UI/UX DESIGN

Lecture 1. Introduction

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ATTENDANCE

Attendance is vital for your learning experience and success in this course. I understand that unforeseen circumstances may arise, but you may miss no more than **30%** of your classes, otherwise an automatic F grade will be assigned. Please refer to the syllabus for details regarding attendance expectations.

ASSESSMENT

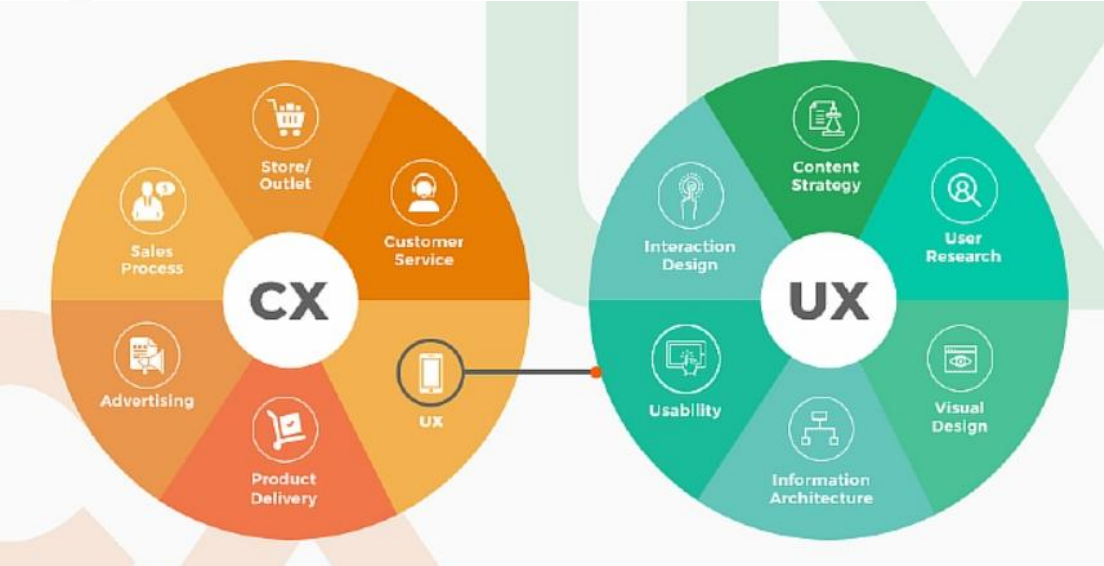
Throughout the semester, your knowledge and understanding of the course material will be assessed through a combination of quizzes, assignments, and class participation. Our three significant assessments will be the midterm, endterm and final exams, each designed to evaluate your grasp of the core concepts we cover.

The weight is assigned as follows:

Midterm	20%
SIS #1	10%
Endterm	15%
SIS #2	15%
Final exam	40%
Total	100%

Midterm: 8 week
(March 3-9)
Endterm: 14 week

SD, CX, UX



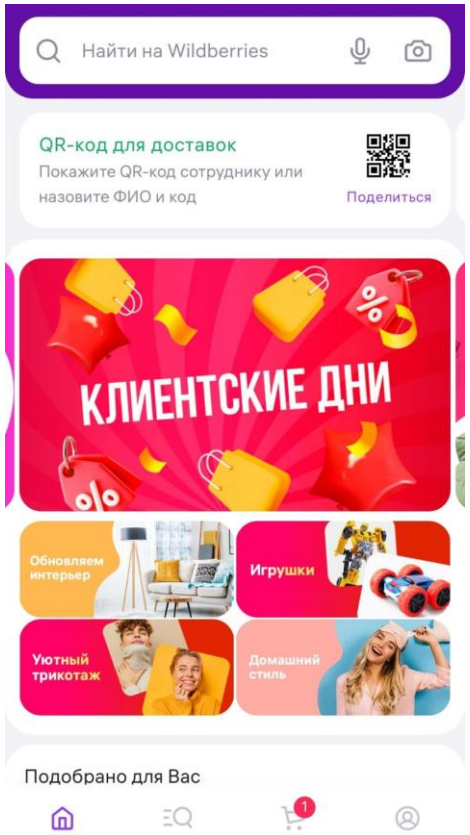
Service Design is the process of organizing people, infrastructure, communication, and components of a service in order to improve its quality and the interaction between the service provider and its customers.

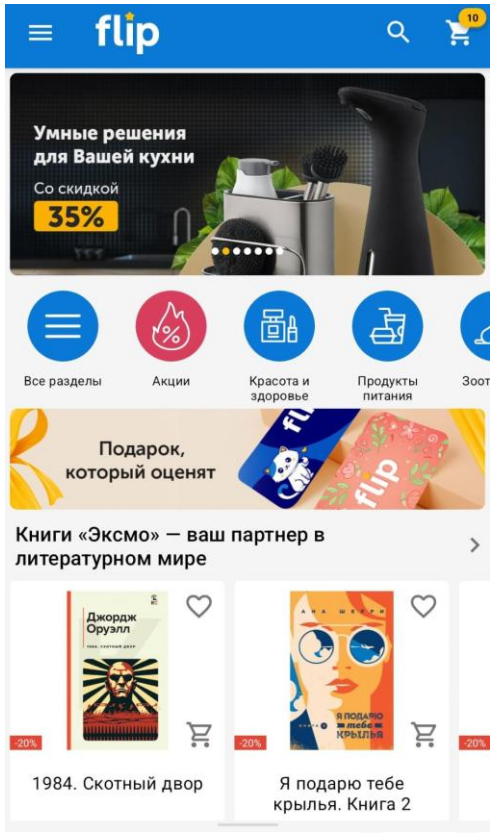
Customer Experience refers to the overall experience of a customer with a brand across all touchpoints and interactions over the customer lifecycle.

User Experience refers to the holistic experience of using a product, service, or system, including aspects of usability, accessibility, and the emotions evoked during interaction.

	Customer Experience (CX)	User Experience (UX)	Service Design
Focus	Revolves around the entire customer journey, encompassing all the different touchpoints with the brand.	Laser focuses on the user's interaction with a particular system or product.	Looks holistically at the end-to-end service experience, including processes and different systems
Aim	Aims to boost overall customer satisfaction, creating brand loyalty and trust.	Aims to create a pleasurable and seamless user experience within a specific product.	Aims to craft a seamless and cohesive service experience.
Components	Includes elements like customer service, brand image, and marketing communications.	Involves user interface design, information architecture, usability testing, and user research.	Encompasses customer journey mapping, process optimization, employee training, and design of physical and digital touchpoints.

CX vs UX vs Service Design Use Cases: the e-commerce platform scenario





Why Does UX Matter?

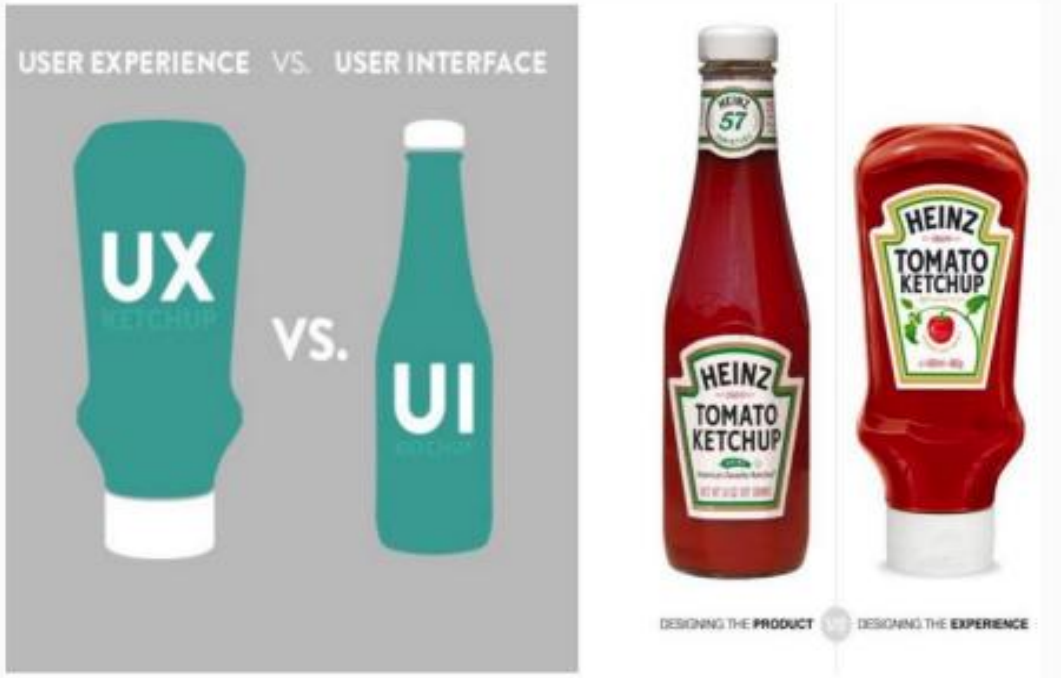
In the past, the process of designing products was much simpler. Designers created things they thought looked cool and hoped their clients would appreciate them. However, this approach had two significant flaws:

1. Less Competition.

2. Ignoring User Needs.

With advancements in technology and increasing competition, it became evident that this approach no longer worked. People now have access to a vast array of choices and are drawn only to products that truly meet their needs.

Good UI/UX vs. Bad UI/UX



UI and UX

UI without UX is like a suit without a man

UI and UX

UI and UX

UX Designers consider the Why, What and How of Product Use.

Elements of UX:
- Active involvement of Users
- Clear Understanding of User Requirements, Task and Environments
- Allocation of Function between Users and Technology
- Iteration of Design Solutions
- Validation Testing with Users

User Experience is about Measuring and Improving:
- Effectiveness.
- Ease of Learning.
- Efficiency of Use.
- Memorability.
- Error prevention.
- Satisfaction.

UI and UX

User interface design or UI design refers to the visual layout of the elements that a user might interact with in a website, or technological product. It focusses on the look, feel and presentation of a product

Parameters for the UI:
- Font Family
- Style of icons and images
- Colour Schemes
- Highlighting the important things on screen
- Differentiating things, we want the user to click versus things that can be clicked
- Replacing text with icons or images,
- Background textures

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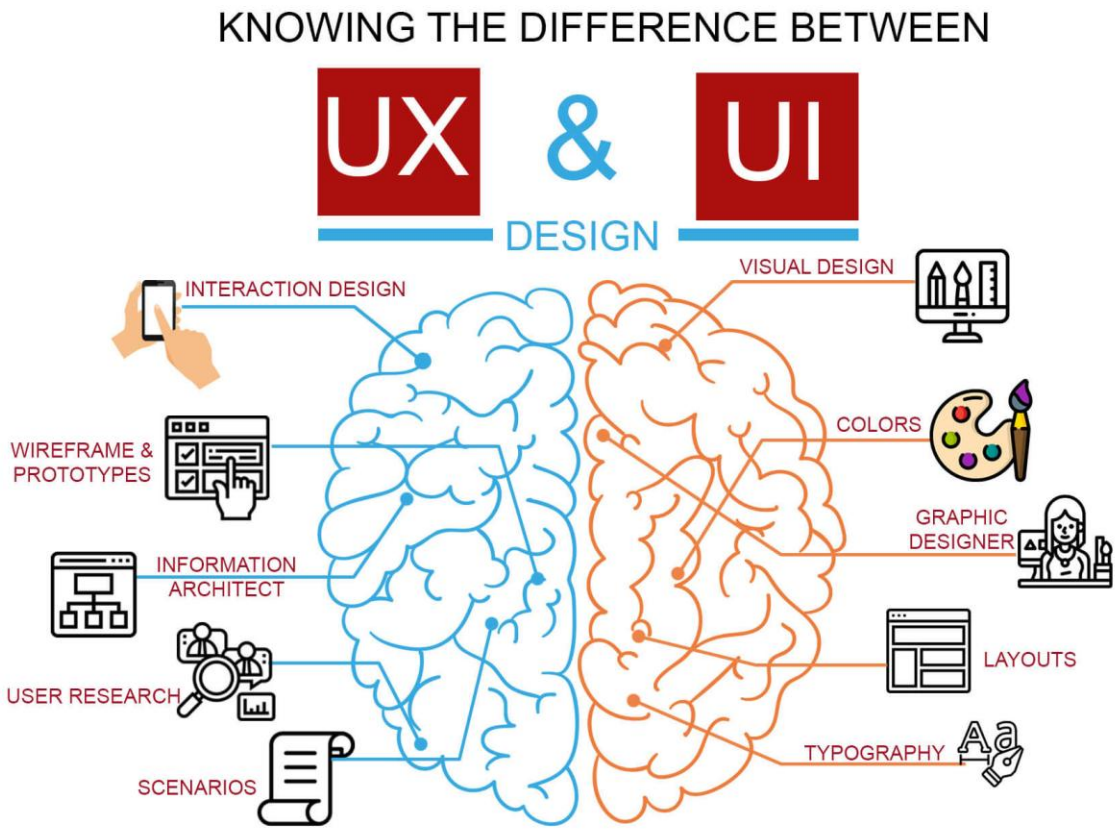
UI and UX



UI refers to aesthetic elements by which people interact with a product, while **UX is about the experience** a user has with a product or service.

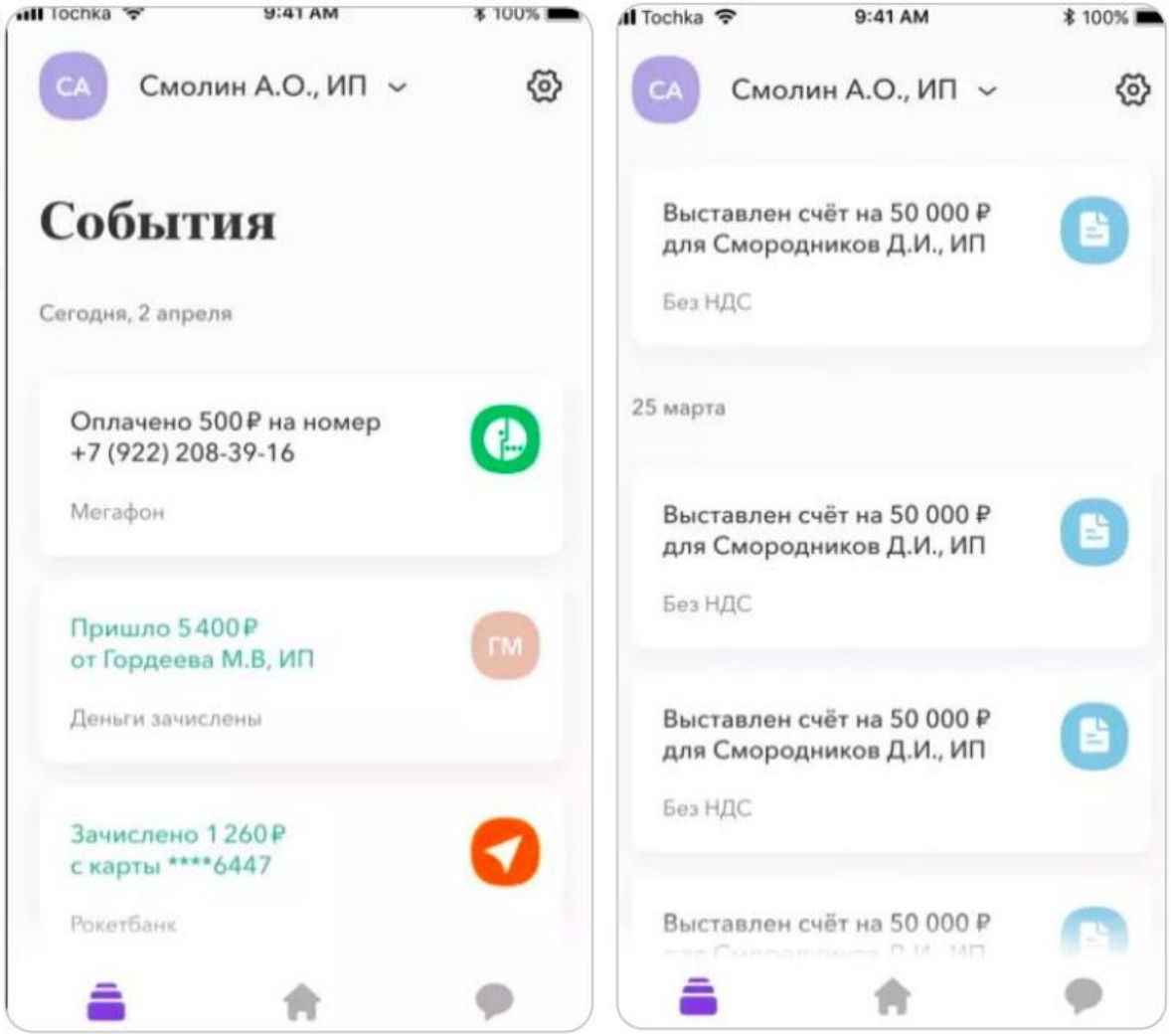
“User Experience (UX) and User Interface (UI) are some of the most confused and misused terms in our field. A UI is only small part of UX A UI without UX is like a painter slapping paint onto canvas without thought; while UX without UI is like the frame of a sculpture with no paper match on it. A great product experience starts with UX followed by UI. Both are essential for the product’s success.”

The Role of Metrics in UX Design

It is important to realize that UX design cannot work without metrics:

- Customer Satisfaction (Net Promoter Score, Customer Satisfaction Index);
- Conversion to purchase (CR, conversation rate)
- LTV (lifetime value) of the customer
- Customer Acquisition Cost (CAC) and Customer Retention Cost (CRC) (стоимость привлечения и стоимость удержания клиента)

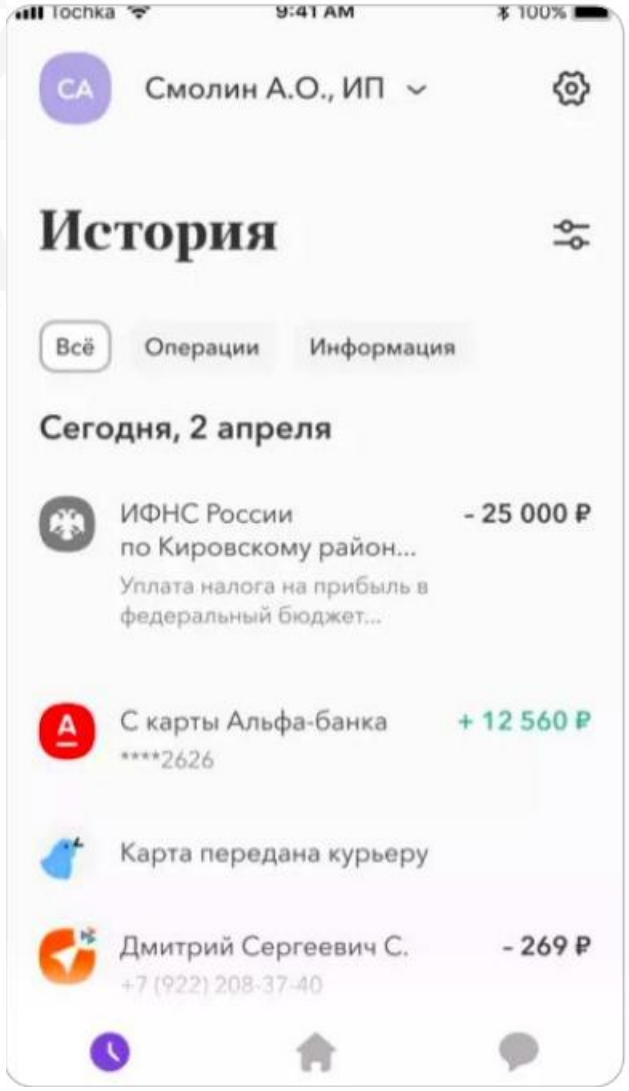
Real case, bank app

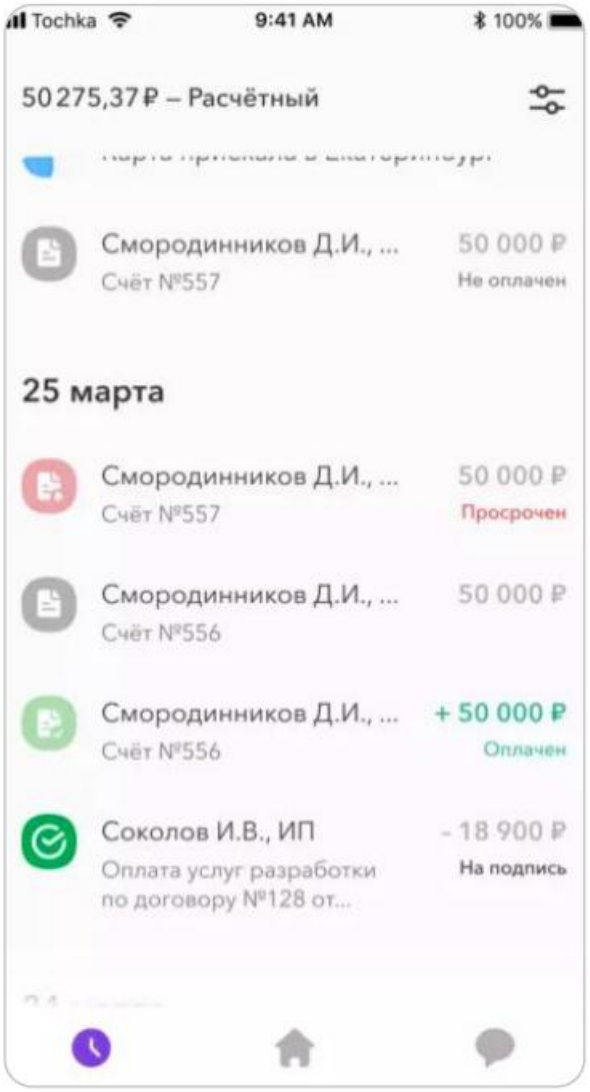


Problem
Banking interfaces are quite complex: you need to display a lot of data, including legal data.

Customer feedback: The app is not user-friendly to navigate through events and separating financial events and others

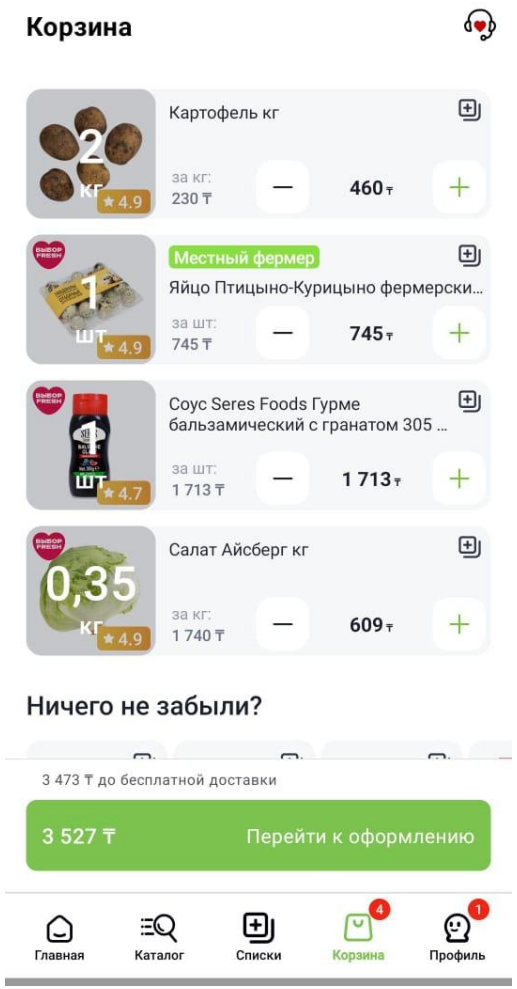
Real case, bank app

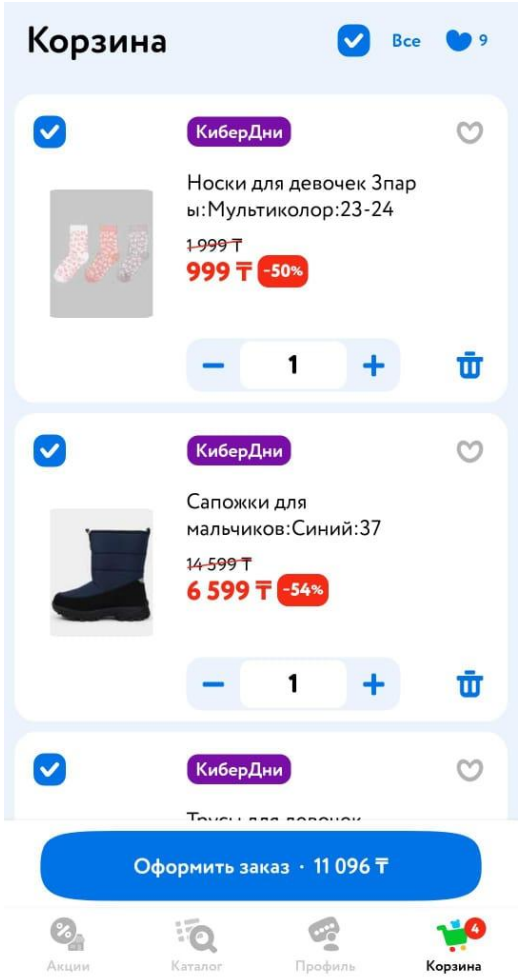




What was done: information is grouped for quick search by events; added statuses, payment purpose, filters by financial transactions and additional information

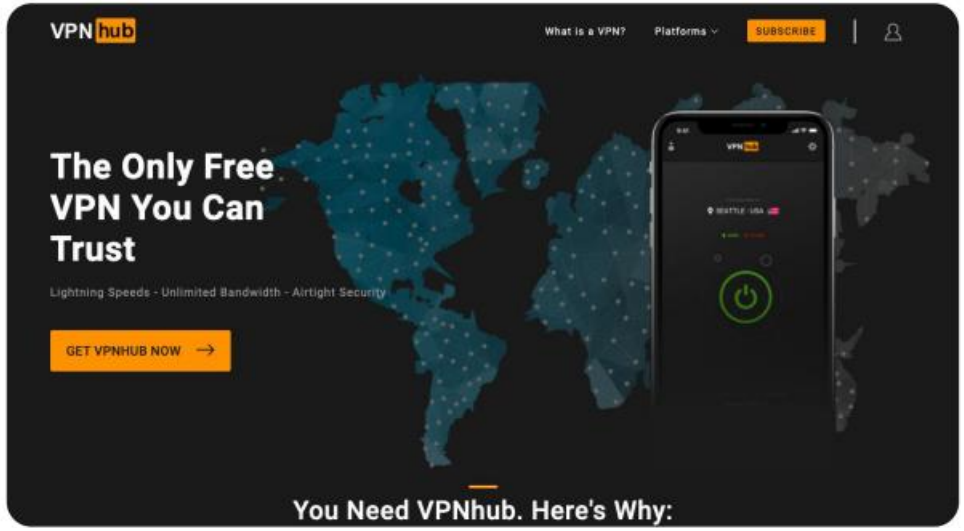
Food ordering services

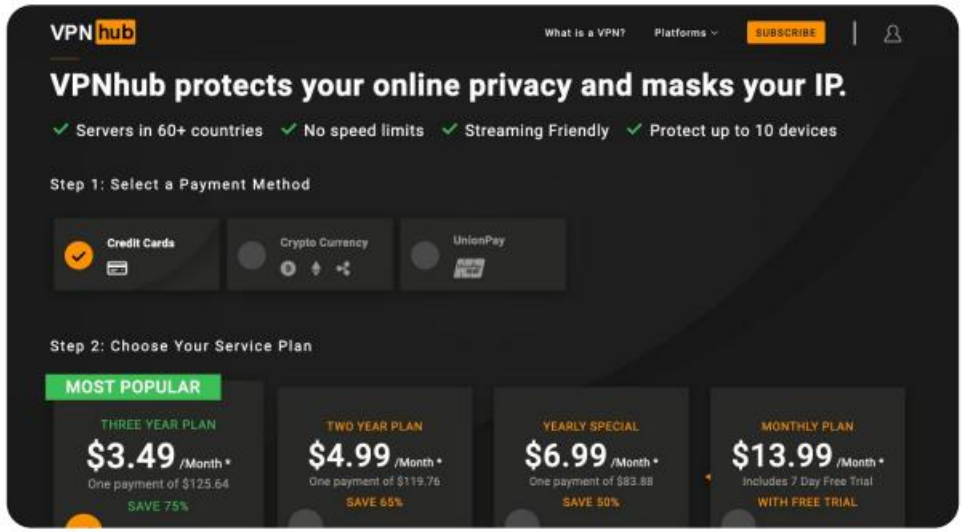


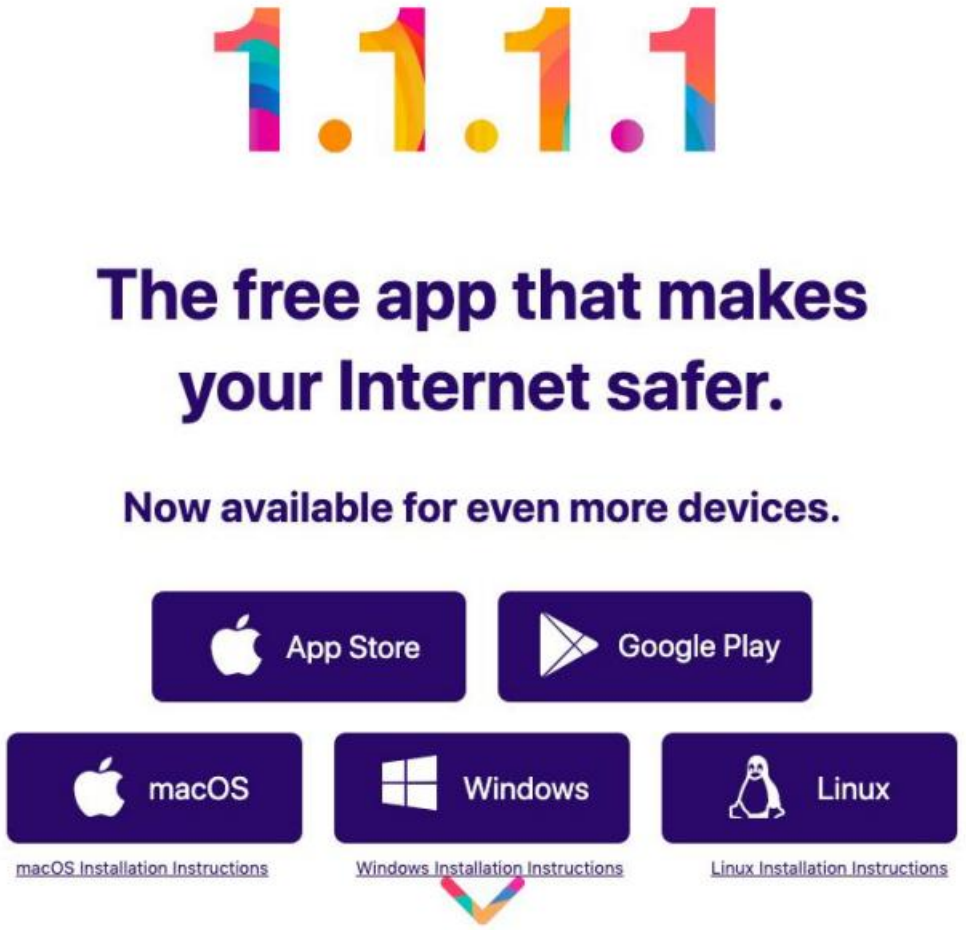


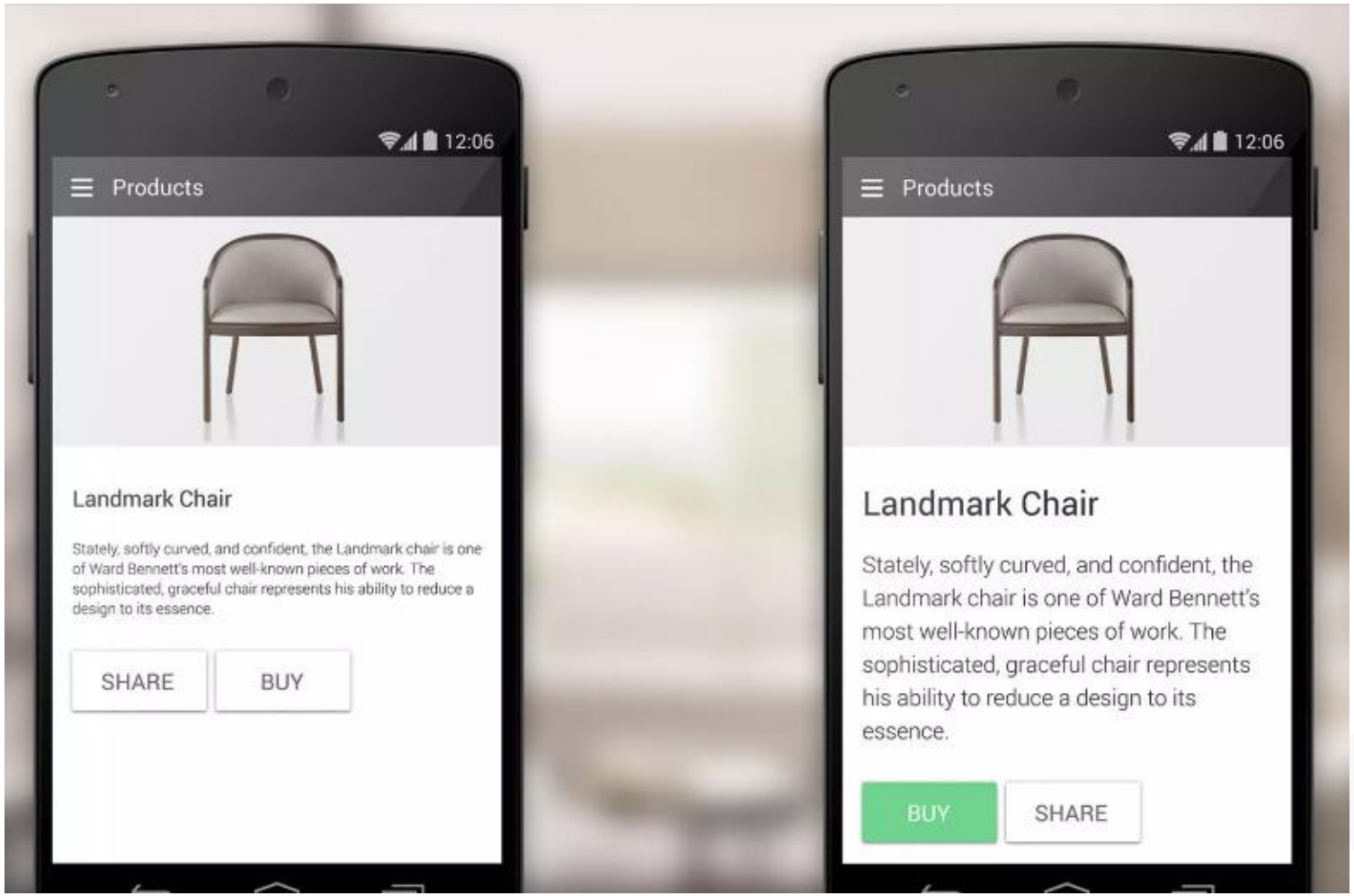
In the example on the left, there is no "delete" button in the cart - you can only delete an item by pressing "-", which not all users may not immediately realize. The example on the right has an intuitive trash can icon.

Real case - VPN








12:06
Products
Landmark Chair
Stately, softly curved, and confident, the Landmark chair is one of Ward Bennett's most well-known pieces of work. The sophisticated, graceful chair represents his ability to reduce a design to its essence.
SHARE
BUY
12:06
Products
Landmark Chair
Stately, softly curved, and confident, the Landmark chair is one of Ward Bennett's most well-known pieces of work. The sophisticated, graceful chair represents his ability to reduce a design to its essence.
BUY
SHARE

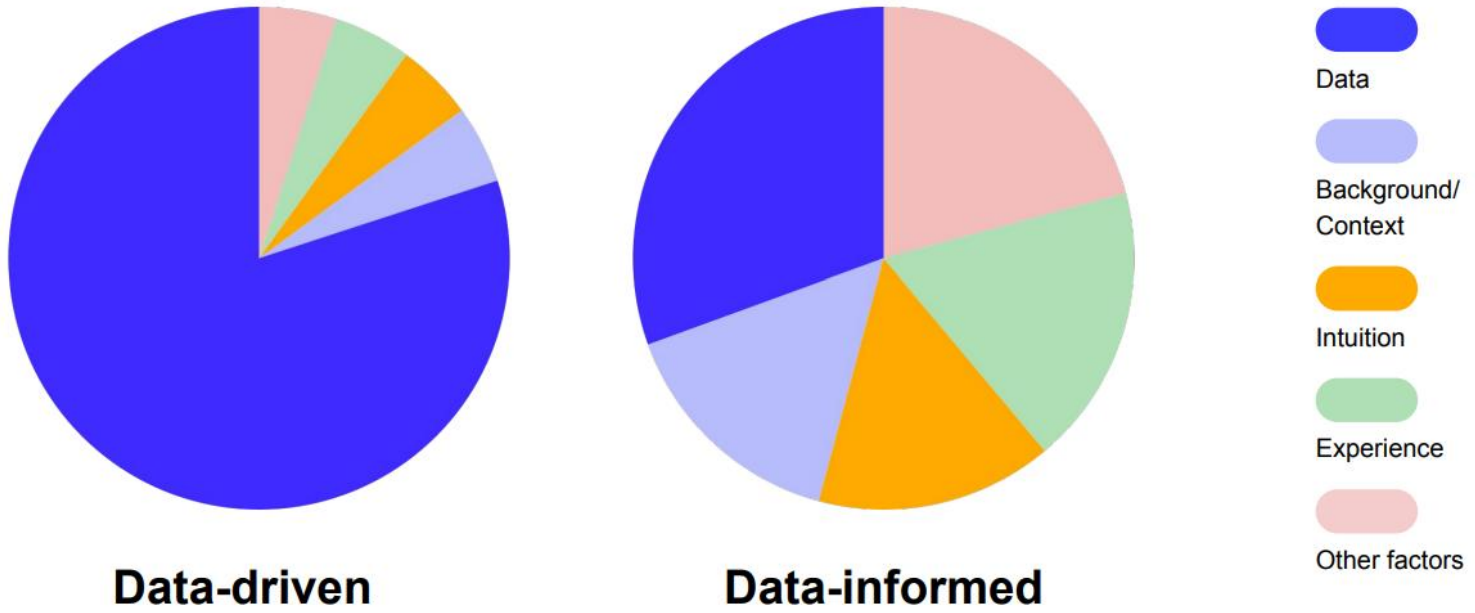
Data-driven design vs. Data Informed Design

DDD

Data is everything. Designer's opinion is considered, but marginally.

DID

The designer takes the data into account, but considers many other factors: context, intuition, experience, and they add up. have more weight than numbers.

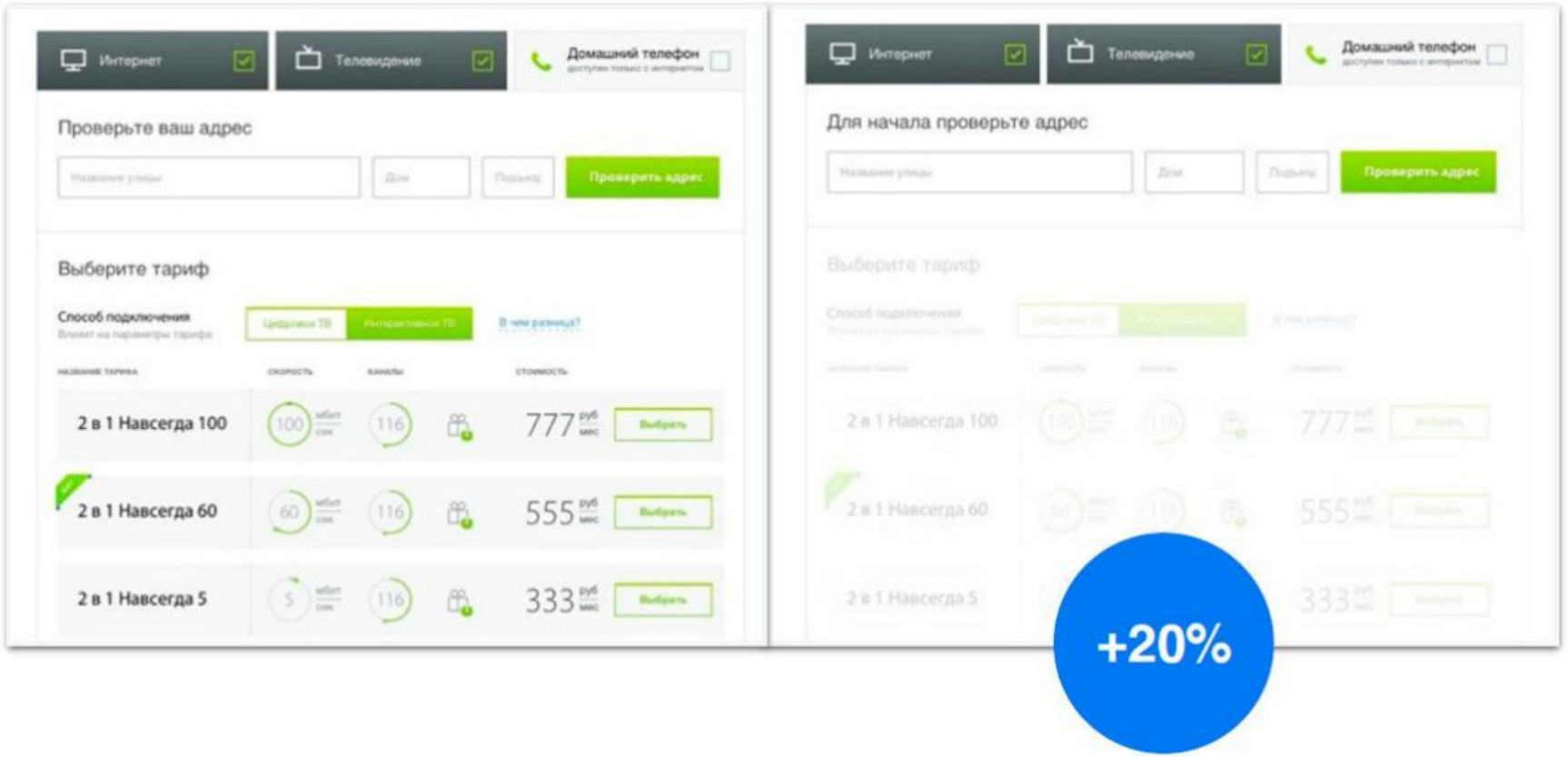


Data-driven design vs. Data Informed Design

Aspect	Data-Driven Design	Data-Informed Design
Decision-Making	Data is the primary driver of design decisions.	Data is one of several inputs; creativity and intuition also play a role.
Type of Data	Primarily focuses on quantitative data (e.g., analytics, metrics).	Combines quantitative data with qualitative insights (e.g., user feedback, interviews).
Flexibility	Often more rigid and formulaic based on the data.	More flexible, blending data insights with user empathy and business context.
Approach	Often involves optimizing for specific KPIs or outcomes.	Involves iterating designs with data as a guide, alongside other factors.
Example Tools	Google Analytics, A/B Testing, Heatmaps, User Flows.	Surveys, user testing, analytics tools, and heuristic evaluations.

Data-driven design

Data-Driven Design is designing a product based on data: research, tests, hypothesis testing, Big Data.



Objective:
Increase the conversion rate of the tariff selection form on the provider's website.

Solution:
The team conducted A/B-testing and found out that the variant of form B (with shading of inactive parts of the interface) gives 20% more conversions into applications.

Where Can UX Design be Found?

1. **Digital Products and Applications.**
2. **E-commerce Platforms**
3. **Games and Interactive Media**
4. **Healthcare Technology**
5. **Fintech and Banking Solutions**
6. **Education and E-learning Platforms**
7. **IoT (Internet of Things) and Smart Devices**
8. **Transportation and Travel**
9. **Augmented Reality (AR) and Virtual Reality (VR) Applications**
10. **Public Services and Non-Profit Projects**

Digital Transformation

Digital transformation is the introduction of digital technologies into production and business processes, culture, and customer experience.

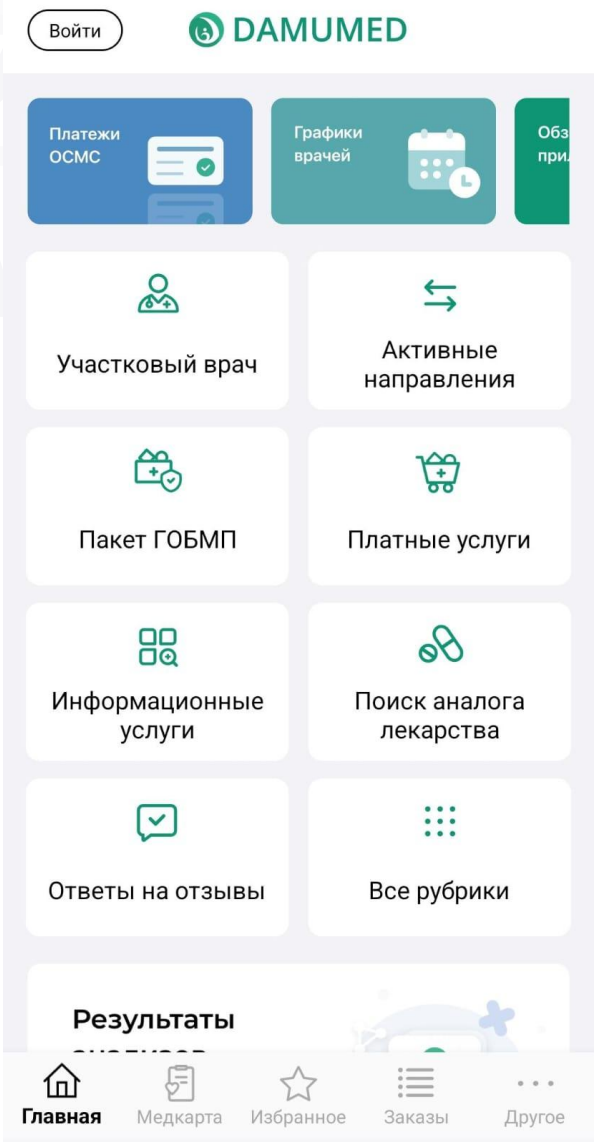
Agriculture

McKinsey digital transformation trends

- IoT: sensors for precision irrigation, determining soil conditions, monitoring herds, tracking machinery performance.
- Using drones for aerial irrigation, crop and pasture monitoring
- Autonomous agricultural machinery

Agriculture

Medicine



Telemedicine

Online consultation with specialists.

Telemedicine

Телемедицина

Телемедицина — это онлайн-консультация с врачами клиники "Архимедес Казахстан"

Телемедицина позволяет обеспечить безопасность и удобство для пациентов, в частности в нынешних эпидемиологических условиях. А также возможность получить рекомендации по оптимальному лечению от высококвалифицированных врачей онлайн.

Для получения онлайн-консультации врача **напишите нам на Whats App** (по активной кнопке внизу текста) или **позвоните в call-центр** по номеру 2828.

Написать нам

COVID-Tech

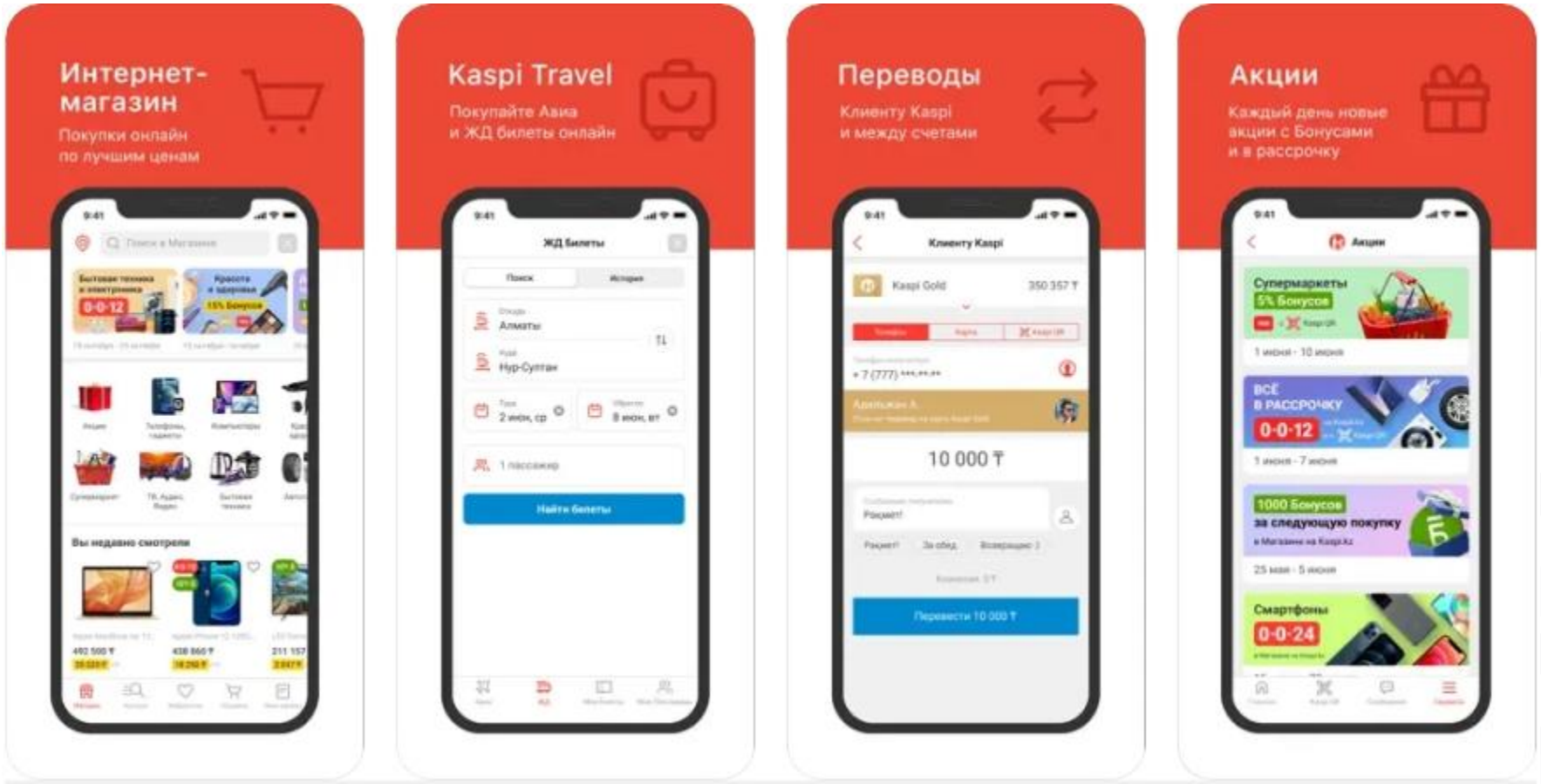
COVID-Tech - tools and solutions that have learned to detect COVID-19 from computed tomography images.

Artificial intelligence has been taught to handle ambulance calls: A new algorithm allows the AI to decide whether a call is urgent or emergency status of an ambulance call.

Banking

- Access to financial organization services from anywhere in the world
- No queues
- Availability of an online assistant or operator through the app
- Affordable investments from the app
- Payment for services
- Online store

Banking


Интернет-магазин
Покупки онлайн по лучшим ценам
Вы недавно смотрели
Kaspi Travel
Покупайте Авиа и ЖД билеты онлайн
ЖД Билеты
Поиск
История
Алматы
Нур-Султан
2 июн, ср
8 июн, вт
1 пассажир
Найти билеты
Переводы
Клиенту Kaspi и между счетами
Клиенту Kaspi
Kaspi Gold
350 357 ₸
10 000 ₸
Перевести 10 000 ₸
Акции
Каждый день новые акции с Бонусами и в рассрочку
Акции
Супермаркеты
5% Бонусов
ВСЁ В РАССРОЧКУ
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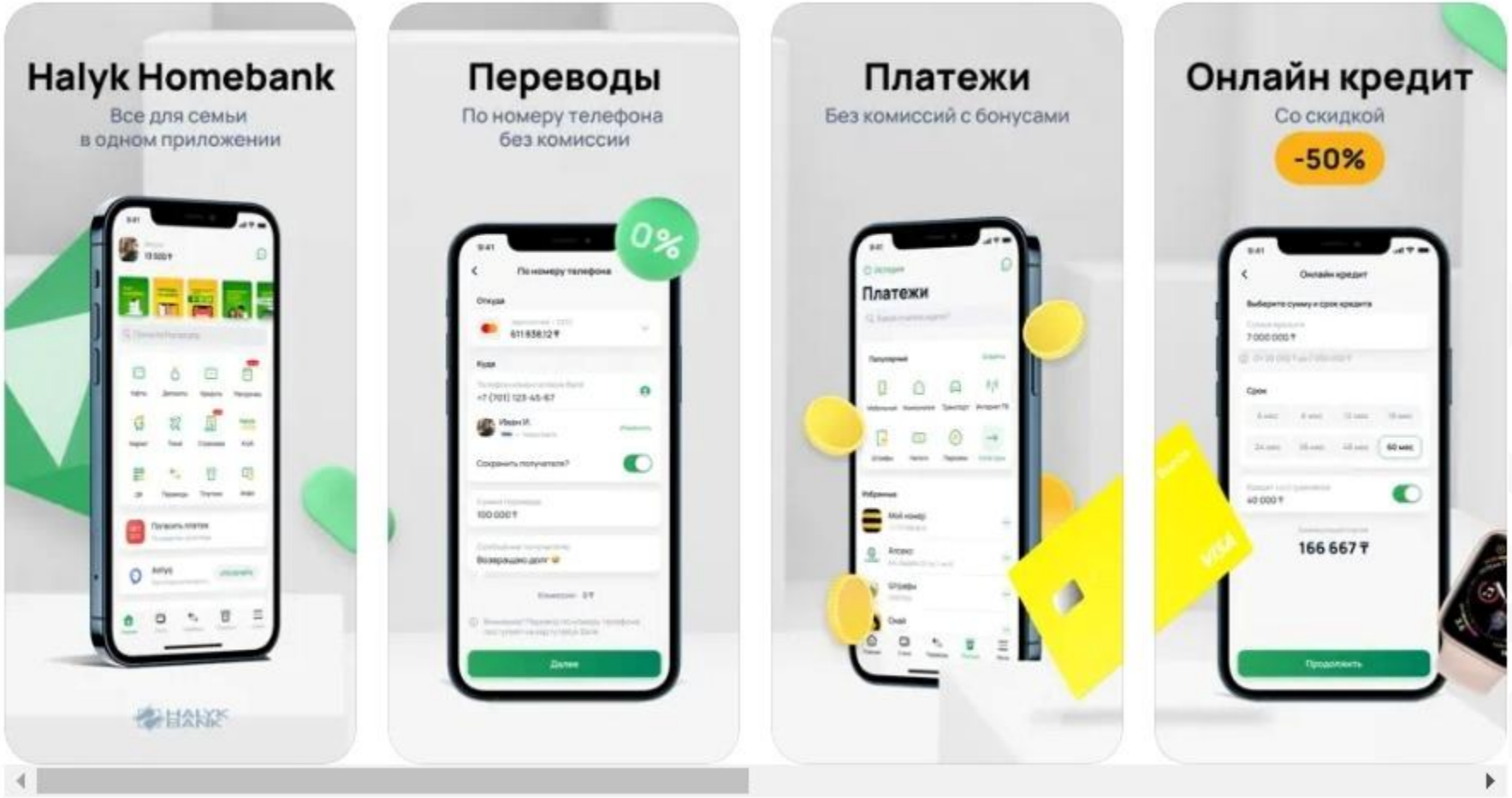
1000 Бонусов
за следующую покупку
Смартфоны
0-0-24

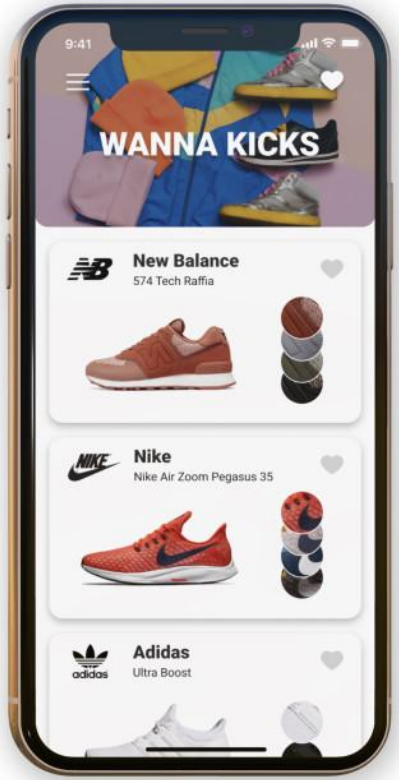
Banking


Halyk Homebank
Все для семьи
в одном приложении
Переводы
По номеру телефона
без комиссии
0%
Платежи
Без комиссий с бонусами
Платежи
Онлайн кредит
Со скидкой
-50%
166 667 ₸

Retail and e-commerce

- Process automation and digitization of data, cloud technology for data storage
- Advanced analytics, personalization
- Payment for goods via biometric POS terminals
- Augmented and virtual reality

Retail and e-commerce



Augmented reality

THANK YOU!