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# **I. BASIC INFO**

## About Us

In early 2014, Lee Wells, a UX designer from Lexmark Int’l. had the crazy idea of starting a design community here in Cebu. It all started when he was helping scout for possible UX designers to add to the Lexmark’s design team in their Cebu offices. He came upon a design community in Manila and wondered if there was a similar community in Cebu. There was none. That’s when he, together with his colleagues in Cebu, Chester and Cecille first conceived the idea of starting a UX community in Cebu.

They created the [Facebook page](https://www.facebook.com/CebUxD) and picked the name, CebUxD, and created a simple orange and blue logo.

CebUxD then was just a community of three.

Now, CebUxD has become a community of almost 300. A community made up of students, developers, designers, artists, PMs, business owners, investors and design enthusiasts all with one common goal: to learn more about UX and put Cebu in the UX map **together**.

## Mission/Vision/Goals

CebUxD’s goal is to help grow and cultivate UX in Cebu. With that, we aspire to inspire students and professionals to design and develop for users and influence businesses to invest on UX. We aim to create a community in Cebu where UX practitioners and enthusiasts can freely share design ideas and experiences.

## Contact Details

**Founder: Lee Wells**

|  |  |
| --- | --- |
| **Story Board of Members** | **Mood Board of Members** |
| **Chester Cornelio**  09173100918  [chestercornelio@gmail.com](mailto:chestercornelio@gmail.com) | **Cecille M. Pantonial**  09275829895  [cecille\_mata@yahoo.com](mailto:cecille_mata@yahoo.com) |
| **Cris Ryan Tan** 09424724783  [crisryantan@gmail.com](mailto:crisryantan@gmnail.com) | **Edzel Rubite**  09177160812  [edzelrubite@gmail.com](mailto:edzelrubite@gmail.com) |
| **Dan Allen Pantinople**  09173116509  [dan@sym.ph](mailto:dan@sym.ph) | **Erick Mark Obispo**  09333400483  [neo\_272000@yahoo.com](mailto:neo_272000@yahoo.com) |
| **Karl Michael dela Cruz**  09479602441  [karldelacruz99@gmail.com](mailto:karldelacruz99@gmail.com) | **Ma. Ashley Uy**  09178080655  [ashleyuy@hotmail.com](mailto:ashleyuy@hotmail.com) |

# **II. LATEST EVENTS**

## CebUxD Meetup 7: UX for Mobile and SaaS Designs

**Venue: Power Mac Center, Cebu Business Park**

**Date/Time: April 27, 2015, 7PM**

As promised, CebUxD on its April Meetup finally had the opportunity to learn about Mobile Designs for free =). Cecille Pantonial did the re-echo on “**Designing for the Mobile User Experience**” (Part 1), one of the training courses offered by Human Factor’s International, Inc. in Singapore. She shared a brief introduction of the topic, the design strategies for the mobile devices and where should it all start. “As always,” she emphasized, “remember to think of the user first when designing. Think of their experience! It will never be all about building an app for all the latest platforms nor designing for iPhone just because it is the most popular. It shouldn’t be about doing what others were doing nor leverage functionality from the website. **It is about designing for the mobile user and not just the device. Every designer should know very well that if mobile doesn’t fit to the user’s story, don’t force it**!”.

Christine Rom, took the second half of the event. She is the former CEO of the first and only game development company in Visayas and Mindanao, and the only one existing in Cebu City (affiliated with GDAP or Game Developers Association of the Philippines) and the CEO of an organization that develops SaaS integration platforms (SIPs) for building additional SaaS applications. Christine shared **UX practices for an early-stage SaaS (service as a software)** and **Skimpl** was her example. It’s **an app towards smoother scheduling**. She personally thinks it was high time for Project Managers, especially in startup companies, to go for an automated, better scheduling when people render overtime almost everyday spending hours and hours on non-core tasks or non project-related tasks. **Skimpl, short for scheduling makes simple, will be an allocation tool that allows someone to manage conflicts and oversee planning in advance to evaluation and review of monthly resource utilization**.

# **III. RESOURCES (Refer to** [**CebUxD Compilations**](https://drive.google.com/drive/#folders/0B_JOgaBjqbZcMGJURjJ0VnpueDA/0B8d5AVUNrCjBfkxONi1ocmx0bVplcm9wcG03dkpDUWVKUUZheW04a21uNkpxLW1SOC00SUE)**)**

## 1. List of UX eBooks

* UX Guide for Product Managers
* UX Design for Startups
* The Guide to Wireframing
* UX Design Process and Documentation
* Define App Requirements Within 20 Minutes
* A Practical Guide to Designing for the Web
* Bright Ideas for UX Designers
* Enhancing Human Performance
* How to Turn Website Visitors into Buyers
* Incomplete Guide to Building a Website
* Mental Models in HCI
* Research-Based Web Design and Usability Guidelines
* Six Circles: An Experience Design Framework
* Taking Your Talent to the Web
* The Fable of the User-Centered Designer
* The Guide to Mockups
* Time Management for Creative People
* Tips for Recruiting Participants in Usability Testing

## 2. List of UX Websites

* [User Experience of the Future](http://www.smashingmagazine.com/2007/11/26/monday-inspiration-user-experience-of-the-future/)
* [Designing Interfaces (Patterns Only)](http://designinginterfaces.com/patterns/)
* [Designing Mobile Interfaces](http://4ourth.com/wiki)
* [UX Storytellers](https://www.scribd.com/doc/40698393/UX-Storytellers)
* [UX Design Knowledge Shared](http://www.uxpin.com/knowledge.html)
* [Elements of Psychology](http://quod.lib.umich.edu/cgi/t/text/text-idx?c=moa;idno=ACR0328)
* [Psychology and Industrial Efficiency](http://psychclassics.yorku.ca/Munster/Industrial/)
* [The Elements of Typographic Style](http://webtypography.net/toc/)
* [Search User Interfaces](http://searchuserinterfaces.com/book/)
* [Integrating Accessibility Throughout Design](http://www.uiaccess.com/accessucd/index.html)
* [Introduction to Good Usability](http://peterconradie.eu/updates/introduction-to-good-usability/)
* [A Designer’s Guide to Accessibility and 508 Compliance](http://viget.com/inspire/a-designers-guide-to-accessibility-and-508-compliance)
* [Creating a Website Sitemap](http://www.slideshare.net/JeannieMelinz1/creating-a-website-sitemap)
* [So you want to be an Interaction Designer?](http://www.cooper.com/journal/2001/06/so_you_want_to_be_an_interacti)
* [10 Usability Heuristics for User Interface Design](http://www.nngroup.com/articles/ten-usability-heuristics/)
* [Essential and Desirable Skills for a UX Designer](http://www.uxmatters.com/mt/archives/2010/12/essential-and-desirable-skills-for-a-ux-designer.php)
* [Interaction Design in the Cloud](http://www.smashingmagazine.com/2012/05/10/interaction-design-in-the-cloud/)
* [Gestalt Psychology and Web Design](https://www.interaction-design.org/courses/gestalt_psychology_and_web_design-_the_ultimate_guide.html)
* [The Psychologist’s View of UX Design](http://uxmag.com/articles/the-psychologists-view-of-ux-design)
* [Usability Glossary](http://www.usabilitybok.org/glossary)
* [UX Quotes](http://www.inspireux.com/quote-archive/ux-quotes/?qtag=interaction-design)

## 3. Videos on Design/UX

* Rethinking the Design Process
* Responsive Web Design for Beginners
* The Process of Persuasive Design in 6 Steps
* The What, Why, and How of Wireframing
* Wireframing Tool Tutorial: Balsamiq Mockups
* Wireframing Tool Tutorial: Adobe Illustrator
* Wireframing Tool Tutorial: Omnigraffle
* Example of a Usability Test with a Paper Prototype
* The ROI of User Experience
* The Science of Persuasion

# **IV. BLOGS (Refer to** [**CebUxD Compilations**](https://drive.google.com/drive/#folders/0B_JOgaBjqbZcMGJURjJ0VnpueDA/0B8d5AVUNrCjBfkxONi1ocmx0bVplcm9wcG03dkpDUWVKUUZheW04a21uNkpxLW1SOC00SUE)**)**

## 1. Previous Presentations/Slides

* + CebUxD Meetup 1:
    - Undercover UX Team of One: Producing user delight with little money, support, and experience
    - The Science and Art of Effective Web and Application Design
  + CebUxD Meetup 2: UX Portfolio Sharing
  + CebUxD Meetup 3: UX at Lexmark
  + CebUxD Meetup 4: UX and Conversion Optimization
  + CebUxD Meetup 5:
    - Intentional Site Building
    - Usability Testing
  + CebUxD Meetup 6: UX at VOX Media
  + CebUxD Meetup 7:
    - Designing for the Mobile UX Part 1
    - Designing Skimpl: Experience Design for an Early-Stage SaaS
  + CebUxD Meetup 8:
    - Designing for the Mobile UX Part 2
    - Rapid Prototyping in UX Design

## 2. UX Research Studies

* What You See Isn’t What Your Brain Gets
* Peripheral Vision is Used More than Central Vision to Get the Gist of What You See
* People Identify Objects by Recognizing Patterns
* There’s A Special Part of the Brain Just for Recognizing Faces
* People Scan Screens Based on Past Experience and Expectations
* People See Cues that Tell Them What to Do with an Object
* People Believe that Things that are Close Together Belong Together
* Red and Blue Together are Hard on the Eyes
* Nine Percent of Men and One-Half Percent of Women are Color-Blind
* The Meanings of Colors by Culture
* It’s a Myth that Capital Letters are Inherently Hard to Read
* Reading and Comprehending are Two Different Things
* Pattern Recognition Helps People Identify Letters in Different Fonts
* Font Size Matters
* People Read Faster with a Longer Line Length, But They Prefer a Shorter Line Length
* Short-Term Memory is Limited
* People Have to Use Information to Make It Stick
* It’s Easier to Recognize Information than Recall It
* Memory Takes a Lot of Mental Resources
* It’s a Good Thing That People Forget
* People Process Information Better in Bite-Sized Chunks
* Some Types of Mental Processing Are More Challenging Than Others
* Minds Wander 30 Percent of the Time
* People Create Mental Models
* People Interact with Conceptual Models
* People Process Information Best in Story Form
* People Learn Best from Examples

## **3. Blog Entries on Previous Meetups**

# **V. CALENDAR OF ACTIVITIES**