

UX & UI Design.

Prototyping Sprint



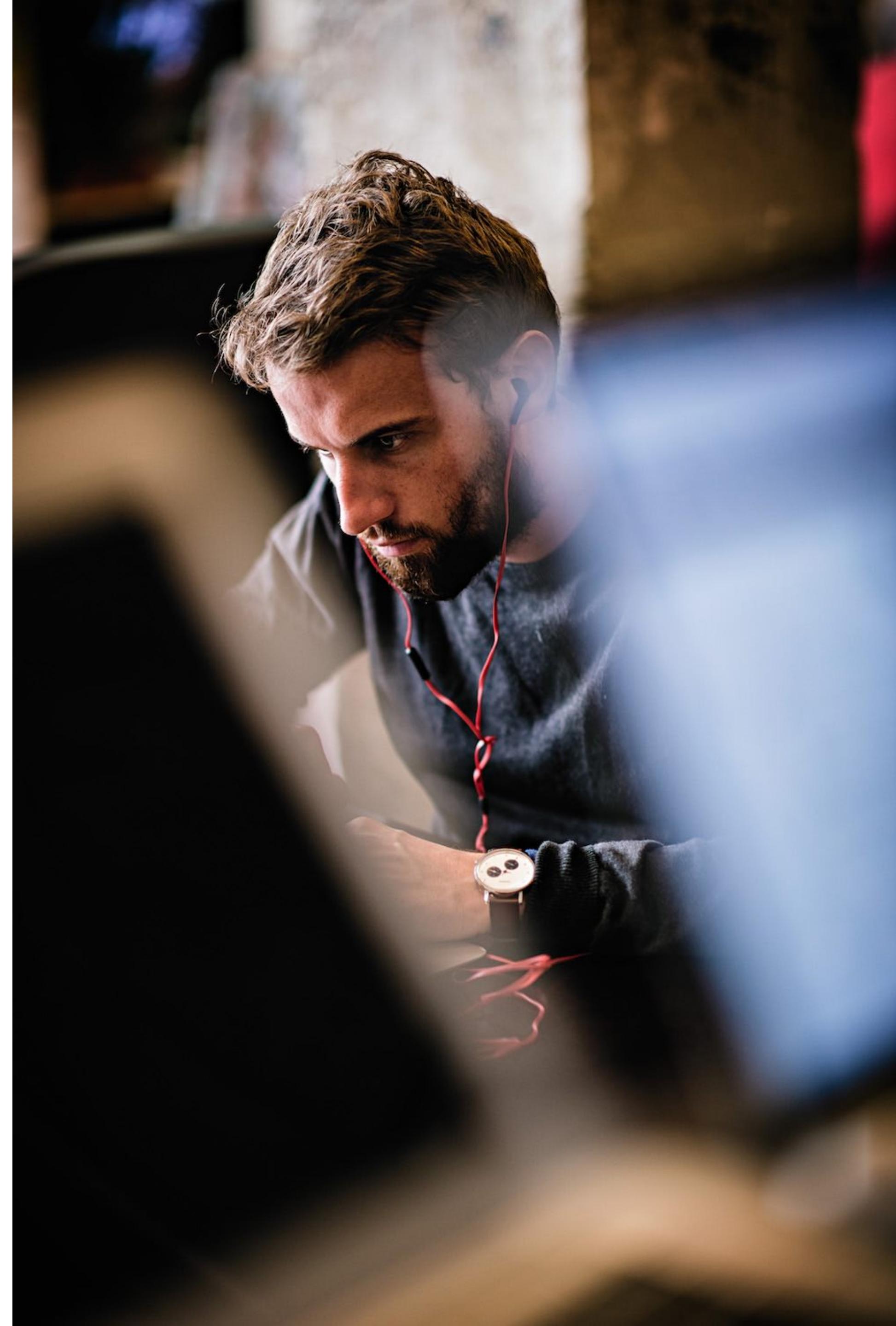
Welcome, **class** !

Let's prototype your product 😊



Outline.

1. UX Product Pitch
2. Persona
3. User journey
4. User flow
5. Wireframe & Prototype
6. Mockup & Visual Identity



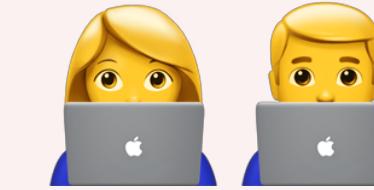
1. Product Pitch

A template to define your product.



A Product Pitch should define:

Customer segment



User need 🙏

User goal 🎯

Competitors ☁️

Differentiator 💪



It's a product...

For **users of this segment**

Who need to **perform this action**

And want to **achieve this goal**

They choose **your product**

Because **it has this differentiator**

Unlike **these competitors**



Let's try it!



It's a product...

For **30-year-old couples with good income**

Who need to **find a place to stay**

And want to **live authentic experiences**

They choose **Airbnb**

Because **they can book homes from locals**

Unlike **Booking.com**



The need is the **action** users have to complete

- It's the initial trigger.
- What makes them look for a product.



The goal is the **objective** users want to achieve

- It's the result they hope to get in the future.
- What makes them choose your product.



Example of needs



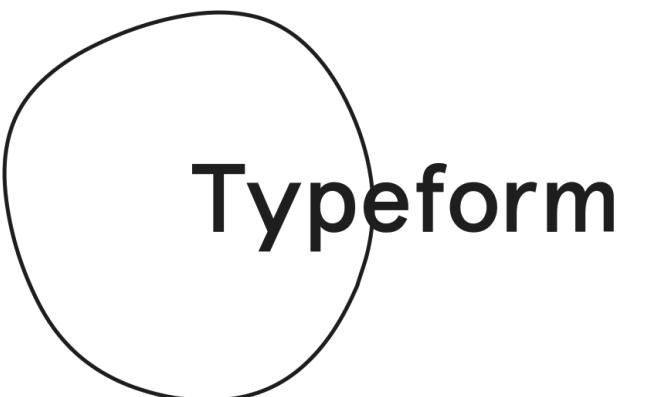
find a place to stay



analyse user behaviors



manage a sales pipeline



create new surveys



watch movies & series

Example of goals



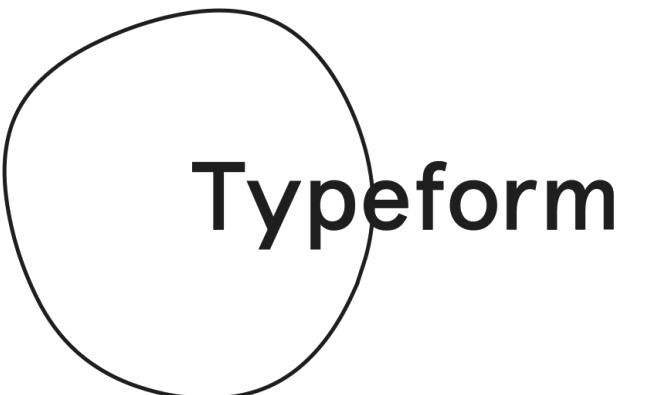
live unique experiences



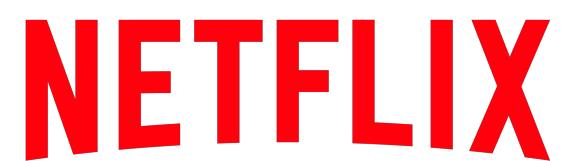
improve conversion rate



close more deals



generate new leads



be entertained

Different types of users
generally have **different needs**

travelers need to find a place to stay

owners need to rent their home



Different segments of the same type
generally have same need but **different goals**

Students on a budget want to

have fun without spending too much on the flat

30-year-old couples want to

live an authentic experience

Your differentiator is your unique value proposition

What specifically helps your users achieve their goals.





Book homes **from locals**

- Cheaper
- More authentic

Suited to:

- 30-year old couples
- Students on a budget



Find **best hotel deals**

- Last minute
- No hassle

Suited to:

- business travelers

Demo Product Pitch

Let's write a Product Pitch for Deliveroo



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2. UX Persona

Put a name and a face on your typical user



A UX persona is a fictional character that represent a type of users. It should include:

Basic info 

Detailed goals 

Typical behaviours 



You can build a UX persona from

Google search

Blogs / Groups / Forums

Customer interviews



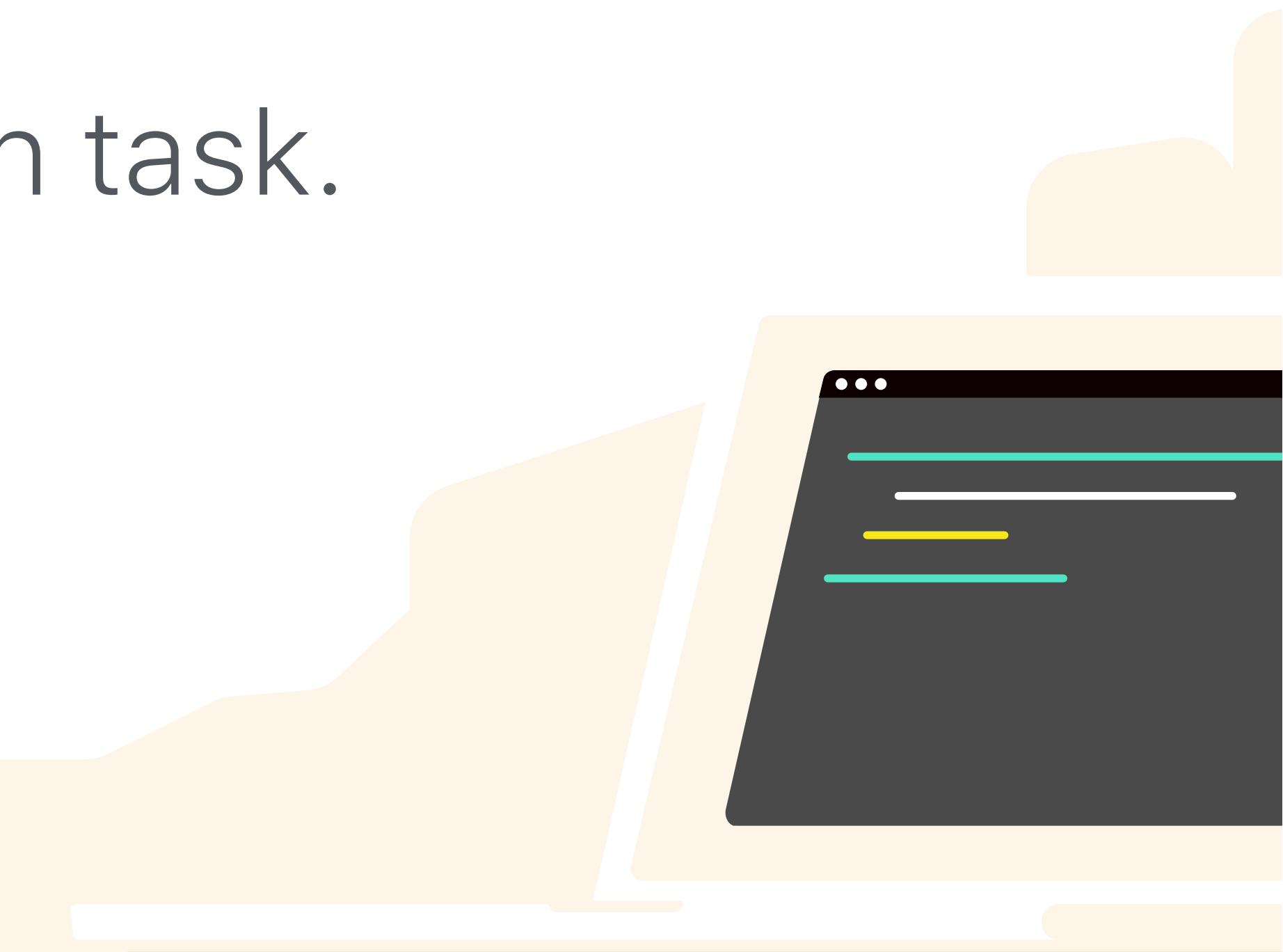
Demo UX Persona

Let's build an executive persona for Deliveroo



3. User Journey

Detail all the steps to complete a given task.



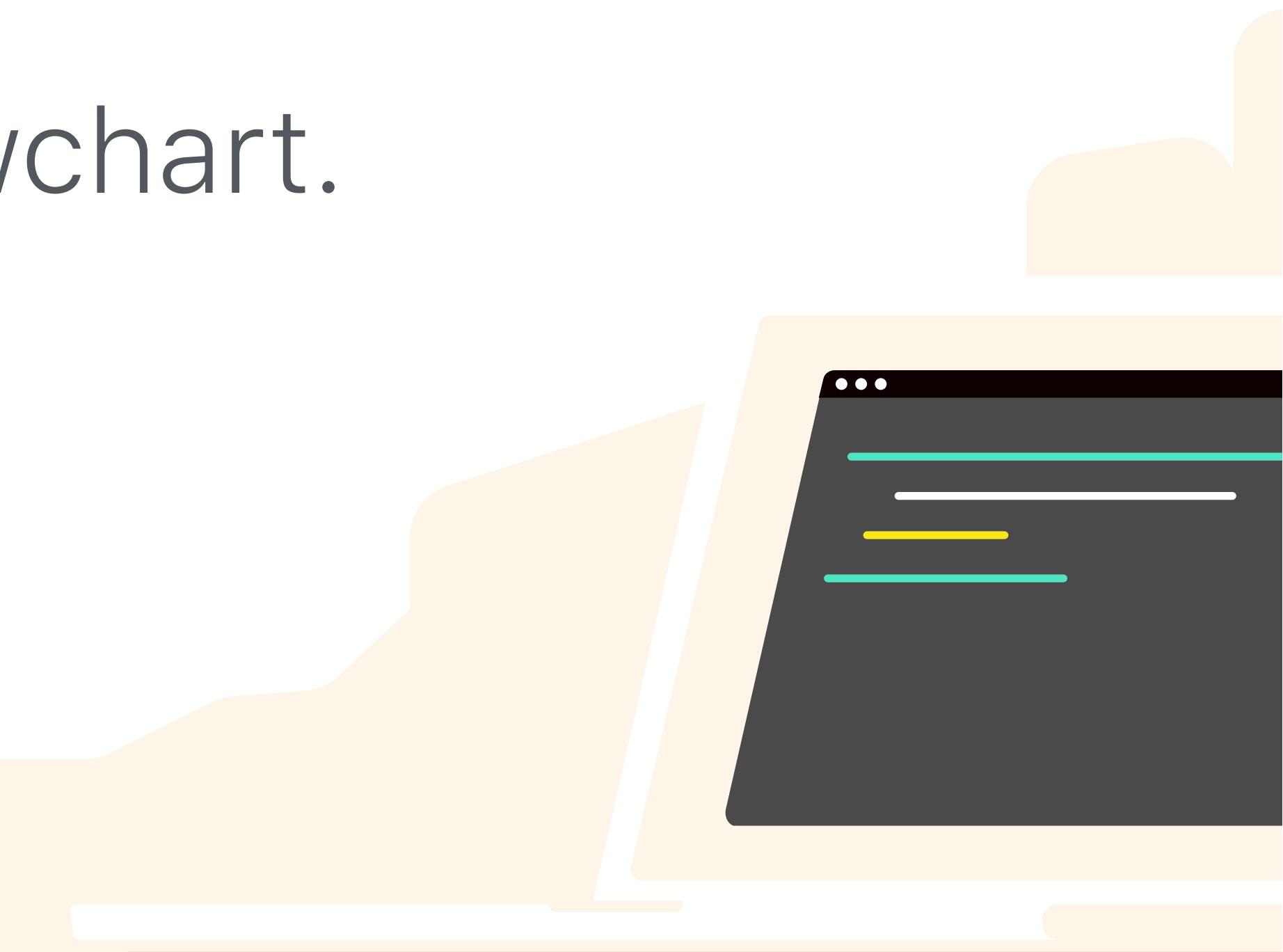
Demo User Journey

Let's build Deliveroo user journey to order food.



4. User Flow

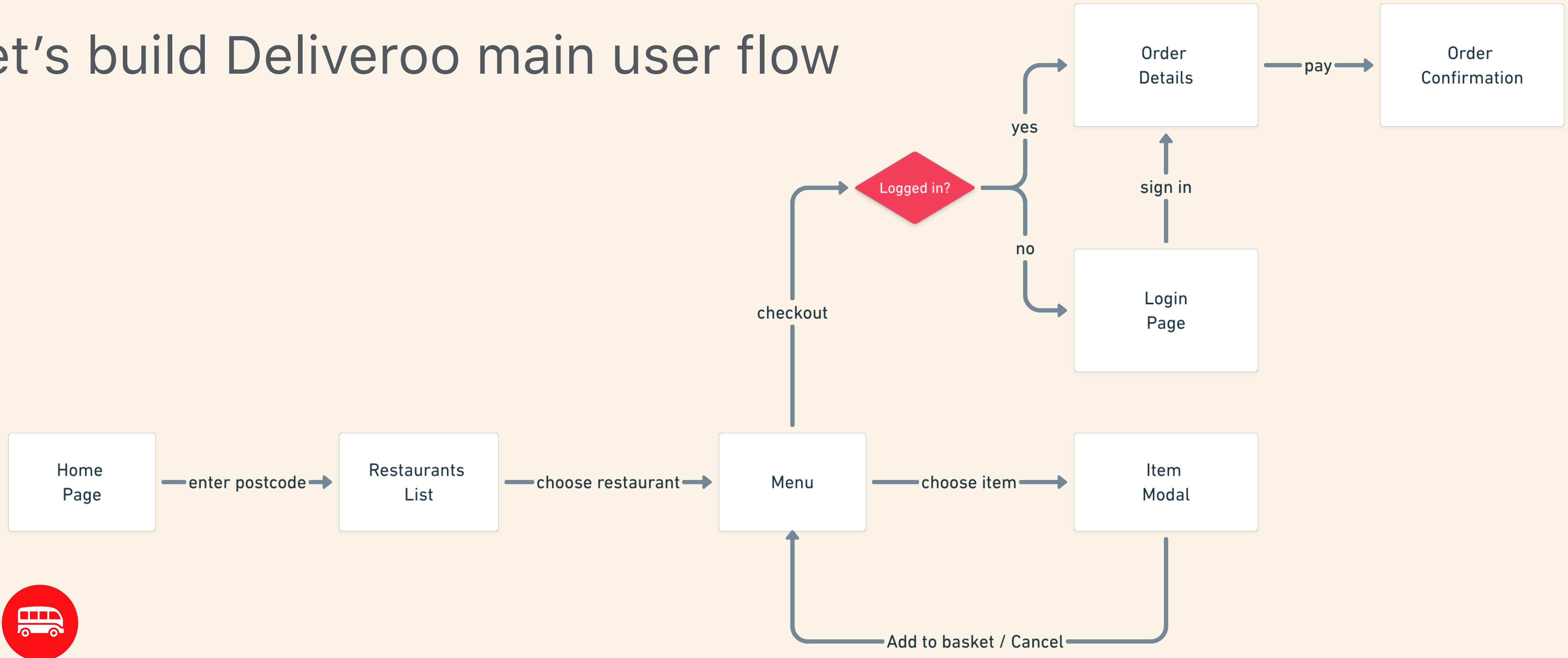
Translate your user journey into a flowchart.



Demo



Let's build Deliveroo main user flow



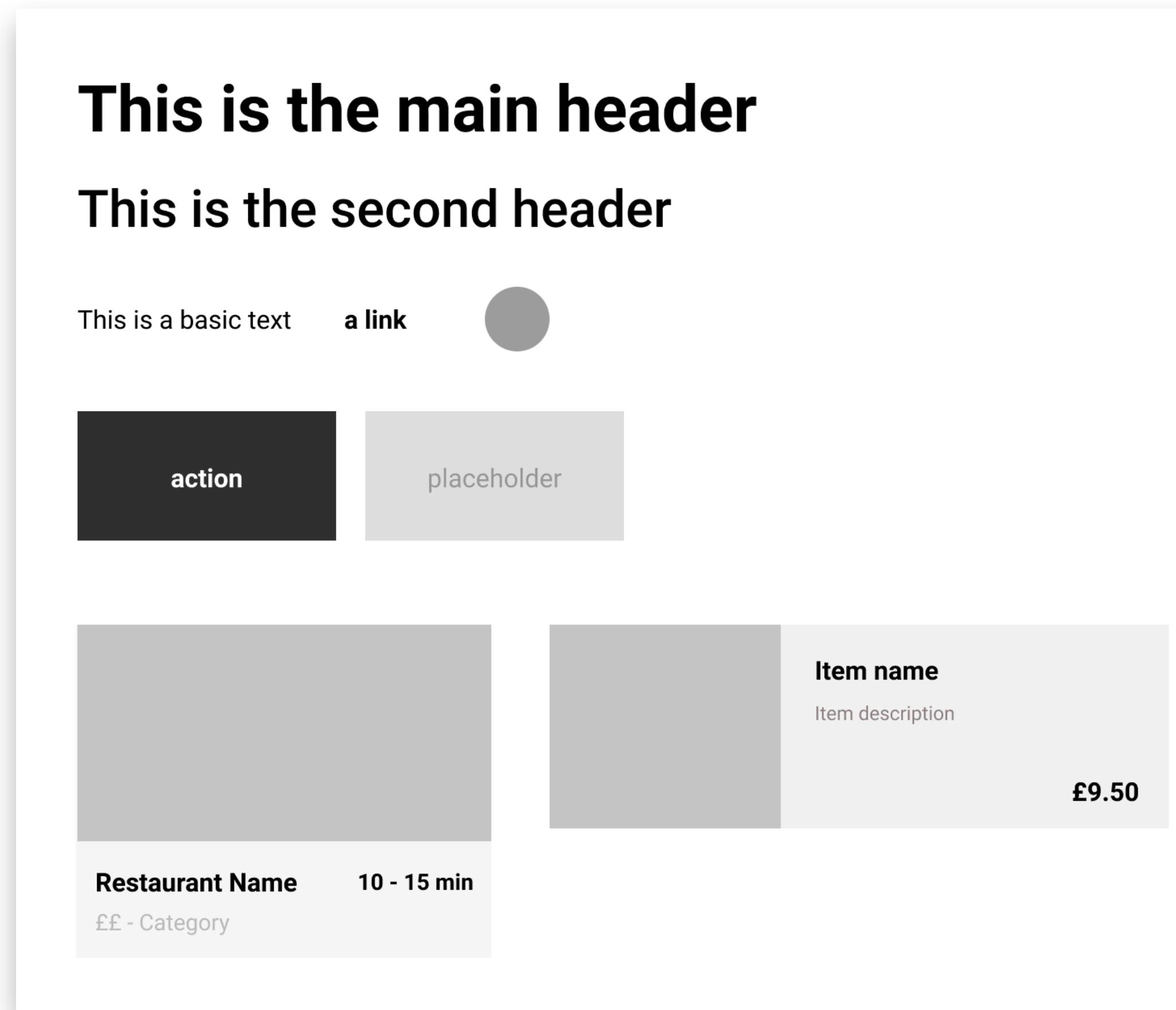
5. Wireframe and Prototype

Prototypes help you validate product usability.

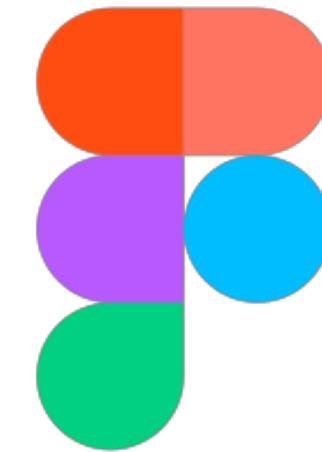


Start by building a **UI Kit**

Minimal kit with headers, links, buttons, inputs, cards, avatar



Demo



Figma

Let's discover Figma basic features

Let's build a simple UI kit

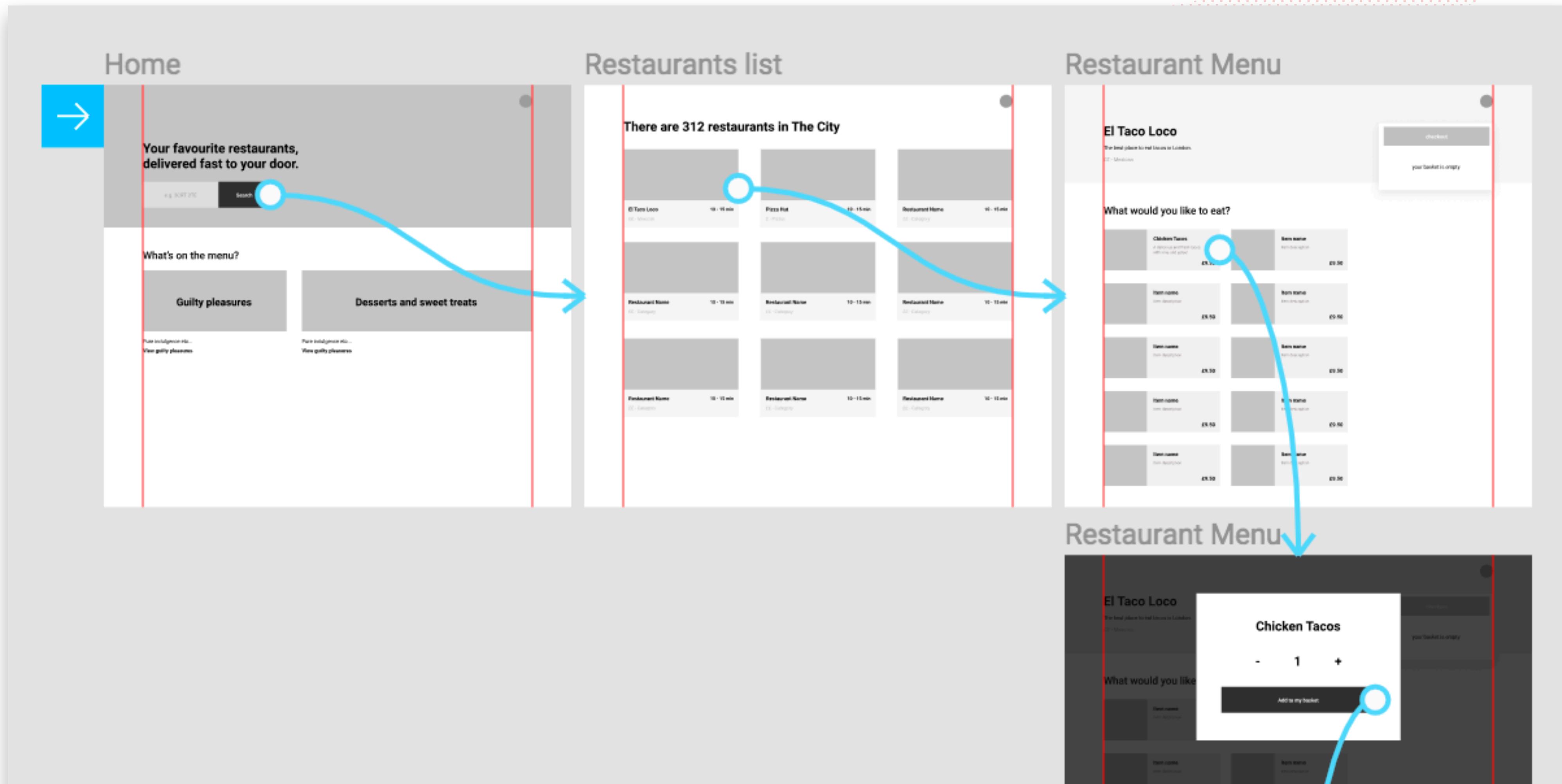


Use your kit to build your **wireframe**

Set rulers to ensure content alignment

Connect frames to build a **prototype**

A prototype will help us validate product usability.



Demo



Let's build Deliveroo prototype.



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Your turn



- 11:00 - 11:45 (45 min) ➡ Pitch / Persona
- 11:45 - 12:30 (45 min) ➡ User Journey / User Flow
- 12:30 - 1pm (30 min) ➡ UI kit / start the wireframe
- this afternoon: finish prototype / add visual identity



6. Mockup and Visual identity

Adding the final touch to your prototypes.



Colors and fonts

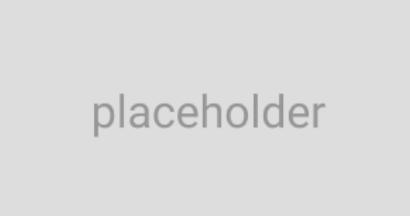
Set them on your UI kit

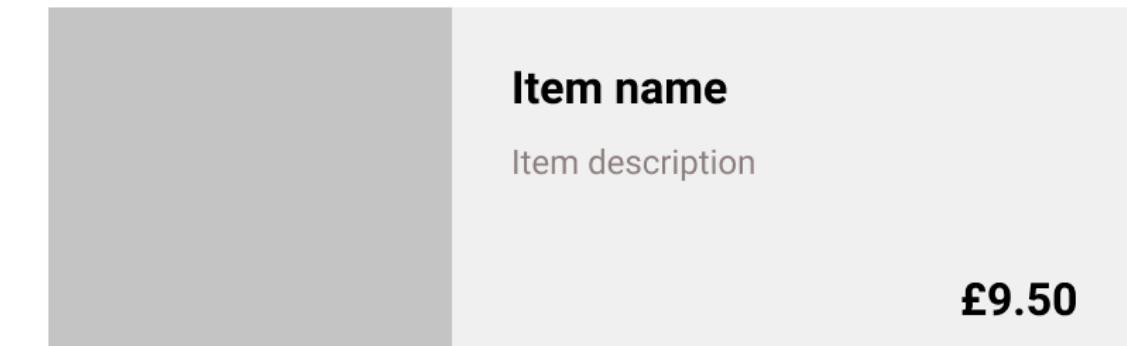
This is the main header

This is the second header

This is a basic text [a link](#)



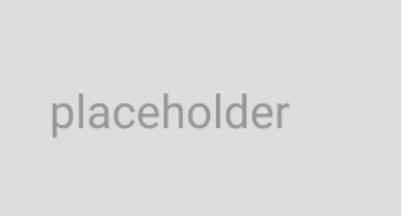
 

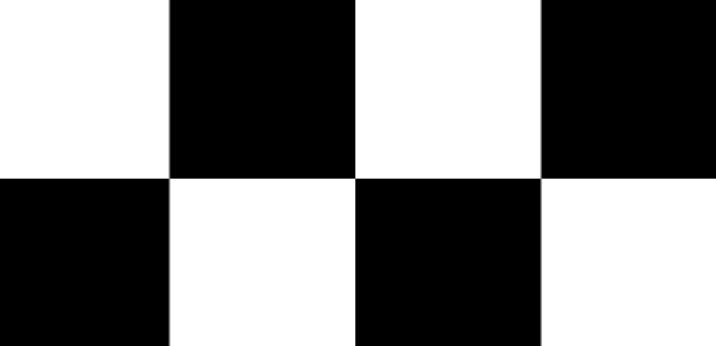
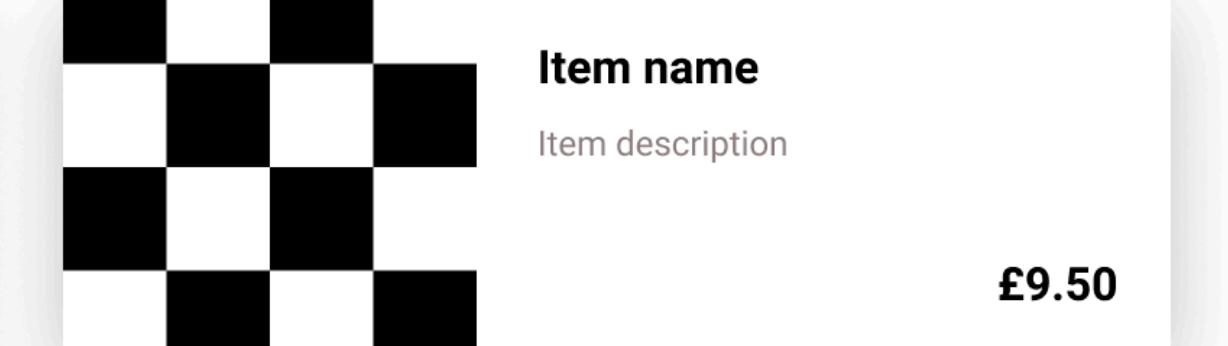
Restaurant Name 10 - 15 min
££ - Category

This is the main header

This is the second header

This is a basic text [a link](#) 

Restaurant Name 10 - 15 min
££ - Category



Resources for fonts

Download .ttf on Google fonts or getthefont

The image displays two side-by-side browser windows. The top window is a Mac OS X browser showing the Google Fonts website at <https://fonts.google.com>. The bottom window is a Windows browser showing the Get the Font website at <http://www.getthefont.com>.

Google Fonts (Top Window):

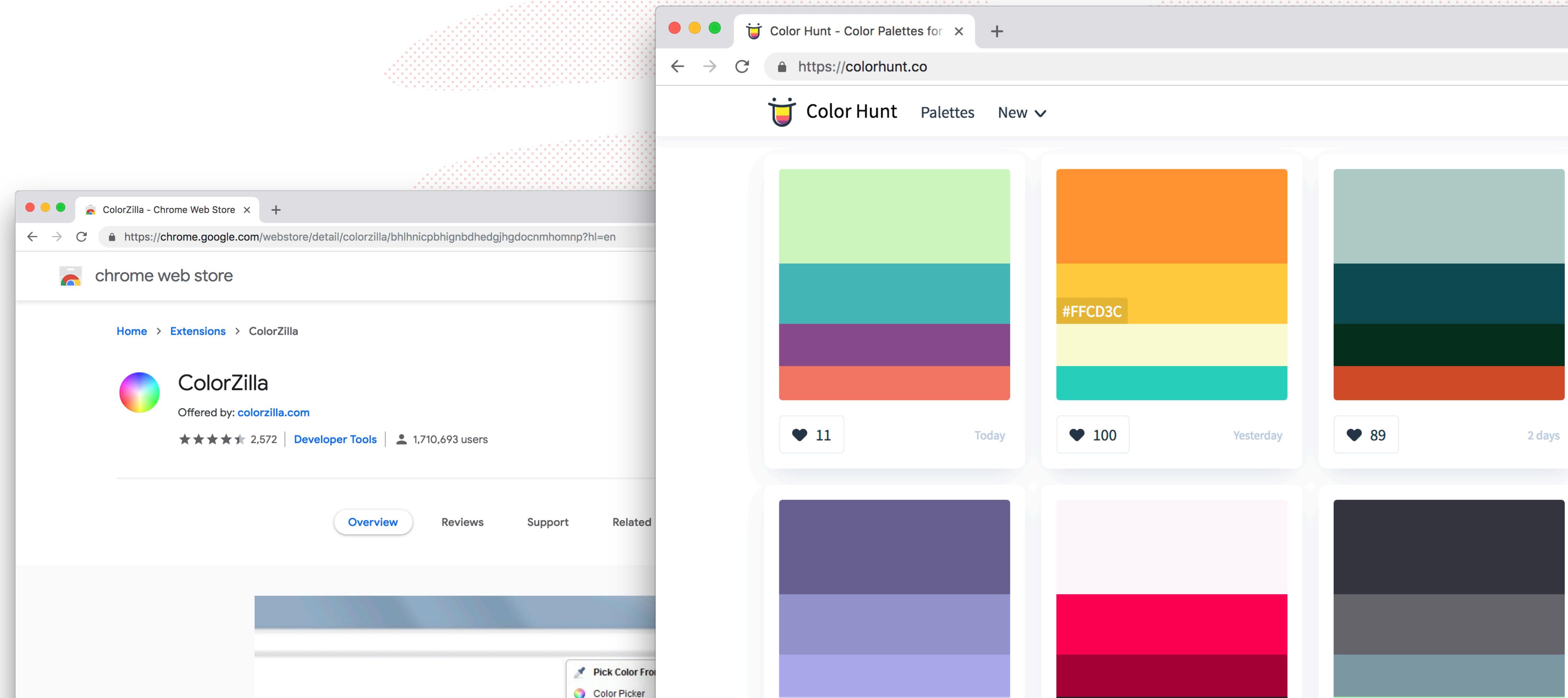
- Font Families: Supermercado One, Open Sans.
- Sample Text: "A red flare silhouetted the jagged edge of a wing."
- Sorting Options: Trending, Languages, Number of styles, Thickness, Slant, Width.

Get the Font (Bottom Window):

- Font Families: kievit, kievit-light, KievitPro-Black, KievitWeb, KievitPro-Bold.
- File Types: .OTF, .TTF, .WOFF, .WOFF2, .EOT.
- Download Confirmation: "Please only download font files for which you have the rights." with an OK button.
- Sample Text: "I watched the storm, so beautiful yet terrific."

Resources for colors

Checkout on ColorHunt or use a color picker.



Images

Set them on the wireframe and use linear filters if needed.

Home

Your favourite restaurants,
delivered fast to your door.

e.g. 3CRT 3TE

Search

What's on the menu?

Guilty pleasures

Pure indulgence etc...

[View guilty pleasures](#)

Desserts and sweet treats

Pure indulgence etc...

[View guilty pleasures](#)

Restaurants list

There are 312 restaurants in The City

El Taco Loco

10 - 15 min

EE - Mexican

Pizza Hut

10 - 15 min

EE - Pizzas

Restaurant Name

10 - 15 min

EE - Category

Restaurant Name

10 - 15 min

EE - Category

Restaurant Name

10 - 15 min

EE - Category

Restaurant Name

10 - 15 min

EE - Category

Restaurant Name

10 - 15 min

EE - Category

Restaurant Name

10 - 15 min

EE - Category

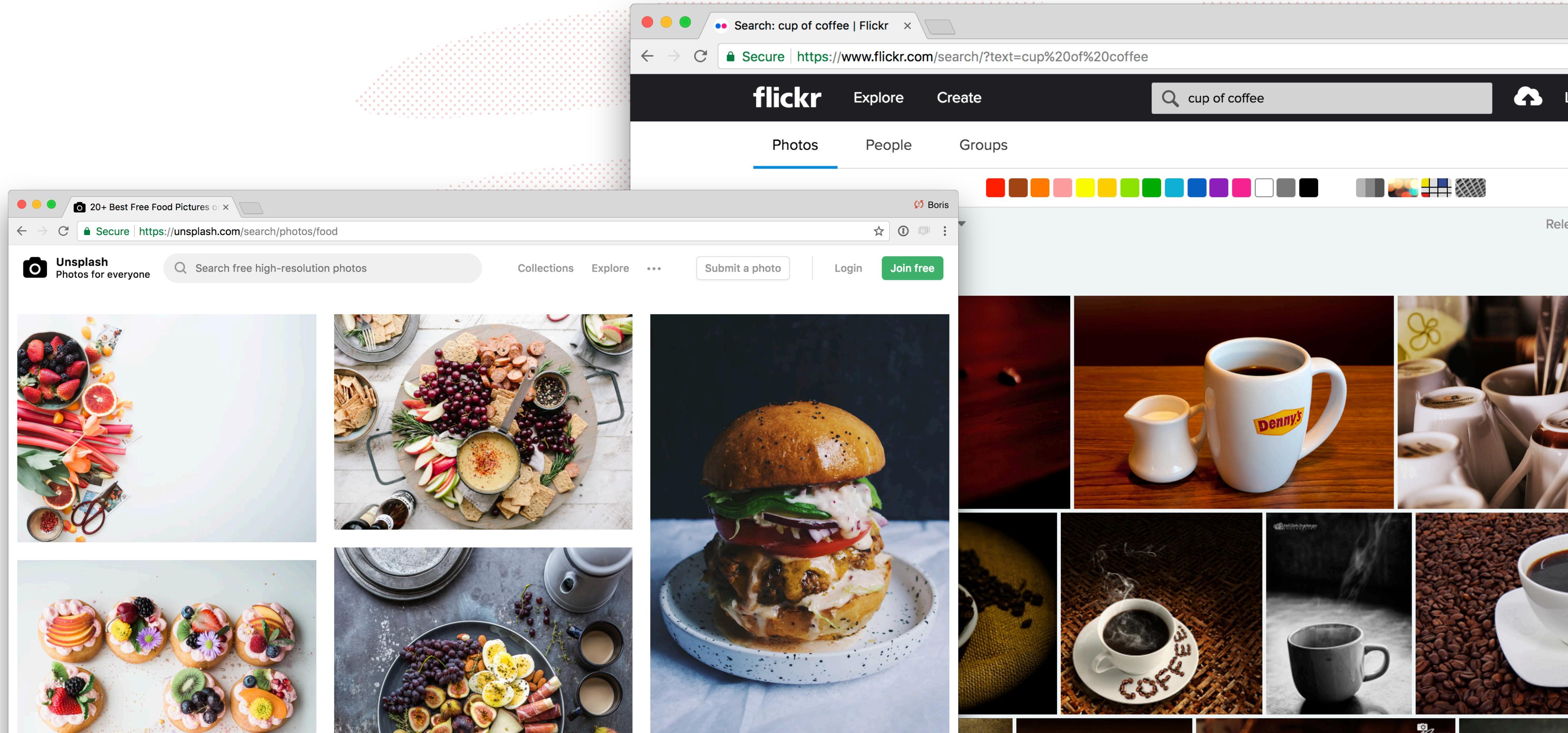
Restaurant Name

10 - 15 min

EE - Category

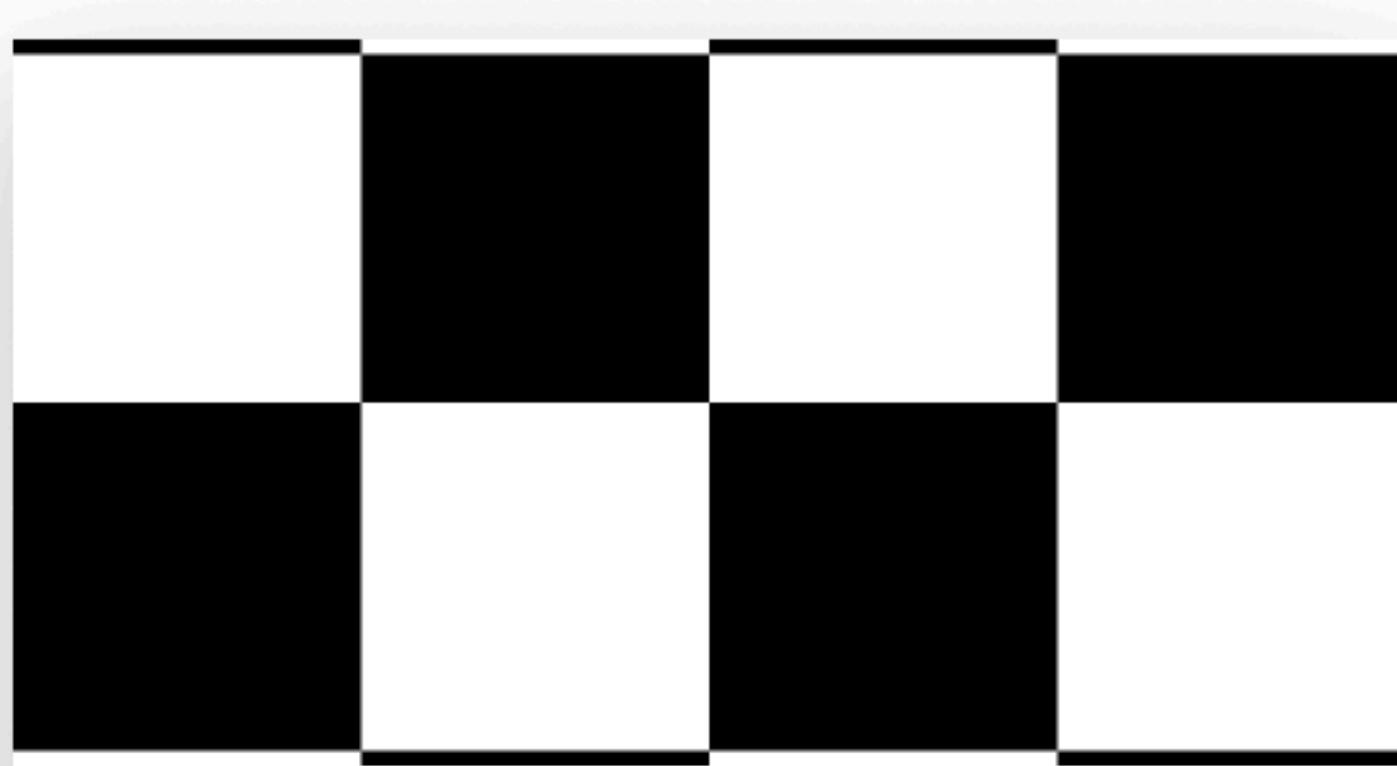
Resources for **images**

Checkout on unsplash.com or flickr



Icons

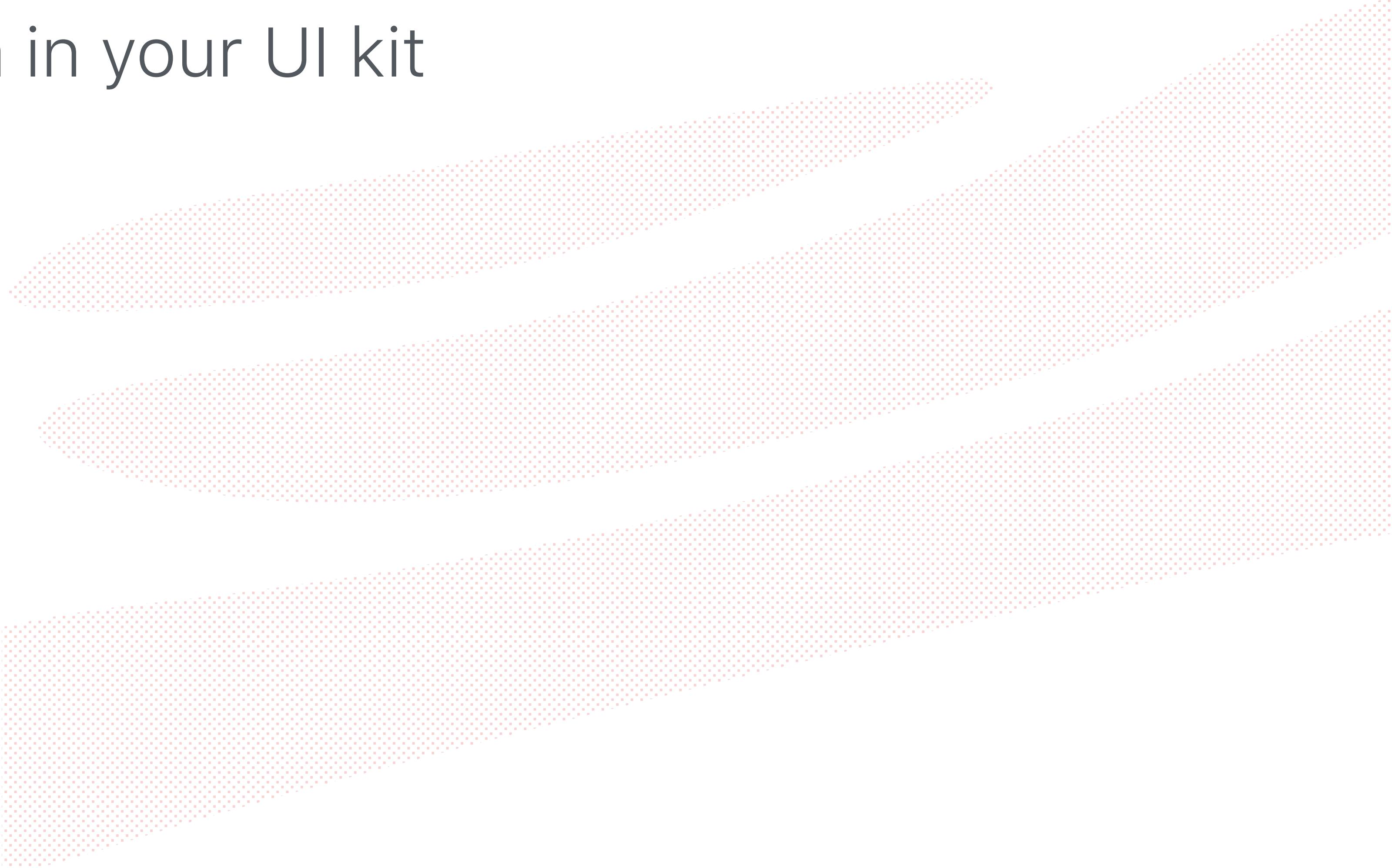
Set them and use them in your UI kit



Restaurant Name

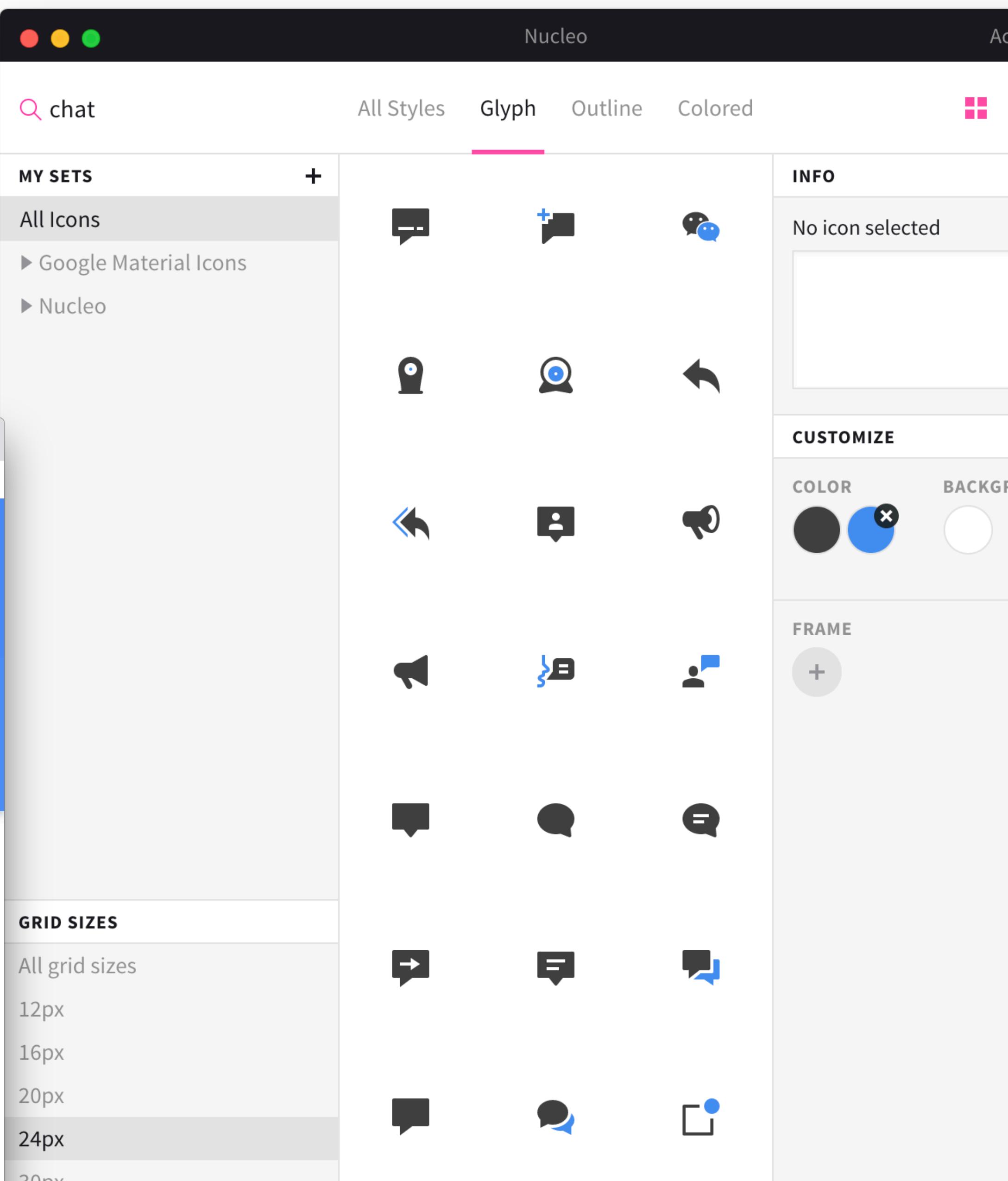
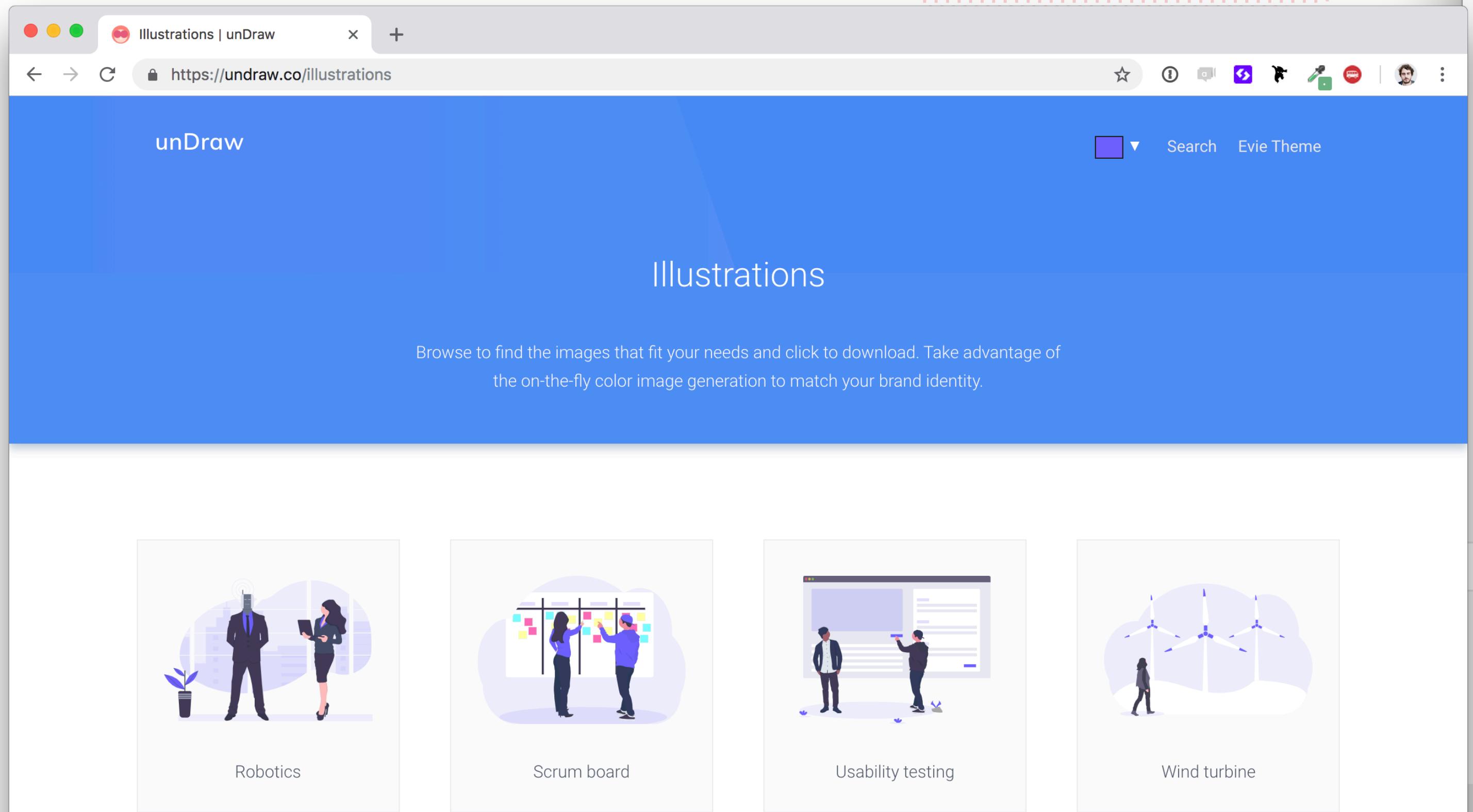
10 - 15 min

££ - Category



Resources for icons

Use Nucleo app for utility icons.



Your turn



- Finish your prototype first and focus on usability.
- Add a visual identity if you have time only
- At 5:30pm we will showcase 5 more advanced prototypes!

