

# COURSE b - BUILD DYNAMIC USER INTERFACES FOR WEBSITES

- Module 1 - Creating wireframes for your website
- Module 2 - Creating & testing lo-fi prototypes
- Module 3 - Adding in portfolio & design critiques
- Module 4 - Document design work & search for jobs.

## MODULE - I

Responsive Web Design : Allows a website to change automatically depending on the size of the device.

Dedicated mobile app : Built to live on the mobile device and is accessed through an icon on the phone's home screen. / Native mob. apps

## Information Architecture :-

Organises content to help users understand where they are in a product and where the information they want is.

Imp. :-

- \* Organise and define the structure for your website.
- \* Provide a high level view of a product.
- \* Help stakeholders review your designs.
- \* Help engineers understand how to organise the data.
- \* Allow your ideas to grow and iterate with the design.

Common Website Structures :-

- Hierarchical (top down approach to structure that starts with broader (parent) → more detailed)
- Sequential (A website structure that leads users through a step-by-step process.)
- OUTDATED → Matrix (Allows users to follow their own path, since content is linked in several ways.)
- Database (mixes a database, or an organised collection of information, with search func.)

Advantages :-

- Meet user expectations
- Improve navigation
- Tested and effective
- Build website quickly

Sitemap :- A diagram of a website/app, that shows how pages are prioritized, linked and

labelled.

Steps to create a sitemap :-

1. Think about the pages that are commonly found on websites
2. Recall information about users.
3. Decide on a website structure.
4. Start with a homepage.
5. Name the main categories of content

Common layouts for home pages :-

- Single column layouts - Only one column for content. (Navigation, Content, footer - order)
- Multi column layouts - Two / more columns for content.

FOCAL PT. - A specific & distinct area of the website that captures the user's attention.

→ Box layout : A layout that consists of boxes or squares of various sizes and proportions.

→ Featured image layout / Single img layout  
Places the user's focus on a single image or video that often takes up the entirety of the page.

→ Asymmetrical layout : Have purposeful imbalance between different sides of a page.

TYPES F - Shape

The patterns users will likely browse content on the page follows shape of F.

User skim info. starting left to right, then move diagonally to left, before scanning to right again.

→ Grid of card layout : Features a series of cards that provide preview of more detailed content.

→ Tiered layer cake :- Individual rows, or layers, are stacked on top of one another. Within each row, there can be different number of columns and they don't have to be consistent.

Importance of responsive web design :-

- \* Increases usability
- \* Creates a good UX
- \* Drives mobile traffic
- \* Saves money & time

- Hamburger menu : A type of navigation menu that is represented by an icon with three lines.
- Cards : Surfaces that contain content and actions about a single subject.
- Carousel : Scrollable feeds of images/cards that can be shifted with a click, or automatically loop when you're on the page.

Transition from digital to paper wireframes :-

1. Do you have an idea of the layout you're aiming for?
2. Have you received feedback from peers or managers on your paper wireframes?
3. Are you ready to consider basic visual cues and elements?

Landmarks :- Features used to map out regions of an interface.

## MODULE - 2

Wireframes, Mockups  
Lo-fi vs Hi-fi

## Design System Benefits :-

- \* Create consistency for both designers and users
- \* Reinforce the brand's identity.
- \* Create scalable designs
- \* Save time and money by increasing efficiency.

## Mockups to Hi-fi Prototype :-

- \* Visual elements
- \* Navigation
- \* Interaction.

## WCAG ( Web Content Accessibility Guidelines :-

Explain how to make web content more accessible to people with disabilities.

## Make web designs more accessible :-

- Make annotations
- Hierarchical Headings.
- Using labels.

Traversal Order :- Navigation flow for a user on an app / website.

## MODULE - 3

Frontend Developer - Writes code for all the user-facing interface based on UX designer specifications.

Backend Developer - Writes code for the website's architecture and data storage or retrieval, based on the UX sitemap and functionality.

Determine if my designs are final:-

- Are the designs a true representation of the intended UX?
- Have placeholder text, icons and imagery been replaced with finalized assets?
- Are participants / users able to interact with and interpret the designs without external guidance?

CASE STUDY - Summarized presentation of a design product that includes:

- Project goal and objectives
- Process your team followed
- Your role in the project

→ Outcome of the project.

Case study should include :

- \* Your role in the project
- \* The goal of the project
- \* Your target user
- \* Research conducted & research findings
- \* Sketches & Wireframes
- \* Your finished polished design
- \* Key challenges
- \* Learnings during the project.

Advantages of receiving feedback :-

- Improve your designs
- Build your confidence & skills.
- Broaden your perspective as a designer.

Design critique session: A planned period of time where UX designers present their work to team members and listen to feedback.

Facilitator: Run the critique session and guide the process.

Presenter: The designer who is sharing their work with others in the session.

Reviewer: Gives feedback about the design and offers clear actions to take.

Notetaker: Capture all of the ideas and feedback from the reviewers.

Questions to focus on while preparing a presentation for design critic sessions

- \* Who are you designing for?
- \* What problem are you trying to solve?

- \* How are your designs solving or not solving these problems?

- \* Where in the design process

are you?

\* What aspects of your designs are you seeking feedback on?

Best practices for presenters during a Q&A session :-

- Take in the feedback, & decide if you want to ask for clarification or respond.
- Focus on active listening.
- Be ready to take action after the session.

A standard waiting time action is atleast 30 minutes.

## MODULE - 4

Generalist, Specialist and T-Specialist.

Interaction Designer - Focus on designing the experience of a product and how it functions.

Visual Designer :- Focus on how a product or technology look.

Motion Designer :- Think about what it feels like for a user to move through a product and how to create smooth transitions between pages on an app / website.

Product Designer :- Work with both visual and interaction design, and are responsible for figuring out how the whole product comes together.

Internship - A short - term role with limited responsibility.  
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Apprenticeship - Provide paid on the job training to help develop skills  
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Freelancing - Work for themselves and market their services to find customers  
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Entry - level - Roles that do not require prior experience in the field.

## STARTUP :-

A new business that wants to develop a unique product or service and bring it to market.

## ADVERTISING AGENCIES :-

Teams of creatives hired by clients to build marketing campaigns.

## DESIGN AGENCY :-

A one stop shop for the look of brands, products & services.

## CORPORATIONS :-

Thousands of employees working on lots of different projects.

## RESUME TIPS :-

- \* Keep it in one page.
- \* Link to your portfolio.
- \* Link to professional networking pages.
- \* Versions of your resume tailored to specific jobs.

Update your resume based on job descriptions.

Updation of Resume :-

- \* Match the phrasing used in job description
- \* Cut certain experiences based on whether they're applicable to the job.
- \* Save a new copy of the file with the name of a company, job title and my name.