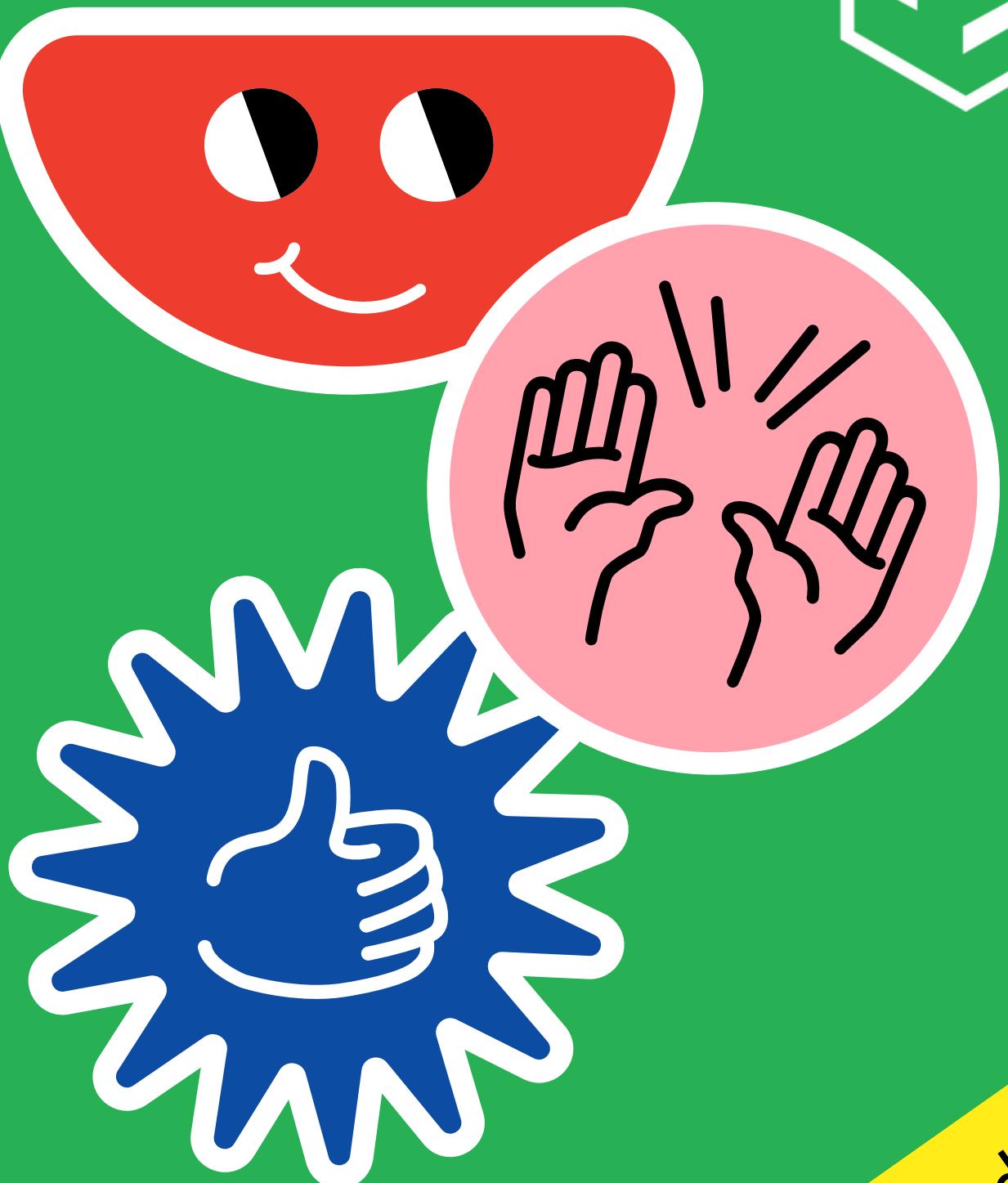




PixElevate

-Vaibhav Pathak



Human-centered design



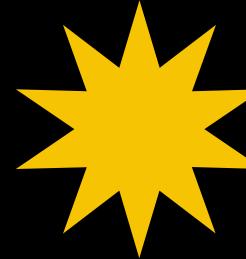


What is UI/UX?

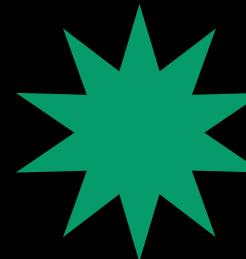
UI and UX are complementary disciplines that focus on creating visually appealing, user-friendly, and intuitive digital products. UI handles the visual aspects, while UX encompasses the overall user experience, resulting in designs that are both visually pleasing and functional.



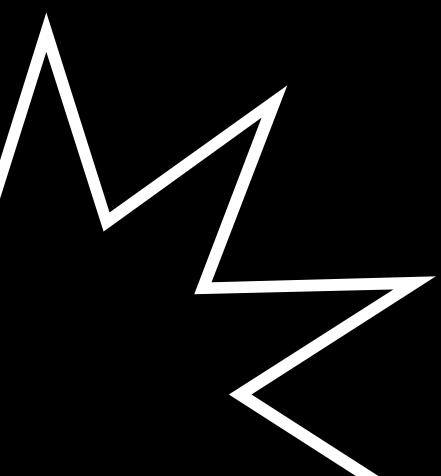
Difference between UI and UX design

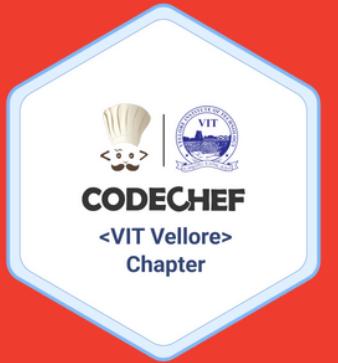


UI (User Interface) refers to the visual elements and layout of a product, including colors, typography, icons, and interactive components. It focuses on creating an aesthetically pleasing and visually appealing design that aligns with the brand identity.



UX (User Experience) aims to create a seamless and satisfying user journey by understanding user behaviors, needs, and goals. It involves research, testing, and designing information architecture, user flows, and interactions to optimize usability, accessibility, and user satisfaction.



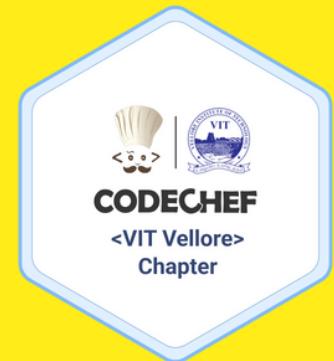


Importance of UI/UX



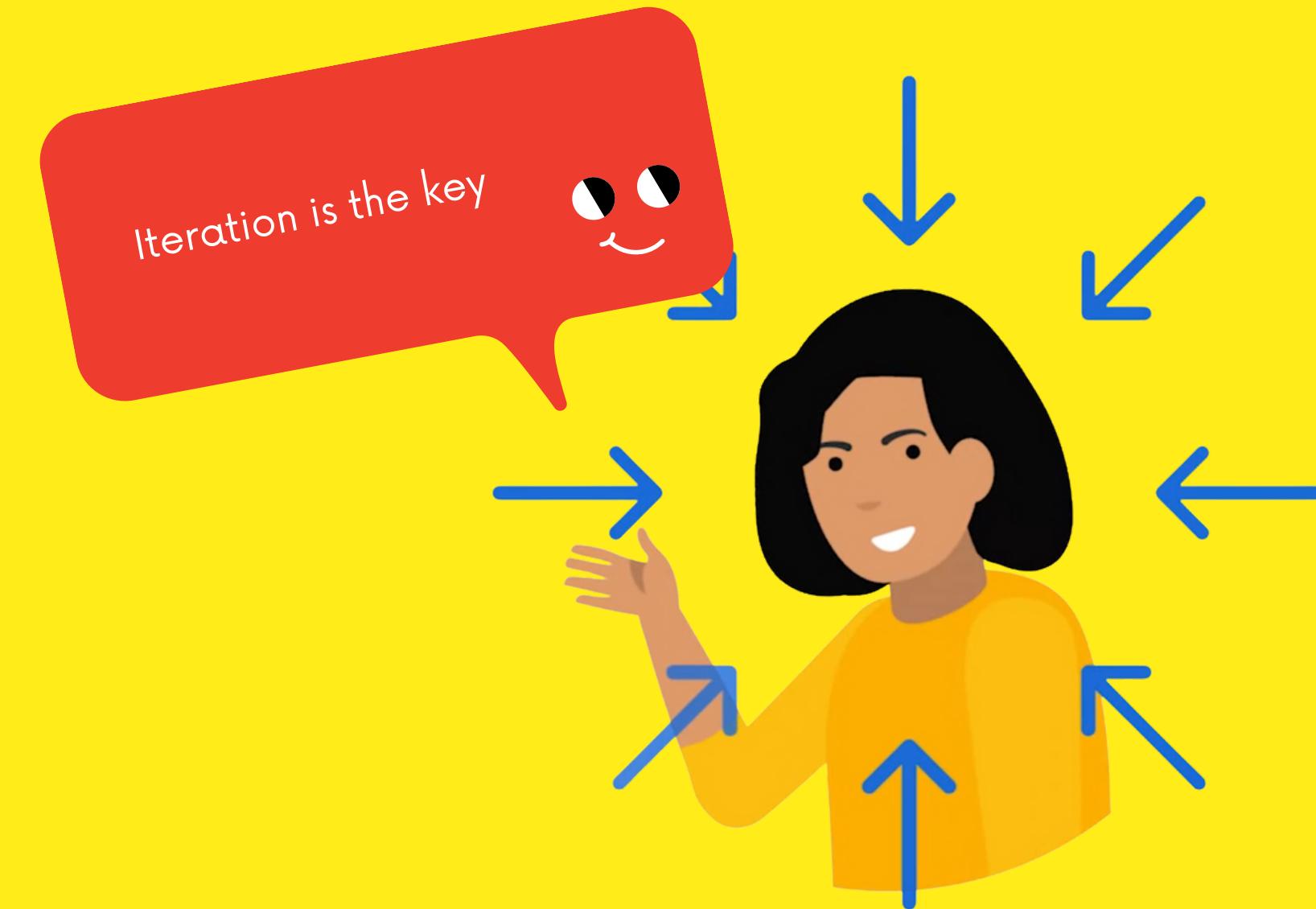
- User Satisfaction
- User Engagement
- Brand Perception and Loyalty
- Business Success
- Differentiating and Competitive Advantage
- Cost saving

In summary, good UI/UX design is vital for creating successful products. It not only impacts user satisfaction and engagement but also contributes to brand perception, customer loyalty, and overall business success. By prioritizing UI/UX design, businesses can create exceptional experiences that drive user adoption, differentiate from competitors, and ultimately lead to long-term growth and profitability.



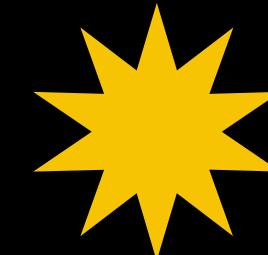
User Centered Design

1. Understand
2. Specify
3. Design
4. Evaluate



"There is no substitute for personally watching and listening to real people"- Larry Page, Founder, Google

Designing for cross platforms & the 4c's



Things to consider

- Screen size
- Interaction
- Context layout
- Functionality



The 4 C's



Consistency



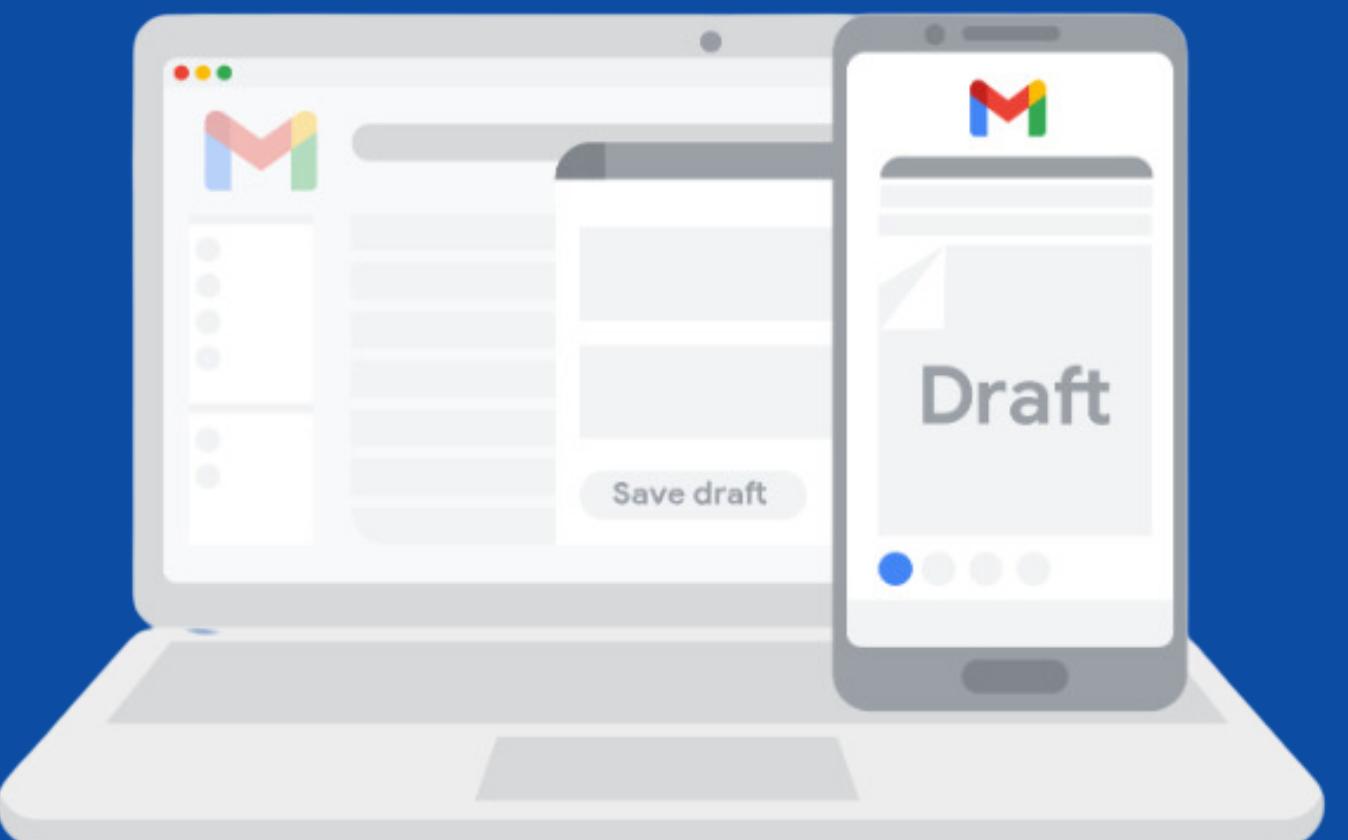
Consistency: Most companies have specific design guidelines that need to be followed in order to stay consistent with their brand identity, which refers to the visual appearance and voice of a company. When designing a product, it's essential to stay true to the company's brand guidelines in order to maintain consistency across platforms and drive brand awareness.



Continuity

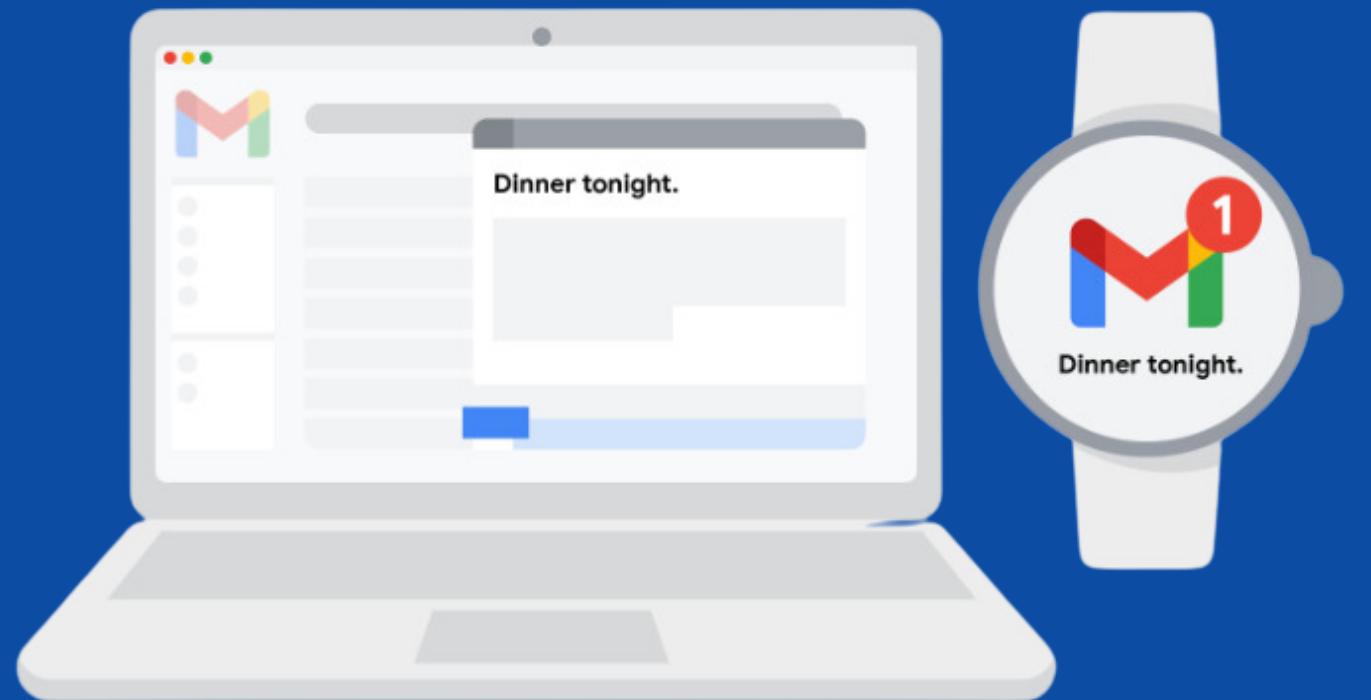
Continuity: To provide users with a seamless experience as they move between platforms, UX designers also have to prioritize continuity.

Continuity in design means that users can maintain their progress as they move from one platform to the next. The user experience for each platform might be slightly different, but the product's functionality should still be connected. Without continuity, users can become frustrated if the progress of their experience does not carry across platforms.





Context



Context: It's also important to consider the context of each platform you're designing for. This means thinking about when and how users prefer to interact with certain features on different platforms. Considering that a user might check their email on a smartwatch as they sit in their car after they get home from work, then designing with that situation in mind, is an example of context.



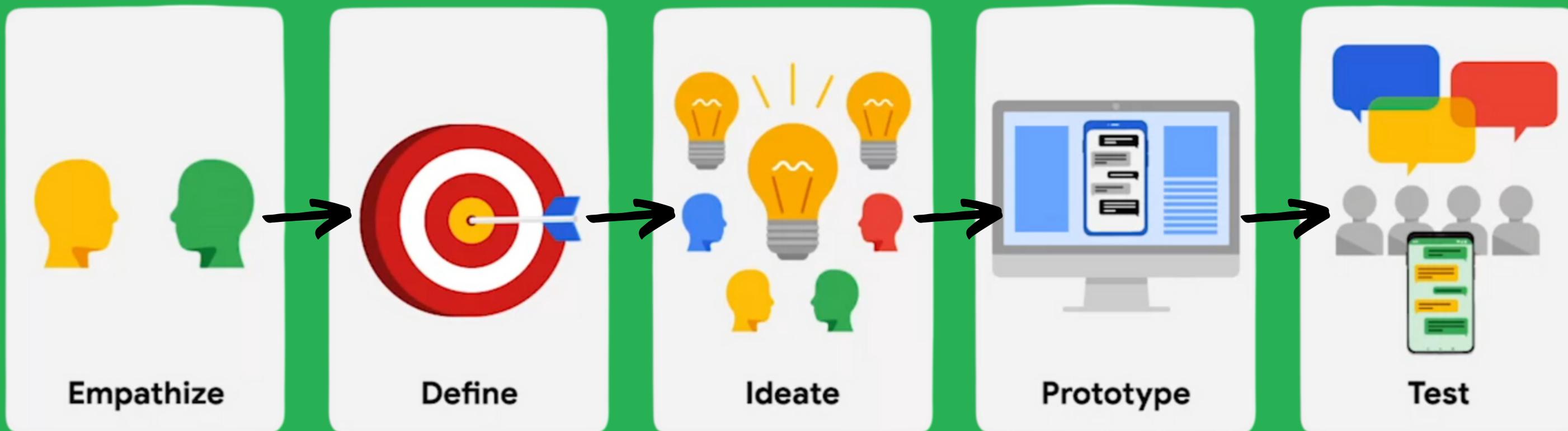
Complementary

Complementary: One way to create a great cross-platform user experience is to make sure that the design of each platform adds something new for the user. Taking into account how each platform could uniquely enrich the overall user experience is the best way to create complementary UX designs.





Ideal Design Process





1. Empathy

The ability to understand someone else's feeling or thought in a situation.

Deeply understanding users' needs helps you create well-researched personas that lay the groundwork for your product design.



Empathize with users:

- Personas
- User Stories
- User Journey Maps



What is persona?

Personas are fictional users whose goals and characteristics represent the needs of a larger group of users. Each persona that you create will represent a group of users with similar characteristics that you've learned about through your research. Personas are key to the design process because they reflect the lifestyles of users and give your team an idea of how to meet users' needs or challenges.



A cartoon illustration of a woman named Daniela, who is seated in a wheelchair. She is smiling and holding a small golden retriever puppy. The background is plain white.

Daniela

Age: 48
Education: Master's degree
Hometown: Atlanta, Georgia, USA
Family: Married, two children
Occupation: Film producer

"I'm not sure how I feel about having a stranger in my house and trusting them with our puppy."

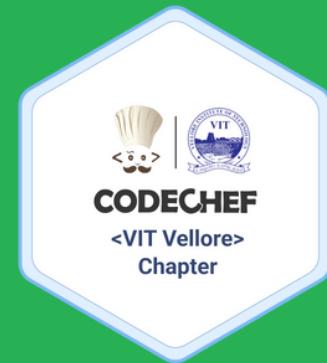
Goals

- Find a dog walker while they and their family are traveling.
- Hire an experienced, knowledgeable dog walker.

Frustrations

- Traveling more for work so they have less time with the puppy.
- Concerned about trusting strangers in the house or with dog.

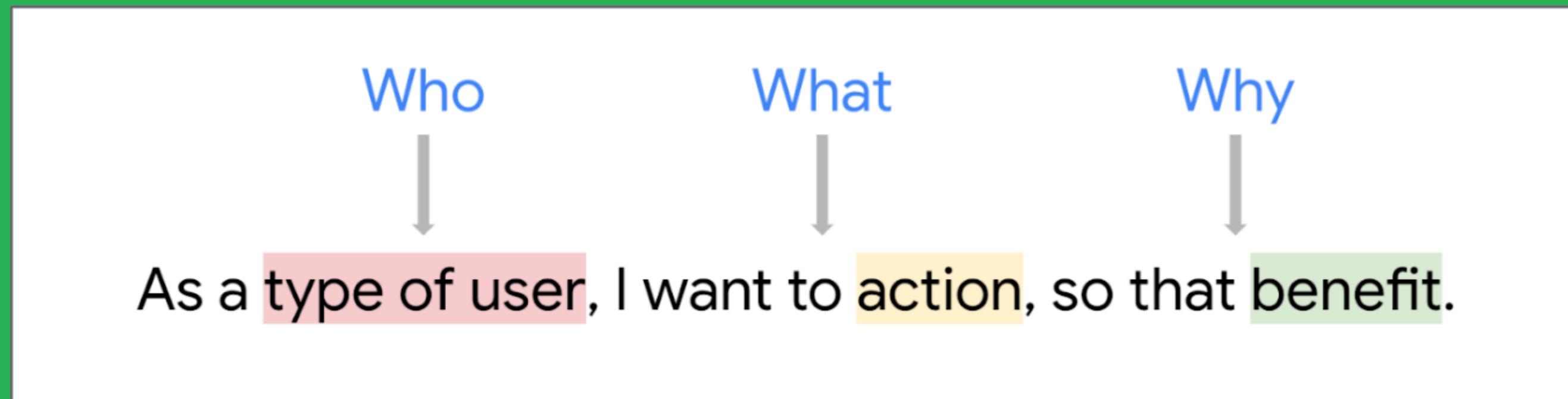
Daniela is a 48-year-old freelance film producer who lives with their partner and two children. The family recently adopted a golden retriever named Cisco. Daniela often travels for work, and the family takes regular trips for the kids' gymnastics competitions. Daniela wants to find a dog walker to care for their puppy while the family is traveling. Daniela would be most comfortable hiring someone who knows how to properly care for puppies.

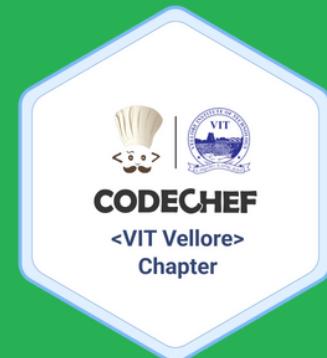


What are user stories?

A user story is a fictional one-sentence story told from the persona's point of view to inspire and inform design decisions. User stories are short and impactful, with a clear action and benefit.

Ex: As a user, I want to cancel my tickets, so that I don't lose my money in case of accident.



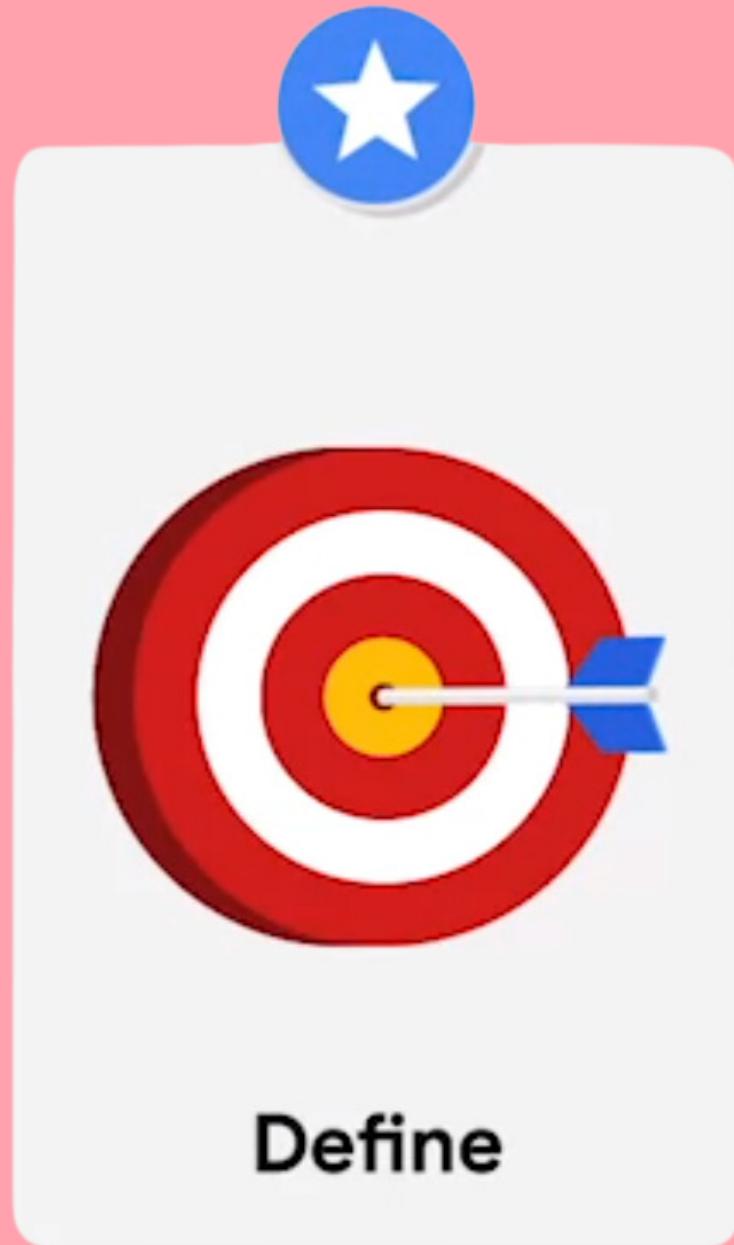


What are User Journey Maps:

A user journey is the series of experiences a user has as they achieve a specific goal. Because user journeys can be very intricate, designers often create maps to organize the steps and outcomes from various journeys that users could take. After all, if you can't put yourself in the user's shoes, you can't be sure your design will really help them!

Retail customer journey





2. Define

In this stage of the process, you need to propose a specific, measurable product solution that best addresses your users' goals and pain points. i.e. create problem statements.



Problem Statement

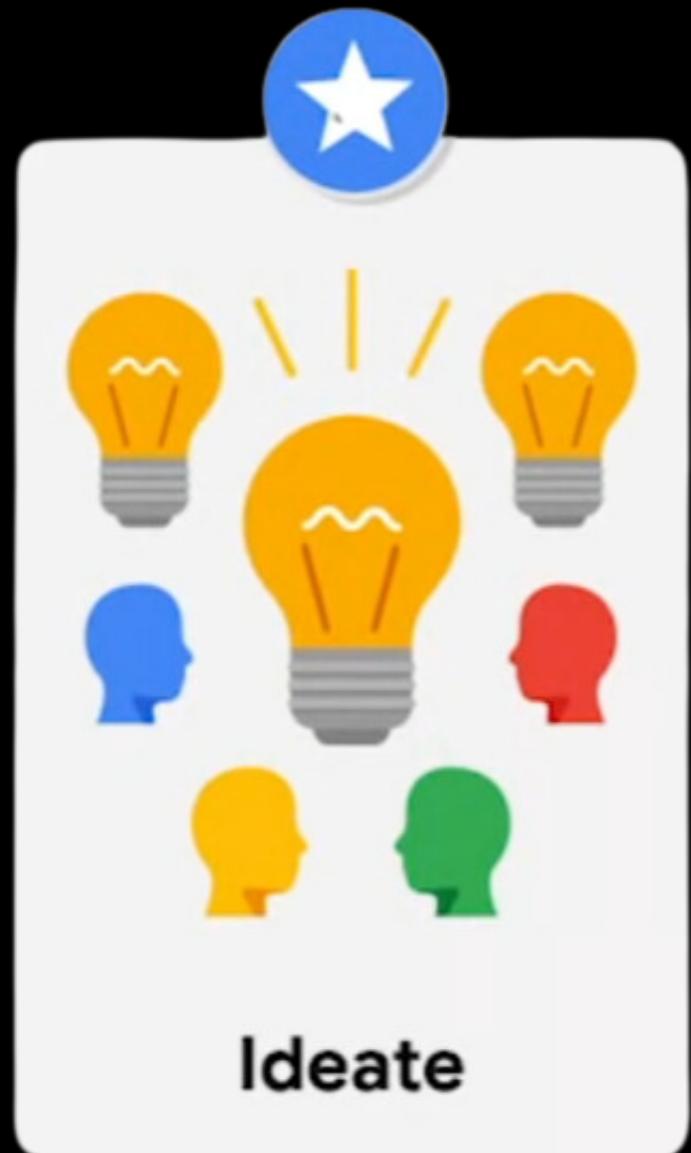
- Human-centered
- Broad enough for creative freedom
- Narrow enough to be solved by a design solution



Problem Statement

WHO is a/an WHO who needs WHAT because WHY?

Example: Cam is a/an working student who needs reminders, suggestions, and coaching to cook more often with fresh ingredients because they like to cook and want to make it a part of their routine.



3. Ideate

During this phase, you will sketch some ideas for implementations and interfaces that your user can interact with as part of your design solution. This is when you get to put all that research from the first two stages of the design process into action.



Ideate design solutions

- Competitive audit : to check out the strengths and weakness of your competitors
- Ideation sketches using crazy eights
- How might we?
- Storyboards



4. Prototype



An early model of the product that demonstrates its functionality. The goal of prototyping is to identify and solve problems related to the function of your app. Later, you'll get a chance to test your prototype with real people and receive feedback to improve your designs.



This is how a lo-fidelity prototype may look like!

Benefits of lo-fi prototypes:

1. Quick and cost-effective.
2. Early exploration of ideas.
3. Focus on functionality and user flow.
4. Encourages collaboration and feedback.
5. Iterative improvement.
6. Reduced attachment and flexibility.





Testing a lo-fi prototype:

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

Elements of UX Research plan:

1. Project Background (Why)
2. Research goals (What might be the outcome)
3. Research questions (Detailed questions)
4. KPI'S
5. Methodology (Outline the steps)
6. Participants (Who)
7. Script (Discussion)



Testing a lo-fi prototype:

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

There are two types of usability studies:

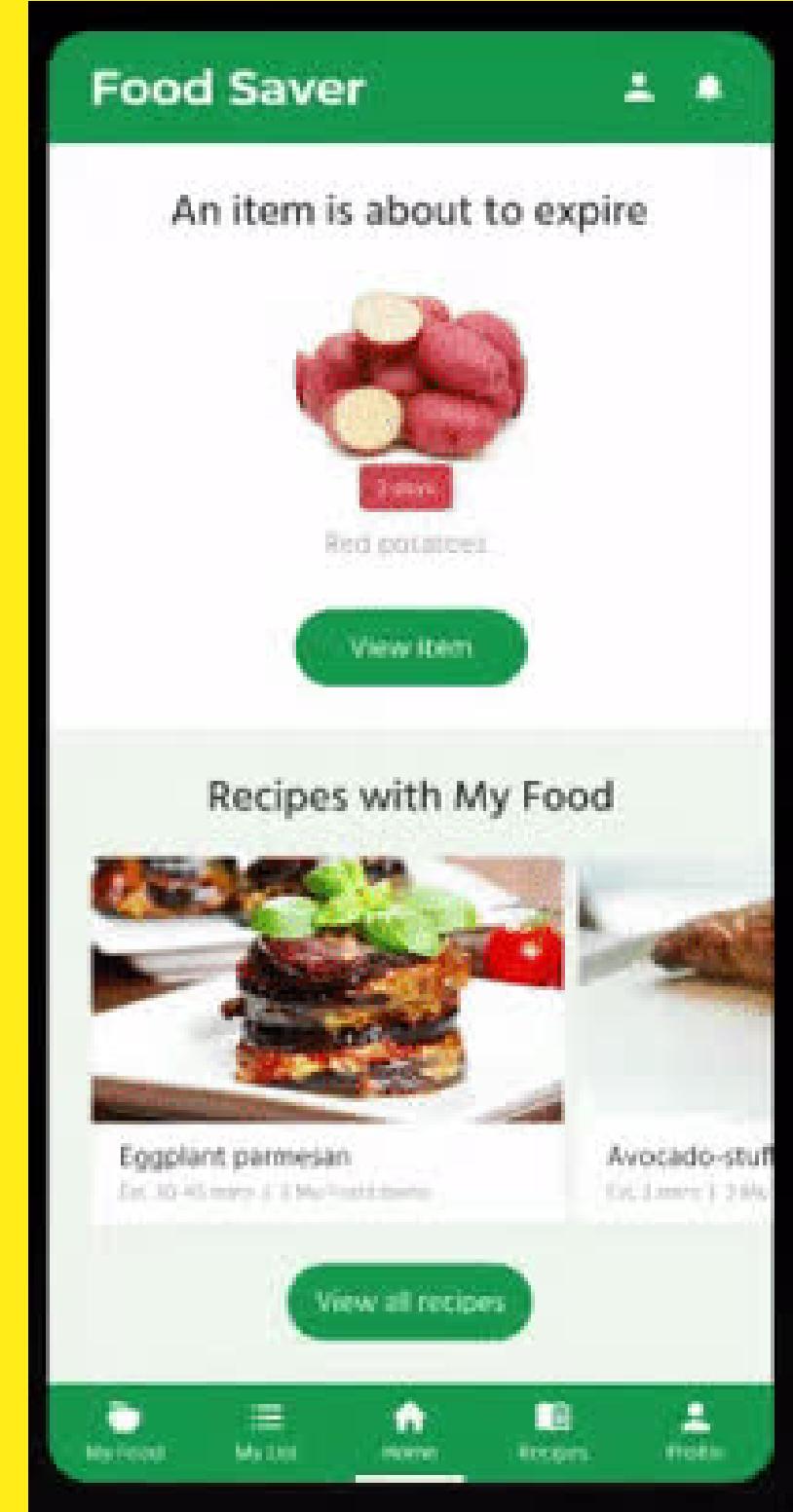
1. Moderated usability study
2. Unmoderated usability study



This is how a high-fidelity prototype may look like!

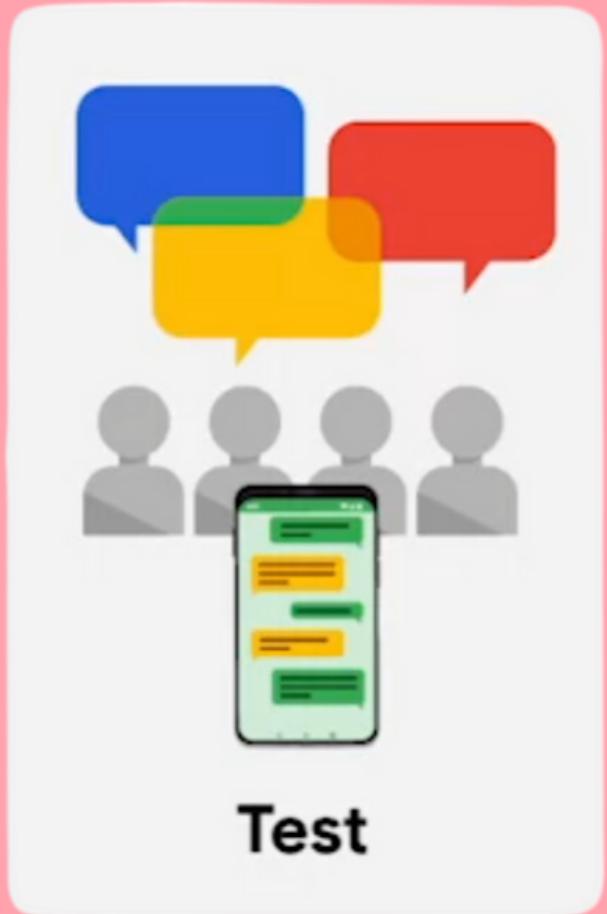
Benefits of high-fi prototypes:

1. Realistic representation of the final product
2. Effective user testing and feedback
3. Clear communication of design intent
4. Efficient decision-making based on accurate representations
5. Increased stakeholder engagement and enthusiasm
6. Iterative design improvement based on user and stakeholder input





5. Test



Testing phase is when the final solution of a product is tested on a full scale. It helps to evaluate whether a solution might or might not work. The prototype that's considered best after considering the feedback from customers and end-users is implemented. The Testing stage can provide both positive and negative results, depending on the success and failure of the Prototype stage.



How is User-Testing conducted?

1. Let end-users analyse multiple prototypes
2. Allow end-users to experience the prototypes in real-time
3. Encourage users to be vocal through their experience
4. Observe while the user interacts with the prototype
5. Have follow-up queries



Problem-solving using User Testing

1. It saves both money and time.
2. It helps reveal unexpected insights.
3. It helps provide enhanced user satisfaction.



Do's and Don't



So let's begin to understand how to create amazing, clean and professional interfaces!



Horizontal alignment



A mobile-style form with three input fields: Email, Password, and Contact. Each field has its label on the left and the input field to its right. A large blue 'Submit' button is at the bottom.

Email	<input type="text"/>
Password	<input type="text"/>
Contact	<input type="text"/>

Submit



A mobile-style form with three input fields: Email, Password, and Contact. Each field has its label on the left and the input field to its right. A large blue 'Submit' button is at the bottom.

Email	<input type="text"/>
Password	<input type="text"/>
Contact	<input type="text"/>

Submit

Zig-zag alignment looks very hard to follow and unprofessional

Horizontal alignment increases readability and makes the design feel consistent, help filling details faster.



Icon-Label Representation



- New Tab
- New Incognito Tab
- History
- Downloads
- Bookmarks
- Settings



- + New Tab
- >New Incognito Tab
- Downloads
- History
- Bookmarks
- Settings

Avoiding visual elements like icons make the UI complex and dull

Adding icons with labels represents rational UI



Process bar



Payment

Card Number

Expires on Cvv

Name on Card

Pay Now



Address details Payment

1 2 3

Card Number

Expires on Cvv

Name on Card

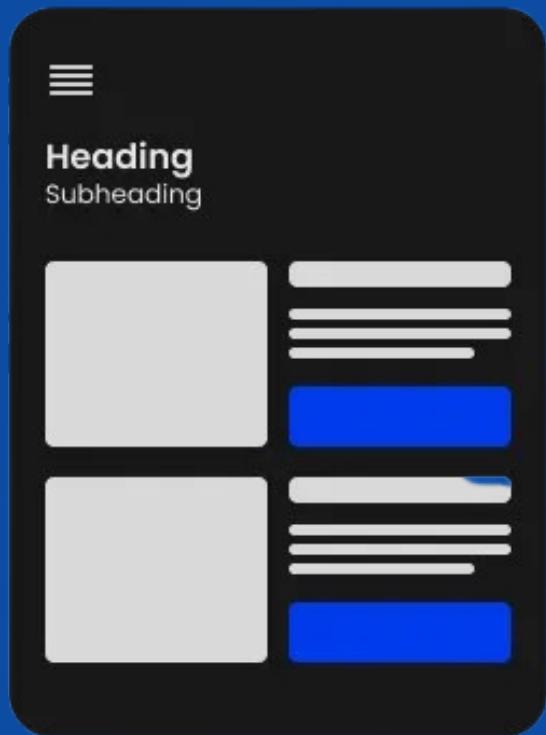
Pay Now

With such UI user won't
be able to track
progress or flow

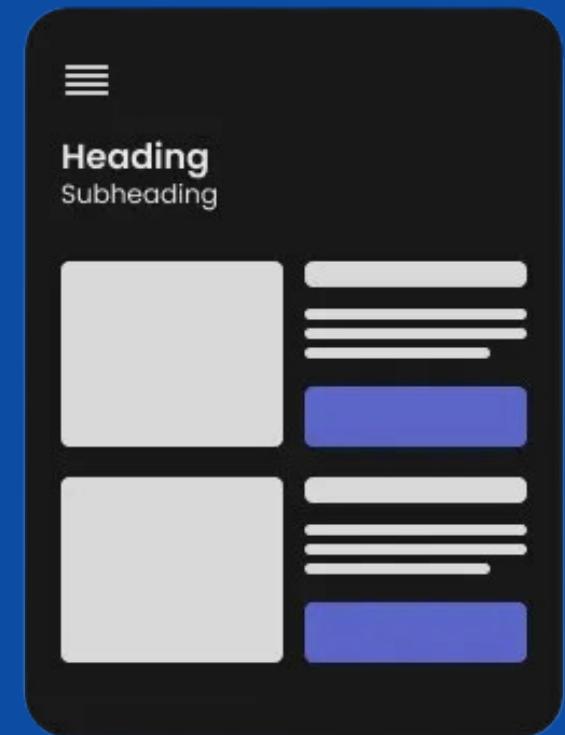
Giving a progress bar at
the top, helps the user
know where they are in
the process.



Limit Saturation



Adding high/peak contrast color with elements disgrades with balance contrast of the UI



Limit the saturation around 180-250 of tone level is the best to balance contrast



Button Hierarchy

A screenshot of a mobile-style login screen. At the top, it says "Welcome Back" and "Login to your account". Below that are two input fields: "Username" and "Password", each with a "Forgot password?" link below it. At the bottom are two blue buttons: a larger one labeled "Log in" and a smaller one labeled "Sign up".

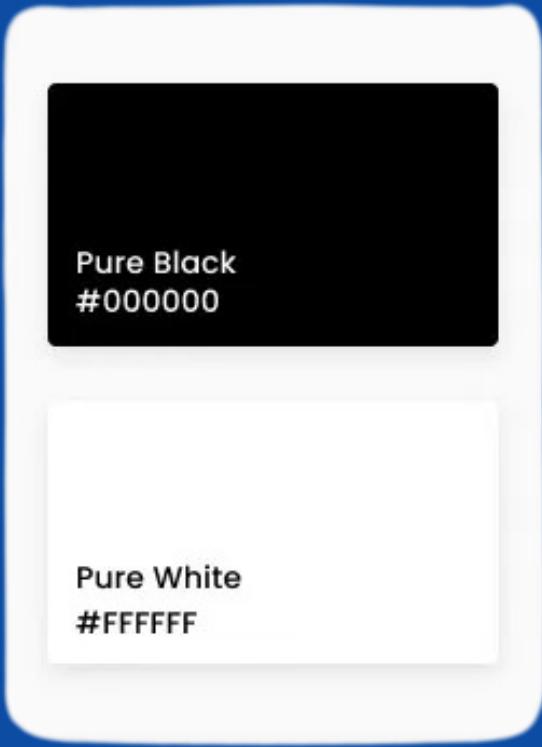
Placing buttons like this creates ambiguity. There should be only one primary button.

A screenshot of the same mobile-style login screen as the first one. The layout is identical, but the "Sign up" button is now much smaller and less prominent than the "Log in" button, which remains large and blue.

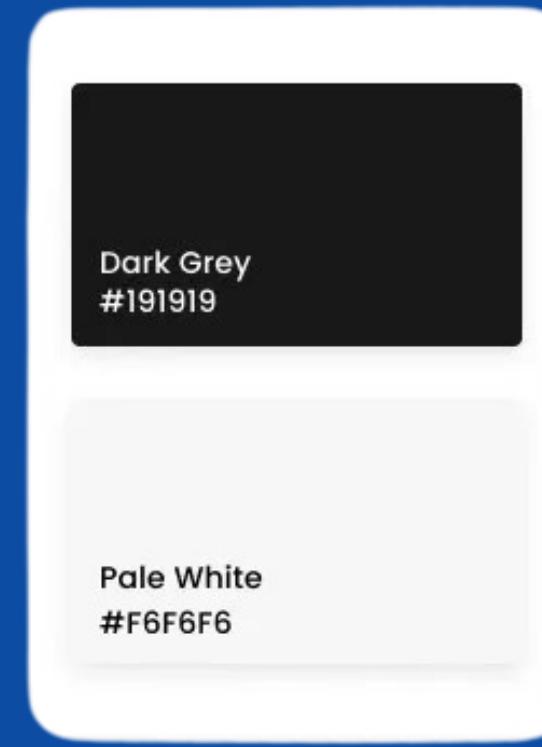
Rather than making buttons, you can add bold text highlighting option to sign-up.



Say No to #000000 and #FFFFFF



Avoid using pure whites and blacks, this can cause irritation to user eye.



Instead of pure whites or pure blacks, use dark greys and off whites



Button Hierarchy

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Resources and Tools

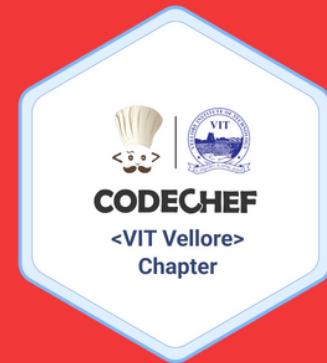




Online Communities and Forums:

1. UX Stack Exchange (ux.stackexchange.com): UX Stack Exchange is a question-and-answer platform where you can find a community of UX professionals and enthusiasts. It's a great place to ask specific design-related questions and learn from others' experiences.
2. Designer Hangout (designerhangout.co): Designer Hangout is an online community of UX/UI designers. It offers a platform for networking, knowledge sharing, and discussion on various design-related topics.





Design Podcasts

1. "UI Breakfast" (uibreakfast.com): UI Breakfast is a podcast hosted by Jane Portman, focusing on actionable advice and interviews with industry experts on UI/UX design, product design, and entrepreneurship.
2. "Design Matters" (designmattersmedia.com/designmatters): Design Matters is a podcast hosted by Debbie Millman, featuring interviews with leading designers and creative thinkers discussing a wide range of design-related topics.

GOOD
JOB



Design Inspiration and Case Studies:



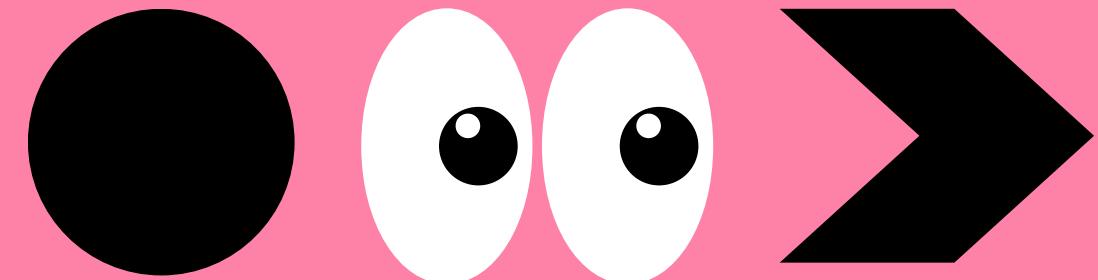
1. Behance (www.behance.net): Behance is a popular platform owned by Adobe that allows designers to showcase their portfolios, discover creative work, and connect with other designers and potential clients.
2. Dribbble (dribbble.com): Dribbble is a community platform where designers, illustrators, and other creative professionals share their work, get feedback, and connect with others in the design community. It focuses on visual snapshots or "shots" of designs.
3. Pinterest (www.pinterest.com): While Pinterest is not solely dedicated to design, it is a visual discovery platform where designers can create boards and collect and share design inspiration from various sources. It offers a vast collection of design-related content.
4. UX Collective (uxdesign.cc): UX Collective is an online publication and community platform that focuses on user experience design. Designers can contribute articles, case studies, and insights, and engage in discussions related to UX design.
5. Awwwards (www.awwwards.com): Awwwards is a platform that recognizes and showcases exceptional web design and creativity. It features curated collections of websites, provides design inspiration, and hosts awards to honor outstanding digital design work.
6. Designer News (www.designernews.co): Designer News is a community-driven platform where designers can share design-related articles, news, resources, and engage in discussions with fellow designers.





Design Thinking and User Research:

1. IDEO Design Kit (designkit.org): IDEO's Design Kit provides resources, tools, and case studies to learn about design thinking and applying it to real-world challenges. It offers practical methods and exercises for understanding user needs and ideating solutions.
2. Usability.gov (usability.gov): Usability.gov is a website maintained by the U.S. government that provides guidelines, best practices, and resources for conducting user research and usability testing. It offers insights on user-centered design and accessibility.





THANK YOU!

Stay tuned and connected with us for more such amazing sessions! Thank you!

