UX-design and graphic image editing

Chapter 1

20 University points

Registration!

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Overview

1) **Introduction and the foundation of UX design**
2) Design Research
3) Information architecture to build a digital product - Lab
4) Wireframing
5) User testing and pixel perfect design
6) Photoshop and sketch - Lab
7) Image editing for the web
8) Accessibility
9) Graphic resources for web applications
10) Repetition
11) Test

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The course overview

User Experience

We will be going through the following areas:

- Course plan

How to do exercises and labs:
- It will help you to complete the exercises, by at least the next chapter. The course follows the process of making a website or app, which will be the examination task for you. Therefore the idea is that you follow these steps so that you can understand the course contents and best use it to support your own design process.
- The two lab sessions will need your attendance, as we will be doing most workshops on these days.
- Ping pong
- The exercises in the other days are by choice,

Examination task
- Will include a design report of the creation of a website design. The specific elements of this are in the final examination description.
- If you include more exercises than this it will add to your likelihood of getting a high pass mark.
- The examination will be a presentation for 7 minutes about your design process (which you will be stopped at 7 mins) and to answer questions about your decisions.
- Write everything down in a google documents or slides, or any program which

- you feel comfortable using, starting today. This can be thoughts, visual references, sources or documentation of your ideas. The final examination task will include a report of your design process of a website, and so the more you include in your report the exercises we do during lessons, the higher grade you will get.

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Chapter 1

Introduction and the foundation of UX design

Chapter one of this course will cover a wider explanation of UX design and what it entails.

This will include the ideas behind UX design, and the main themes that arise whilst working as a UX designer.

This chapter will also include a lighter explanation of the process of designing digital products. These topics will be covered more fully in later chapters of the course, and so, try not to worry if you don't understand them fully during this chapter. They will be developed later on.

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Introduction and the foundation of UX design

To contents of the following chapter are as follows.

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User Experience design has become the tech world's latest 'buzz word' in recent years and yet it still is a relatively misunderstood job title. Especially for those who don't work within the tech industry. There are, for example, not many degrees in 'user experience' design, but indeed in 'product design' for example.

Question:

What is your existing understanding of User Experience design?

Pic source:
http://nowiknow.com/quizzes/lots-of-random-questions/question-mark-background-vector/

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1.1 What is the User Experience?

The overall goal of a UX designer is to build effective interfaces for digital services which come together to build a positive EXPERIENCE. The service is represented by companies, and acts as their product to customers in combination with other mediums. The User experience of a brand can be seen to cover every product they use, to every shop they visit, every employee they encounter as part of support and the app which they use connected to it. It is important therefore that a UX designer is able to understand the bigger picture of a customer's contact with the brand they are working with so that they are able to design solutions which match that brand's goals of the experience they want to offer customers in its entirety.

A good way to evaluate a company's UX is to ask yourself: As you're interacting with a site or a company, how does it make you feel? If you feel positive and relaxed that normally means that the company has effectively anticipated your needs within their service and matched them accordingly; i.e. good UX. If your feeling is that of stress, or dread, the company has failed to create a user experience which is good enough, and therefore you are probably less likely to use their services again.

The types of products that UX design works with vary on a huge scale with new types of products being developed all the time in today's fast paced technology branch. This could range from businesses offering a clear product (such as spotify which offers music and audio) and shops online, to businesses which offer highly developed services that maybe no longer offer physical products, such as banks which need to make money and finances smooth for their customers. (even though you may never actually physically touch the money that you are controlling on the app).

Question:
What are your favourite apps or websites that you use and why?
Are there any websites or apps you have used that made you feel specifically good or bad? What about them achieved this?
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1.1 What does a UX designer do?

- Logos and visual identity
- Information architecture
- Wireframing
- User testing
- User Interface design
- Art direction
- Strategic thinking within business
- Marketing and content
- Communication materials
- Front end development

UX design covers a wide scale and is made up many different areas and skills. These can be in different variations from person to person, and has had many names before such as interaction designer or digital designer etc.

Someone could be a user interface designer, who focuses more on pixel perfect interface design, this person may want little to do with the ideation of a service, whereas a UX designer generally is involved in the very beginning of the creation of a digital product, all the way through to delivery. UX designers tend to play an important role in strategizing the concept of a service, way before the stage of translating that into an interface design.

One thing to clear up is that user experience (UX) is not the same as user interface (UI). User interface is what the user sees. On a website it would be web pages, things like text, color, pictures, video etc. UI in this is sense is a huge part of UX, but it is only one part.

As a UX designer, you don't have to be an expert in everything, the best jobs are those which require you to work with the areas which you find fulfilling and match your interests. If you allow yourself to be open to trying new tasks, your repertoire will grow naturally and your skills within the wide umbrella of UX will strengthen.

Now we will look at some of the general components which are involved in UX design.
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1.1 Art Direction
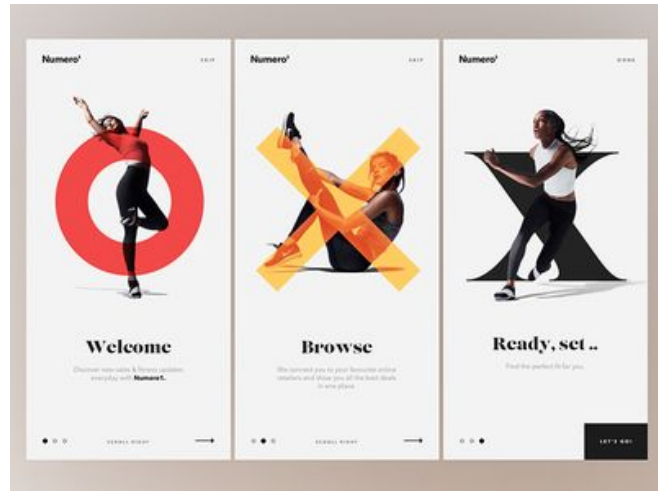
Art Direction

The term art direction can be applied to a range of branches including User Experience design.

It generally refers to the overall impact of a visual, which can vary from a fashion shoot to the visual identity of a brand. There is a clear overlap between tech and media within the realm of art direction. A content agency might be creating a brand including the visual handbook and media campaigns which would be completed by their art director and graphic designers. They may need to change the look and feel of a brand's website and therefore build up the website with the inhouse UX designer for example.

Art direction refers essentially to the visual presence of an organisation. It deals with ensuring that this identity is consistent from website, to magazine features to social media channels to its app.

Sometimes with smaller projects, the art direction hasn't been defined and so the UX designer may need to lead it themselves. This may be enjoyed by some UX designers and despised by others, it depends on the individual and their strengths.

Questions:
What main goals do you think an art direction should achieve?
How would you go about getting inspiration in order to create the art direction of a

new website?

Pics:
https://www.interaction-design.org/literature/article/ux-tools-wireframing-and-prototyping-tools
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1.1 Logos and visual identity

A logo and visual identity should represent the brand's message visually. This includes the name of a brand as much as the visual elements which come out of that name. They should encompass the tone of voice that the brand wants to stand for and it is a way to connect with customers on an emotional level. The stronger the logo and identity, the more recognisable it is for customers. It should represent the corporate image consistently through all channels.

Most organisations have a whole team who put together visual identities, implement their visual identity, keeping it updated and consistent. A UX designer will then be passed on the visual identity book where dimensions, colour schemes and logos are provided to then be extracted into the UX project. It is important for the app or website to stay true to the visual identity which the client has.

Question:
Do you think it is better for a brand to have a stand out logo, or a more abstract logo?

Pic source: http://www.gocre8.co.uk/portfolio-item/branding-logo-design/

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1.1 Strategic thinking within business

Strategic thinking within business

The relationship between business strategy and design is incredibly important today.

A business strategy is the plan implemented for a company to be profitable. This relies heavily on customer retention, that is keeping loyal customers by making sure their needs are met as well as attracting new customers. The strategy defines which products will be marketed and which will be discontinued as offerings within a company.

The choice that customers make on which products to purchase and which company to buy into, depends on price and benefits of that product or service. The value found in a product or service are developable from market research in the design process and help determine which qualities will make the product competitive. Therefore design research is complementary to business strategy.

The design of a service and products can be strengthened immensely through awareness of the business goals of an organisation. If there is a plan for the business the design can help support it in that direction. Therefore the more you know about the business strategy, the stronger the design solution will be and the quicker the business goals will be reached. Design can be inspired by business and equally business can be inspired by design. There is no correct order and in most cases is an organic development.

Question: Can you name any companies that incorporate design as part of their business strategy, and how?

Pic source: http://2creativo.net/en/200_2creativo.htm

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1.1 The UX umbrella

Visual design

Information Architecture

Interaction Design

Usability

User Research

Content strategy

The following areas are all parts of the process used when creating a User Experience.

Visual Design The look and feel which make up the user interface. This is what the users see. This could include components such as buttons, icons and is based upon the design identities of the brand's logo and colour scheme that you are working for. This is sometimes called graphic design or visual communication. These components are usually defined by an established client, and are then applied into new design solutions as to keep the brand's visual identity consistent.

Information Architecture How the information on the site is structured. This takes into account the navigation of the site, the metadata used to describe content, the labeling and the overall sitemap of a site. The information architecture is the key stage before views or pages are created in the UX design process. The information architecture can range from being extremely complex and powerful to relatively simple depending on a project's age and size. When developing information architecture, one could see it as a puzzle which needs to be fit together perfectly. This is often made by a UX designer and information architect with the advice from back-end and front-end developers.

Interaction Design Has some overlap with Visual Design in that many interactions may also be seen, but here we are more concerned with behaviour. For example, maybe its drag and drop or maybe it's the animation of a button when you click on it. Or the flow of a shopping cart experience.

Usability Is a measure of how easy something is to use. And this is a huge factor in a positive user experience. Usability relies on cognitive functions within UX and how people take in visual information. It can be improved greatly by usability testing where specific flows are tested on multiple users.

**User Research** Is all about understanding your users. What do they value, what do they need, what do they expect, how do they use something, why do they have problems using something, etc.

Content Strategy This refers to the planning, creation and management of content on a site. In other words, what goes on the site as far as text, images and videos and so forth.

Questions:
Which stages of the process do you think you would enjoy working with and why?

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1.1 The three pillars of UX design
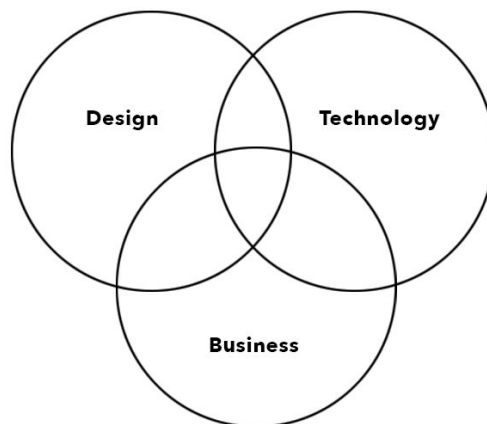
The key is to find the sweet spot within these three different pillars when making a digital product. This is a difficult balance to keep as it oftens surrounds complex issues such as: budgets in business, the different skills available in the team and design constrictions. An effective UX solution must take into account the three areas in order to be a long lasting solution.

The three pillars of UX include:

Technology - It is crucial to ensure that something is built accurately and to a high standard when design a digital product. This technology should be the most up-to-date as possible and should plan for upcoming trends in the market. Technological advances are often coming from the development or interactivity of a digital product. Front end developers are responsible for creating a functional implementation of a product's interface and so are often leading the technological advances of a site or app.

Design - Design is more powerful than purely aesthetics, this includes functionality and user oriented design. The UX design is responsible for how a service feels to use, UI design is responsible for the layout. The design should support the users in an effective way which helps them to complete tasks as parts of the larger scope of a service. The design is an area which we will look at with much more detail, and is intrinsically linked with the other two pillars.

Business - The most effective UX designers are able to understand business needs

and to translate these into the above two pillars. A lot of businesses rely on software as their main offer to customers today and so, are investing heavily into the UX development of their products. The sooner a UX designer is able to grasp the business needs of a client, the better they can steer the design of the finished digital product. We will look more closely at the research required to understand the business needs of a digital product later.

Questions: Which of these areas do you have most experience in, which do you find most intriguing in its impact in user experience?

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Question:

Does anyone know how the profession of UX design came about?
Which type of 'degree' does someone need to be a UX designer?

Pic source:
http://nowiknow.com/quizzes/lots-of-random-questions/question-mark-background-vector/

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Paus! Next up: UX History

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1.2 UX Design History

1935: Alan Turing

UX design history

1940: Alan Turing was an English mathematician and physicist who lived during the first world war. He was driven by his passion of understanding nature's laws and how to optimise them.

During his time at cambridge he transitioned from the philosophical questions to that of the intellectual nature within his career. Even though he was a specialist in mathematics, he had an incredibly philosophical mind which wanted to solve the laws of human nature as part of the larger laws of physics, there was no distinction in the two for him. The direction in which his life continued could never have been foreseen by his fellow intellectuals at cambridge who slotted themselves into the different areas of scientific exploration.

In 1935, Turing set about to answer a hypothetical question, 'Could there exist a definite method by which it could be decided whether any mathematical assertion was provable?'. In other words, is there a defined rule to which all mathematical problems can be solved?

In answering this questions, he analysed how people performed a methodical process to answer mathematical questions and then built a 'decision' mechanical machine which copied the human method. It was able to perform certain elementary questions and operations and express these with symbols. The machine was ruled by 'definite methods', showing the transition between the human mind performing a mental

process and how a machine can recreate those defined processes.

Even though Turing would not have defined his work as the basis for computer development, that is what has happened. In two hundred years, these findings will be taking another form and therefore his work will be the basis for the future's machines which perform complex tasks, mechanical or digital.

Questions: Has anyone seen the film The Imitation Game?

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1.2 UX Design History
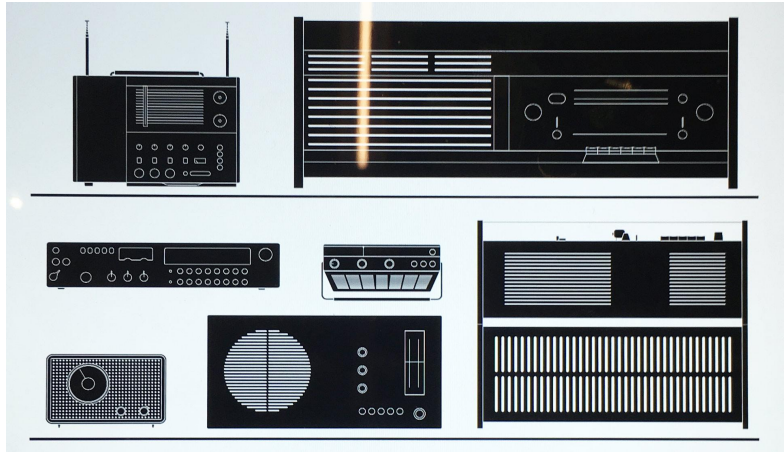
1950s: Dieter Rams

UX design history

1950s: Dieter Rams who worked with the product development of electrical brand Braun compiled a design style of 'every detail must have a justification for its existence, otherwise it shouldn't be there'. This lead him to simplify the physical product form of electrical devices. This links closely to design which is explanatory, simple to use and easy to visually understand. At the time he created these principles, a lot of design was very confusing, poorly executed and quite simply not following the functionality which Rams placed so much value on. The interesting thing with Rams is that even though he was designing 3D physical products, his designs were very one dimensional, most of his designs are onto a 'face' of a rectangular product. It is almost as if he was designing electrical products in the phase between their transition to a digital interface. Not only this lends itself to the development of UX design but also, Dieter Rams created a way to make solutions which had little prestige about the style of 'look' of a brand. Instead he constantly questioned the details in his designs, asking his team whether it could be simplified even further (which in itself became a visual style for the Braun brand). This form of working, questioning, validating and refining is the basis for UX design today. The decisions you make should be functional and as 'pure' as possible and should always be developed further, the visual identity of a brand is more the stage of user interface design. Designers no longer take such heavy ownership on solutions, in fact their professionalism is defined by their ability to 'kill their babies' in the face of logical changes to designs. Quite simply, nothing is ever perfectly designed. So a good attitue when it comes to UX design is an openness to discussion and improvement.

Question: Is anyone familiar with the 10 rules of Dieter Rams' ten design principles?

- Good design is innovative
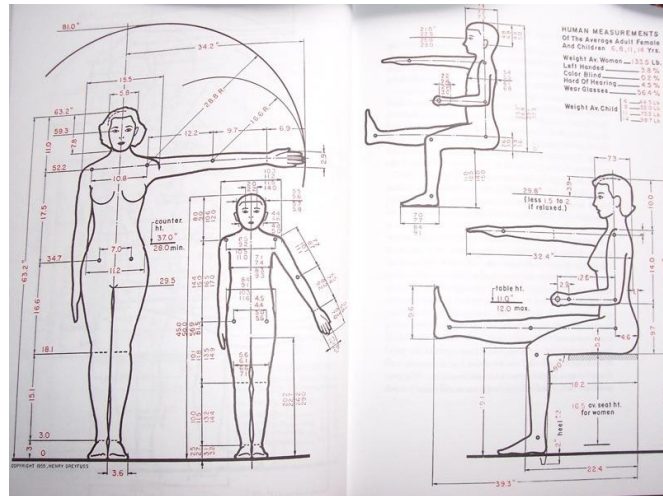- Makes a product useful
- Is aesthetic
- Is unobtrusive
- Honest

Picture source:
https://www.linkedin.com/pulse/why-dieter-rams-godfather-ux-design-jaz-kilmister/

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1.2 UX Design History

1955: Henry Dreyfuss

UX design history

1955: Henry Dreyfuss developed the principles for design which matches people's bodily measurements and functions. There are of course many different sizes of humans and Dreyfuss made a study of these measurements in order to compile averages which work for the majority of the population. This study is otherwise known as 'ergonomic design' and is part of the discipline used within industrial design (the design of mass produced products). Even though this was concerning physical products, the theories have developed to scale into the cognitive functions of the brain today that are connected closely to well functioning interfaces. Iinstead of how tall a chair should be, UX design focusses on questions such as how the eyes read a screen's hierarchy which helps inform the decision of where to place a save button.

Dreyfuss wrote back in 1955: "*When the point of contact between the product and the people becomes a point of friction, then the industrial designer has failed. On the other hand, if people are made safer, more comfortable, more eager to purchase, more efficient—or just plain happier—by contact with the product, then the designer has succeeded.*" The rules of ergonomic design have set a foundation for user experience design and what it is today. The principles are exactly the same, they are just applied to a different medium and scale. This is sure to keep on developing with time, especially with advances in Virtual Reality.

Pic source:
http://www.designersreviewofbooks.com/wp-content/uploads/2009/05/dreyfuss-01.jpg

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1.2 UX Design History

1995: Don Norman

UX design history

1995: Don Norman (a cognitive psychologist and designer) worked with Apple computers to develop their products as a user experience architect. He came up with the term 'User Experience' to describe the broad set of activities that they were working with at the time. He came up with the term because he felt that the existing terms were too limited, he felt there needed to be a term which was wider than that focussed on just interfaces or just physical products. He therefore came up with a phrase which covered the entire spectrum of user interactions of a company.

One of the many reasons why Apple has become so popular, originated from the developments made within computing. They endeavoured to make them relatable to human nature. Before this computers had been machines only used by specialist who had studied how to manage and make use of them. Since then, Apple products have always been designed with users as the focus. That is why their products feel generally better to use; they function in tune with human nature and behaviour and it is this focus which defines UX design. This is consistent through their hardware as the main focus, followed by their software and equally so in their branding and visual marketing.

Whether or not people still want to buy the newest iphone is one thing but the fact that Apple made UX design a pivotal strategy in their company has forced many other companies to follow suit and therefore has raised the level of well functioning and user focussed products today. They also helped push forward technology onto their

products such as the concepts of apps. In this sense, UX design may have taken much longer to have gotten to where it is today without Apple's developments.

Question: Can you name some companies which have incorporated UX well other than apple?

Pic source:
https://uxdesign.cc/the-design-secret-apple-stole-from-volkswagen-66a20d17a609

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1.2 UX Design History

Where are the women?

> *"Each time a girl opens a book and reads a womanless history, she learns she is worth less."*

-Myra Pollack Sadker

UX design history

Where are the women?

Unfortunately, throughout history men have had much more opportunity in the field of engineering, industrial design, technology and business. This has meant that they have had the OPPORTUNITY to gain status as the pivotal figures within UX design history. The irony in this is that women are incredibly well suited to UX design, because of their natural ability with raised empathy. However because of the front of UX being extremely tech focussed, a lot of women assume it is a role played more comfortably by men (this is just a strange assumption that needs to be actively broken down).

Luana Cavalcanti "Many studies have shown that women tend to score higher on tests of social sensitivity than men do, that means that working with women makes a team smarter."

Thankfully, this is becoming better today with numbers of women increasing in tech work places, although we still have a long way to go. However workplaces are often on the lookout for women working in the field of technology, both within UX design and programming, programming is even more unbalanced than UX design. So if you are a woman; dare to talk to the guys within your team and dare to take space within the roles of UX design and programming. And to the men; try to be a welcoming as possible and watch your team flourish.

Pic source:
https://uxdesign.cc/ladies-that-ux-on-women-in-design-and-diversity-f668e469e127

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Exercise:

Can anyone name any websites which has a good UX?

Pic source:
http://nowiknow.com/quizzes/lots-of-random-questions/question-mark-background-vector/

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1.3 UX Leaders: Spotify

UX leaders: Spotify

Spotify offers music, podcast and video streaming and was started in Stockholm in 2008. Spotify is a freemium service, and is profitable through customers paying for its premium features, normally having started off as with free services.

The UX of spotify has changed and developed over time, meaning they have invested a lot into that area of their service. They have worked a lot with the unifying of their interfaces from mobile to desktop. This was a problem beforehand as they had separate departments in mobile to desktop within their business structure, and these departments didn't really work together to create a complete service. Now they have a unified experience, regardless of which device being used. The service has UX spanning over desktop, mobile, app and web browser which communicate with each other during use, with the aim of seamless integration.

Their biggest competitor today is Apple music play, which began its journey with the release of itunes in 2003. In this sense Spotify has really taken over the audio streaming branch from an already existing top-dog competitor and because of its specialised user experience has been able to stay competitive. In 2016 Spotify had 2.63 billion Euros in revenue.

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1.3 UX Leaders: Avanza
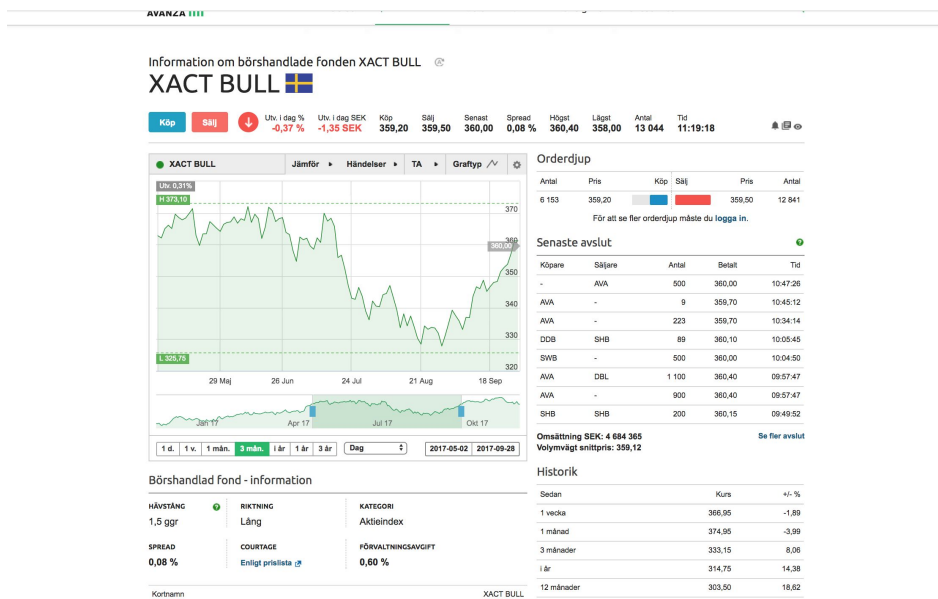
The financial sector is rapidly growing to become one of the top branches within UX design. Many banks have bought UX design agencies because they have realised how pivotal a seamless user experience is to their success. Functions and services used to be offered by banks in their physical stores such as transferring money or opening an account. The shift to digitising these services is key in banks' survival which require creative and intuitive UX design solutions.

Avanza's website focusses on presenting the stock market's status interactively and MANAGES to make it both interesting and simple to follow. Through the service you can easily access all your investments without having to go into a bank, without having to interact with anyone. This keeps the costs down for Avanza as well as increases customers' satisfaction with the service.

The fact that banks are putting so much investment into UX design is a key indicator of the importance of UX design within our lives today. Even our banking systems rely on its principles.

Pic source: avanza.se
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1.3 UX Leaders: Banking
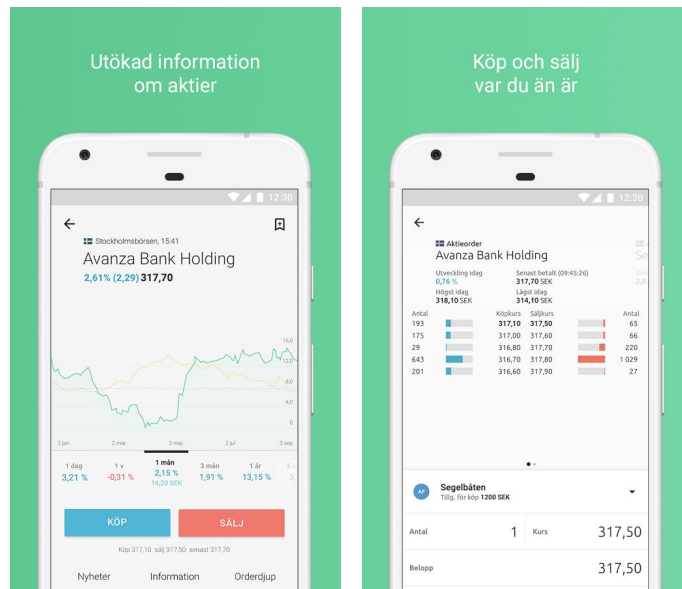
The financial bank Avanza, is PURELY online and depends entirely on their digital products and therefore user experience solutions.

They have an app to compliment their website, which packages all the main functions into a smooth user journey.

Functions include:
- Live update on your investments and the funds they are linked to, in connection with your account.
- Courses in learning how to best invest
- Information about the stock market

For a conservative and fairly boring industry, Avanza has an extremely successful user experience, by turning the service into something SIMPLE and VALUABLE. It supports people to succeed whilst making the app easy to use and increasing customer loyalty, and therefore is a smart investment for the company. User experience is the reason plenty or people chose avanza over older, more well known banks and other new banks.

Pic source:
https://play.google.com/store/apps/details?id=se.avanzabank.androidapplikation

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Question:

Can anyone name any UX industry services which they find particularly useful?

Pic source:
http://nowiknow.com/quizzes/lots-of-random-questions/question-mark-background-vector/

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Paus! Next up: Usefulness

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What makes something useful?

Good design doesn't necessarily mean over complicated or over designed solutions. If anything, good design appears to not exist or be as subtle as possible. It's role is to support a user in their interaction with a service, without pronouncing itself too loudly. So that a user feels capable and at complete ease with an interface: that is good usability.

What makes a great user experience? There are four elements:
1. Value, is it useful? Basically, did it fulfill a need?
2. Usability, is it easy to use?
3. Adaptability, is it easy to start using?
4. Desirability, is it fun and engaging?

Today there are so many websites and applications to choose from, the standard of usability is essential for customers to return to a website or digital product. It is no longer acceptable to need to learn a digital product, it should be usable directly, otherwise companies can expect to lose their customers. This is why companies today are investing so much money into User Experience design divisions both in technology, media and other branches. High usability surrounds the idea of low effort and high satisfaction of a product which adds VALUE to their life.

It is crucial therefore, to include REAL users in the business development from stage one. This does not mean making decisions based on what YOU or I would like, but

asking the potential future users what THEY value. It is a sign of a high quality UX designer if they user test with real users and a sign of inexperience if they decide key decisions according to their own preferences. This is a value which UX designers can add to business in general; by convincing organisations to include real user's needs into their strategic planning as early as possible and see it as a worthwhile investment in order to achieve high usability.

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1.4 The potential of UX - Value Pyramid
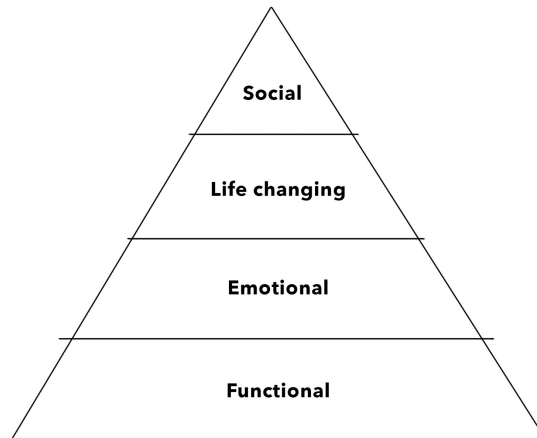
The most importance that customers place on digital products is usability. What does this really mean?

Everyone has an experience of getting a new app or opening a website and finding it infuriating. Would you use that company's digital products again? Would you write a negative review on appstore or make a customer complaint? In which case the UX of this digital product has failed its purpose. Not only to make someone find something easy to use, but also add value to their everyday life. As soon as a website or app makes someone feel irritated, they have pretty much lost that customer.

To offer value through a digital product is developing rapidly today. What started out as basic functions which add value to a user's everyday life is expanding. As you can see in the illustration, purely functional products are at the lowest realm of value that user's can gain. Today, when creating digital products, organisations are focussing on the deeper experience of humans beings and asking, how can we add value to this?

Question: What value do you find most INTERESTING today when it comes to apps or websites, what prompts you download a new app nowadays?

Question: Can you think of examples of websites or apps which give value that could lie in the category or social, life changing, emotional or functional? What are they?

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1.4 Examples of higher value
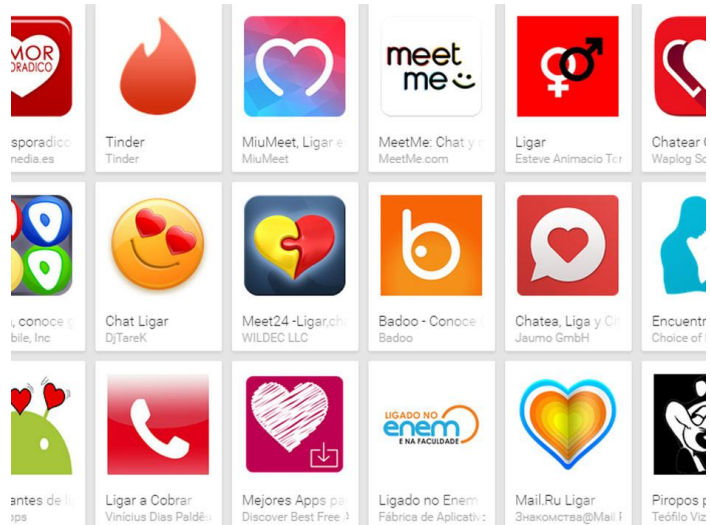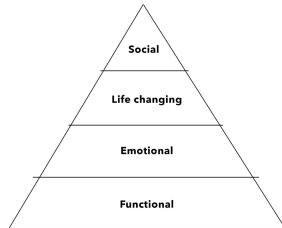
Let's look at some examples.

Dating apps act as a social platform which connect people together on the preface of romantic opportunity. No matter what your personal opinion about dating apps, there is an intrinsic value that they offer to their users. If they do it well or not, is another matter entirely, but let's look at what value they are intending to give users.

Which value does an app like tinder for example, bring to a user's life?

- Interpersonal connection
- A portal to expand their network
- The potential to form powerful and fulfilling relationships with other human beings
- OR to fulfill a biological need ...

These are values far beyond that of performing a simple task or supplying a basic function. It is interesting to consider that even though the UI design may not be particularly strong in any of these dating apps, users still choose to return to them. This is because they gain a real VALUE from them.
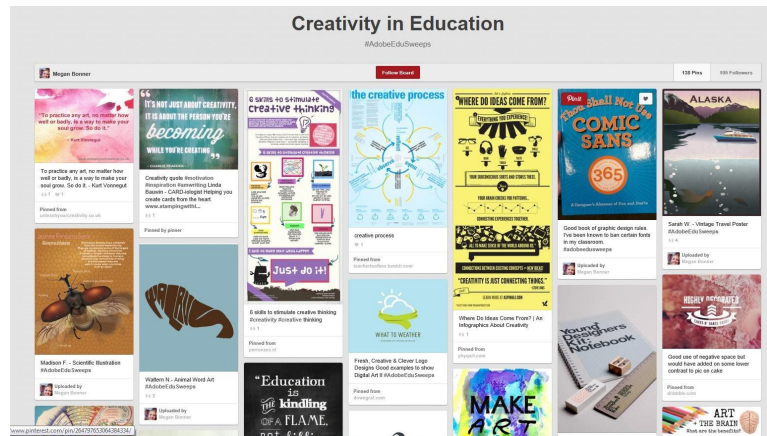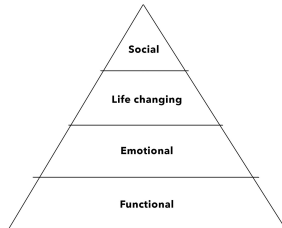
Question: Of those who have used dating apps, which has been the most useful / interesting to you?
- Has anyone had a surprising experience whilst using a dating app?

Pic source:

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1.4 Examples of higher value

A key value that successful organisations bring to their users today is INSPIRATION. Good examples of this are Tumblr, Pinterest and Instagram and focus mostly on visual inspiration. Let's look at the platform Pinterest. Which is essentially an organiser of different websites that offers a huge set of values to users, including links to knowledge sources, represented by visual inspiration.

Which value does a platform like Pinterest bring a user's life?
- Visual inspiration
- Abstract inspiration
- Knowledge
- Organisation

These are values that reach higher levels on the value pyramid and are yet brought together into a simple and well functioning technical solution. So if you analyse Pinterest by the parameters of great user experience, they tick the boxes of:

1) Bringing high levels of value.
2) Create a simple interface to use.
3) Package this potential into a website and app which are extremely easy to adopt, they even have made add ons to chrome enabling you to save to pinterest without going into the site (high adoptability).
4) They create a fun and engaging experience because each experience is customised to the USER. According to what they follow and click on, their experience is created from that.

So you can see that the more in tune with what REAL users will value, the more successful a digital product will be. That the
bridge between digital products and people's inner needs is becoming stronger and stronger.

Pic source:
https://blogs.adobe.com/conversations/2013/11/congratulations-to-the-winner-of-the-adobe-creativity-in-education-pin-to-win-sweepstakes-education.html
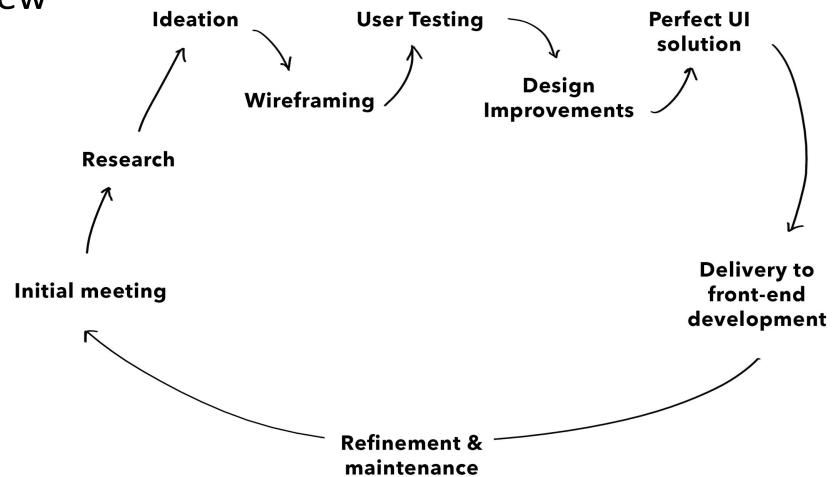
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Exercise: Inspiration

15 minutes to find and list websites which give you INSPIRATION.

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1.5 Process overview

The design process should be made up of three distinct stages. This is the research phase, the creative phase and the result phase. In the professional realm, this is something which one must really fight for as clients only see the final stage as being something they want to pay for. It is our job as UX designers to educate the value of all three stages, and to realise that solutions based on no research or experimentation are going to be very weak.

-The process is made up of a design brief or kick-off meeting with a client's project.
-This is followed by research, accumulating all the necessary facts in order to support design decisions.
-This is then followed by messy sketching and ideations, or even just theoretical structures and is best done in teams where you can come up with as many ideas as possible to find the best one.
-The abstract ideation is translated into wireframes which are simplified views of the interfaces, the focus here is on functionality, not visual design.
-After a wireframe is chosen, it is tested on potential users (a little like a scientist tests a hypothesis). The results of the test are used to steer improvements in the wireframes before putting time into making anything look 'beautifully designed'. The wireframes act as a skeletal framework to then be designed on top of, allowing for beautiful design.
-These designs need to be translatable into responsive solutions in the range of screens necessary, and the designs are delivered to front end developers. -The design is built but this doesn't mean the job of the UX designer is over, as there will always be areas of improvement to maintain and improve after something goes live.

This is why there are now whole departments at companies now dedicated to UX design.
-So the process can never really be over, if something is growing and improving which it should be if it wants to survive.

The process shown here is something quite linear, but in reality projects normally are a mix of these stages, with different design teams focussing on some areas more than others. Having a strong process is vital in order to refocus a project and work towards a larger goal of producing effective design.
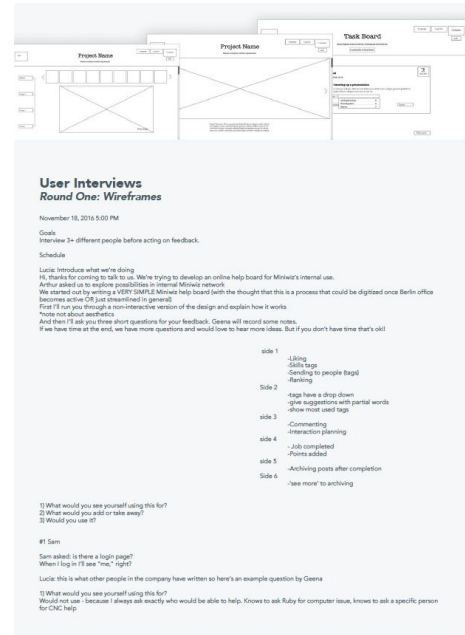
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Top Tip! Document everything

It doesn't have to be beautiful

Help yourself keep track of thoughts and findings

Keep your process tight

As a UX designer, it is crucial to get your process down on paper. This not only helps with keeping track of your production, but also acts as a deliverable in the sense that it could become a powerful document with a lot of value for a business. So even if a 'report' isn't part of the paid project deliverable, there is great value in writing everything down.

Write everything down in a google documents or slides, or any program which you feel comfortable using. This can be thoughts, visual references, sources or documentation of your ideas. The final examination task will include a report of your design process of a website, and so the more you include in your report the exercises we do during lessons, the higher grade you will get.

Writing things down also allows for clarity in a process which can potentially become quite complicated. One of the main qualities that a UX designer requires is that of juggling a lot of good organisation. As lots of research is taking place, resulting in the compiling of facts, research, opinions, needs and functions which then must be organised. With well organised information comes room to apply and use this information later on and so, keeping everything logged down as you go, will save a lot of headache later on!

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1.5 Research Overview
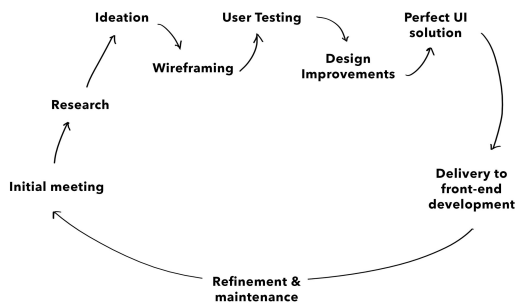
Research Overview

Chapter two in this course covers research fully, however here is an overview. The research stage of a project is crucial in coming up with successful solutions. The research should come first before any kind of creation or ideation. Many organisations do not appreciate however the value of in depth research and so it is a UX designer's responsibility to argue íts case.

It is during this step where information is gathered and documented to build an information base for the future design decisions. This includes information about the industry and competitors as well as researching the client you are designing for and where they place themselves in that branch. Another key part of research is that of understanding the user, who are the key user groups? What are their profiles and needs? What do they value?

Defining the design problem that is to be solved is a key part of the research stage. Defining the problem to be solved and state the goals of the projects. This includes setting out functions that the product will offer. Understanding the design language and design requirements is also important in this stage. Such as which technology is best to use? Which format is strategically best? Which designs exist and need to be considered in the creation of anything new?

Question: What experience do you have in compiling any type of research before?

Pic source: https://www.wcva.org.uk/what-we-do/research

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1.5 Information Architecture
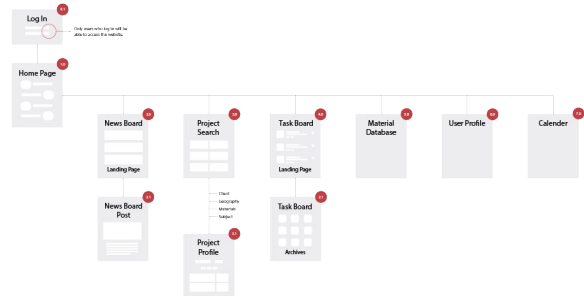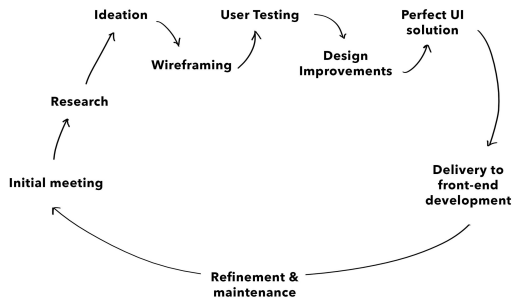
Information Architecture

The creation of information architecture often takes place during the ideation and wireframing stage of the UX design process. A more thorough explanation will be covered in a later chapter but here is a brief explanation.

In the beginning of the ideation phase, you have many exciting ideas which are hard to fully understand. This is because they are abstract (and so they should be) and therefore not useful yet. Information architecture is the first step in turning these ideas into translatable results. It is before anything visual should be produced, other than a technical diagram of which pages do what and how they are connected.

Post it notes are often useful for this, as it takes a lot of experimentation to get all the pages connected effectively. It is like a puzzle which needs to be put together. From this map, the word descriptions of the functions on each 'view' can then be used to design wireframes (being the visual layout).

Without the information architecture being set out, it really is impossible to design anything which performs a complete function. This is the nitty gritty functional stage of ideation, before anything beautifully designed is even attempted. Information architecture will be covered and created as part of the lab in chapter 3.

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1.5 Wireframing
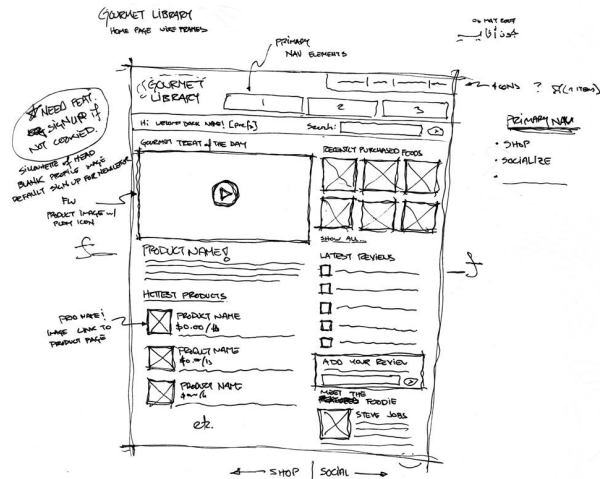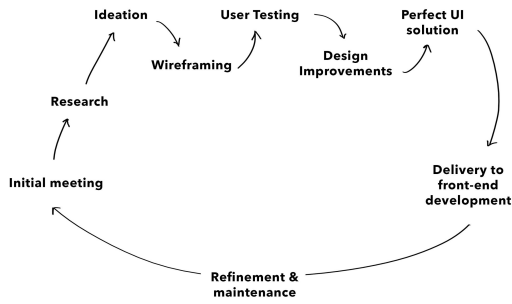
Wireframing

After there is a clear skeleton of all the pages of a service and the functions on each of these pages are defined (i.e. the information architecture) it is easier to start creating the components on each page.

Wireframes are often sketched by hand, in order to produce quick and messy alternatives. These sketches are then refined through trial and error. You may draw the components of the same page in ten different combinations to be able to pick the one that works best. Picking the best one is determined by aesthetics and functionality, most importantly, what seems easiest to understand and which feels the most right?

These sketches do not have to be pretty or have perfectly straight lines. The messier the better, they should be seen as a way to sculpt out the solution. You shouldn't be afraid for drawing something wrong, as it is usually a few times of drawing something wrong before you get to a good solution.

These rough drawings are the basis of digitising the solution. If you have a rough map on a 'view' it is much easier to translate that into the design programs such as sketch and photoshop. From line drawings you are able to create more '3D' versions of the same views, which can then be developed with colour, animation and movement.

Wireframing is a sort of 'sketch model' of the finished product. They are cheap as they

are produced quickly with little invested work behind them. They can be tested early on and therefore are extremely useful in validating through user testing.

Pic source:
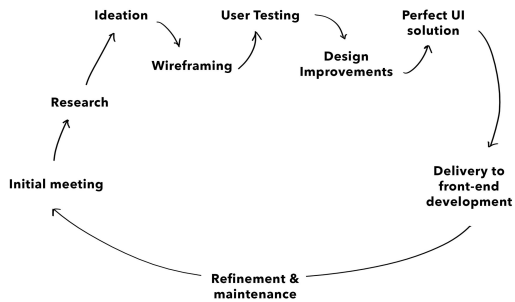https://www.interaction-design.org/literature/article/ux-tools-wireframing-and-prototyping-tools

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Paus! Next up: UX process continued..

5 mins

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1.5 Usability testing

Usability testing

Usability testing is essential in evaluating how well a solution caters to the true needs of the user. Usability tests can be held anywhere within the process, and should be catered to match the stage of the current project. This could vary from a user questionnaire in the early stages of a project to understand general assumptions about the project, all the way to a test of a completely designed website to evaluate the way it is working and how to find improvements. It gives direct input on how real users experience a system and can give measurable feedback on which areas need to be improved.

Usability testing does not intend to criticise the design decisions of the past, instead it should be seen as an opportunity to evaluate the status of a project and enable actions which will make it improve greatly in the future. It is crucial therefore that the person leading the usability tests are impartial to the results, this could be a designer who has been trained in the field and understands the function of user testing, or someone from the client side of a project who hasn't worked on the project before and won't take the results personally. It is up to the design lead to make this judgement and implement an effective user test.

The goal of a usability test is to measure a man-made product's capability to meet its proposed purpose. More specifically within UX design, user tests measure the ease of use of a proposed or existing digital product. This may be measured by analysing and testing specific elements of the design against a range of users, repeating the

process until a clear pattern emerges. The result often shows specific strengths of a current solution (i.e. things to keep and repeat) as well as specific weaknesses in the current solution (things to change).

We shall look more closely at usability testing in a later chapter in the course. Pic source: http://shiftone.co.za/usability-testing/

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1.5 User Interface (pixel perfect)
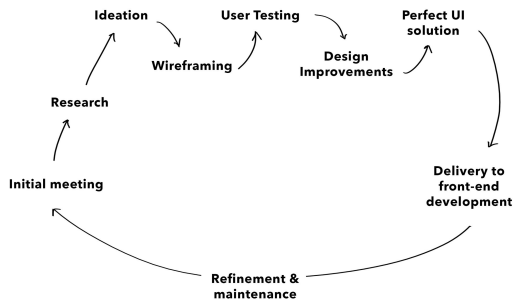
User Interface Design

Producing the user interfaces of a digital product is an exciting stage of a UX project where all the preparatory work is taking form in a set design. Taking rough and simple wireframes and adding this to your graphic identity to make pixel perfect views of a digital product. User interface design is a the mix of User Experience design principles with Graphic design principles applied to digital interfaces.

This work is often carried out by UX designers, art directors and graphic designers or UI designers. It is in of itself is the most heavily costing stage of the UX design process for customers because of the time taken to refine every detail to a high level of completion.

After the user interface is completely designed it is delivered to front end developers who are able to extract elements, measure placements of the construction and build the design into a working digital product. The delivery from interface design to the developer often requires a few hours of teamwork, where the UX designer explains how they want the interfaces to interact with each other, how buttons should be animated. They are often required to have the interfaces drawn into the different formats in which the product will be built, such as from desktop to mobile view.

After the front end developer has built the interface with code, the user experience designer will need to go in and quality control the result and often gives improvements to the developer which have been missed on misinterpreted. The process of making

the final UI, translating this to the developer and building the product is a long and complicated process based on the teamwork of knowledgable individuals in their given expertise.

As you can see, it is important that a UX designer and developer are able to work together with ease, using the same language. It is crucial that they are open to change and adapting to the other's perspective, in many cases the two expertise can complement one another extremely well, if the individuals allow themselves to.

Pic source: https://visualhierarchy.co/blog/user-interface-design-best-practices/
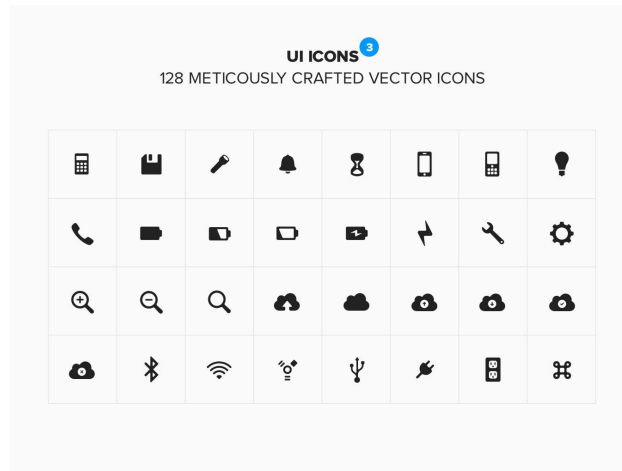
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1.6 Extra components of UX design

Components of UX design

There are a few components which will require an explanation as crucial parts of the UX design language.

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1.6 Visual and graphic design

UI ICONS [3]
128 METICOUSLY CRAFTED VECTOR ICONS

Visual and graphic design

The graphic design of UX must fit with the client's visual identity and modern trends. There is a key value in graphic design which is angled to be attractive to its intended user. This includes the whole realm of the visual language of a brand; their logo, colour scheme, tone of voice etc.

Graphic design is a component of User Experience design. The skills used within graphic design are used within UX design projects towards the middle and end. This is when visual elements are being complete to a 'pixel perfect' level. In other words, when the fundamentally work has been done - namely research and ideation - the design is ready to be developed to a pixel perfect level of completion.

This includes developing the look and artistic direction of a service. It might require new vector elements to be designed or sourced from existing digital material from the client. Some agencies have graphic designers who focus specifically on this area, drawing buttons and icons for a new digital product. Whereas otherwise UX designers take on these tasks as to complete the design. This is normally something that user interface designers work happily with, the scale is smaller and more detailed than the wide breadth considered in UX design.

Pic source: https://ui8.net/products/ui-icons-3

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1.6 Content Strategy

Starta en audit

Här nedan kan du se dina kunders
aktivitet i en pågående audit.

Ange kundens namn:

Företagsnamn

Starta ny   Använd mall

Starta en audit

Här nedan kan du se dina kunders
aktivitet i en pågående audit. Aliquam
sed consectetur risus. Cras vitae tortor a
nisl tincidunt ultricies non a ligula.
Nullam lacus metus, placerat ac ante
Ange kundens namns. Integer

Företagsnamn

Starta ny Aliquam sed
consectetur risus. Cras   Använd mall

Content Strategy

Content strategy generally lies on the barrier of a UX designer's role. However, some projects require the UX designer to produce content for their designs and most projects require the UX designer to fill out a certain level of content.

The content of a design affects the quality of the end result hugely. This is because text is seen as a 'block' on a interface design and has therefore an outer limit which the text can fit into. This can vary from a button to a whole paragraph, but the form is not limitless.

As you can see from the given example, the amount of text affects the design more than you would maybe think. This seems obvious to happen when the wrong amount of text is added to a limited block. However clients who have little background in media or design maybe do not understand this and can often fill out areas of an interface quickly, overflowing each section until the whole interface loses its intended structure, and disrupting the user experience completely.

Content strategists work with rules of typography and are experts in making text easy to read for all users. The text used in designs should be strategically effective from a business point of view. UX designers should have some knowledge in these rules if they are filling out the content. There are many rules around how to name views, buttons and actions within interfaces and these should be referred to when coming up with a design solution.

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1.7 Conclusion

User Experience

In the first chapter of the UX design course we have covered:
1.1 What is UX?
1.2 UX design history
1.3 UX design leaders
1.4 What makes something useful and usable
1.5 Design process
1.6 Extra components of UX

With this overview you should have a rough understanding the scope of UX within business. It may seem a little complicated and that is because User Experience design tackles with all areas of a business, its users, the market and technology. The role requires a lot of information to be acquired, attained and applied in order to be effective.

This introduction also looks at why UX has ended up in this form. How through history, it has become more important and now plays a lead role creating value for customers and therefore which businesses are successful in today's markets. The design process has been covered in a general sense, and will be studied in more detail in later chapters of this course.

Chapter 1: Exercises

As part of your larger design report, you will product a website design prototype for your examination task. The design itself will be presented to the rest of the class and will be handed in and marker alongside a design report which documents your design process.

The specifics of the examination task will be introduced later on, the only parts of today's lesson that can be included in the report are the answers to the questions that we went through during the lesson, these can be added.

However the following exercises will help you along the way with your examination task as well as improve your learning of the principles of UX design. They are not compulsory but they will be beneficial for you.

1) Set up an A4 document that will be your UX design report (this can be in google slides, word etc)
2) Answer the following questions (the same questions from the lesson) into your design report for safe keeping (or some of them).
- What is your existing understanding of User Experience design?
- What are your favourite apps or websites that you use and why?
- Are there any websites or apps you have used that made you feel specifically good or bad? What about them achieved this?
- What main goals do you think an art direction should achieve?
- How would you go about getting inspiration in order to create the art direction of a new website?

- Do you think it is better for a brand to have a stand out logo, or a more abstract logo?
- Can you name any companies that incorporate design as part of their business strategy, and how?
- Which of these areas do you have most experience in, which do you find most intriguing in its impact in user experience?
- Does anyone know how the profession of UX design came about?
- Which type of 'degree' does someone need to be a UX designer?
- Can anyone name any websites which has a good UX?
- Can anyone name any UX industry services which they find particularly useful?
- What value do you find most INTERESTING today when it comes to apps or websites, what prompts you download a new app nowadays?
- Can you think of examples of websites or apps which give value that could lie in the category or social, life changing, emotional or functional? What are they?
- Of those who have used dating apps, which has been the most useful / interesting to you?
- Has anyone had a surprising experience whilst using a dating app?
- What experience do you have in compiling any type of research before?

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