Lab Exercise 01 – Design the main UI of a web page.

Objectives

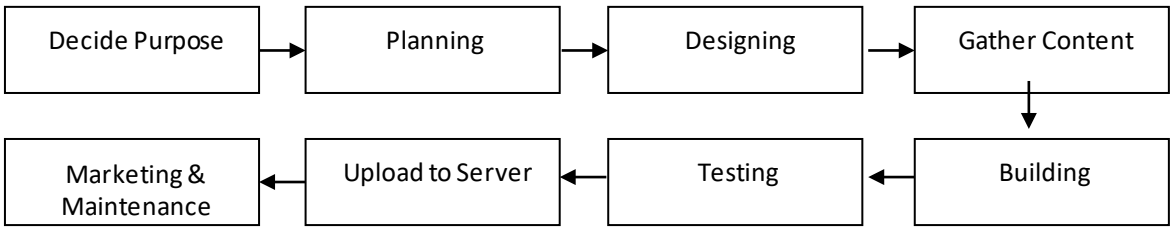
By the end of this lab session, you will be able to:

- Identify main sections of a web page and design a wireframe of the page
- Understand and design the navigation
- Design a common template to the pages of a web site.

Prerequisites

- Basic knowledge of Computers and Internet
- Practical exercises will be conducting using windows operating system, text editors (notepad or notepad++ or sublime text) and Internet Browser (Internet Explorer or Google Chrome)

Web Development Process



➢ **Planning**

User experience (UX) design process

User experience design process is an iterative method, which helps you to continuously improve and polish your designs. In this process, you go through different stages repeatedly while evaluating your designs on each stage.

Step 01 – Identify Personas

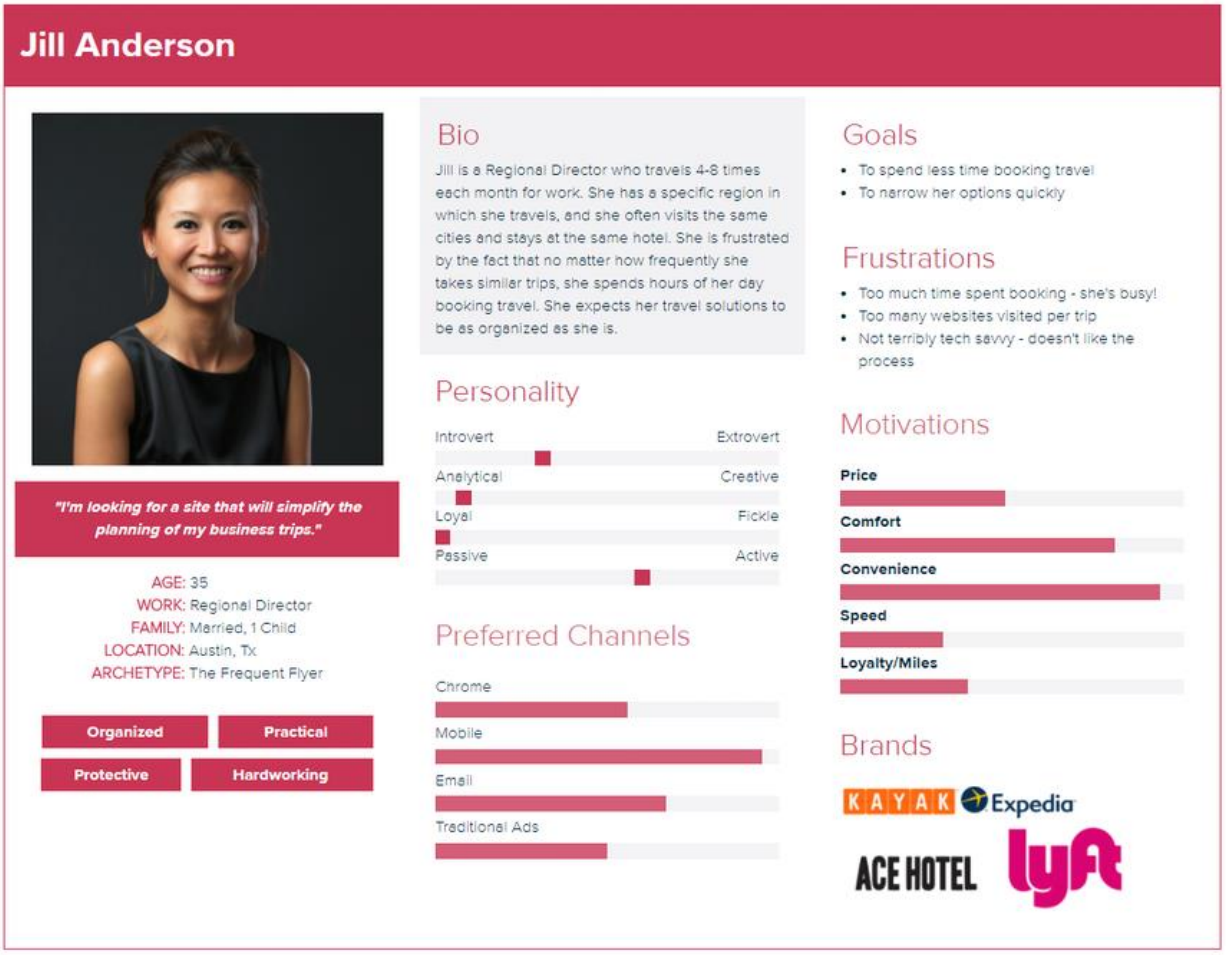
Personas are based on real users. They help you to understand, who will actually be using your website, service, or product, and therefore can be used to make key design and functionality decisions during the UX process. Personas specification is a foundational UX activity, which helps you to create user journeys.

A persona can contain a variety of information, which can help to define the user.

The information could include:

1. Demographic data - name, age, gender, location
2. Goals and motivations for using your product or service.
3. Technical ability and device usage
4. Other brands or websites they may like.

Example 1:



Exercise 1: Identify and write 3 personas for an online Book Store.

Step 02 – Defining User Journey

A user journey is a series of steps (typically 4-12) which represent a scenario in which a user might interact with the thing you are designing.
Typically, user journeys can be used in two distinct ways

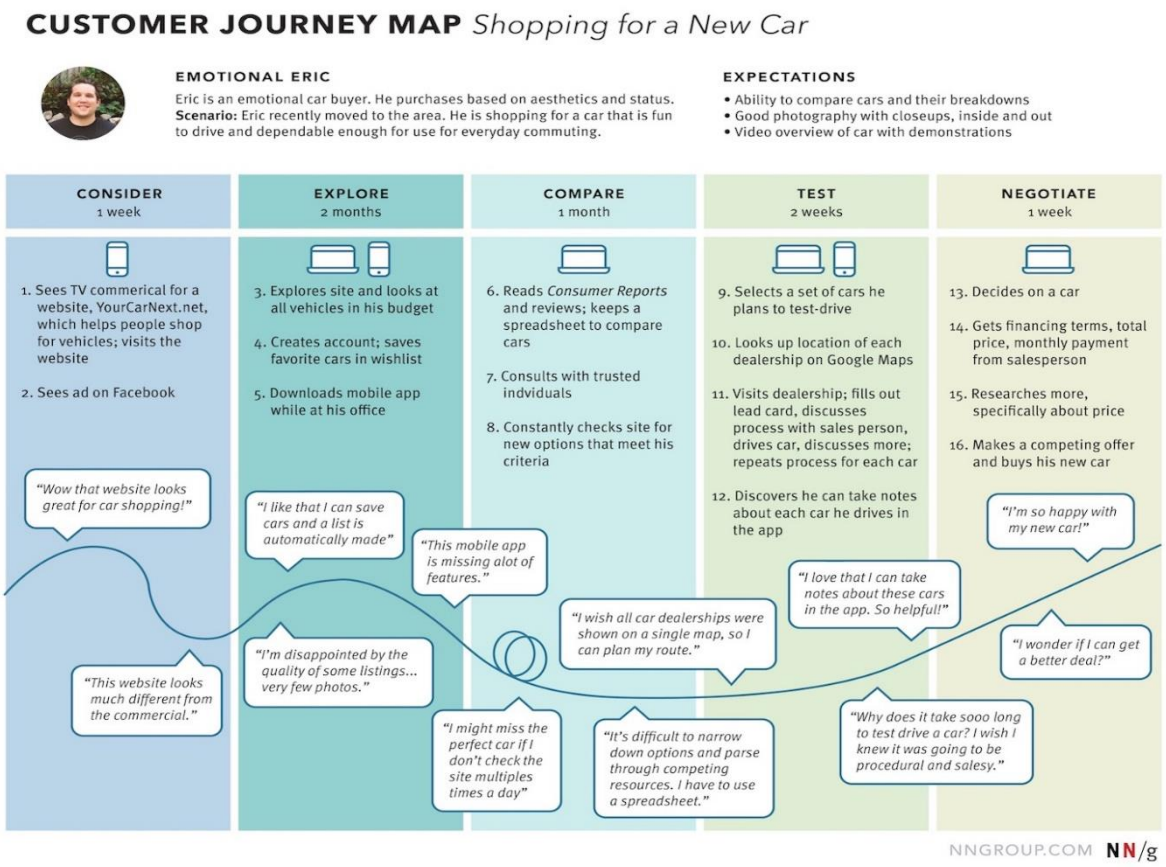
1. To map out how a user currently interacts with a product or service
2. To map out how a user could interact with a product or service

User journeys can help you to understand how users are going to interact with your system and what they expect from it.

Defining a user journey:

1. Context - Where is the user? What's going on around them?
2. Sequence - What are the linear steps of the process to achieve their goal(s)?
3. Functionality - What functionality is required for each of the steps?
4. Devices and technology - What devices are they using?

Example 2:



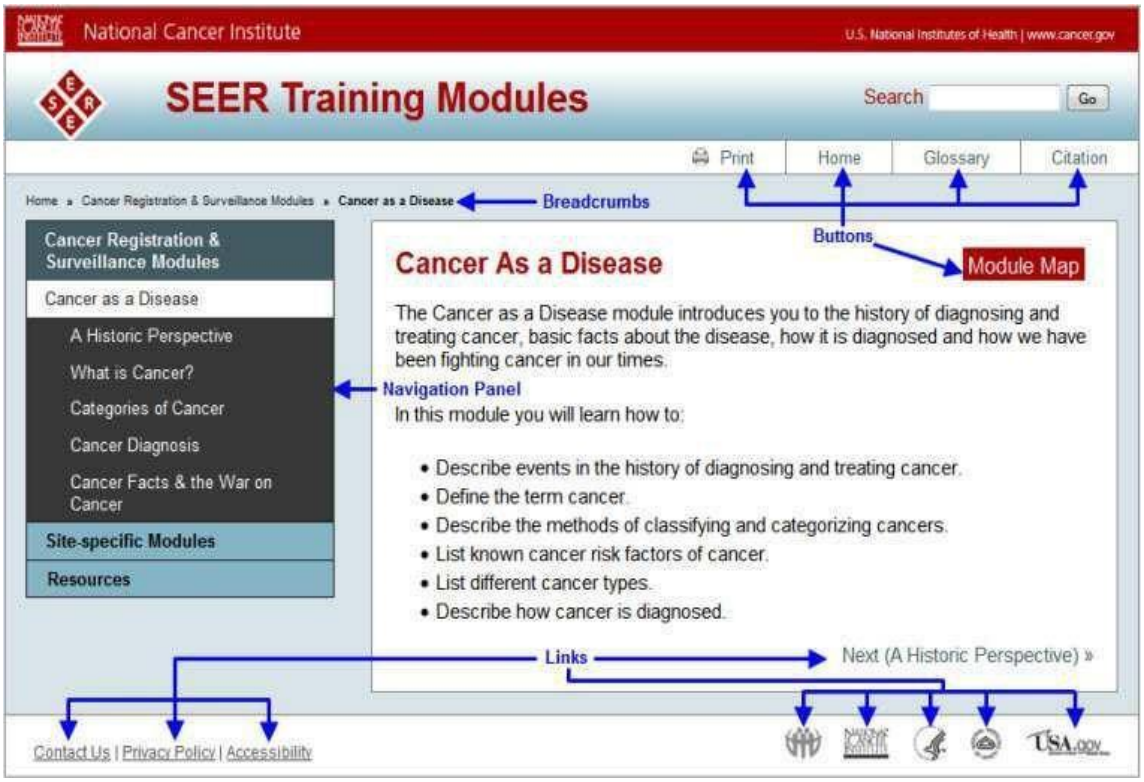
You can use different tools like balsamiq, draw.io to draw your user journey or else you can draw it in a piece of paper.

Exercise 2: Draw user journeys for the personas you identified.

Understand and design the navigation

It is important to design the ways to navigate to the other pages of the web site/application. Usually, hyperlinks and buttons are used to implement the navigators such as menus, in various sections.

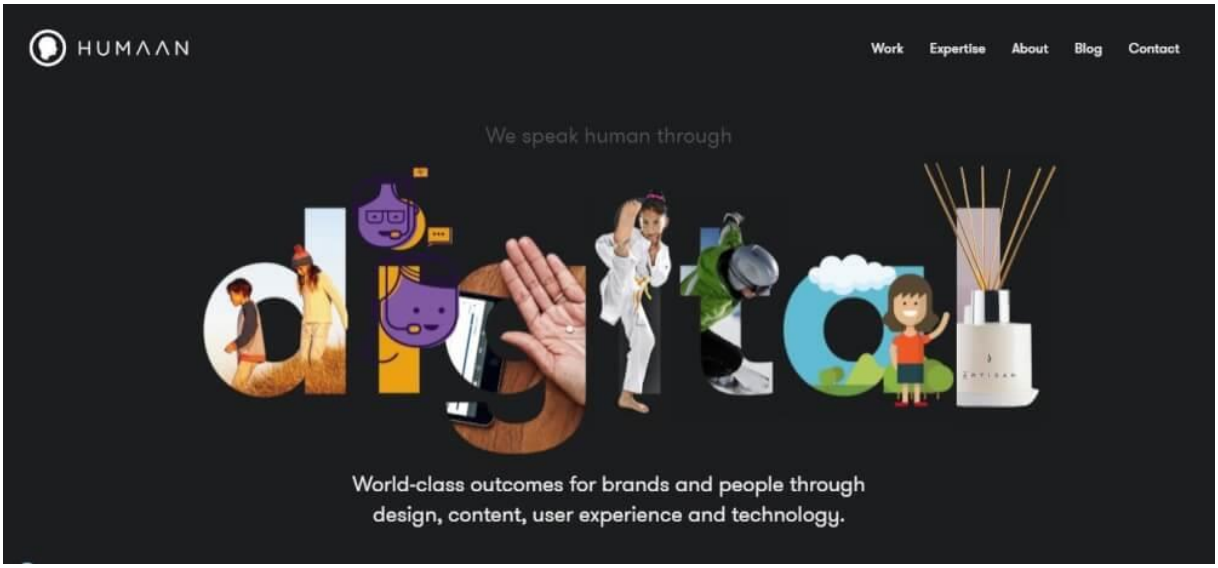
Example 3:



Exercise 4: Identify the navigators and the navigation flow for your online bookshop.

Modern Layouts

Example 4: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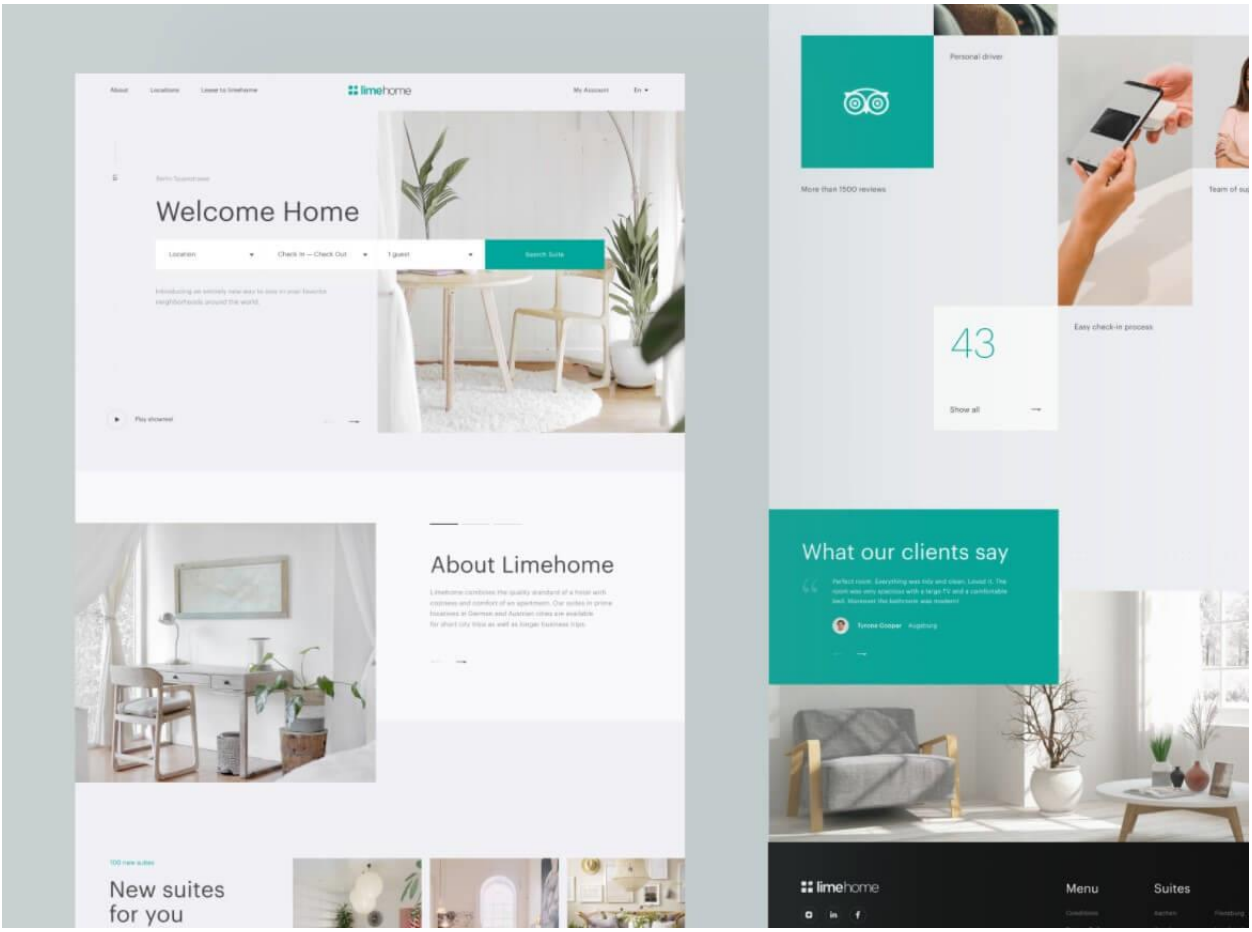
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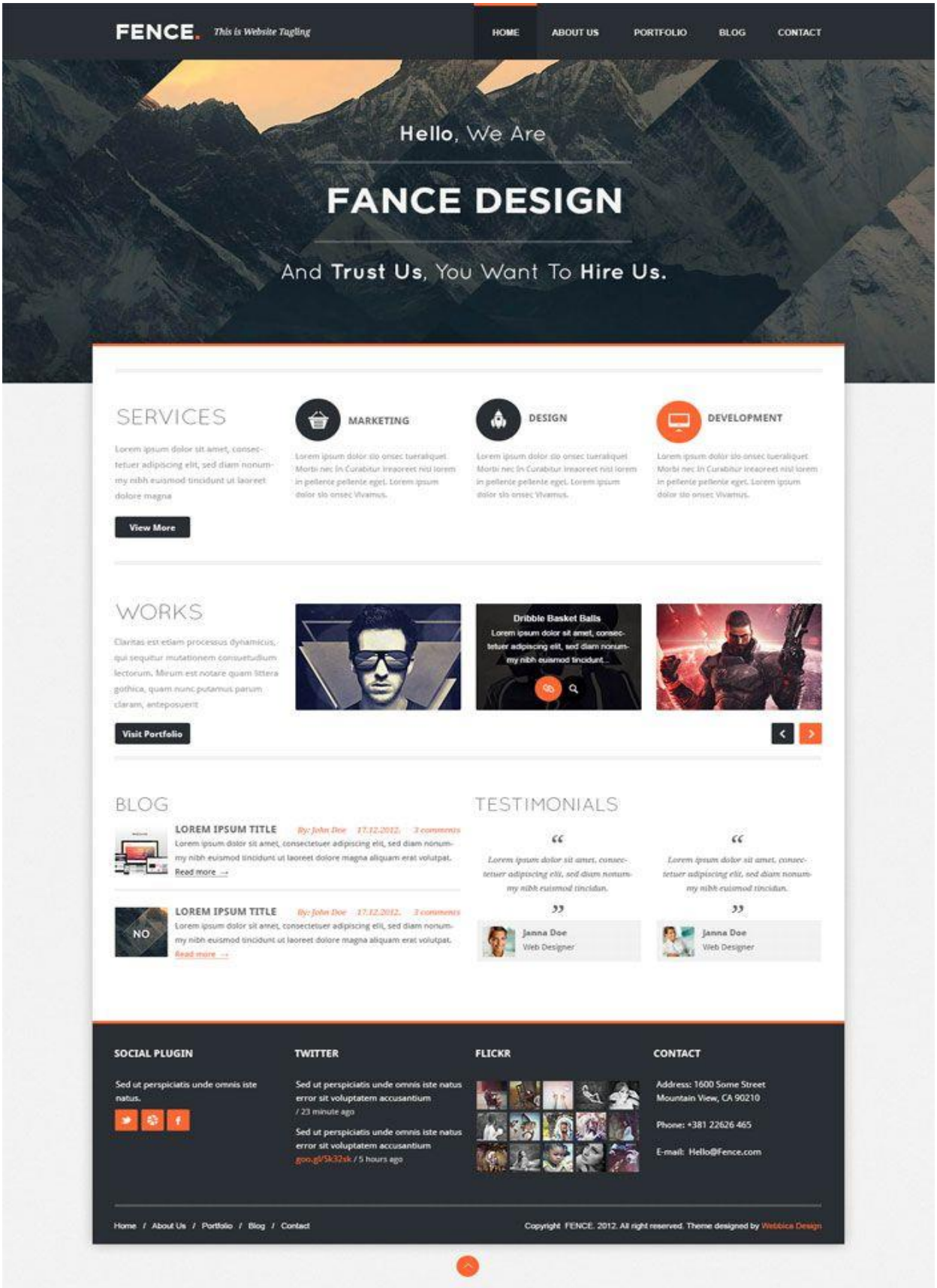
Welcome Home
About Limehome
New suites
for you
43
What our clients say
limehome
Menu
Suites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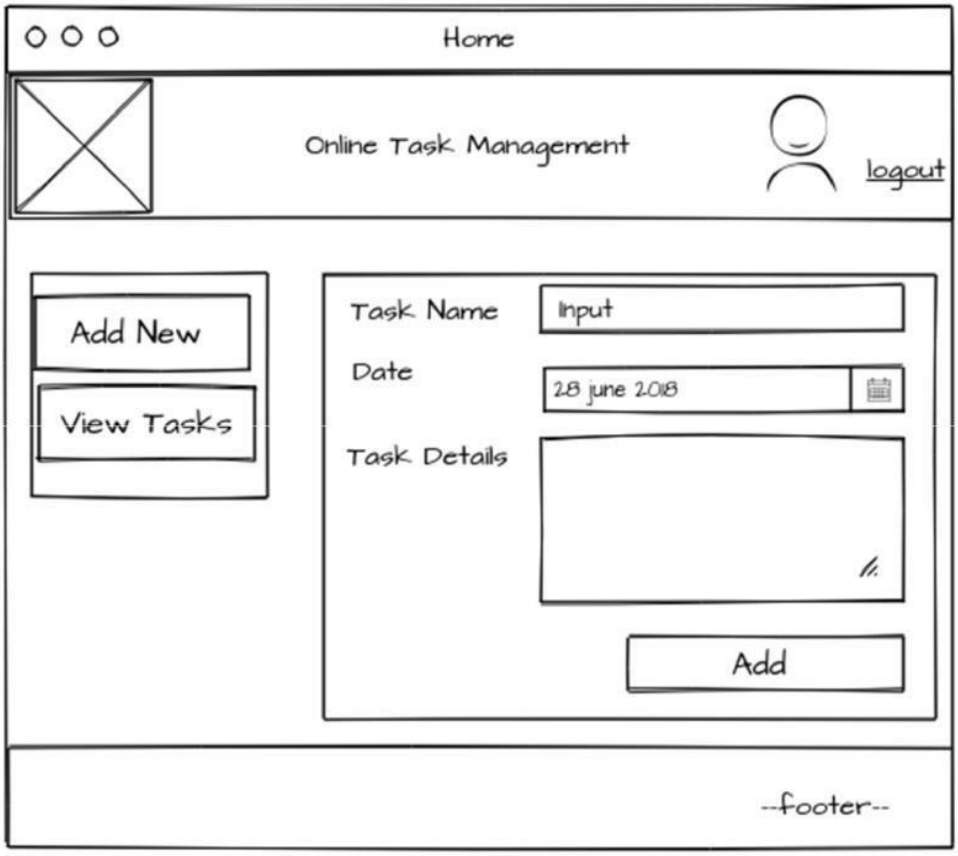
Design a wireframe of the page.

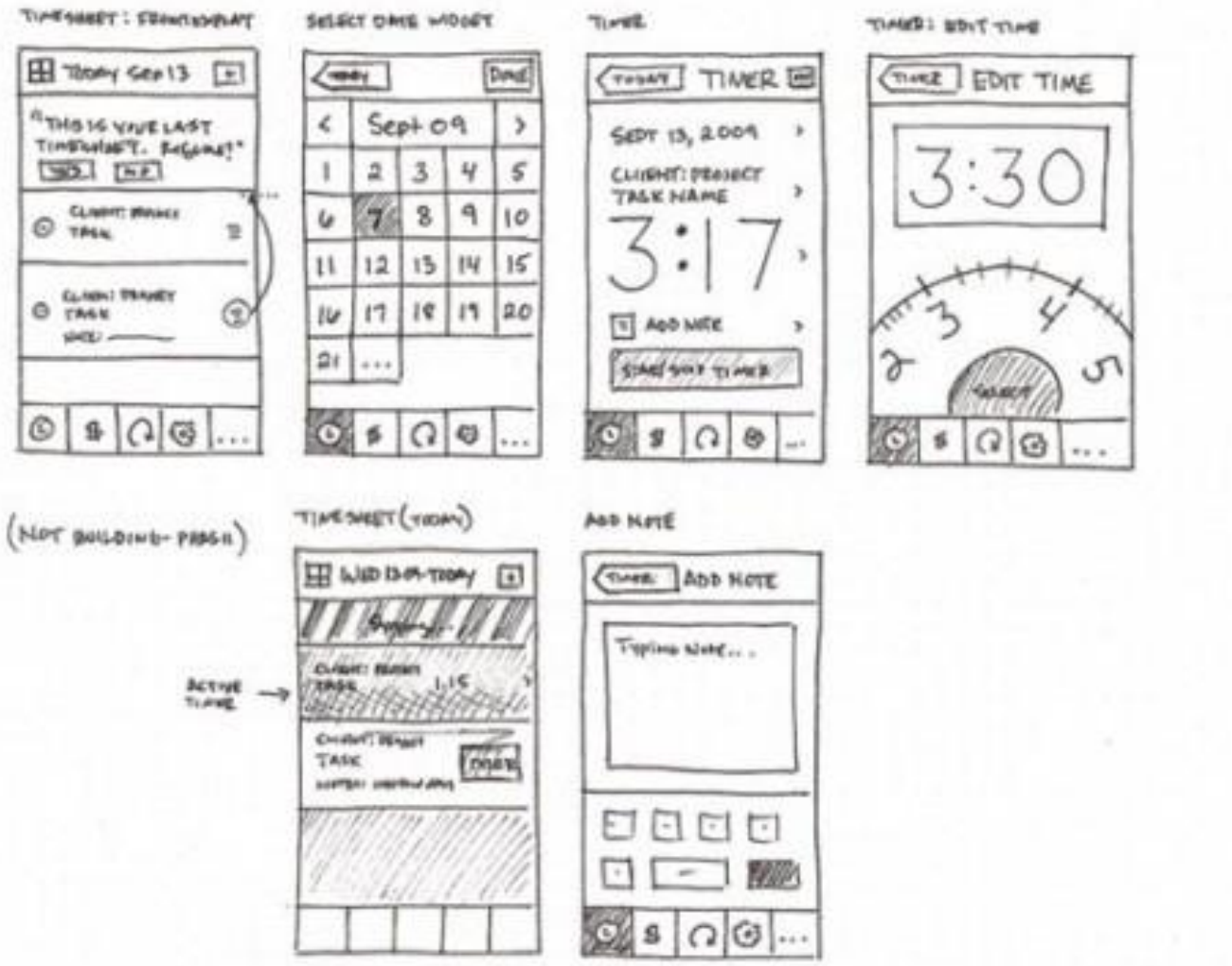
A wireframe is a visual representation of a user interface, stripped of any visual design or branding elements. It is used by UX Designers to define the hierarchy of items on a screen and communicate what the items on that page should be based on user needs.

Wireframes are generally created after your initial personas, user journey and other discovery activities are completed.

You can use online wire framing tool like **mockflow.**

Example 5:





Exercise 5: Design the home page of the online bookshop mobile application and draw a wireframe of it using a preferable tool.

Exercise 6: Identify the content, which are common for the other pages of the online bookshop, and design the template.