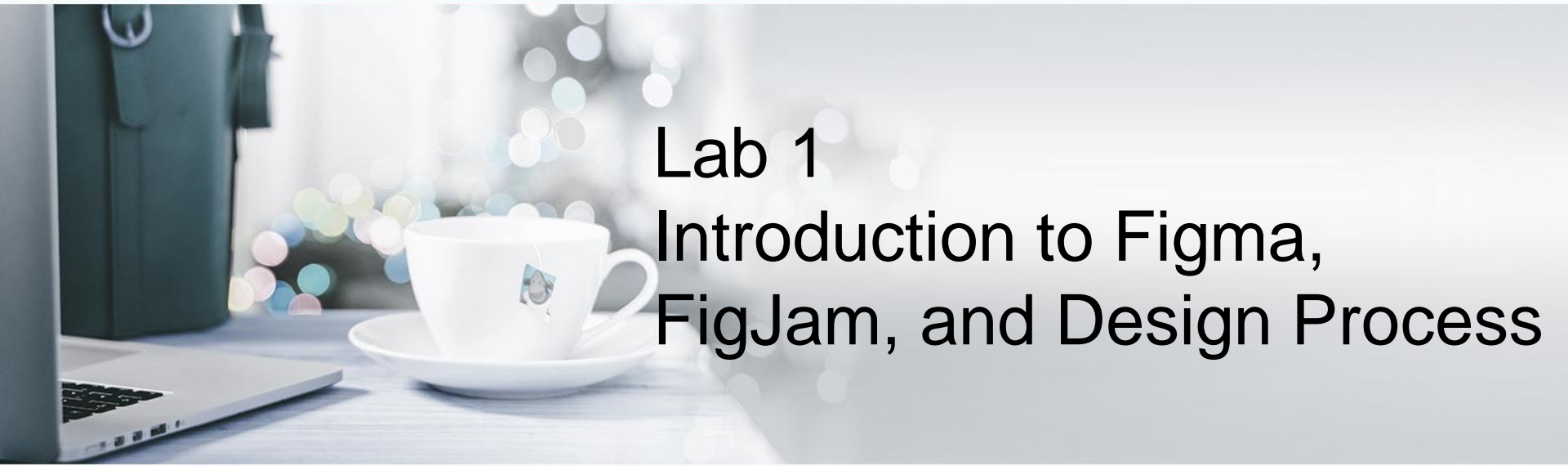# User Experience Design

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Lab 1
Introduction to Figma, FigJam, and Design Process

Project Description

A client want to build an e-commerce website selling products such as perfume, cosmetic, lipstick, skin care products,…

1. Exploring Figma and FigJam

Figma is one of the most advanced design tools out there and is constantly updating and releasing new features and capabilities.

- Figma allows designers and other teammates to work simultaneously in real time.

- Figma brought together a whole suite of design tools to provide an all-in-one solution

- Figma is not only a design app but also a community and platform for sharing ideas and solutions

1. Exploring Figma and FigJam

- Two types of files that you can create in Figma: design files and FigJam files

- FigJam is basically a whiteboard that you can use with your team to brainstorm, build flows, organize your idea

Assignment 1

- Go on figma.com and create an account

- Exploring the welcome screen

- Create new projects (one Figma and one FigJam projects)

- Import / Export a project

2. Creating moodboards and personas in FigJam

- **Research phase** is very important for structuring a functional design solution.

  After analyzing the brief and understanding your stakeholder's vision, you need to set up a **mission statement**. This is a short and affirmative description of the project's purpose that highlights the problem your product is going to solve.

  E.g. Google: "Our mission is to organize the world's information and make it universally accessible and useful."

2. Creating moodboards and personas in FigJam

- **Research phase** is very important for structuring a functional design solution.

  Competitive analysis is important for many different reasons. When you deeply analyze the market, its participants, and how they present their product, you collect data on functionalities, design patterns, and conventions.

  A study of competitors consists of exploring their products, taking screenshots, noting interesting solutions, and collecting your own notes and comments.
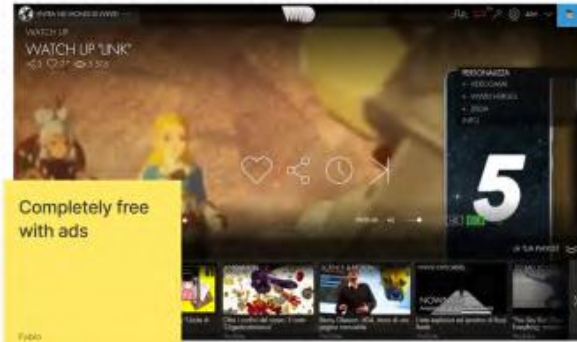
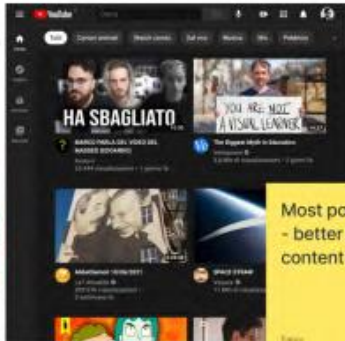# 2. Creating moodboards and personas in FigJam
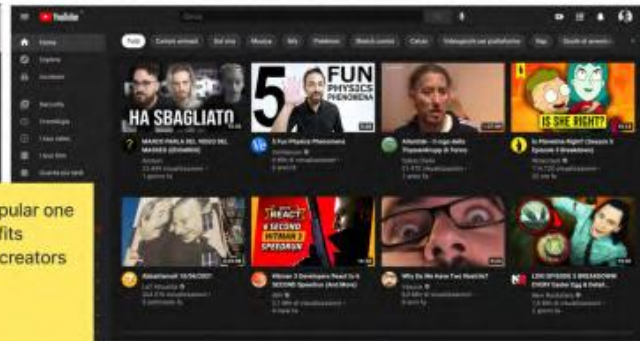
2. Creating moodboards and personas in FigJam

▪ **Starting a moodboard**

    Moodboar is a digital space with everything that may be useful in the future.

    It's important to know that after you've created a moodboard, you can fill it out day after day by collecting anything that is currently getting your attention

2. Creating moodboards and personas in FigJam

▪ **Creating user personas**

A user personas is a fictional description of a person who represents your typical user.

Once you have collected enough raw data to analyze, you can start creating a user persona. From now on, you will use it as a guideline for each subsequent phase of the project.

2. Creating moodboards and personas in FigJam

- **Creating user personas**

    Usually, to create a user persona template, you should fill in the following

blocks of information:

- ✓ Name

- ✓ Photo

- ✓ Demographics (age, gender, relationship status, occupation, and location)

- ✓ A short biography

- ✓ Habits

# 2. Creating moodboards and personas in FigJam

- **Creating user personas**

Assignment 2

- Set a mission statement
- Create a FigJam board yourself by compiling the mobile,and desktop interfaces of the main competitors
- Create a personal moodboard in FigJam and start collecting everything inspirational

3. Building user flow in FigJam

- You already know the preferences and goals of your target audience, so the next step is to determine the typical path that a user will take when using the product.
- To build a navigation flow, you can use the classic flowchart.

3. Building user flow in FigJam
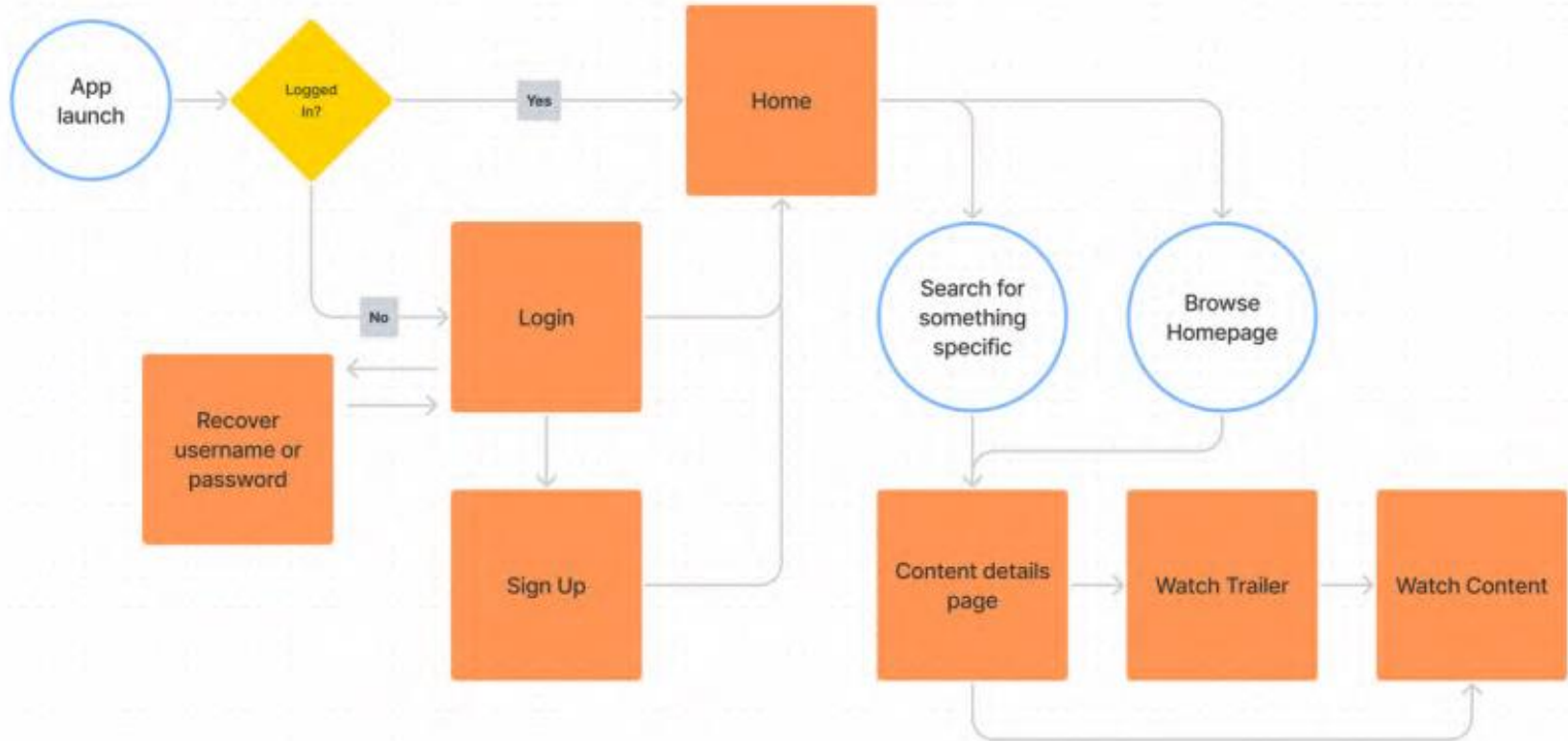
Assignment 3

Build the user flow.