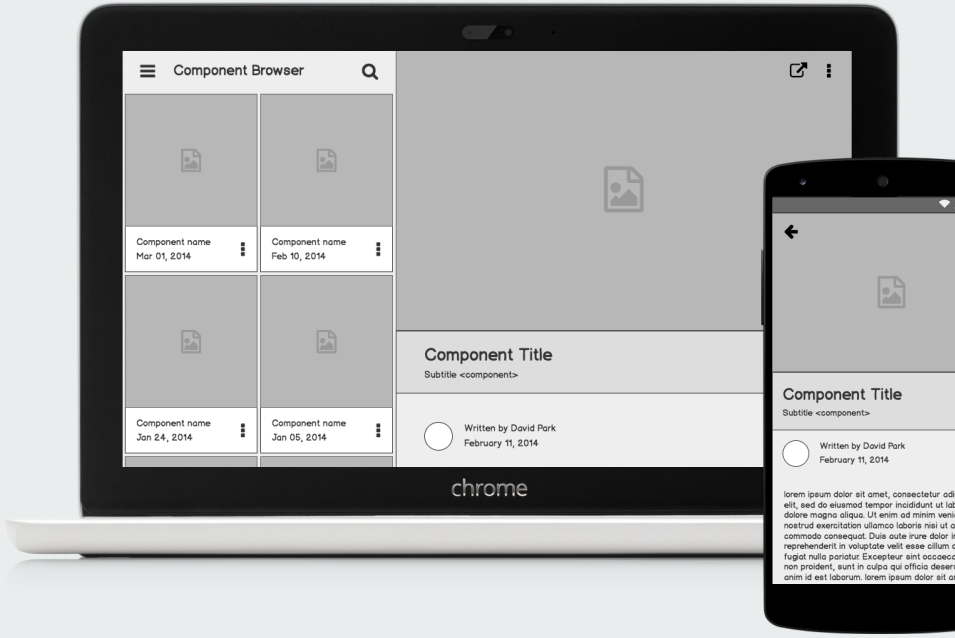
UX Design Process



UX Design Principles:

1) User Centered.
2) Consistency
3) Simplicity
4) Feedback
5) Accessibility

UX Design Principles:

1) **User Centered:**

- Design with the user's needs, goals, and preferences in mind.
- This involves conducting user research and usability testing to understand what users need and how they interact with your product.

UX Design Principles:

Consistency:

- Maintain a consistent design throughout your product.
- Consistent use of colors, fonts, and layouts helps users become familiar with your interface and improves usability.

UX Design Principles:

Simplicity:

- Keep the design simple and focused.
- Avoid unnecessary complexity and ensure that users can accomplish their tasks with minimal effort.

UX Design Principles:

Feedback:

- Provide users with feedback on their actions.
- Whether it's through visual cues, sounds, or messages, feedback helps users understand the results of their actions and guides them through their tasks.

UX Design Principles:

Accessibility:

- Design for accessibility to ensure that all users, including those with disabilities, can use your product.
- This involves following accessibility guidelines and incorporating features like keyboard navigation and screen reader support.

Outline

Project Definition and Scope

Understanding the problem

UX research, Ideation – Sketching and low fidelity Prototyping

High-fidelity mockups and prototypes

Usability testing

Design Handoffs

Project Definition and Scope:

- Define the goals of the project, the target audience, and the business objectives.
- Outline the timeline, resources, and deliverables.
- Establish metrics for success and clear expectations with stakeholders.

Understanding the Problem:

- Dive deep into the specific user and business problems to be solved.
- Analyze existing data, products, or user feedback to identify pain points.

UX Research:

- Gather insights about users through interviews, surveys, and observation.
- Understand user behaviors, needs, and motivations.
- Perform competitor analysis and create user personas or journey maps.

Ideation – Sketching and Low Fidelity Prototyping:

- Brainstorm solutions through collaborative sessions.
- Sketch ideas on paper or digitally to explore various design directions.
- Create low-fidelity prototypes (e.g., wireframes) to represent the product’s structure and functionality.

High-Fidelity Mockups and Prototypes:

- Develop detailed and visually polished versions of the designs.
- Ensure that colors, typography, spacing, and imagery align with the brand.
- Use tools like Figma, Sketch, or Adobe XD to build interactive prototypes.

Usability Testing:

- Test the prototypes with real users to identify usability issues.
- Gather qualitative and quantitative feedback to refine the design.
- Iterate on the design based on testing insights.

Design Handoffs:

- Prepare the final design documentation for developers, including all necessary assets, specifications, and guidelines.
- Collaborate closely with developers to ensure smooth implementation and address any design or usability concerns during development.

UI vs UX:

User Interface	User Experience
It refers to the visual elements that allow users to interact with a product	It's about the feelings and emotions users experience when interacting with a product
It focuses on the look and feel of a product - typography, colors, images, and more	It focuses on the overall user-friendliness of the user journey
The goal is to make products more usable, aesthetically appealing, and optimized for different screen sizes	The goal is to delight users with a product that is efficient and easy to use

Introduction to Figma:

- Figma is a powerful, web-based design tool used for creating user interfaces (UI), user experience (UX) designs, and collaborative prototyping.
- It is widely used by designers for its accessibility, real-time collaboration features, and robust set of design tools.

Features of Figma:

- **Web Based Platform:**
- Figma runs entirely in the browser, so no installation is needed, and it works across operating systems (Windows, macOS, Linux). This makes it highly accessible for designers and teams.

Features of Figma:

- **Real Time Collaboration:**
- Multiple users can work on the same file simultaneously, much like Google Docs. This allows for better team collaboration, with designers, developers, and stakeholders able to provide input in real time.

Features of Figma:

- **Prototyping:**
- Figma enables the creation of interactive, clickable prototypes, allowing designers to link different screens together. This helps in demonstrating how an app or website will function and look to users before development.