Winsupply + Wright State University

UX/UI Design · Class 1

Kick Off 🚀

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Agenda

Today we will start with a overview of the unit expectations, and then jump into definitions and activities.

1. UX and UI definitions
2. Research Methods Introduction
3. User Interviews
4. Assignment 1

PART 2

Activity

What is UX? What is UI?

Write it down what you understand about these terms and show how they differentiate between each other

3 minutes

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User Experience (UX)

Encompasses all aspects of the end-user's interaction with the company, its services and its products

Watch Video

UX Designer Responsibilities

- Conducts Research
- Identifies needs
- Create taskflows and prototypes

PART 2

User Interface (UI)

The look, feel, interactivity of a digital product; the cosmetics of the experience.

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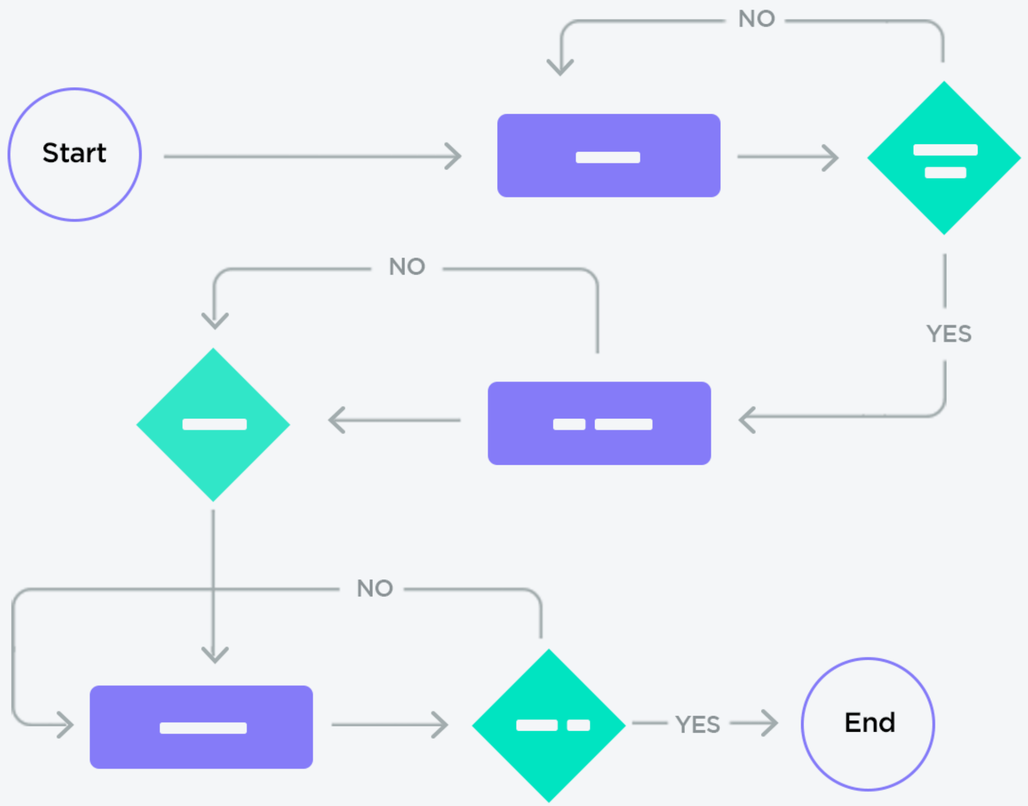
UI Designer Responsibilities

- **Compose Layouts**
- **Create Visuals**
- **Build Mockups**

User Flows

A user flow is a set of interactions that describe the typical or ideal set of steps needed to accomplish a common task performed with a product.

- Get in the minds of users
- Define their needs
- Discover gaps that could lead to frustration (Always make sure a user can go back!)



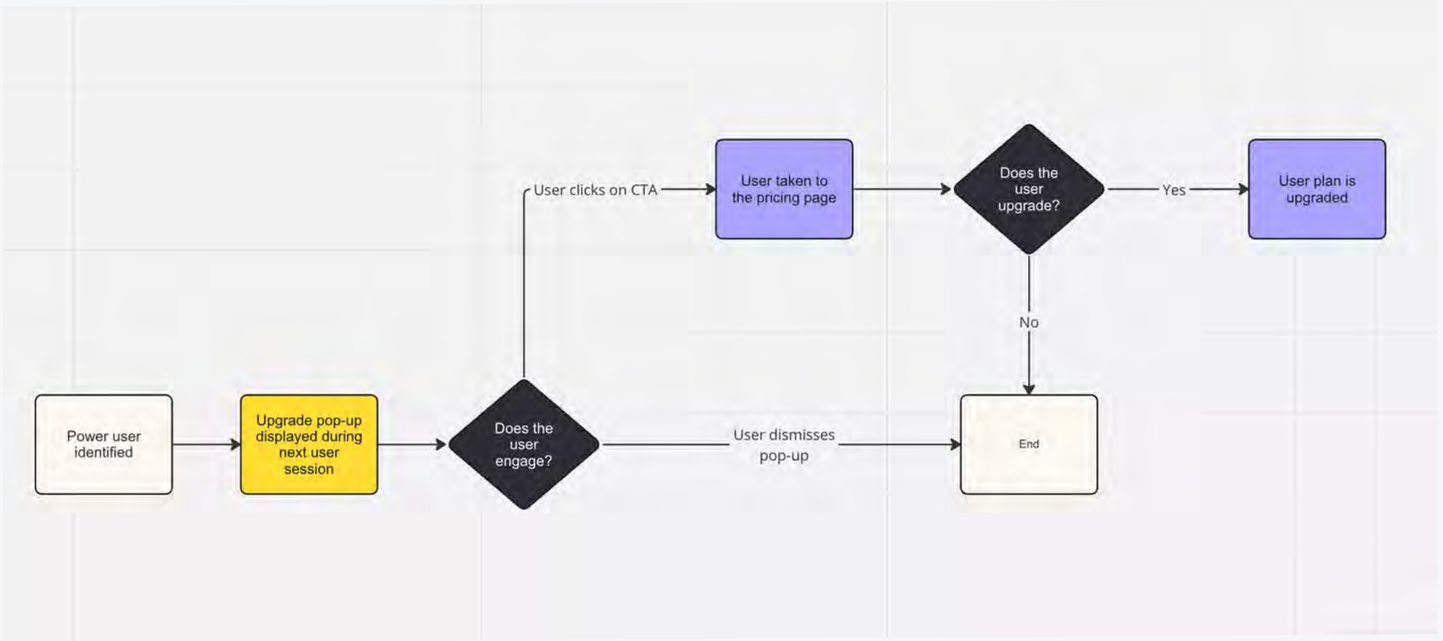
Why Are User Flows Important?

Product managers, UX designers, and other product team members employ user flows for several essential reasons.

1. **Communicate goals and plans to stakeholders**
2. **Speed up development and reduce errors**
3. **Promote user-centered design**

How do they look like?

User flows can be represented with artifacts such as low-fidelity wireflows, **simple flow charts**, or task diagrams. These maps capture key user steps and system responses; they do not contextualize the process with emotions and thoughts like a journey map does.



Plan upgrade user flow (flow chart)

PART 2

Best Practices to design user flow diagrams

User flow diagrams are indispensable for optimizing user experience. Keep these eight best practices in mind to create a superior user experience

Read More

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- Descriptive name
- One-directional flows
- One goal per flow
- Always have a legend key
- Decide on an entry point
- Clear labels
- Use colors wisely
- Provide a clear resolution

Examples of user flow

An example is a customer's purchase flow on an e-commerce website. A purchase flow helps a user buy a product or service.

Initial steps include account creation, signup, and confirmation.

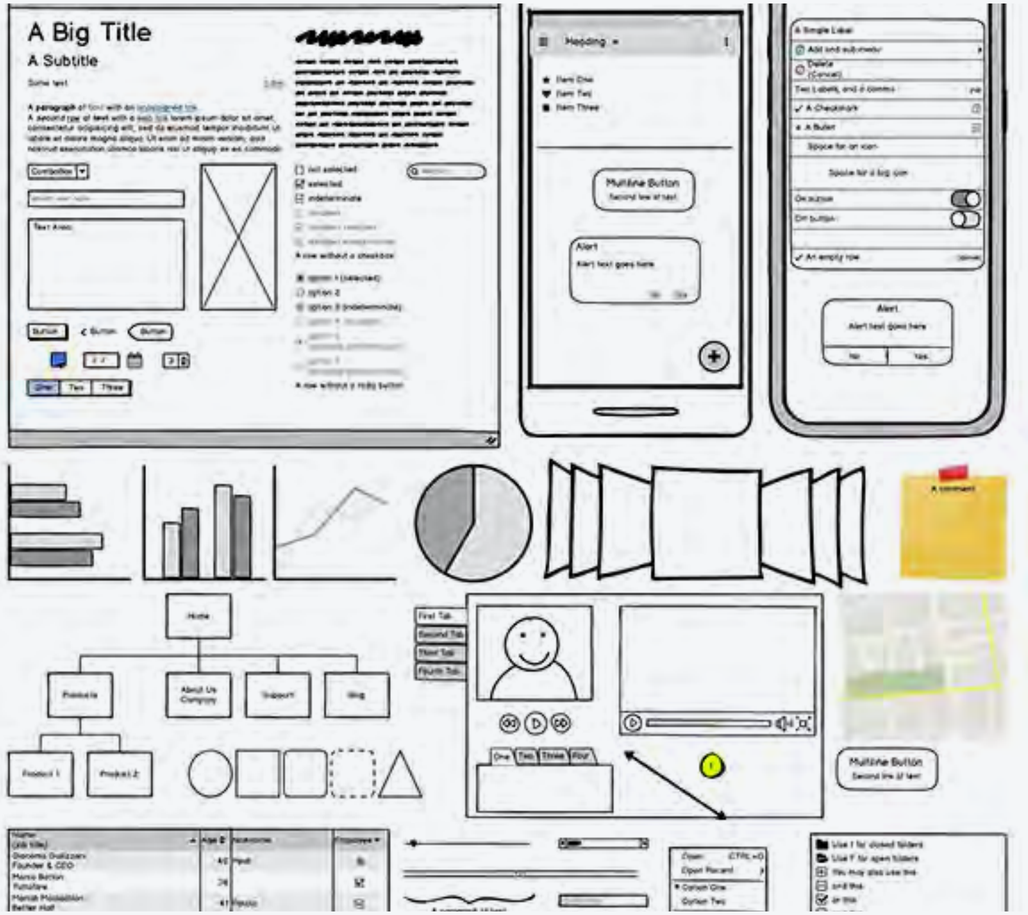
1. The user starts at the landing page (homepage)
2. They navigate to a product category, i.e., grocery, clothing, or cosmetics
3. They select an item and access the item's detail page
4. They add the item to the cart
5. They navigate to the checkout page and complete the purchase
6. A confirmation page may pop up to show the order is ready for shipping

PART 4

Introducing Balsamiq Cloud

Balsamiq Wireframes is a rapid low-fidelity UI wireframing tool that reproduces the experience of sketching on a notepad or whiteboard, but using a computer.

Watch Video



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PART 5

Assignment

Assignment 1

As a group, use Balsamic to create user flows for the following features:

Search

Create

Update

Delete (Optional)

Batch (Honors)

More details

To Do

- Clone the assignment repository for this unit.
- Create a Balsamic Cloud account
- Import the balsamic starter project and start the work

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Class 1 is over 🎉

Thank you!

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