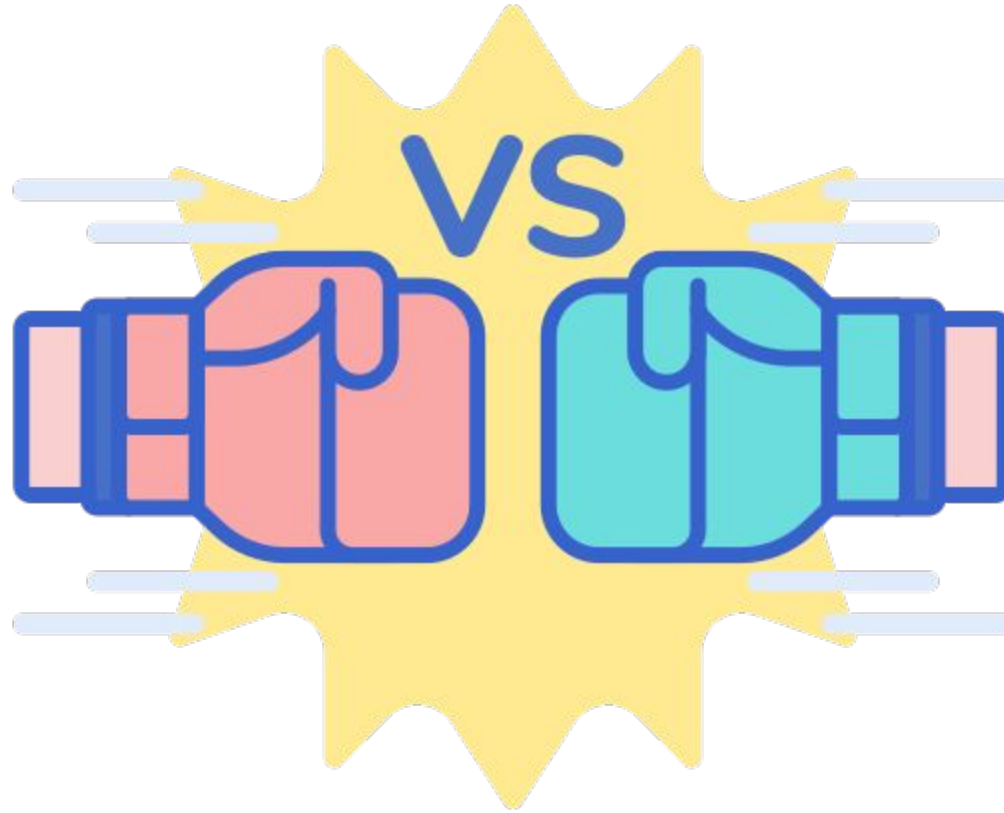


# INTRO To UI / UX

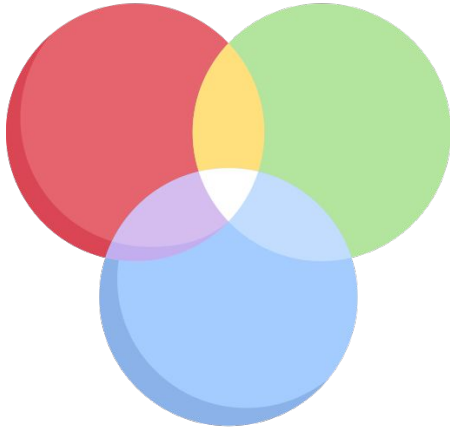




**UI vs UX**

# UX vs UI

## UI



UI is about guiding and appeasing the user visually

## UX



UX in basic is about designing an experience for the users



Let's discuss **UX**

# The UX Process

Who is that for?

What is our  
product/service?

How does the business  
process work?

What is the  
Demographic

What kind of impact do  
we want to make?

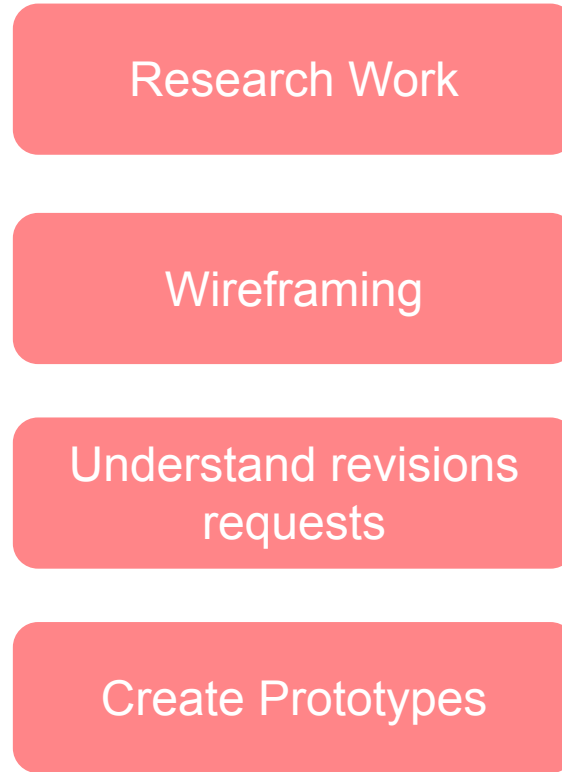


What is the Business  
about?

Who do we compete  
against?

How do the User behave  
using our  
product/service?

# The UX Process



# The UX Process

Understand revisions  
requests

Test! Test! Test!

Understand the  
feedback

Apply what you learn





# What is a Wireframe?



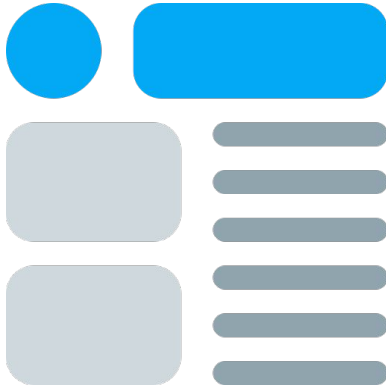
# What is a Wireframe?

Wireframes allow us to get a basic idea of the layout of any Website or Application. We create wireframes to plan how the content of the website will be displayed in the end product and more things like functionality, user flow, page structure, etc. They are basically used to create an early proof of design and hence there can be multiple versions of them.

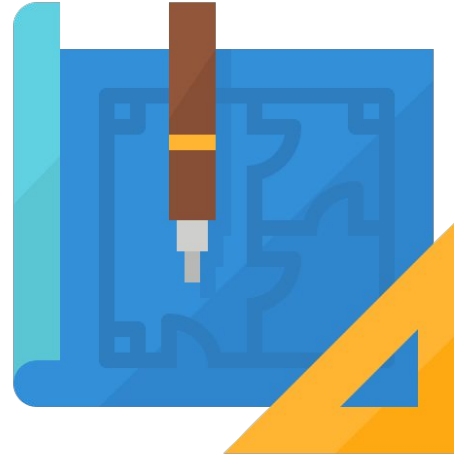


# What is a Wireframe?

You can think of them like a blueprint architect draws up before anything else for constructing a building.



Wireframe



Blueprint



# What is a **Prototype**?

# What is a Prototype?

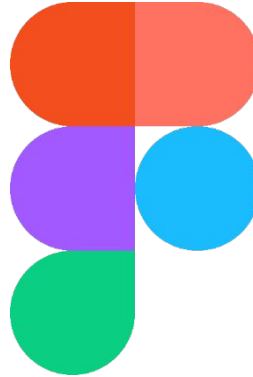
Prototypes are functioning Layout design of how the actual website would look like.



# NETFLIX

## Example of User Testing

# UX Tools

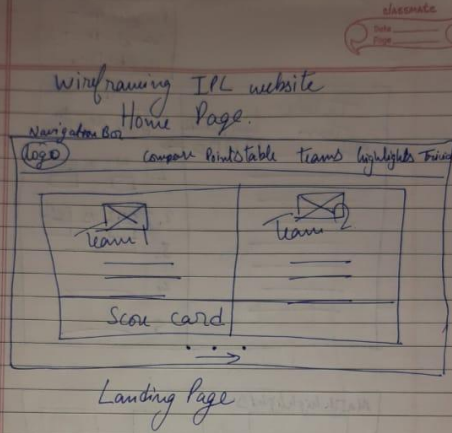


# Best Tool of All



# Pen and Paper

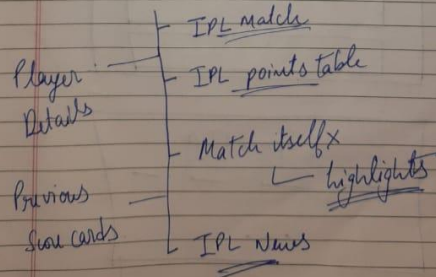


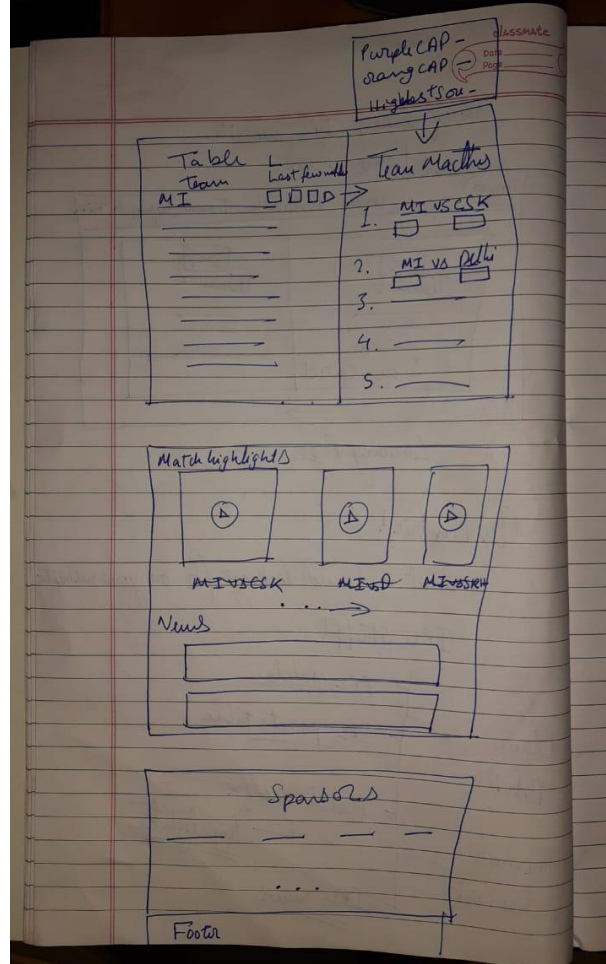


User centric!

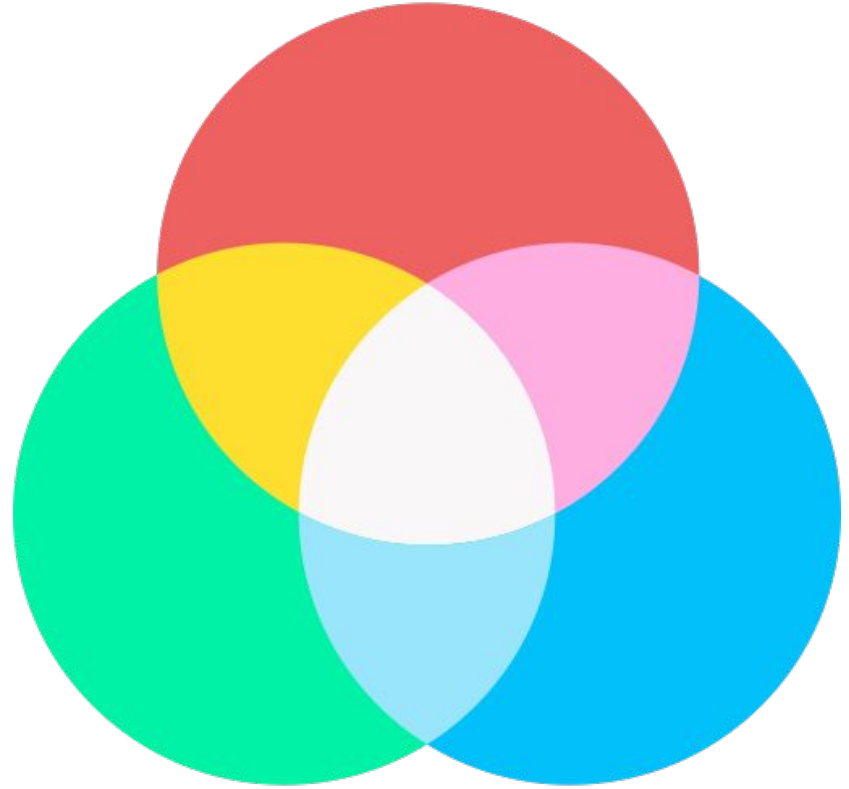
what is a user looking for on your website

IPL stuff!





# Let's Discuss UI



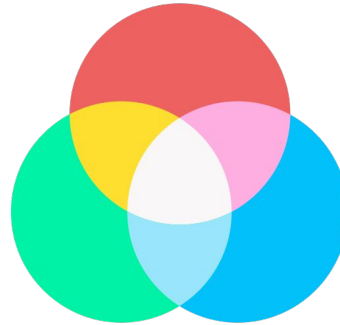
# The UI Concepts

Visuals

Typography

Icons

Mood



Interaction Design

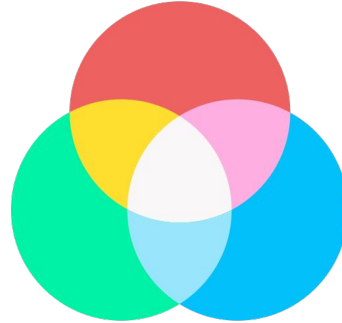
Motion Design

# The UI Concepts

Visuals

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Interaction Design



Typography

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# The UI Concepts



Visuals



Icons



Interaction Design



Typography

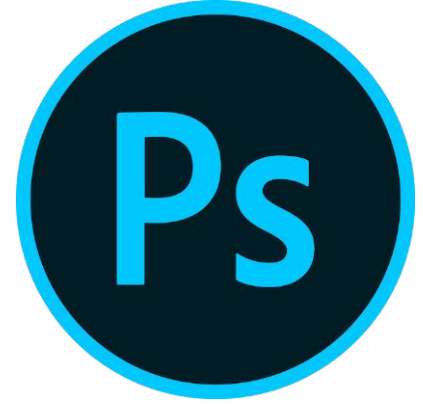


Mood



Motion Design

## UI Tools



# Best Tool of All





# Pen and Paper



**Q&A**

# Thank You