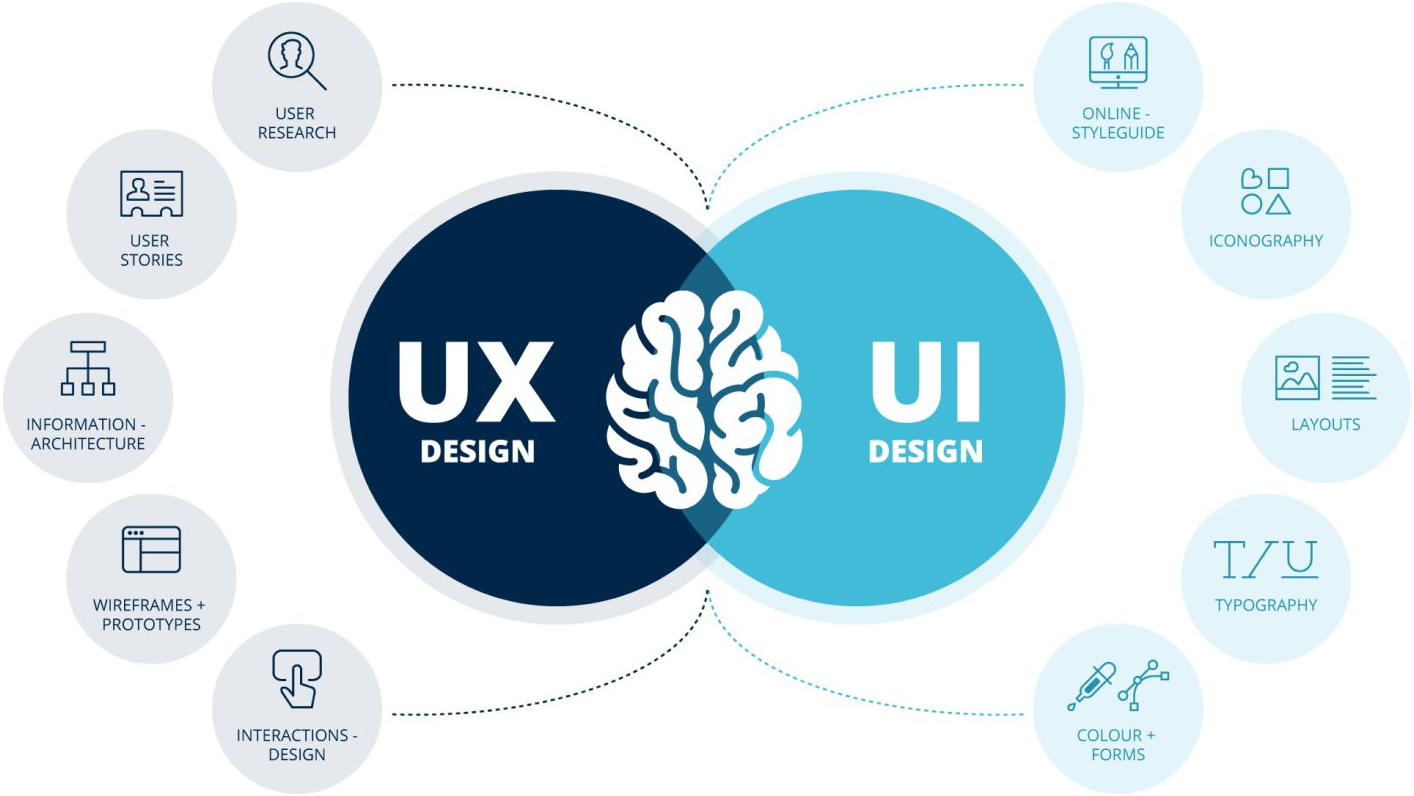
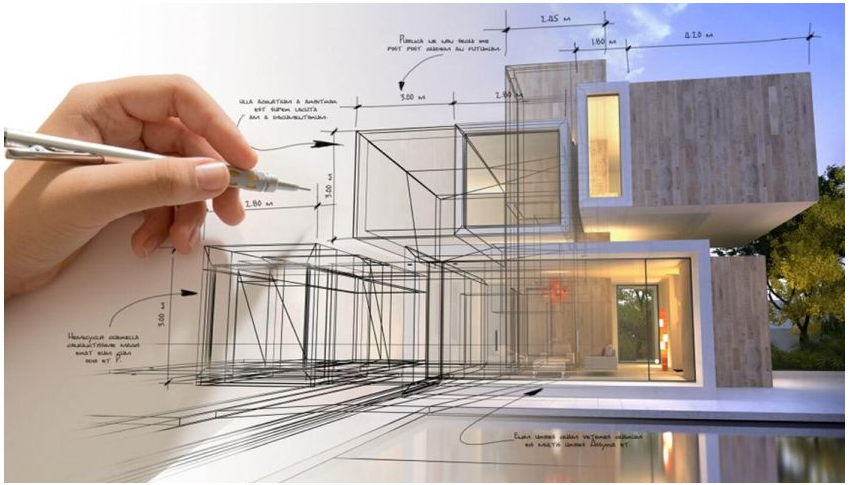
Section 1

Introduction to UX/UI Design

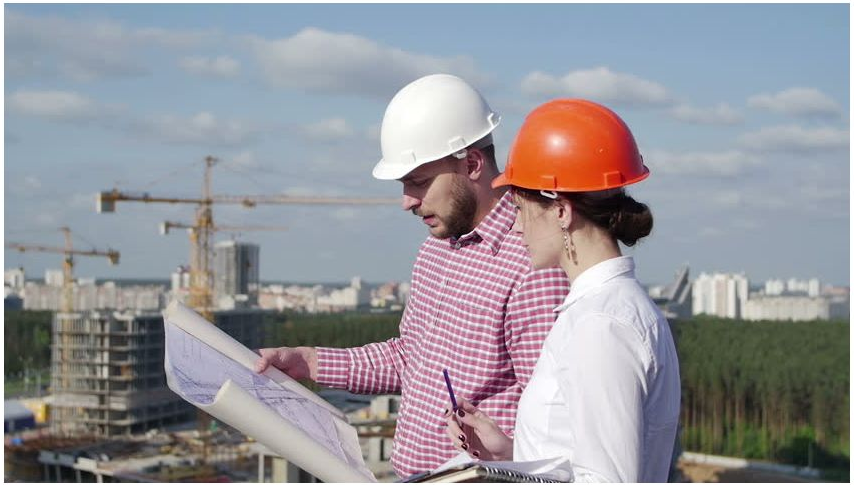
What is UX/UI design?





Architecture

(UX/UI designer)



Civil Engineer

(Developer)

UX

DESIGNING
THE EXPERIENCE

VS

UI

DESIGNING
THE PRODUCT

Important of UX/UI in this digital era

1. Enhanced User Satisfaction

Websites and apps that are easy to use make people happy.

2. Everyone Is Welcome

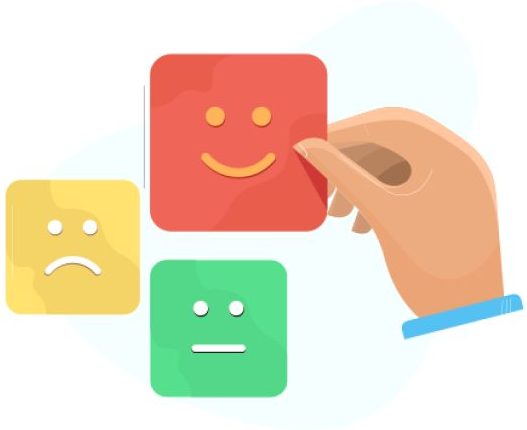
Good designs consider everyone, no matter their abilities

3. Easy to Engage

If a website or app is easy to use, people will use it more.

4. Trust the good look

If a website or app looks good, people trust it more.



5. Beat the Competition

If your website or app is better than others, more people will use it.

6. Happy Users Stay

When websites or apps are frustrating, people leave.

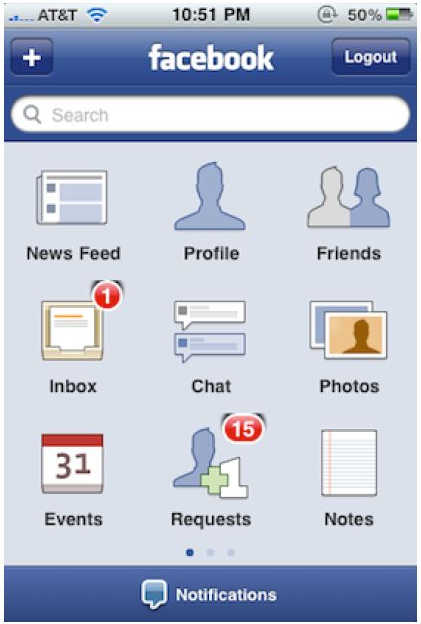
7. Learn from Users

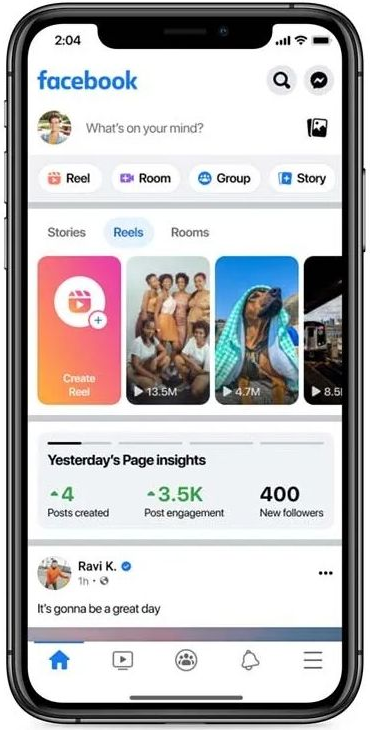
Designers use what people say and do to make things better.

8. Keep user Coming Back:

If people like using a website or app, they'll use it again.

Evolution of design principles and their impact on user experience.





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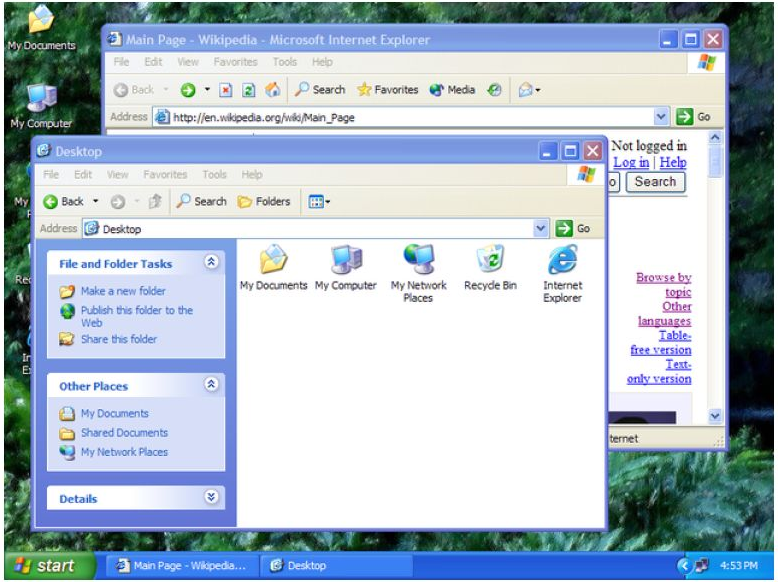
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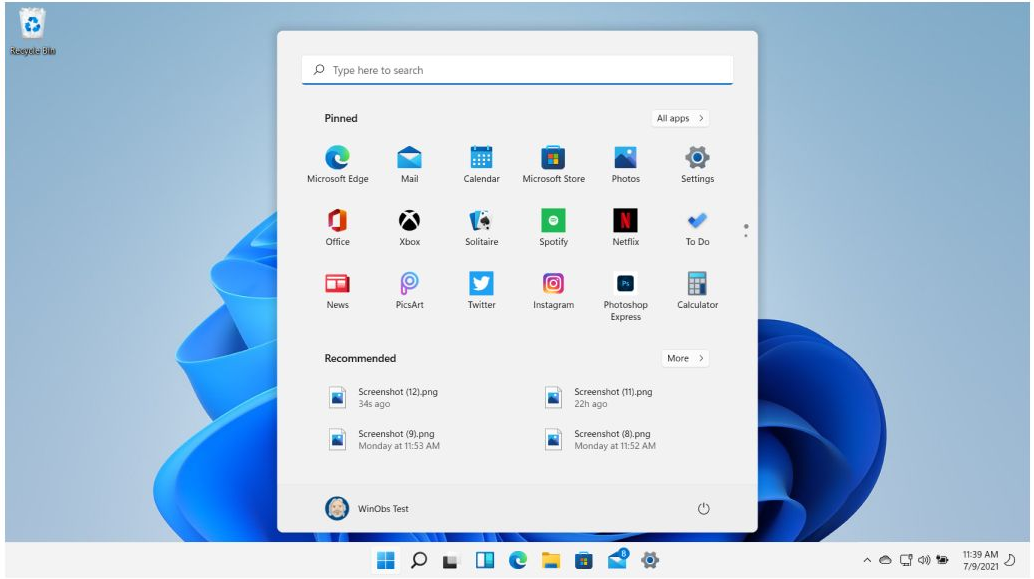
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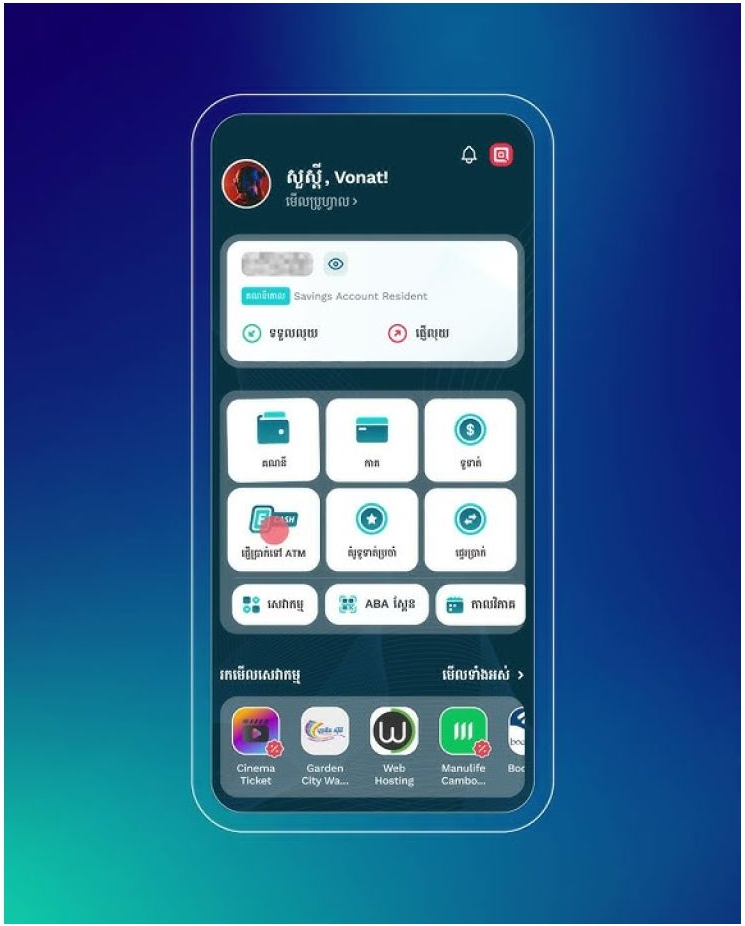
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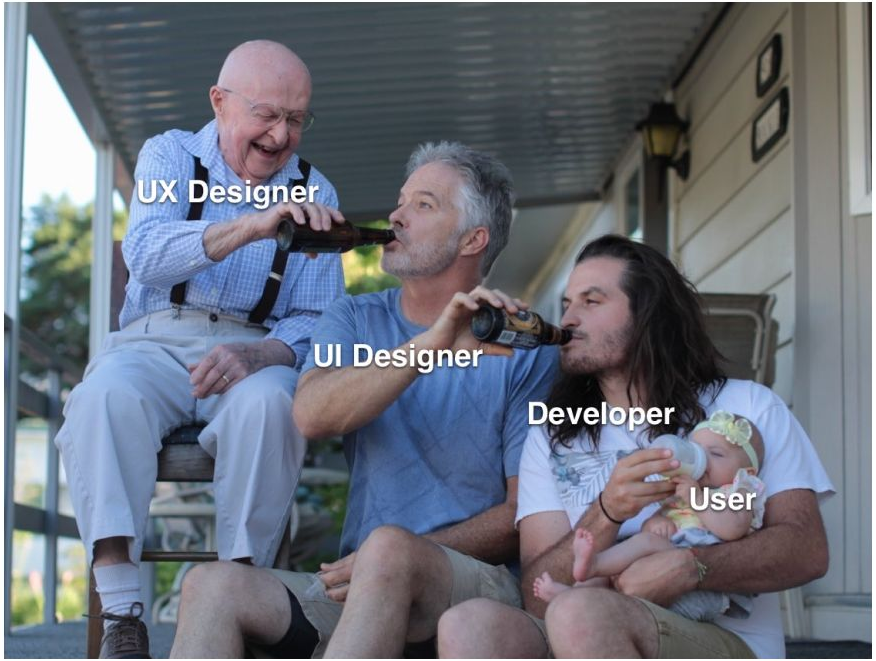
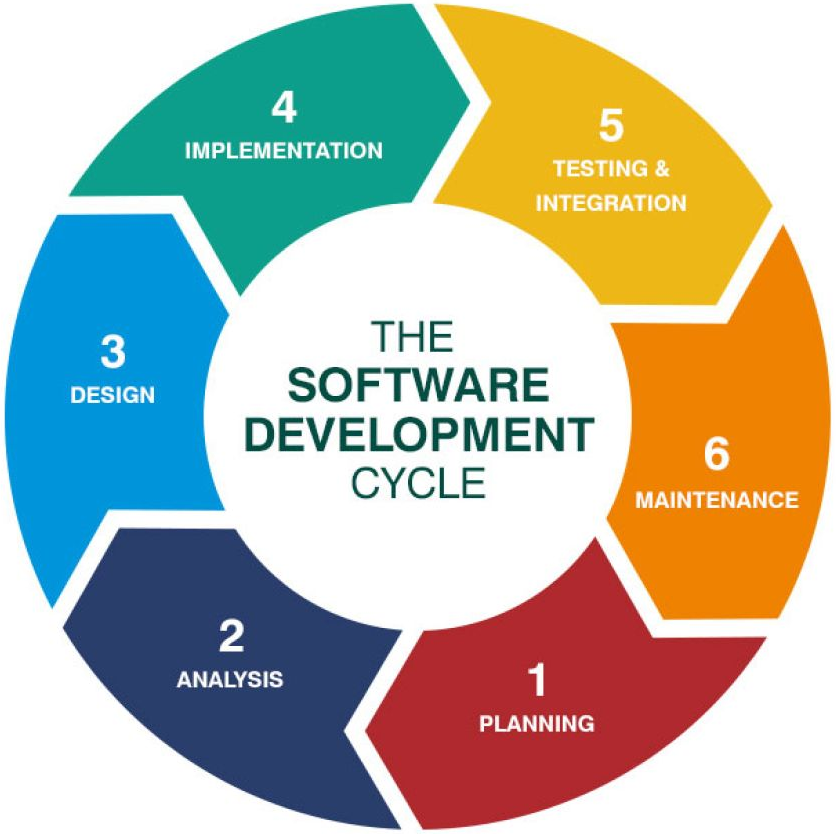
Section 2

Exploring the Role of UX/UI in Product Development

What UX/UI designer actually do?



When creating a digital product like a website or app, there's a step-by-step process called the product development lifecycle. UX/UI design is like the artist that makes sure the product looks good and is easy for people to use.


4
IMPLEMENTATION
5
TESTING &
INTEGRATION
3
DESIGN
THE
SOFTWARE
DEVELOPMENT
CYCLE
6
MAINTENANCE
2
ANALYSIS
1
PLANNING

When making digital things like websites or apps, it's like putting together a team of superheroes, each with their own powers. UX/UI designers are like the heroes who make sure everything looks good and is easy to use.

What UX/UI design that important to you and impact to your daily life?