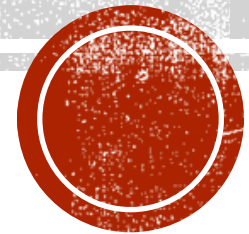# Module-2 Section 1.1

User Interface Design Process

Contents

- What is UI Design?

- Main Stages of UI Design.
  - User Research
  - Design & Prototyping
  - Evaluation

- Cast study…

What is UI Design?

- "The process designers use to build interfaces in software or computerized devices, focusing on looks or style"

- Designers aim to create interfaces which users find easy to use and comfortable.

- UI Design basically refers to:
  - Graphical User Interfaces
    - Example: Desktop
  - Voice Controlled Interfaces
    - Example: Siri and Alexa
  - Gesture based Interfaces
    - Example: Virtual Reality Games

Main stages of UI design:

I. **User Research**
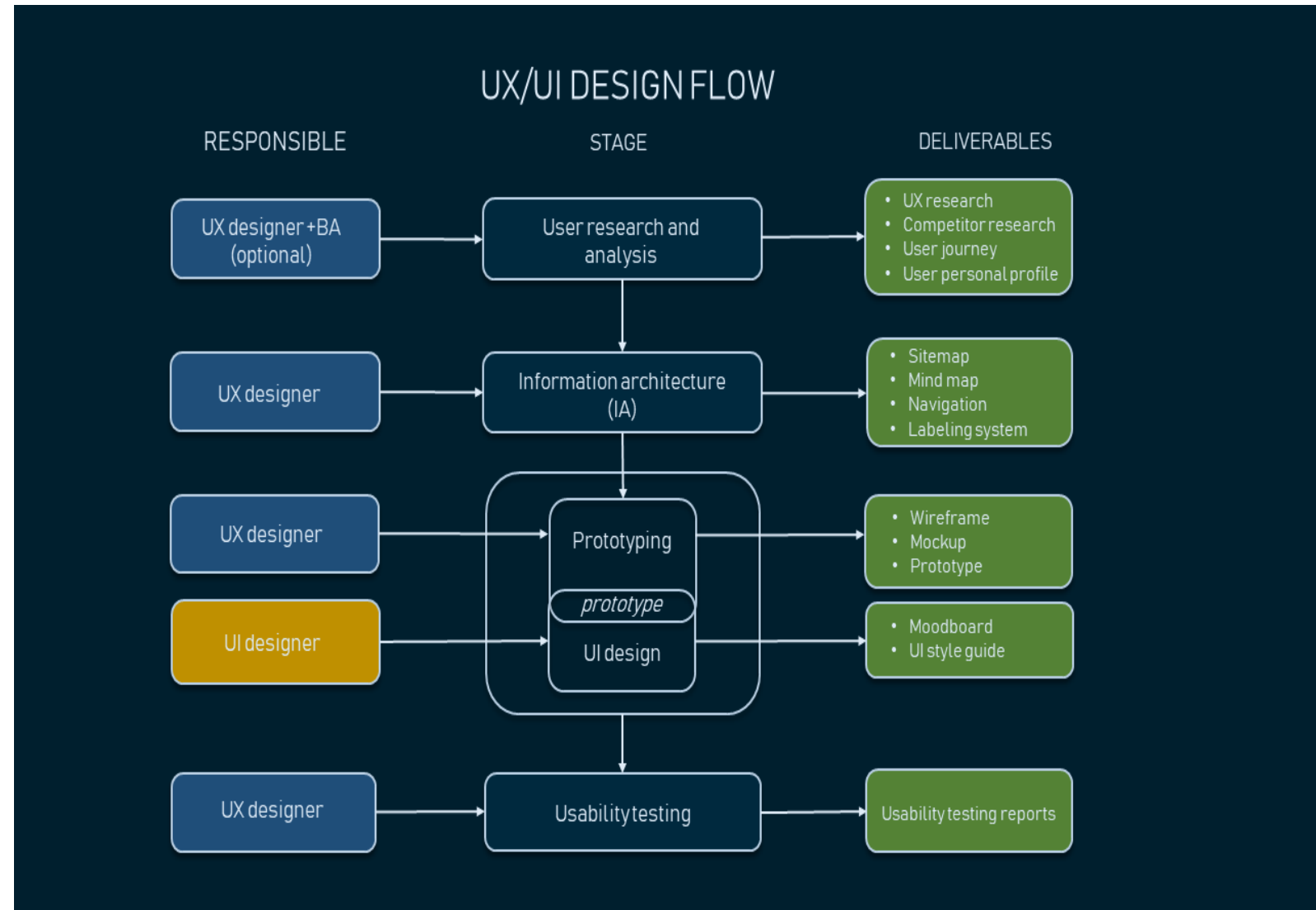   - Understand
      - Understand requirements
      - Create User Personas
      - Define Use Cases
   - Research
      - Analyze Competitors
      - Research latest UI trends
      - Keep an eye on guidelines

II. **Design & Prototyping**
   - Sketch
      - Gather ideas
      - Draw sketches & wireframes
   - Design
      - Design images
      - Create prototypes
      - Define UI guidelines
   - Implement
      - Implement Functionality
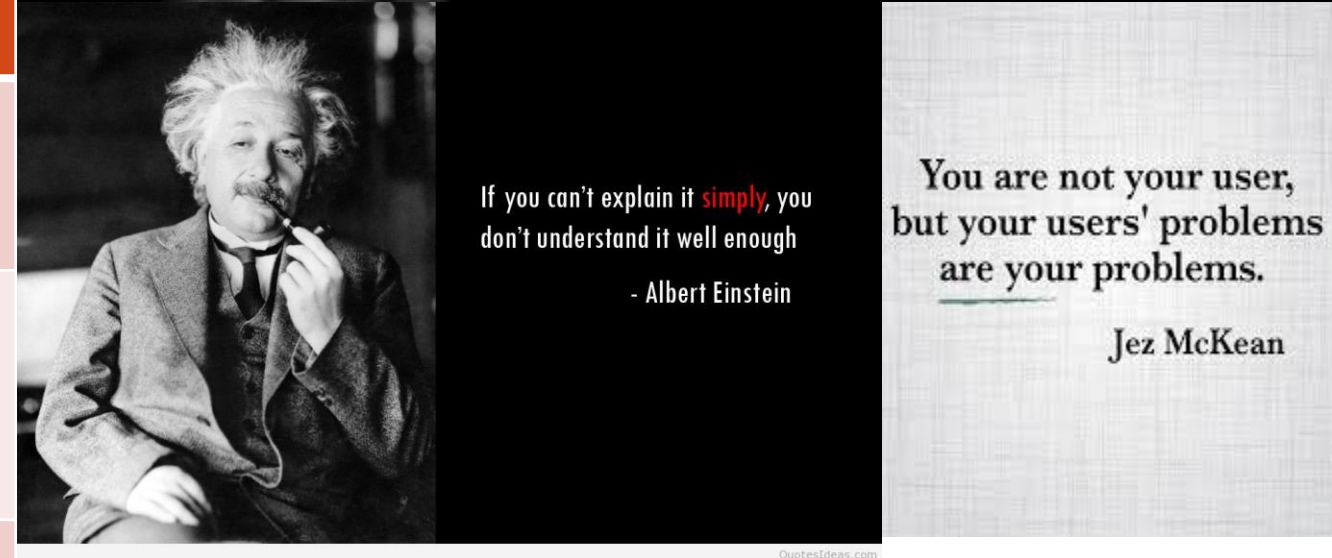   - Build Experience

III. **Evaluation**
   - Perform Usability testing
   - Create audit reports
   - Identify improvements

UX/UI DESIGN FLOW

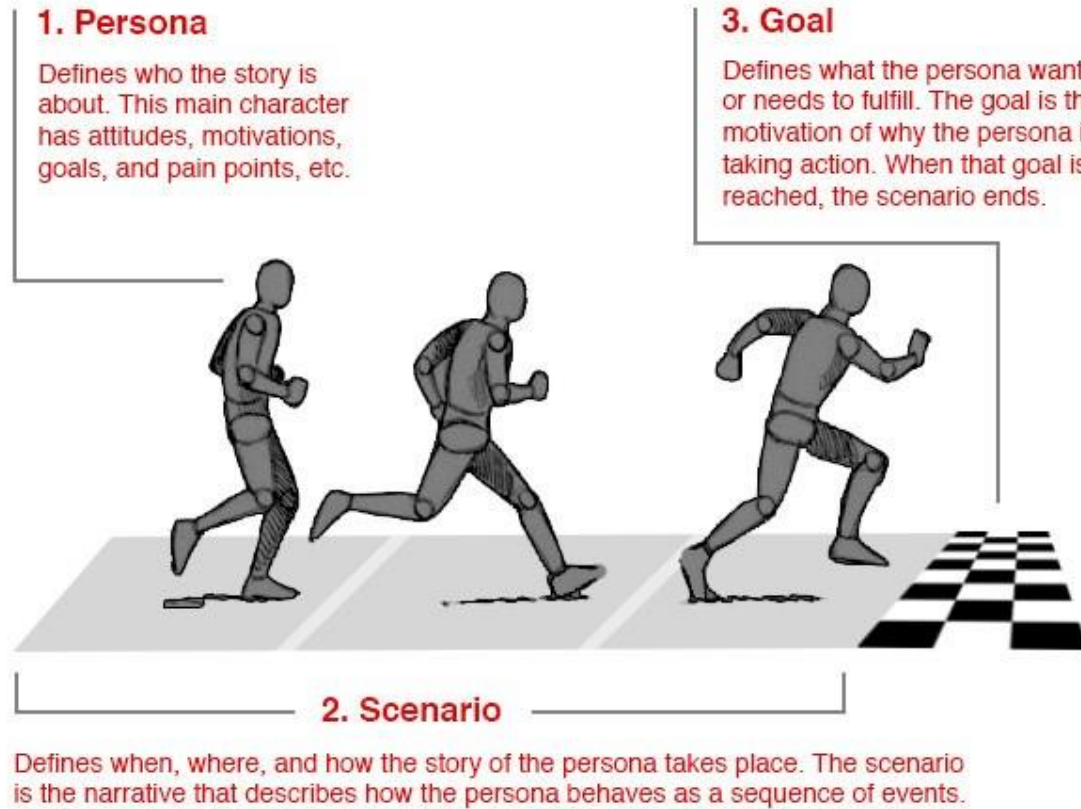| RESPONSIBLE	STAGE	DELIVERABLES
UX designer +BA (optional)	User research and analysis	• UX research • Competitor research • User journey • User personal profile
UX designer	Information architecture (IA)	• Sitemap • Mind map • Navigation • Labeling system
UX designer	Prototyping *prototype*	• Wireframe • Mockup • Prototype
UI designer	UI design	• Moodboard • UI style guide
UX designer	Usability testing	Usability testing reports

I. User Research

- Understand
  - Design solves a problem.
  - In order to provide a solution, you first need to understand the problem.
  - Brainstorming, Interview

Stakeholders	Activity	Outcome
Design Team	Meet, talk, observe and understand users in their environment	User Personas
Business Manager	Analyze requirements to understand and clarify them	User Stories
Product Manager	Define user personas and use-cases	Use cases, user flows

"
To be a great designer, you need to look a little deeper into how people think & act.

-Paul Boag

intechnic.com

If you can't explain it simply, you don't understand it well enough

- Albert Einstein

You are not your user, but your users' problems are your problems.

Jez McKean

QuotesIdeas.com

Personas

1. **Persona**

Defines who the story is about. This main character has attitudes, motivations, goals, and pain points, etc.

2. **Scenario**

Defines when, where, and how the story of the persona takes place. The scenario is the narrative that describes how the persona behaves as a sequence of events.

3. **Goal**

Defines what the persona wants or needs to fulfill. The goal is the motivation of why the persona is taking action. When that goal is reached, the scenario ends.

10 Steps to Personas

1. Finding the Users
2. Building a Hypothesis
3. Verifications
4. Finding Patterns
5. Constructing Personas
6. Defining Situations
7. Validation and Buy-in
8. Dissemination of Knowledge
9. Creating Scenarios
10. On-going Development

Lene Nielsen
User Focus & Innovation

Photos: Sanja Gjenero

SnitkerGroup
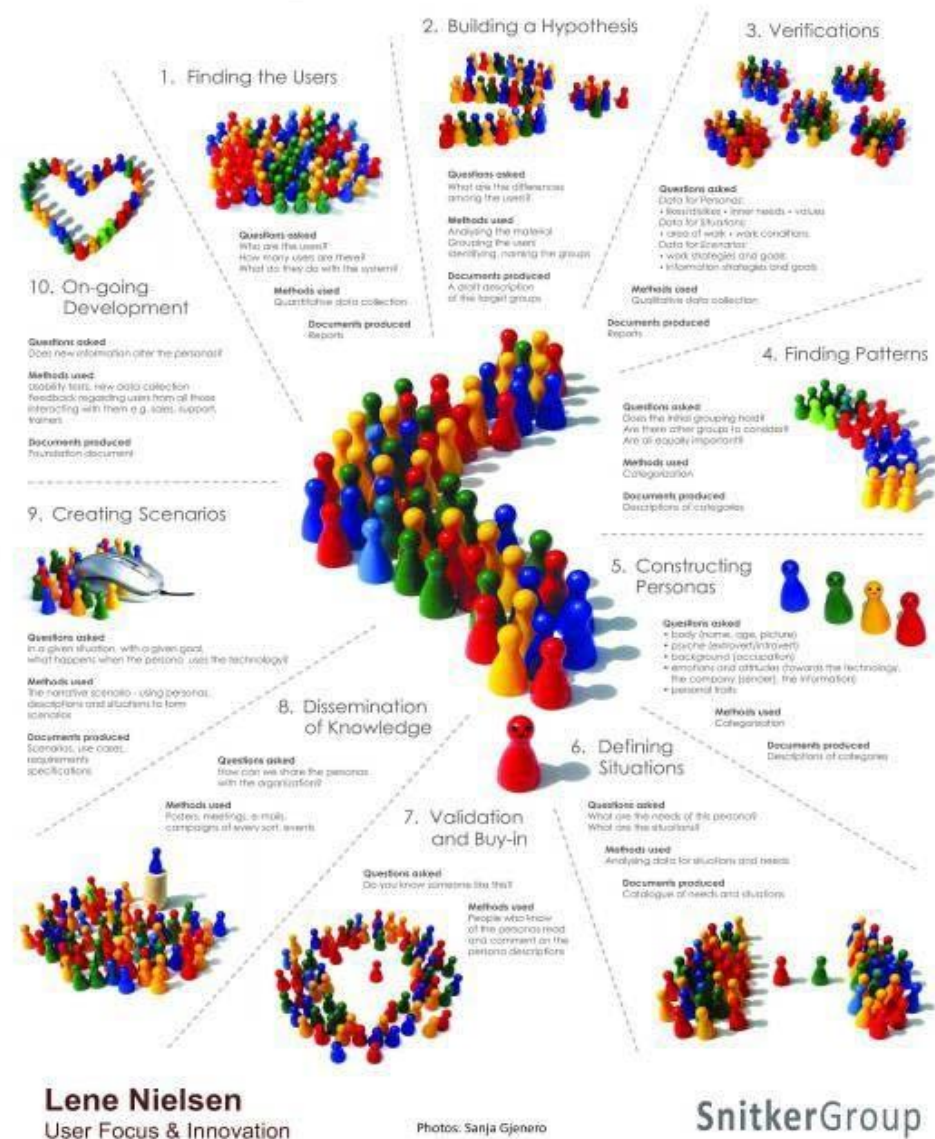
- Goal-directed personas
- Role-based personas
- Engaging personas
- Fictional personas

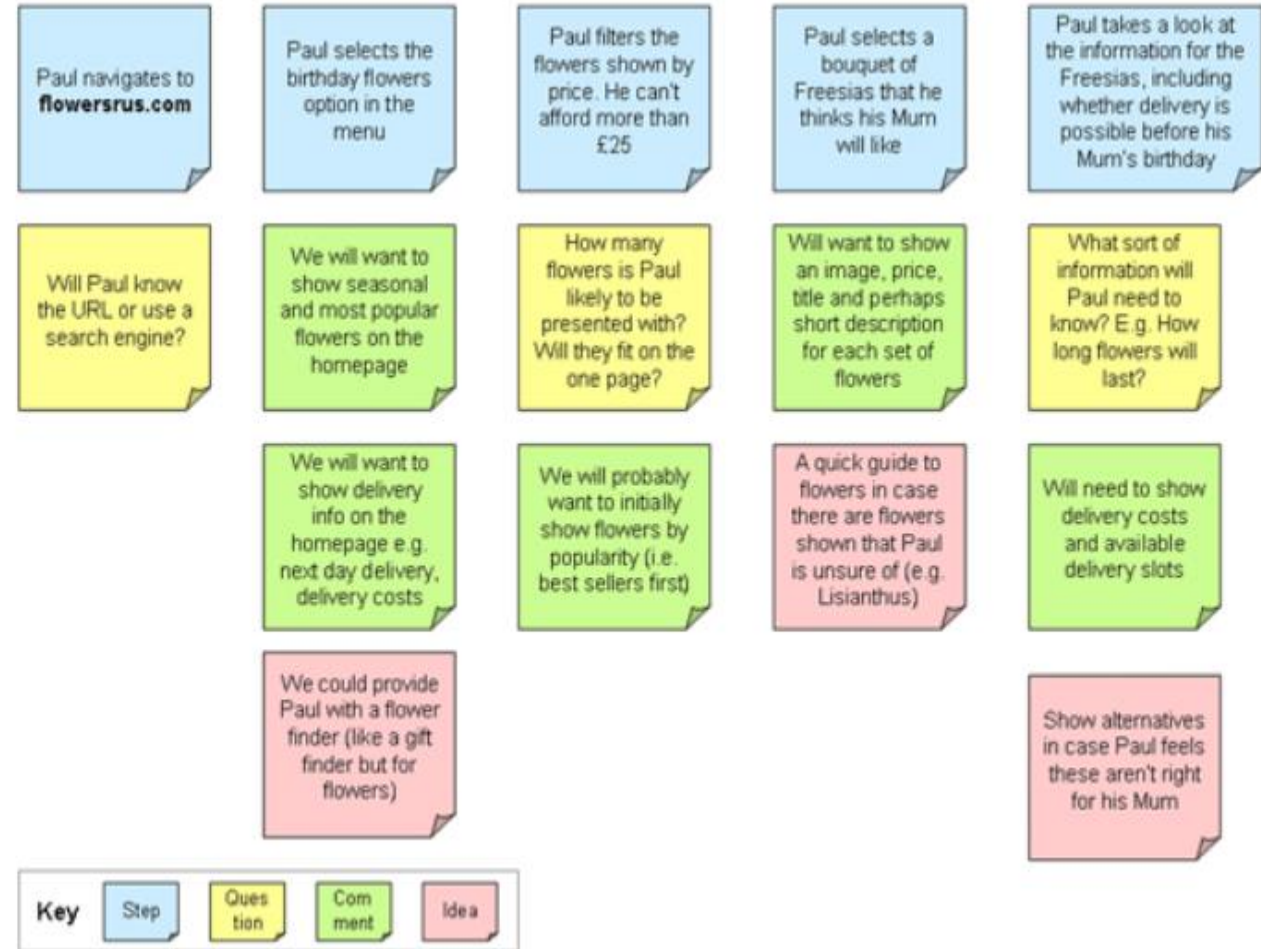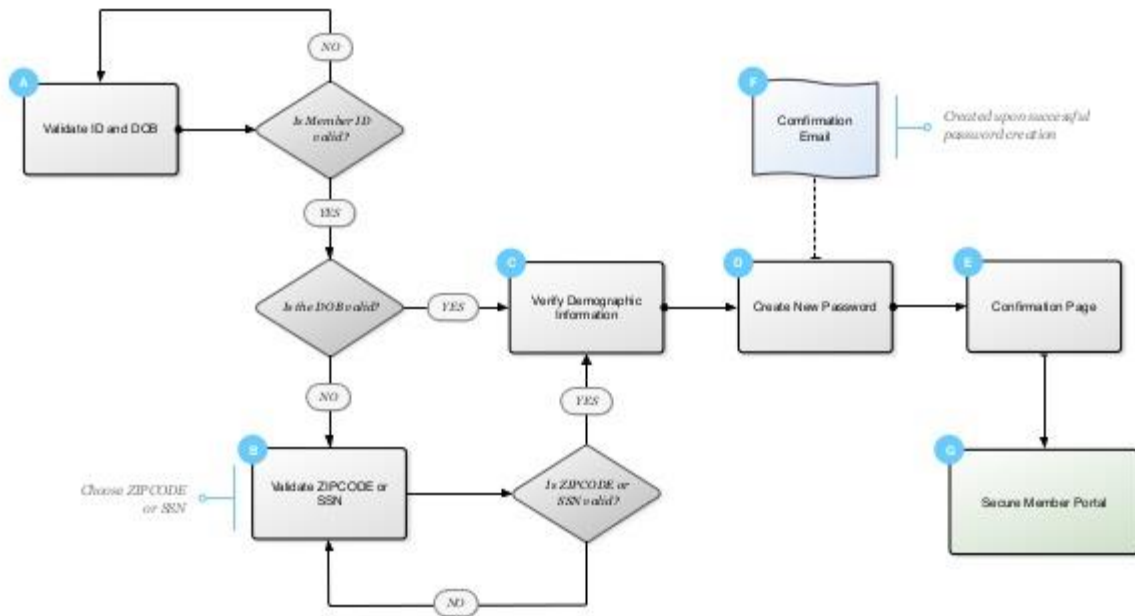Reference: https://www.interaction-design.org/literature/article/personas-why-and-how-you-should-use-them

I. User Research

- User stories / use cases

Revised Member Password Reset Workflow

CASE STUDY:

- https://www.parallelhq.com/case-studies/digilocker