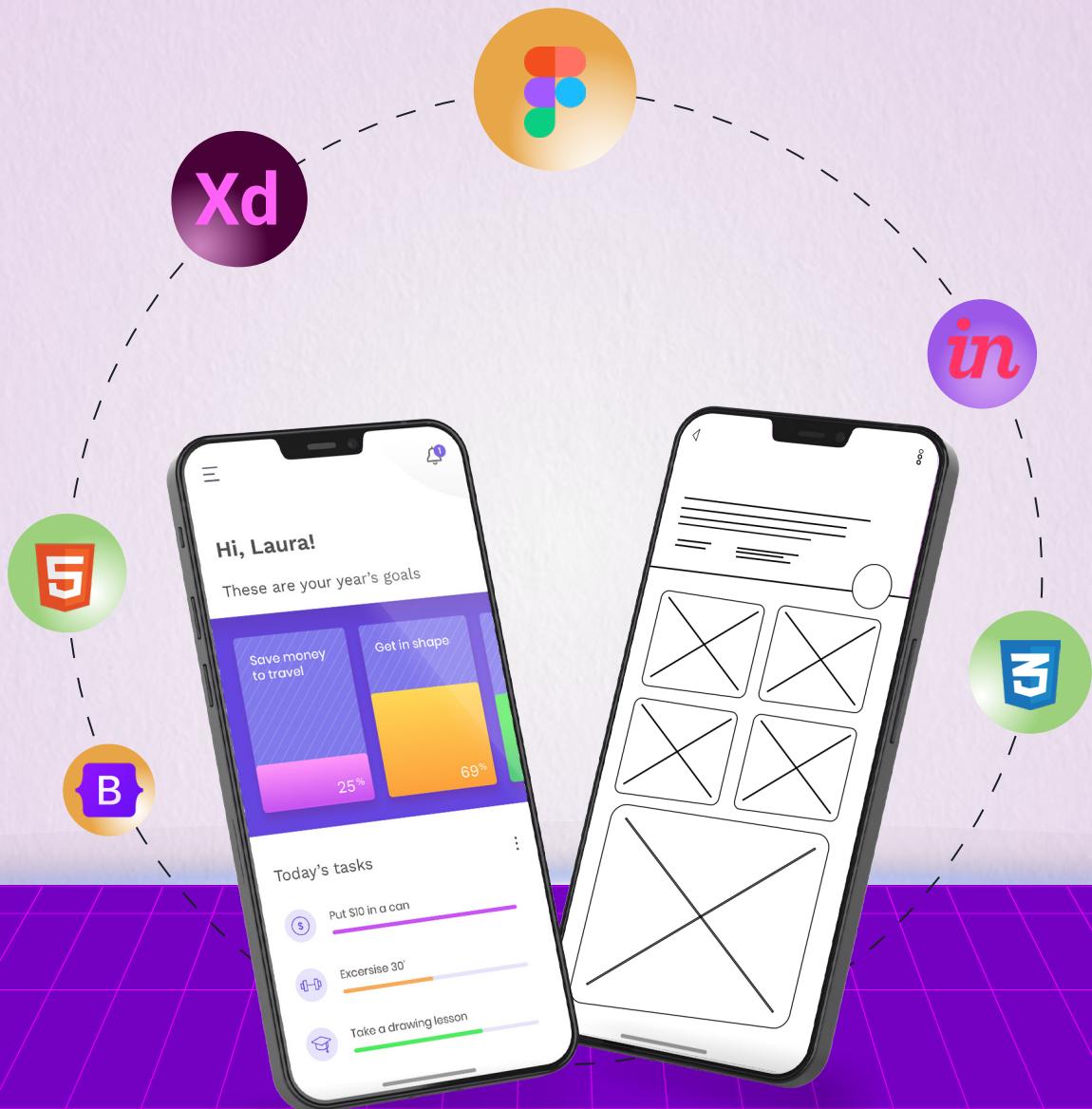


# ELEVATE USER EXPERIENCE MASTER UI/UX WITH GRRAS

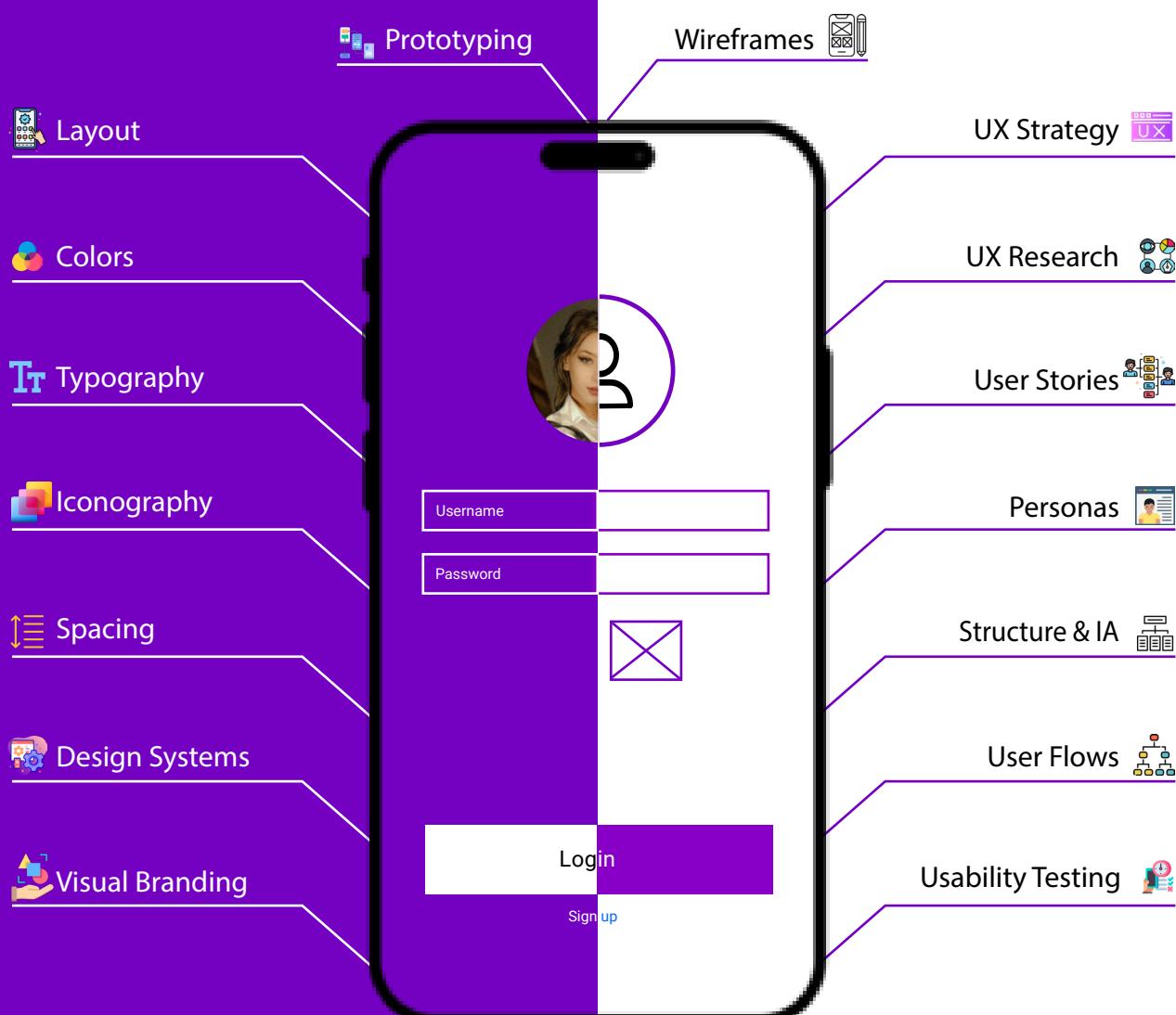


JOIN GRRAS FOR  
JOB READY SKILLS

# UI & UX

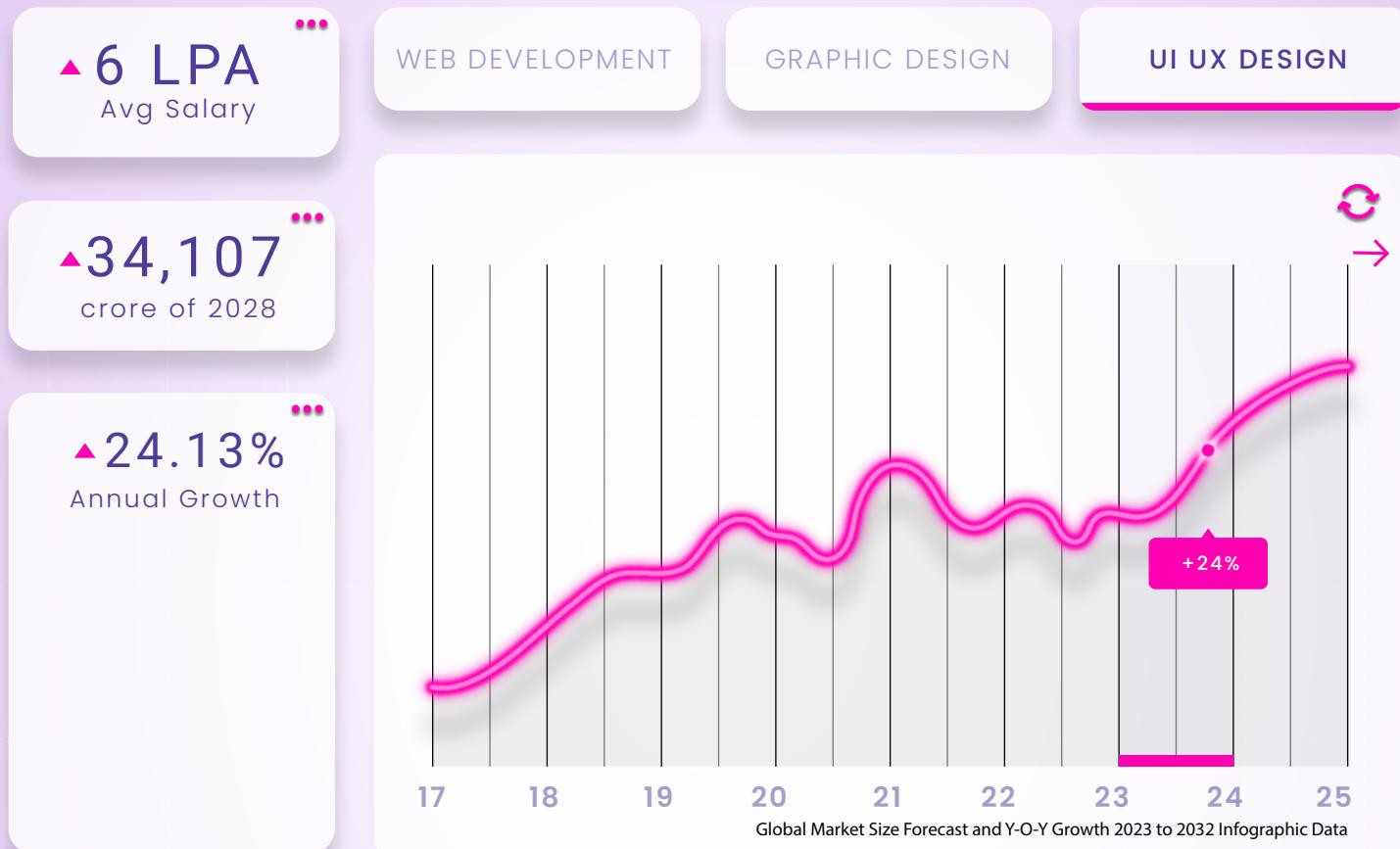
UI (User Interface) design focuses on the visual and interactive elements of a digital product, ensuring a visually appealing and intuitive user interface.

UX (User Experience) design focuses on the overall experience of users when interacting with a product

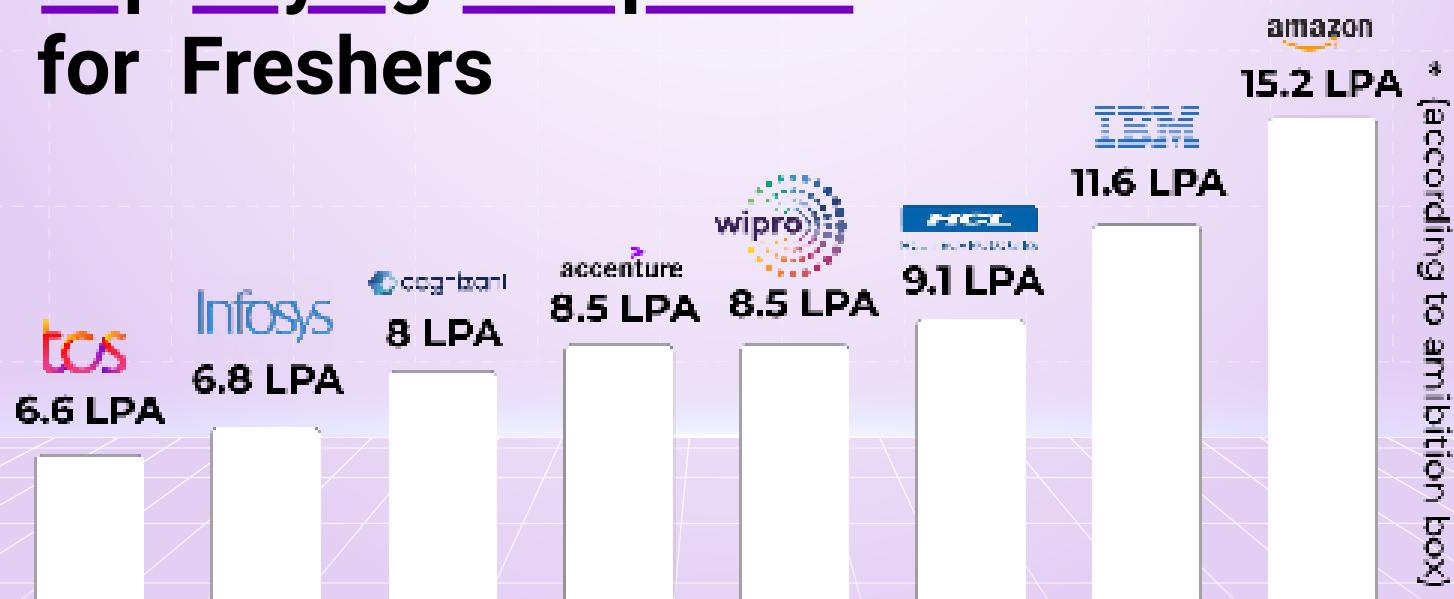


# UI UX Design Market

The global UI/UX Design Software market, **valued at ₹9,318.84 crore in 2022**, is projected to skyrocket to **₹34,107.35 crore by 2028**, with a remarkable **CAGR of 24.13%** during the period from 2022 to 2028.



## Top Paying Companies for Freshers



# Why Should You Learn UI/UX Designing

UI/UX design is vital as it ensures digital products meet user needs, driving business success through improved usability, customer satisfaction, and competitive advantage.



## User-Centric Design

UI/UX designers prioritize user needs, crafting interfaces that ensure satisfaction, loyalty, and engagement through intuitive and enjoyable experiences.



## Competitive Advantage

Well-designed UI/UX sets products apart, fostering loyalty and attracting customers, outshining competitors with seamless, intuitive interfaces.



## Increased Conversions

Streamlined interfaces drive engagement and conversions, optimizing user journeys for frictionless experiences, ultimately boosting conversion rates and revenue.



## Cost-Effectiveness

Early issue identification prevents costly redesigns, ensuring user satisfaction and long-term cost savings by addressing usability issues during the design process.

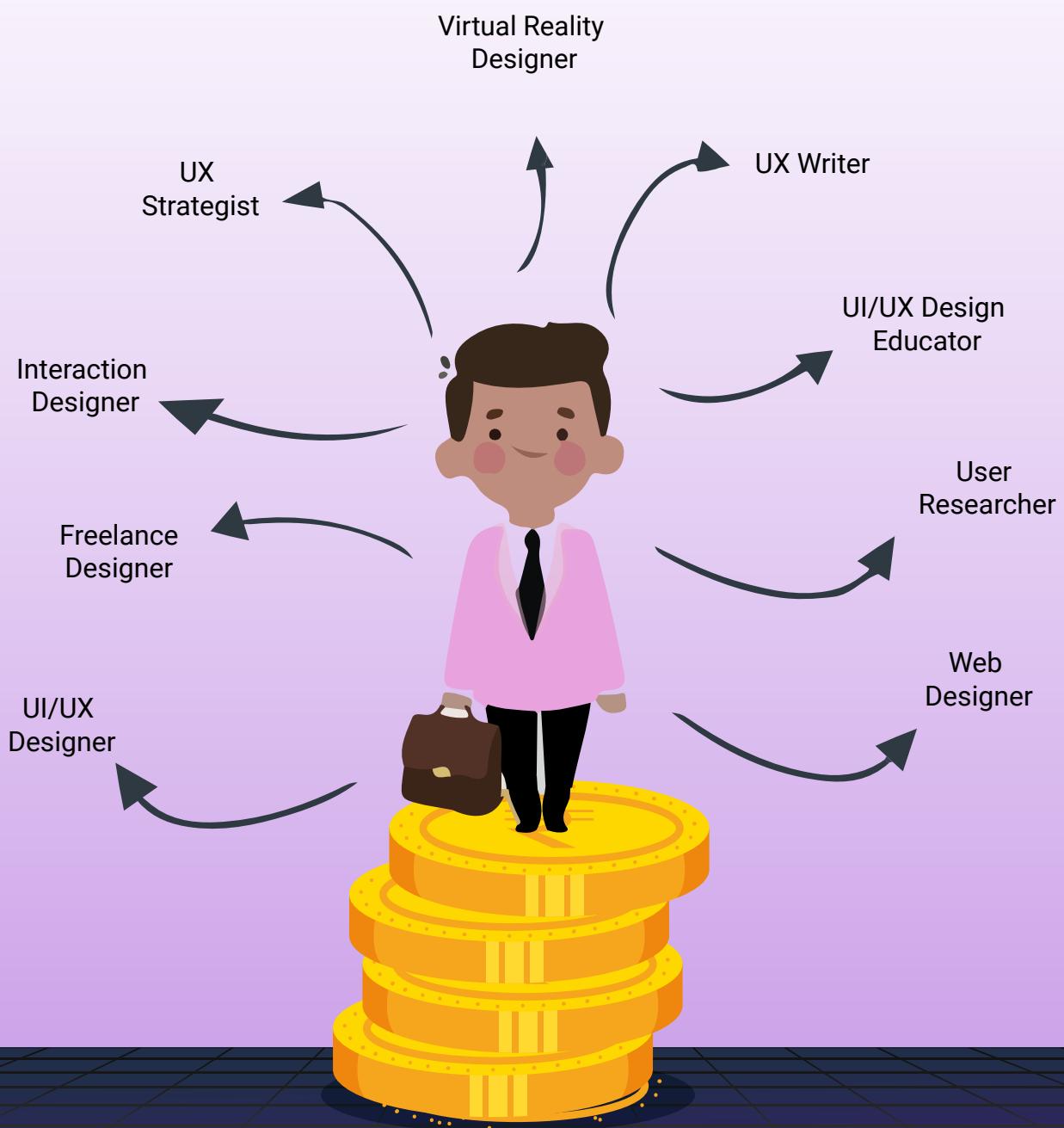


## Industry Demand

UI/UX designers are in high demand across industries, as seamless design becomes integral to digital experiences and business success, offering abundant career opportunities.

# Future Opportunities For You

Many tech giants like Adobe, Apple, Microsoft, etc., are looking for experts who are proficient in UI/UX Designing. Upon program completion, you qualify for these roles at top companies.

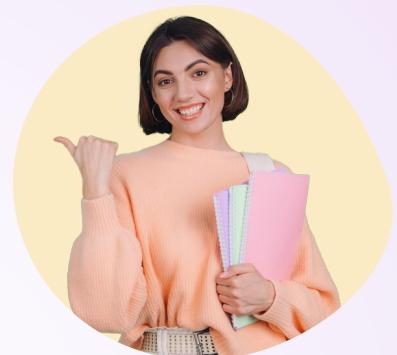


# Who Should Do This Course ?

This course caters to anyone seeking opportunities in UI/UX designing. Tailored for job readiness, it's ideal for:

## Beginners

Jumpstart your UI/UX journey with our course, guiding you from novice to proficient in essential design principles and tools.



## College students & Freshers

Master UI/UX for an edge in app and web design, enhancing job prospects in today's competitive market.



## Working Professionals

Level up your career with UI/UX fundamentals, unlocking lucrative opportunities and salary growth in various industries.

# Modules that we'll Cover

## Module 1: Introduction to UI/UX Design

- Understanding the fundamentals of UI and UX design
- Differentiating between UI and UX Design
- Importance of good design in product design
- Understanding of Wireframing
- Understanding of Prototyping
- Understanding of Web or App Design
- Overview of the design process
- Interaction Designing Process
- Design Tool Exploration

### **Outcomes-**

After completing this module, you will have a comprehensive understanding of UI/UX fundamentals. And you'll grasp wireframing, prototyping roles, web/app design principles, and interaction design basics, and explore various industry used design tools.

## Module 2: Understanding of Tools

- Figma
  - Design Principles
  - Vector Graphics
  - UI Design
  - Wireframing
  - Prototyping
  - Collaboration
  - Version Control
  - UI/UX Testing

### **Outcomes-**

After learning Figma, you'll be able to apply design principles effectively, create vector graphics, design user interfaces, develop wireframes and prototypes, collaborate seamlessly, manage version control, and conduct UI/UX testing using the platform. This proficiency will empower you to streamline your UI/UX design process and create impactful designs with confidence using design tools.

## Module 3: Research

- User Research
  - Understanding user's needs and pain points.
  - Creating user empathy mapping
  - Understand the user's behavior.
  - Conducting User Interviews and surveys
  - Creating user personas
  - Performing competitive analysis
  - Utilizing analytics tools for user data
  - User Journey
  - Analysis of Research Data

### **Outcomes-**

Upon mastering these concepts, you'll be equipped to conduct comprehensive user research. These skills will empower you to design products and experiences that meet user needs and preferences more effectively.

- Design Research
  - Understanding Design Trends
  - Creating Design Trends
  - Research of competitor
  - Understanding design competition
  - Usability Testing
  - A/B Testing

### **Outcomes-**

After completing the Design Research module, you'll gain insights into current design trends, learn to create your own trends, conduct competitor research, and understand the design landscape. Additionally, you'll acquire skills in usability testing and A/B testing, allowing you to evaluate and refine your designs effectively based on user feedback and data-driven insights.

## Module 4: Wireframing and prototyping

- Wireframing
  - Introduction to wireframing tools
  - Basic Principles of Wireframing
  - Creating low-fidelity or high-fidelity wireframing
  - Basic Layouts
  - Hierarchy and Structure
  - Content Priority
  - Iterative Design

**Outcomes-**

Upon completing the Wireframing module, you'll gain proficiency in using wireframing tools, understand the basic principles, and be able to create both low-fidelity and high-fidelity wireframes. You'll learn to design basic layouts, establish hierarchy and structure, prioritize content effectively, and implement iterative design processes to refine your wireframes iteratively.

- Prototyping
  - Prototyping techniques and tools
  - Conducting usability testing prototypes
  - Interactive Elements
  - User Flow
  - Transition and Animation
  - Feedback

**Outcomes-**

After mastering prototypes, you'll be proficient in utilizing techniques and tools to create interactive prototypes. You'll conduct usability testing, incorporate interactive elements, design seamless user flows, implement transitions and animations, and gather valuable feedback, enhancing the overall user experience of your designs.

## Module 5: User Flow and Site Maps

- Creating User Flow
- Creating site maps
- Creating Information Architecture
- Case Study
- Customer User Journey

**Outcomes-**

Upon completing Module 5, you'll be adept at creating user flows, site maps, and information architecture. You'll develop a deep understanding of customer user journeys through case studies, enabling you to design intuitive and efficient navigation structures that enhance user experiences.

## Module 6: Visual Designing

- Understanding color theory
- Typography fundamentals
- Layout and composition principles
- Iconography and imagery in UI design

- Theme Management
- Grid System
- Responsive Design
- Creating visual hierarchies
- Accessibility

**Outcomes-**

By the end of Module 6, you'll grasp color theory, typography fundamentals, layout principles, and visual hierarchy. You'll understand the significance of iconography and imagery in UI design, learn theme management, grid systems, and responsive design, ensuring accessibility and creating visually appealing and user-friendly interfaces.

## Module 7: Interaction Design

- Principles of Interaction Design
- Designing effective navigation systems
- Creating interactive elements such as buttons, forms, and menus
- Micro-interactions and animations
- Designing for various devices and screen sizes
- Laws of UX

**Outcomes-**

After Module 7, you'll master the principles of interaction design, enabling you to create effective navigation systems and interactive elements like buttons and forms. You'll implement micro-interactions and animations to enhance user engagement and understand how to design for various devices and screen sizes.

## Module 8: User Testing and Feedback

- Methods for gathering user feedback.
- Usability testing techniques
- Iterative design process
- Incorporating feedback into design iterations

**Outcomes-**

Following Module 8, you'll adeptly gather user feedback through various methods, employ usability testing techniques effectively, and implement an iterative design process. You'll seamlessly incorporate feedback into design iterations, ensuring continuous improvement and user-centricity in your design solutions.

## Module 9: Frontend Designing

- HTML
- CSS
- Bootstrap

### **Outcomes-**

Upon completing Module 9, you'll possess the skills to develop frontend designs using HTML, CSS, and Bootstrap. You'll be capable of creating responsive and visually appealing web interfaces, incorporating layout structures, styles, and components effectively.

## Module 10: Design Systems and Collaboration

- Introduction to design systems
- Creating and maintaining design libraries
- Collaborative design tools and workflows
- Handing off designs to developers

### **Outcomes-**

After this you'll understand design systems, proficiently create and maintain design libraries, and employ collaborative design tools and workflows. You'll effectively hand off designs to developers, ensuring smooth communication and seamless integration between design and development

## Module 11: Portfolio Development

- Portfolio Strategies
  - Portfolio Formats
  - Portfolio Platforms
  - Presentation Techniques
- Personal Branding

### **Outcomes-**

After creating a professional portfolio, you can share your designs, which will increase your chances of getting a job.

## Module 12: Interview Preparation

# PROJECTS

- Mobile App Design
- Website Design
- E-commerce platform design
- Dashboard Design
- Software Application Design
- Game Interface Design
- Social Media Platform Design
- Educational Platform Design

### Guidelines

The rules and guidelines that were used in this theme

#### Style Guide

##### 01. Color

Primary	Secondary	Warning	Danger	Success	Info
Background	Gray - 400	Gray - 300	Gray - 200	Gray - 100	Gray - 50
Accent	Gray - 400	Gray - 300	Gray - 200	Gray - 100	Gray - 50
Text	Gray - 400	Gray - 300	Gray - 200	Gray - 100	Gray - 50
Icons	Gray - 400	Gray - 300	Gray - 200	Gray - 100	Gray - 50

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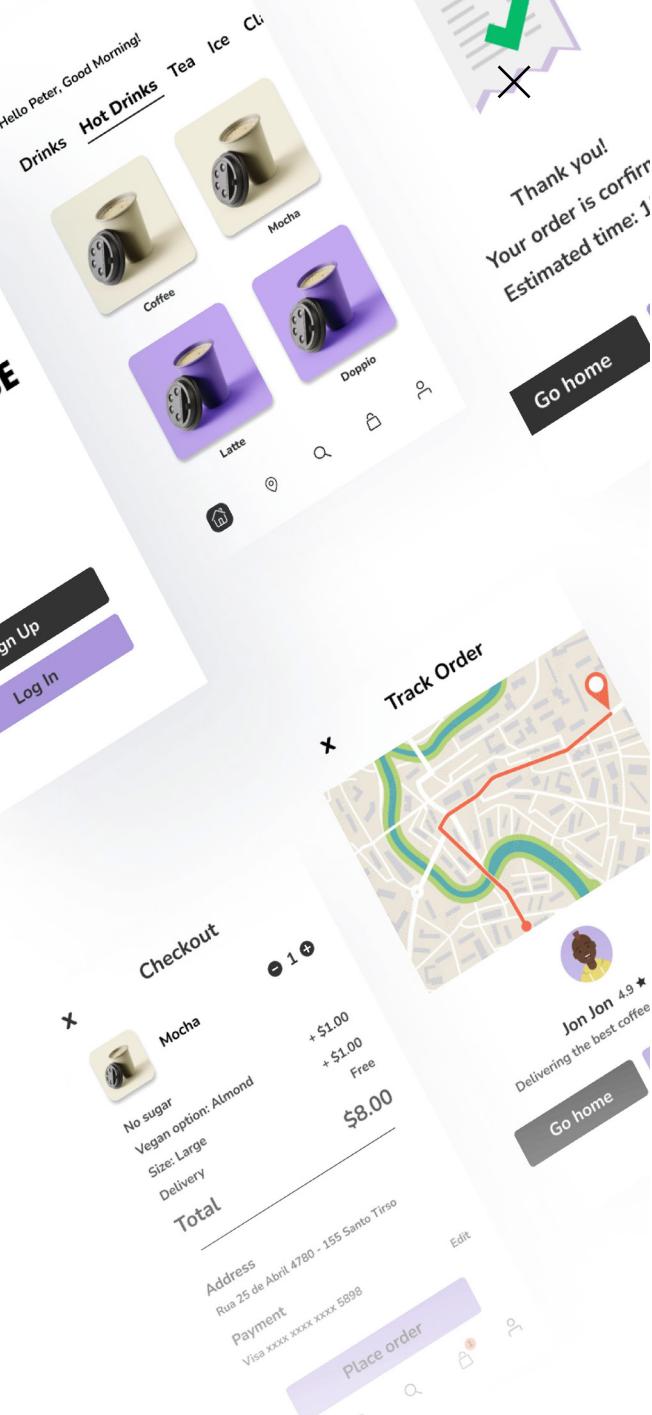
# UX Case Study

## Problem Statement

Office workers and young people who do not have time to prepare their drinks.

## The Product

Coffee House is an app for Amsterdam Coffee House, they offer a wide spectrum of hot and cold drinks. This targets busy customers such as office workers and young people who are lacking time and want to get their drinks faster.



## Objectives & Goals

Design an app for Coffee House Amsterdam that allows users to order and receive their products faster.

## The Process



Discover



Define



Ideate



Design



## Product Users

I conducted interviews and created empathy maps to understand the users I'm designing for and their needs. A primary user group identified through research was working adults who don't have much time.



## Understand the User

User research

Personas

Problem statements

User journey maps

## Pain Points

Time, working adults who are too busy to spend time to get they drinks like coffee in the street.

Accessibility, Platforms for ordering food are not equipped with assistive technology.

Text-heavy menus in apps are often difficult to read and order from, the apps for ordering food have gap's to ordering only drinks.

## User Persona



**Rekha**  
Community Manager

### About

35

India

MBA

Employee

### BIO

Rekha is a community Manager in india. She is single and they spend most of time working.

### Goals

- Get coffee fast for break's in work.
- Can use many payments methods.
- Can track order easily

### Maslow Pyramid



### Pain points

- Don't have much time
- Always busy
- No vegie options in drinks

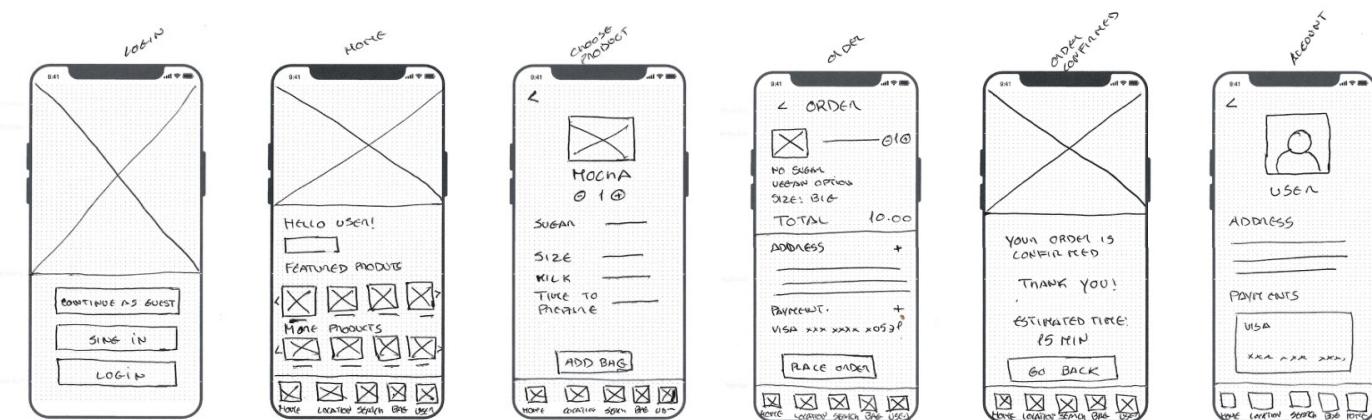


**My life is work hard today for rest all my life tomorrow.**

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## Sketches

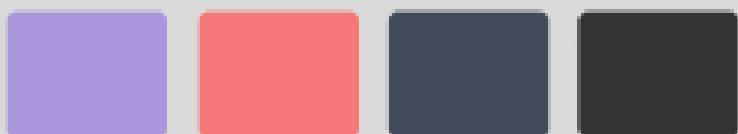


## Digital wireframes



## Style Guide

### Colors



### Font

Nunito

Medium AaBbCcDdEeGgNn 1234567890

Semi Bold AaBbCcDdEeGgNn 1234567890

Bold AaBbCcDdEeGgNn 1234567890

H1 Bold 24px

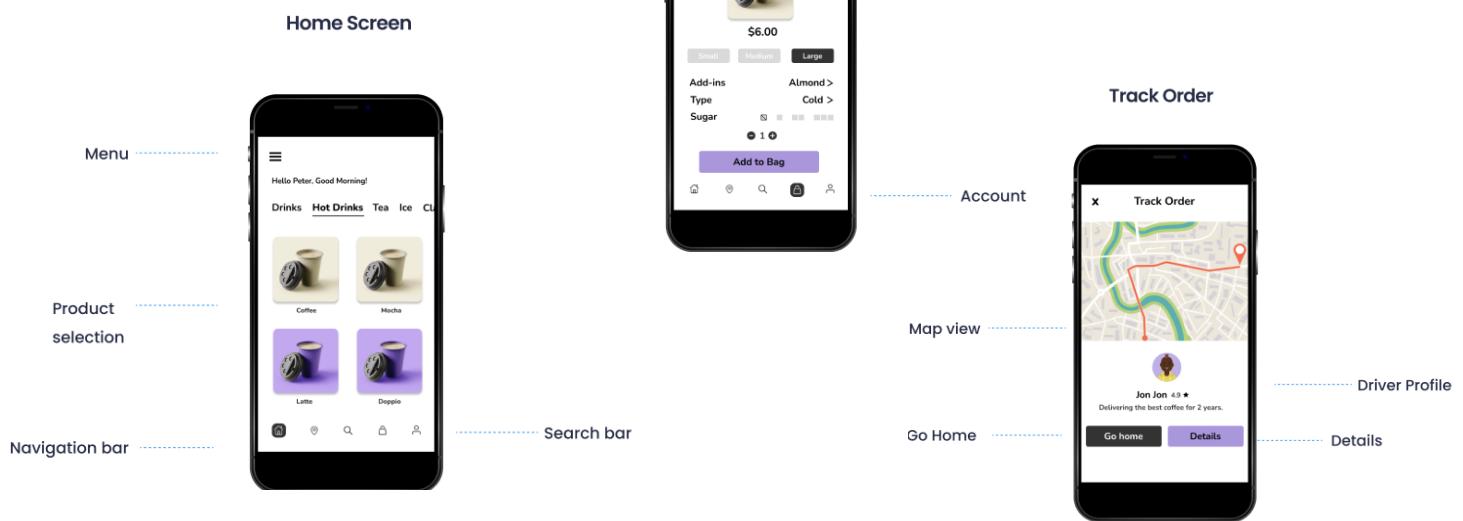
H2 Bold 21px

Text SemiBold 16px

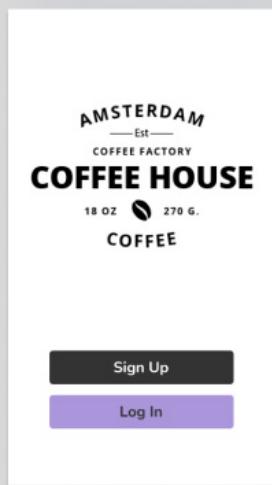


Checkout

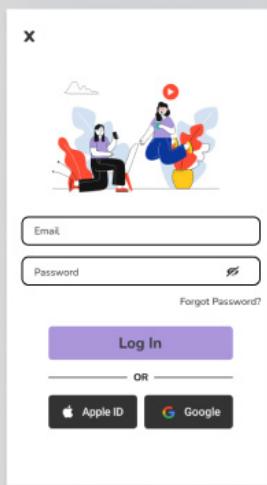
# Major Screens



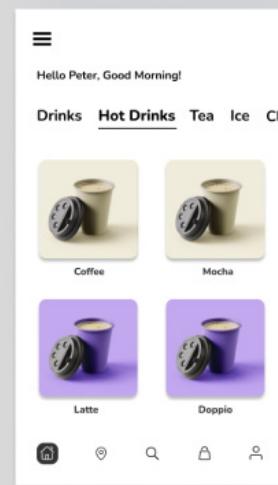
## Screens



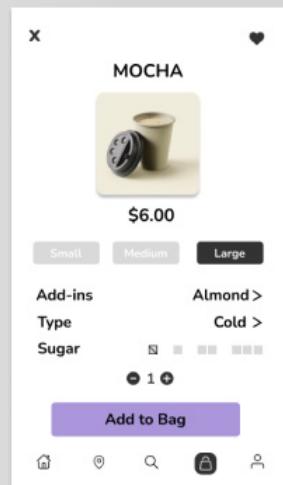
Onboarding



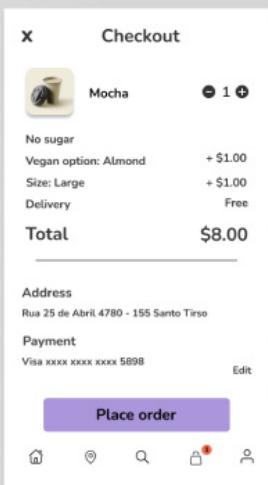
Login



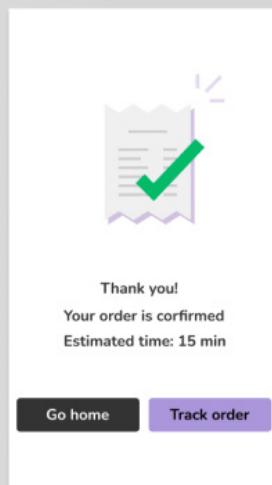
Products



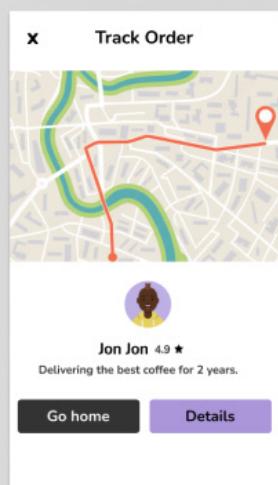
Additional Details



Order



Confirmation



Tracking & Destination

## Accessibility considerations

Provided access to users who are vision impaired through adding alt text to images for screen readers.

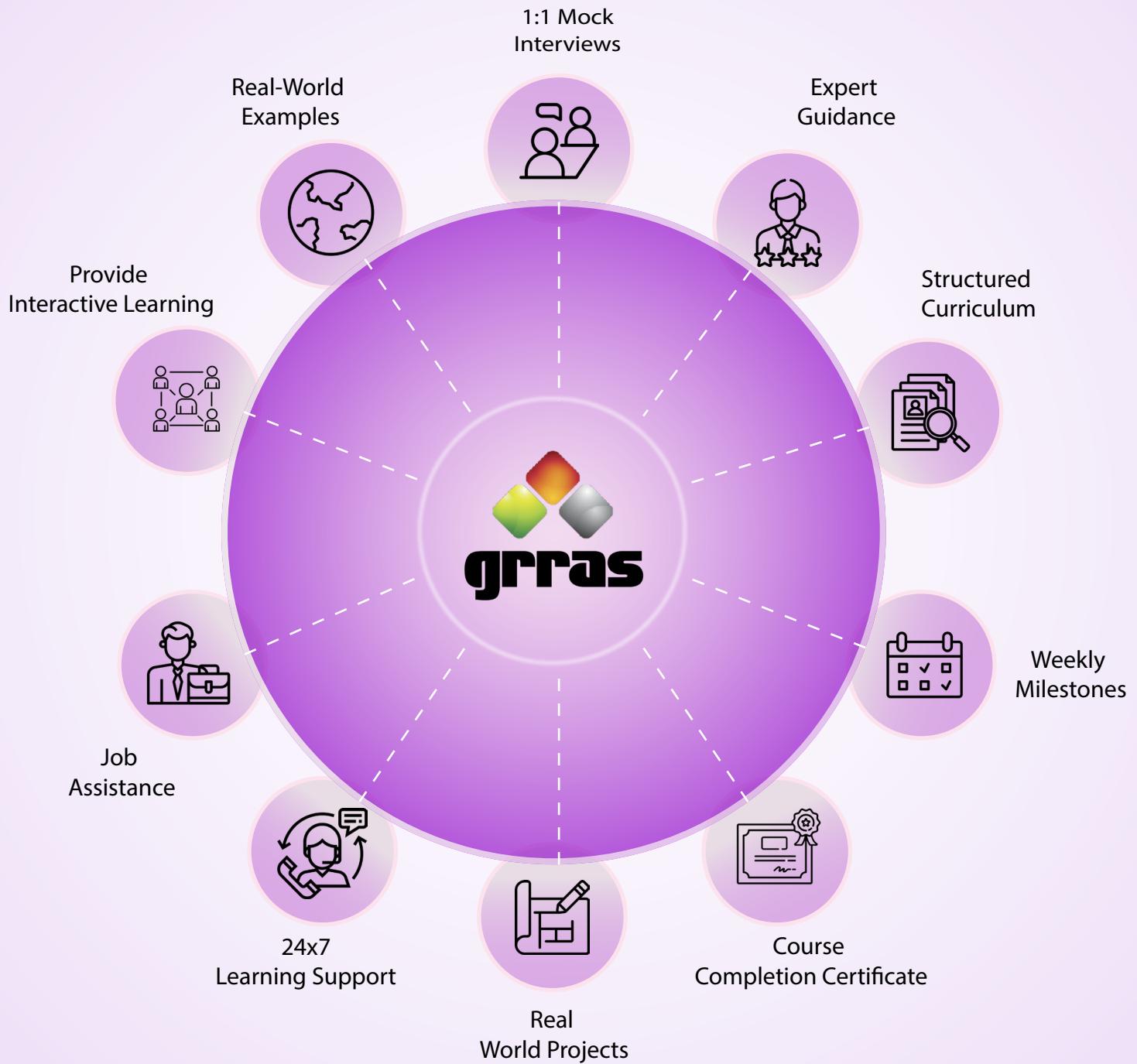
Used icons to help make navigation easier.

Used images to help all users better understand the designs.



# Why UI/UX Designing From GRRAS?

Choosing UI/UX Designing from GRRAS unlocks a multitude of opportunities with industry-aligned curriculum and expert instructors.



## 100% Job Assistance

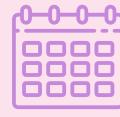
Yes, you heard it right. Our course not only offers expert learning but also guarantees 100% job assistance. With a dedicated team of job coordinators and 500+ hiring partners, we're committed to ensuring your success in landing your dream job.

# COURSE DETAILS



## For Everyone

Individuals from any background can start their UX/UI journey with us.



## 11 weeks | 3 months

Engage in hands-on activities to deepen your understanding of concepts.



## 90 Sessions

1.5 hrs per session, followed by some self learning during the weekdays



## Mentor Led

Experience personalized mentorship for tailored guidance and support.



## Online/Offline Mode

Opt for whichever mode is convenient for you

## Projects

Benefit from over 8+ live projects, offering practical experience.

# CERTIFICATION

Get an Accredited and Recognized Certificate upon successful completion of this course.



## CERTIFICATE *of* TRAINING

This certificate is *Awarded* to

**YOUR NAME**

for successfully completing the

at

GRRAS Solutions Pvt. Ltd. from \_\_\_\_\_ to \_\_\_\_\_

We commend your dedication and hard work. We're confident that the skills and knowledge you have acquired will greatly contribute to your future success!

Unique Certificate No.

**GD-635023**

A handwritten signature in blue ink, appearing to read "Rajendra Singh".

DIRECTOR



DATE

[WWW.GRRAS.COM](http://WWW.GRRAS.COM)

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Jaipur, Rajasthan 302018



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# When Our Students Succeed, We Succeed! Where Our Proud Alumni SHINE



and 600+ companies

# Hear It Directly From Our Students!


Testimonial

My name is kathanshi jain and I want to share my review about one of the most valuable UI/UX Design courses I've ever done. The material is concise and straight to the point, the practical elements were great in getting you comfortable with understanding and applying what you have learned. I highly recommend this for anyone who's not sure what UX/UI is about but interested in learning and pivoting into this field of work! The key part is having a best teacher as a guider in my journey of UI UX batch

**Kathanshi Jain |**


Testimonial

This course was so amazing and I feel like I've learned a lot by not only taking in a lot of key points when it comes to UX design but I feel like also I have a lot of applications that I can now use to the best of my abilities such as Figma which can aid me in the future! The content IS super good! Great flow, Engaging and practical. Also suitable for any non-designer/beginner who wants to learn about UI/UX design.

**Vijay Cheja |**


Testimonial

I had an amazing learning experience. And made my dream come true by getting placed as a graphic designer just after completing my course of graphic designing. Teachers are very helpful and friendly here they helped me with each and every doubt by taking one-on-one sessions and resolving all my doubts and made me work on live -projects which help me gain real-world experience

**Arbaj Khan |**


Testimonial

My Name Is mohit Grras Solutions is the best place to learn the graphic design UI/UX training course. If you are fresher and want to make career in UI/UX and graphics designing . the best place in GRASS Solutions in Jaipur. where you definitely gained your skills and easily get job in Your domain. also they provide mock interviews, test series and more activities to achieve your goals

**Mohit meena |**





Had a wonderful learning experience with Grras Solutions. With latest technical knowledge, practical experience, and Latest teaching techniques learners get's engrossed in the topics which helps in understanding in depth. I Highly recommend to everyone for professional courses Like Graphic designing, Web designing, etc. Thank you Grras Team

## Revendra Singh |



I recently had the pleasure of attending GRRAS Institute, and I can confidently say it exceeded my expectations. The curriculum is well-structured, covering both foundational and advanced design concepts with a perfect blend of theory and practical application. The instructors are not only highly skilled but also genuinely passionate about design, making each class engaging and insightful. I did UI/ UX course here. Thanks to GRRAS Institute, I feel well-prepared and inspired to pursue my UI/ UX career. Highly recommended for anyone serious about honing their design

## Akhilesh Verma |



I've been attending coaching sessions at GRRAS Coaching Center for the past THREE months, and I must say, it has been an incredibly enriching experience. Trainer, our coach, has been instrumental in guiding me through various challenges and helping me achieve my goals.

## Himanahu rasganiya |



I had the opportunity to complete my internship in UI/UX design and graphic design at GRRAS Solutions Pvt. Ltd., and it was an incredibly enriching experience. The institute offers a well-rounded training environment that combines theoretical knowledge with practical application. The mentors are knowledgeable and supportive, always ready to guide you through complex concepts and ensure you gain a solid understanding of the design principles.

## Shafiq Alam |



# More about Us



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