion document

Heading

link to the website

Screenshot

Have a separate page

in figma file for inspiration

Use annotation card
and flow kits

1 - Annotation cards with
team members

File on figma Community

2 - UX tool set

In most cases client need a draft

3 - Annotation kit 2.0

In 3 Days

4 - feedback kit

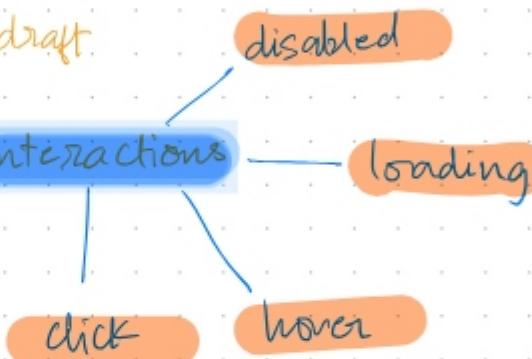
Define the brief properly Are you looking at the problems with the right lens

In most cases the user themselves don't know what they need Don't just rely on the user feedback alone

Do your own research

Begin with the rough draft

then figure out the interactions



Then come to the edge cases -

Input field

CTA Text is too long

CTA Text is too short

Know when to listen to the users

Users might say that the color of button is this/that

Maybe You don't need a button in the first place

You don't figure out everything on day one

Make a rough draft of the design

Rough visual design

DAY 2 - Problem solving part of the design

then the interactions

then scaling it across different devices

[Constraints part]

Have a detailed feedback loop

Never get excited and start making the entire design system
it'll be a waste of time

DESIGN SYSTEMS ARE
NOT MADE IN ONE DAY.

Before starting to design

Know your colours

Know your typography

Text size - Accessibility ratios

Amount of development efforts

Don't make components in the initial explorations

Once the **Basics** are done
color typography etc

then start making **COMPONENTS** 

Understand the mechanics how things are placed on a digital **real estate**

Work on the hierarchy - what needs more attention

VISUAL HIERARCHY
is REALLY IMPORTANT

How things will scale

Once done with the first **visual draft**

TAKE FEEDBACK

(Making sure you are on the same page)

Start making variants and components

POST THIS — DEFINE

INTERACTIONS!!

- icons
- Animations
- hover state
- default state

is there something you can do-

Make sure
more is not too
much development
about

There's no need to discover crazy
Animations — Use these open source
CSS libraries

Explore how it scales around

Read medium articles

Practice figma

Office hours playlist - in the file

100 Day UI challenge - to train your gut

EPISODE - 5 DEFINING YOUR UI COLORS

office hours playlist

Copy past color thing from different notebook

Contrast - Plugin

designsystem.zepo.com

designsystems.com

designsystems for figma.com

social proof - 66,722 people listed today

Blah Blah Blah.

WEBER'S LAW

CALM

Home Screen - Good imagery, Use of space
easy to understand icons, and
one clear path to my goals.

HOW COLORS WORK

RGB HEXCODE

#0DFF42

NAME

fuchsia blue

HSL

hsla(133, 100%, 52%, 1)

DARK THEME TOKEN

\$brand primary

BRAND
COLORS

Primary

Accent

60-70% of
main components
(CTA's)

Used for
contrast
10%

NEUTRALS

SHADES

Black

gray

whites

Individual

Individual

SEMANTICS

RED

Warning / Danger

YELLOW

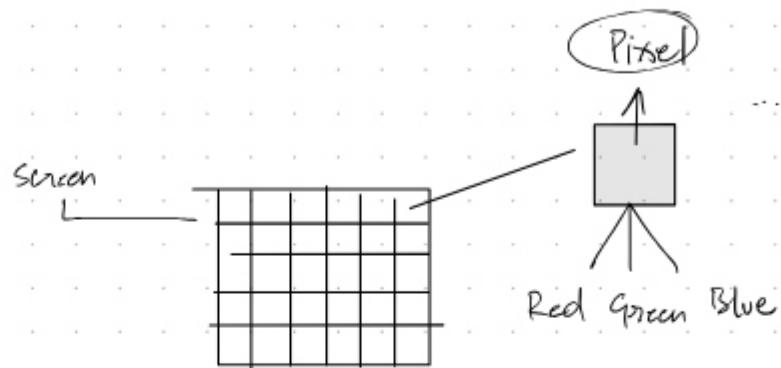
Warning / caution

GREEN

Confirmation /
Acceptance

this is all surface to go into + search different
depth read medium articles websites

Most effective algorithms exist in our eyes.
 Our brain comprehends everything
 But code has a different language
 Technology has different interpretation of everything



RGB Hexcode = # 12 AB SF

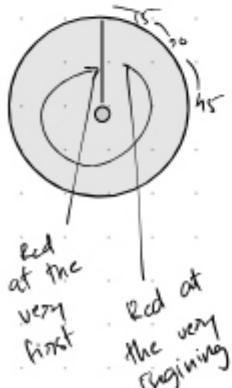
12 Red AB Green SF Blue

0 → 9 → A B C D
 10 11 12 13 ... so on. 16 Values
 higher number stronger color
 ff 12 > 1 = Red
 Black = 00 00 00
 White = ff ff ff

in Figma

HSLA → Opacity

HSLA (0, 12, 38, 100%)



Hue HSL

Saturation

Luminance

Strength of hue

Brightness of hue

Luminance

Alpha

Making your greys

R	G	B
12	12	12

121212 = Gray.

241212

Has more red shade

24AB12

Making it easier

Instead of going to
the color picker

24

AB

12

Ramp it up

Don't touch them

Simply increase
the blue component
of RGB value

Simple logic for colors

Key CASTER

Hex
RGB
CSS
HSL
HSB



Luminance
value = 0

Don't simply play
with opacity

DECLARE YOUR RGB values

100/7

L = 100

HSL [0 | 0 | 14 | 100%]

+14
+14
+14
+14

Use CONTRAST plugin in FIGMA
to test accessibility

Spotify's brand palette — Accessibility guidelines
read about it

The legibility of your CTA's should be maximum

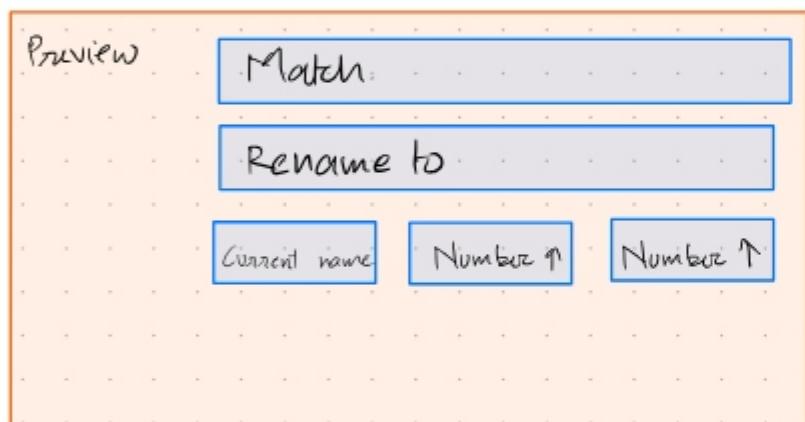
Batch renaming

Ctrl + /

Before renaming

make sure the spatial order is correct / identical

USE "SORTER"



Neutral/Grey - \$nn⁰¹

if you remove one "n"
you remove the "0"

Neutral/Grey - 01

$$\$n = 1 \quad \$nn = 01$$

2

2

3

3

4

4

...

so on

You can make styles with "STYLER" Plugin

↓
Generate styles

Read more about DESIGN SYSTEMS

Design Systems zapo.com

Design Systems .com

Design Systems for figma.com.

SUMMARY.

Meaning of RGB, HSL and HSLA.

logic behind deciding different grays

Accessibility for your semantic colors

Naming, Declaration and Organisation.

CHOOSING THE RIGHT FONT

Upload a file
or
from a cloud source

fetch it - (CDN) = Content delivery network

Always use google fonts.

Choose fonts with different line weights

weights can be used to increase hierarchy without using arrows and other fancy items

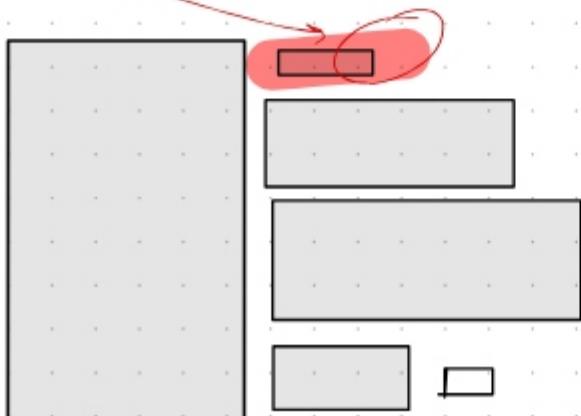
Super family fonts

Expanding your vocabulary

> LABEL

FIRST NAME — Has more kerning

> Eyebrows / kickers / overlines



The type snob - Medium article

hyphen

en-dash — Conflict or connection between two zones
(Delhi-NY flight) Alt + hyphen



em-dash

Used for adding a break in the sentence

Used in documentation / writing / copywriting

Butterick's Practical typography

UI TEXT
LABELS
PARAGRAPHS

Your entire platform
not the landing page or
website but the application

80-90% of times it lies
in these three buckets:

There's a
major difference
between these two

use separate fonts for these

make sure line height is appropriate

LINE HEIGHT

Heading = 120%

Body = 150%

As the font size decreases
the line height should
increase
(Basic thumb rule)

50 px font = 'x' line height

60 px font = 'y' line height

Developers need line height in (px)

Using percentage leads to decimal points
decimal points are confusing

The right strategy is to declare line
height in px's

Calculate the
line height
in px's.

GOOD LINE HEIGHT . COM

[20%]

12 size & 120%

16 & 150%

18 & 100%

Heading 1 12
Heading 2 16
Heading 3 18

px

Calculate this and provide
exact px's to the developer

Resource

- The Good line height . com

UI TEXTS

You need line-height to be as tall as your font i.e. 100% because then all internal padding is explicit.

letter spacing - inspect panel

But what exactly are ems / rems?

pixels are absolute, rems are relative

Introducing relative units

Relative units are not absolute like pixels
they are influenced by multiple factors

Popular Relative units:

Percent

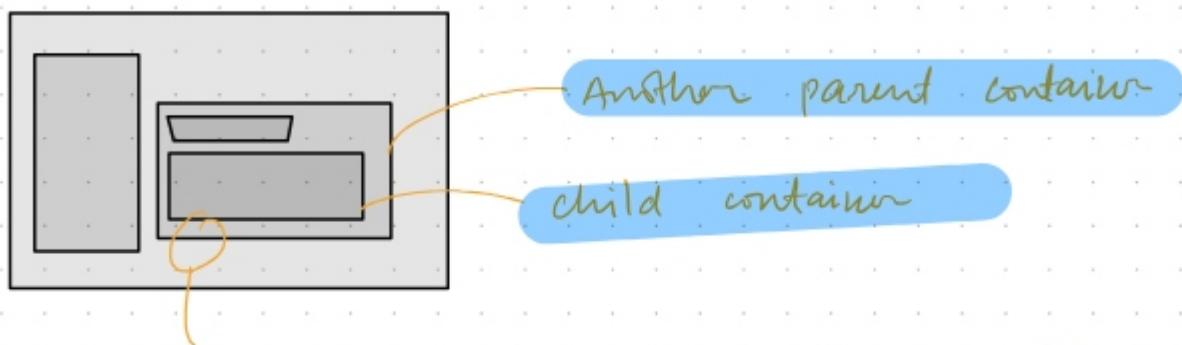
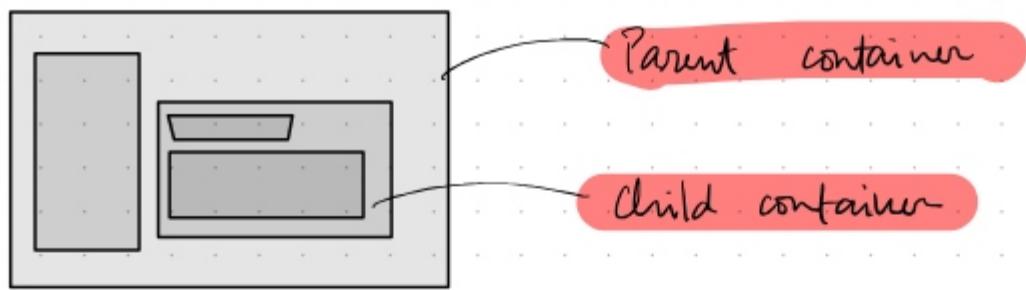
- vw (viewport)
- vh (viewport height)
- em
- rem

Every browser has a base font size i.e 16px

1em = 16px here

first there were only ems but now there are rems
too

now why runs



Parent container within a parent container

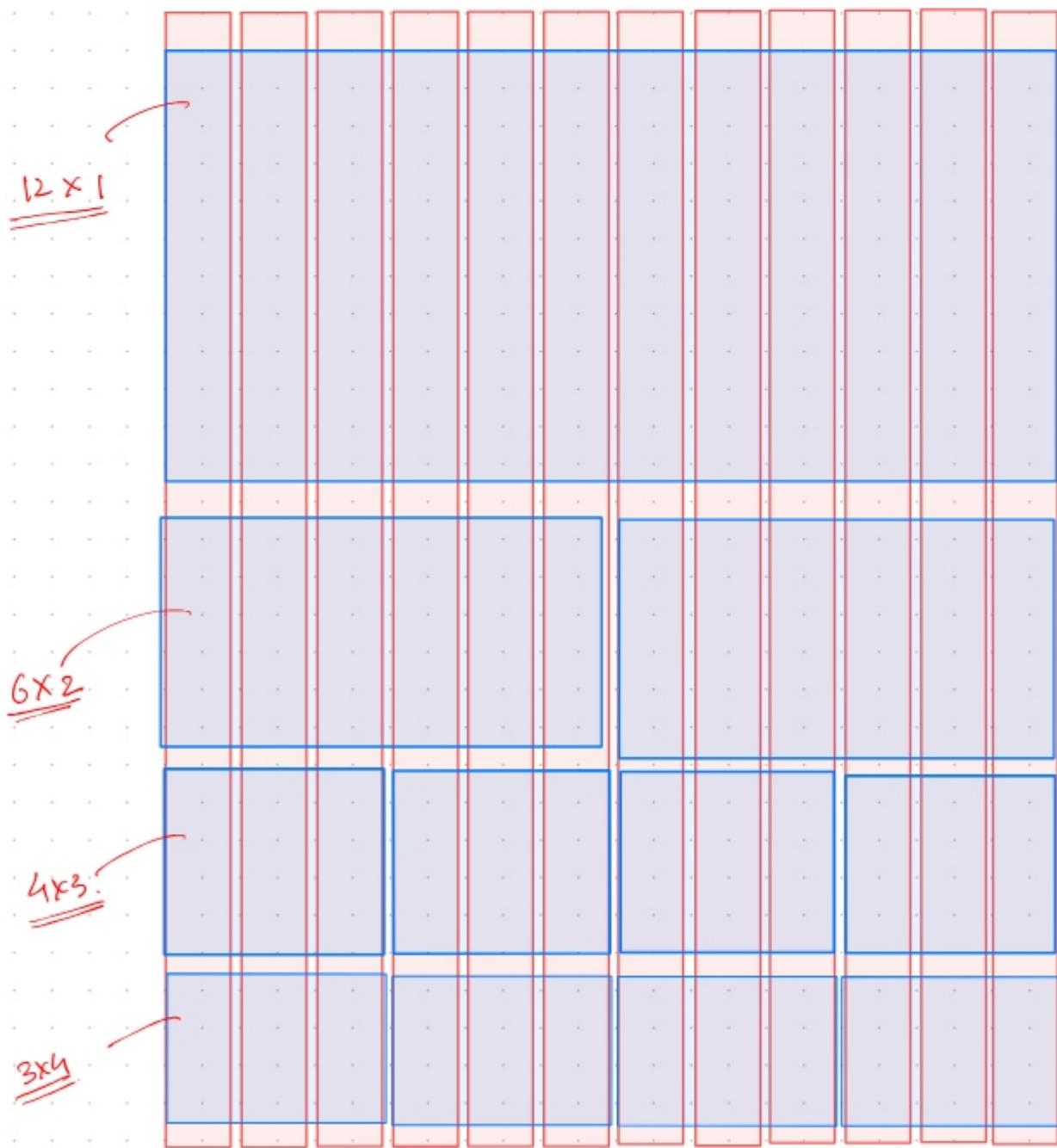
GRID SPACING & LAYOUT

No of columns / device



UNDERSTANDING
PARENT CONTAINERS

no of column changes but
width remains
the same

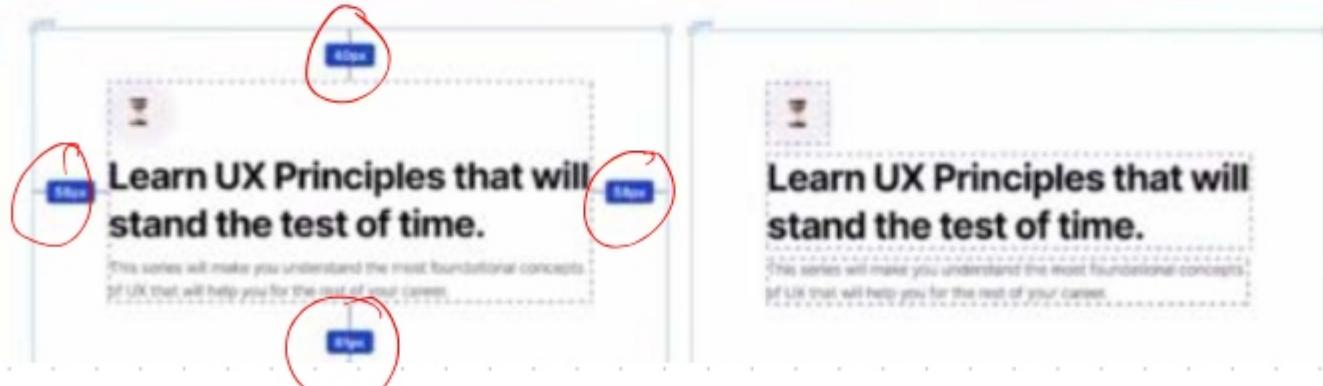


but your column width does

not restrict your UI

This ^{IS}
not true!!

Most people think that following a column layout means that every element should visually end at the edges of their columns. That is not how it works.



Responsive grids and how to Actually
Use them

SPATIAL SYSTEMS

Elements Vs Content first padding.

Example:

Element vs Content First Padding

Content First Padding:		
TITLE	VISIBILITY	LIKES
Ep 1 - Master Constraints on Figma Responsive UX Design Tutorial Beginners Ansh Mehra	• Public	4,630
Ep 2 - Thinking Faster & Smarter as a UX Designer	• Public	3,123
Ep 3 - Design Workspace, Energy & Income Foundations for UX Design Ansh Mehra Basic UX Video	• Public	6,131

Element First Padding:		
TITLE	VISIBILITY	LIKES
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SPACE GRIDS and LAYOUTS -

designsystems.com

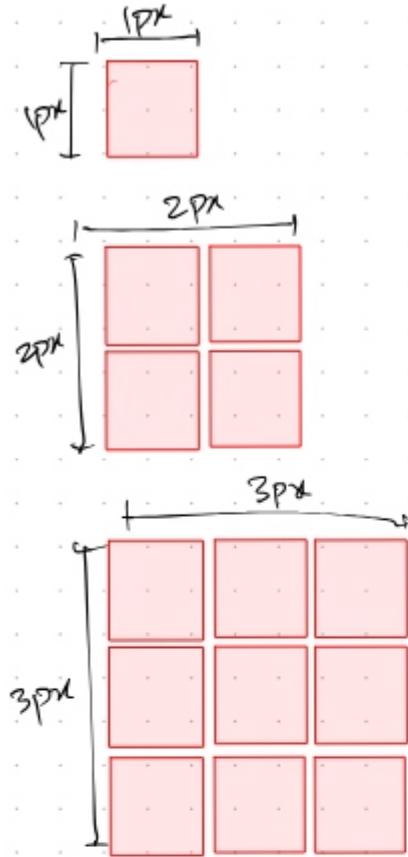
elliot Dahl

EVERYTHING YOU NEED TO KNOW AS A
UI DESIGNER ABOUT SPACING & GRIDS.

Medium

Molly
McLennan

GRIDS in UI.



at 1x resolution
1 pt would be equal to 1 pixel

at 2x resolution
it will be 4 because it increases uniformly on both axis.

Similarly at 3x resolution
1 point would be equal to 9 pixels

HARD GRIDS & SOFT GRIDS.

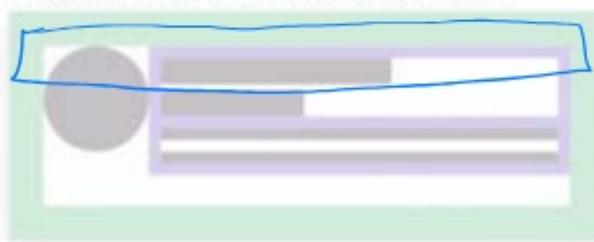
Difference between

Hard & Soft Grids

Hard Grid = Everything stacks like bricks. Material Design explains this well.
Soft Grid = Elements are positioned relative to each other.

Hard Grid

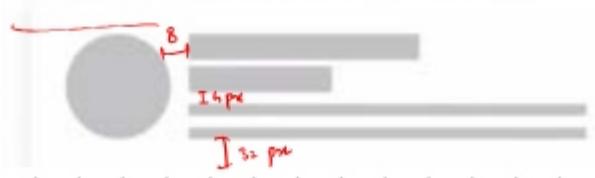
Respecting the parent container and the padding that comes with it.



— Padding is in the multiple of 8.

Soft Grid

You position elements relative to each other in uniform gaps.



You have more flexibility here

spacing is relative not rigid.

UI BUTTON SYSTEM IN FIGMA

Anatomy of a Button

Because of line-height, you might have to add some extra padding on left and right of your auto layout. Fill is usually primary colour and text is a colour with good contrast.

I 6px
Type
I 4px

Button Text

I 16px
Type
I 4px

Button Text

I 16px
Type
I 4px

Button Text

8

16

16

8

Packed

equal padding on l/r

Button Text

4px extra on text side

Button Text

Button Text

16

Button Text

20

These
are always
supposed
to be in
auto-layout

Not equal.

Here
the vector
has its own
padding.

This padding depends on the icon packs.

always
have
solid/
line
based
icons -

You need
to add
extra padding
accordingly

Brand colors + Contrast color.

Greys ..

Labels & Icons

There are three combinations of icon + label.



Secondary Buttons

They are usually in whites / greys. Hover has a fill.



Primary
Buttons

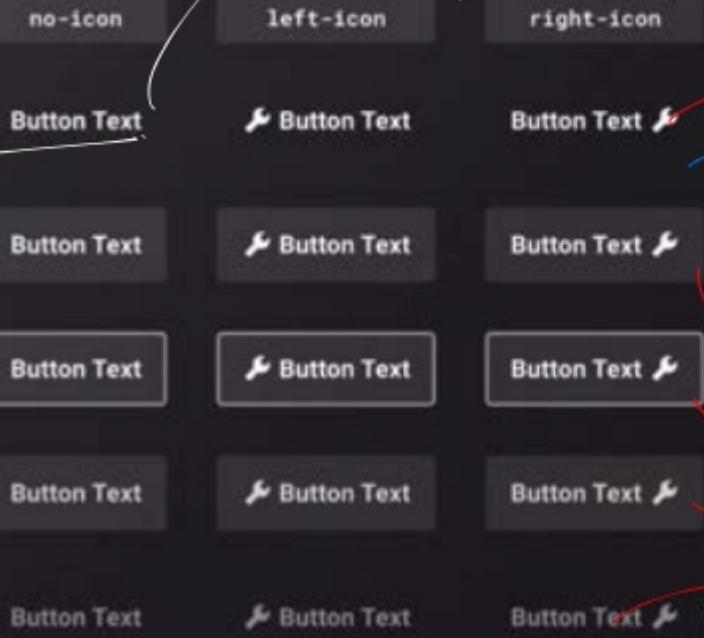
Secondary
Buttons -

there's usually no fill
in these buttons -
less creativity

Tertiary Buttons

They need minimum attention.

Adding an
underline makes
it clickable



Default

Usually there's no outline
in the default state

strakes are more jarring
(hover)

focused state

clicked state

disabled state

Designing Button states - Tyler sticka

Basics Design System Button states - Scott oliveri

CSS buttons - W3schools. com.