

# INTRODUCTION TO UI/ UX DESIGN FOR BEGINNERS.

GAIN AMAZING INSIGHTS IN THE WORLD OF DESIGN

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# UI/UX DESIGN CRASH COURSE

## INTRODUCTION

UI/UX Design is a short form for User Interface and User Experience Design. User interface is the outlook of the app while user experience refers to the user experiences and feelings while interacting with the app. It's all about the user not about the designer's preference. However, designers can advise clients where need be on the best practices but should leave the final decision to the user/ client.

Before designing, there's need to do some research to identify user needs so as to create products that meet user needs effectively.

*NOTE: Don't make the user think too much or find it hard to navigate through your app or website.*

The designers should work hand in hand with developers so as not to make a design that's nearly impossible to develop. (Video Clip).

## UI/UX DESIGN TOOLS

Some of the most widely used design tools include;

1. Figma Software- currently used mostly for both designing mockups and prototypes.
2. Adobe XD.
3. Sketch.

## IMPORTANCE OF UI/UX IN PRODUCT DEVELOPMENT

1. First Impression- well designed UI/UX create a positive first impression for users which may lead to increased user engagement and retention.
2. User satisfaction. Visually appealing interfaces enhance user satisfaction as it's easy for users to use the product and interact with it.
3. Usability-Users are able to complete their tasks effectively and without frustrations.
4. Accessibility- Good UI/UX considers diverse user needs putting to consideration users with special needs.e.g. screen readers for the blind.
5. User engagement and retention.
6. Competitive advantage over competitors.
7. Reduced user support cost.

## LEARNING RESOURCES (E-BOOKS, VIDEO TUTORIALS)

### **Books:**

- 1.“Don't make me think” by Steve Kung.
2. “The Design of Everyday Things” by Don Norman.
3. “Universal Principles of Design” by William Lidwell, Kritina Holden, Jill Butler.

4. “Seductive Interaction Design” by Stephen Anderson.

### Courses:

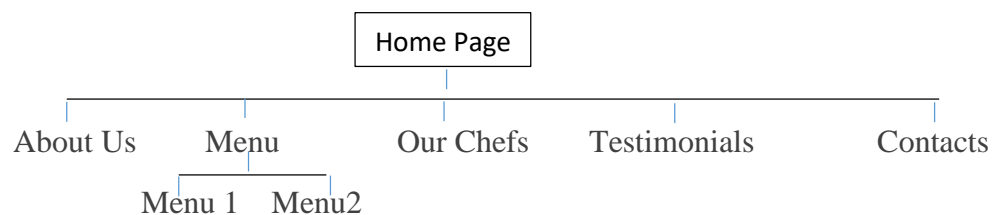
1. Coursera UI/UX course.

### YouTube:

1. Adrian Twarog Channel. UI\_UX Tutorial-Wireframe, Mockup and Design in Figma.
2. Jesse Showalter. Figma Tutorial for beginners.
3. The Futur Channel.

## UI/UX DESIGN PROCESSES

1. Research on user needs before designing. Get adequate details from the clients and users on what they want for their app in order to create a good design that fits their goals.
2. Build a sitemap of the whole project. e.g. (A sitemap is a simple navigation or flow of events and pages)



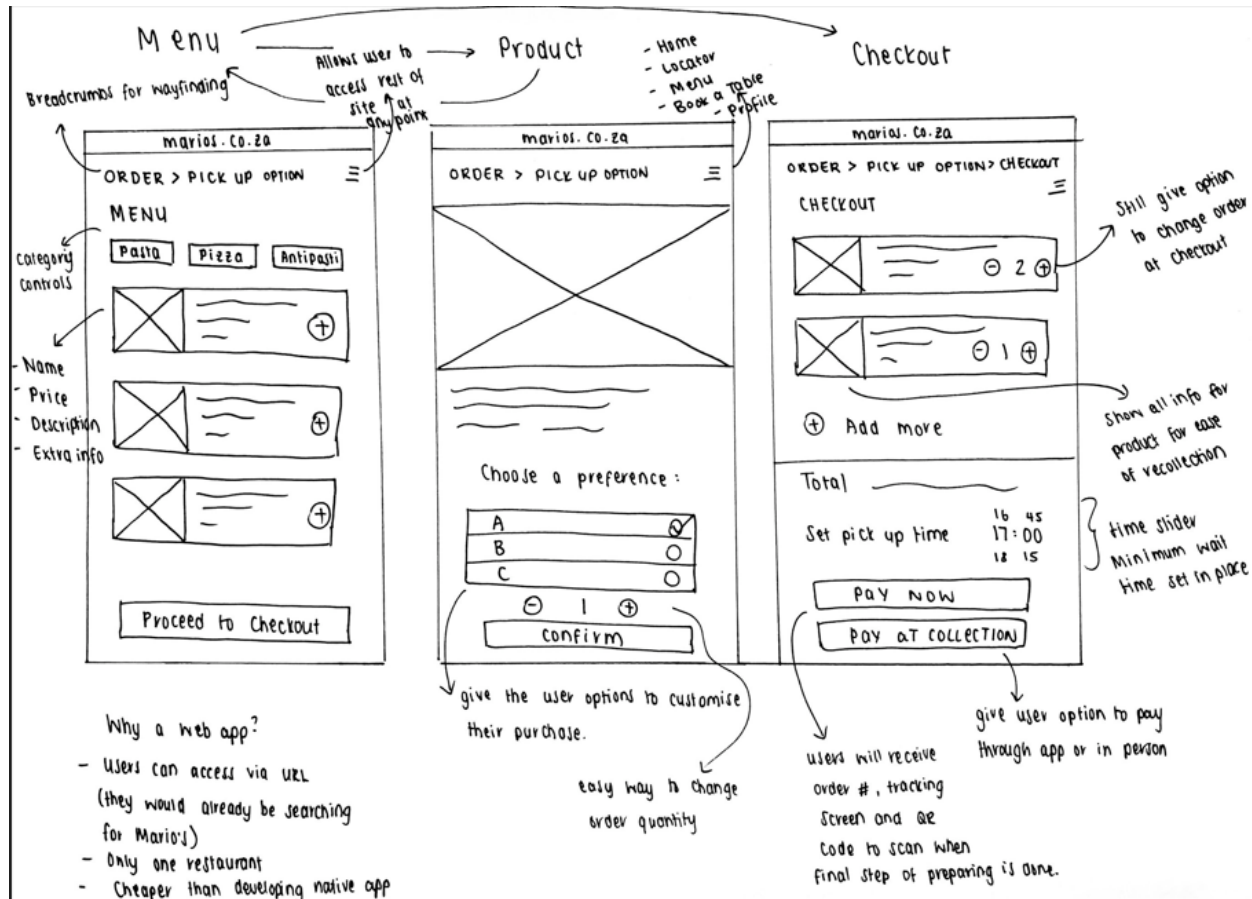
*Here is an example of a sitemap for a restaurant app*

3. Make a Wireframe of the app or website needed for production. A wireframe helps a designer and user / client understand what is needed in the application. It acts as a blueprint to enable sharing of ideas. One can use the 8 square method to come up with ideas on wireframes (Dividing a piece of paper into 8 pieces and making rough sketches of each design for brainstorming in just 8 minutes). Wire framing can be done using;
  - Digital Tools E.g. Concepts, Figma, Adobe XD, Sketch etc.
  - Paper Sketching. Designer can as well come up with a paper sketch of the design as a wireframe. E.g.

Note: The wireframe should be well labeled to enable easy understandability between designer and client. Always label key parts and their meaning. In wire framing, we use basic shapes and lines to describe objects. However, the shapes and lines need not be accurate or consistent as it's often hand sketched.

We design wireframes for all screen sizes to improve user experience across multiple devices. (Responsive Design)

Example of a Wire frame Design for a hotel app.



- As soon as you're done with the wireframe, share it with respective clients for corrections or gain new ideas before proceeding. Make any changes where need be before proceeding to designing a low fidelity mockup.
- Designing of a Low Fidelity Mockup Design using a design tool of your choice. A mockup design is an advancement of a wireframe whereby we use consistent shapes and lines to bring forth the meaning.

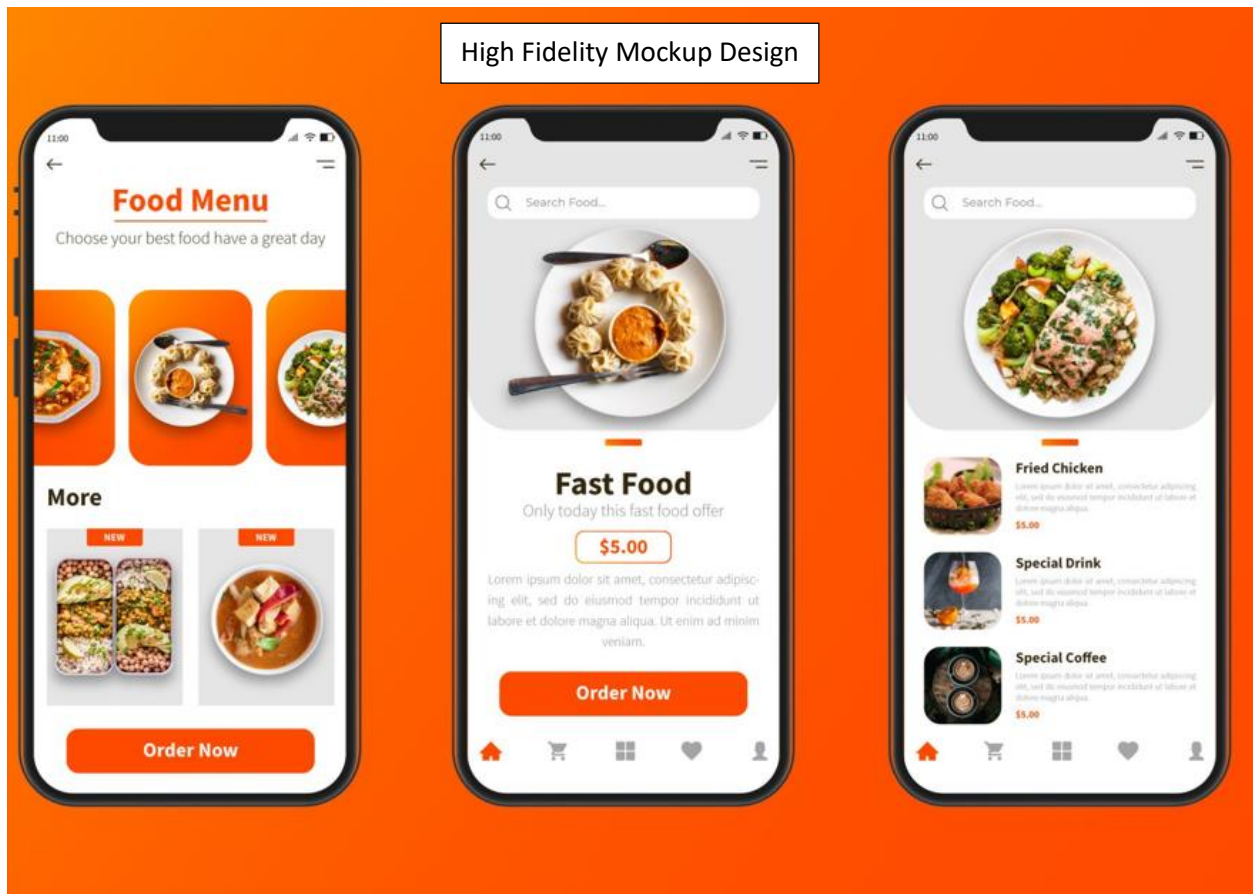


*Example of a Low Fidelity Mockup Design.*

Note: Always present your mockup on completion to a given client or audience for testing purposes as well as get to receive feedback and incorporate newer ideas.

6. One can do a prototype for the low Fidelity Mockup design. A prototype is simply having the different mobile screens/ web pages connected together and facilitate navigation around the app or website.
7. Advance to High Fidelity Mockup Design using a design tool of your choice.  
Here, we bring life to our low fidelity mockup design by replacing shapes with images as well as using colors and fonts in our design.

### Example of a High Fidelity Mockup Design



8. Carry out usability Testing. Have an estimated number of parties to test your app and give you feedback on their experience in the design.
9. One can do a prototype for the High Fidelity Mockup design.

*NOTE: For Every design process, always remember to get feedback from respective users / clients as the product is essentially theirs not your own.*

### CAREER INSIGHT

As soon as one has worked on a number of UI/UX projects, one can consider having a portfolio to showcase one's work as well as host some of the projects on various platforms such as behance and dribbble. One can also share articles and read through articles on Medium.

### JOBS

One can hunt for Remote jobs via LinkedIn social media platform, or other freelancing platforms.

# THANK YOU FOR READING

# THE END