

COURSE 7 - Design a User Experience
for Social Good and Prepare for Jobs.

MODULE 1 - Designing for social good
and getting to know the portfolio
project guide

MODULE 2 - Develop a personal brand
and networking.

MODULE 3 - Prepare for UX Design
Jobs

MODULE - 1

Progressive Enhancement :- (Bottom up)
Designing from smallest (designing)
screen to the largest screen.

Mobile - first philosophy :- Start by
designing the mobile version of a
product and later adapt it to fit
larger screens.

Graceful Degradation (Top down design)
Designing from the largest screen to
smaller screens.

FOCUS ON THE USER AND
ALL ELSE WILL FOLLOW

TO design effectively for a specific device, consider:

- * Screen Size
- * Resolution
- * Context of Use
- * Functionality.
- * Input Methods
- * Content Layouts

The 4 C's :-

- * Consistency
- * Continuity
- * Context
- * Complementary.

CAPSTONE PROJECT GUIDE

Empathize



User personas



User Story

A fictional one-sentence story told from the persona's point of view to inspire and inform design decisions.

→ WHO

→ WHAT

As a role, I want to action,
so that benefit → WHY



User journey

The series of experiences a user has as they interact with your product to achieve a specific goal.

helps to:

- * Create obstacle free paths
- * Reduce impact of designer bias
- * Highlight new pain points
- * Identify areas for improvement in your design.



Define
↓

PS

A clear description of the user's need that should be addressed.

Human centered, broad enough for creative freedom, narrow enough to be solved by a design solution.

WHO is a WHO who needs WHAT because user need

user name

user char.

user need

WHY.

insight

Ideate
↓

Ideate design solutions:

- Competitive audit
- Ideation sketches using rapid sketching.
- How might we
- Story Boards.

↓

Competitive Audit: An overview of your competitor's strengths and weaknesses.

1) Outline the goals.

2) Create a list of your competitors

3) Identify specific features for comparison.

4) Research each product.

5) Analyze findings

6) Summarize findings.



Designing for one screen size :-

→ Validate your product design.

→ Establish a clear user flow.

→ Make decisions about the visual design of your product before moving forward.



Decide which device to design for first?

→ Where are users located geog.?

→ Where will be the users when

they access your product?

→ How reliable is your user's internet access, cellular access / Wifi-signal?



Sketching.



Wireframe

An outline or sketch of a product / screen.



Information Architecture

Importance:

- Organizes and defines the structure for the app / site.
- Provides a high level view of a product.
- Helps stakeholders review your designs.
- Helps engineers understand how to organize the data.
- Allows your ideas to grow, and iterate with design.



Wireframe

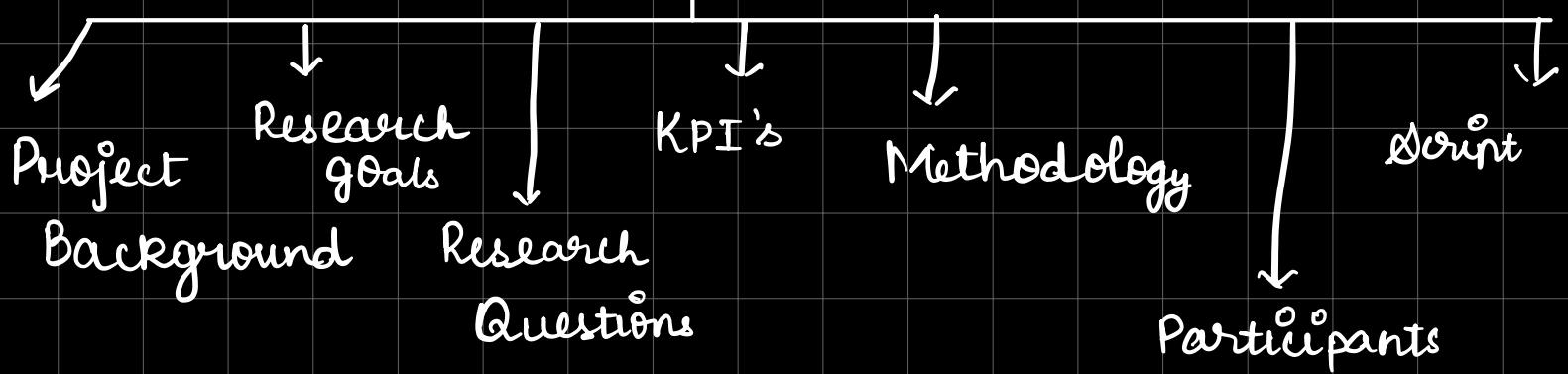


Prototype



Usability Study: A research method that helps us understand how easy it is for participants to do core tasks in a product.

Research plan: Organizes and outlines every part of a usability study from start to finish.



Insight: An observation that helps you understand the user/ their needs from a new perspective.

From observations to insights :-

- Gather the data in one place
- Organize the data
- Find themes
- Come up with insights .

Mockup: A static high fidelity design used as a representation of a final product.

Typography: The practice of arranging text and typefaces, also known as fonts, to make language legible, readable and visually appealing.

Iconography: The images or symbols associated with a subject or idea.

↓ Design System

MODULE - 2 Your Personal Brand

Figuring out personal brands.

- What am I naturally good at?
- What have I learned to do well?
- What do I enjoy?
- What do I value?
- How do other people describe me and my talents?
- What do I want people to recognize me for?

Tips for writing in portfolio :-

- Use as few words as possible
- Avoid complicated language
- Avoid jargon
- Include keywords.
- Inject Personality
- Find a trusted editor.

Online presence:-

Personal Statement : A one / two - sentence phrase that describes what you do and what you stand for.

IMPOSTOR SYNDROME :-

The belief that you're unskilled, inferior to others, or bad at your job, despite your successes.