

What's UX?

User experience (UX) design is the process design teams use to create products that provide meaningful and relevant experiences to users.

Source: [interaction-design.org](https://www.interaction-design.org)

What's UX?

User experience design is a human-first way of designing products

UI

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UX

Legible

**Great UX is legible to the users
so this means great use of
fonts and sizes.**

This is an example of poor UX. It's hard to read this text and not accessible to all types of users. In general, try to increase your font sizes and use easy to read fonts.

High Contrast

Great UX uses colors in ways that increase and improve contrast.

This is an example of poor UX. It's hard to read this text because of low contrast.

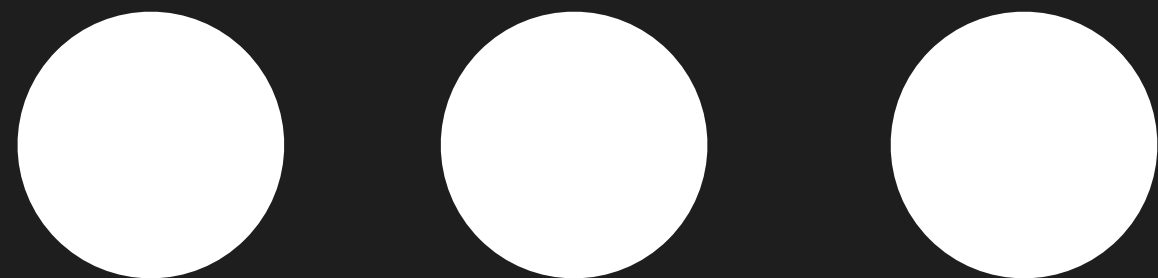
To improve this text for example, we can either make it darker or make the background lighter to help.

Like this.

Or this...

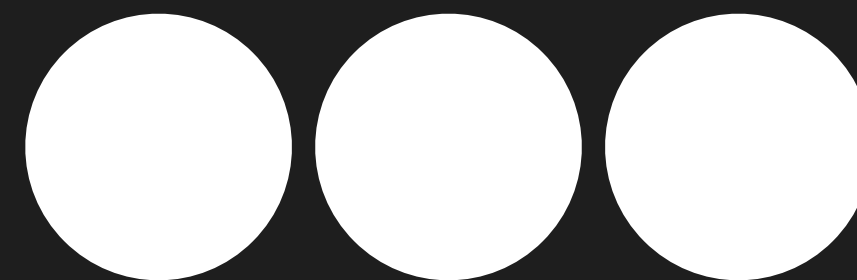
S P A C I N G

Great UX uses spacing to
separate content.



So it's not overwhelming.

This is an example of poor UX. Because there's
no spacing between my text and objects here.

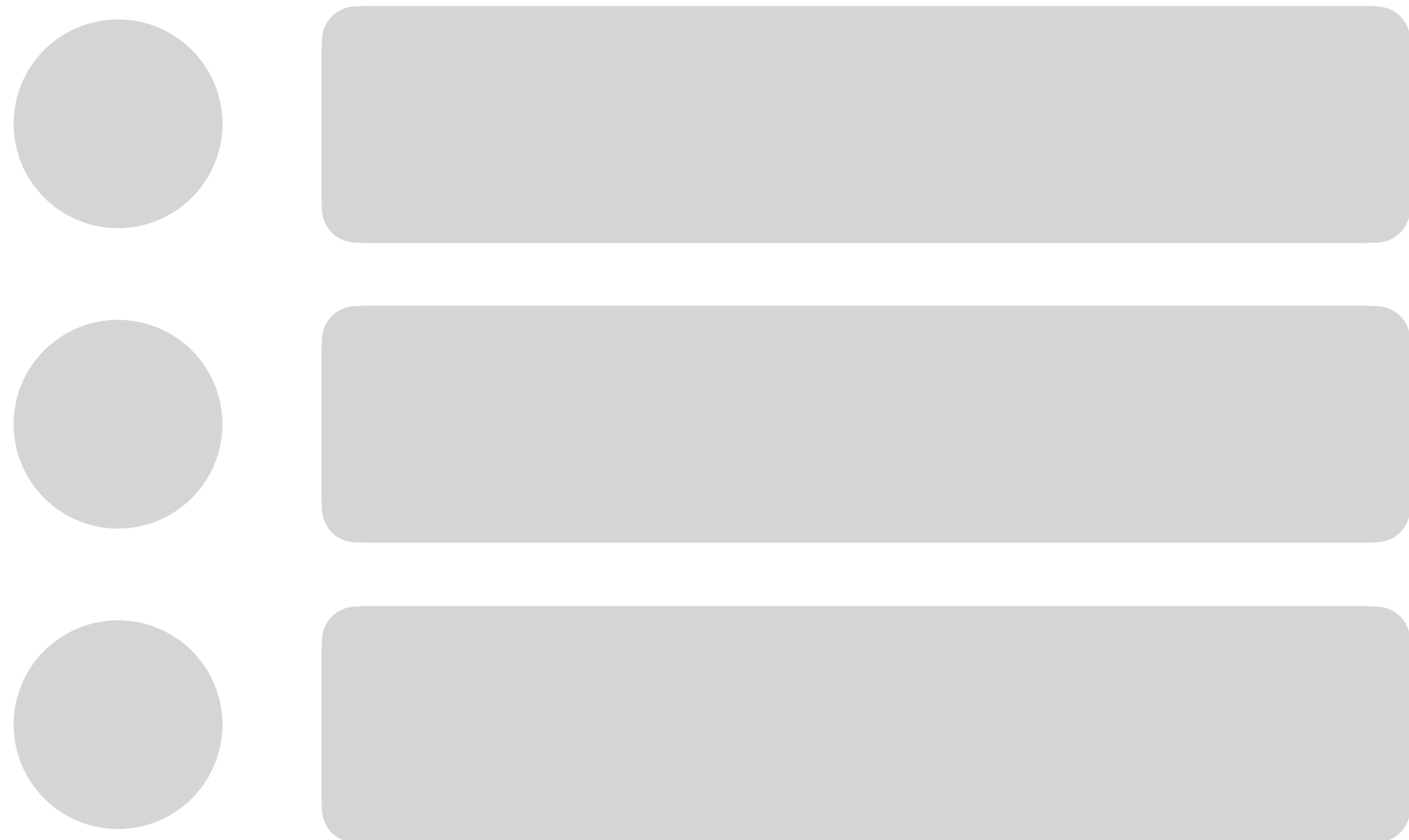


I think you get the idea. Fill most of your design
with whitespace so it's not too overwhelming.

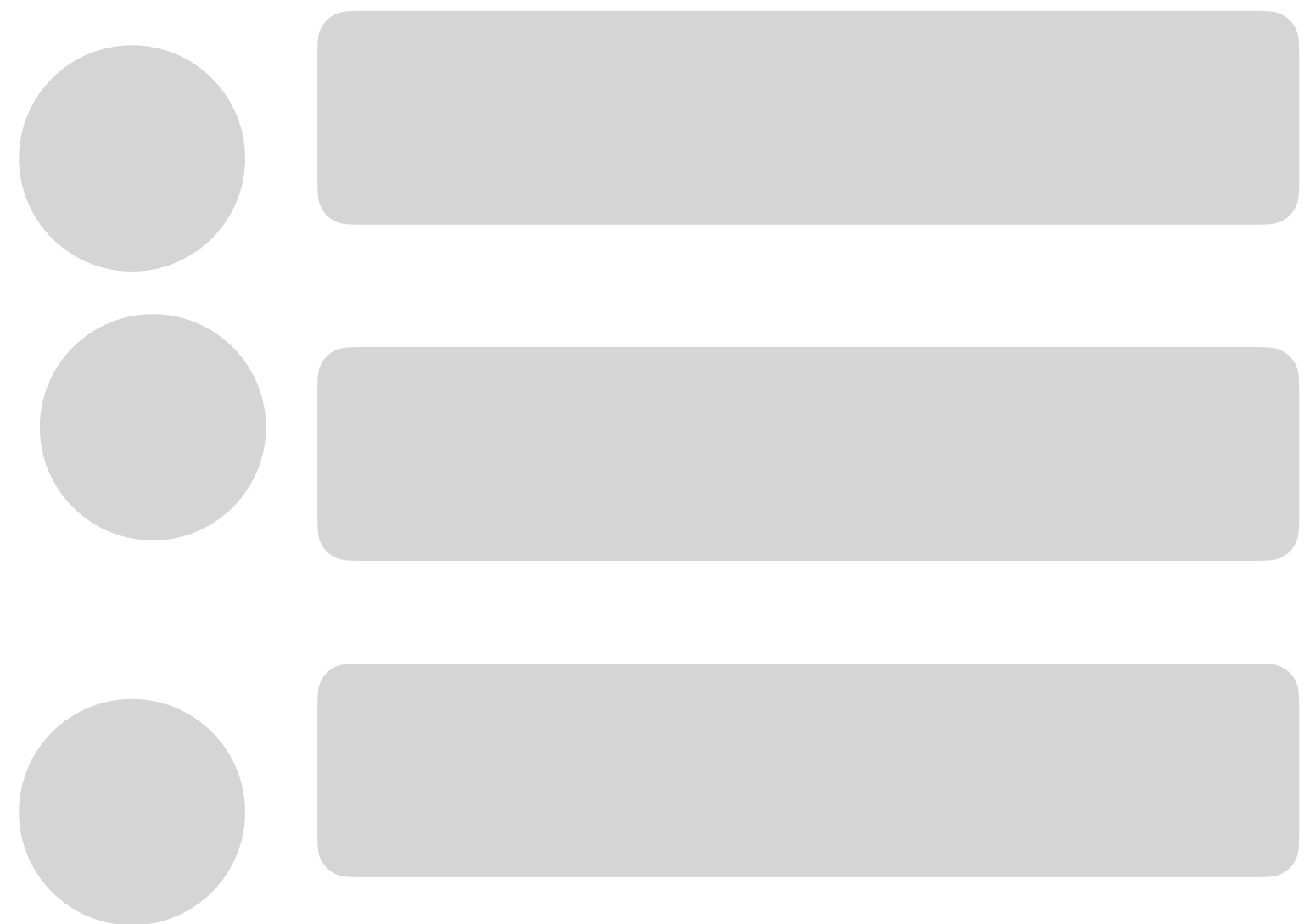
Unless 2 pieces of content are relevant, using
spacing to separate them apart.

Alignment

Great UX uses alignment to ensure things feel right.



This is an example of poor UX. It doesn't feel right looking at these shapes, does it?



Consistent

Add consistency to your content, colors, and UI to improve UX.

This is an example of poor UX. Not being consistent confuses users.

This is a new color that we just introduced into the slide and it feels odd. Unless it has meaning. Like:

Congrats! You're now a better UX Designer! 🎉

Fonts should stay the same size.

Keep relevant content together.

Easy to Use

**Great UX is easy to use.
Buttons are reachable and big
enough to press.**

Good Button

Hard to Reach

This is an example of poor UX. Don't put buttons in odd places that are hard to reach (especially in mobile apps) or just way too small.

Way too Small

There's More to it

Adding great UX to your designs
take time and testing to get
right. Be patient with it.

Applying these tips is a great way to start!

It's Your Turn

To Make Great UX