



DESIGN THINKING WITH FIGMA

STJ ACM STUDENT CHAPTER



STJ ACM
Student Chapter



SIGN IN FORM:





LET'S TALK ABOUT...



TRAVELING THROUGH JFK?

JFK AIRPORT

Construction May Make Getting to JFK Airport a Nightmare for 3 Years: What to Know

- JFK AIRPORT HAD BEEN UNDER MASSIVE RENOVATION SINCE 2017, TO A TUNE OF \$19 BILLION.
- WHAT DO YOU NOTICE?
 - ENDLESS CONSTRUCTION
 - DELAYS (ESP. ON VAN WYCK EXPRESSWAY)
 - DODGING CONES JUST TO FIND A SEAT
- WHY?
 - JFK PROJECTED TO REACH 63 MILLION PASSENGERS THIS YEAR
 - 75 MILLION TRAVELERS BY 2030



WHY RENOVATE JFK?

- OPENED IN 1948 (OVER 70 YEARS AGO)
 - ORIGINALLY BUILT FOR A DIFFERENT ERA OF AIR TRAVEL
 - SIMPLER TRAVEL EXPERIENCE, LESS FREQUENT FLIGHTS
- TODAY, JFK IS ONE THE WORLD'S PREMIER INTERNATIONAL GATEWAYS
 - SLOWLY ADAPTING TO NEW ERA OF AIR TRAVEL ISN'T ENOUGH ANYMORE
- GOALS:
 - INCREASING PASSENGER VOLUME
 - ADAPTING TO CHANGING TRAVELER NEEDS
 - IMPROVING EFFICIENCY + REDUCING CONGESTION
 - FUTURE-PROOFING FOR GROWTH
- JFK = PERFECT CASE STUDY IN DESIGN THINKING
 - REIMAGINING THE AIRPORT EXPERIENCE WITH USERS IN MIND





DESIGN THINKING 101



WHAT IS DESIGN THINKING?

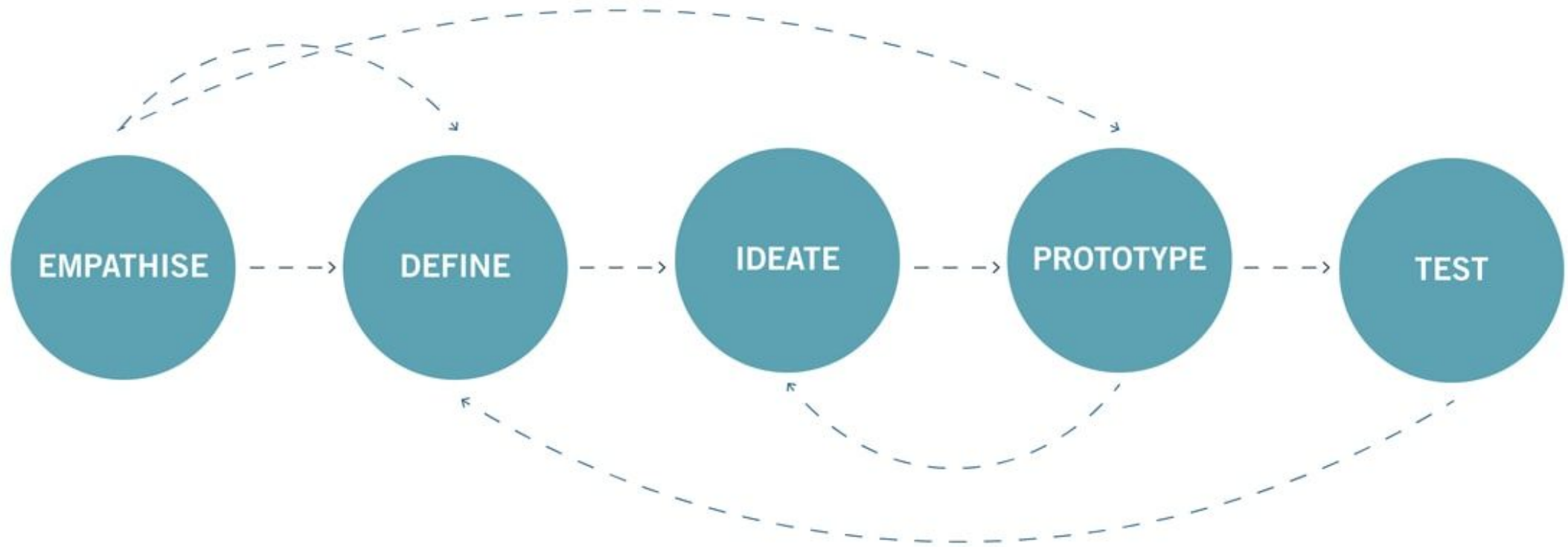
- SIMPLY PUT, DESIGN THINKING IS A METHODOLOGY THAT AIMS TO TACKLE HIGHLY COMPLEX PROBLEMS.
 - COMPLEX PROBLEMS = DIFFICULT TO DEFINE, CANNOT BE SOLVED WITH STANDARD METHODS AND PROCEDURES.
 - OPPOSITE OF “TAME PROBLEMS,” WHICH CAN BE SOLVED USING TRIED AND TRUE METHODS
- CONSISTS OF FIVE CRITICAL STEPS:
 - EMPATHISE
 - DEFINE
 - IDEATE
 - PROTOTYPE
 - TEST





5 STEPS OF DESIGN THINKING

5 STEPS OF THE DESIGN THINKING PROCESS





STEP 1: EMPATHISE

- TO CREATE DESIRABLE PRODUCTS OR SERVICES, UNDERSTAND:
 - WHO YOUR USERS ARE
 - WHAT YOUR USERS NEED
 - USER EXPECTATIONS
 - USER CHALLENGES & PAIN POINTS
- HOW TO UNDERSTAND YOUR USERS?
 - CONDUCT INTERVIEWS
 - SEE HOW USERS INTERACT
 - PAY ATTENTION TO FACIAL EXPRESSIONS AND BODY LANGUAGE





STEP 2: DEFINE

- **DEFINE THE USER PROBLEM YOU WANT TO SOLVE**
 - **GATHER ALL FINDINGS, SYNTHESIZE THEM**
 - **FORMULATE YOUR PROBLEM STATEMENT!**
- **PROBLEM STATEMENT:**
 - **AKA POINT OF VIEW (POV) STATEMENT**
 - **OUTLINES ISSUE OR CHALLENGE YOU WANT TO ADDRESS**
 - **KEEPS THE USER IN FOCUS**
 - **REFRAIN FROM FRAMING IT AS A BUSINESS GOAL**





STEP 3: IDEATE

- THE CREATIVE PHASE - BRAINSTORMING AND GENERATING IDEAS:
 - “JUDGMENT-FREE ZONE”
 - THINK OUTSIDE THE BOX, EXPLORE NEW ANGLES, VENTURE AWAY FROM THE NORM
 - QUANTITY > QUALITY
 - GOAL IS QUANTITY, NOT PERFECTION
 - CONTINUOUSLY REFERRING BACK TO PROBLEM STATEMENT TO STAY ON TRACK
 - NARROW DOWN IDEAS FOR PROTOTYPES
- EXERCISE:
 - HOW WOULD YOU IMPROVE JFK?





STEP 4: PROTOTYPE

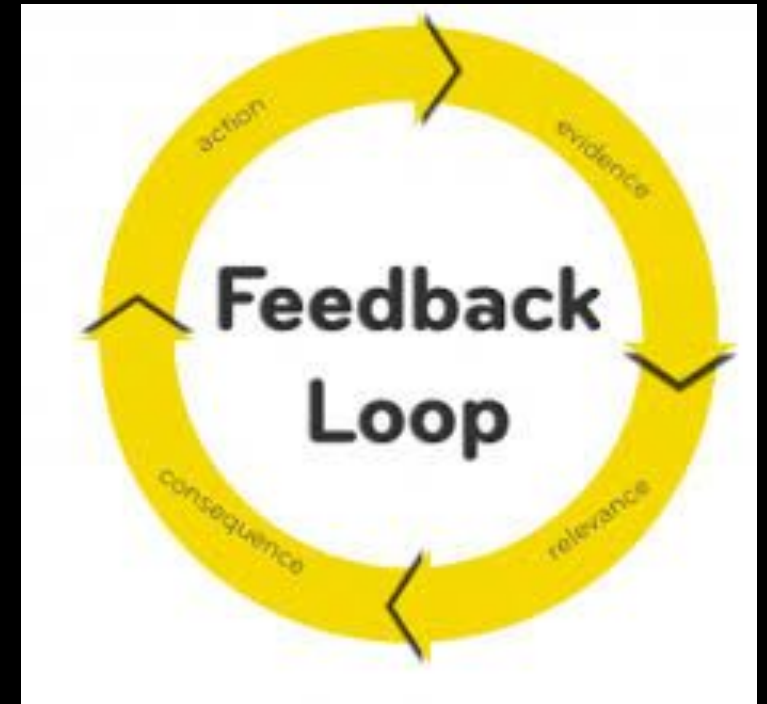
- **TURN YOUR WILDEST IDEAS INTO REAL LIFE PROTOTYPES!**
 - **PROTOTYPE = SCALED-DOWN VERSION OF A PRODUCT OR FEATURE**
 - **CAN BE ANYTHING FROM A SIMPLE SKETCH TO A DIGITAL PRESENTATION/SIMULATION**
- **GOAL:**
 - **TURN YOUR IDEAS INTO SOMETHING TANGIBLE WHICH CAN BE TESTED ON REAL USERS!**
 - **MAINTAIN USER-CENTRIC APPROACH**
 - **GATHER FEEDBACK BEFORE DEVELOPING WHOLE PRODUCT**





STEP 5: TEST

- **PUT YOUR PROTOTYPES IN FRONT OF USERS!**
 - **OBSERVE TARGET USERS**
 - **GATHER FEEDBACK**
- **EACH TEST WILL HIGHLIGHT:**
 - **DESIGN FLAWS**
 - **NEW INSIGHTS**
- **DESIGN THINKING IS ITERATIVE AND NON-LINEAR**
 - **SOME STEPS MAY BE REPEATED UNTIL YOU ARRIVE AT BEST SOLUTION**
 - **FEEDBACK LOOP**





WHAT IS UI/UX ANYWAY?



INTRO TO UI/UX: USER INTERFACE (UI)

- **USER INTERFACE (UI)**
 - REFERS TO THE INTERACTIVITY, LOOK, AND FEEL OF A PRODUCT SCREEN OR WEBPAGE.
 - THIS INCLUDES, BUT ISN'T LIMITED TO:
 - BUTTONS, ICONS, COLORS, TYPOGRAPHY, IMAGES, LAYOUTS, AND ANIMATIONS
 - GOAL:
 - CREATE AN ATTRACTIVE AND VISUALLY COHESIVE PRODUCT THAT ALIGNS WITH A BRAND'S IDENTITY WHILE ENSURING IT IS EASY TO USE.
 - EXAMPLES:
 - MOBILE BANKING APP
 - AIRLINE WEBSITE
 - VIDEO STREAMING SITES





INTRO TO UI/UX: USER EXPERIENCE (UX)

- **USER EXPERIENCE (UX)**
 - **REFERS TO THE OVERALL INTERACTION BETWEEN THE USER AND THE PRODUCT.**
 - **IT CONSIDERS A USER'S ENTIRE JOURNEY, FROM LEARNING ABOUT A PRODUCT FROM WHEN THEY ARE DONE USING IT**
 - **GOAL:**
 - **MAKE PRODUCTS AS EASY, EFFICIENT, AND PLEASANT AS POSSIBLE TO USE**
 - **GIVE USERS A POSITIVE EXPERIENCE SO THEY KEEP COMING BACK**
 - **EXAMPLES:**
 - **VMWARE FUSION VS ATTACK BOX ON TRYHACKME**





UI/UX IN WEB DEV



UI/UX IN WEB DEV: OVERVIEW

- **SIX ESSENTIAL POINTERS:**
 - **FOCUS ON RESPONSIVENESS & ACCESSIBILITY**
 - **A SUCCESSFUL WEBSITE IS ONE THAT WORKS SEAMLESSLY FOR EVERYONE, NO MATTER THE DEVICE**
 - **STREAMLINE NAVIGATION FOR EASY USER FLOW**
 - **GREAT NAVIGATION IS THE ROADMAP THAT GUIDES USERS THROUGH YOUR WEBSITE EFFORTLESSLY**
 - **OPTIMIZE SPEED AND PERFORMANCE**
 - **NOBODY LIKES SLOW WEBSITES - THE FASTER THE LOAD TIME, THE HAPPIER THE USER, THE MORE LIKELY THEY'LL STICK AROUND**
 - **CREATE A COHESIVE AND CONSISTENT DESIGN**
 - **CONSISTENCY BUILDS TRUST AND CREATES A MEMORABLE USER EXPERIENCE**
 - **EMPHASIZE USABILITY WITH CLEAR CALL-TO-ACTION (CTA)**
 - **A POWERFUL CTA IS THE DIFFERENCE BETWEEN A CURIOUS VISITOR AND COMMITTED USER**
 - **IMPLEMENT USER FEEDBACK MECHANISMS**
 - **HAVE AN OPEN EAR TO YOUR USERS - MAKE IT EASY FOR THEM TO GIVE FEEDBACK (AND LISTEN TO THAT FEEDBACK!)**





FIGMA 101



WHAT IS FIGMA?

- FIGMA IS A COLLABORATIVE DESIGN TOOL THAT ALLOWS TEAMS TO CREATE, PROTOTYPE, AND SHARE DIGITAL DESIGNS ALL IN ONE PLACE.
- FAST FACTS:
 - FOUNDED IN 2012
 - FOUNDERS: DYLAN FIELD & EVAN WALLACE
 - INITIAL RELEASE: SEPT. 27TH, 2016
 - ADOBE ATTEMPTED TO MERGE WITH FIGMA FOR \$20 BILLION IN 2022, CRITICIZED ON ANTITRUST GROUNDS AND LATER ABANDONED IN 2023





HANDS-ON DEMO /W FIGMA



FILL OUT THE SIGN IN FORM IF YOU HAVE NOT ALREADY!

```

<div class="container">
  <div class="row">
    <div class="col-md-6 col-lg-8"> <!-- _____ BEGIN NAVIGATION
    <div id="nav" role="navigation">
      <ul>
        <li><a href="index.html">Home</a></li>
        <li><a href="home-events.html">Home Events</a>
        <li><a href="multi-col-menu.html">Multiple Columns
        <li class="has-children"> <a href="#" class="cur
          <ul>
            <li><a href="tail-button-header.html">Tail Button Header
            <li><a href="image-logo.html">Image Logo
            <li class="active"><a href="tail-logo.html">Tail Logo
          </ul>
        </li>
        <li class="has-children"> <a href="#">Carousels</a>
          <ul>
            <li><a href="variable-width-slider.html">Variable Width Slider
            <li><a href="image-slider.html">Image Slider
          </ul>
        </li>
      </ul>
    </div>
  </div>
</div>

```





THANK YOU!

