

Introduction to UX Design

Stefan Ivanov
UX Manager



Infragistics
<https://www.infragistics.com/>

UX Manager and Educator

User Research

Concept Design

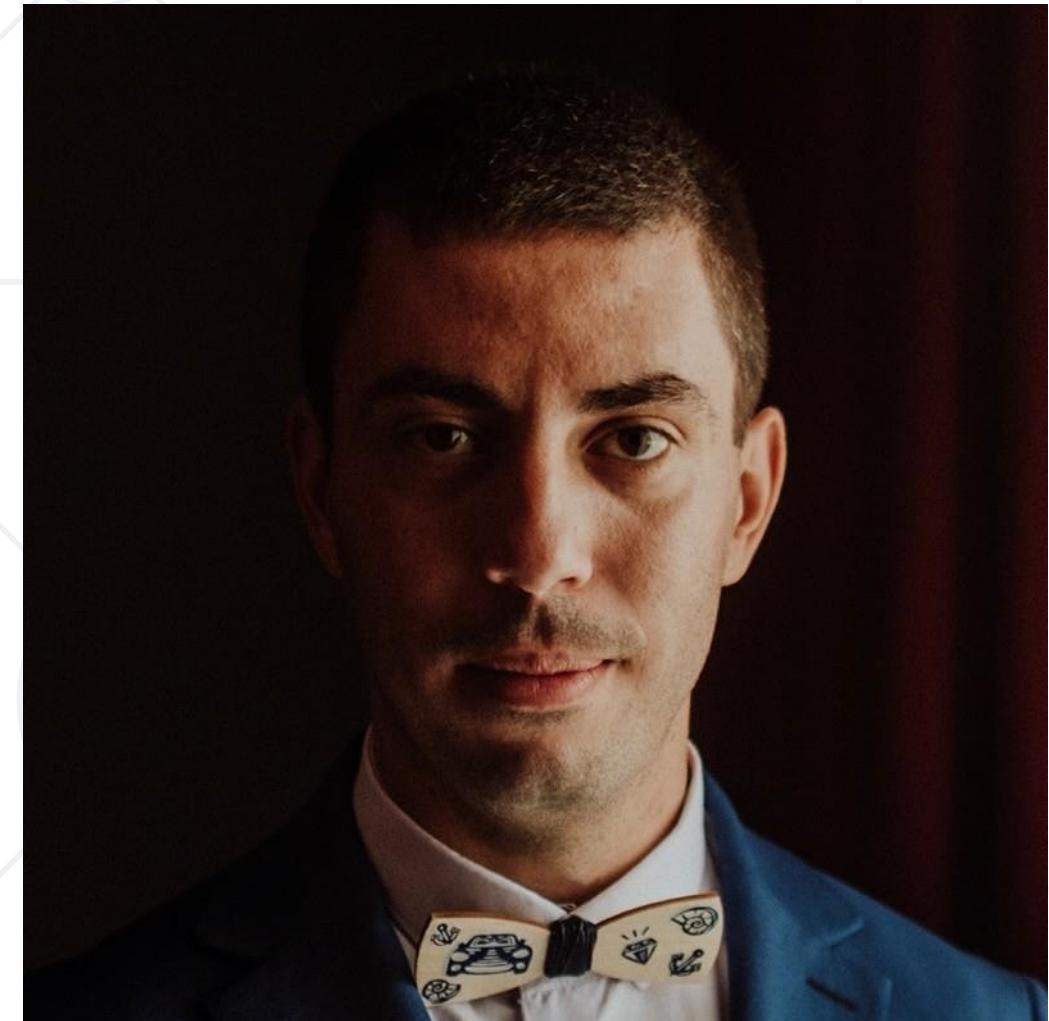
Prototyping

User Testing

Design Systems

UX Strategy

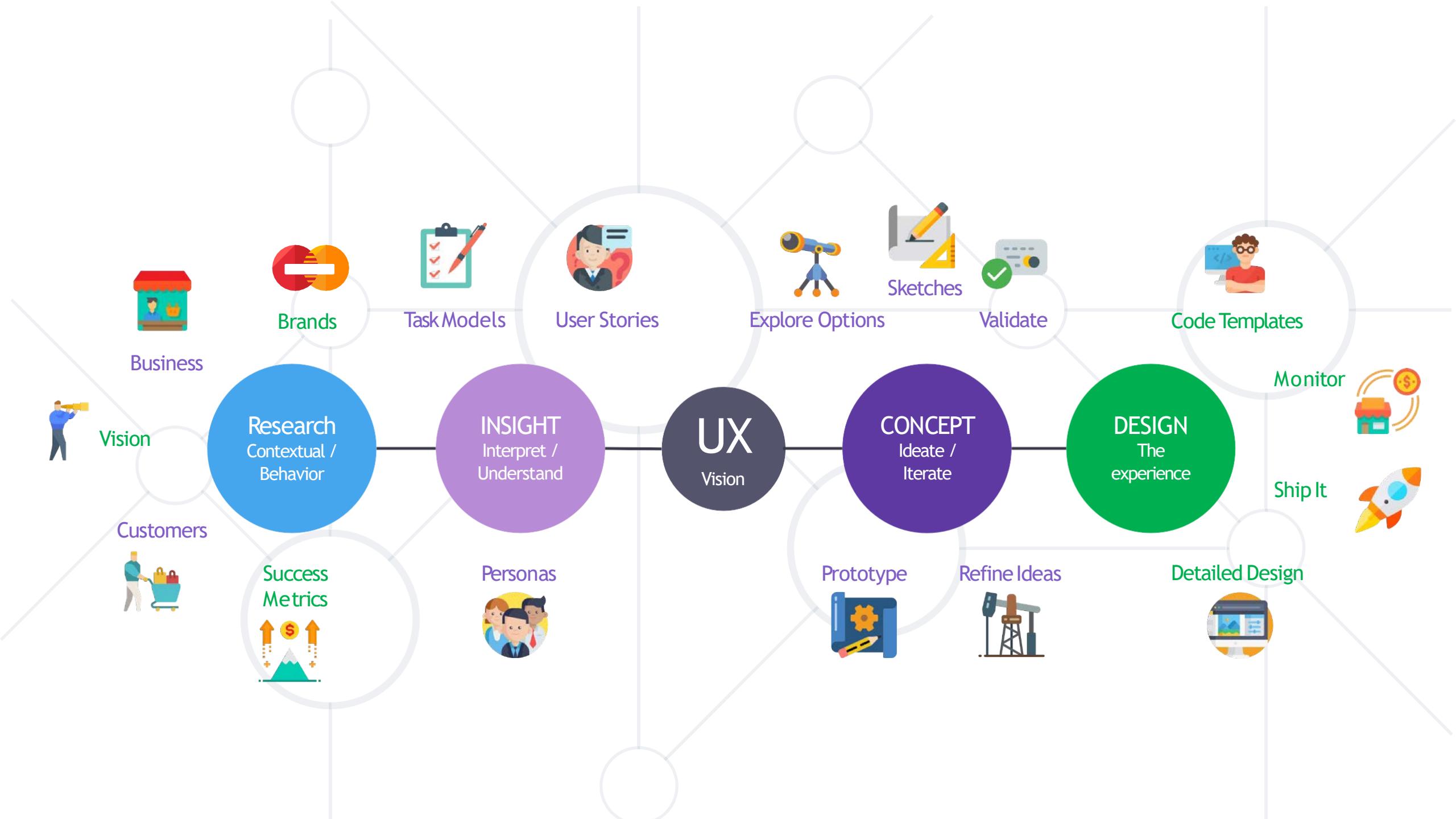
Conferences & Speaking





Course prerequisites





Schedule

NOVEMBER '20

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
22	23 UX	24	25 UX	26 Thanksgiving	27	28
29	30 UX					

DECEMBER '20

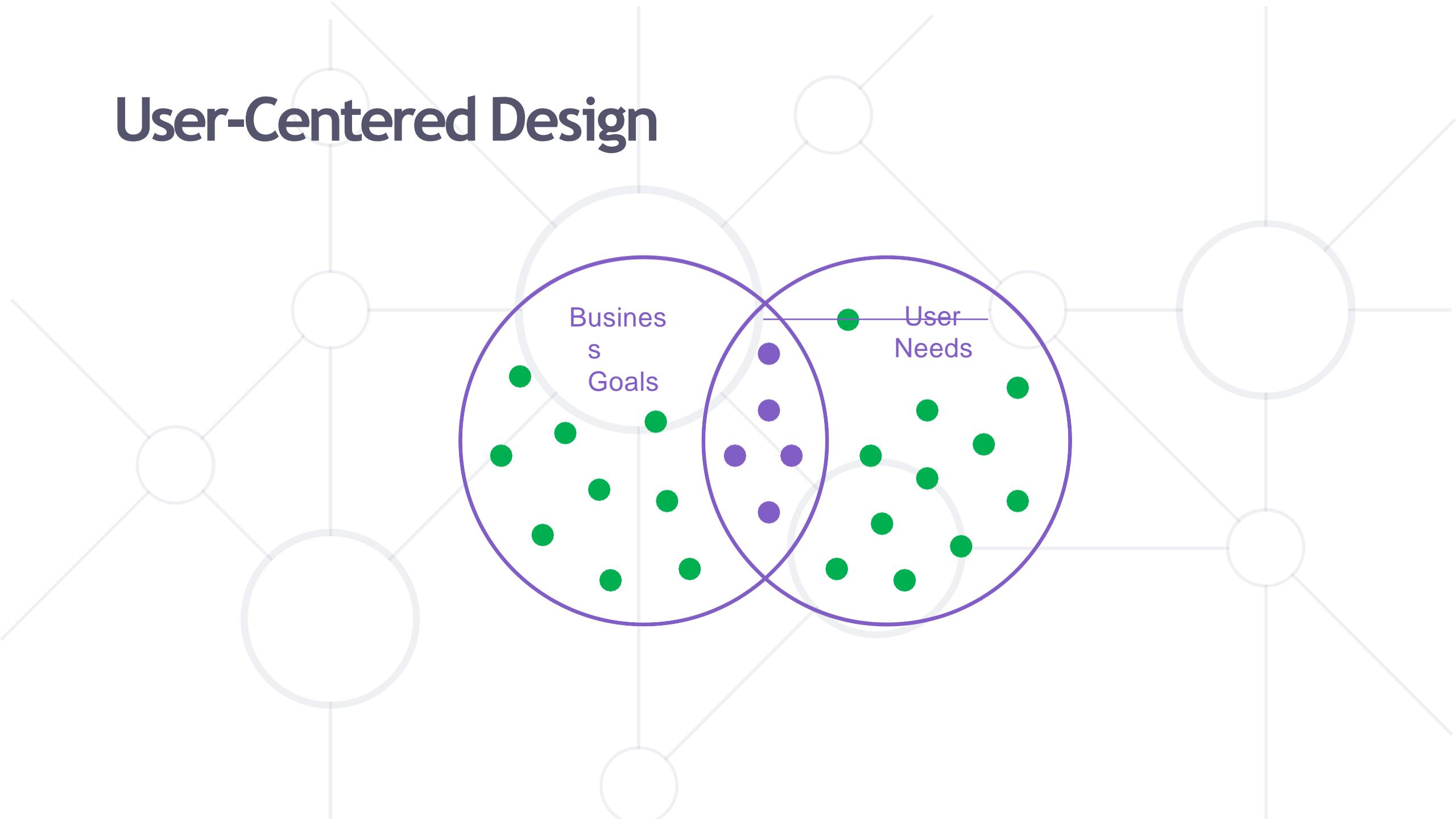
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
29	30	1	2 UX	3	4	5
6	7 UX	8	9 UX	10	11	12
13	14 UX	15	16 UX	17	18	19

Exam = Test + Project

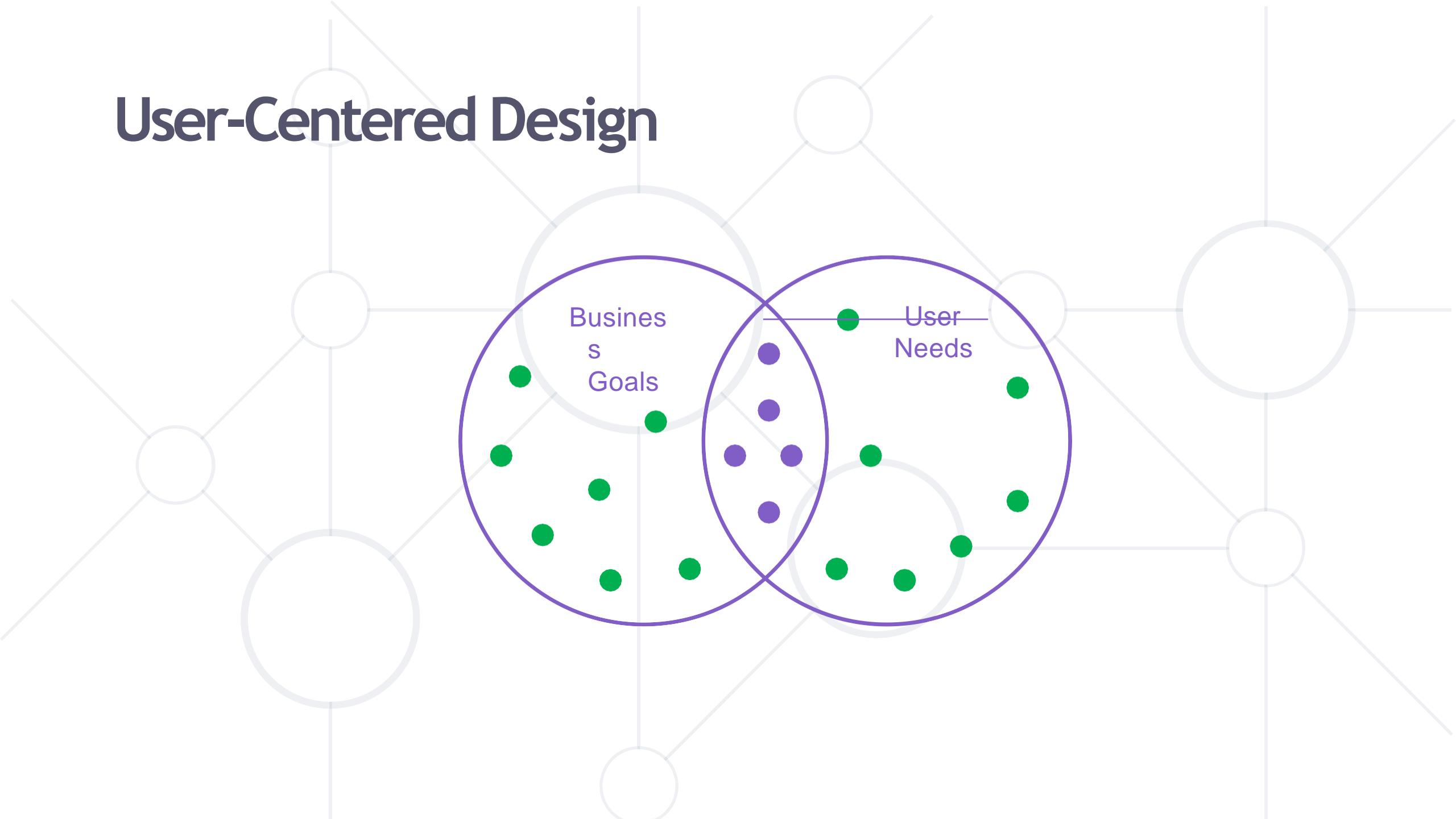




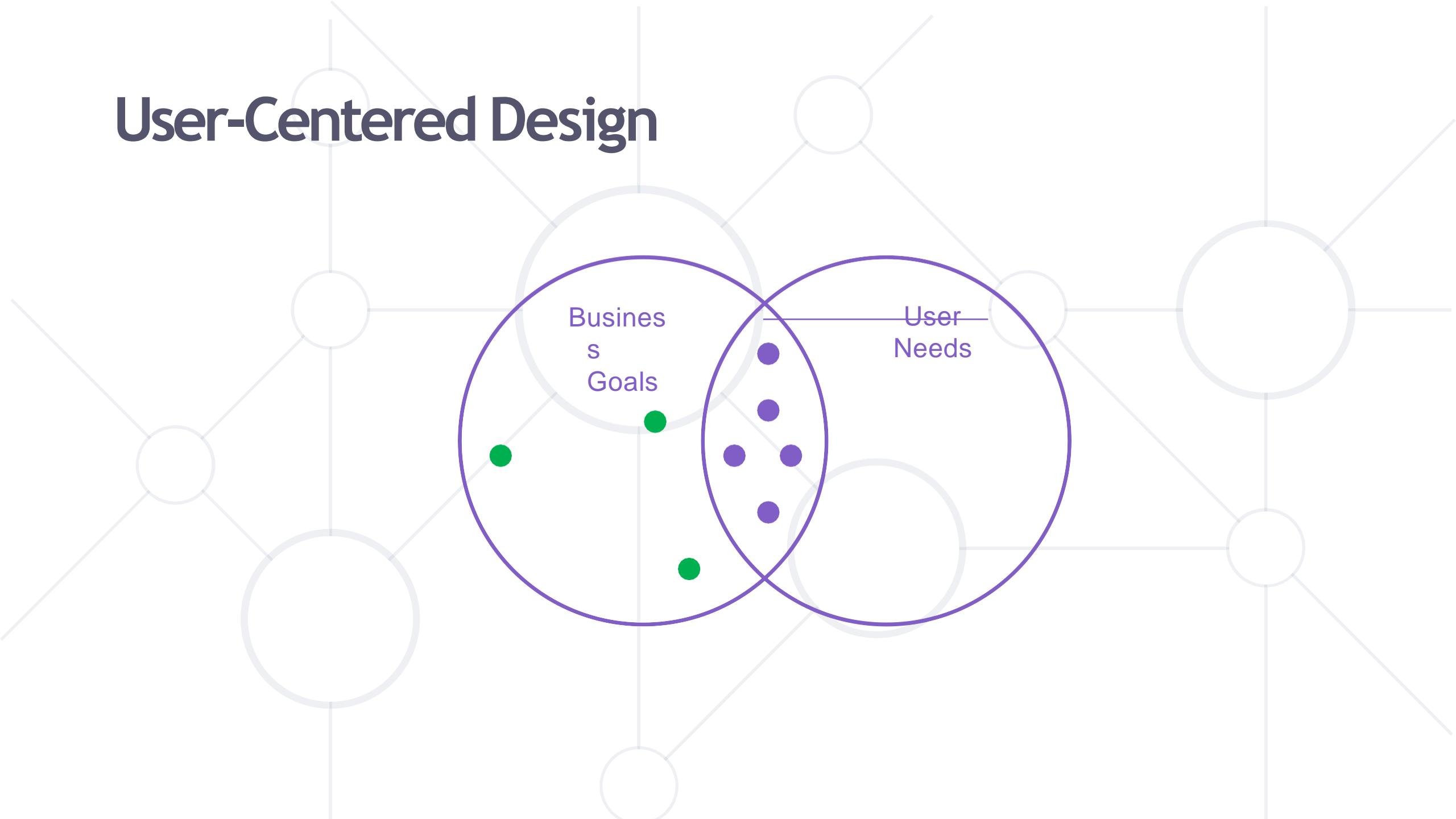
User-Centered Design

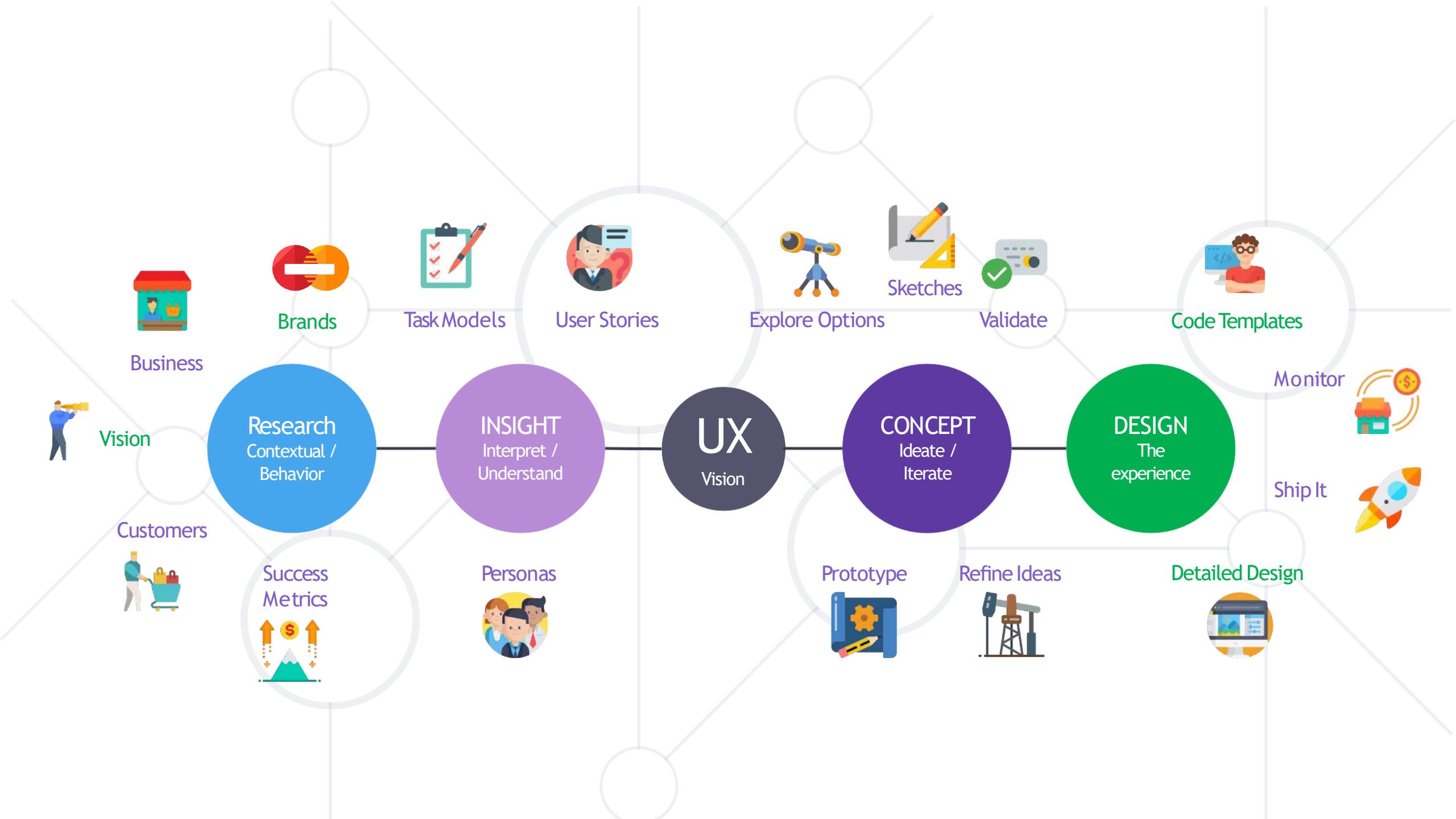


User-Centered Design

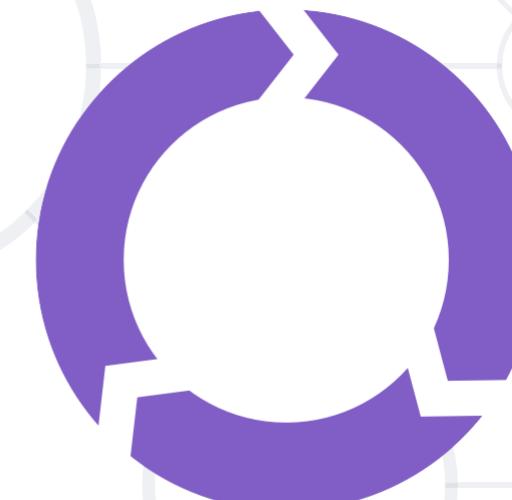


User-Centered Design





User-Centered Design



Research

User-Centered Design



Research

Prototype

User-Centered Design

Validate

Research

Prototype



User-Centered Design

Strategy

Validate

Research

Prototype

User-Centered Design

Strategy

Validate

Research

Prototype





15

263

263

262

263

261

262

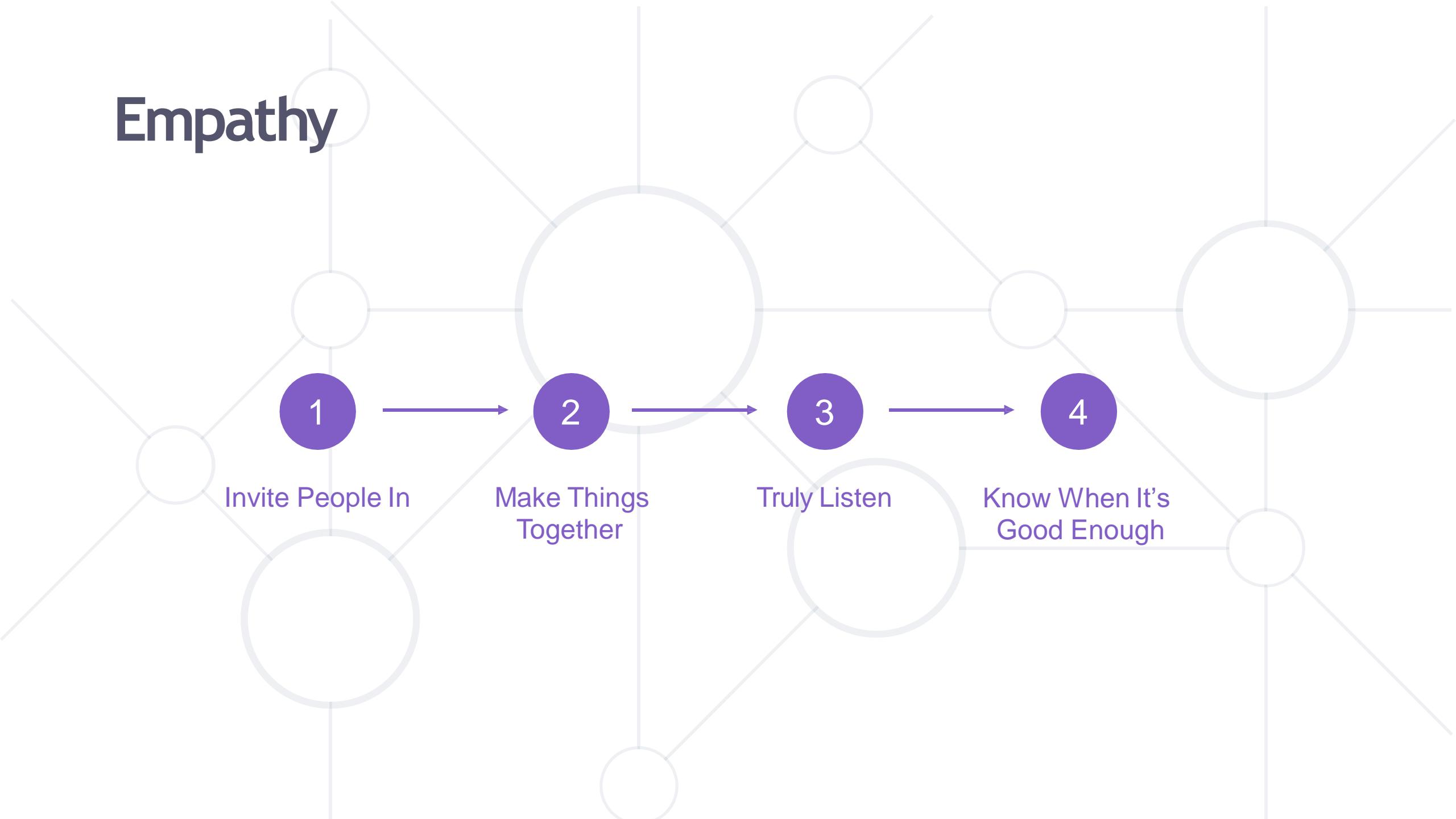
2







Empathy



Empathy

Uncertainty / Patterns / Insights

Clarity / Focus



Researc
h

Concept

Design



Sli.do

#UX-web

Overview

2. Foundations

Discovery

Research

8. Validation

Validation

Design

3. Ethnographic Research

4. User journey

5. Storyboarding

6. Paper Prototypes

7. High-Fidelity Prototyping

The rent-a-car problem



Interview



Car hire – lowest prices guaranteed

Search, compare & save

Find the best prices

Country

Please Select

City

Please Select

Location

Please Select

Drop car off at different location

Pick-up Date:

Sun 25 Mar 2018

Drop-off Date:

Wed 28 Mar 2018

10 00

10 00

Driver aged between 30 – 65?

- No cancellation fees*
- No credit card fees
- No booking fees

Search



Rentalcars.com brings you low prices from the biggest brands

Hertz

AVIS

Europcar

Alamo

Budget

enterprise
CAR RENTAL

dollar.

Thrifty



Contact Our Rental Specialists
+49 89 412 07 269

[Manage Booking](#)[Promotions](#)[Luxury & Sports Car Hire](#)[Motorhomes](#)

FIND YOUR CAR HIRE HERE

Italy

Bergamo

--- Select Pick-up Location ---

Drop off at a Different Location?

PICK-UP

25 Mar 2018

10:00

DROP-OFF

28 Mar 2018

10:00

DRIVER'S AGE

✓ 25-69 ?

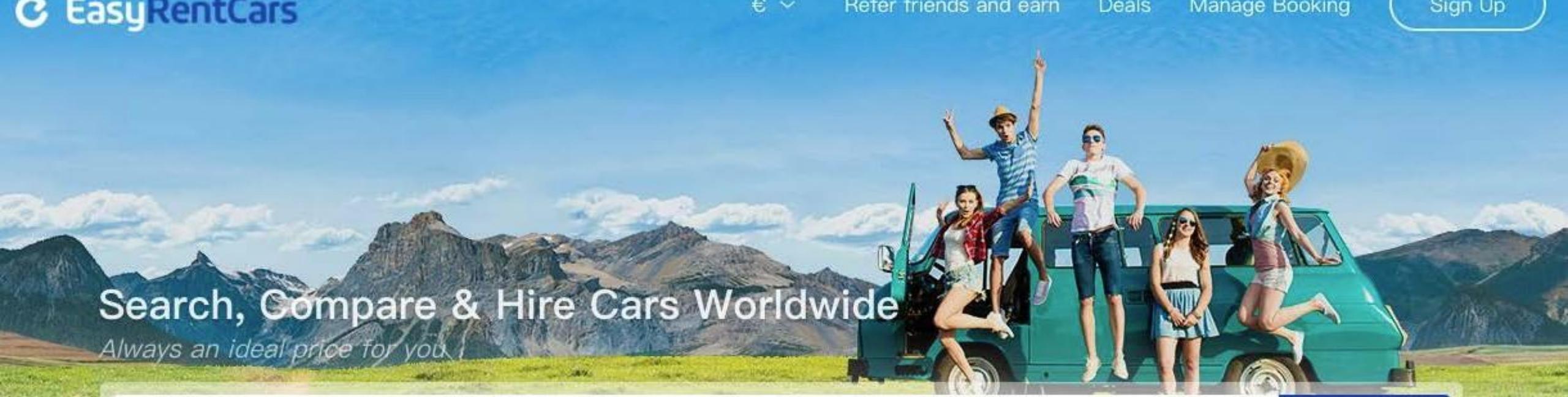
Get Your Quote

Best Worldwide Car Hire Deals

Largest choice with unbeatable rates

- ✓ NO CANCELLATION OR AMENDMENT FEES
up to 48h before pick-up
- ✓ NO CREDIT CARD FEES
Transparency & best price guarantee





Search, Compare & Hire Cars Worldwide

Always an ideal price for you!

Pick-up Location



2018-04-06



10:00 AM

2018-04-09



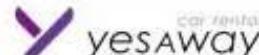
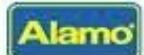
10:00 AM

Search

Return the car to the same location

Rental Period: 3 days

Compare 900+ car hire companies at over 60,000 locations – Easy Rent Easy Go!





LANGUAGE LOG IN

MENU

RENT A CAR SOFIA



COUNTRY

Bulgaria

CITY

Sofia

BRANCH

Please select

RETURN AT ANOTHER STATION

PICKUP

03/25/2018

12:00 Noon

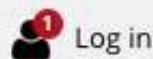
RETURN

03/26/2018

09:00 am

CALCULATE PRICES

Win a prize from Top Rent A Car!



Log in

English



Prices

Car fleet

Locations

Services

About Us

Contacts

Bulgarian national car rental company

+359 700 89 050 | +359 890 170 170

We guarantee

Cars **Cargo** **Rent worldwide**

Pick up

Sofia - Airport

11:00

Drop off

Same as Pick Up

11:00

Promo code

Search Now

**FUEL EFFICIENT HYBRID
TOYOTA YARIS HYBRID 2018**

< >

[Rates & Reservations](#)[Online Check-In](#)[Special Offers](#)[Vehicle Guide](#)[Locations](#)[Operating Leasing](#)[Products and Services](#)[About Hertz Bulgaria](#)

MAKE A RESERVATION

MODIFY / CANCEL A RESERVATION

Bulgaria

Area...

Location...

I am returning this vehicle to a different location

Pick-up date



10

:00

Return date



10

:00

or

Reservation duration

Choose...

Vehicle type

All vehicle types

ADDITIONAL INFORMATION

offer code/coupon

CDP, for partners

CONTINUE



Car hire made easy

Compare, book & save - hassle-free

Let's find you a great car

Country

Please Select

City

Please Select

Location

Please Select

Drop car off at different location

Pick-up Date:

Sun 25 Mar 2018

Drop-off Date:

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10 00

10 00

Driver aged between 30 – 65?

- Free cancellation
- No credit card fees
- 24/7 customer support

Search



Rentalcars.com brings you the best car brands,
wherever you're going

Hertz

AVIS

Europcar

Alamo

Budget

enterprise

dollar

Thrifty



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Bergamo

--- Select Pick-up Location ---

Drop off at a Different Location?

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10:00

DROP-OFF

28 Mar 2018

10:00

DRIVER'S AGE

25-69



Get Your Quote

Best Worldwide Car Hire Deals

Largest choice with unbeatable rates

- ✓ NO CANCELLATION OR AMENDMENT FEES
up to 48h before pick-up
- ✓ NO CREDIT CARD FEES
Transparency & best price guarantee



Trusted by over 8 million customers

"Great reasonable car hire. Always impressed with Auto Europe
Competitive rates."

Great to see you!

Sign up today for an extra 5% or more off your first rental and members-only deals!

[Sign Up](#)

Already a member?

[Sign In](#)

Search, Compare & Hire Cars Worldwide

Always an ideal price for you!



Pick-up Location



2018-04-06



10:00 AM



2018-04-09



10:00 AM

[Search](#) Return the car to the same location

Rental Period: 3 days

Compare 900+ car hire companies at over 60,000 locations – Easy Rent Easy Go!



We're here to help



LANGUAGE LOG IN

MENU

RENT A CAR SOFIA



COUNTRY

Bulgaria

CITY

Sofia

BRANCH

Please select

RETURN AT ANOTHER STATION

PICKUP

03/25/2018

12:00 Noon

RETURN

03/26/2018

09:00 am

CALCULATE PRICES



Log in

English



Prices

Car fleet

Locations

Services

About Us

Contacts

Bulgarian national car rental company

+359 700 89 050 | +359 890 170 170

The banner features a background image of a parking lot filled with various cars. In the foreground, a yellow search form is overlaid. The form includes fields for 'Pick up' (set to 'Sofia - Airport'), 'Drop off' (set to 'Same as Pick Up'), and a 'Search Now' button. To the right of the banner, there is a large blue callout box containing the text 'We guarantee' and images of three specific car models: a red Ford Fiesta, a yellow Volkswagen Golf, and a white Citroen C3.

We guarantee

NEW MODEL
VW GOLF 2018

Cars Cargo Rent worldwide

Pick up

Sofia - Airport

11:00

Drop off

Same as Pick Up

11:00

Promo code

Search Now

MAKE A RESERVATION

[MODIFY / CANCEL A RESERVATION](#)[Bulgaria](#)[Area...](#)[Location...](#)

I am returning this vehicle to a different location

Pick-up date

10 :00

Return date

10 :00

or

Reservation duration

[Choose...](#)

Vehicle type

[All vehicle types](#)

ADDITIONAL INFORMATION

 offer code/coupon CDP, for partners[CONTINUE](#)

Persona & Scenario

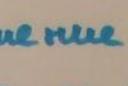
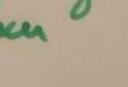
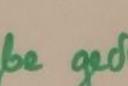
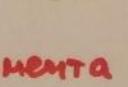
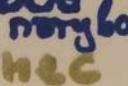
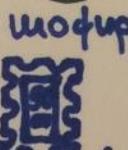


Анна
27 год
София
Рекламен Бизнес

+ без инциденти на пътя до момента

\$ получава пари кеш и имат две дебитни карти
от различни български банки

"Трябва ми личната по отношение на пътуването
и освобождаването на депозит за касата от кем
коя достъпно през мобилния ми телефон"



шофира всеки ден

пътува често реди с кола
за изложур.

пътуване в
Европа

пътуване с
дебитни карти

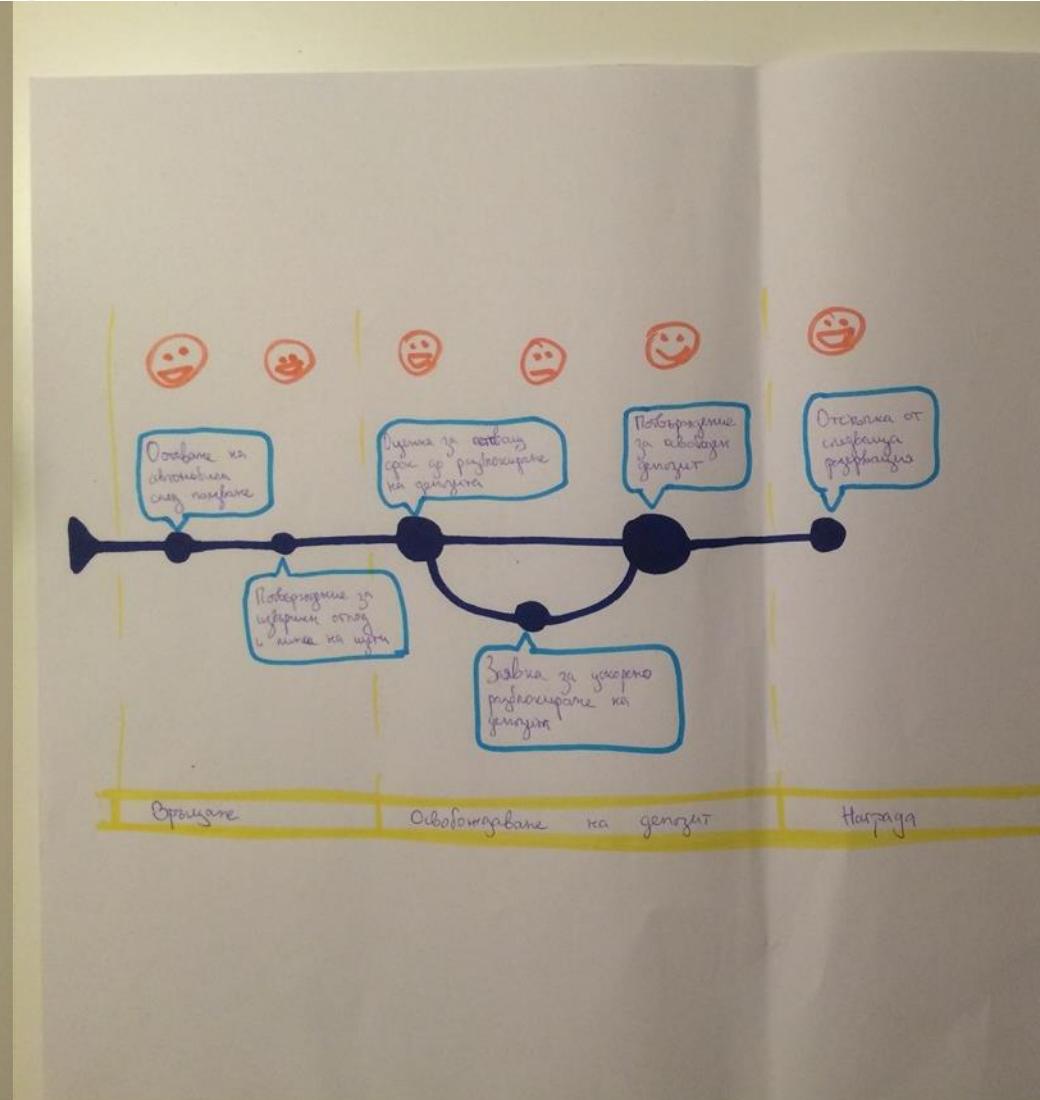
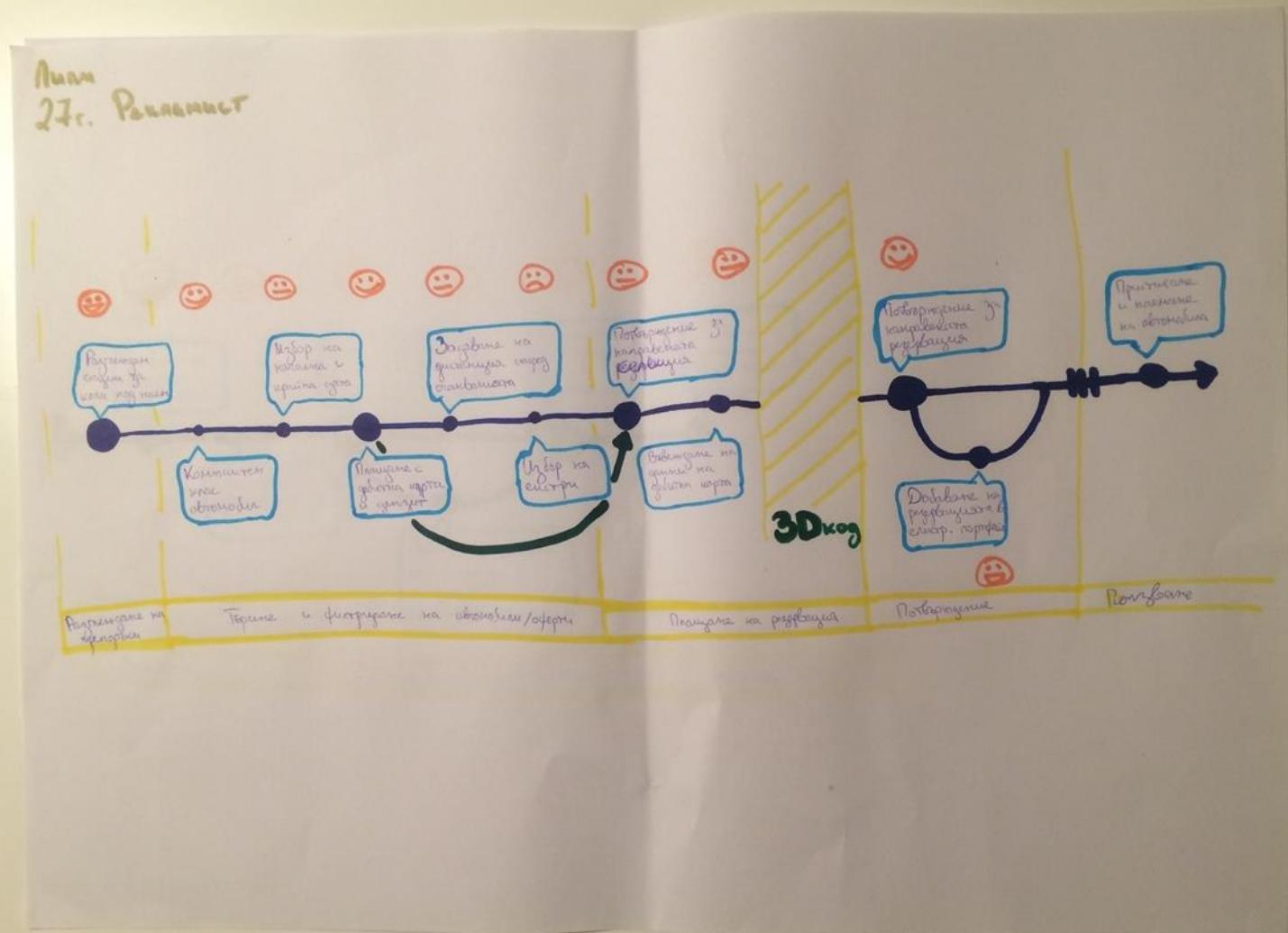
пътуване с
дебитни карти

пътуване с
дебитни карти

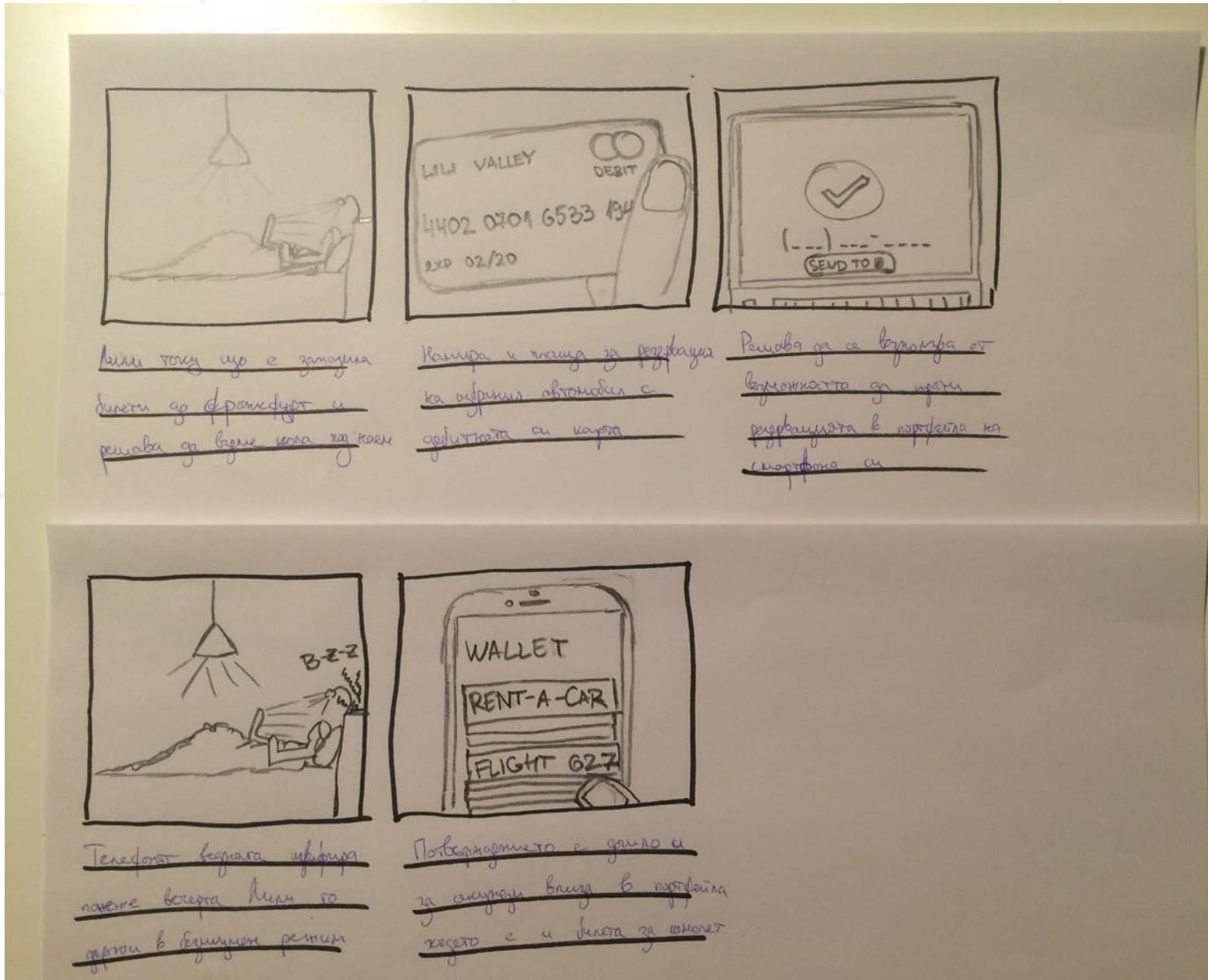
Ще пътувам по коледните дни си
и си купих самолетен билет до Франкфурт. Искам да използвам
предложените опции за кола под наем, за да наема кола също
автомобил за 4 дни и планирам да измине максимум 1000 км.
Искам да платя депозита с дебитната си карта при пристигане
на летището и влизане на автомобила. Доктор шофър юм и
не ме интересуват допълнителни застраховки. Ако ноще време да
стane онлайн ще съм много доволна.

Вчера се върнах от лятна почивка в Швейцария като връщах
до Рим и оттам с кола под наем обиколихме цяла Швейцария
като бранището отсладки всяка вечер в различен курорт. При
наемането на кола депозирах 500 €, но това като напомня
инциденти, а е средата на месеца, тук се разбира да
зная кола депозита ще биде отложено и мога ли да
изправя нещо, за да стане това по-добро понятие след
почивката разполагам с доста напредък до средата на
месеца.

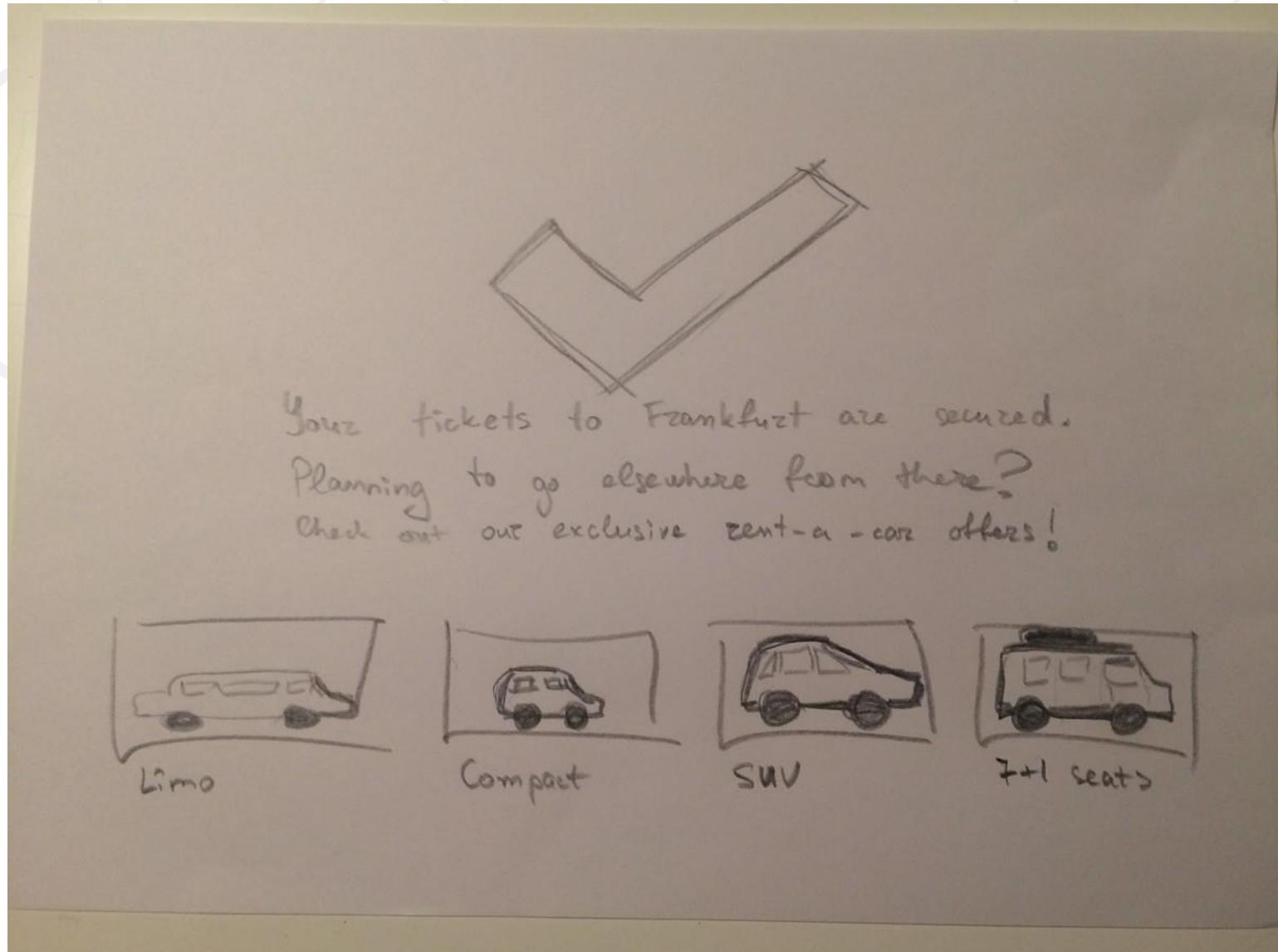
User Journey



Storyboards



Paper Prototype

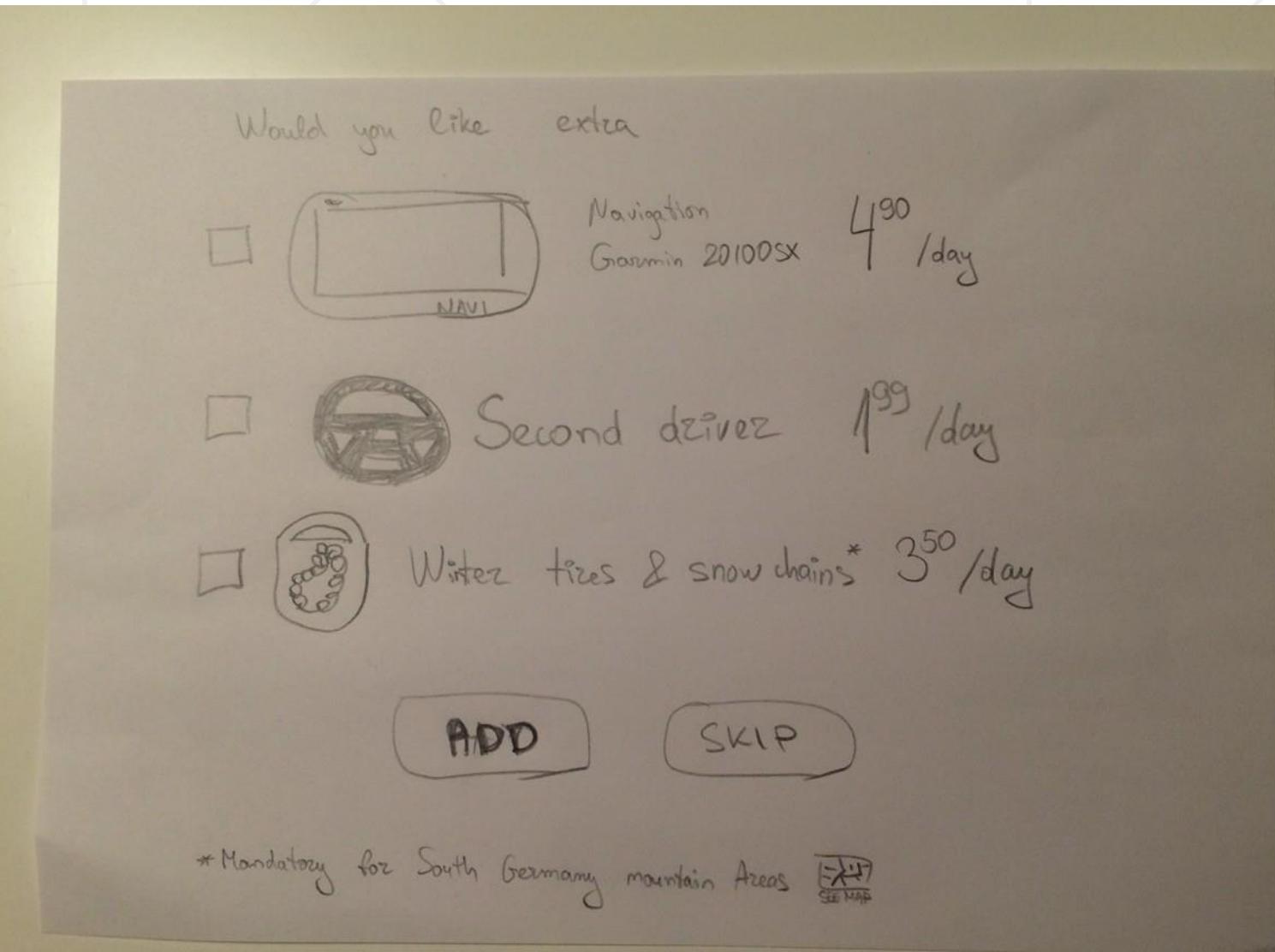


Paper Prototype

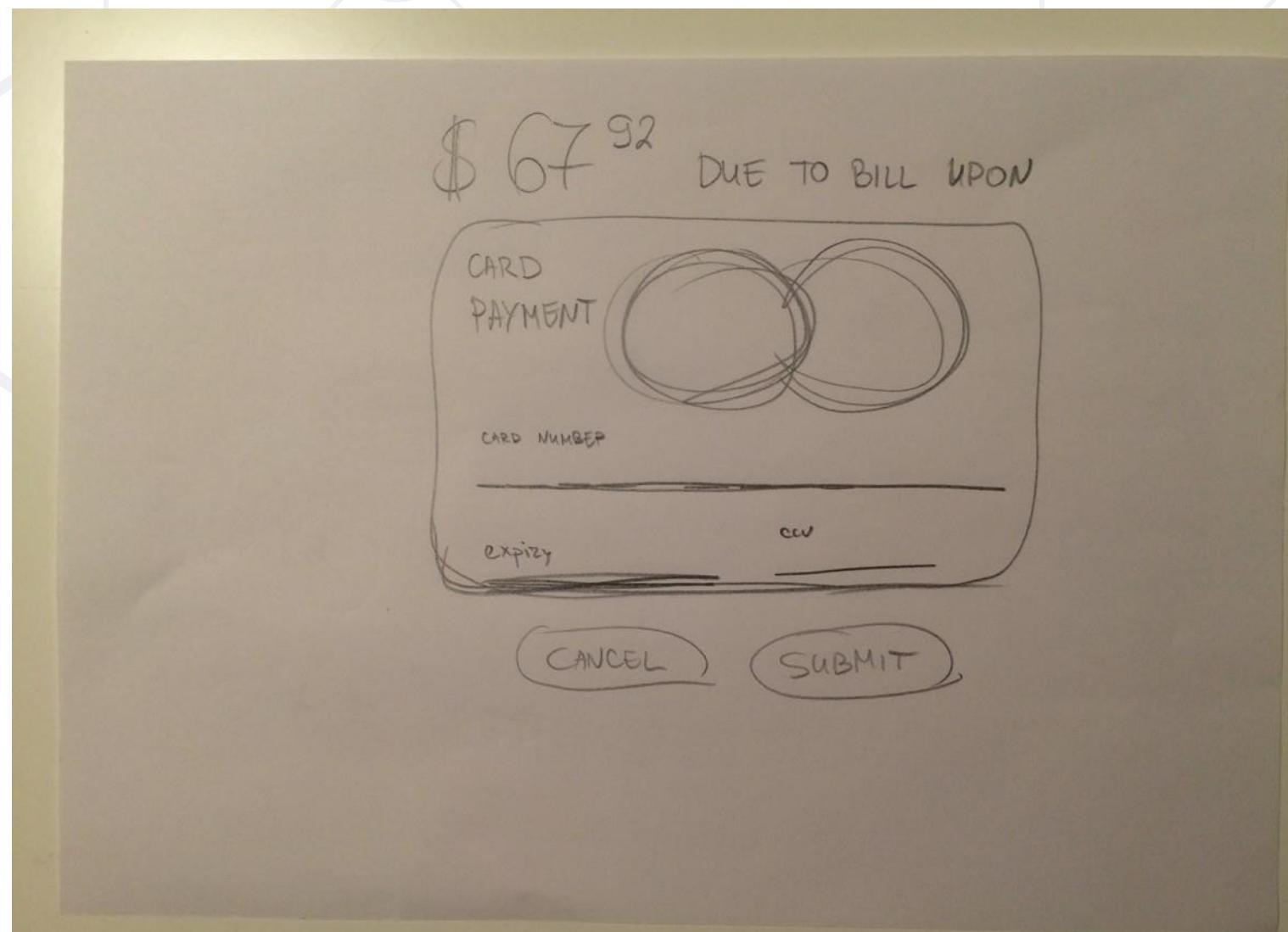
A hand-drawn paper prototype for a car rental application. The interface includes:

- Car Selection:** A sketch of a Ford Fiesta 1.0 EcoBoost with 3+1 seats.
- Payment:** Logos for VISA and MASTERCARD.
- Price:** 20⁸⁰ per/day.
- Action Button:** A red-outlined button labeled "BOOK NOW".
- Text:** "More compact cars" below the car sketch.
- Filter Options:** Three empty rectangular boxes for filtering results.
- Side Panel:** A vertical sidebar with sections:
 - Type:** Compact, Limo, SUV, 4x4, 7+1 seats, Economy, Sedan.
 - Period:** A calendar for March 18 showing days 1-31.
 - Payment:** Credit card (VISA, MASTERCARD) and Debit card.
 - Distance:** A scale from 0 to 1000 km.
- Submit Button:** A large red-outlined button labeled "SUBMIT".

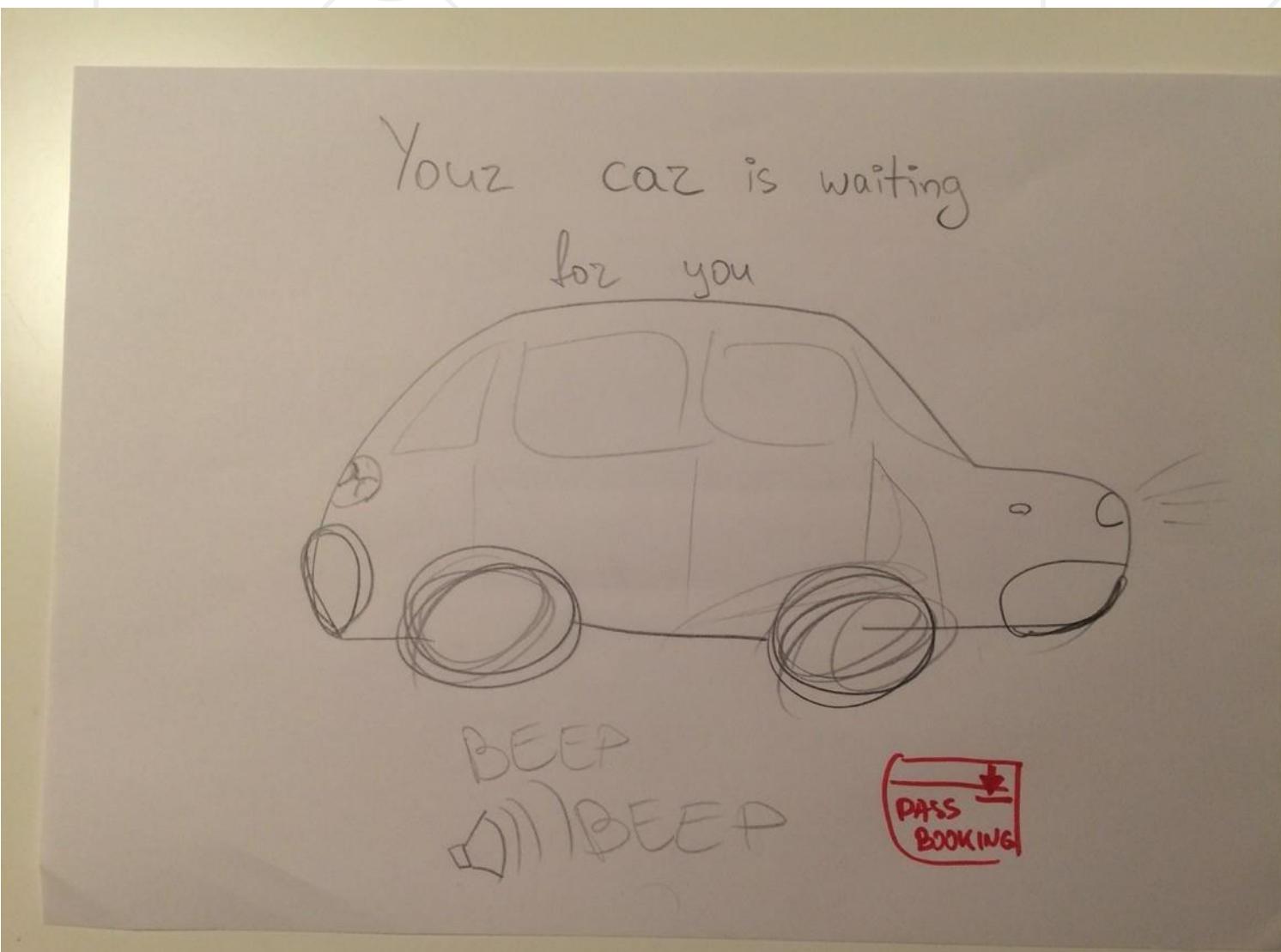
Paper Prototype



Paper Prototype



Paper Prototype

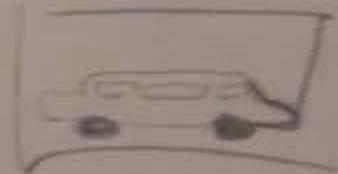




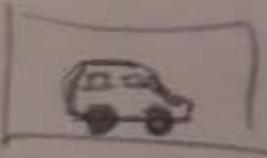
Your tickets to Frankfurt are secured.

Planning to go elsewhere from there?

Check our extensive rent-a-car offers!



Limo



Compact



SUV



7+1 seats

Interactive Prototype

Type

- Compact
- Economy
- Sedan
- SUV
- Limousine
- 7+1 seats

Period

From To

Payment

- Credit Card
- Debit Card

Distance (km)

SEARCH



Jeep Grand Cherokee 2019

4+1 seats

3.0 L CRD V6

10.2 l/100km

BOOK NOW

VISA 

Further selection of SUVs

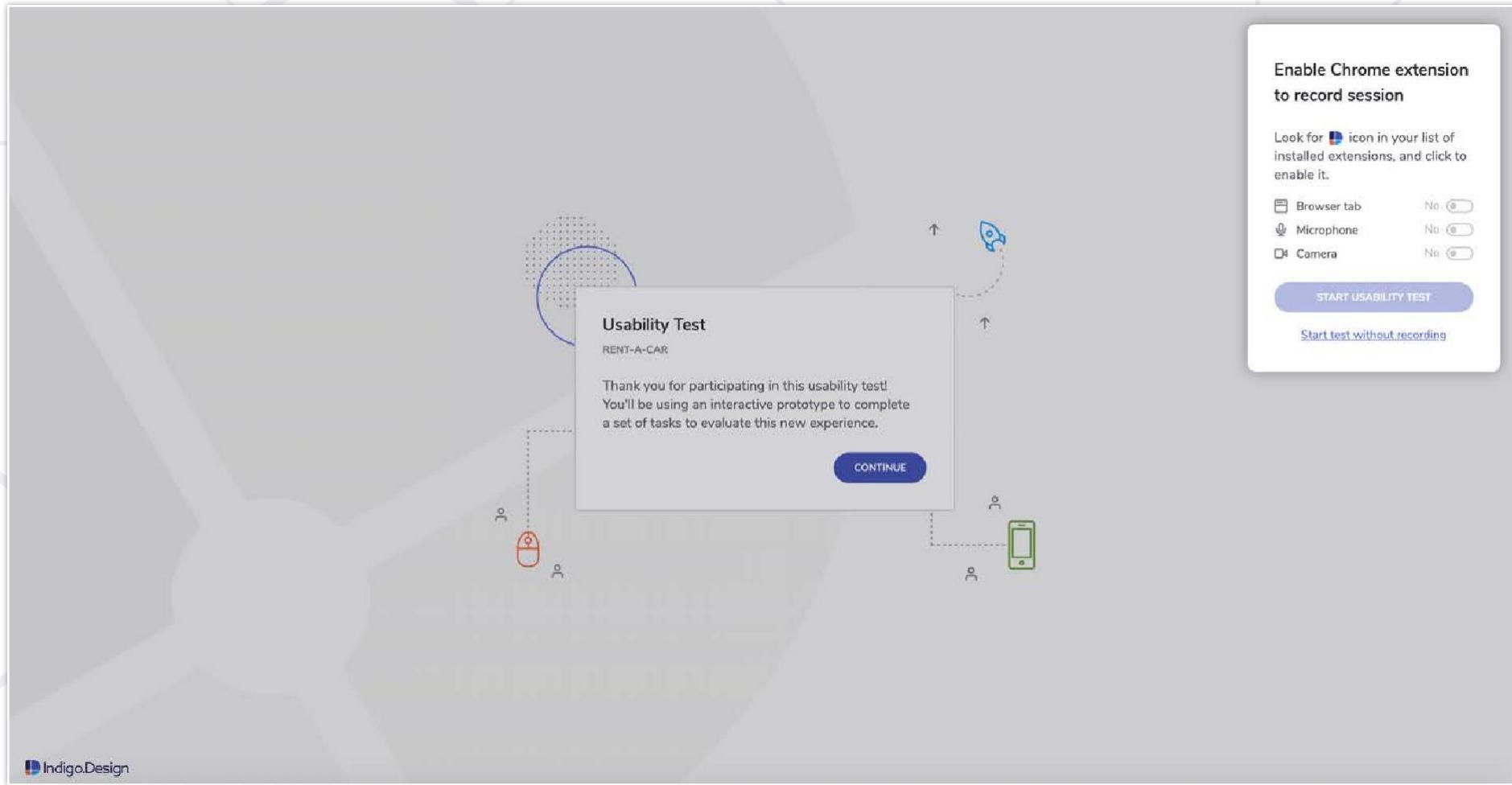
Range Rover  \$102 a day

Honda CRV 2019  \$68 a day

Nissan Quasquai  \$66 a day

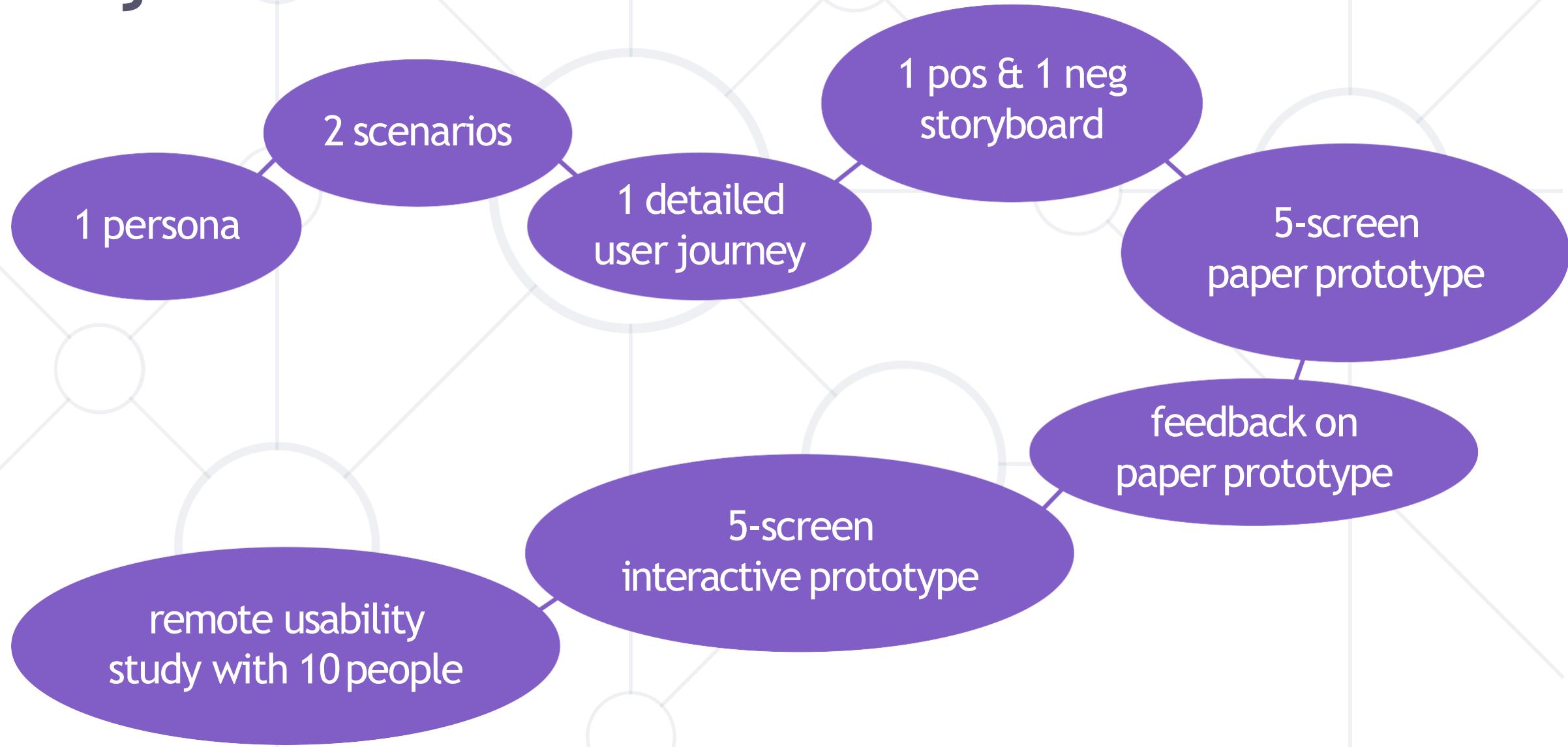
<https://www.figma.com/file/KdeEVELG42gfBcx0979t120D/Rent-a-car?node-id=1%3A5386>

Validation



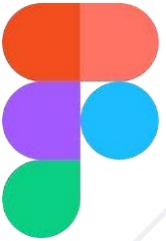
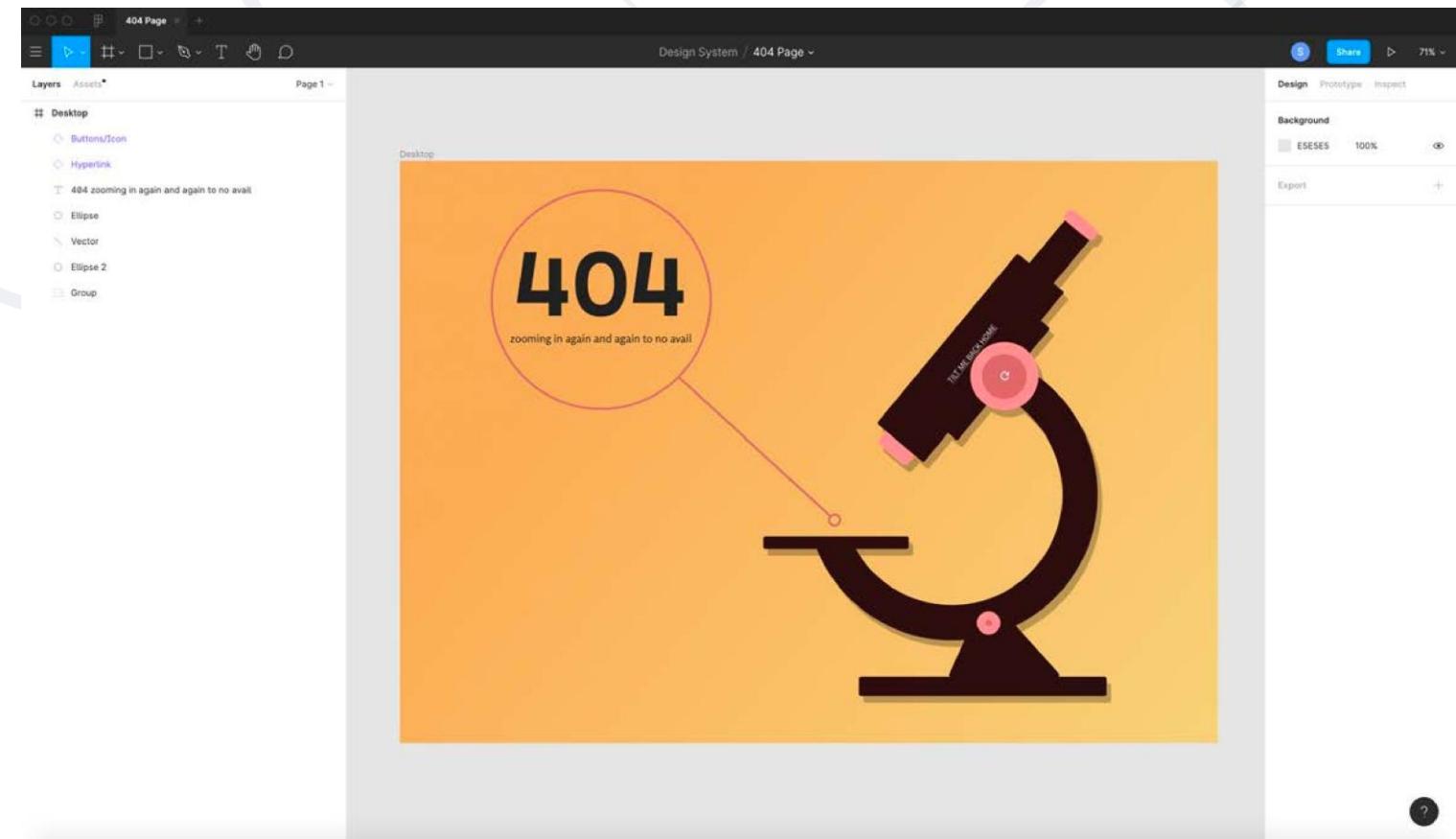
<https://cloud.indigo.design/study/run/456ypakx7ee3/>

Project Submission



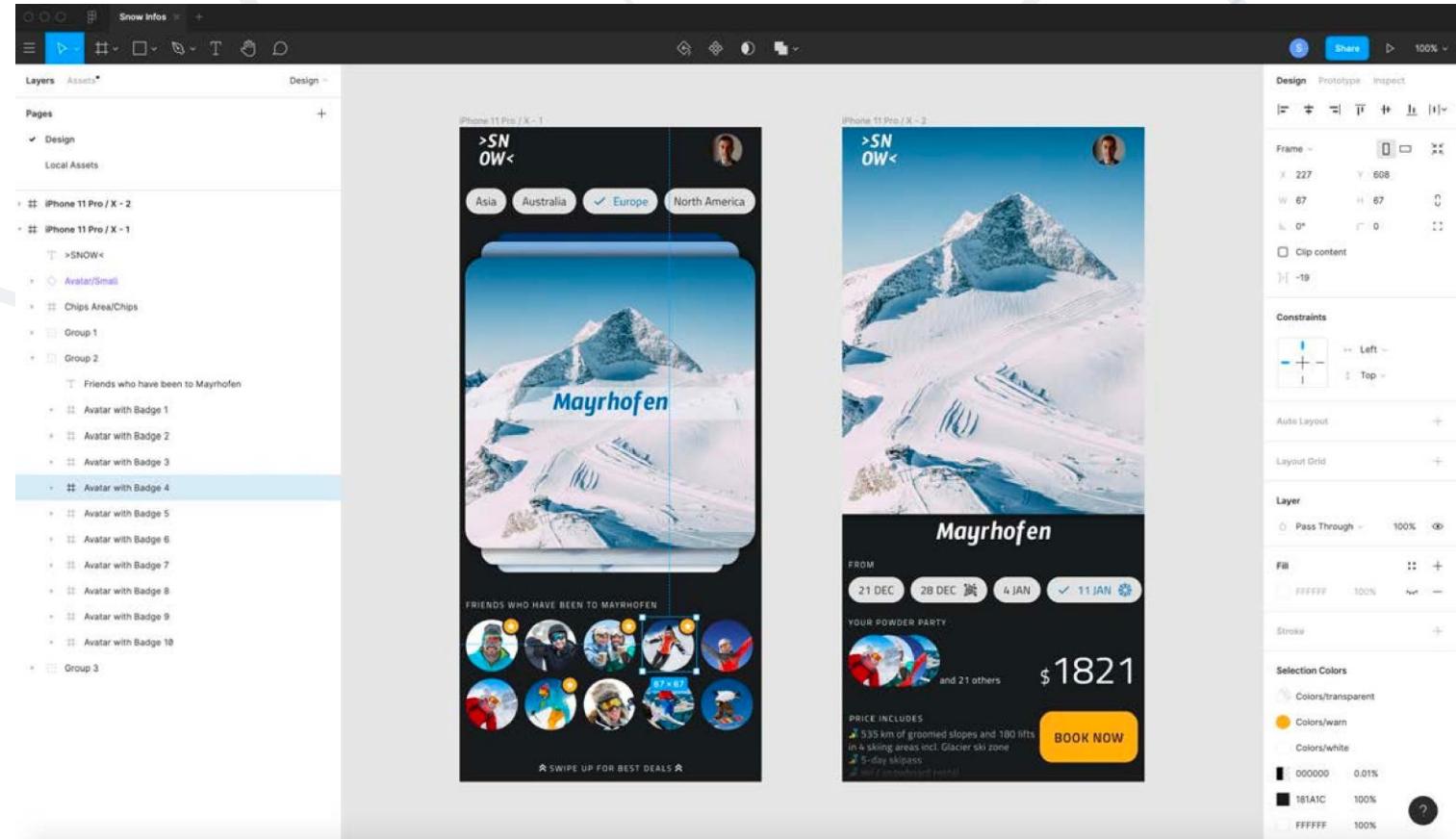
Figma

- Shapes
- Vector Paths
- Boolean Operations
- Text
- Color
- Mask
- Groups



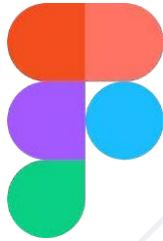
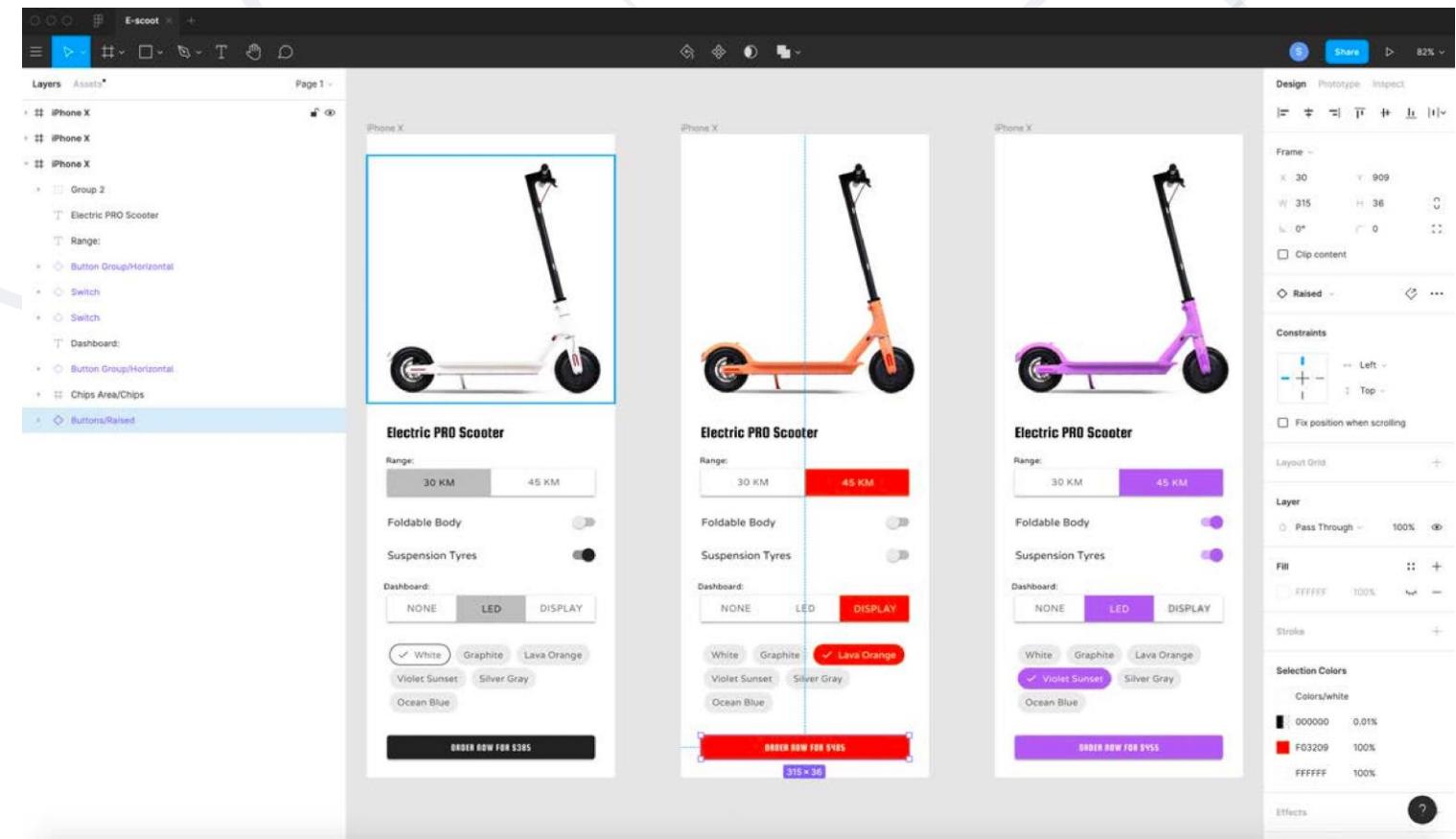
Figma

- Components
- Frames
- Alignment
- Constraints
- Auto Layout
- Styles
- Repeat Grid



Figma

- Components
- Stacking styles
- Team libraries
- Live device preview
- Integrations
- Exports



SoftUni Partners

*дизайнът
на нещата*



APIHAWK



**PIXEL
HOUSE**

WEB AND GRAPHIC DESIGN STUDIO



CastFolio



**Coca-Cola
HBC**

 **INFRAGISTICS®**

ARETÉ



**THE
BUCKS
TOWN'S
WORK**