Practical No. 1

Title - Design User Persona for the Users of Selected Product / System

Objective

To understand the process of creating user personas that represent target users for a selected product/system, enabling user-centred design.

Tools Used

Google Forms / Surveys for user research, Canva or Figma for persona visualization.

Theory

A **user persona** is a fictional representation of an ideal user based on real data and research. It includes details such as demographic information, goals, motivations, and pain points. Creating user personas helps designers and developers to:

- Understand user behavior and expectations.
- Design more personalized and intuitive interfaces.
- Make informed design decisions that align with real user needs.

Procedure:

1. **Select a Product/System:**
   The selected product for this experiment is an **Online Food Delivery App** (e.g., Zomato, Swiggy).
2. **Conduct User Research:**
   A short **survey** was conducted using Google Forms with 10

participants aged between 20–35 years. The survey included questions about ordering frequency, food preferences, and delivery experiences.

3. **Collect Data:**
   Information was collected on:
   - **Demographics:** Age, gender, occupation.
   - **Behavioral Patterns:** Frequency of online food orders, preferred cuisines, payment methods.
   - **Motivations & Goals:** Why they use online food apps (e.g., convenience, offers, variety).
   - **Pain Points:** Common problems faced (e.g., late delivery, extra charges).
4. **Analyze Responses:**
   Survey results were analyzed to identify common patterns, needs, and frustrations among users.
5. **Design the Persona Card:**
   Based on the data, a **user persona** was designed in **Canva**, summarizing key insights in a visual format.

Example Persona

Name: Riya Sharma
Age: 26 years
Occupation: Software Engineer
Location: Pune, India

Goals:

- Quick, affordable, and healthy meal options during work hours.
- Easy app navigation and reliable delivery tracking.

Pain Points:

- Late deliveries during peak hours.
- Hidden delivery charges or unclear pricing.

Motivation:

- Convenience, variety of cuisines, and time-saving options.

Behavioral Traits:

- Orders 3–4 times a week.
- Prefers digital payments and scheduled deliveries.

Result

A detailed **user persona** was successfully created for an online food delivery app.
This persona provides valuable insights into the user's needs, behaviors, and frustrations, which can guide **UI/UX design decisions** for developing user-friendly and efficient applications.

Conclusion

The experiment helped in understanding how **user personas** act as a crucial tool in user-centered design.
It allows designers to empathize with users, prioritize features based on real needs, and enhance the overall user experience.

Practical No. 2

Title- Design a Wireframe for an Online Learning Platform

Objective

To design a **wireframe layout** for an online learning platform that includes key features such as course listings, video lectures, quizzes, and progress tracking.
The purpose of this practical is to understand the process of structuring an interface before the final design phase using **low-fidelity wireframes**.

Tool Used

- **Figma:** A collaborative UI/UX design tool used for creating digital wireframes, prototypes, and layouts.

Theory

A **wireframe** is a visual guide that represents the skeletal framework of a website or application.
It helps designers plan the structure, layout, and navigation before adding visual elements such as colors, images, or typography.
Wireframing focuses on **usability**, **content placement**, and **information flow**, ensuring that user interactions are intuitive and efficient.

Advantages of Wireframing:

- Provides a clear visual structure of the interface.
- Saves time and effort by identifying design issues early.

- Enhances collaboration between designers, developers, and stakeholders.
- Acts as a blueprint for the final design.

Procedure

1. **Open Figma**
   Launch Figma and create a new design project named **"E-learning Platform."**
2. **Create Wireframes for Key Pages**
   - **Home Page:**
     Includes featured courses, search bar, and course categories.
     Simple card layout used for course previews.
   - **Course Details Page:**
     Displays video lecture section, instructor information, course outline, and enrollment button.
   - **Quiz Page:**
     Designed with multiple-choice questions (MCQs), timer, and submit button.
   - **Progress Dashboard:**
     Shows completed courses, ongoing lessons, and earned certificates.
3. **Add Navigation Elements**
   Include a **top navigation bar** (Home, Courses, Dashboard, Profile) and a **sidebar** for quick access to course materials.
4. **Maintain Layout Consistency**
   Use a uniform **grid system** to ensure alignment and visual balance across all pages.
5. **Use Placeholders**
   Represent text with grey boxes and images with rectangles to maintain focus on structure rather than design aesthetics.

Result

Basic **wireframes for an online learning system** were successfully created using **Figma**.
The wireframes illustrate a user-friendly layout that ensures easy navigation, clear content organization, and accessibility for learners.

Conclusion

This practical demonstrated the importance of **wireframing** in the early stages of UI/UX design.
By structuring the layout before adding visual design, designers can better understand user flow and ensure the platform provides an effective learning experience.

Practical No.3

Title- Designing a Social Fitness App – Wireframes & Prototype

Objective

To design a **social fitness app prototype** that allows users to track workouts, set fitness goals, and engage socially with friends.
The practical focuses on creating **interactive wireframes** that demonstrate user flow and core functionalities.

Tool Used

- **Figma:** For designing wireframes and building interactive prototypes.

Theory

A **prototype** is an interactive representation of a product's interface that simulates user interactions.
It allows designers to test workflows, navigation, and functionality before development.
In app design, **wireframes** define structure, while **prototypes** make the design interactive and closer to a real user experience.

Benefits of Prototyping:

- Validates design ideas early.
- Improves usability by identifying navigation or layout issues.
- Enhances collaboration with stakeholders and developers.
- Provides a visual and interactive guide for the final product.

Procedure

1. **Create Wireframes for Key Screens**
    - **Login / Sign-up Page:** Simple forms for user authentication and account creation.
    - **Workout Tracker:** Log exercises, track calories burned, and visualize workout history.
    - **Goals Page:** Set daily or weekly fitness goals with progress indicators.
    - **Social Feed:** Display friends' updates, likes, comments, and achievements.
    - **Profile Page:** Show personal stats, completed workouts, badges, and achievements.
2. **Add Interactivity**
   Link wireframes to create an **interactive prototype**, enabling navigation between screens (e.g., Login → Dashboard → Workout Tracker).
3. **Maintain Consistency**
   Apply uniform **icons, buttons, and colors** to maintain clarity and usability throughout the app.
4. **Test User Flow**
   Simulate typical user actions to ensure intuitive navigation and smooth transitions between screens.

Result

An **interactive prototype** for a social fitness app was successfully developed in Figma.
The prototype demonstrates key functionalities, including **workout tracking, goal management, and social engagement**, providing a realistic user experience.

Conclusion

This practical highlighted the importance of combining **wireframes and prototyping** in mobile app design. Interactive prototypes allow designers to visualize user interactions, validate app functionality, and enhance user engagement before actual development.

Practical No.4

Title- Design a User Interface for a Recipe Finder Application

Objective

To design a **user interface (UI)** for a recipe finder application that enables users to search recipes by ingredients, dietary restrictions, or categories.
The practical focuses on creating a visually appealing and user-friendly interface that enhances user experience.

Tool Used

- **Figma:** For designing the user interface and organizing visual elements.

Theory

A **user interface (UI)** is the point of interaction between the user and the application.
Effective UI design ensures **ease of use, visual clarity, and intuitive navigation**.
In applications like recipe finders, UI design plays a crucial role in helping users quickly access recipes, follow instructions, and save favorites.

Key Principles of UI Design for Recipe Apps:

- Clear and consistent layout.
- Easy navigation between search, recipe details, and instructions.
- Visual hierarchy for readability (titles, ingredients, steps).

- Interactive elements such as buttons and icons for actions like saving recipes.

Procedure

1. **Create New Project**
   Launch Figma and create a new project named **“Recipe Finder App.”**
2. **Design Main Pages**
   - **Home / Search Page:** Allows users to search recipes by ingredients or categories.
   - **Recipe Details Page:** Displays ingredients, cooking time, difficulty, and nutritional info.
   - **Cooking Instructions Page:** Step-by-step guide for preparing the recipe.
   - **Favorites Page:** Shows recipes saved by the user for future reference.
3. **Add Interactive Elements**
   - Include a **“Save Recipe” button** on recipe details for easy bookmarking.
   - Use **image placeholders** for food images to visualize layout.
4. **Maintain UI Consistency**
   Ensure a **clean, colorful, and readable interface** with consistent fonts, buttons, and spacing.

Result

A functional **recipe finder UI** was successfully designed in Figma.

The interface allows users to search for recipes, follow cooking instructions, and save favorites, providing a **smooth and engaging user experience**.

Conclusion

This practical demonstrated the importance of **UI design** in creating intuitive and visually appealing applications.
A well-structured interface helps users easily navigate through recipes, enhancing usability and engagement.

Practical No.5

Title- Improving the User Interface of a Fitness Tracking App

Objective

To enhance the **user interface (UI)** of a fitness tracking application, focusing on **simplicity, clarity, and motivational design**.
The goal is to create a visually appealing, intuitive interface that encourages user engagement and habit formation.

Tool Used

- **Figma:** For redesigning screens and improving visual elements of the app interface.

Theory

Improving an existing UI involves analyzing the current design, identifying usability issues, and implementing enhancements. Key aspects include:

- **Simplicity:** Reducing visual clutter for easy navigation.
- **Clarity:** Clear presentation of data such as steps, calories, and goals.
- **Motivational Design:** Using colors, icons, and gamification elements to encourage user engagement.

Gamification in Fitness Apps:
Gamification motivates users by providing progress indicators, badges, streak counters, and rewards, which increase adherence to fitness routines.

Procedure

1. **Analyze Existing Fitness App**
   Review a popular fitness app to understand strengths and weaknesses of its interface.
2. **Identify Improvement Areas**
   - Complex navigation.
   - Unclear visuals or data presentation.
   - Lack of motivation or engagement elements.
3. **Redesign Screens in Figma**
   - **Dashboard:** Clear daily stats with intuitive layout.
   - **Goal Setting:** Progress bars and visual indicators for daily/weekly goals.
   - **Activity Log:** Simplified tracking of workouts and calories.
   - **Progress Visualization:** Charts, badges, and motivational feedback.
4. **Enhance Visual Appeal**
   - Use motivational colors such as greens and blues.
   - Apply clear icons and minimal text for readability.
   - Integrate **gamification elements** like streak counters, badges, and achievement notifications.

Result

An improved **fitness tracking UI** was successfully designed in Figma, featuring:

- Intuitive and easy-to-navigate layout.

- Clear visualization of stats and progress.
- Motivational and engaging design elements to enhance user adherence.

Conclusion

Through these practical exercises, the complete **UI/UX design process** was explored — from creating **user personas** to **wireframes, prototyping, and interface improvement**.
These exercises helped develop:

- **Design thinking skills**
- **User empathy**
- **Visual communication abilities**
- Understanding of **interactive and motivational design principles**