

# INTRODUCTION TO USER EXPERIENCE

---

*Doaa Fadally*

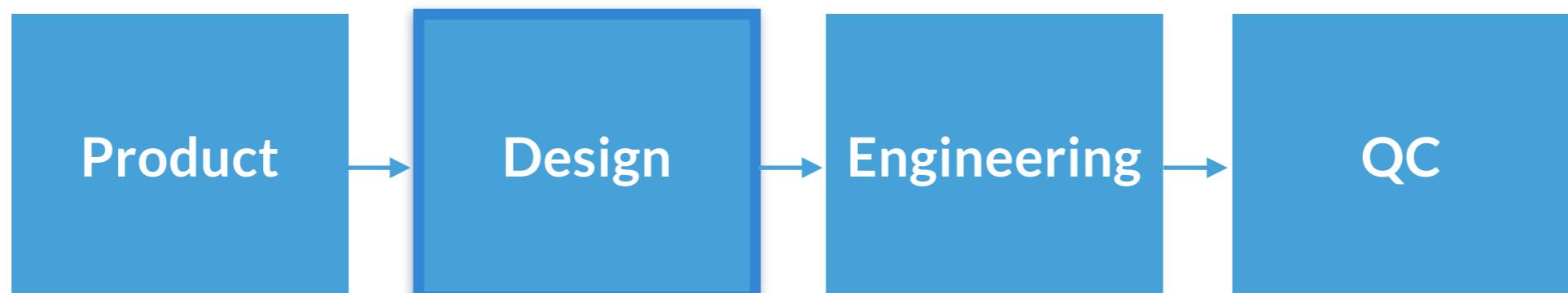
**Services  
Companies**

**Startups**

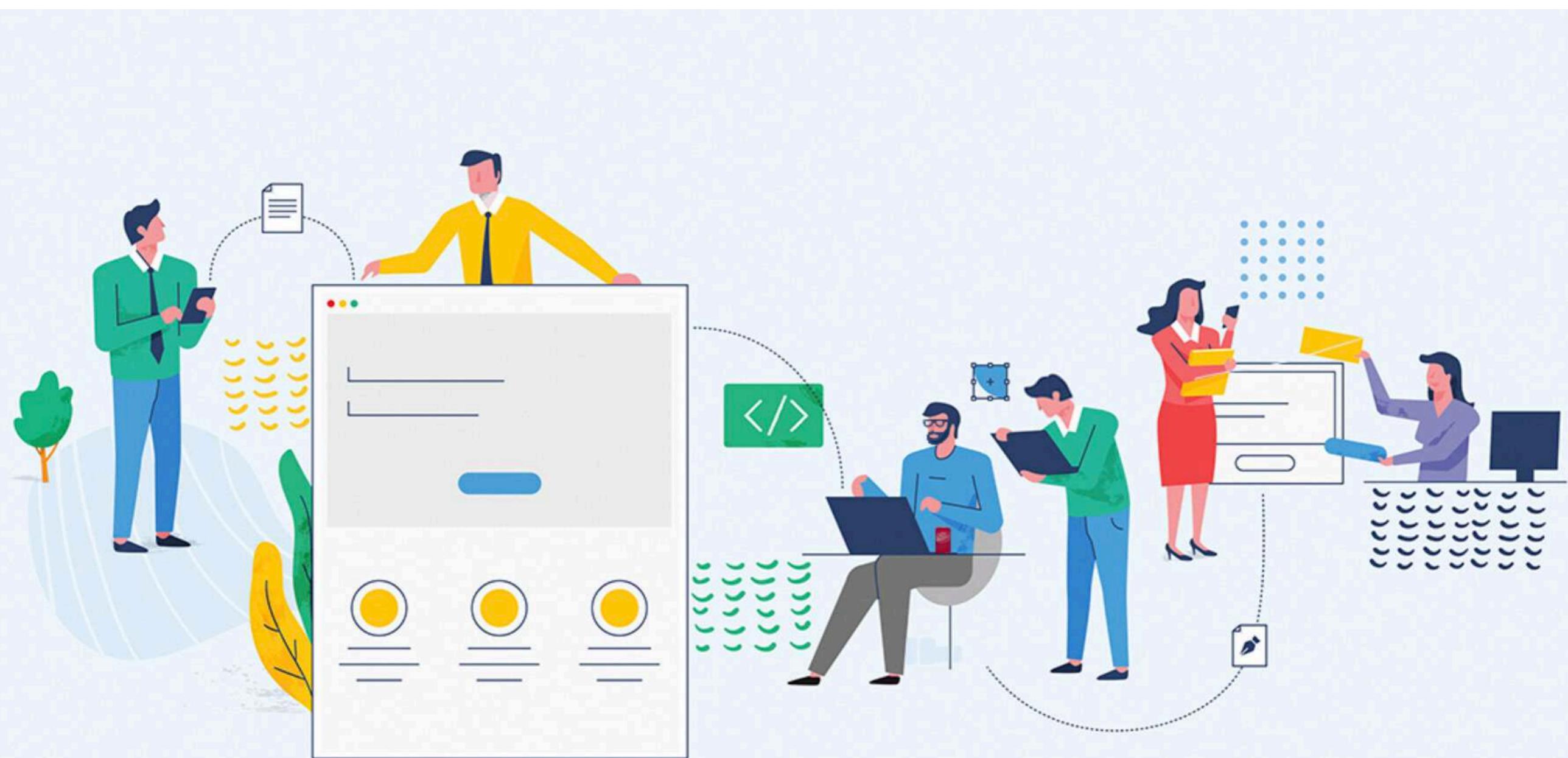
**Design  
Companies**

**Freelancing**

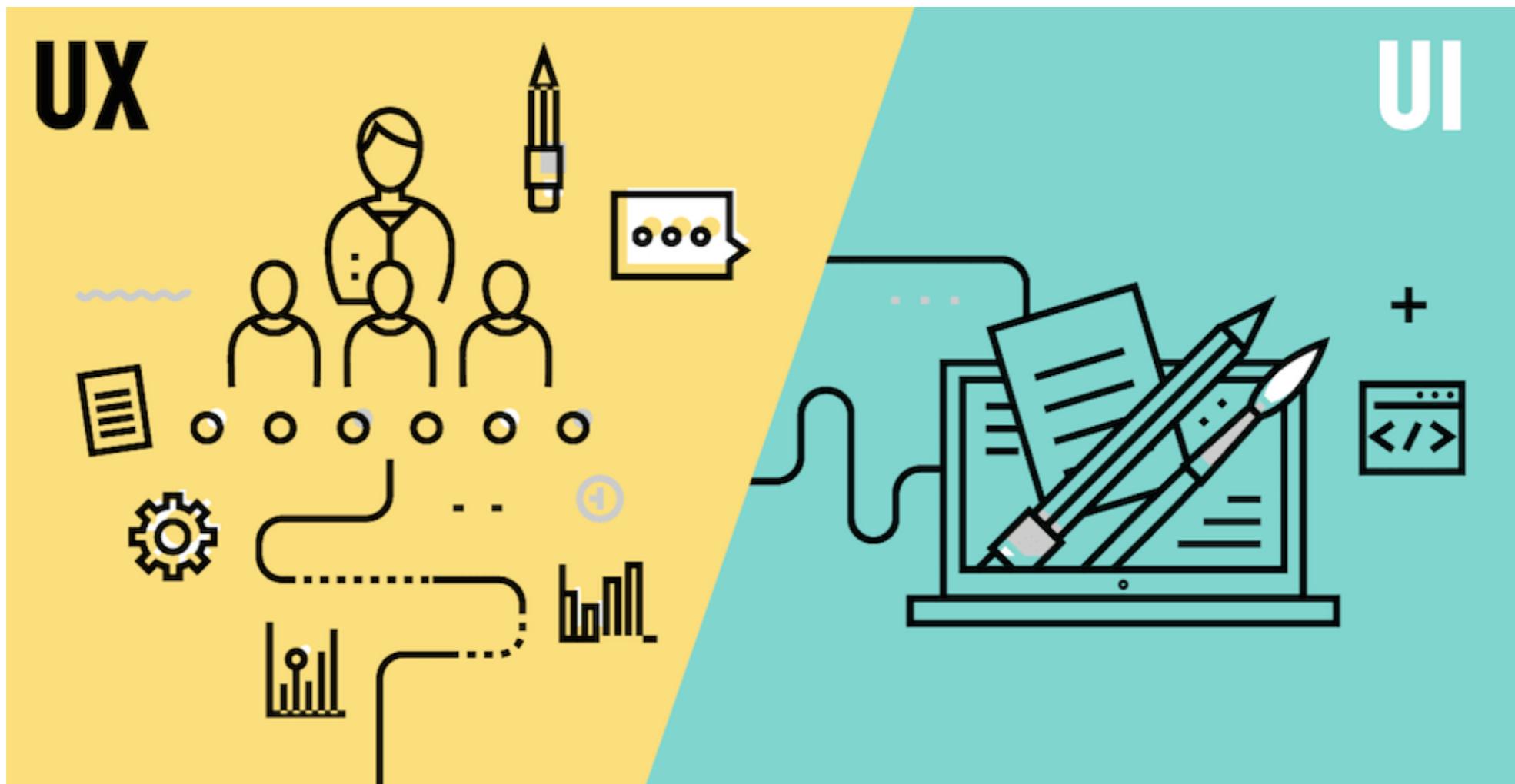




Final solutions for Users



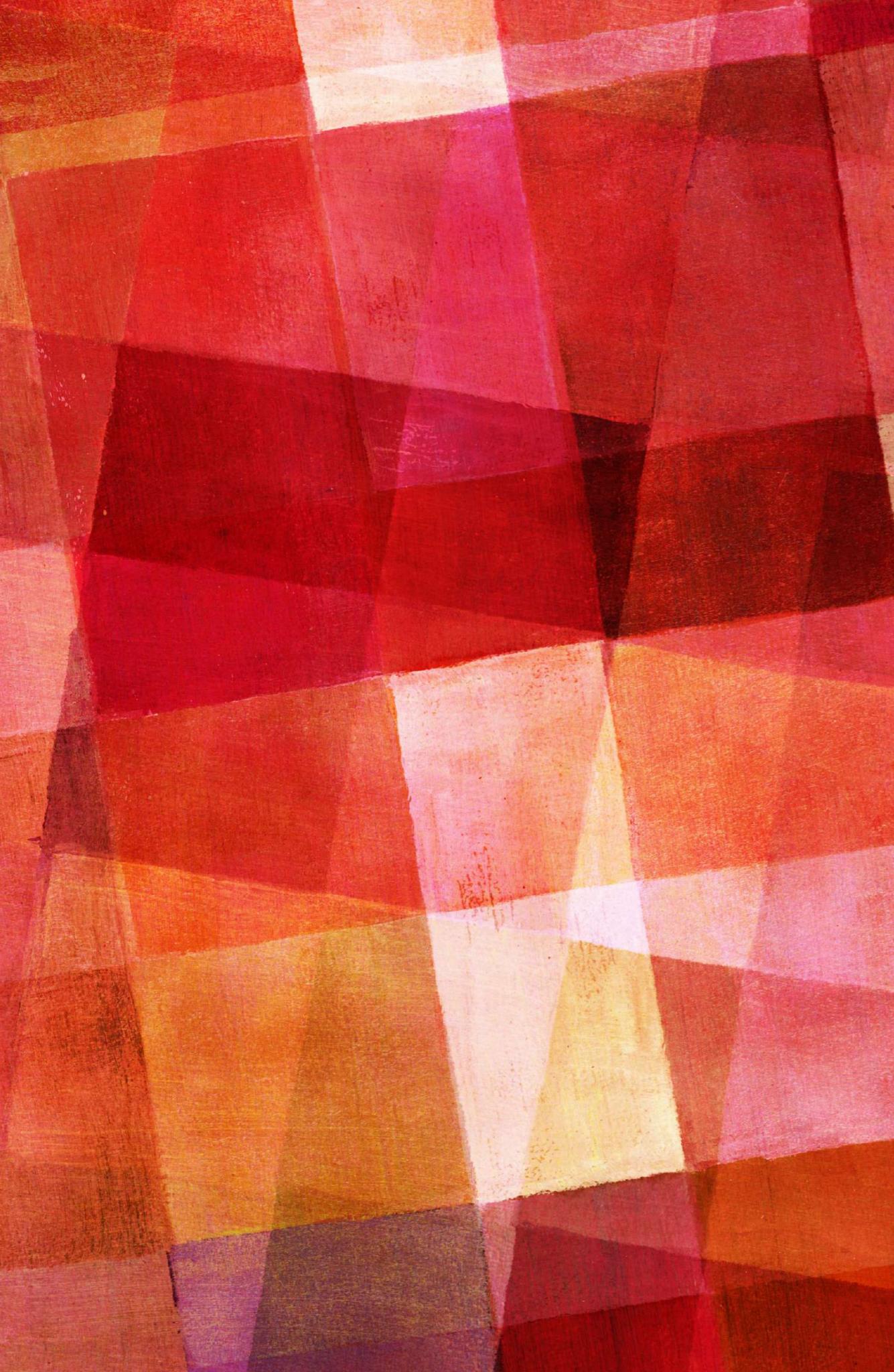
# WHAT'S UXD



**User experience** simply refers to the way a product or services behaves and is used in the real world.

A **Positive** user experience is one in which the goals of both user and the organization that created the product are met.

**WHAT'S NOT UXD**



## What is not UXD

---

- UXD isn't interface design.
- UXD isn't a step in a process.
- UXD isn't about technology.
- UXD isn't about usability.
- UXD isn't just about users.

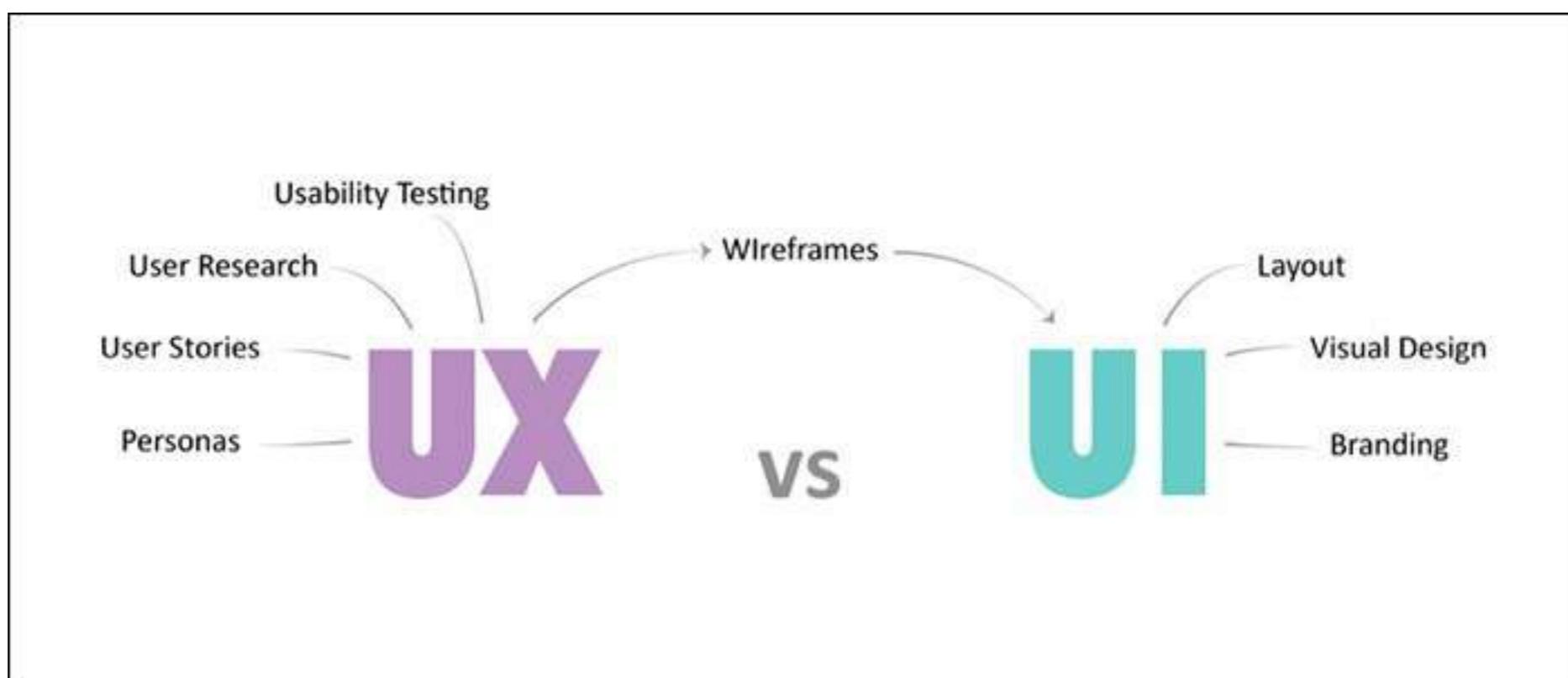
# UXD is not Interface Design

---

- Interface design is a **huge part of UX**. I would say that in a good majority of cases the UX designer does in fact design the interface. But UX is not UI.

This is where the education of others comes in.

Helping people understand just what UX is and the invaluable role it plays is illustrated beautifully with the UX Umbrella.



# — UX IS NOT UI —

What does UX actually mean? The various UX roles that a person can fulfill are plentiful. Some are whole jobs, some whole careers; others are tactical roles we all move in and out of.

What so many UX designers would like you to remember is that  
UX is not just UI design.

---

## HOW UX WANTS TO BE SEEN

- Field research
- Face to face interviewing
- Creation of user tests
- Gathering and organizing statistics
- Creating personas
- Product design
- Feature writing
- Requirement writing
- Graphic arts
- Interaction design
- Information architecture
- Usability
- Prototyping
- Interface layout
- Interface design
- Visual design
- Taxonomy creation
- Terminology creation
- Copywriting
- Presenting and speaking
- Working tightly with programmers
- Brainstorm coordination
- Design culture evangelism

## HOW UX IS TYPICALLY SEEN

- Field research
- Face to face interviewing
- Creation of user tests
- Gathering and organizing statistics
- Creating personas
- Product design
- Feature writing
- Requirement writing
- Graphic arts
- Interaction design
- Information architecture
- Usability
- Prototyping
- Interface layout
- Interface design
- Visual design
- Taxonomy creation
- Terminology creation
- Copywriting
- Presenting and speaking
- Working tightly with programmers
- Brainstorm coordination
- Design culture evangelism

---

*“UX is the intangible design of a strategy  
that brings us to a solution.”*

---

Get your print or web copy of this poster at [www.uxisnotui.com](http://www.uxisnotui.com)

An offshoot of [helloerik.com/ux-is-not-ui](http://helloerik.com/ux-is-not-ui) [@Erik\\_UX](https://twitter.com/Erik_UX)  
Inspired by [elisabethhubert.com/2012/12/interaction-design-beyond-the-interface/](http://elisabethhubert.com/2012/12/interaction-design-beyond-the-interface/) [@lishubert](https://twitter.com/lishubert)

# UXD is not a step in a process

---

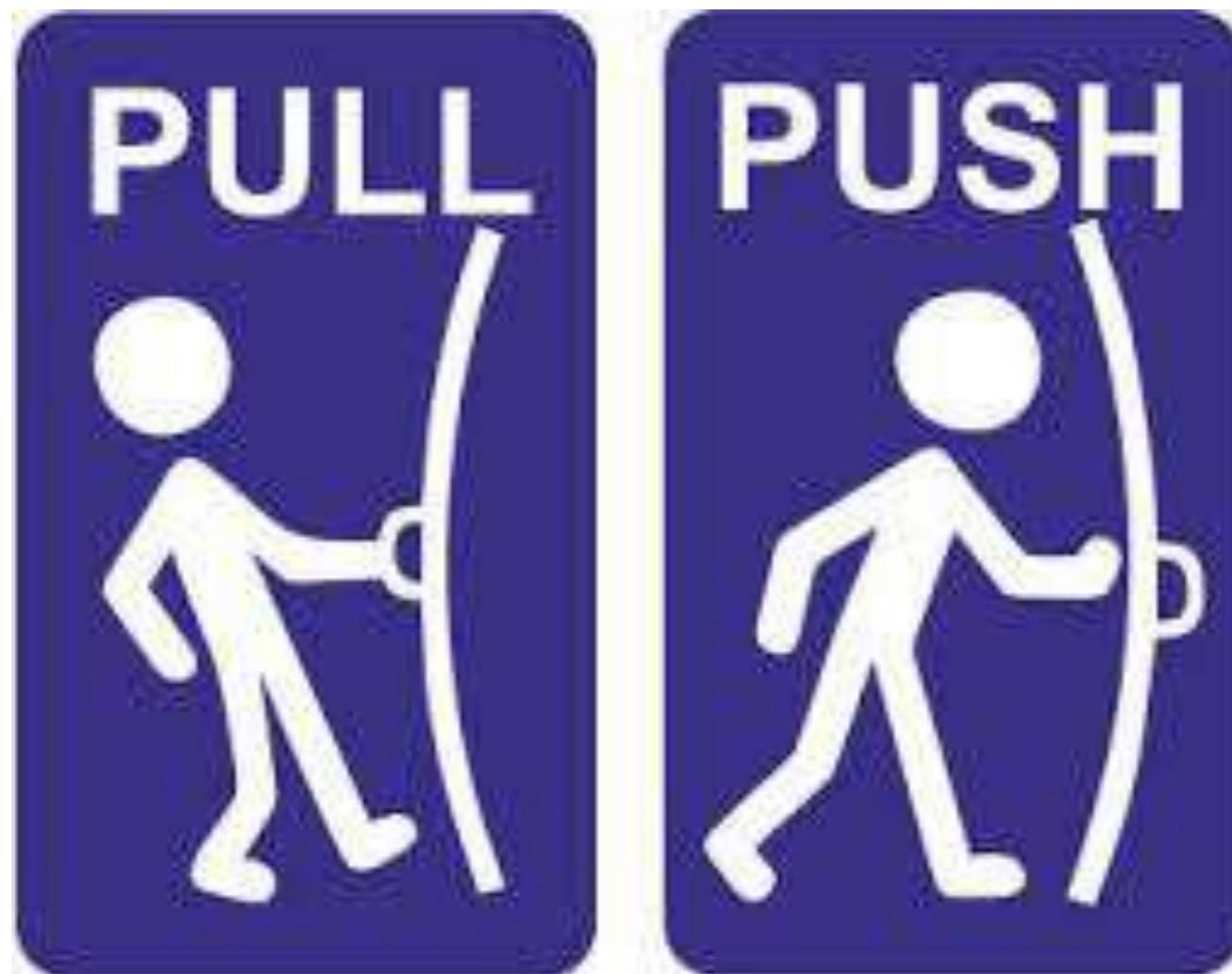
- Most Expect UXD to be separated activity .. it must be an ongoing effort continually learning about users, responding to behaviors, evolving the product or services.



# UXD is not about technology

---

- it's about how we live. it's about everything we do its surrounds us.



# UXD is not about usability

---

- Usability's focus on efficiency and effective blurs other important factors in UX which include learnability and behavioral emotional responses to the products and services we use.



# UXD is not just about users

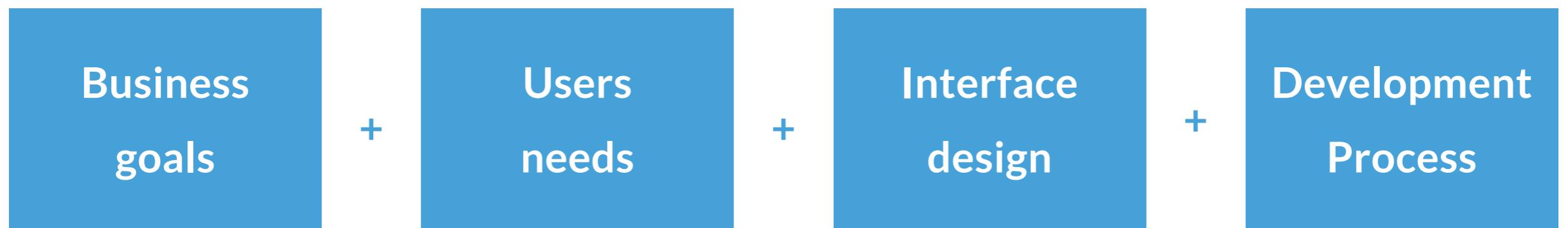
---

- As user experience designers we have to find the sweet spot between the users need and the business goals and ensure that the design is on brand.



# UXD is the sum of a simple equation

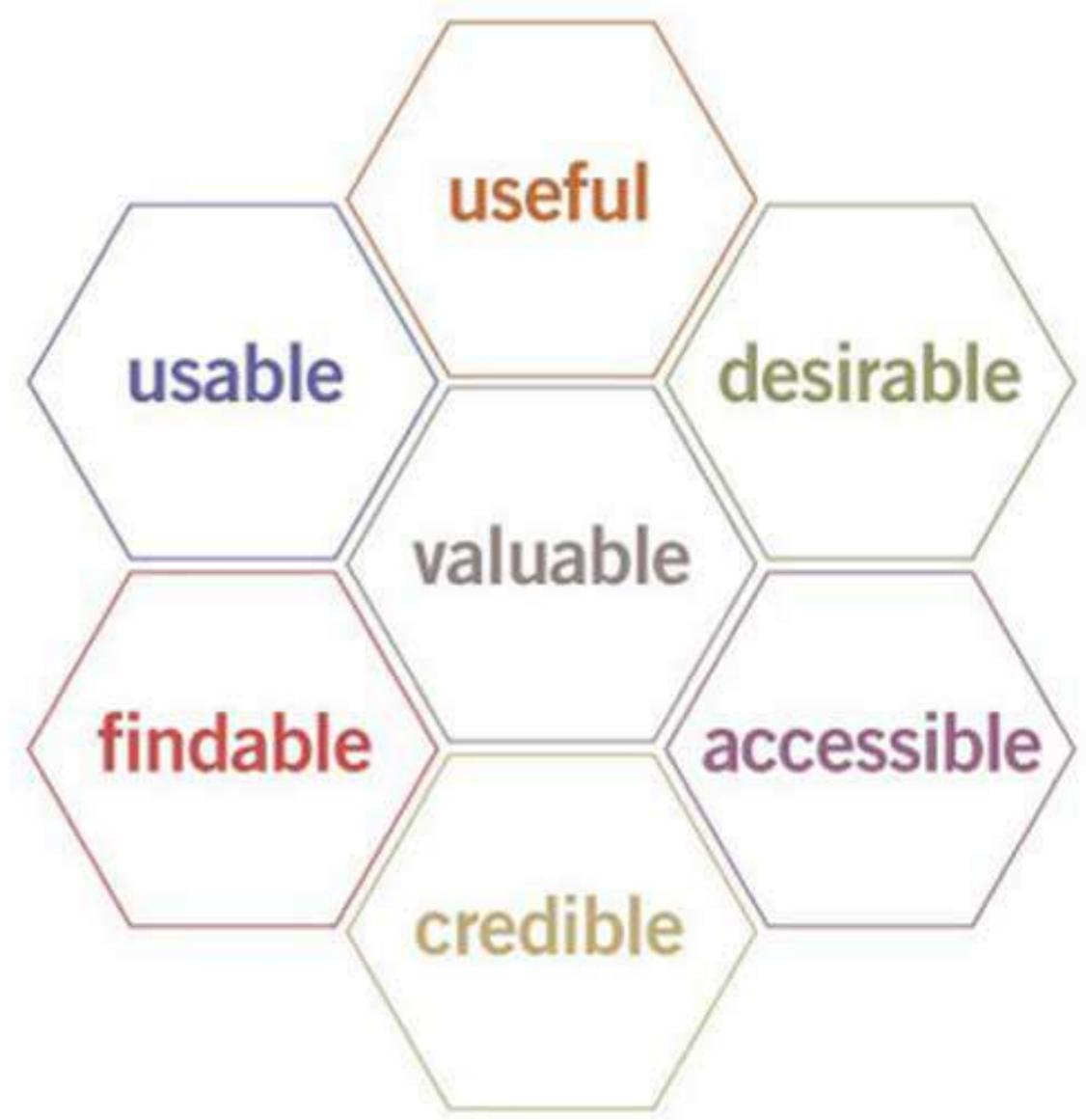
---



# UXD attributes

---

- **Useful:** Your content should be original and fulfill a need.
- **Usable:** Site must be easy to use.
- **Desirable:** Image, identity, brand, and other design elements are used to evoke emotion and appreciation.
- **Findable:** Content needs to be navigable and locatable onsite.
- **Accessible:** Content needs to be accessible to people with disabilities.
- **Credible:** Users must trust and believe what you tell them.
- **Valuable:** Product should deliver value, that value is one of the key influences on purchasing decisions.



# UXD means Problem Solving

---

- The first step of thinking is to determine the problem that your users are looking to solve it. that's the reason that they will buy your product as it's actually solves the problem in a meaningful and valuable way.

**Don't Forget to Define the problem from a UX Perspective:**

- This product is for: (Your Audience)
- It will help them solve this problem: (The Problem)

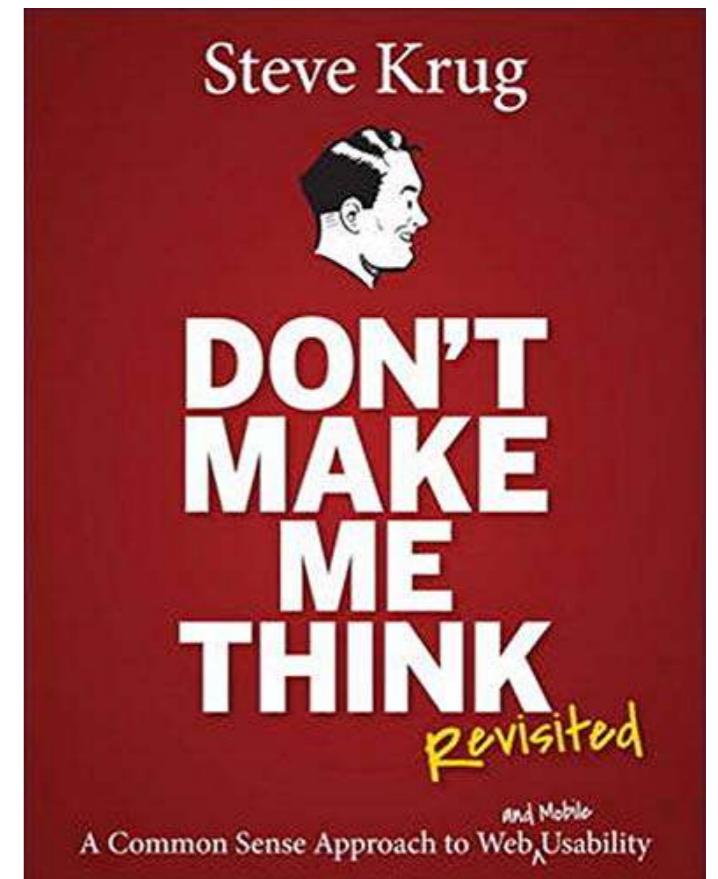


TECHNOLOGY  
CHANGES, PEOPLE  
DON'T

# Don't make me think or work

---

- I will do the least amount of work possible to get the task done.
- Show me a little information, I will look for more if I want it.
- Don't tell me, show me an example.
- If you want me to click on something, Make it clickable.
- Just give me the stuff I really need.



# Don't make me think or work

---

**As a user, I should  
never have to devote  
a millisecond of thought  
to whether things are  
clickable—or not.**

**Steve Krug**

# Don't make me think or work

---

**After you've worked on a site for even a few weeks, you can't see it freshly anymore. You know too much. The only way to find out if it really works is to test it.**

**Steve Krug**

# I have limitations

---

- I don't read I scan
- I can only look at so much stuff on a screen without losing interest .
- I can't multi-task, Researches proves it.
- I might need some guides



# I make mistakes

---

- Please do what you can to try and prevent them.
- If I did wrong choice make me confirm the action.
- Make it easy to **undo** everything.
- If something does go wrong, tell me what happened and what to do about it in languages I can understand.



# My memory is complicated

---

- Don't make me remember things from one task to another or one page to another .
- I can only remember 3-4 things at time.
- I reconstruct memories which means they're always changing.
- You're better off observing me in action than taking my word for it.



# THE ELEMENTS OF USER EXPERIENCE

# The five elements of UX

---

## Surface

On the **surface** you see a series of Web pages, made up of images and text.

Some of these images are things you can click on, performing some sort of function such as taking you to a shopping cart. Some of these images are just illustrations

## Skeleton

Beneath that surface is the **skeleton** of the site: the placement of buttons, controls, photos, and blocks of text.

The skeleton is designed to optimize the arrangement of these elements for maximum effect and efficiency

## Structure

The **structure** would define how users got to that page and where they could go when they were finished there.

The skeleton might define the arrangement of navigational elements allowing the users to browse categories of products; the structure would define what those categories were.

## Scope

Just what those features and functions are constitutes the scope of the site.

## Strategy

The site, system or app's reason for being to the creators and the users and the business goals.

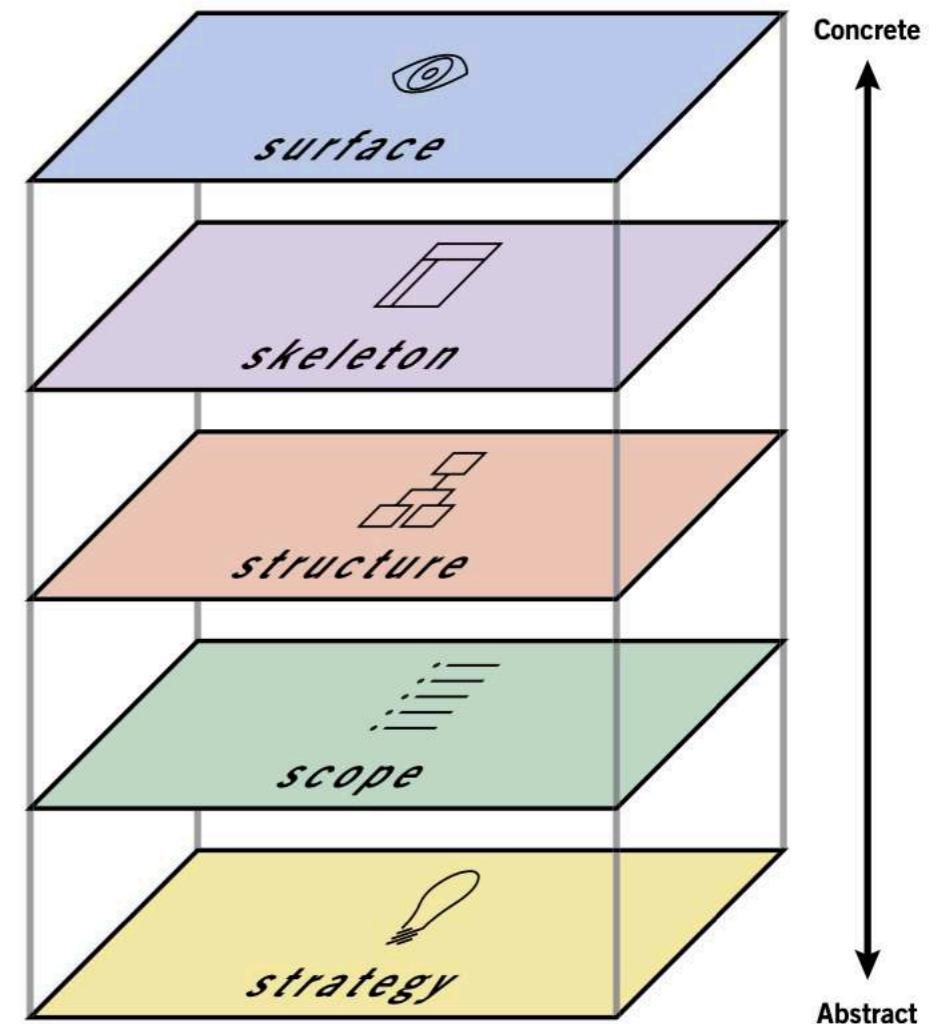
# Building from bottom to top

---

These five planes—strategy, scope, structure, skeleton, and surface— provide a conceptual framework for talking about user experience problems and the tools we use to solve them.

On each plane, the issues we must deal with become a little less abstract and a little more concrete.

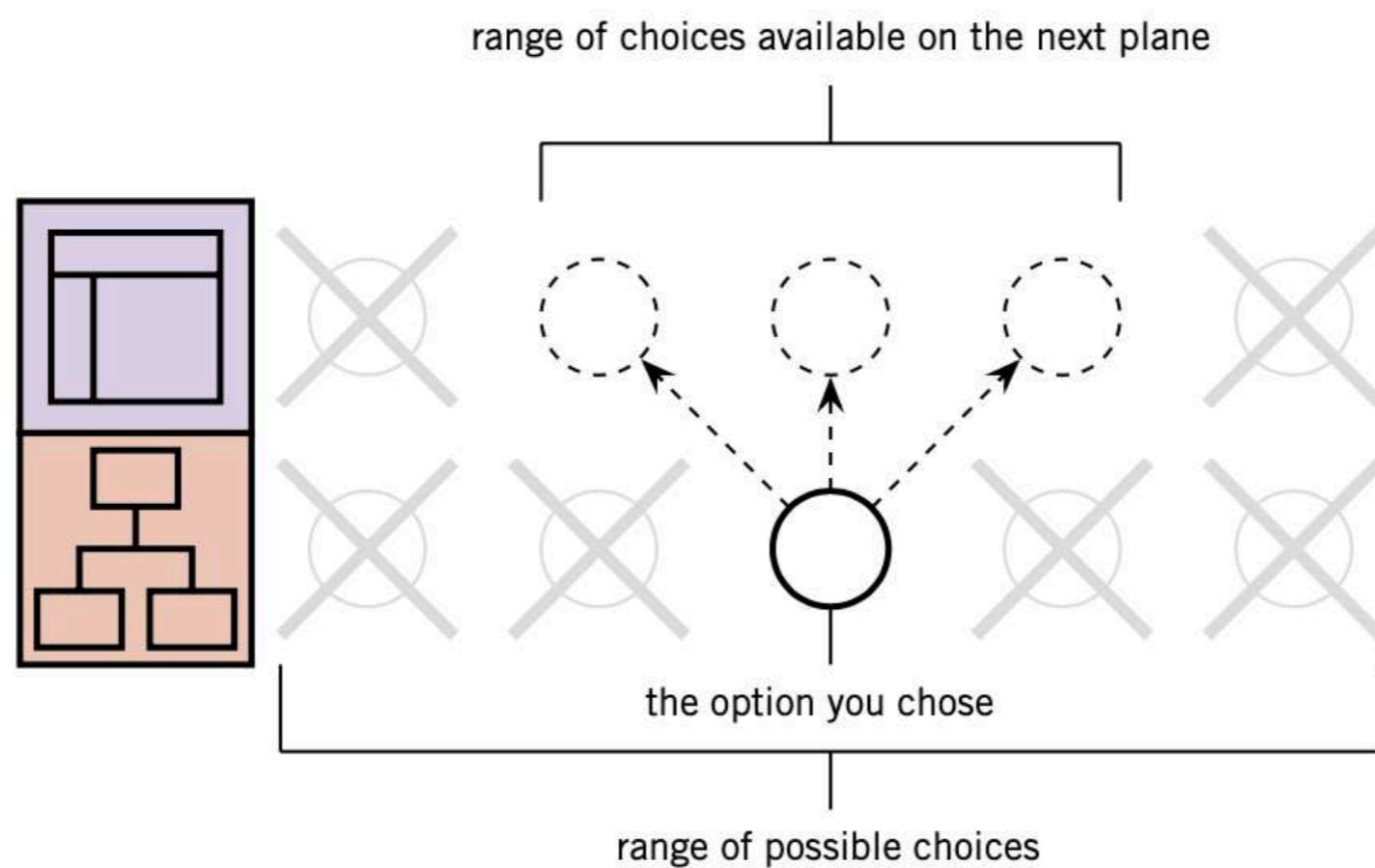
On the lowest plane, we are not concerned with the final shape of the site, product, or service at all—we only care about how the site will fit into our strategy



# Building from bottom to top

---

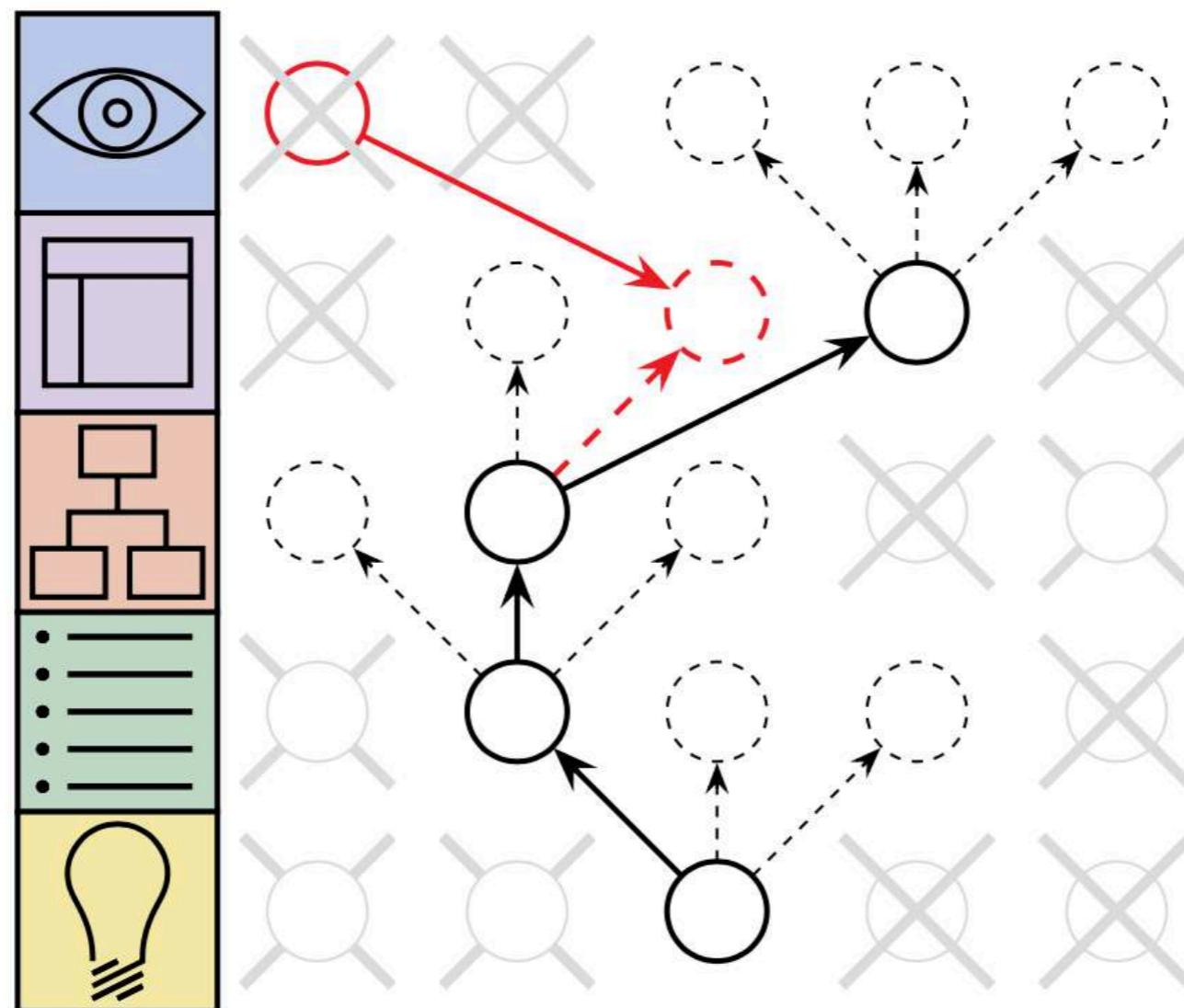
The choices you make on each plane affect the choices available to you on the next plane above it.



# Building from bottom to top

---

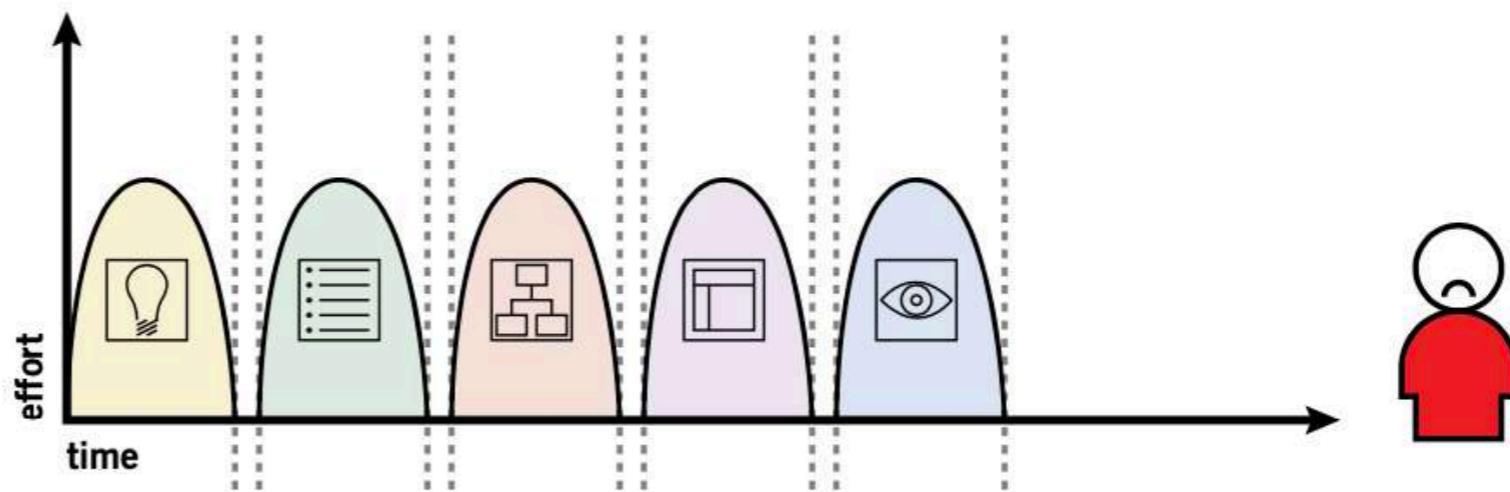
This ripple effect means that choosing an “out of bounds” option on an upper plane will require rethinking decisions on lower planes.



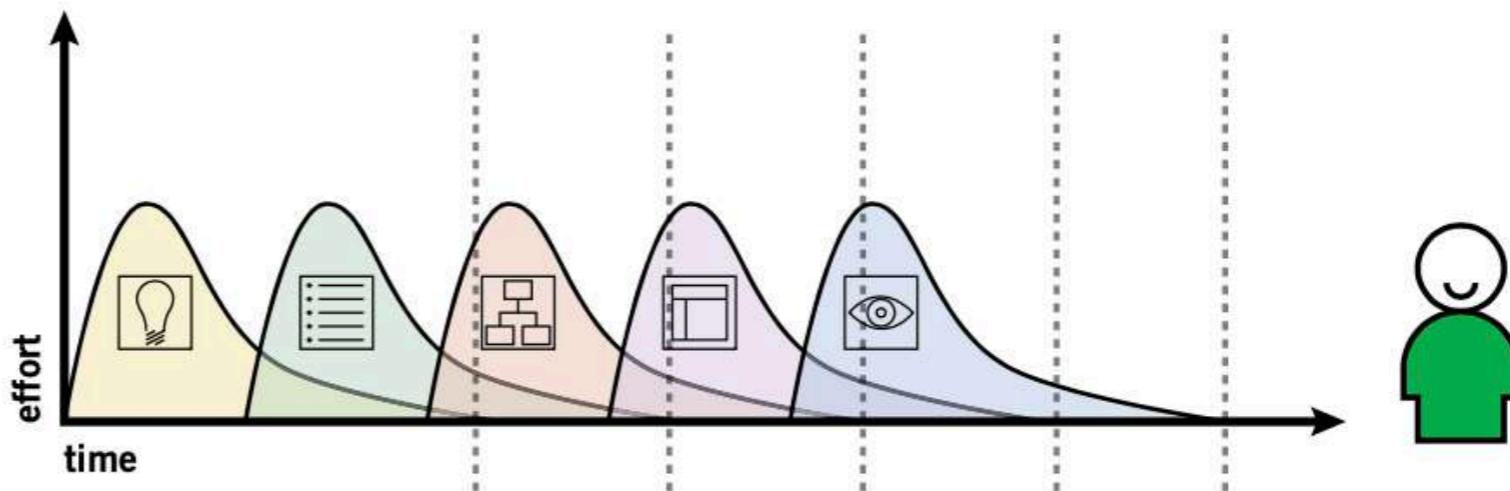
# UX elements must be flexible

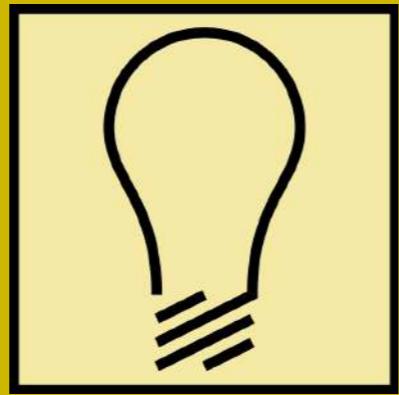
A better approach is to have work on each plane finish before work on the next can finish.

Requiring work on each plane to **finish** before work on the next can **start** leads to unsatisfactory results for you and your users.



A better approach is to have work on each plane **finish** before work on the next can **finish**.





# The Strategy Plane

Product Objectives and User Needs

# The research process

---

Strategic research overview

Stakeholder interviews

Competitors review / research

User interview and / or research

Existing product audit

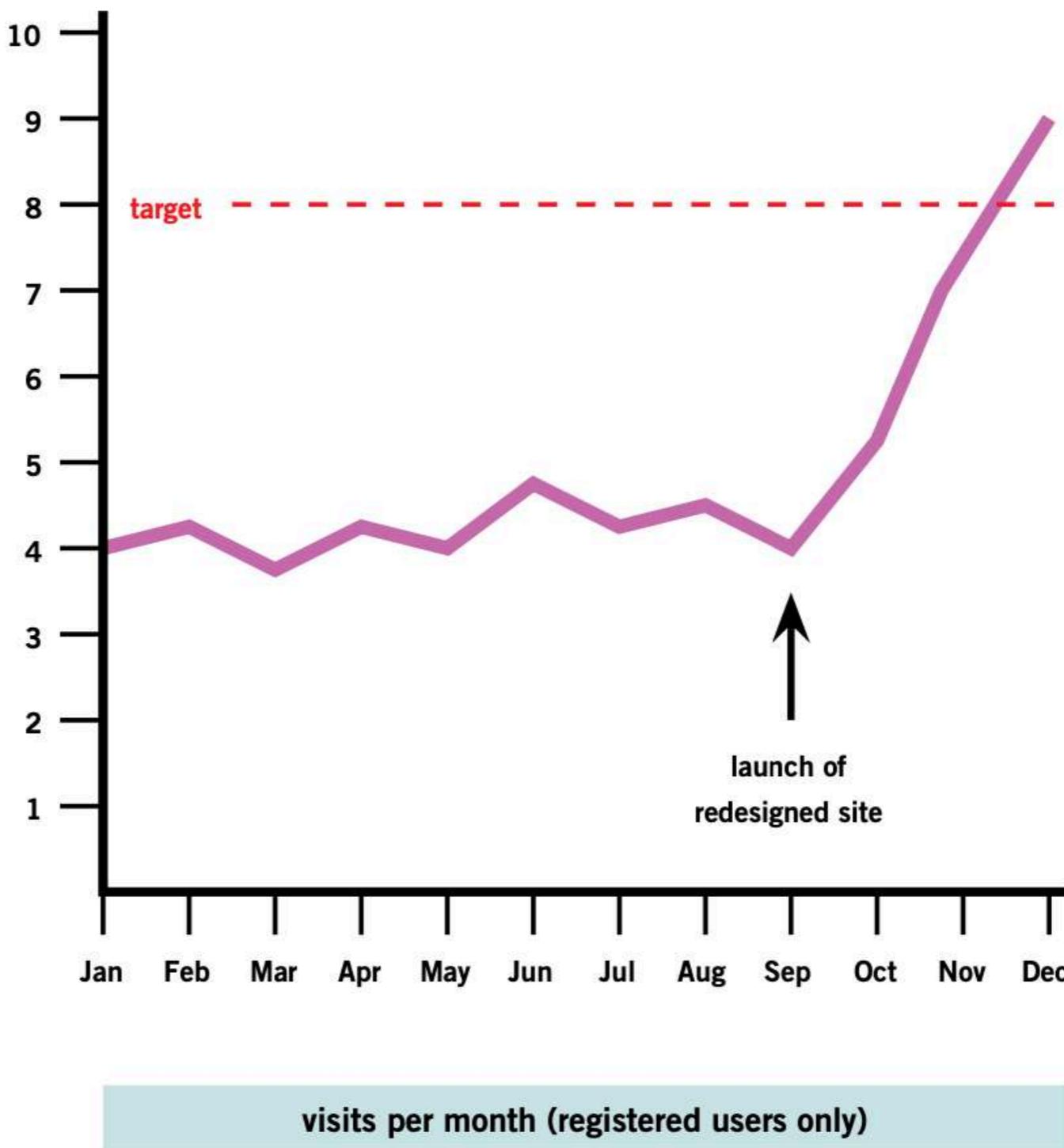
Analyze and review

## Stakeholder interviews Identifying business goals

---

- What is the product objectives?
- Who are your customers or users?
- How do you expect to differentiate this product?
- Why do customers use a product like this one?
- if they use a competitor's product instead, what's the reason?
- What things do customers complain about or ask most often?
- What are your success metrics ?

Success metrics are concrete indicators of how effectively the user experience is meeting strategic goals. In this example, measuring the number of visits per registered user per month indicates how valuable the site is to its core audience.



## Competitors reviews

---

- See What Customers Love About Your Competitors
- See Where Your Competitors Are Failing
- Focus Over The Core Features.
- Study Their Engagement and Marketing Strategies
- You can interview users using their product.

# Identifying user needs

---

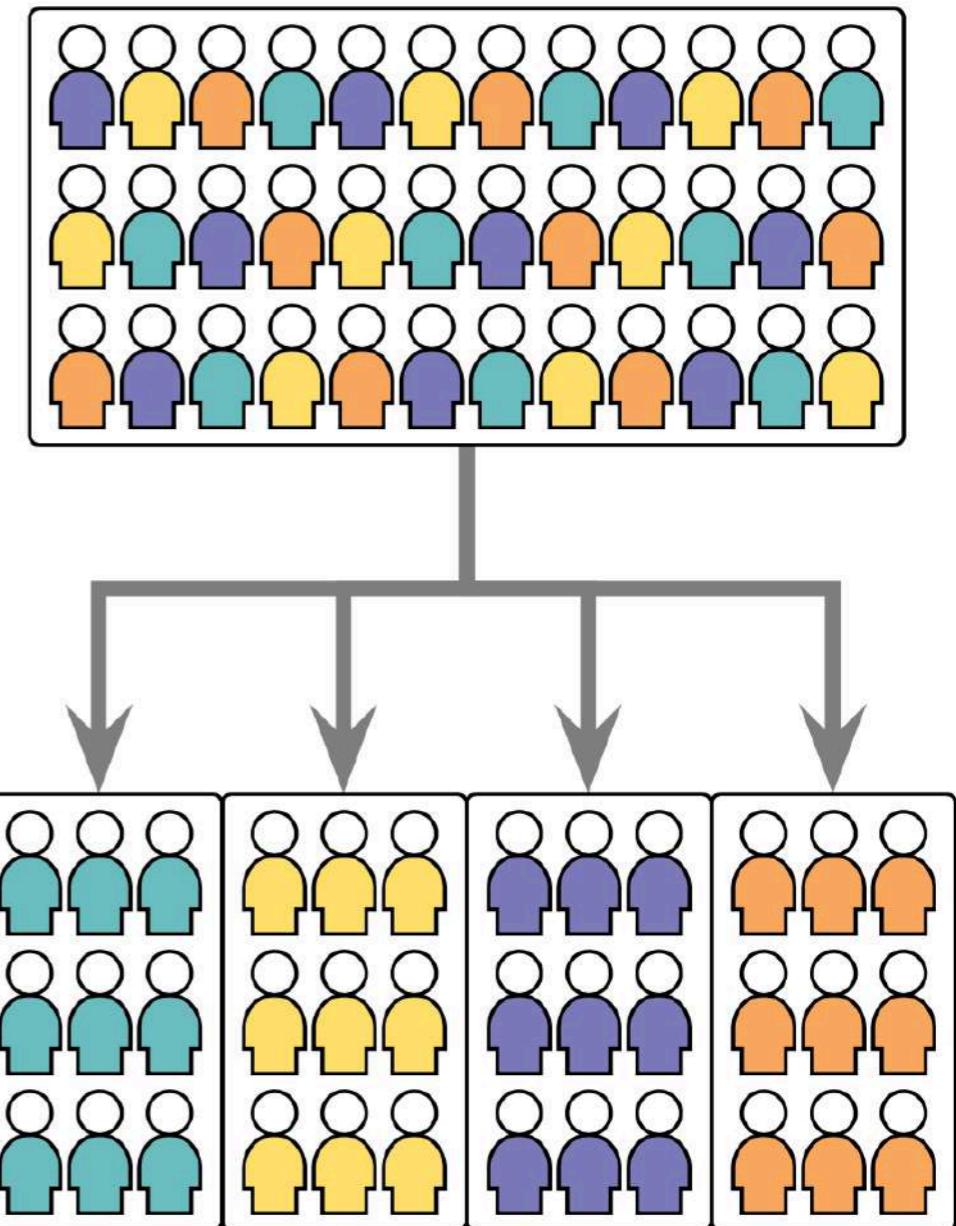
- What make a good shopping ..etc experience?
- What things would you usually do first here and why?
- What things here waste your time?
- How often do you use this product?
- Could you show me how you do that?
- What things do you use before, during or after this product?
- How do you compare this product to other's you've used?

# User segmentations

---

- User segmentation helps us understand user needs better by dividing the entire audience into smaller groups of people with shared needs.
- Market researchers commonly create audience segments based on demographic criteria: gender, age, education level, marital status, income, and so on.

These demographic profiles can be quite general (men 18–49) or very specific (unmarried, college-educated women 25–34 making over \$50,000 a year).



# Creating personas

---

- Personas are fictional characters drawn from user research who serve as example cases during user experience development.



## How a user persona works



# Creating personas

---



## When to use a user persona

### To avoid generalization

Don't seek to serve the masses, focus on your target users

### Capture the right users

Focus on specific user groups, otherwise you could lose them all

### The right moment

The key moment to create your user persona is in the pre-design phase



# Creating personas

---



## How user personas help design

Help you adapt designs based on research with users

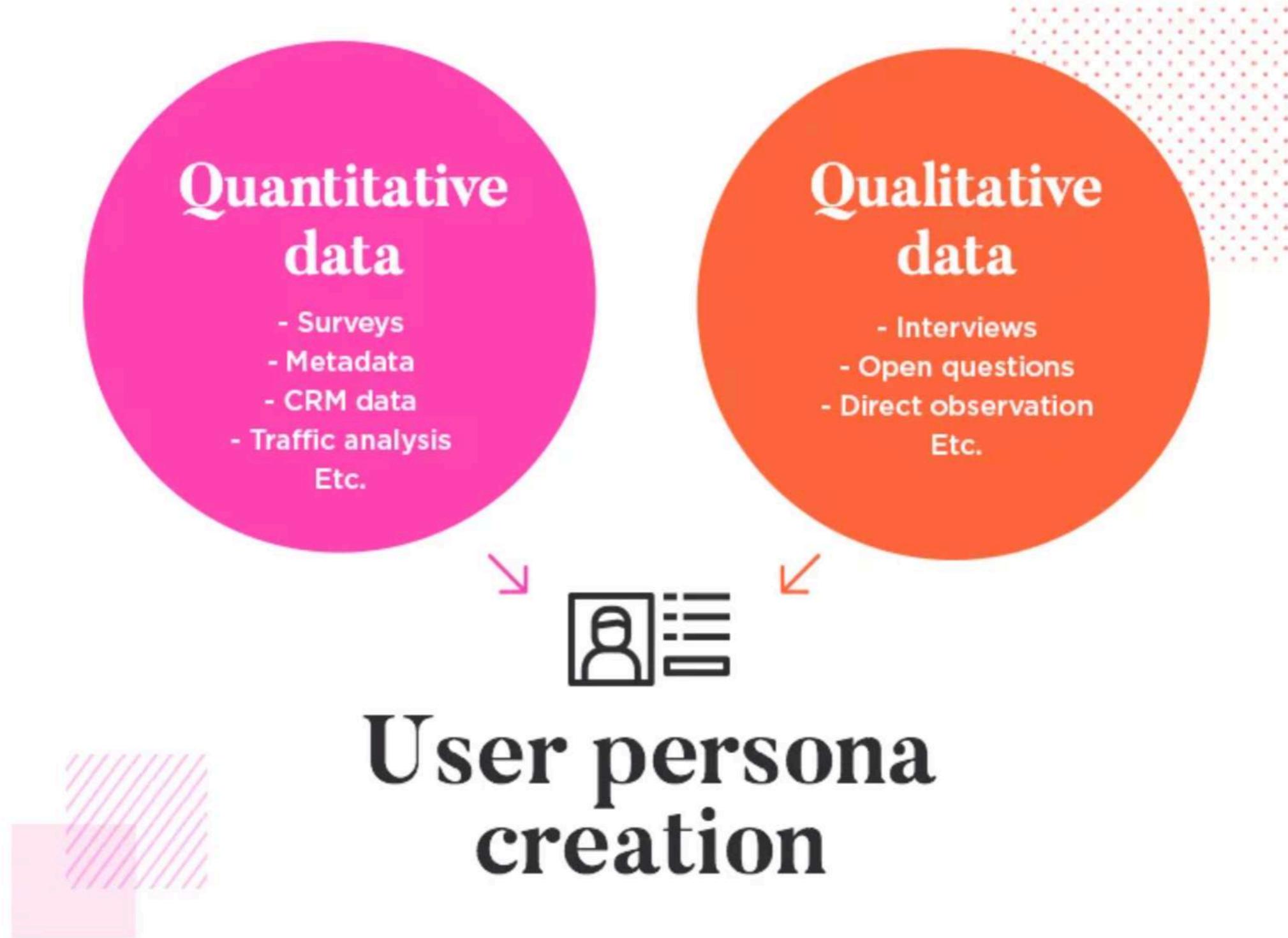
Give you key user data, improving efficiency and saving time and resources

Help you base users' interests on facts, not assumptions



# Creating personas

---



# Creating personas

---

- Personas are fictional characters drawn from user research who serve as example cases during user experience development.



## Janet

*"I don't have time to sort through a lot of information. I need quick answers."*

Janet is frustrated with working in a corporate environment and wants to start her own accounting practice.

**Age:** 42

**Occupation:** Accounting firm vice president

**Family:** Married, two children

**Household income:** \$180,000/year

**Favorite sites:**



WSJ.com



Salon.com

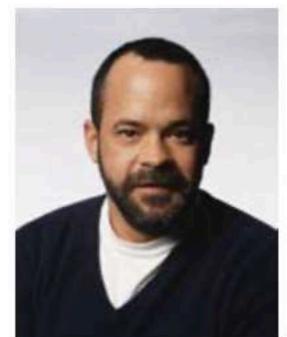


Travelocity.com

**Technical profile:** Fairly comfortable with technology; Dell

laptop (about one year old) running Windows; 5 Mbit Internet connection; 15-20 hours/week online

**Internet use:** 75% at home; news and information, shopping



## Frank

*"This stuff is all new to me. I want a site that will explain everything."*

Frank is interested in learning how he can turn his hobby of making furniture into a business.

**Age:** 37

**Occupation:** School bus driver

**Family:** Married, one child

**Household income:** \$60,000/year

**Favorite sites:**



ESPN.com

**Technical profile:** Somewhat uncomfortable with technology;

Apple iMac (about two years old); DSL Internet connection;

8-10 hours/week online

**Internet use:** 100% at home; entertainment, shopping



eBay.com



moviefone.com

# Existing product audit

---

- What is this?
- Is this what i expected to see?
- Does it look credible ?
- Does this offer what I want?
- First use experience Questions ?
- Does it look valuable enough to stick around?
- What actions can I take now?

# Strategy takeaways

---

- You must have a clear road map to creating value for both the users and the business.
- Successful user experience design born from clear strategy.
- That overall experience must be driven by business goal and users needs.
- Know your users - Remembers that they are not you.
- Product Objectives and user needs are often defined in formal strategy doc.

**It's Exercise Time**

# It's Exercise Time

---

Fashion  
Mobile App

Grocery  
Mobile App

- Competitors research (*Search for templates*)
- Talk to 3 - 5 potential users (*Search for templates*)
- Create 1 - 2 persona



# The Scope Plane

Functional Specifications and  
Content Requirements

# The scope phase

---

With a clear sense of what we want and what our users want, we can figure out how to satisfy all those strategic objectives. Strategy becomes scope when you translate user needs and product objectives into specific requirements for what content and functionality the product will offer to users.

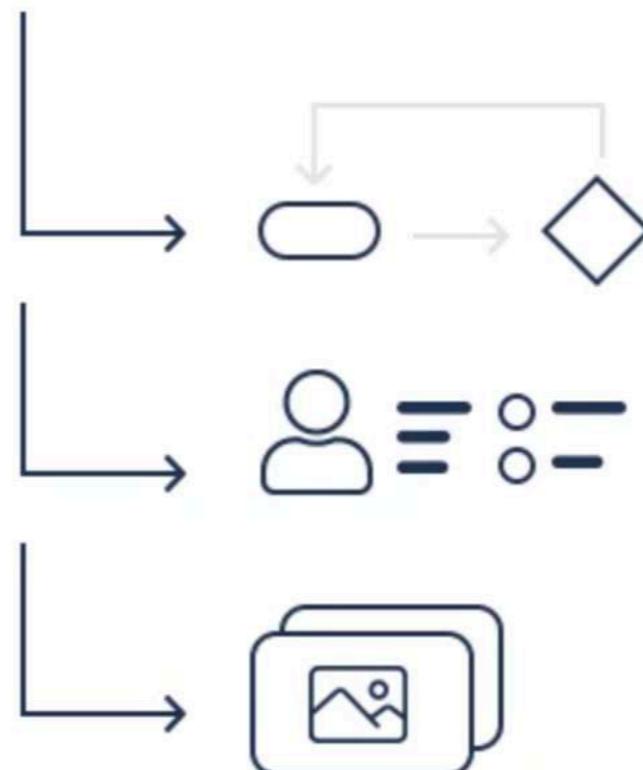
**Documenting scope gives all the entire team a reference point for work to be done throughout the project time**

- Reason #1: So You Know What You're Building
- Reason #2: So You Know What You're Not Building

Unless you like to invite disaster

# The scope phase

---



## Requirements management documentation

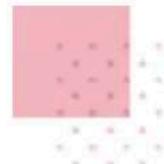
Allow for progressive disclosure of documentation

Provide additional context, data and information

Make sure the information is complete, but avoid being overwhelming

# The scope phase

---



## Functional Requirements Document

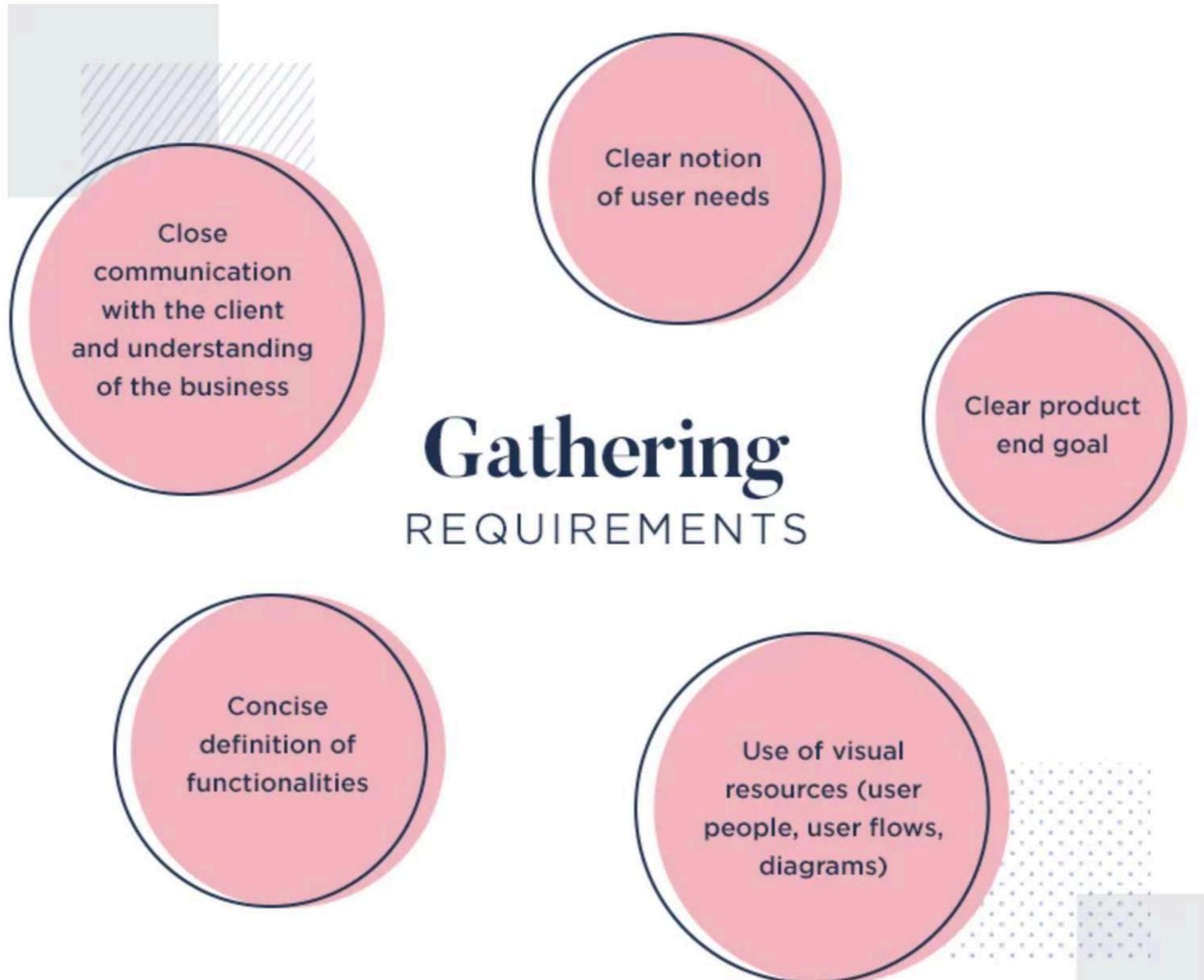


It allows you to list all aspects of the project, from the most global and important, to the small details.

It is a very complete document that will facilitate the work of developers throughout the project.

# The scope phase

---



# The scope phase

---

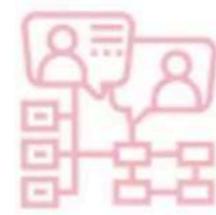


## Roles IN GATHERING REQUIREMENTS



### Business analysts

Profitable product and viable business model



### Product managers

Assignment of tasks, and management between departments



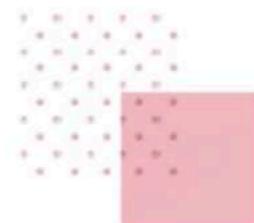
### UXers, designers

Creativity, navigation, interaction, information architecture and visual aspect



### Software engineers

Practical aspects and implementation of the functionalities



# The scope phase

---



Helps teams  
to communicate  
better



Offers a clear  
but flexible  
structure



Works in sprints,  
offers room for  
adaptability



# The scope phase

The screenshot shows a Jira board titled "Board" for the project "Teams in Space". The board is divided into four columns: "TO DO", "IN PROGRESS", "CODE REVIEW", and "DONE". Each column contains several tasks, each with a title, assignee, and status indicators.

- TO DO:**
  - Engage Jupiter Express for outer solar system travel (Space Travel Partners)
  - Create 90 day plans for all departments in the Mars Office (Local Mars Office)
  - Engage Saturn's Rings Resort as a preferred provider (Space Travel Partners)
  - Enable Speedy SpaceCraft as the preferred
- IN PROGRESS:**
  - Requesting available flights is now taking > 5 seconds (SeeSpaceez Plus)
  - Engage Saturn Shuttle Lines for group tours (Space Travel Partners)
  - Establish a catering vendor to provide meal service (Local Mars Office)
  - Engage Saturn Shuttle Lines for group tours (Local Mars Office)
- CODE REVIEW:**
  - Register with the Mars Ministry of Revenue (Local Mars Office)
  - Draft network plan for Mars Office (Local Mars Office)
- DONE:**
  - Homepage footer uses an inline style - should use a class (Large Team Support)
  - Engage JetShuttle SpaceWays for travel (Space Travel Partners)
  - Engage Saturn Shuttle Lines for group tours (Space Travel Partners)
  - Establish a catering vendor to provide meal service (Local Mars Office)

# The scope phase

Marketing Campaign

List Board Timeline Calendar Progress Forms More...

Task name	Assignee	Due date	Status
<b>Planning</b>			
Campaign brief and launch timeline			Approved
Overall goals and success metrics			Approved
Approved budget			Approved
<b>Milestones</b>			
Campaign creative concepts		Jun 19 – 27	In review
Campaign messaging		Jun 18 – 20	Approved
Select agency and secure SOW		Jun 21 – 22	Approved
Media plan		Jun 25 – 26	In progress
Campaign performance tracking		Jul 3	In progress
Video assets completed		Jul 10	Not started
Landing pages live on website		Jul 24	Not started
Campaign launch!		Aug 1	Not started

Marketing Brand Campaign

List

Planning

Campaign brief and launch timeline

Overall goals and success metrics

Approved budget

Milestones

Campaign creative concepts

Campaign messaging

Select agency and secure SOW

Media plan

Campaign performance tracking

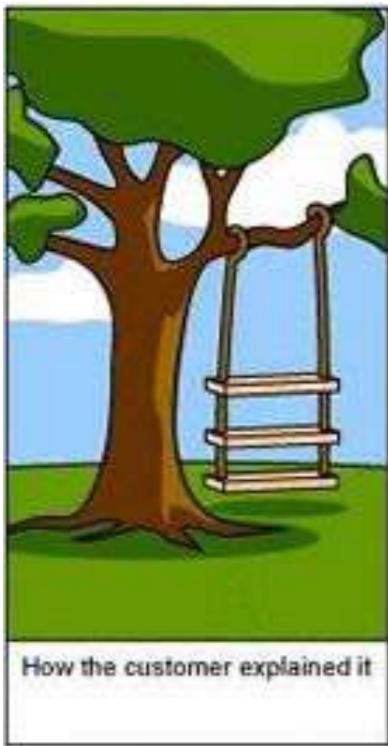
Video assets completed

Landing pages live on website

Campaign launch!

# Know what you are building

---



How the customer explained it



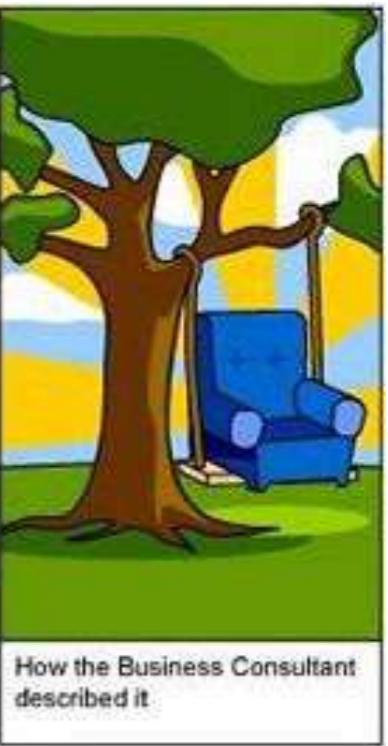
How the Project Leader understood it



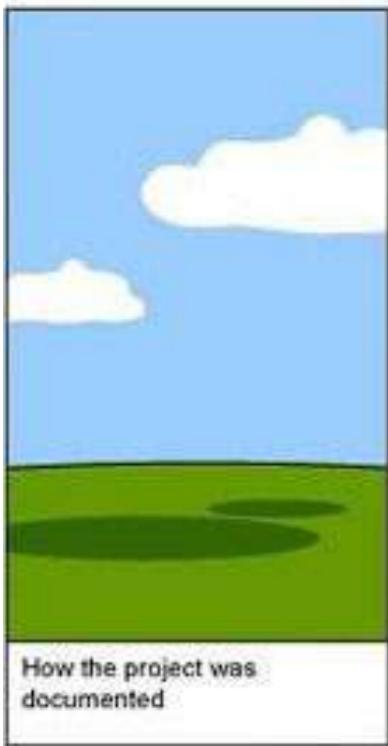
How the Analyst designed it



How the Programmer wrote it



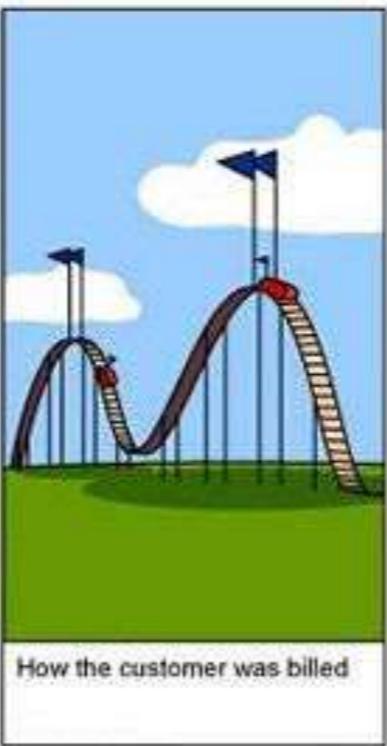
How the Business Consultant described it



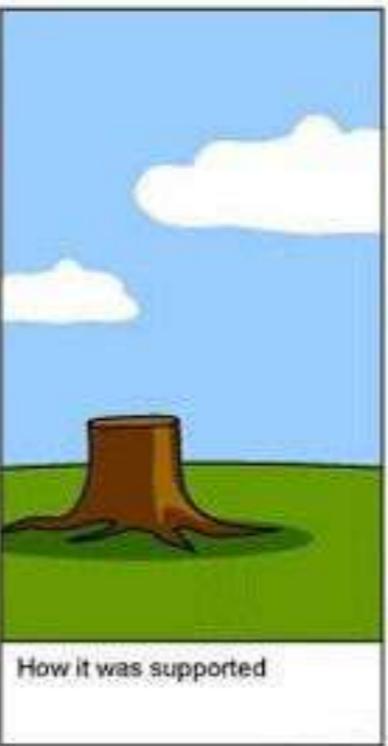
How the project was documented



What operations installed



How the customer was billed



How it was supported

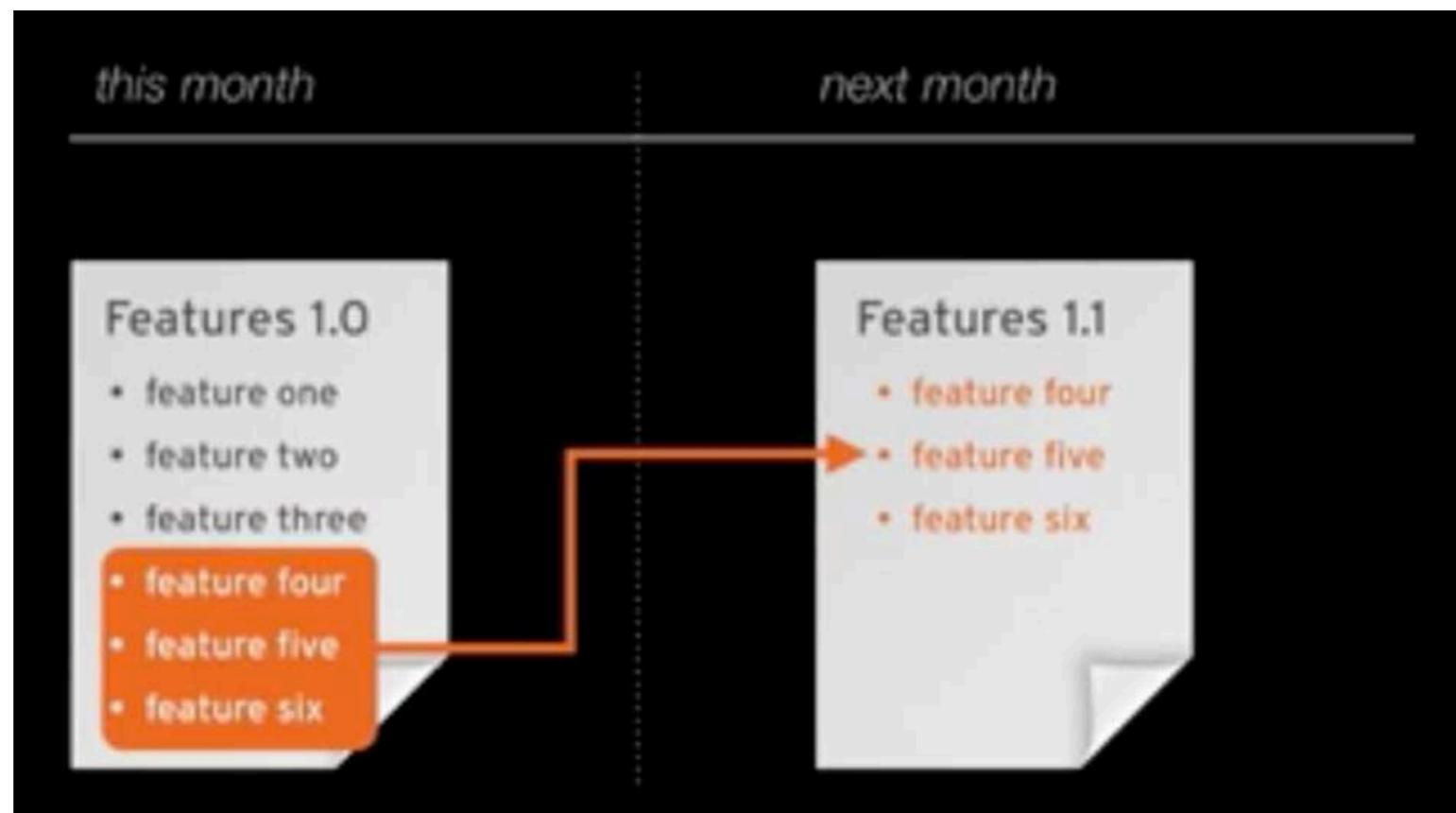


What the customer really needed

# Know what you are building

---

- Features should be align with strategy.
- New features often sound like good idea but not support the objective.
- Consider all types of content.
- At least not right now, it's important to identify what's doable now and what has to wait.



# Know what you are building

---

- Requirements can apply to the product as whole or to a specific feature.
- More requirements = More complexity.
- The best source for requirements are your users but requirements will also come from stakeholders.
- Requirements fall into three categories:

Things people **say** they need.

Things people **actually** need.

Things people **don't know** they need.



## What not to do



Do not add  
information that  
does not add value



Avoid creating  
unnecessary work,  
confusion and consuming  
valuable time



Don't focus on the  
wording, but rather  
that the requirements  
can be implemented



# Have you been **Here**?

---

- **III-defined scope** leads to conflict, rework, and stakeholder dissatisfaction. Therefore, time spent to fully understand project and product scope is time well spent.



Too Big



Too Small

# Why Tradeoffs are essential?

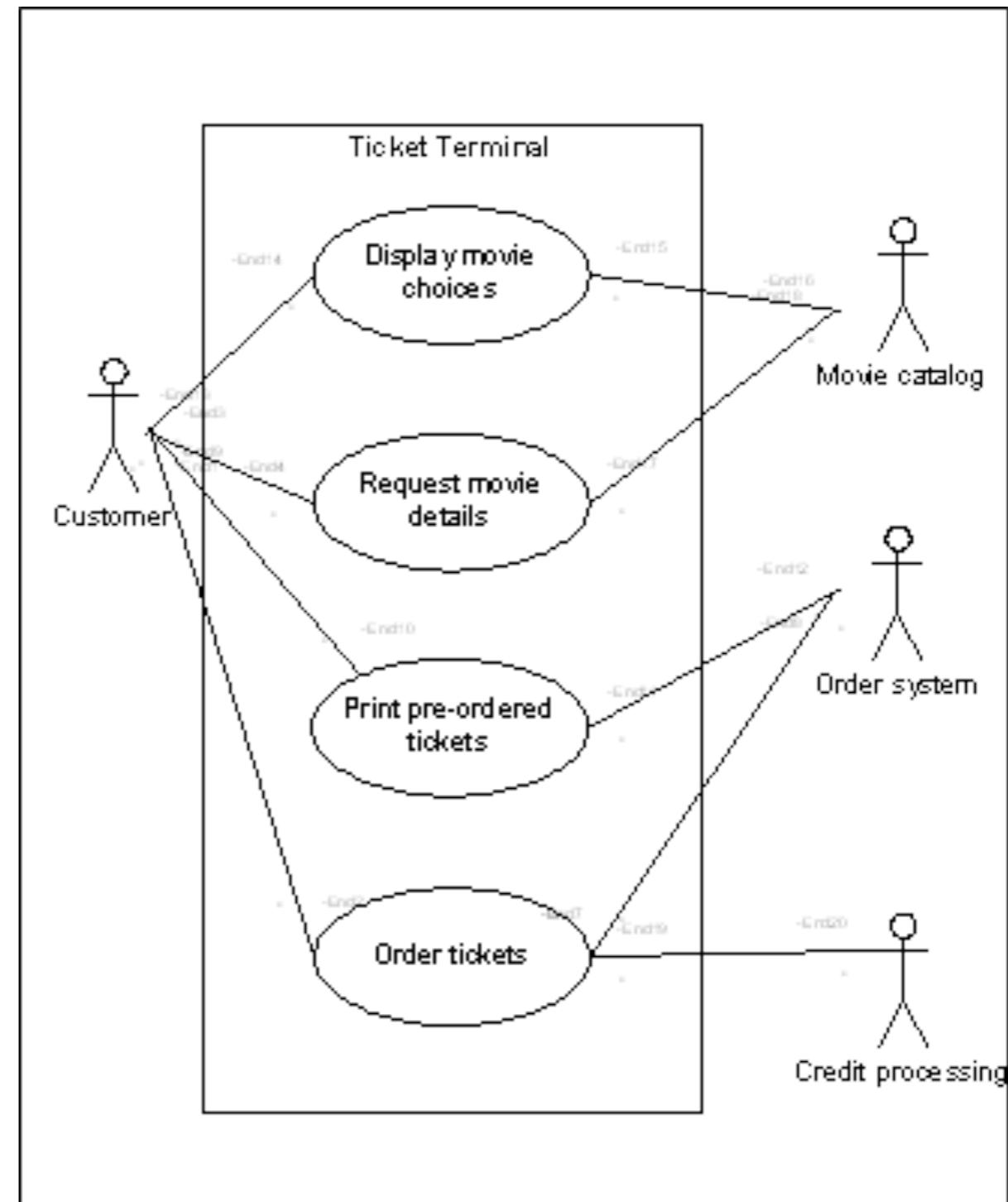
---

- Tradeoffs are essentially decisions that take into account of different decisions to reach a shared goal.
  - Product: Tradeoffs related to product requirements/scope
  - Product tradeoffs are making decisions based on what is needed, what can be done now, and where to make the most impact in order to meet present and future goals.
- 
1. I did x based on higher prioritization than y...
  2. I did x because it'll open the room for y,z features in the future...
  3. I did x because it will scale once product expands...
  4. I did x because technical constraints...
  5. I did x because it results in the most impact right now...

# Creating use scenario

- These are diagrams that can be used to more clearly illustrate the set of use cases that are provided by the functionality in a system.

The diagrams contain both the external entities that will be using the system (also known as "actors")



# Consider external forces

---

- Requirements should be filtered through the forces at play affecting the product or project
  - 1. Audience needs
  - 2. Time
  - 3. Budget
  - 4. Resources
  - 5. Functional requirements
  - 6. Culture

## Scope takeaways

---

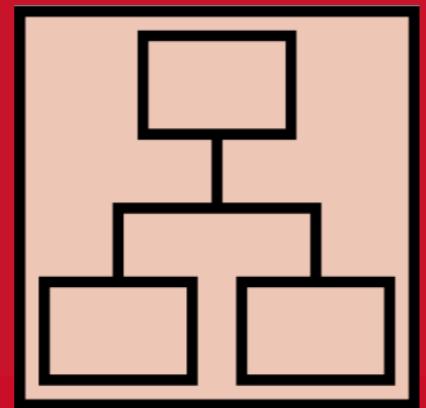
- Requirements aren't gathered - They're generated.
- Use scenarios are your best friend.
- Most of critical requirements should be aligned with the strategic objectives.
- Everyone force evolves requirements.
- Avoid ill defined scope and the power of tradeoffs.

It's Exercise Time

# It's Exercise Time

---

- Check the requirements doc.
- Highlight any ill-defined scope.
- Create Use scenarios from the requirements.



# The Structure Plane

Interaction Design and  
Information Architecture

# The structure phase

---

After the requirements have been defined and prioritized, we have a clear picture of what will be included in the final product.

The requirements, however, don't describe how the pieces fit together to form a cohesive whole. This is the next level up from scope: developing a conceptual structure for the site.

- Structure is created by **interaction design**, which preset information in a way people can interact with.
- Structure is created by **information architecture**, organization, labelling and search.

Interaction design concerns the options involved in performing and completing tasks. Information architecture deals with the options involved in conveying information to a user.

# Interaction design

---

Interaction design is concerned with describing possible user behavior and defining how the system will accommodate and respond to that behavior.

Any time a person uses a product, a sort of dance goes on between the two of them.

The user moves around, and the system responds.

Then the user moves in response to the system, and so the dance goes on.

But the typical way that software has been designed doesn't really acknowledge this dance.

A huge part of any interaction design project involves dealing with user error—what does the system do when people make mistakes, and what can the system do to prevent those mistakes from happening in the first place?

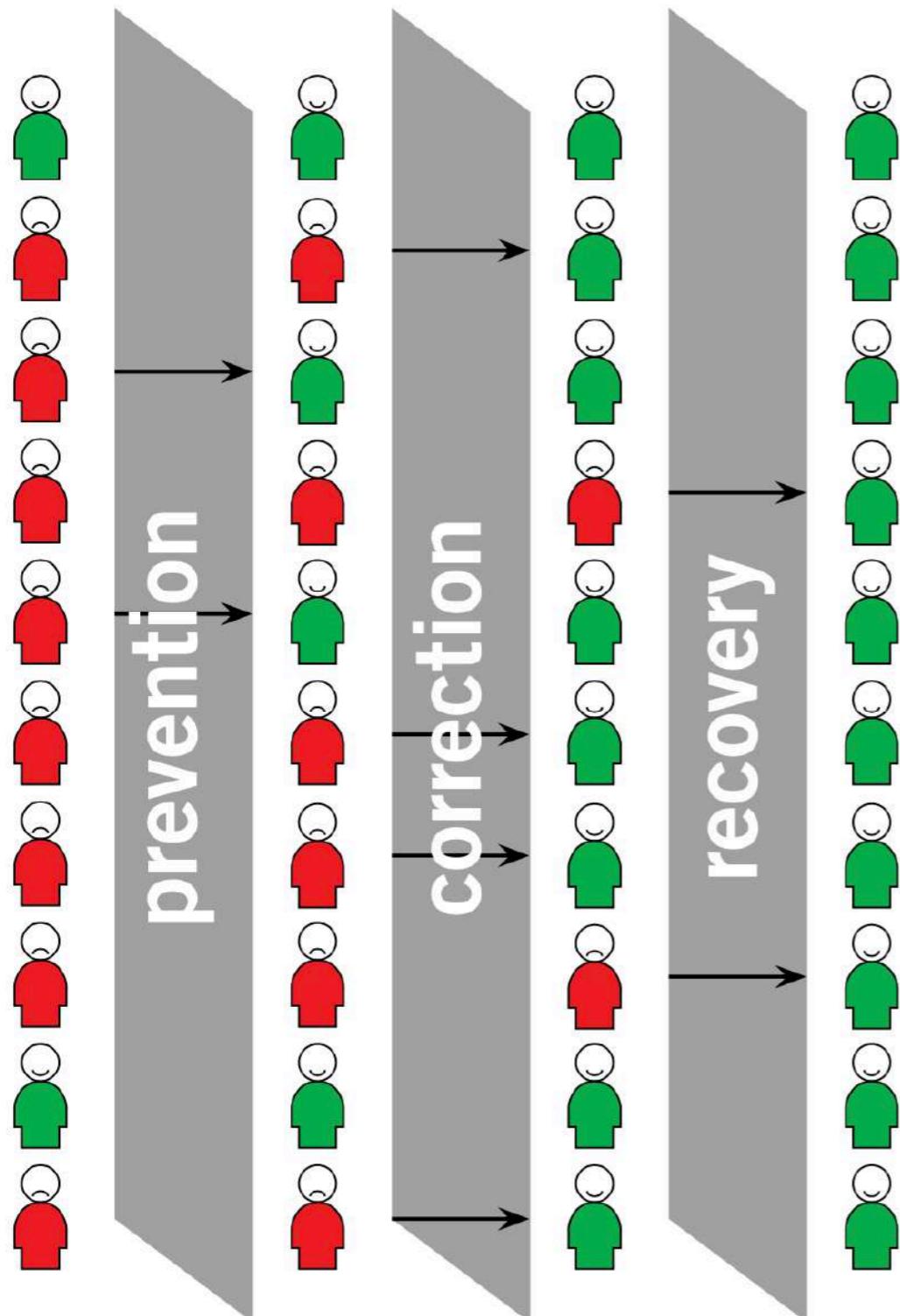
Email

[drk+fireeats@diy.org](mailto:drk+fireeats@diy.org)



# Interaction design

---



- Each layer of **error handling** in your interaction design ensures that a higher percentage of users will have positive experiences.
  - Helpful error messages and easy-to-interpret interfaces can help users catch many kinds of errors after they've happened.
  - In these cases, the system should provide a way for users to recover from the error.
  - For errors that can't be **recovered** from, providing plenty of warning is the only means of prevention the system can provide.
  - Including too many “Are you sure?” confirmations can cause the really important ones to be overlooked

# Information Architecture

---

information architecture is concerned with how people cognitively process information, information architecture considerations come up in any product that requires users to make sense of the information presented.

- Information architecture is concerned with creating organizational and navigational schemes that allow users to move through site content efficiently and effectively.
- The main goal of **Card Sorting** is to improve a website's or an application's Information Architecture, to help designing how the information is organized and labelled.

# Card sorting

## OPEN Card sorting



PARTICIPANTS GET A STACK OF CARDS



PARTICIPANTS SORT CARDS INTO GROUPS

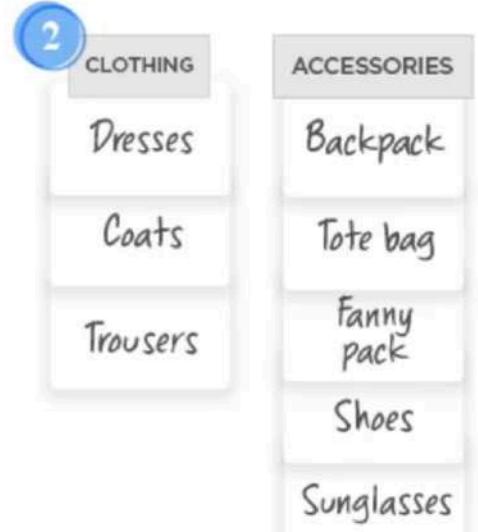


PARTICIPANTS ASSIGN NAMES TO GROUPS

## CLOSED Card sorting



PARTICIPANTS GET A STACK OF CARDS



PARTICIPANTS SORT CARDS INTO GROUPS WITH DEFAULT TITLES

# Card sorting

---



## Moderated vs Unmoderated

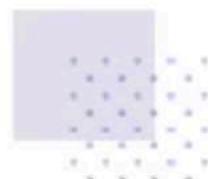
### CARD SORTING

#### MODERATED

- Helps you get additional information
- Are usually face-to-face
- More time-consuming and expensive

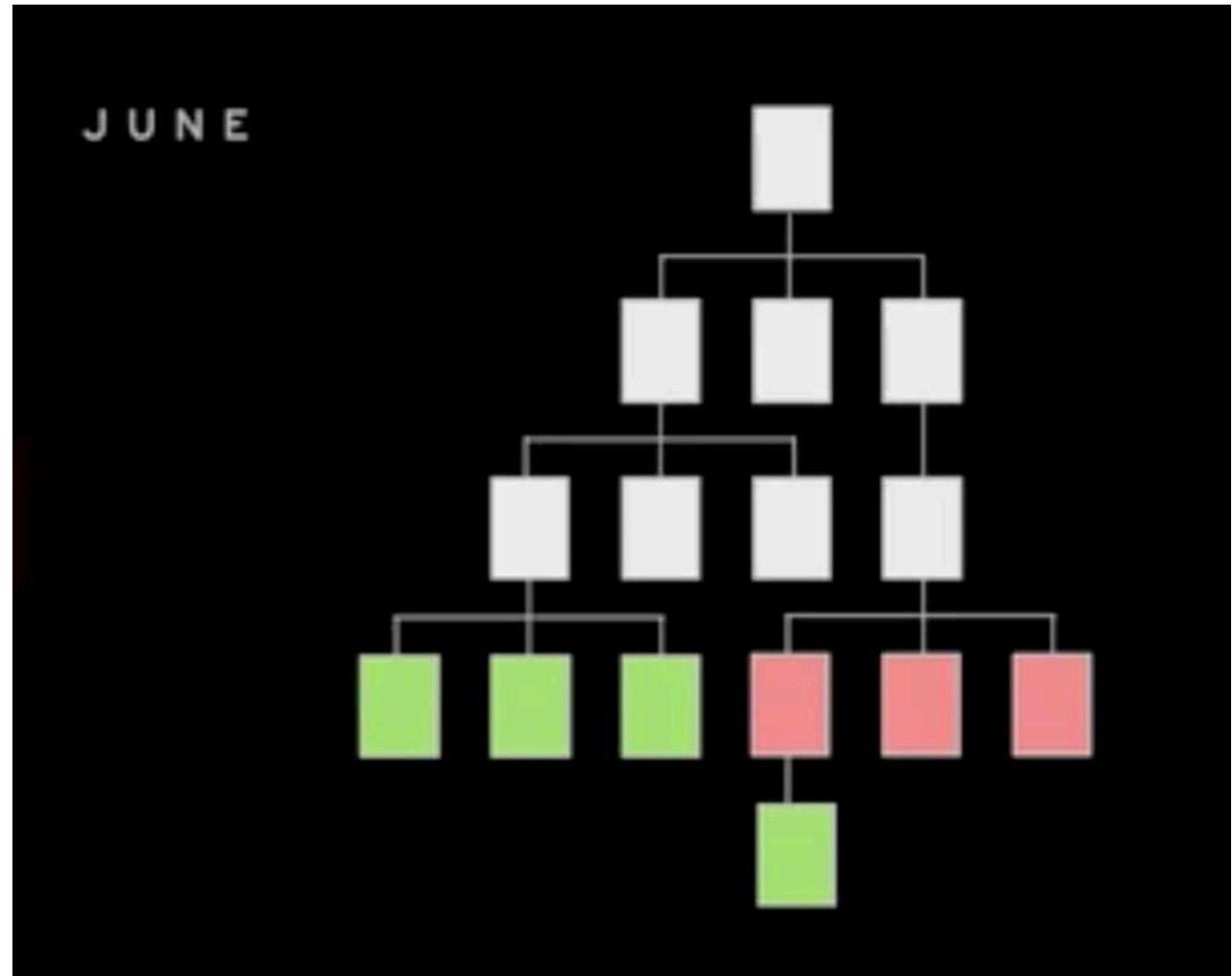
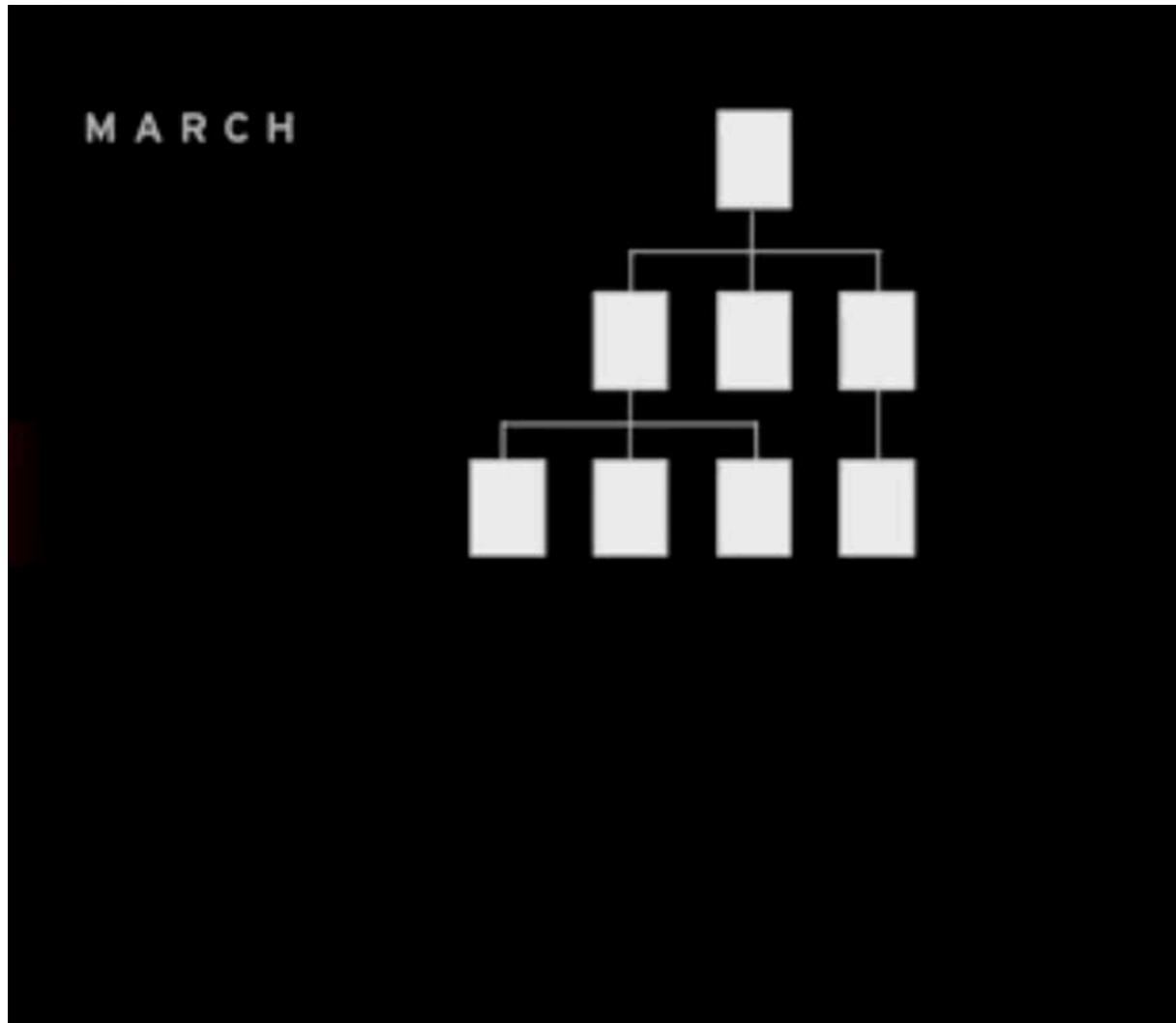
#### UNMODERATED

- No further questions possible
- Usually done online
- Usually quicker and cheaper



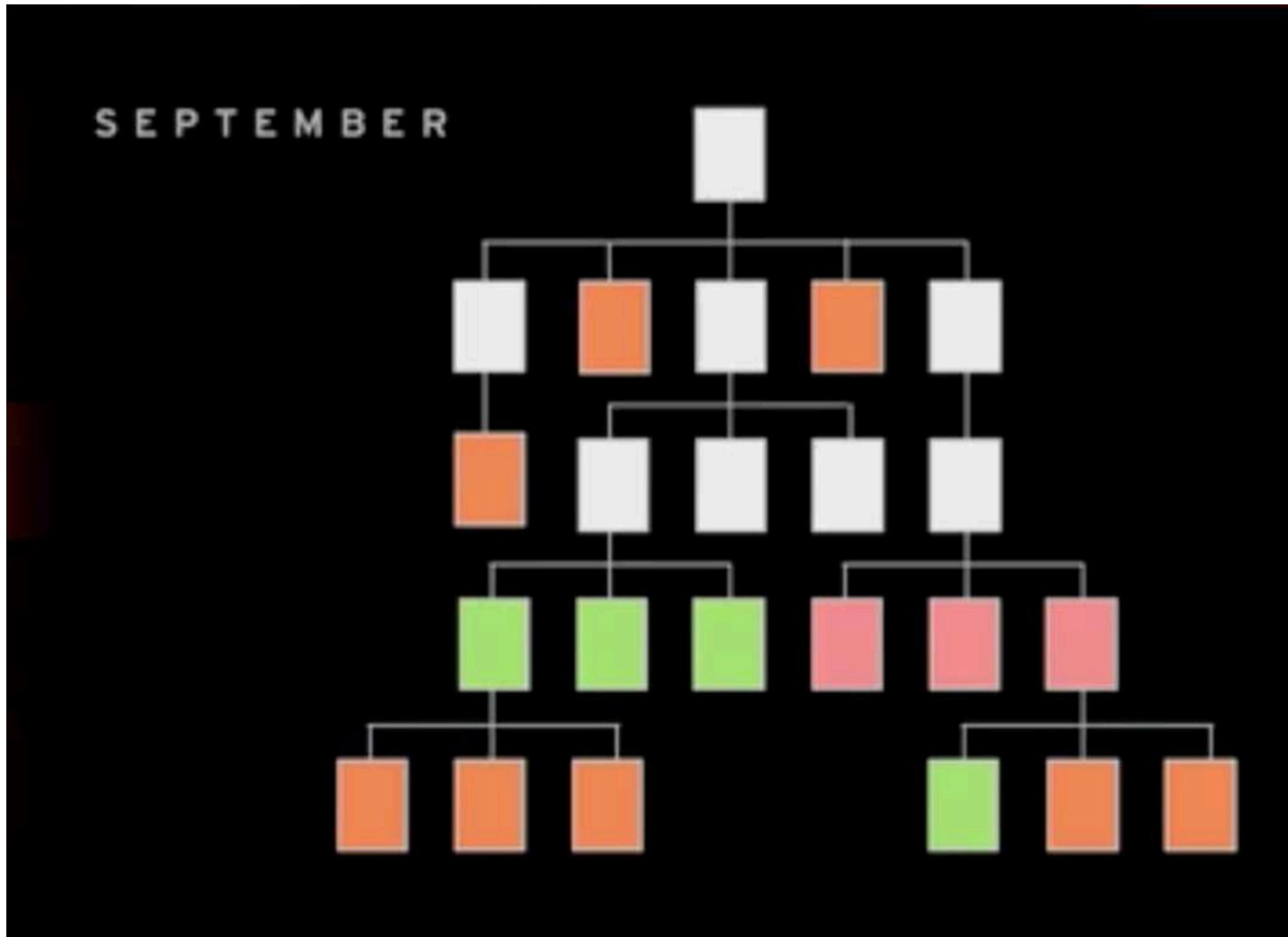
# Structure should be flexible

---



# Structure should be flexible

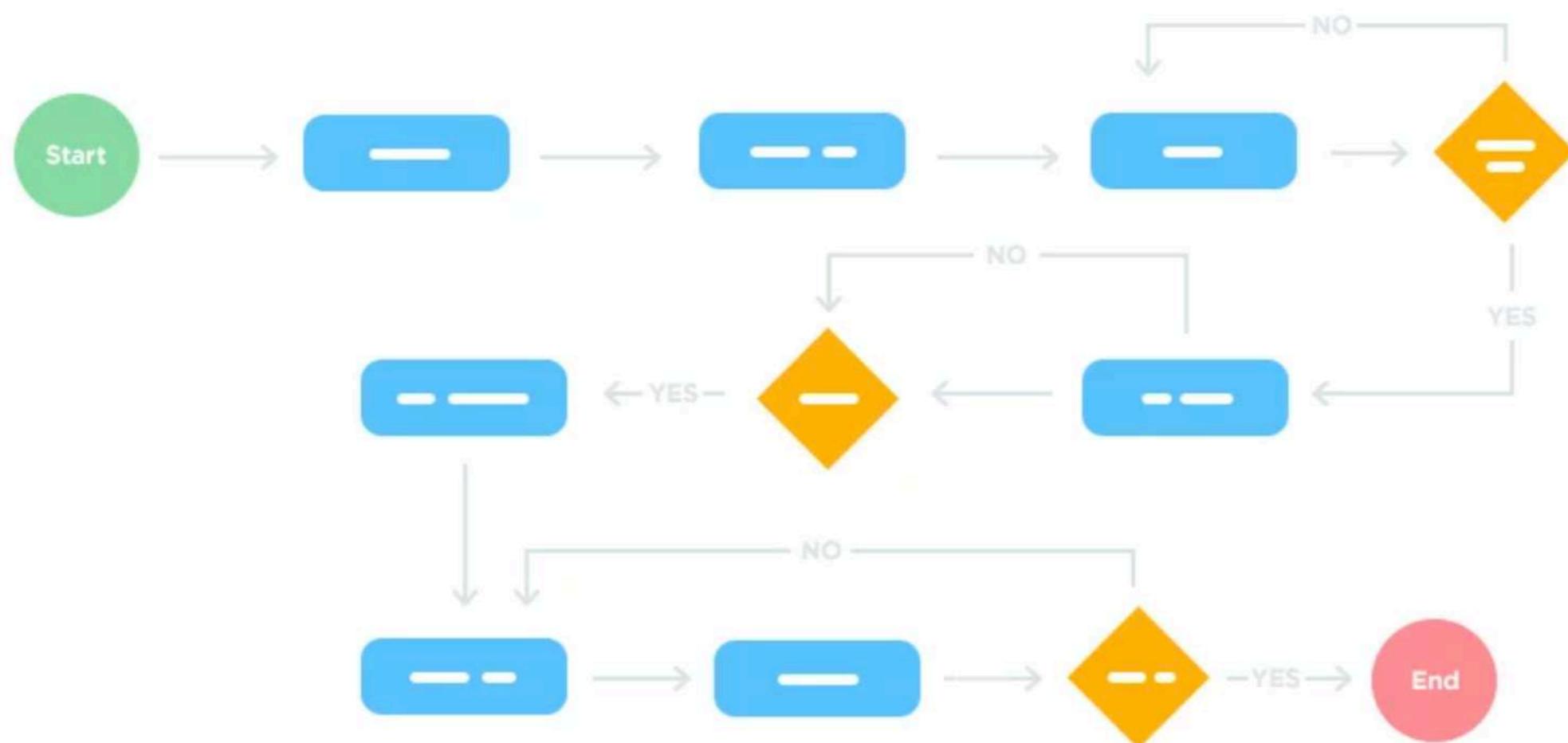
---



# Structure output

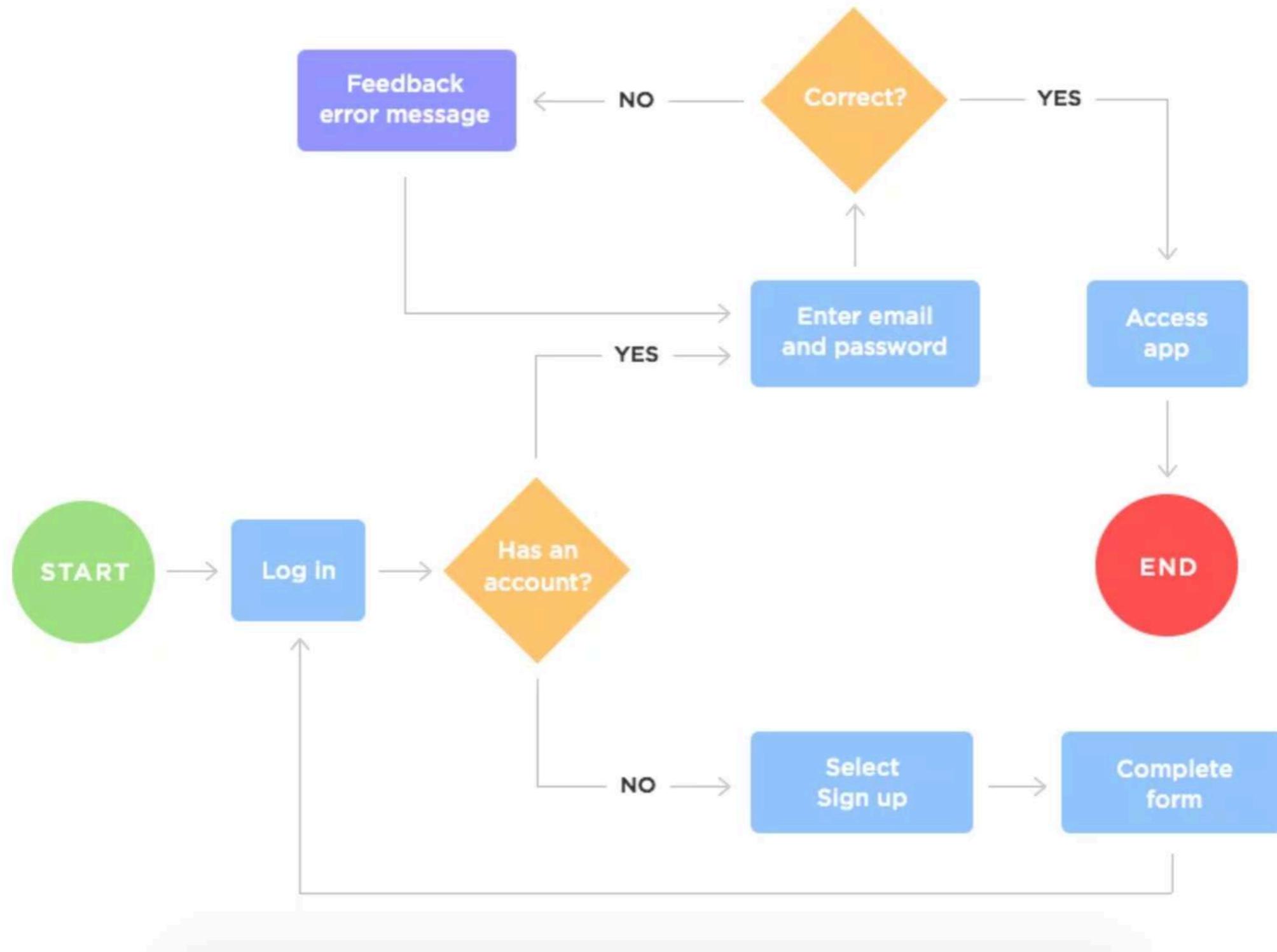
---

## User flow



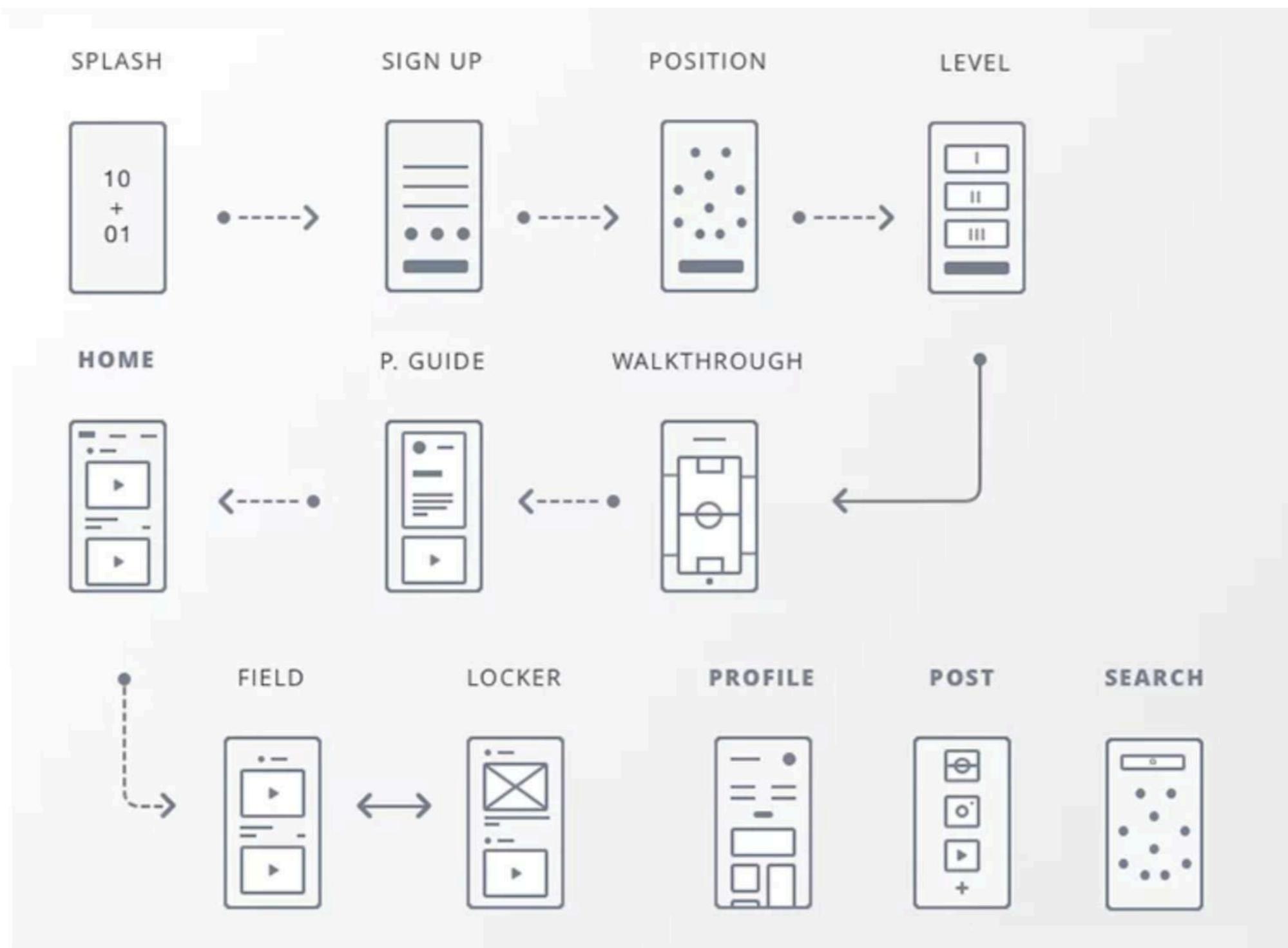
# Structure output

---



# Structure output

---



# Structure takeaways

---

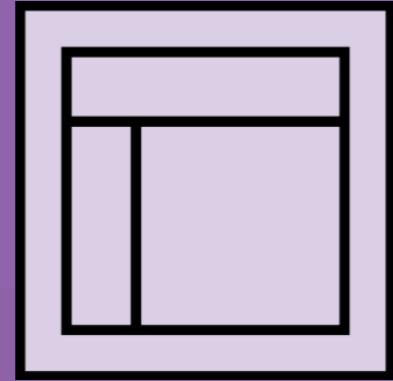
- Structure is created by **interaction design**, which means presentation information in a way people can understand it or interact with.
- Structure is created by **information architecture**, which is the combinations of organization, labeling and search.
- Structure should be flexible.

**It's Exercise Time**

# It's Exercise Time

---

- Search about card sorting.
- Create user flow from the App requirement document.



# The Skeleton Plane

Interface Design, Navigation Design,  
and Information Design

# The skeleton phase

---

the skeleton plane defines what form that functionality will take. In addition to addressing more concrete issues of presentation, the skeleton plane deals with matters that involve a more refined level of detail.

- **Interface design** determines how the best arrange and present visual elements for the user interact with the familiar realm of buttons, fields, and other interface components.
- **Navigation design** Provides elements that allow the user to move through page and information.

# Interface design

---

Interface design is all about selecting the right interface elements for the task the user is trying to accomplish and arranging them on the screen in a way that will be readily understood and easily used.

Tasks will often stretch across several screens, each containing a different set of interface elements for the user to contend with. Which functions end up on which screens is a matter of interaction design down in the structure plane; how those functions are realized on the screen is the realm of interface design.

**Checkboxes** allow users to select options independently of one another.

- Checkboxes are independent
- So they can come in groups
- Or stand alone

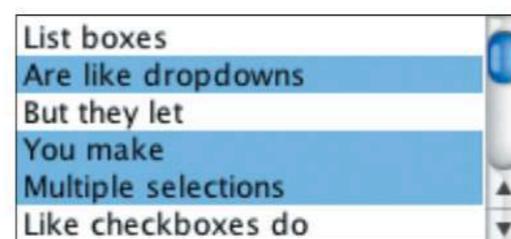
**Radio buttons** allow users to select one option from among a set of mutually exclusive options.

- Radio buttons
- Come in groups
- And are used to make
- Mutually exclusive selections
- Burma-Shave

**Text fields** allow users to—wait for it—enter text.

Text input fields let you input text

**List boxes** provide the same functionality as checkboxes, but they do so in a more compact space (because list boxes scroll). As with dropdowns, this enables the list box to easily support a large number of options.



**Action buttons** can do lots of different things. Typically, they tell the system to take all the other information the user has provided via other interface elements and do something—take action—with it.

Buttons perform actions

# Navigation design

---

The navigation design should help a visitor understand where they are.

- Where are you?
- How did you arrive here?
- What can you do here?
- Where can you go from here?

# Navigation design

---

- Provide a strong sense of place.
- Sets the correct expectations.
- Use filters to narrow large lists and sets of information.
- Use paginations to control the ability to move around with large information.
- Revealing depth in search results and sub-menus.

# Navigation design

---

The screenshot displays the Marvel website's interface. At the top, a blue header bar features a promotional message: "We've just launched Handoff! Automatically generate code, assets and specs for developers. Learn more →". Below the header, the Marvel logo is on the left, followed by a navigation menu with links: Features, Stories, Explore, Pricing, Enterprise, and Blog. To the right of the menu are two buttons: "Sign In" and "Sign Up". The main content area shows a wireframe of a mobile application. On the left, there's a smartphone displaying a shopping interface for "Gosha Rubchinskiy" featuring a denim shirt. Next to it is a smartwatch showing a list of projects like "App sketches", "Mockboard App", and "Client app project". To the right is a laptop displaying a design tool with a sidebar for "Image 1" containing "Done" and "Save" buttons, and a "Arrange" section with options for "Forward" and "Backward", "Group", and "Ungroup". The sidebar also includes settings for "Width" (100), "Height" (100), "X Position" (200), "Y Position" (540), "Opacity" (100), and "Appearance" with "Fill color" (green) and "Border" (5px Dotted). A "Get started, it's free!" button is located at the bottom left of the main content area.

We've just launched Handoff! Automatically generate code, assets and specs for developers. Learn more →

Marvel

Features Stories Explore Pricing Enterprise Blog

Sign In Sign Up

Simple design, prototyping and collaboration

Get started, it's free!

# Navigation design

---

The screenshot shows the GoSquared website with a navigation bar at the top. The bar includes the GoSquared logo, a dropdown menu labeled 'VISITOR' with options like 'Features', 'Resources', 'Company', and 'Pricing', and two buttons on the right: 'Sign In' and 'Try it FREE'.

The main content area is divided into two columns:

- WHAT GOSQUARED DOES**
  - Analytics**: Instant insight into your website.
  - Live Chat**: Engage and convert website visitors.
  - People CRM**: All your customer data in one place.
  - Integrations**
  - Mobile apps**
  - Enterprise**
- HOW TO USE GOSQUARED**
  - A** **Acquire leads**: A complete toolkit to turn visitors into qualified leads.
  - B** **Build relationships**: Engage with users at the perfect time to activate them.
  - C** **Close deals**: Win deals faster with the next-generation sales workflow.
  - D** **Delight customers**: Deliver fast and personal customer service at scale.

On the right side of the content area, there are three small user icons labeled RUSSELL, AMY, and TOM.

## Turn visitors into customers.

Intelligent live chat software to engage with visitors at the perfect time.



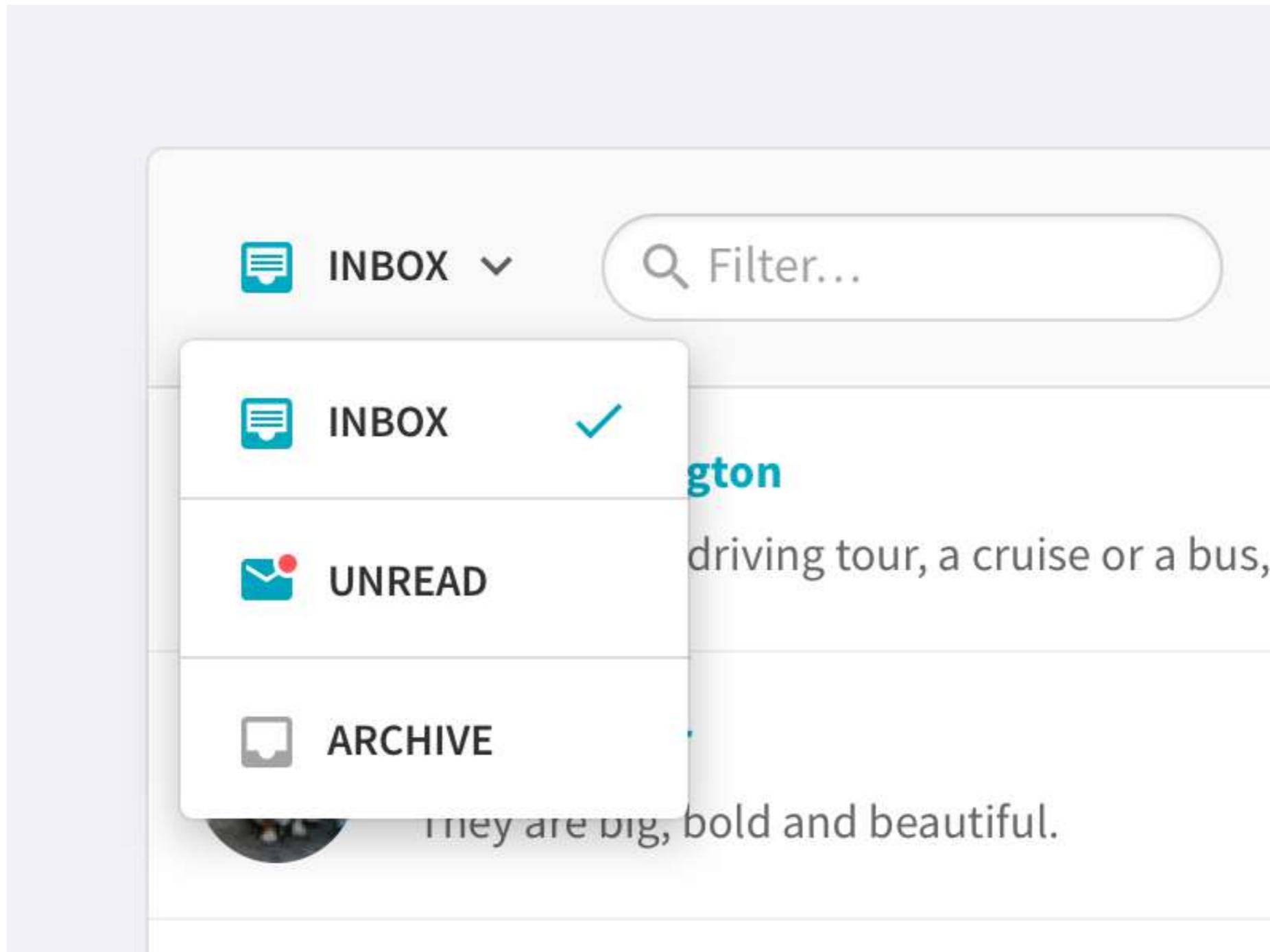
# Navigation design

---



# Navigation design

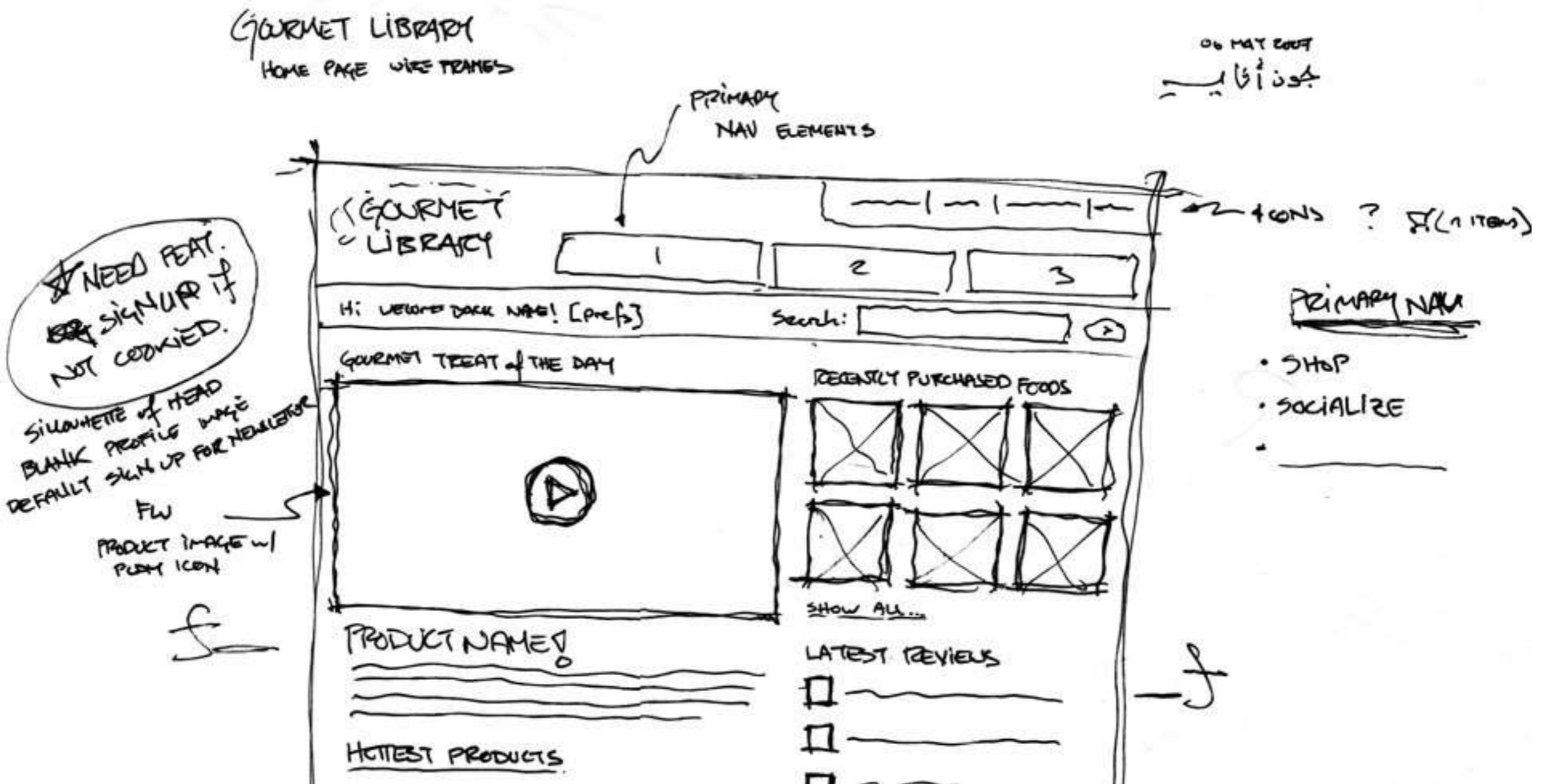
---



**It's Exercise Time**

# It's Exercise Time

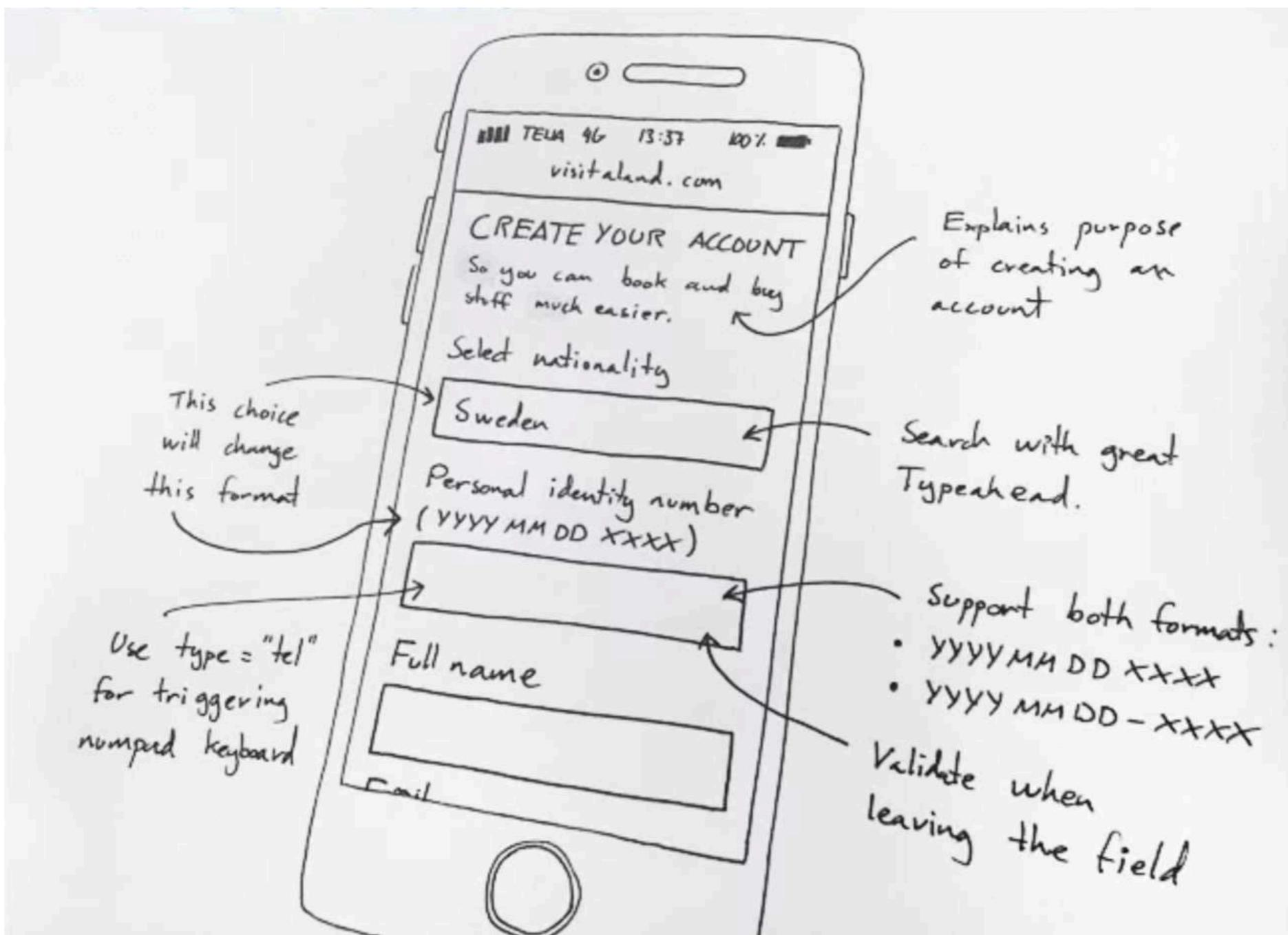
- Based on user flow you created from last exercise let's start creating the app Sketches Wireframes.

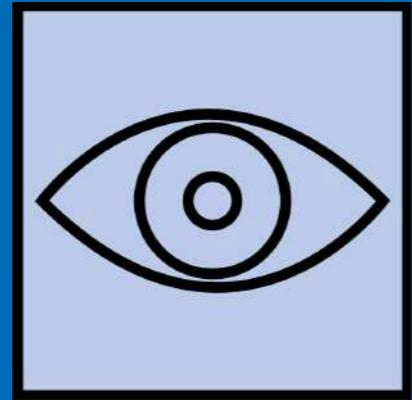


# It's Exercise Time

---

- Based on user flow you created from last exercise let's start creating the app Sketches Wireframes.





# The Surface Plane

Sensory Design

# The surface phase

---

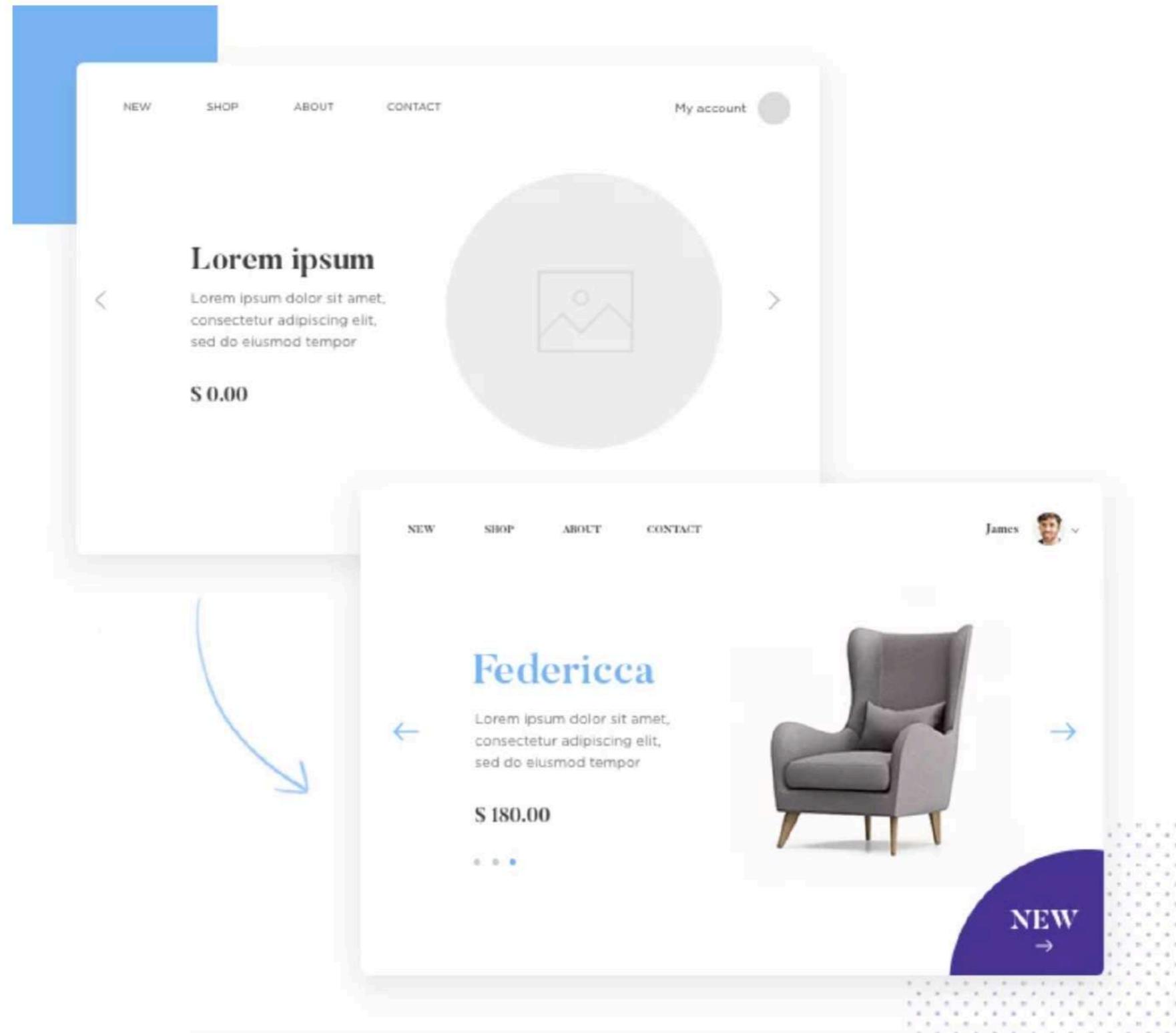
We are now dealing with the **sensory design** and presentation of the logical arrangements that make up the skeleton of the product.

For example, through attention to information design, we determine how we should group and arrange the information elements of the page; through attention to visual design, we determine how that arrangement should be presented visually.

- **Layout:** Formats, proportions, grids and organization.
- **Typography:** font selection and styling.
- **Colors:** influencing perception and emotion.
- **Imagery:** images, icons and illustration.
- **Sequencing:** overall approach to visual storytelling.

# The surface phase

---



# The surface phase

The image displays two wireframe prototypes of a website layout, both titled "ACME".

**Left Prototype:**

- Header:** A yellow bar at the top contains the brand name "ACME". Below it is a navigation bar with links: PRODUCT, ABOUT, PORTFOLIO, TEAM, and CONTACT.
- Main Content Area:** Contains a heading "Lorem Ipsum dolor sit" and a paragraph of placeholder text: "Lorem ipsum dolor sit amet, consectetur adipiscing elit.". Below this is a dark blue button labeled "BUTTON".
- Grid Section:** Features three columns of circular placeholder images. Each column has a title "Lorem Ipsum" above it and a descriptive text below: "Lorem ipsum dolor sit amet".
- Bottom Row:** Shows four more rectangular placeholder boxes, each with a title "Lorem Ipsum" and a descriptive text below: "Lorem ipsum dolor sit amet".

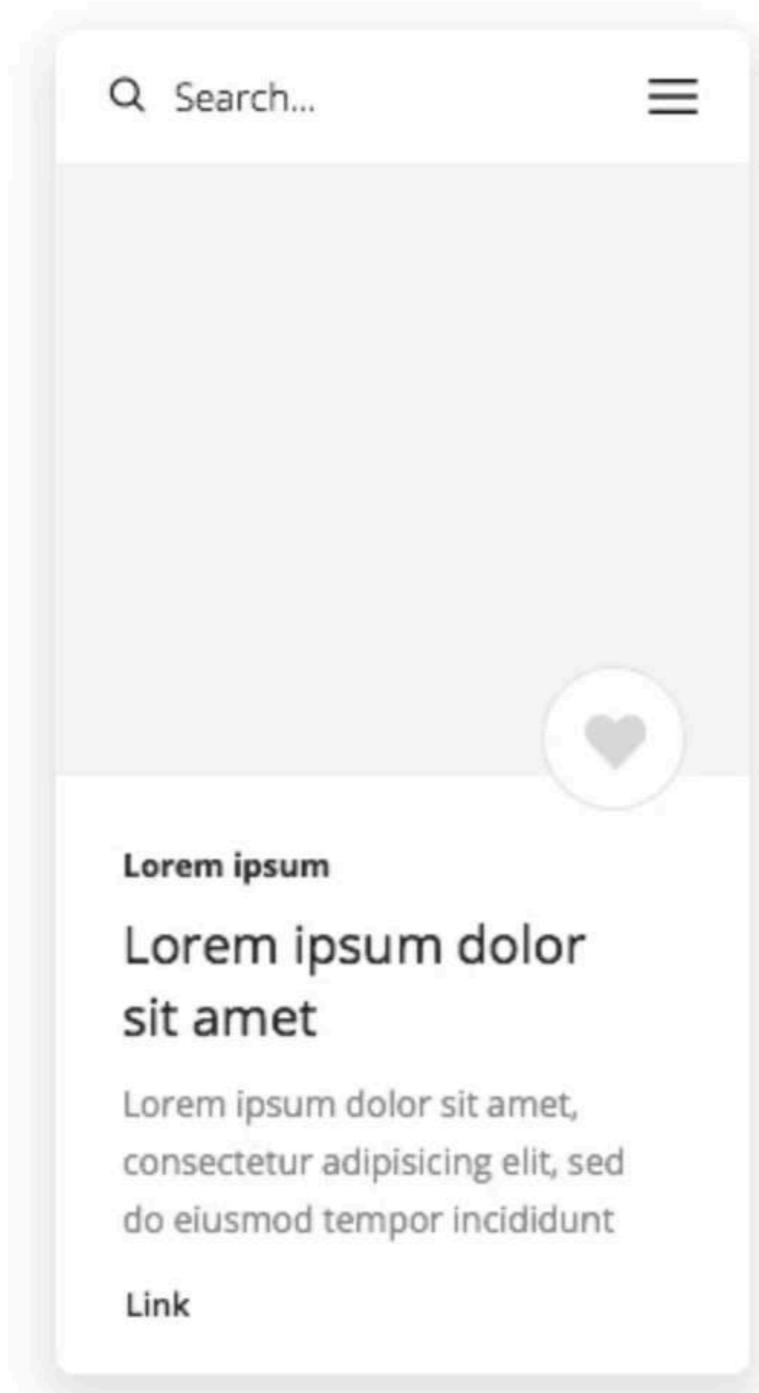
**Right Prototype:**

- Header:** A light blue bar at the top contains the brand name "ACME". Below it is a navigation bar with links: PRODUCT, ABOUT, PORTFOLIO, TEAM, and CONTACT.
- Main Content Area:** Contains a heading "All events of your city" and a paragraph of placeholder text: "Lorem ipsum dolor sit amet, consectetur adipiscing elit.". To the right is a cartoon illustration of a blue whale swimming in water with small waves.
- Grid Section:** Features three columns of circular icons with corresponding labels: "Books" (blue icon), "Cinema" (yellow icon), and "Music" (green icon). Each column has a descriptive text below: "Lorem ipsum dolor sit amet".
- Bottom Section:** Contains a heading "APRIL FEATURES" followed by four square placeholder images with titles and descriptions: "Lorem Ipsum" (colorful abstract art), "Lorem Ipsum" (teal background with birds), "Lorem Ipsum" (red and white dog pattern), and "Lorem Ipsum" (yellow background with white dog silhouette).

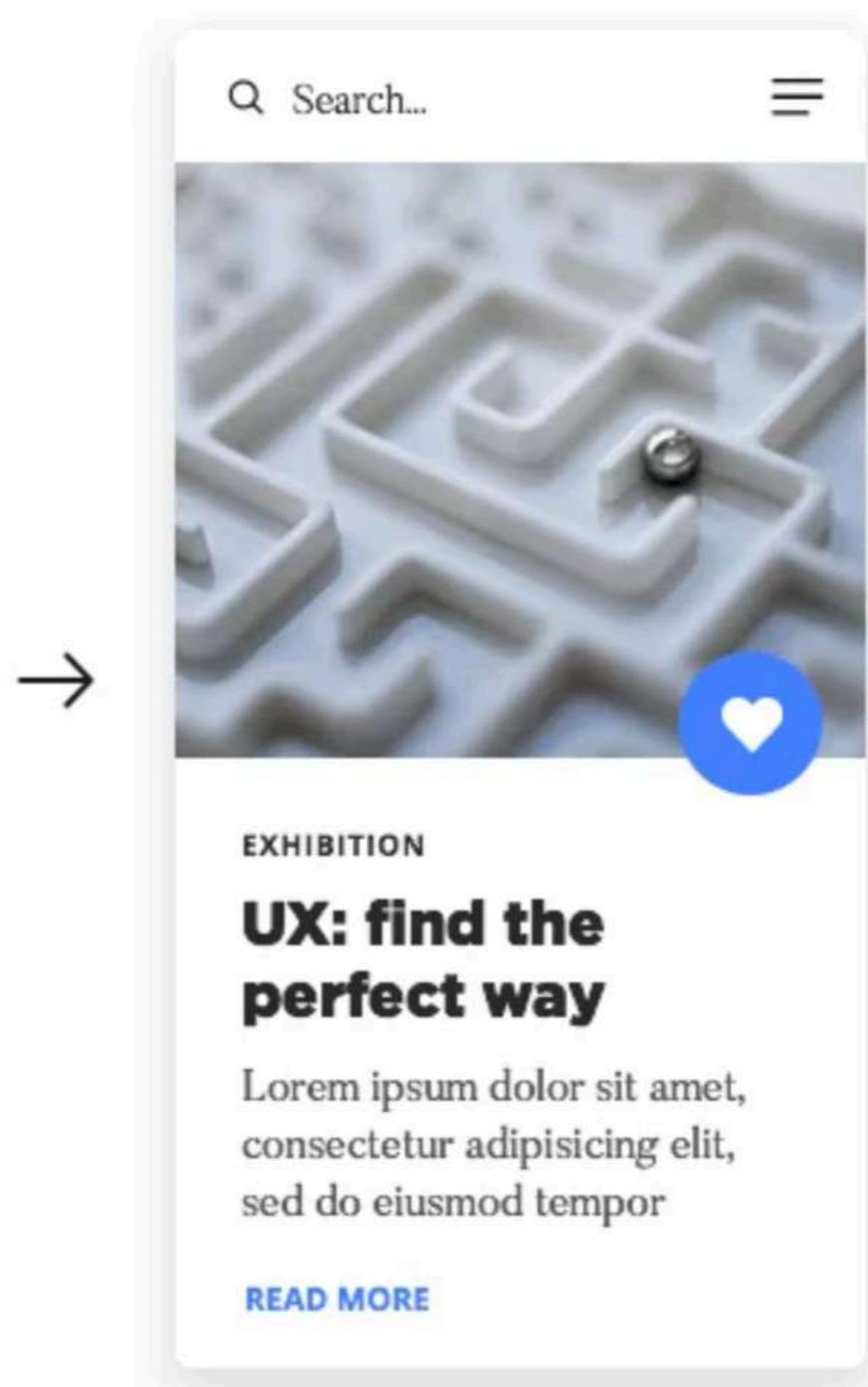
# The surface phase

---

WIREFRAME



MOCKUP



LINKS   CATEGORIES



**Title text  
box**

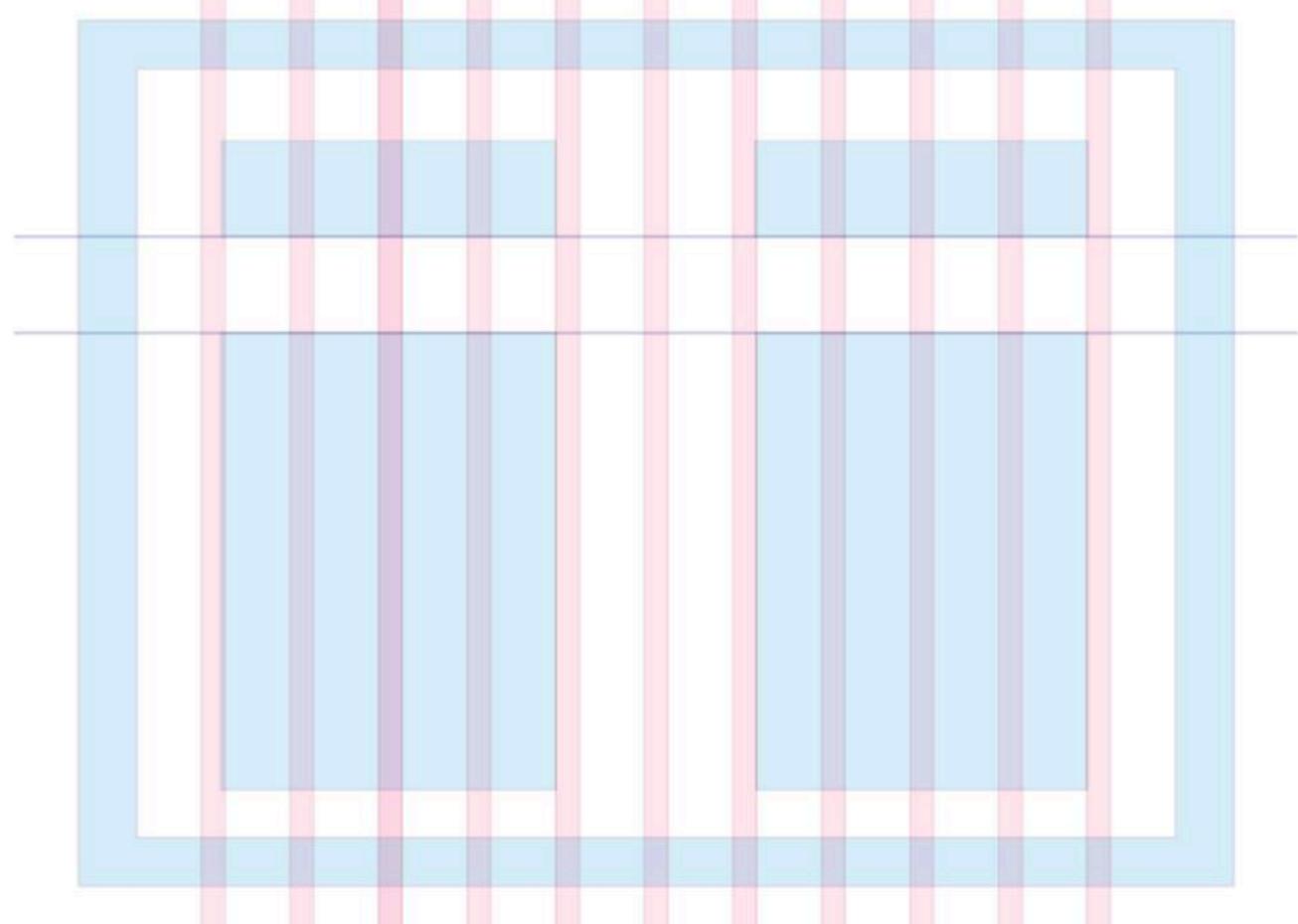
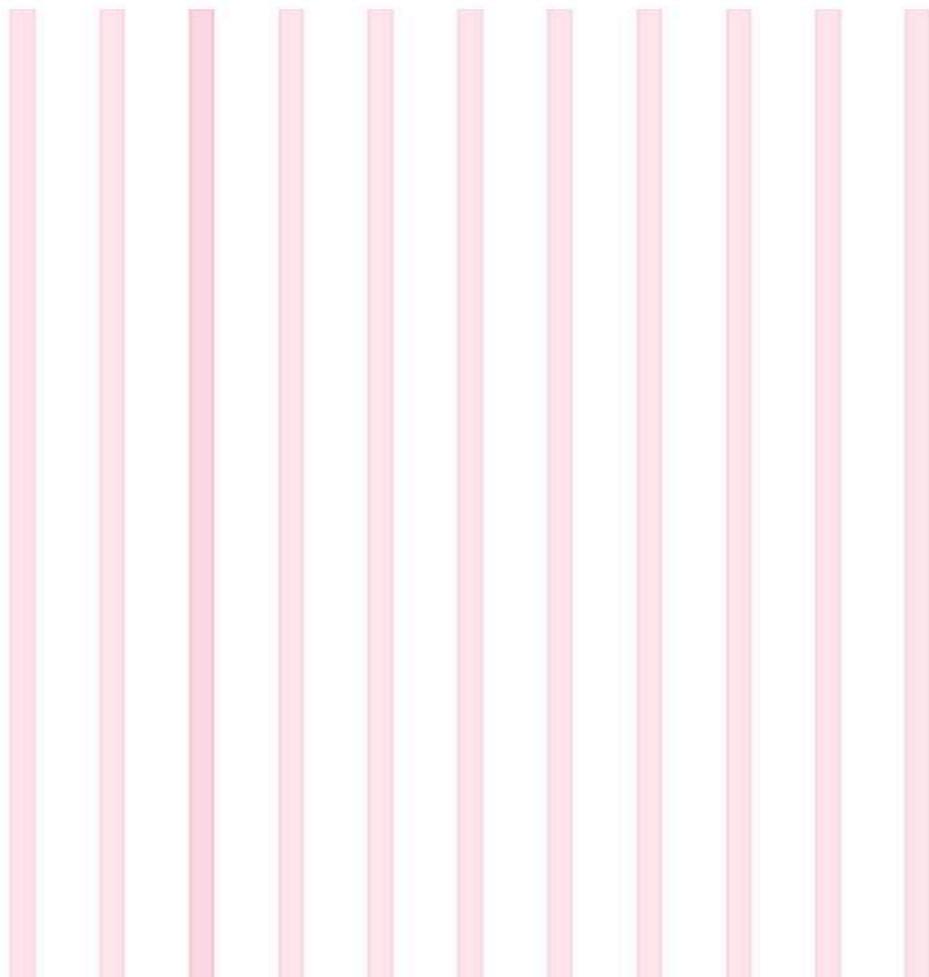
Lore ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor

# The surface phase

---

## ► Layout: Grids

### Columns & Gutters



# The surface phase

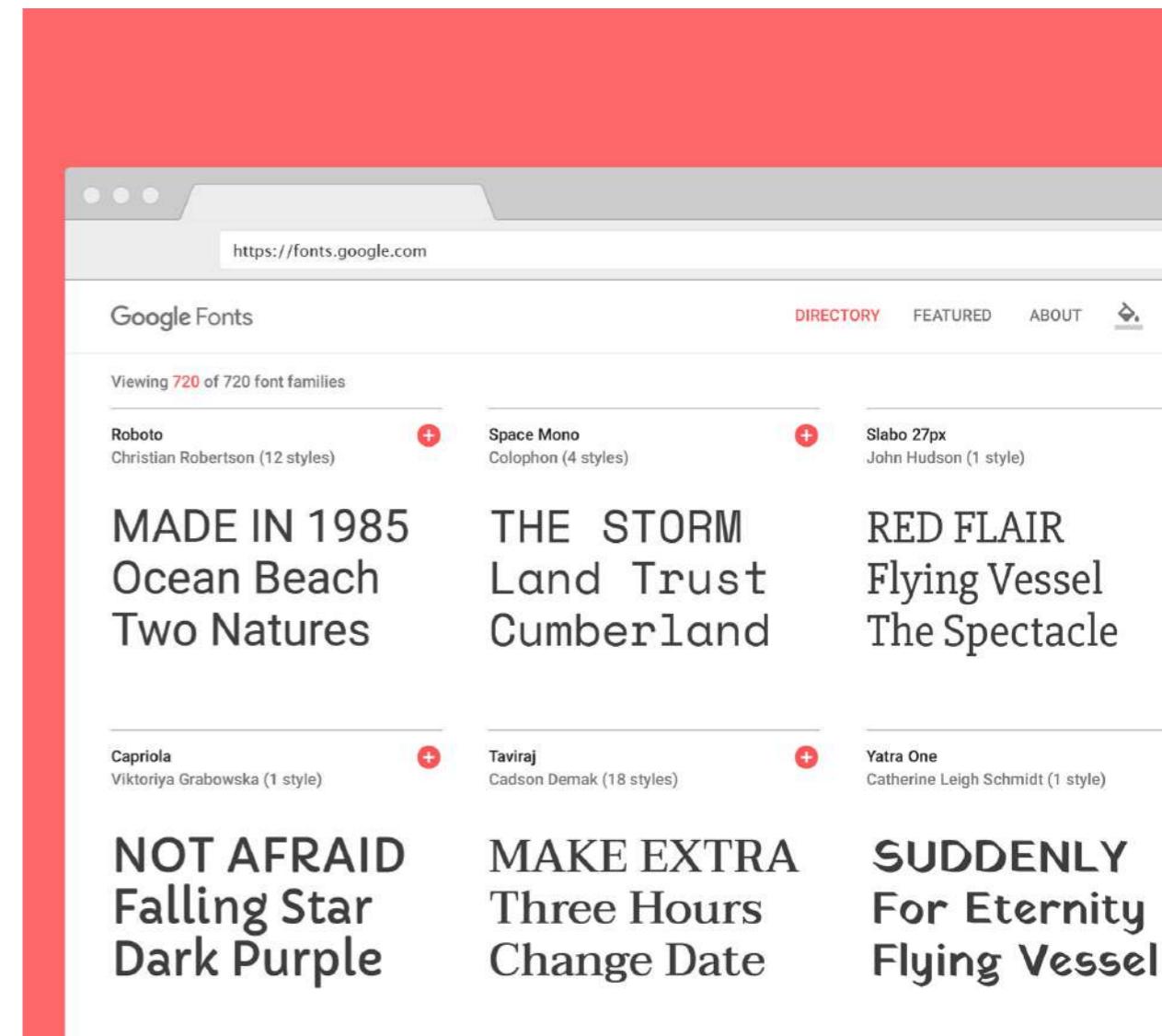
---

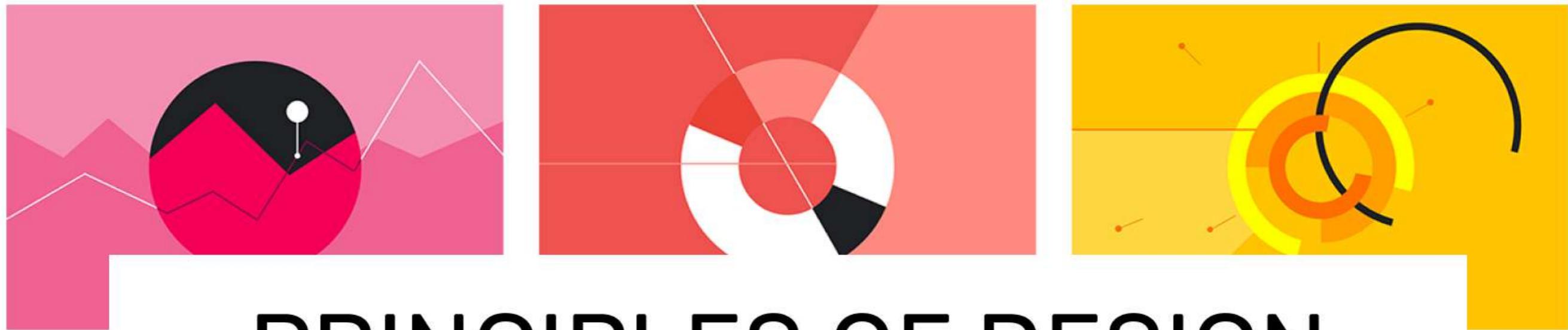
- **Typography:** font selection and styling.

There are many fonts that are easy to read. Any of them are fine to use. But avoid a font that is so decorative that it starts to interfere with pattern recognition in the brain.

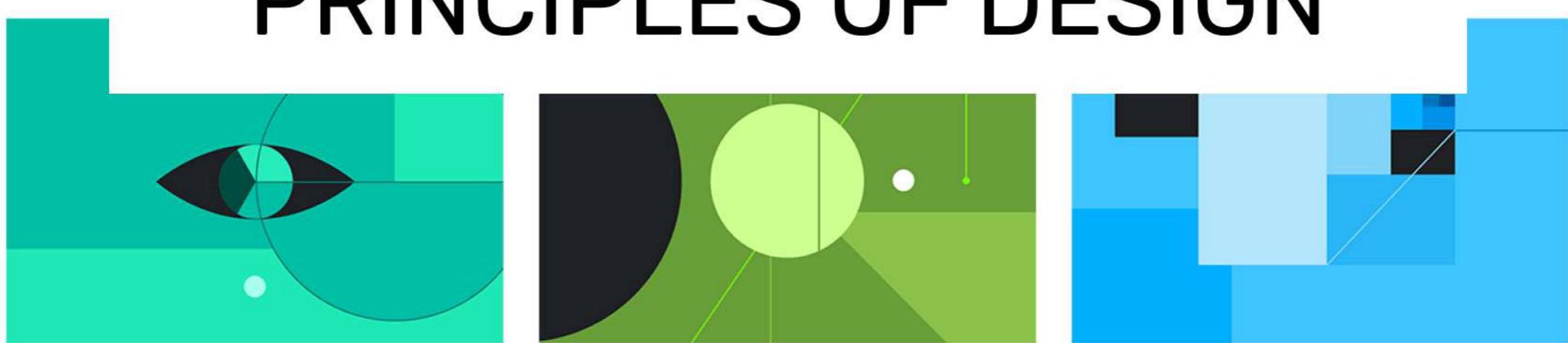
There are many fonts that are easy to read. Any of them are fine to use. But avoid a font that is so decorative that it starts to interfere with pattern recognition in the brain.

There are many fonts that are easy to read. Any of them are fine to use. But avoid a font that is so decorative that it starts to interfere with pattern recognition in the brain.





# PRINCIPLES OF DESIGN



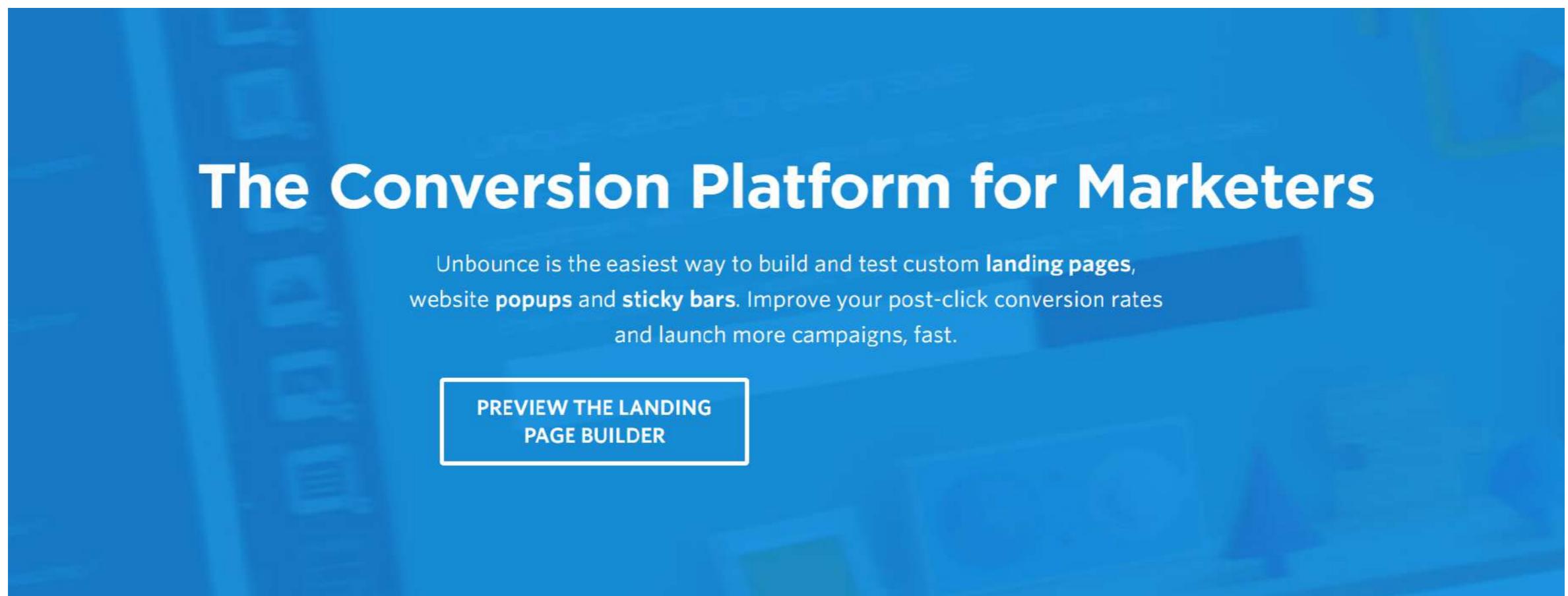
# Principle of good UI design

---

## ► Balance

Every element of design – typography, colors, images, shapes, patterns, etc. – carries some sort of visual weight.

Some elements are heavy and draw the eye, while other elements are lighter and almost unnoticeable. The way these elements are laid out on a website should create a feeling of balance. Every element placed on a page has a weight and it could come from color, size, or texture. Without balance, your audience will feel as if their eye is sliding off the page.

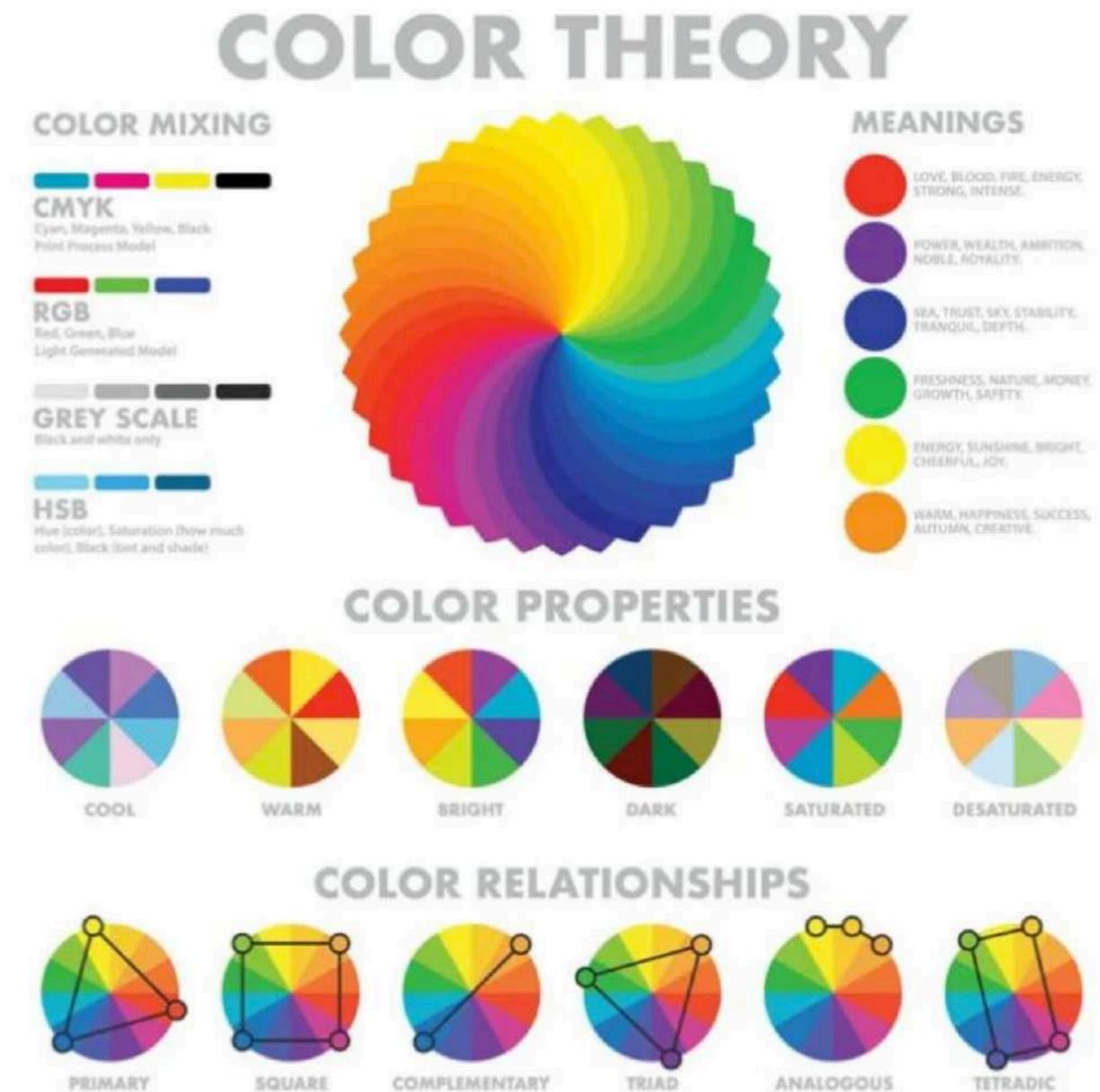


# Principle of good UI design

## ► Colors

Color is an important design basic and it dictates the overall mood of a design. The colors picked represent one's brand and its tonality.

The understanding of color theory helps create works that evoke emotions, for example, gold & neutral shades evoke an overall feel of sophistication, bright colors signal happiness, and blue creates a feeling of calmness. Color palettes can be used as a contrast or even to complement the elements.



# Principle of good UI design

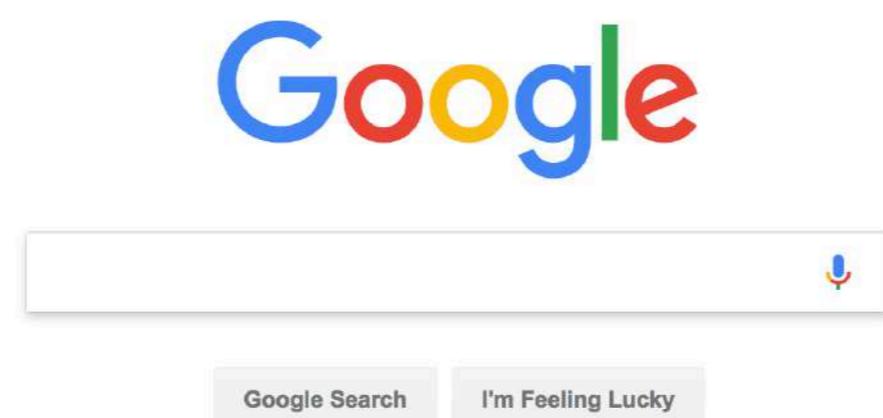
---

## ➤ Emphasis

Emphasis deals with the parts of a design that are meant to stand out. In most cases, this means the most important information the design is meant to convey.

Emphasis can also be used to reduce the impact of certain information. This is most apparent in instances where “fine print” is used for ancillary information in a design. Tiny typography tucked away at the bottom of a page carries much less weight than almost anything else in design, and is therefore de-emphasized.

Gmail Images ■■■ Sign in



# Principle of good UI design

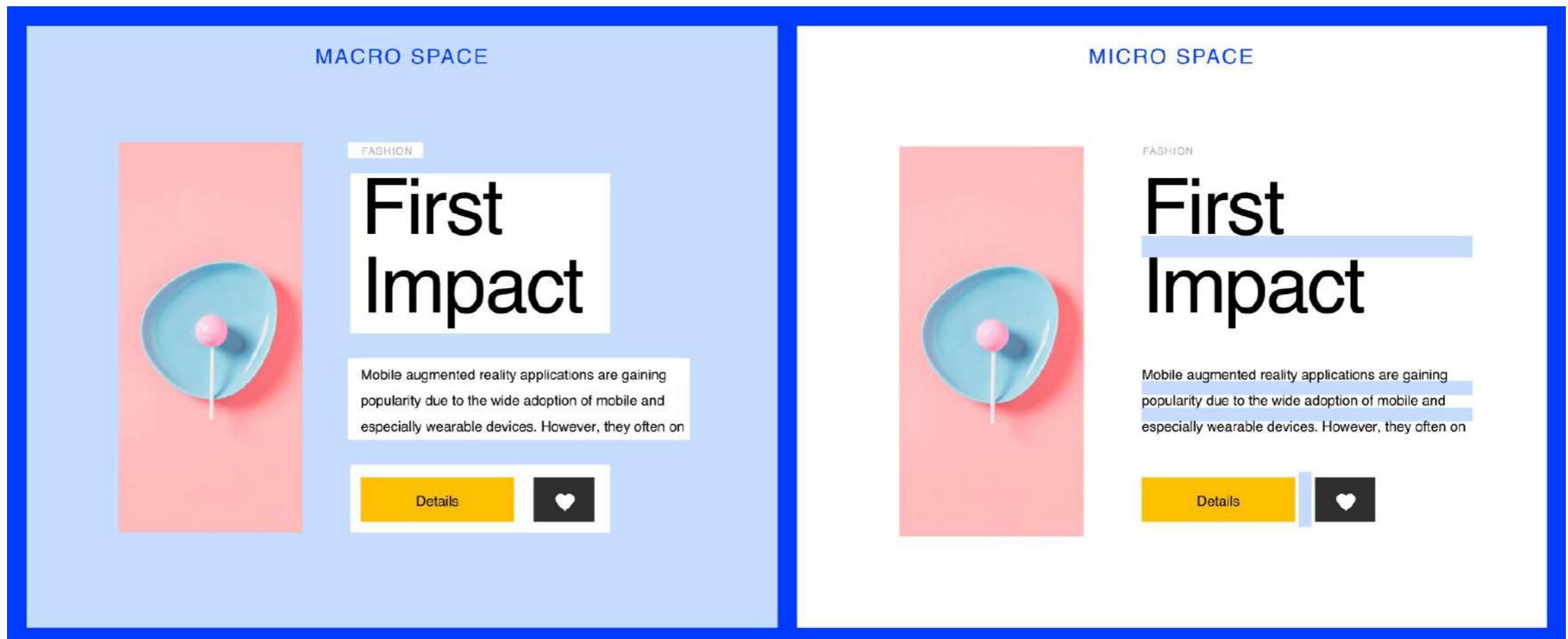
---

## ► White space

White space – also referred to as “negative space” – is the areas of a design that does not include any design elements. Space is, effectively, empty.

“Negative Space gives us a Breathing room...”

White space serves many important purposes in a design, foremost being giving elements of the design room to breathe. Negative space can also help highlight specific content or specific parts of a design. It can also make elements of design easier to discern.



# Principle of good UI design

---

## ► White space

Mauris a enim  
cursus, mattis purus  
bibendum

VS

Lore ipsum dolor sit amet,  
consectetur adipiscing elit, sed do  
eiusmod tempor incididunt ut labore  
et dolore magna aliqua. Ut enim ad  
minim veniam, quis nostrud  
exercitation ullamco laboris nisi ut  
aliquip ex ea commodo consequat.

Mauris a enim  
cursus, mattis purus  
bibendum

Lore ipsum dolor sit amet,  
consectetur adipiscing elit, sed do  
eiusmod tempor incididunt ut labore  
et dolore magna aliqua. Ut enim ad  
minim veniam, quis nostrud

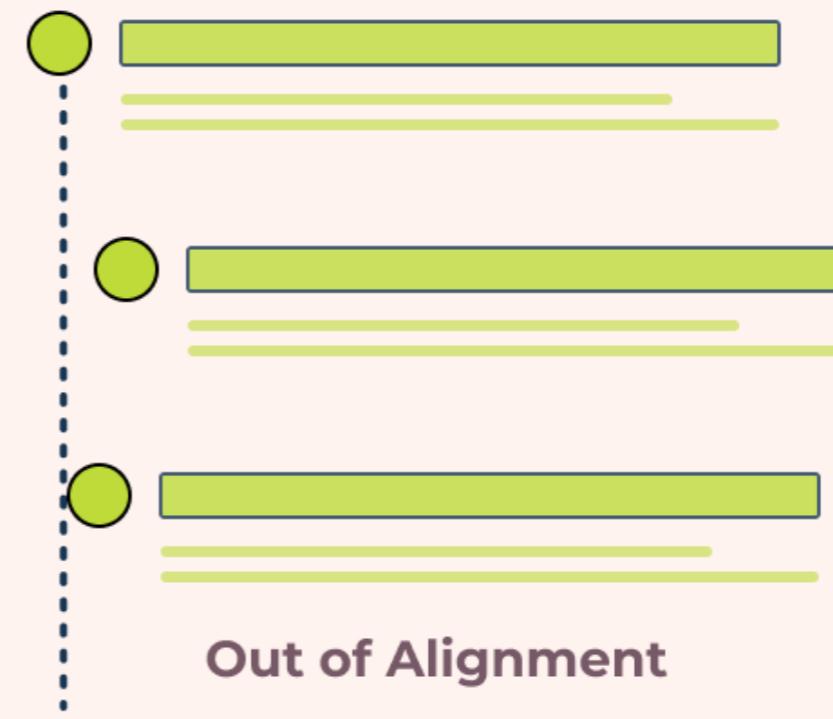
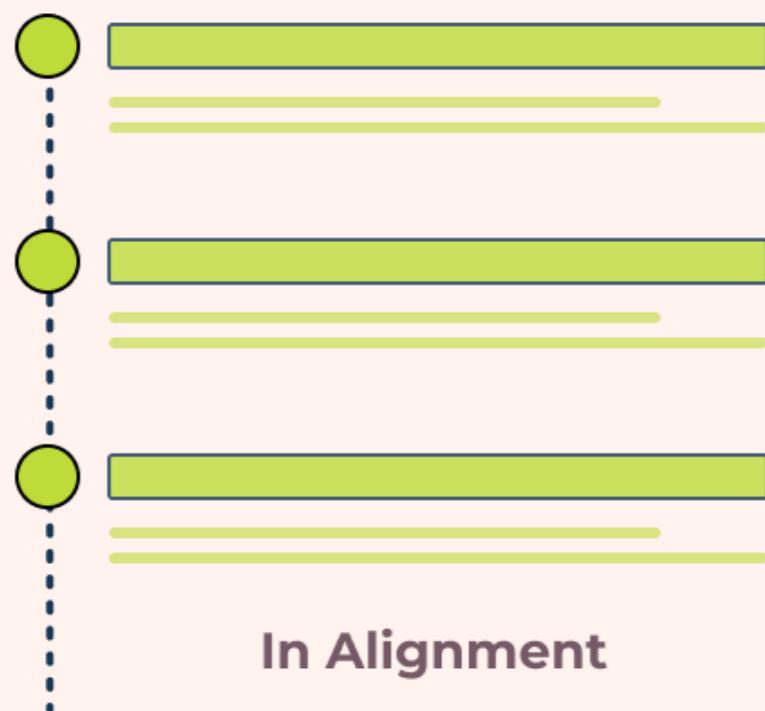
# Principle of good UI design

---

## ► Alignment

Alignment plays a pivotal role in creating a seamless visual connection with the design elements. It gives an ordered appearance to images, shapes, and blocks of texts by eliminating elements placed in a disheveled manner.

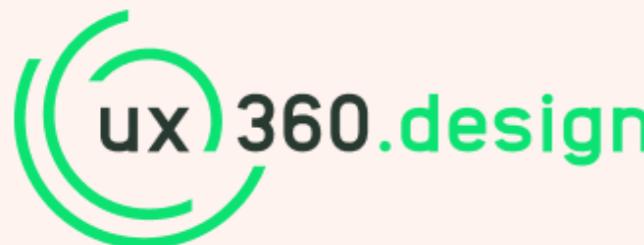
### Alignment



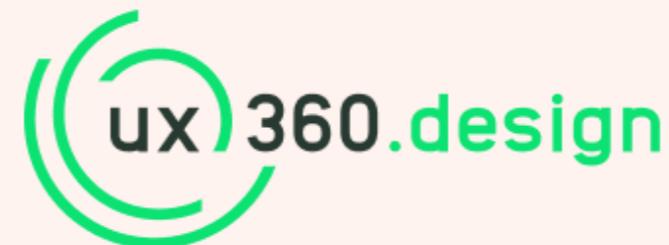
# Principle of good UI design

---

## ► Alignment



Teaching the  
foundations of design.



Teaching the  
foundations of design.

# Principle of good UI design

---

## ► Alignment

Invoice w/ proper alignment

Item Description	Price(USD)
------------------	------------

Clay Pot	100.54
----------	--------

Sharpie	5.00
---------	------

Pencil	24.24
--------	-------

Key Chain	24.00
-----------	-------

Eraser	4.99
--------	------

---

<b>Sub Total:</b>	158.77
-------------------	--------

<b>Tax:</b>	0.00
-------------	------

---

<b>Grand Total:</b>	<b>158.77</b>
---------------------	---------------

Invoice w/ left alignment

Item Description	Price(USD)
------------------	------------

Clay Pot	100.54
----------	--------

Sharpie	5.00
---------	------

Pencil	24.24
--------	-------

Key Chain	24.00
-----------	-------

Eraser	4.99
--------	------

---

<b>Sub Total:</b>	158.77
-------------------	--------

<b>Tax:</b>	0.00
-------------	------

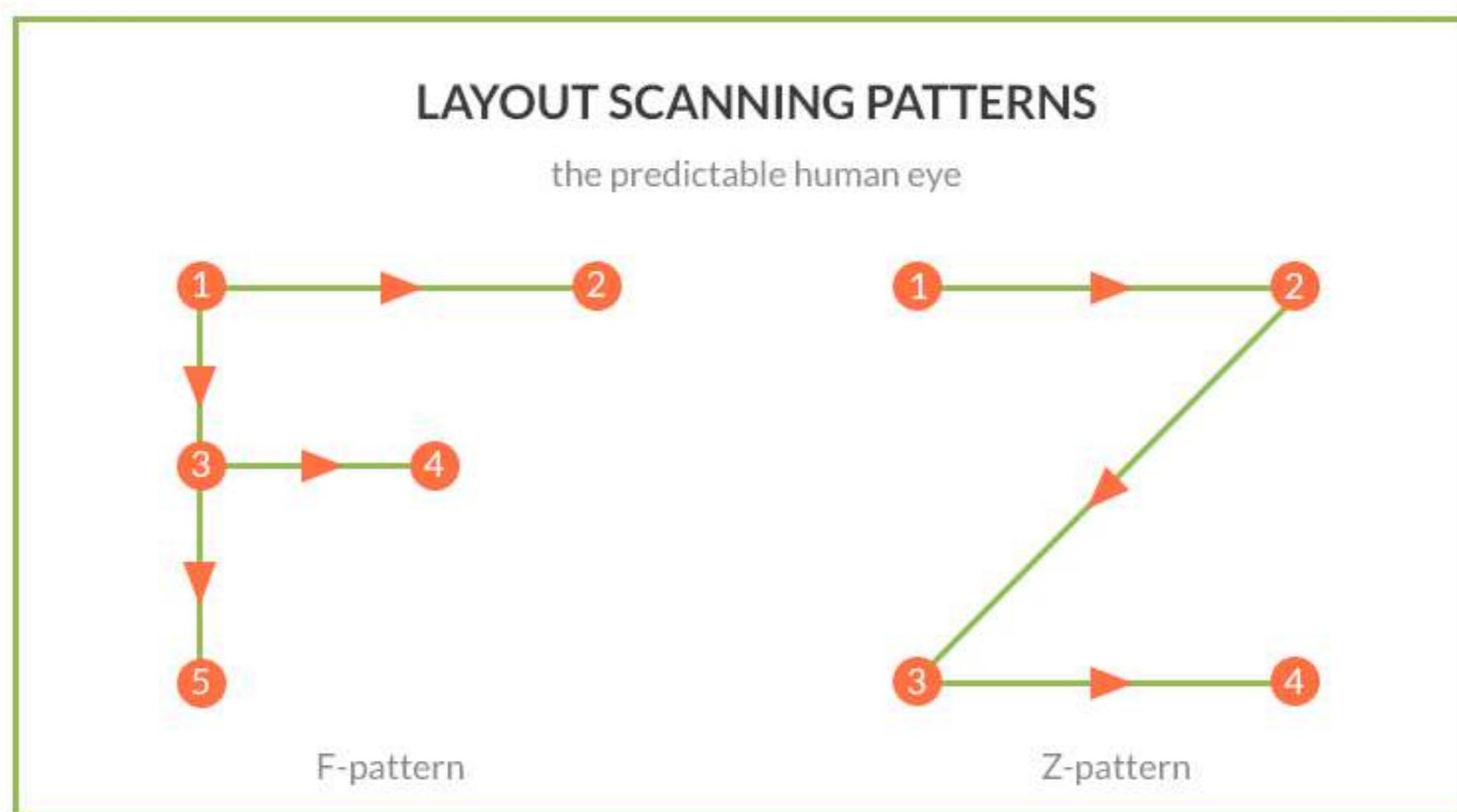
---

<b>Grand Total:</b>	<b>158.77</b>
---------------------	---------------

# Follow the eye

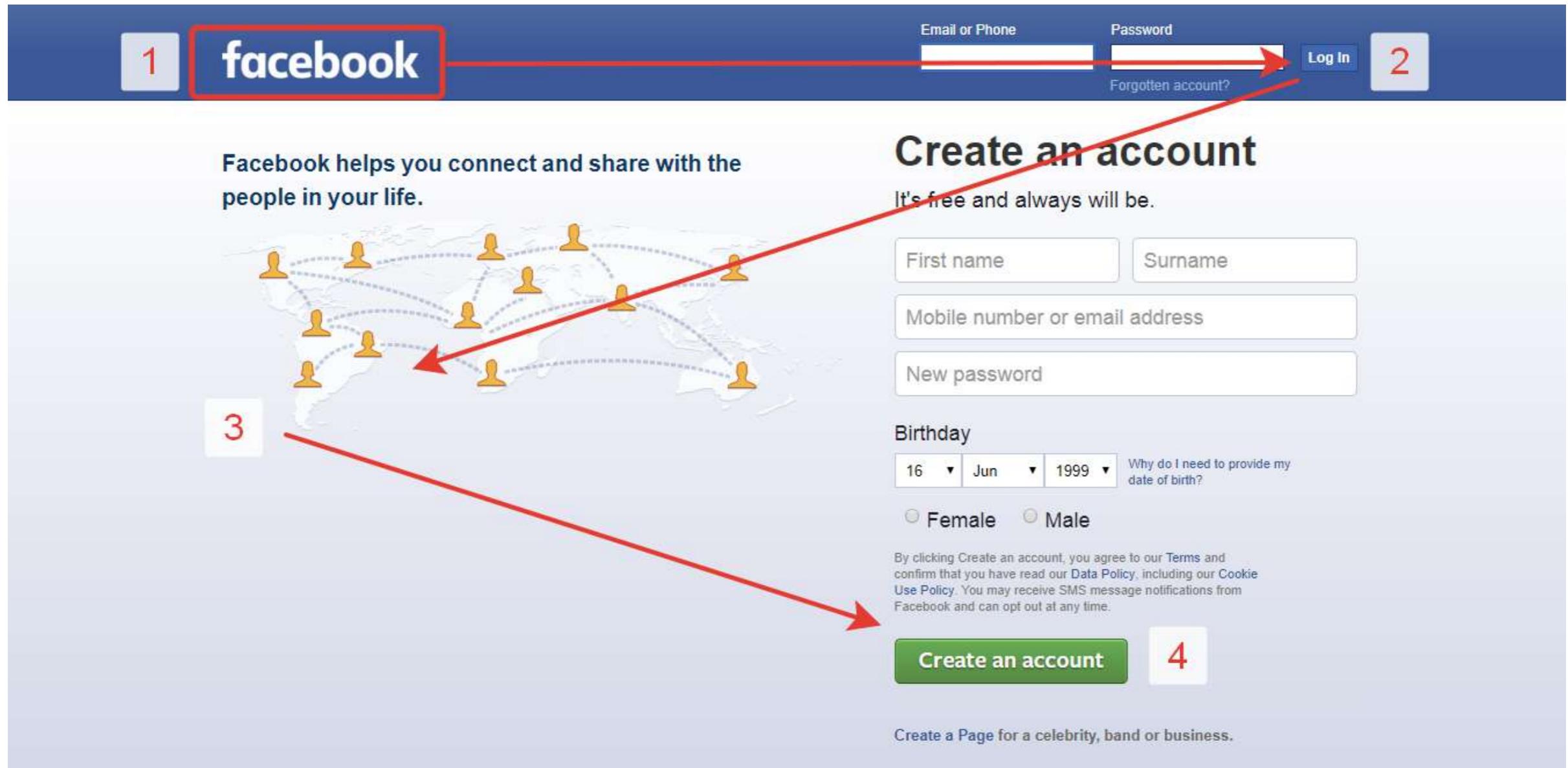
---

- Where does the eye go first?
- What element of the design draws the user's attention first?
- Is the first object of attention a distraction from their goal?



# Z Pattern

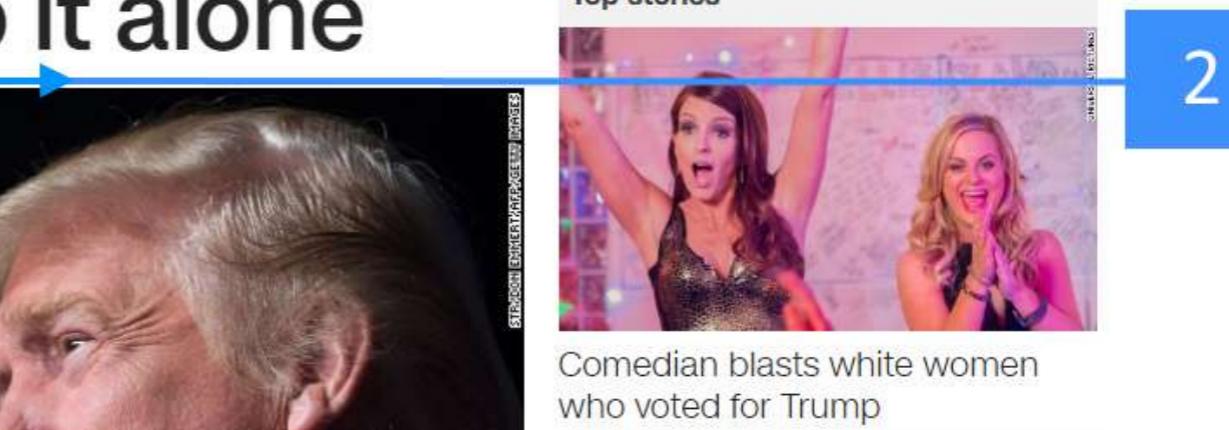
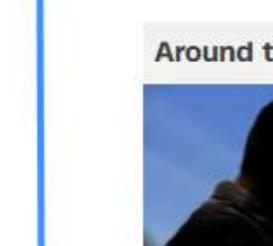
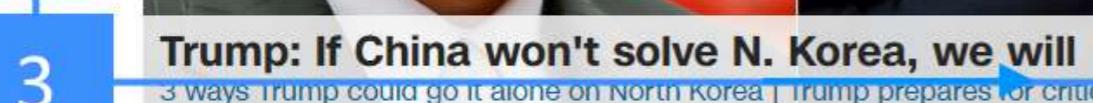
---



# F Pattern

CNN Regions | U.S. Politics | Money | Entertainment | Tech | Sport | Travel | Style | Health | Video | VR International Edition + 🔎 ⚙

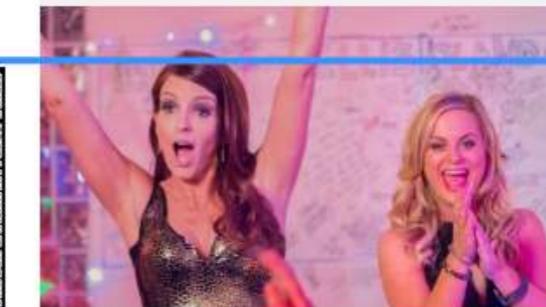
## US ready to go it alone



**1**



**2**



**3**

**Trump: If China won't solve N. Korea, we will**

3 ways Trump could go it alone on North Korea | trump prepares for critical week of diplomacy

**4**

**Top stories**

- Comedian blasts white women who voted for Trump
- Opposition cries foul in Ecuador election
- 'Chaos President' Trump needs course correction
- Teen asylum seeker brutally attacked in UK
- Colombia mudslide: 254 dead, 43 are kids
- Trump discusses wiretapping tweet, Merkel in Financial Times
- Woman charged for filming maid's fall

**Around the world**



**Featured**



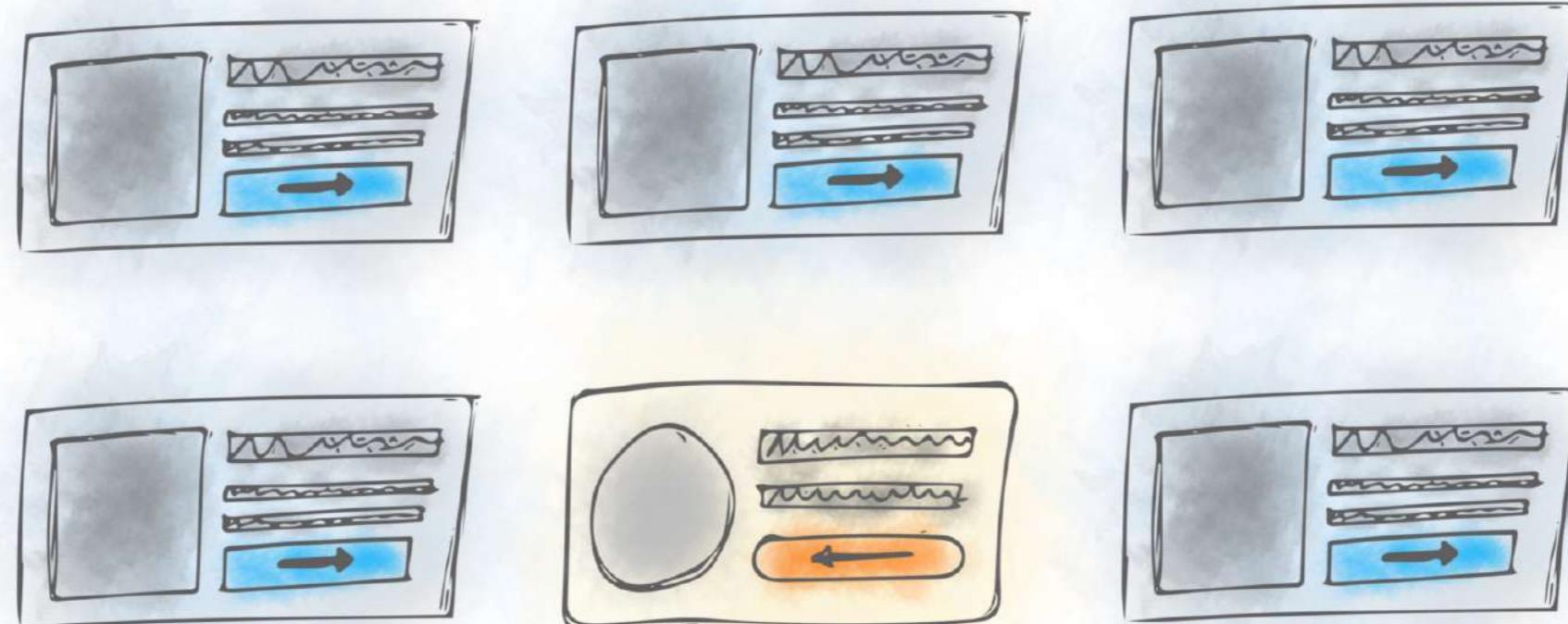
# Consistency

---

## ► it's what makes a system

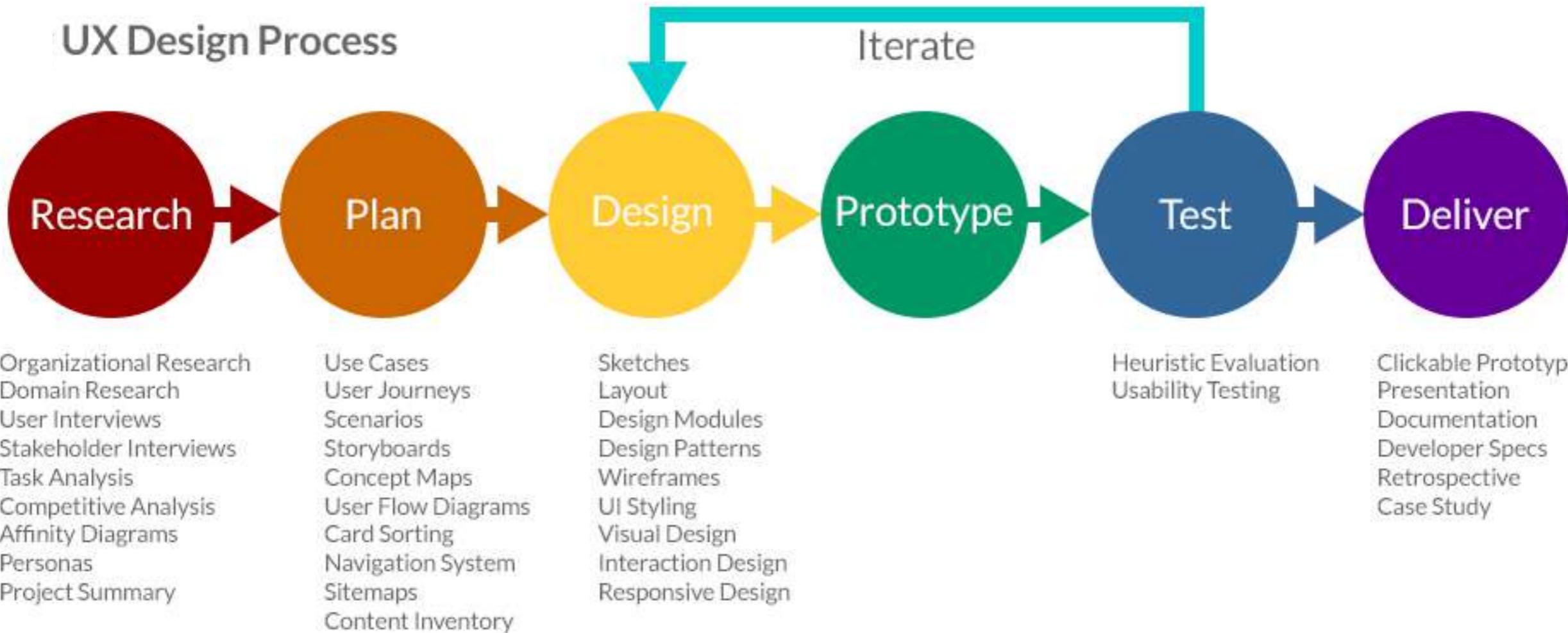
Consistency is one of the Design DNA. Consistent design is intuitive design. It is highly useful and makes the world a better place.

In short, usability and learnability improve when similar elements have consistent look and function in similar way. When consistency is present in your design, people can transfer knowledge to new contexts and learn new things quickly without pain.



# Design Process

## UX Design Process



**Research** = Identify the problem, understand business requirements, discover user needs

**Plan** = Prioritize features, visualize the flow + Information Architecture framework

**Design** = Quickly ideate using sketches + wireframes; develop the UI + visual language

**Prototype** = Produce a low-fidelity clickable Prototype for testing

**Test** = Validate or find problems in proposed functionality; experiment + iterate to improve

**Deliver** = Create a well-documented, proposed solution that meets user and business goals

# UX process sample by mikeaquanassee.com

---

## 01 - Competitor Analysis.

I created a competitive analysis of 3 Taskly competitors:

Asana, Basecamp & Jira.

I broke down each competitor's profile, core business, SWOT profile, UI/UX, content, design and site performance quality.

I identified the main needs of customers in the project management space as:

- team communication and collaboration
- managing files and documents
- tasks and to-do lists
- time tracking
- scheduling and reporting

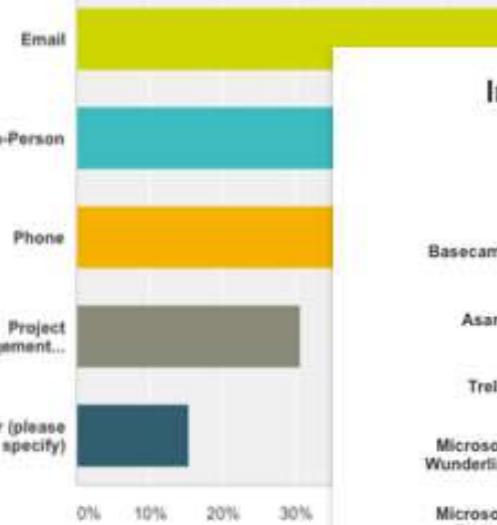
Strengths	Free for small teams (>15). Inexpensive for larger teams. Easy to learn and use. Manage projects	Free for first project. Easy to use. Good file management. Client side feature. Flat pricing, not	End to end product specifically for agile teams. Issue and bug tracking. Very scalable.		
Weaknesses		Asana	Basecamp	Jira	
Opportunities		<b>COMPETITOR PROFILE</b>			
Threats		Overview	Asana is a web and mobile application designed to help teams track their work. From tasks and projects to conversations and notifications, Asana enables teams to move work from start to finish. It's free for teams up to 15 people.	Basecamp is a web-based project management tool where teams can organize and discuss everything they need to get a project done. They have been in business for 16 years so have built a sustainable solution in the market.	Jira is an issue tracking product developed by Atlassian. It provides bug tracking, issue tracking and project management functions.
Usability		Competitive Advantage	Easy to use. Pleasing design. Free for teams up to 15 people.	Been around for a while (16 years). Easy to use.	Been around for 14 years. Feature rich. Made for agile teams.
		<b>MARKETING PROFILE</b>			
		Target Market	Small, Medium and Large businesses and non-profits.	Small, Medium, Enterprise businesses. Client Services businesses.	Agile teams. Small, medium and large organizations.
		Marketing Strategies	Word of mouth, industry and independent reviews, online tutorials. Social media profiles (facebook, twitter)	Word of mouth, industry and independent reviews, online tutorials. Social media profiles (facebook, twitter, Instagram, podcast, blog)	Product of Atlassian which is established and known in industry. Write ups in industry magazines, online articles, videos. Social media profiles (facebook, twitter, youtube)
		<b>CORE BUSINESS</b>			
		Product	Web based software-as-a-service designed to improve team collaboration. Manage projects and tasks online without the use of email.	Web based software-as-a-service designed to improve team collaboration. Tailored client-side feature with email integration.	Project management tool for agile teams.
		Pricing and Costs	Free for teams up to 15. \$8.33 or less per month per user.	First project in your account is free. \$29/m for internal teams, \$79/m for client work. Don't charge per user. Enterprise - \$3000/year.	Free for 7 days. Cloud hosting: from \$10 to \$450/m. Hosted on own server: \$10 one time to \$450,000 per year for 50k+ users.
		<b>SWOT PROFILE</b>			

# Surveys

---

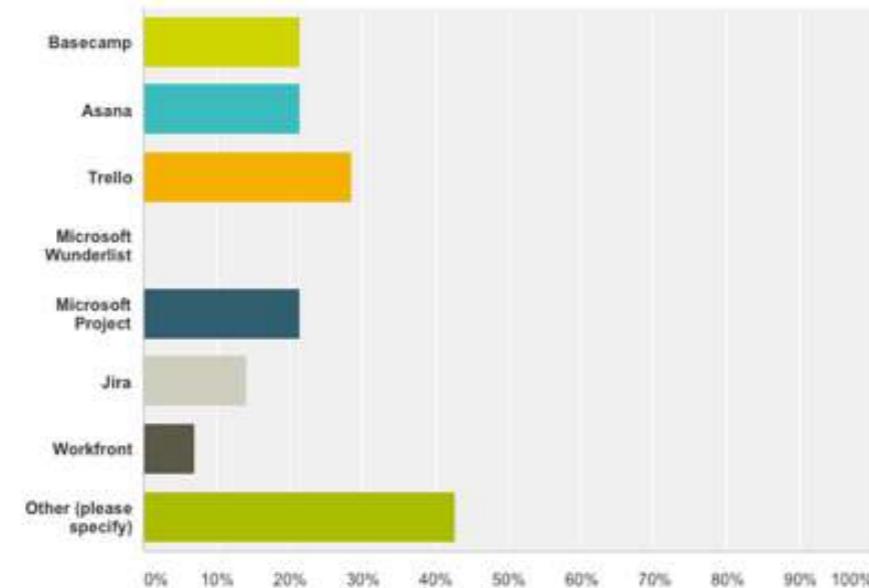
Which method do you mainly use to communicate with colleagues on a project?

Answered: 13 Skipped: 5



In the past year, which project management software have you used?

Answered: 14 Skipped: 4



Surveys were used to collect quantitative data in order to validate (or invalidate) my assumptions about customer needs and core features of Taskly's MVP.

To ensure the survey results were representative of the target audience, I targeted potential and current users of Project Management software through Facebook groups and Slack Channels.

# Interviews

---

**Q.** Are you involved in project work? If yes, how frequently?

**User:** I'm a designer and startup founder. We don't have a project manager, but we all coordinate.

**Q.** Do you use project management software? If yes which one(s)?

**User:** We use Trello for design and then Github for bugs and issues. Github has a burndown chart called Zenhub and we use that as well.

**Q.** How often do you use it per day?

**User:** As needed, but I check one or the other everyday and our developers live on Github.

**Q.** What do you use it for?

**User:** Trello for design, Github for bugs and Issues.

**Q.** Do you enjoy using it? Why or why not?

**User:** I like that Trello is a sandbox and I can set my own kanban categories. I like to-do lists and Trello is great for seeing where things stand.

**Q.** What are your favourite features of the app? Please explain why.

**User:** I like being able to upload images, tag people, maintain all conversation in one place, and create methods that work best for us (trello).

**Q.** What action consumes the most amount of time in the app?

Please explain why.

**User:** Reading comments.

**Q.** Please rank the following problems that as a user you can relate to the most. Rank 1 being an issue you experience the most.

**User:**

3 - In-app communication is difficult and there is no way to chat one-on-one.

1 - I can't see an overview of key project metrics.

2 - I can't track my time in the app.

I gathered and analyzed qualitative data from potential customer interviews in order to validate or invalidate customer problems.

The 3 main problems I tested were:

In-app communication is difficult and there is no way to chat one-on-one.

I can't see an overview of key project metrics.

I can't track my time in the app.

# Usability Analysis

.....

Condensing insights from user research, I created User Personas of target customers based on real people.



**Lisa M.**

**AGE** 46  
**OCCUPATION** Small business owner  
**EDUCATION** Bachelors  
**STATUS** Married  
**LOCATION** Toronto

**PERSONALITY**

Decisive Daring Energetic Ambitious  
Organized Goal-oriented Focussed  
Extravert

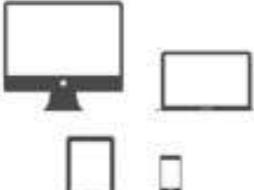
**GOALS**

- Easily assign tasks to team members
- Keep track of business KPI metrics
- To easily communicate with team without using multiple applications

**FRUSTRATIONS**

- Finds many PM applications difficult to use
- Manually filling in and keeping track of project data in a spreadsheet
- Too many different communication methods to team
  - email, phone, sms, skype

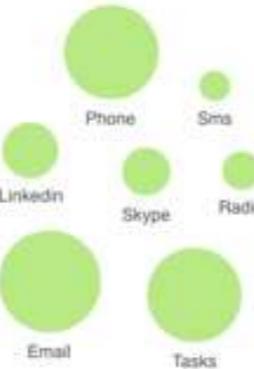
**DEVICES**



**TECHNOLOGY EXPERTISE**

Technology	Expertise Level
IT & Internet	High
Software	Medium
Mobile Apps	Very High
Social Networks	Medium

**IN ATTENTION WHILE WORKING**



**PLATFORMS**



Participant 5

< prev next >

Details Card Sort

Calendar

- Track Time
- Due Date

Dashboard

- Log in / Sign Up
- My Profile
- Notifications/Alerts
- Archive
- Help/Support

Home Page

- Log in / Sign Up
- App Integrations
- My Profile
- Help/Support

Message Board

- Post Message

Team

- Add Team Member
- Chat

To-dos

- List View
- Create Project
- Add Task
- Due Date
- Post Comment
- Track Time
- Archive

Participant 6

< prev next >

Details Card Sort

Calendar

- Track Time
- Due Date

Dashboard

- Log in / Sign Up
- My Profile
- Notifications/Alerts
- Archive
- Help/Support

Home Page

- List View
- Create Project
- Add Task

Message Board

- Post Message
- Post Comment
- Chat

Team

- Add Team Member

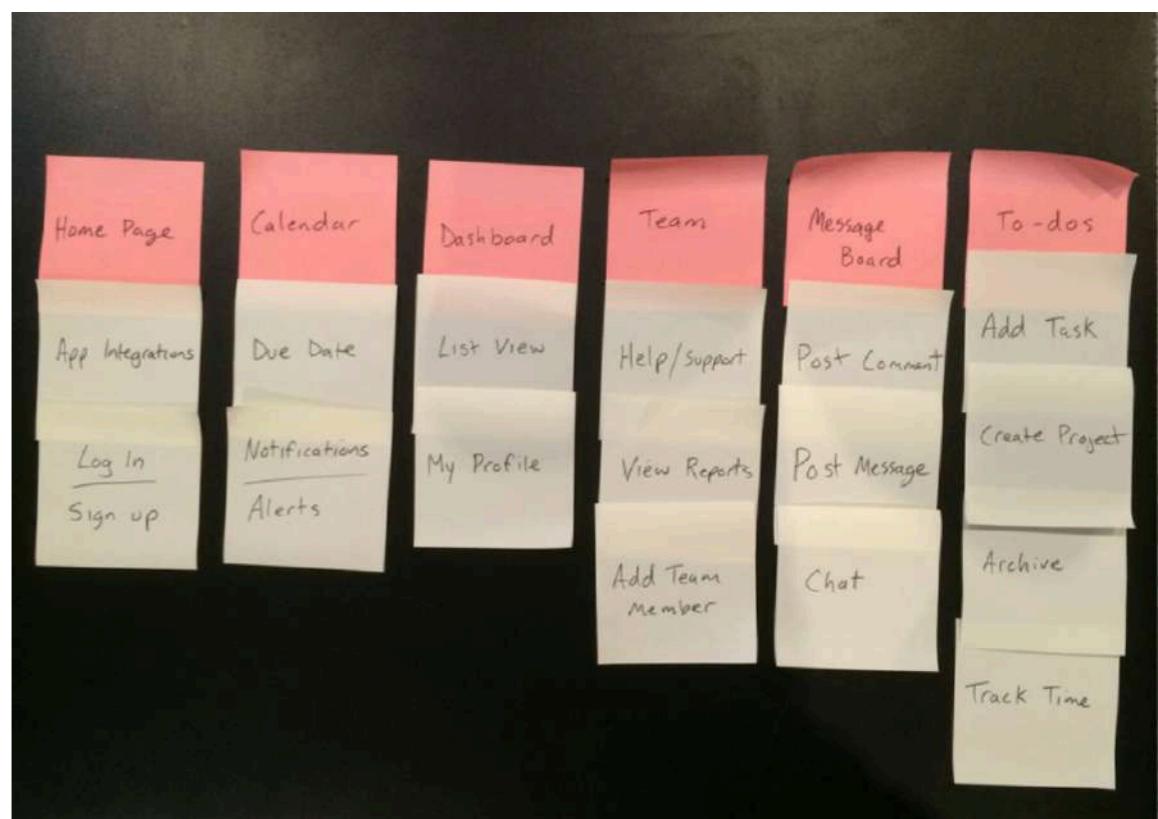
To-dos

- View Reports

# Information Architecture

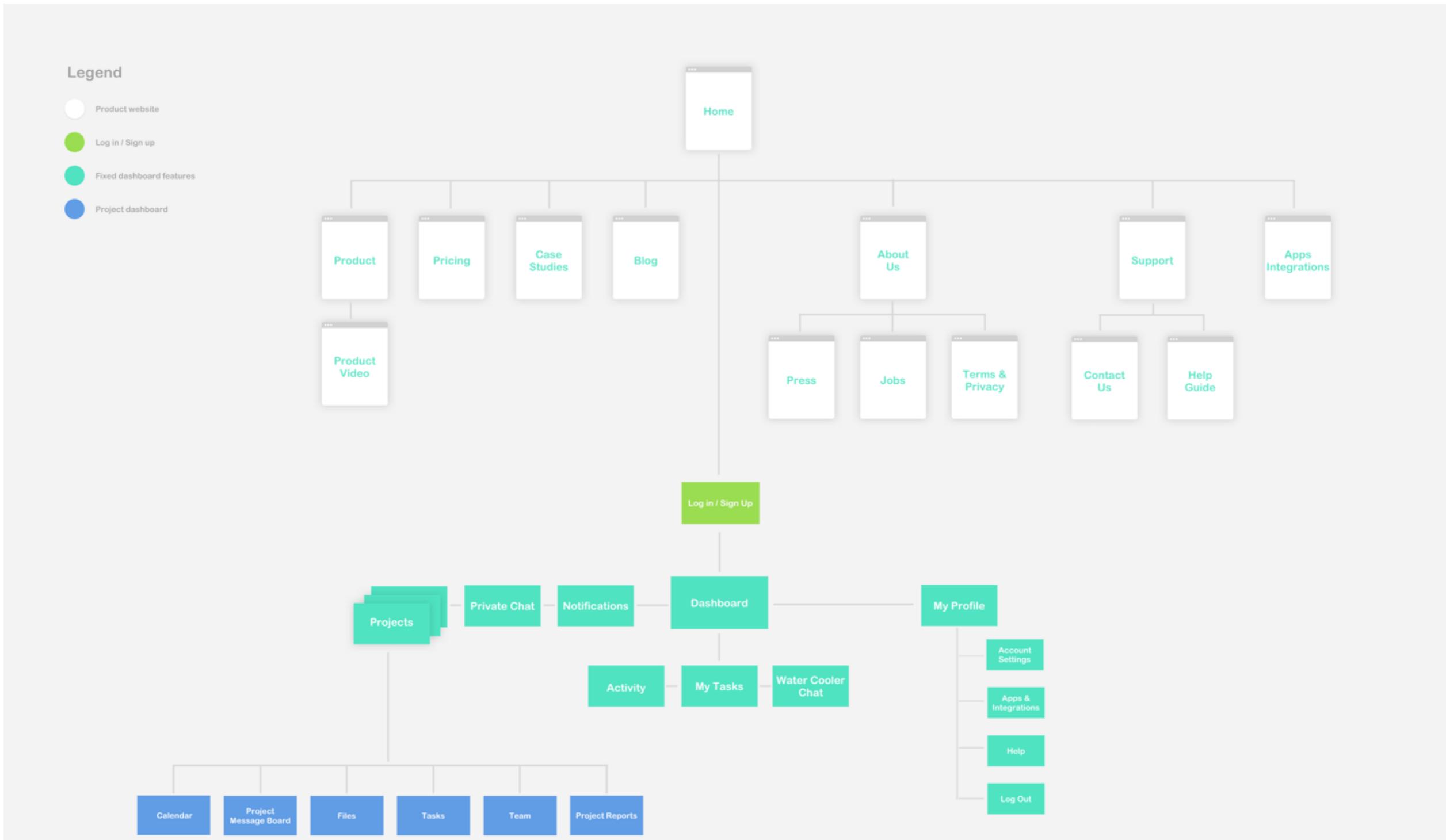
I conducted closed One on One and Remote card sorting exercises to help define information architecture for Taskly.

Based on the results of these exercises, I was able to create a Sitemap



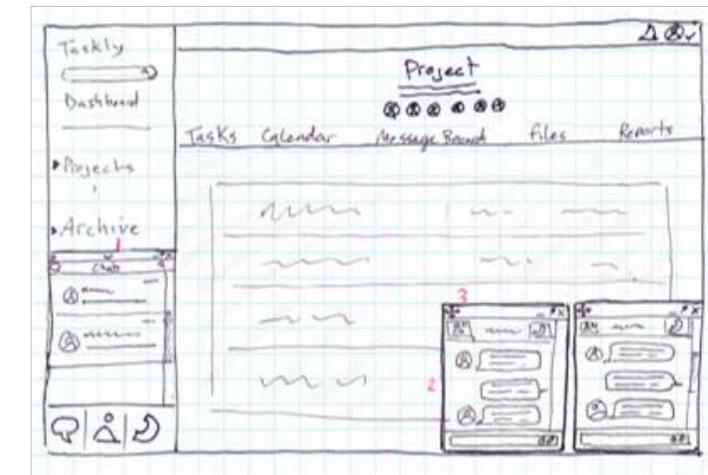
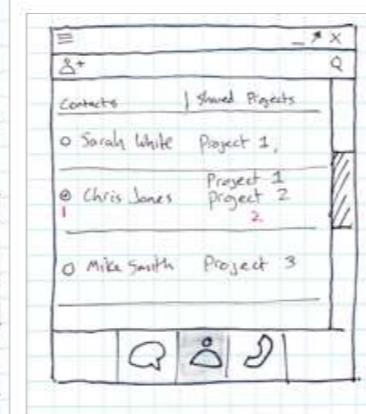
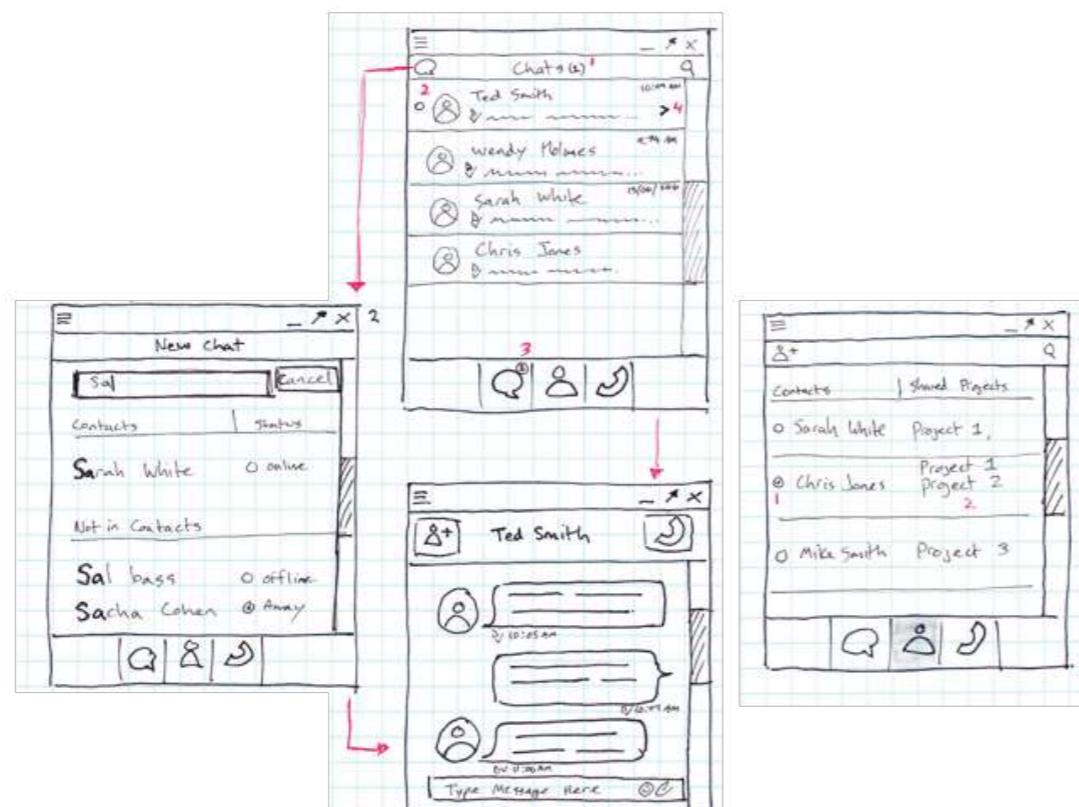
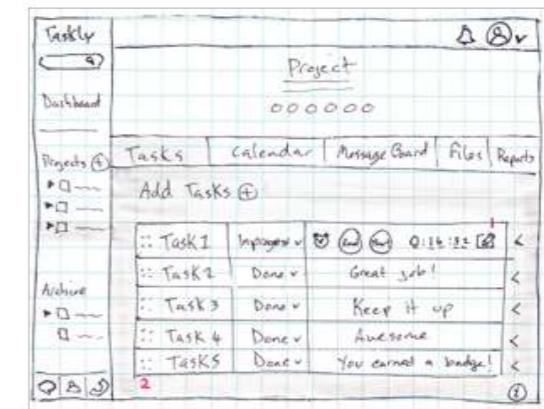
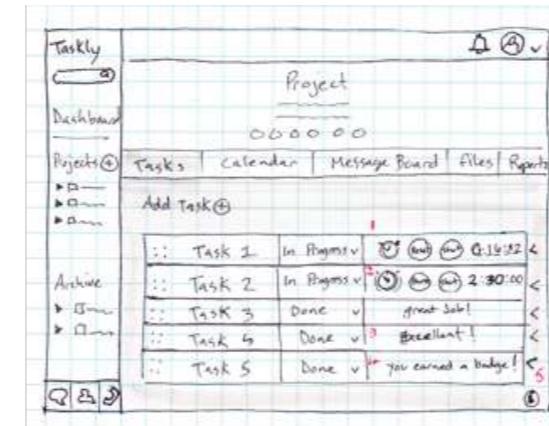
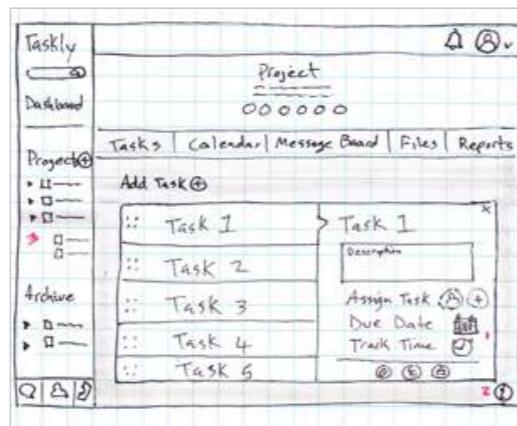
# User flow

---



# Wireframes

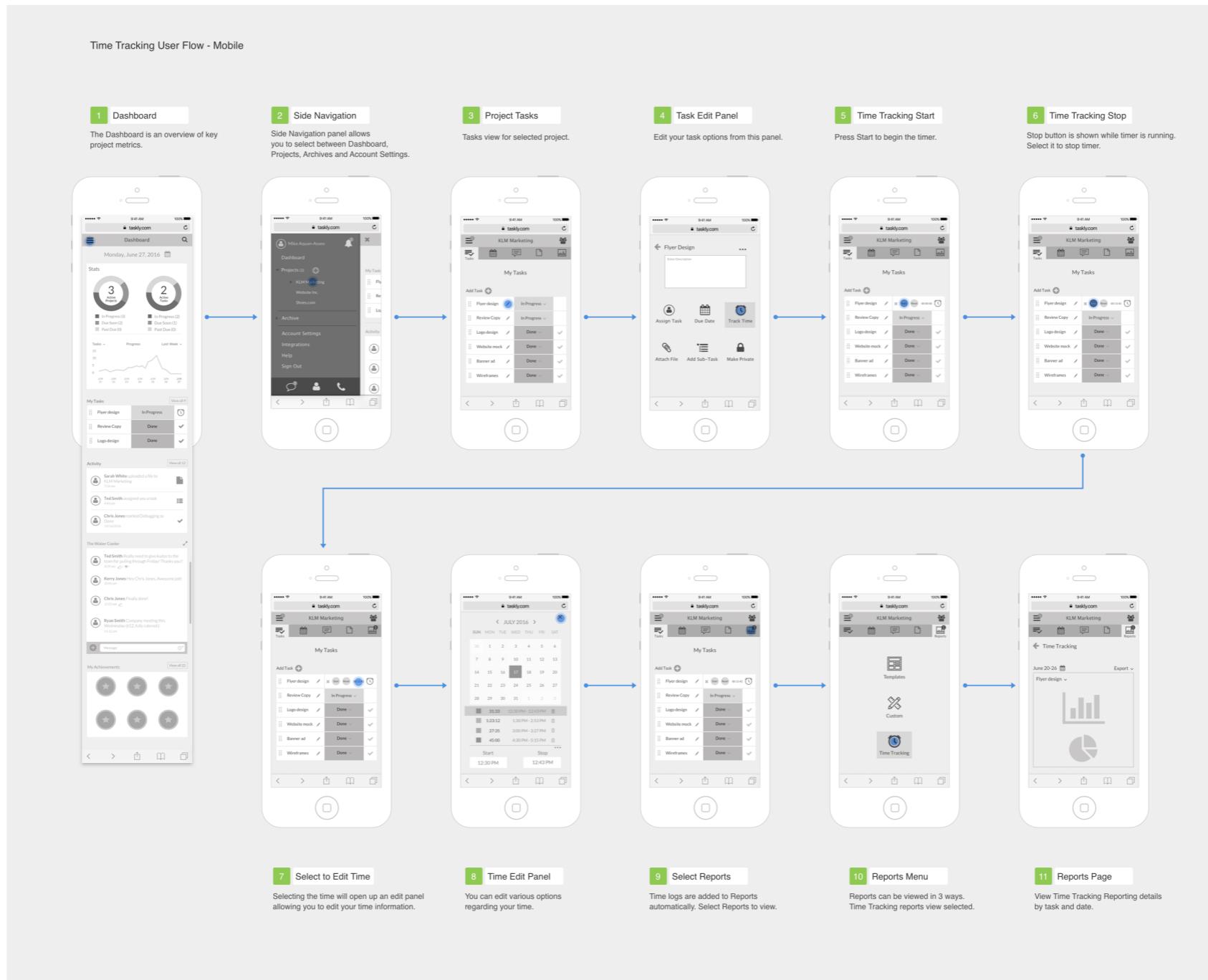
- Initial feature explorations were sketched out and refined, based on user testing and feedback.



# Wireframes

---

- High-fidelity wireframes of core feature flows allowed me to get a better idea of what the UI elements would look like, and would make it easier to communicate functionality to developers.



# User Testing

---

- I conducted usability tests with InVision, to test for usability issues in my prototypes. Based on the feedback I received from users, I made improvements to the wireframes.

The image displays three wireframe prototypes of a communication panel interface, labeled 1, 2, and 3, illustrating the iterative process of user testing and iteration.

**Communication Panel** (Left): A dark-themed wireframe showing a sidebar with 'Projects' and 'Archives' sections, and a main area with 'My Tasks' and 'Activity' panels.

**Tested Communication Panel** (Middle): A light-themed wireframe showing a sidebar with 'Projects' and 'Archives' sections, and a main area with 'My Tasks', 'Activity', and 'The Water Cooler' panels.

**Revised Communication Panel** (Right): A dark-themed wireframe showing a sidebar with 'Projects' and 'Archives' sections, and a main area with 'Status', 'My Tasks', 'Activity', and 'The Water Cooler' panels. It includes two numbered callouts:

- ① Users found it difficult to scroll to find the panel at bottom left. To rectify this, I added onboarding coachmarks for new users.
- ② The Communication panel will be fixed, so it will always be visible on screen. Labelling of icons aids understanding.

# Visual Design

---

- Designing Taskly's Responsive User Interface, evolved from mood boards, a Style Tile, UI Kit, prototypes of feature flows along with website layouts.

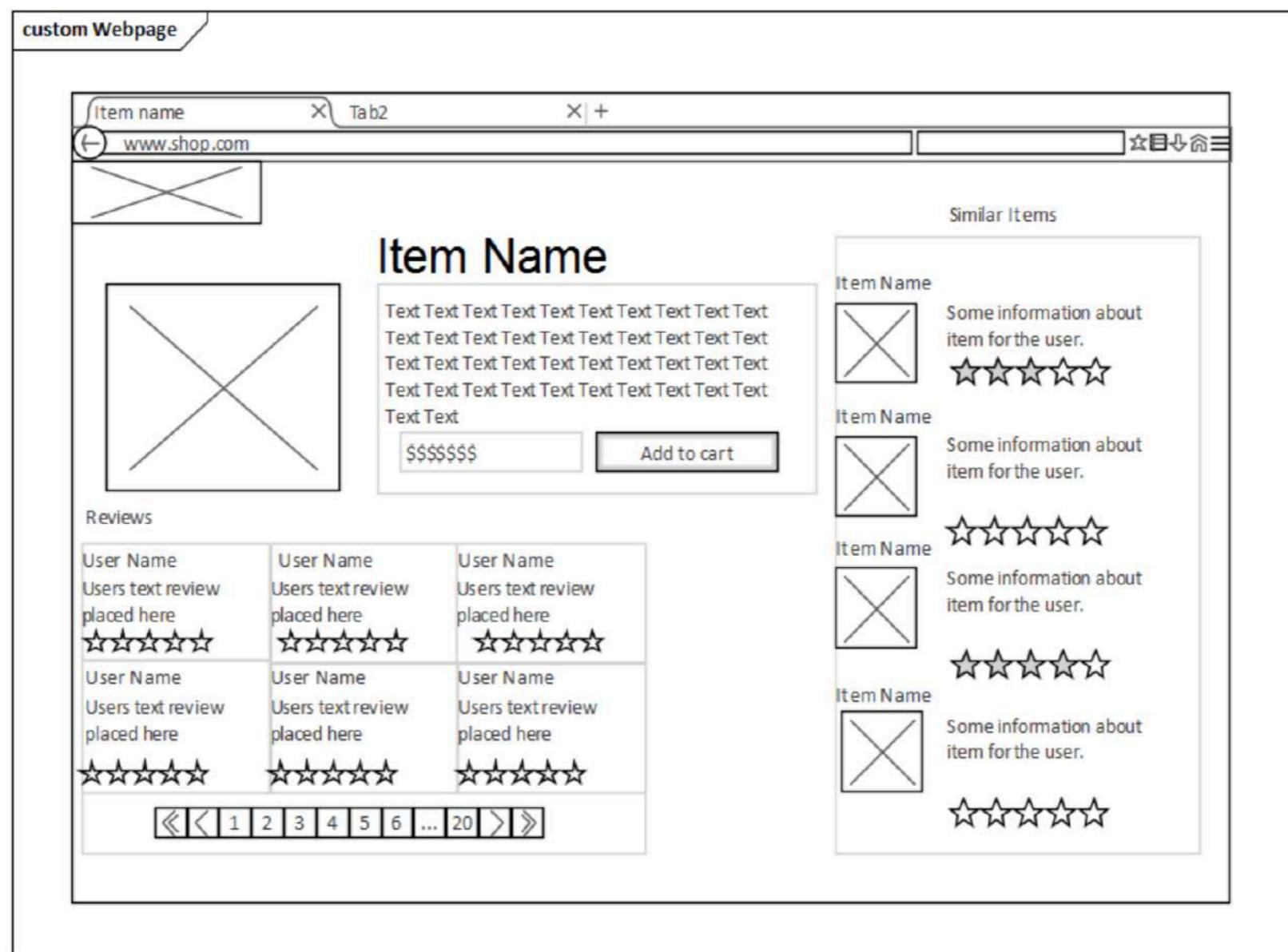


# Wireframes, Prototype and Mockups

# What is a Wireframe?

---

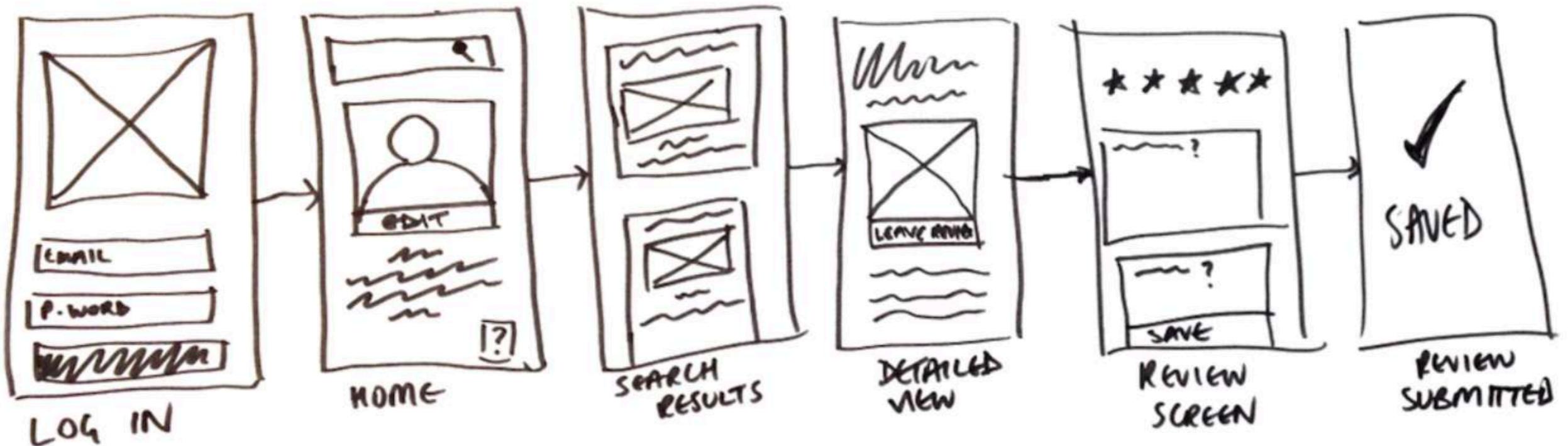
Wireframes are not just meaningless sets of grey boxes, though they may look exactly like that. Consider them as the backbone of your design and remember that wireframes should contain a representation of every important piece of the final product.



# Wireframe types

---

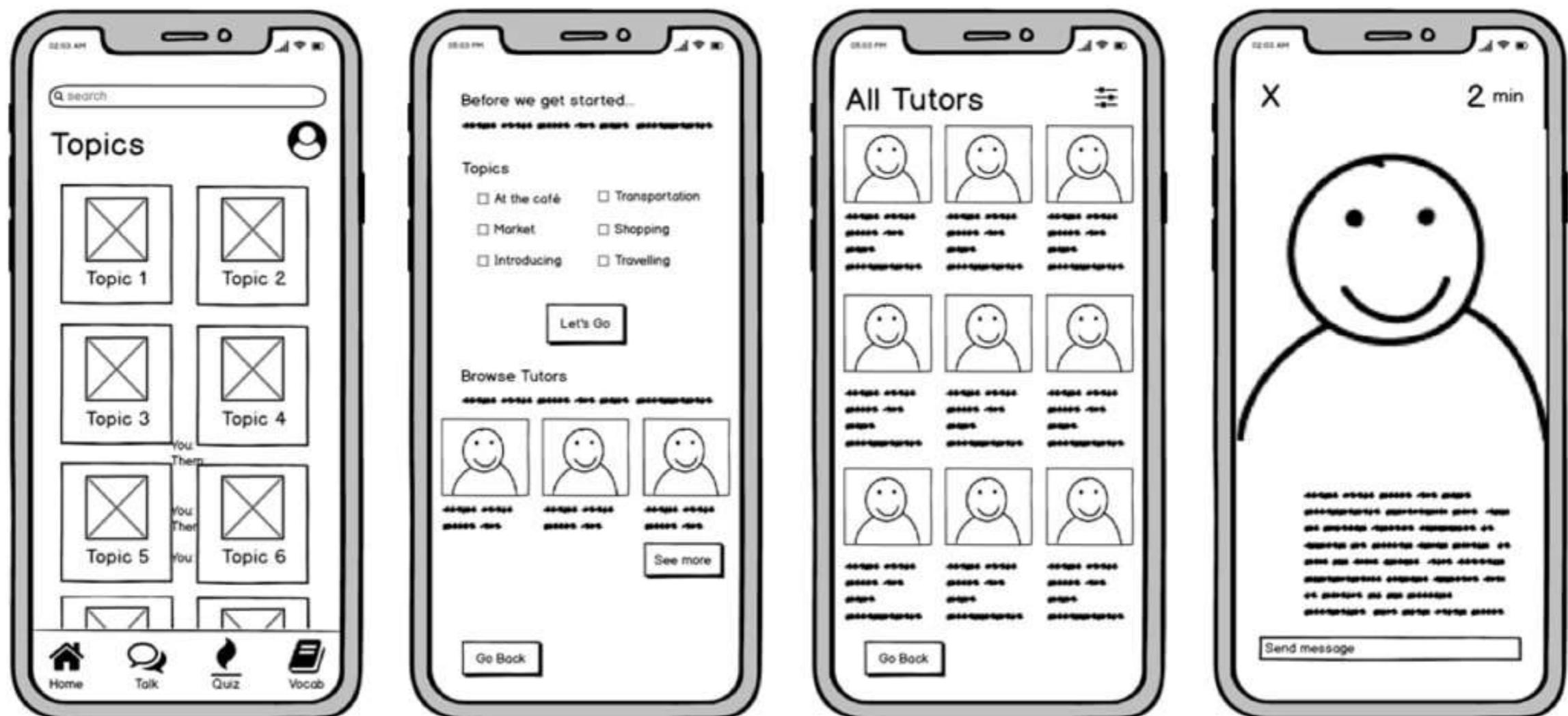
**Low-fidelity wireframes** are basic visual representations of the webpage and usually serve as the design's starting point. As such, they tend to be fairly rough, created without any sense of scale, grid, or pixel-accuracy. Low-fidelity wireframes omit any detail that could potentially be a distraction and include only simplistic images, block shapes, and mock content—such as filler text for labels and headings.



# Wireframe types

---

**Medium-fidelity wireframes** The most commonly used wireframe of the three, mid-fidelity wireframes feature more accurate representations of the layout. While they still avoid distractions such as images or typography, more detail is assigned to specific components, and features are clearly differentiated from each other.. Although they are still relevant in a product's early stages, mid-fidelity wireframes are usually created using a digital wireframing tool, such as [Sketch](#) or [Balsamiq](#).



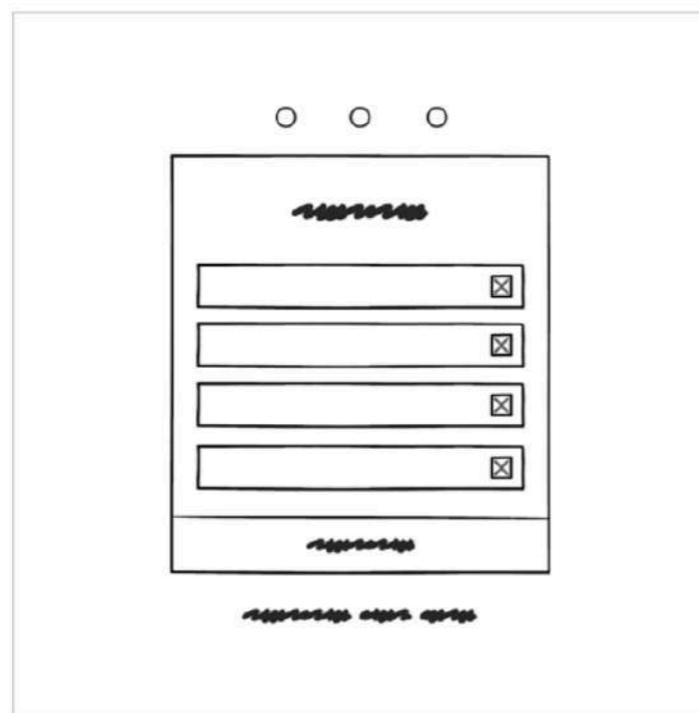
# Wireframe types

---

**High-fidelity wireframes** Finally, high-fidelity wireframes boast pixel-specific layouts. Where a low-fidelity wireframe may include pseudo-Latin text fillers and grey boxes filled in with an ‘X’ to indicate an image, high-fidelity wireframes may include actual featured images and relevant written content. This added detail makes high-fidelity wireframes ideal for exploring and documenting complex concepts such as menu systems or interactive maps.

High-fidelity wireframes should be saved for the latter stages of the product’s design cycle.

Mid-Fidelity Wireframe

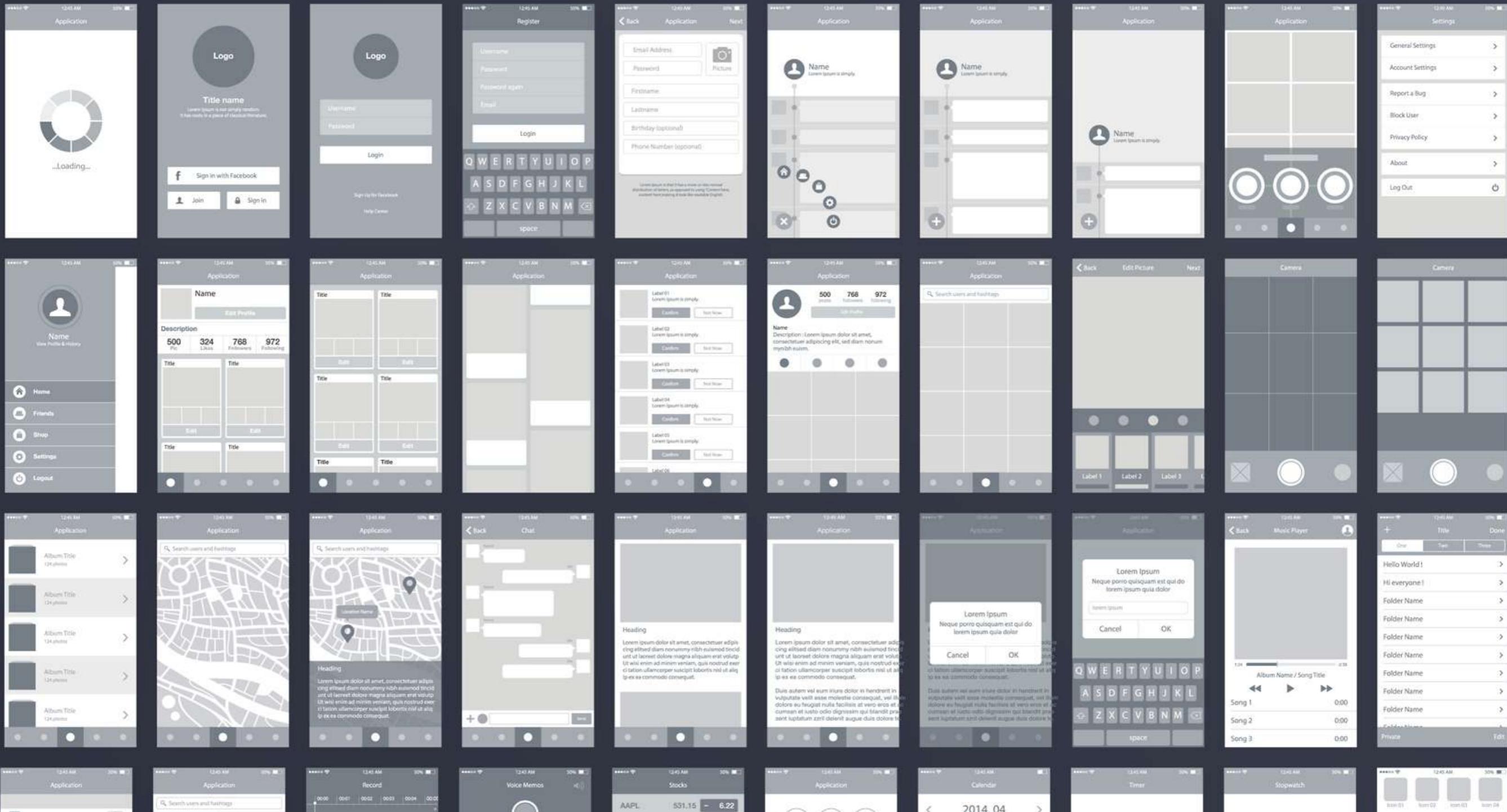


High-Fidelity Wireframe



# Wireframe types

.....

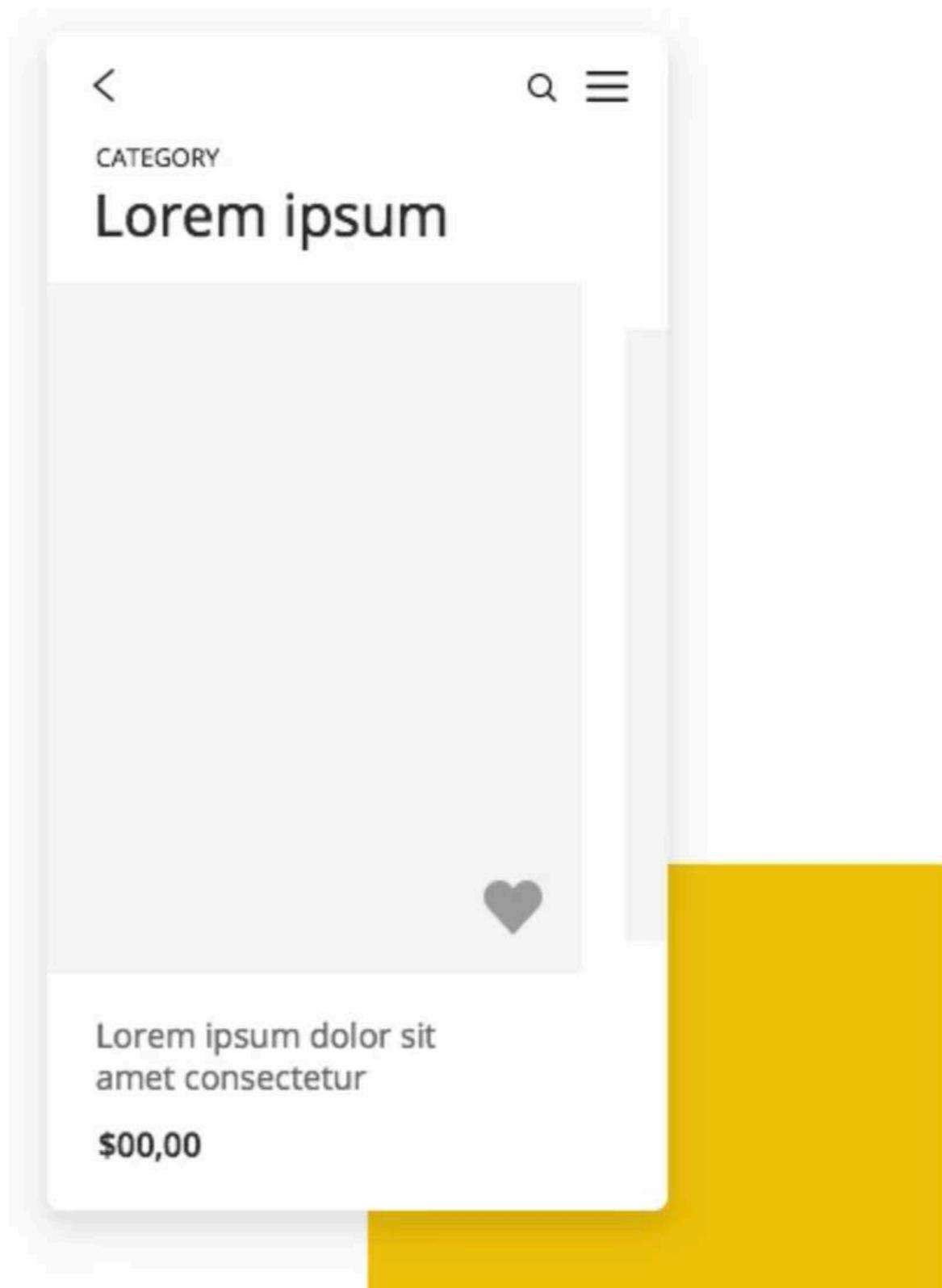


# Wireframe types

---

## WIREFRAMING Benefits

- ✓ Wireframes are quick, cheap and easy to create
- ✓ Focus on the big picture
- ✓ Easy for stakeholders to visualize and digest

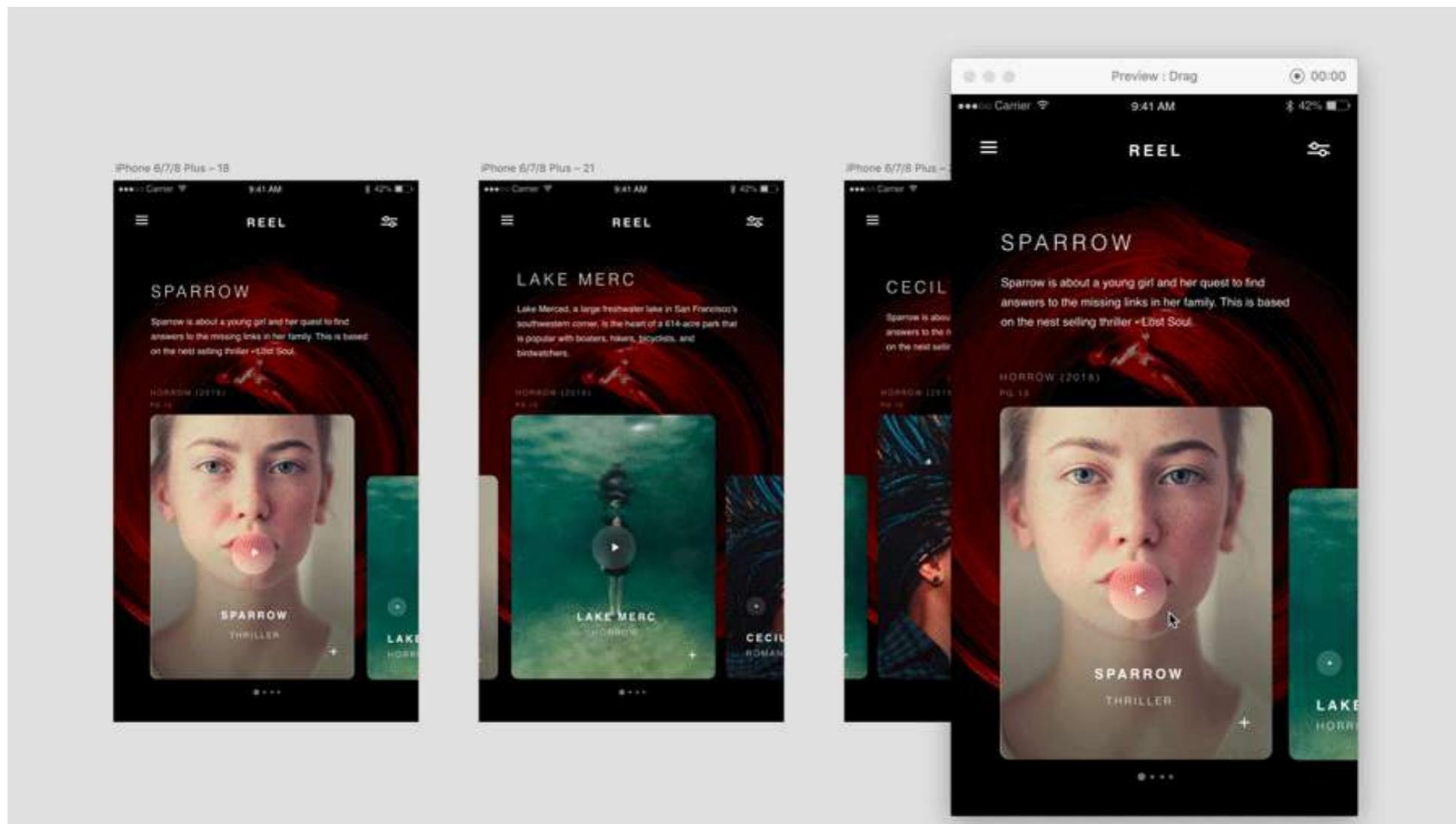


# What is a Prototype?

---

A prototype is a simulation of the final interaction between the user and the interface. It might not look exactly like the final product.

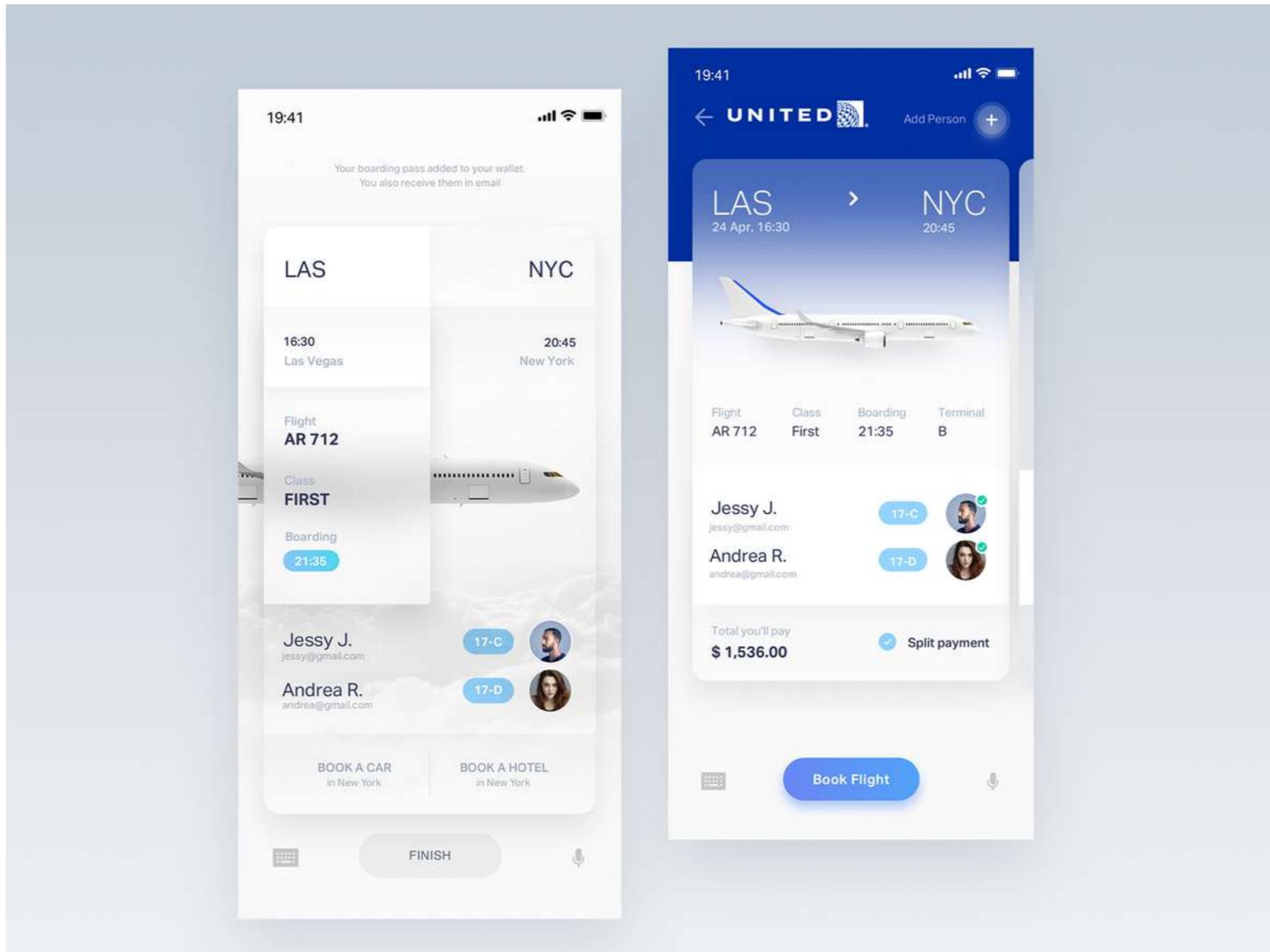
Interactions should be created with care and have a significant resemblance to the final experience. Interdependence between the interface and backend mechanisms is often omitted to reduce costs and speed up development cycles.



# What is a Mockup?

---

A mockup is a middle to high fidelity, static, design representation. Very often a mockup is a visual design draft, or even the actual visual design.

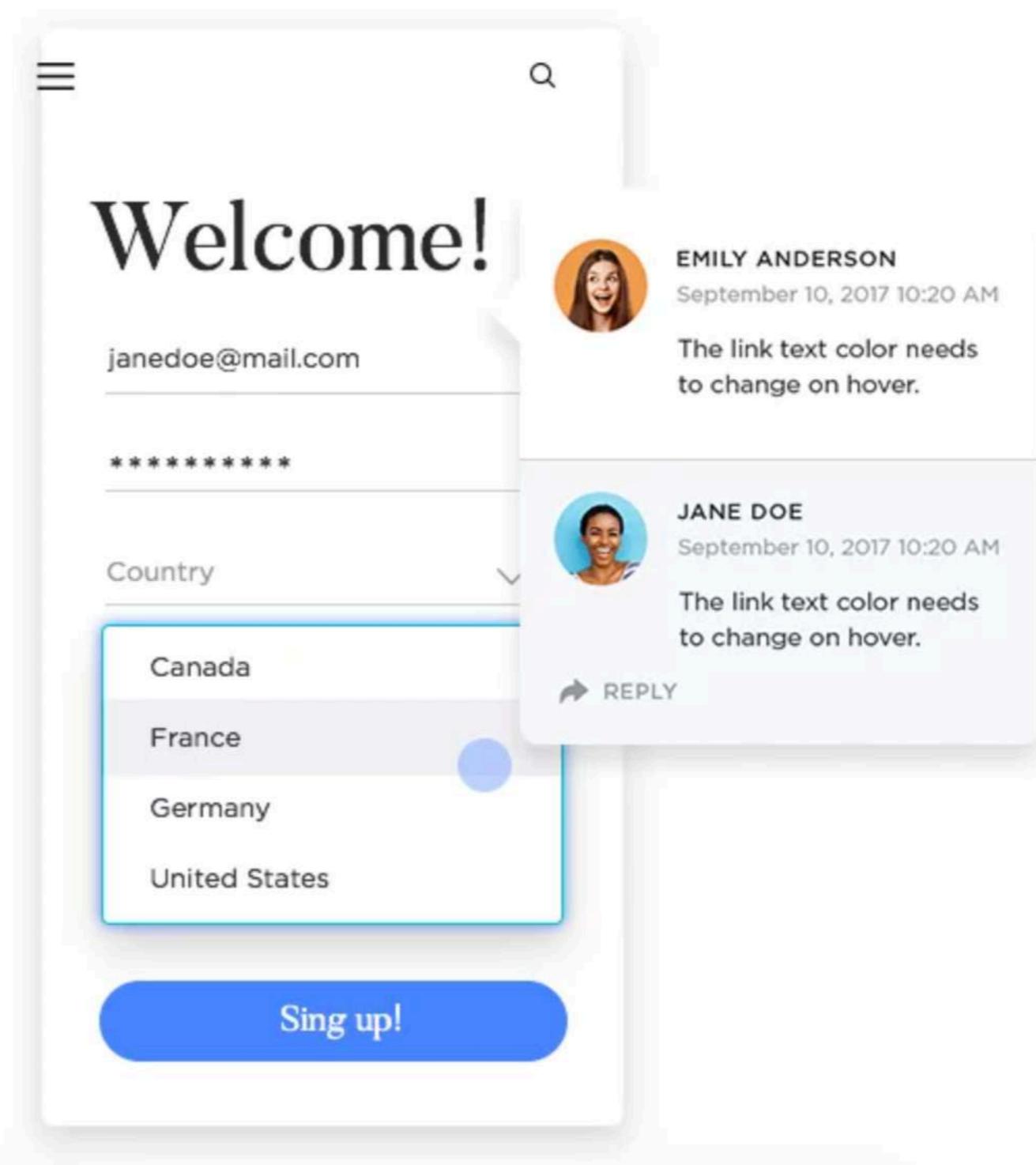


# What is a Mockup?

---

## PROTOTYPING Benefits

- ✓ Test with real users
- ✓ Realistic idea of the final product.
- ✓ Collaboration factor



# Dark Patterns

# Dark Patterns

---

- A Dark Pattern is a user interface that has been carefully crafted to trick users into doing things, such as buying insurance with their purchase or signing up for recurring bills.
- Dark Patterns are different – they are not mistakes, they are carefully crafted with a solid understanding of human psychology, and they do not have the user's interests in mind. We as designers, founders, UX & UI professionals and creators need to take a stance against Dark Patterns.
- <http://darkpatterns.org/>

# Putting subscription instead of terms and conditions agreement

---

DARK UX

A dark-themed sign-up form with a blue rounded rectangular border. The form contains the following elements:

- Sign Up** (Title)
- EMAIL ADDRESS** (Label) followed by a redacted input field.
- PASSWORD** (Label) followed by a redacted input field.
- I agree to join mailing list** (Subscription checkbox)
- CREATE ACCOUNT** (Large blue button)
- By clicking "Create Account" you agree to our [TOS](#) and [Privacy Policy](#) (Agreement text at the bottom)

# Almost Invisible Unsubscribe Button

.....

DARK UX

**VIEW ALL PRODUCTS**

Long footer text

[Unsubscribe](#)

# Preselecting Wrong Radio-button

---

DARK UX

## We'd love you to stick around!

You're in control of how often you hear from us. Customize how you'd like to receive notifications about our best deals and special offers!

- Keep Sending Me Emails!
- Take It Down A Little Bit - I'd Like To Receive Fewer Emails.
- I'd Like To Unsubscribe From Emails.

SUBMIT

CANCEL

# Hiding promotion codes field

---

DARK UX

A dark mode user interface for a checkout process. The page features a large 'Checkout' title at the top left. Below it is a message about promo codes. The main area contains three input fields labeled 'CHECKOUT INPUT'. To the right of these inputs is a section titled 'Some additional information about this order details'. At the bottom right is a 'CONFIRM ORDER' button.

**Checkout**

Do you have a promo code? [Click here](#) to add a promo code

CHECKOUT INPUT

CHECKOUT INPUT

CHECKOUT INPUT

CHECKOUT INPUT

Some additional information about this order details

Can we call you to confirm your order?

YES  NO

**CONFIRM ORDER**

# What's Next?

## Get Exposure: Read, Listen, Watch and Learn

## Get Exposure: Read, Listen, Watch and Learn

---

- **Read about it** Some examples of popular publications that teach you about the latest industry practices and techniques include **UX Planet**, **Smashing Magazine**, UX stack exchange, and the **UX collective**. These blogs and forums are extremely useful when it comes to getting a second opinion on what the best UX practices are to inform your decision making.
- **Get inspired** **Dribbble**, **Muzli** and **Behance** are just some examples of inspiring sites that showcase the works and portfolios of other designers. I've learnt a lot just by studying these pieces and applying the concepts to my own work.
- **Attend events** What better way to meet other people than by going to a Meetup?
- **Talk to people** **The Designership**, which is an awesome slack group that enables you to reach out to an online community for questions and support.
- **Build a portfolio** Now that you've got some experience, start to build out a portfolio. Look at the portfolios of UX designers from top companies on **Bestfolios** for inspiration and identify what makes a good portfolio stand out against others.

# Case study structure

---

- **Introduction:** Context, Company, Team, Role
- **The Problem / Challenge** Goals , Constrains
- **Process** Scoping, Research, Design activities
- **Solution** Ideations, Validation
- **Results** Outcomes, Metrics, Lesson learned , what didn't went well

# UX Course

---

- Interaction Design Fundamentals [Here](#)
- UX Research Fundamentals [Here](#)
- Foundations of UX: Information Architecture [Here](#)
- Foundations of UX: Making the Case for Usability Testing [Here](#)
- User Experience Fundamentals for Web Design [Here](#)
- Foundations of UX: Logic and Content [Here](#)

# Let's keep learning

---

- <https://www.nngroup.com/>
- <https://uxdesign.cc/>
- What is UX? User Experience defined in 10 videos [Here](#)
- Nick Babich : [Here](#)
- Good UI [Here](#)
- <http://uxdesignweekly.com/>
- <https://lawsofux.com/>
- <https://www.designbetter.co/>

# Job titles

## Job descriptions

- **Job brief**
- **Responsibilities**
- **Requirements**

UI / UX  
Designer

UX  
Designer

UI  
Designer

Product  
Designer

UX  
Researcher

**It's Exercise Time**

# It's Exercise Time

- Based on low fidelity wireframes you created before it's time to create the final high fidelity wireframes for your final project.

The image displays three separate wireframe prototypes for a website, likely representing different design iterations or sections of a larger site. Each wireframe includes placeholder text and icons.

- Wireframe 1 (Left):** This section includes a navigation bar with links to "Home", "About", "Services", "Projects", "Blog", and "Contact". Below the navigation is a header with the text "Duis mollis est non". A main content area contains three large square cards, each with a small icon and the text "Duis mollis est non". At the bottom is a footer with a "Safety" section containing a circular icon and a quote from "James Smith".
- Wireframe 2 (Middle):** This section features a header with the word "NEWS". Below it is a search bar labeled "Search News". The main content area displays a grid of news items, each with a thumbnail (containing an icon), the date "May 14, 2017", and the text "Sed posuere consectetur est at lobortis maecenas faucibus mollis interdum".
- Wireframe 3 (Right):** This section has a header with the text "FEATURED PROJECTS". Below it is a list of three projects, each with a thumbnail, the text "Project Name", and a short description. At the bottom is a footer with a "OUR SERVICES" section containing three categories: "Interior", "Insulation", and "Specialty".

Thank you