

Empathising with the users

Hierarchy refers to a group of elements that are organized in order of importance.

Emphasis is about making one element stand out from the other elements surrounding it.

Proportion

The balance or harmony between elements that are scaled

Unity

Measures how well elements of your design work together to communicate an idea

Variety

Varying the elements in your design to break up monotony

Design review checklist

- Detail view
- Page-level view
- Function-level view
- App-level view

Design Systems

Design system

A series of reusable elements and guidelines that allow teams to design and develop a product, following predetermined standards

Visual design system elements

- Color
- Iconography
- Layout
- Copy
- Animation
- Elevation
- Typography
- Illustration

Copy

Design of the words

Content-focused design

Microcopy — the small bits of text that instruct the reader on how to interact

Consistent Tone

Animation

Moving digital imagery

Changes the user's perception of elements

Elevation

Material Design's system for adding layering or depth to your interface

States

Visual representations that communicate the status of a component or interactive element

Benefits of design systems

- Create consistency for designers and users
- Reinforce a company's brand identity
- Scalable
- Save time and money by increasing efficiency
- Help designers and developers work together more effectively

Sticker sheets

A collection of elements and components that make up part of the design system

Building a Design System

Cohesive

Scalable

Part of product development

Interface inventory

Start with small elements that can be assembled together

Quick iteration

A design system consists of

1. Style guide: color, typography, icons and illustration
2. Component library: buttons, form, menu, navigation
3. Content guide: principles, common definitions, voice and tone
4. Pattern guide: user and business flow

Typographic scales

Name	Weight	Size	Line Height	Case	Letter Spacing
Title L	Normal	32	40	Sentence	0
Title M	Normal	24	32	Sentence	0
Title S	Normal	20	28	Sentence	0
Subtitle	Semibold	16	24	Sentence	0
Subtitle Small	Semibold	14	20	Sentence	0
Body	Normal	16	24	Sentence	0
Body Small	Normal	14	20	Sentence	0

- Fonts and weights
- Type scale
- Leading: Vertical spacing between lines
- Tracking: Overall spacing between groups of letters

Grid definition



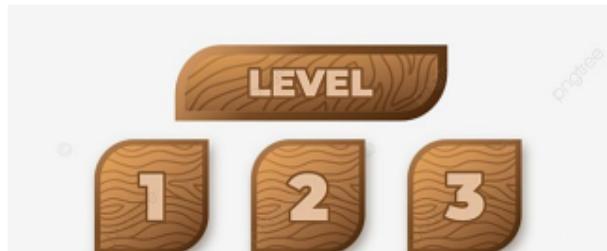
- Margin
- Padding
- Border
- Grid

Icons and assets



- Icons
- Illustration
- Images
- File formats

Visual form



- Shadow
- Elevation
- Texture

Motion and Sound



- Animation Properties
- Sound Prompts

Foundational Elements of Visual Design

Elements, like typography, color, and iconography, are the building blocks for visual design.

Typography

The use of text and font

Three steps to find the perfect typography for your design

- Selecting a type classification
- Picking a typeface
- Choosing a font

Typographic hierarchy

A method of ordering typefaces and fonts in a layout to create divisions that show users where to focus and how to find information

Typography

- Adds hierarchy
- Makes text easy to read
- Matches brand guidelines

The importance of color in UX design

- Add emphasis
- Communicate branding
- Impact the accessibility of designs

60-30-10 rule

- One neutral color makes up 60% of the color palette
 - A second complementary color makes up 30% of the palette
 - A third accent color makes up 10% of the palette to add emphasis
-

Iconography

A system of graphic images or symbols that are associated with a subject or an idea

Layouts

Ways to arrange elements on a page. Layouts usually refer to the specific placements of text, style, icons, and images.

Layout grid

A series of columns and alleys that allow you to organize elements in a design

White space

The gaps between elements in a design, often referred to as negative space

The importance of white space

- Provide emphasis on a focal point within the design
- Group items together, which is also known as proximity
- Help with readability

Wireframes and Low Fidelity

Prototypes

Storyboard

A series of panels or frames that visually describe and explore a user's experience with a product

Four elements of a storyboard

- Character: The user in your story
- Scene: Helps us imagine the user's environment
- Plot: The benefit or solution of the design
- Narrative: The user's need or problem and how the design will solve the problem

Big picture storyboard

Focuses on the user experience

Close-up storyboard

Focuses on the product

Fidelity

How closely a design matches the look-and-feel of the final product

Low fidelity

- Lower amount of complexity
- Less refined or polished
- Called "lo-fi" for short

High fidelity

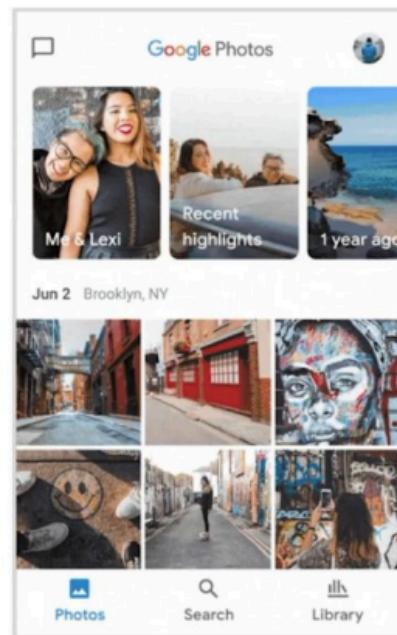
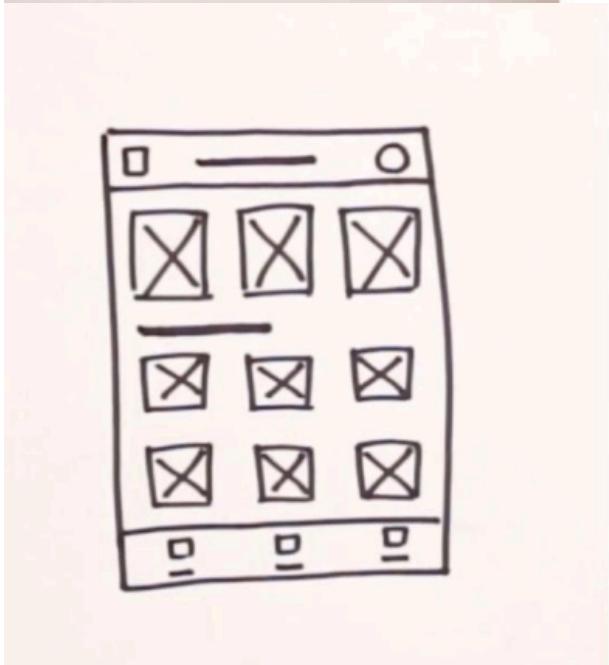
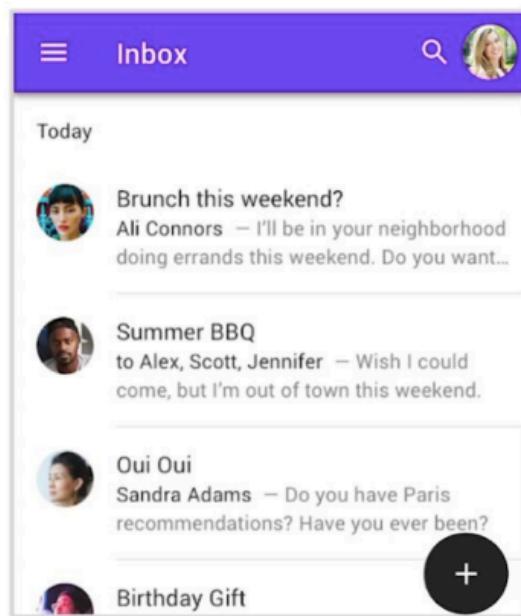
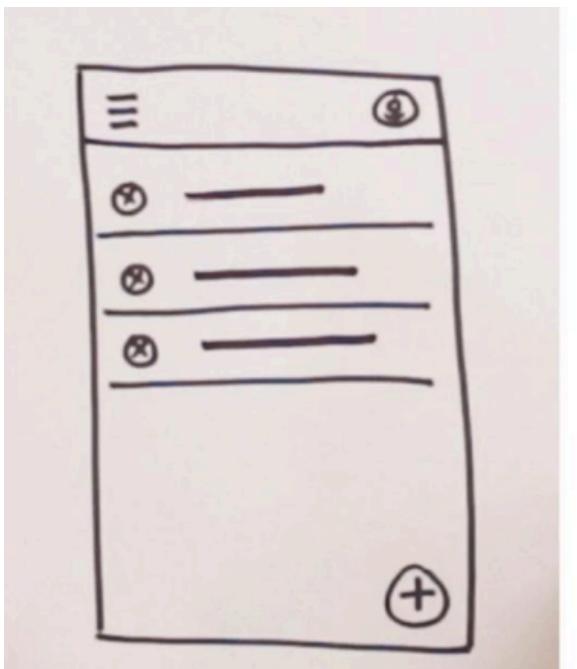
- Closely matches the look and feel of the final product
- More refined or polished
- Called "hi-fi" for short

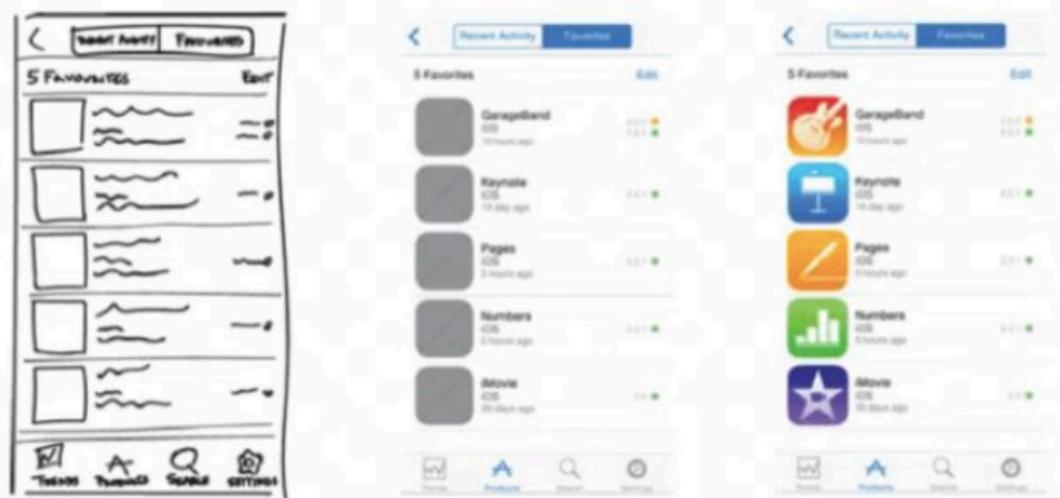
Wireframe

A basic outline of a digital experience, like an app or website

Purposes of wireframes

- Establish the basic structure of a page
- Highlight the intended function of the product





Benefits of wireframes

- Inform the elements to include in your design
- Catch problems early
- Get stakeholders to focus on structure
- Save time and effort
- Iterate quickly

Information architecture (IA)

Organizes content to help users understand where they are in a product and where the information they want is

Importance of information architecture

- Organizes and defines the overall structure for the app or site
- Provides a high-level view of a product
- Helps stakeholders review your designs
- Helps engineers understand how to organize the data
- Allows your ideas to grow and iterate with the design

Benefits of paper wireframes

- Fast
- Inexpensive
- Explore lots of ideas
- Narrow our focus

Mockup

A static, high-fidelity simulation of the finished product that delivers the visual look of the product design—including typography, iconography, color, and overall style.

Ideation and Audits

Ideation

The process of generating a broad set of ideas on a given topic, with no attempt to judge or evaluate them

Ideation in the real world

- Brainstorm out loud
- Document all ideas
- Focus on quantity
- Do not allow evaluation
- Gather a diverse team
- Question the obvious
- Evaluate the ideas

Why should we come up with a lot of ideas?

- List of ideas is narrowed based on constraints
- Need to focus on equity
- Let users test the ideas

PROBLEM STATEMENT

Shane _____ is a **busy professional and book lover**

user name user characteristics

who needs **to easily find and reserve books online**

user need

because **they want their book to be available
to pick up at the library**
_____ .
insight

Benefits to competitive audits

- Inform your design process
- Solve usability problems
- Reveal gaps in the market
- Provide reliable evidence
- Save time, money, and energy

Competitive audit steps

1. Outline the goals
2. Create a spreadsheet with a list of your competitors
3. Call out the specific features you want to compare
4. Research each company
5. Analyze findings
6. Summarize findings in a report

Crazy Eights & Considering User

Journeys

Empathising with the users

Types of Pain Points

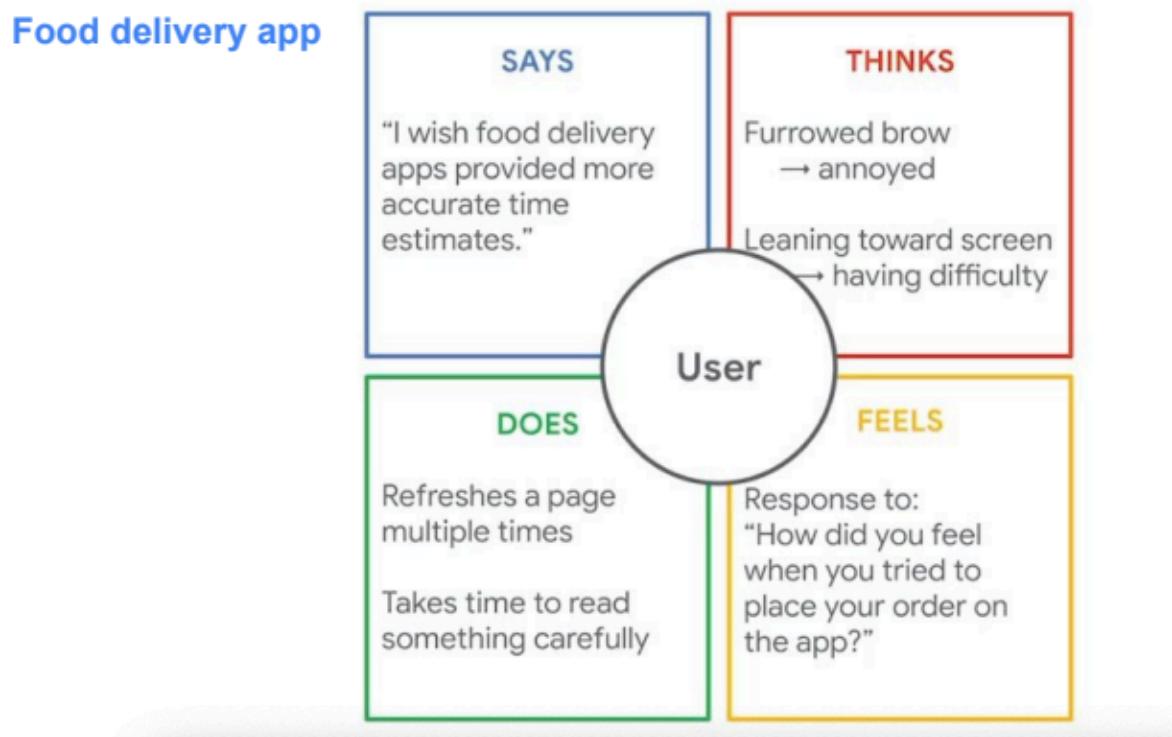


Pain points

Any UX issues that frustrate the user and block the user from getting what they need

Tips for Effective Empathy Mapping

- Don't get hung up on what goes where. The goal isn't to correctly classify information, it's to identify with the user.
- Only explore what matters about the user's perceptions related to the project goal. This exercise isn't about logging every emotional and behavioral aspect of the user.
- Adapt the map for your situation and needs. Change or streamline the categories to work with your goal.



Empathy map

An easily understood chart that explains everything designers have learned about a type of user

Pain points

Any UX issues that frustrate the user and block the user from getting what they need

Types of Pain Points



Personas

Fictional users whose goals and characteristics represent the needs of a larger group of users



Tsering Choedon

Age: 35
Education: BA in English
Hometown: Bellevue, Nebraska
Family: Wife and two dogs
Occupation: Nonprofit founder

"Relevant personal quote that captures the persona's attitude and personality"

Goals

- The related objectives this person wants to successfully complete

Frustrations

- The issues or pain points that they encounter or try to avoid

Brief story or scenario that conveys the persona's user journey, highlighting their goals, frustrations, and other relevant context.

User story

A fictional one-sentence story told from the persona's point of view to inspire and inform design decisions

Advantages of user stories

- Prioritize design goals
- Unite the team
- Inspire empathetic design decisions
- Personalize pitches to stakeholders



Edge case

What happens when things go wrong that are beyond the user's control

Spotting & resolving edge cases

- Create personas and user stories
- Thoroughly review the project before launch
- Use wireframes

User journey

The series of experiences a user has as they interact with your product

Benefits of user journey mapping

- Helps UX designers create obstacle-free paths for users
- Reduces impact of designer bias
- Highlights new pain points
- Identify improvement opportunities

Curb-cut effect

A phenomenon that describes how products and policies designed for people with disabilities often end up helping everyone

Accessibility is not just designing to include a group of users with varying abilities.

Instead, it extends to anyone who is experiencing a permanent, temporary, or situational disability.

User Experience Research

Foundational research

Answers the questions:

- What should we build?
- What are the user problems?
- How can we solve them?

Design frameworks

and

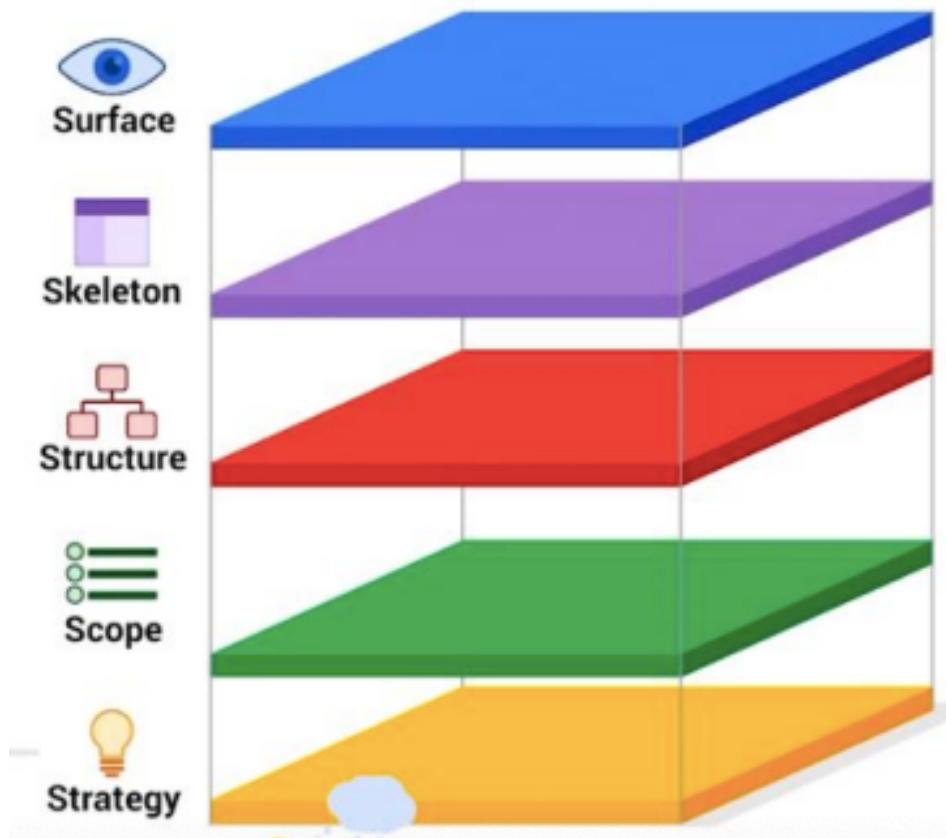
Types of design

End user

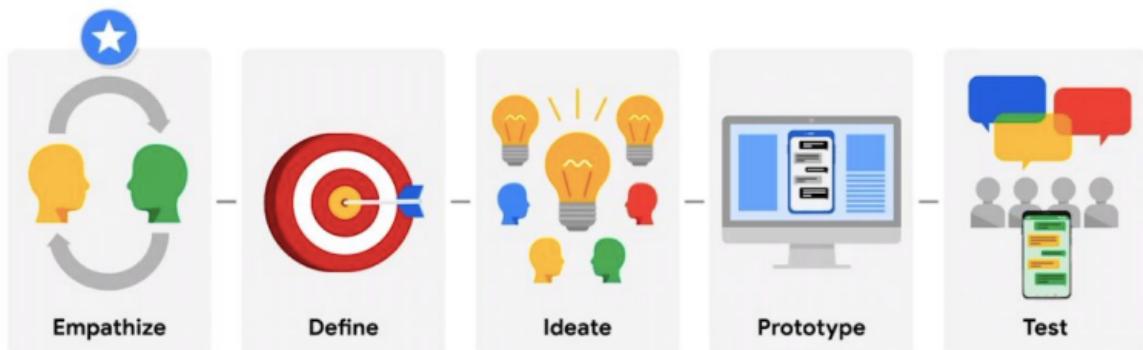
The specific audience a UX designer creates something for

Five elements of UX design

Steps a designer takes to turn an idea into a working product



DESIGN THINKING



Inclusive design

Making design choices that take into account the needs of all users.

- Ability
- Race
- Economic status
- Language
- Age
- Gender

Types of design

Universal Design

Inclusive Design

Equity Focused Design

Accessibility categories

- Motor
- Deaf or hard of hearing
- Cognitive
- Vision

Accessibility

The design of products, devices, services or environments for people with disabilities

Gestalt principles:

Proximity

Similarity

Continuity

Closure

Symmetry

Figure-ground

Common fate

