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TE Comps

ITL Lab

Batch A

Experiment - 2

Aim: Design UX for a given problem definition by using open source UX tools

Tasks:

1. Choose a problem definition for an application (no restrictions).
2. Create at least 6 (Minimum) wireframes for the chosen application following the 5 principles of UI/UX design described below.

Theory:

The core elements of User Experience Design (5 planes) are:

Strategy:

During this phase, the experience designer ascertains the business and user goals by conducting Stakeholder Interviews, Competitor Reviews, User Research, and Existing Product Audit. The following are some of the key questions he tries to get answers during this phase:

1. What should the product accomplish for the business?
2. How does this product fit with the company's business strategy?
3. How should this product be differentiated from the product line?
4. Why do customers use a product like this one?
5. What do customers complain about most often?

When building a B2B product, the designer asks the following questions to the stakeholders

1.Tell me about your background and role.
2. What makes a good workday for you?

3. What are the different groups and roles involved in the process? How do they work together?
4. What are the biggest problems and inefficiencies?
5. Tell me about other systems that work with this process.

When building a B2C product, the designer asks the following questions to the target audience

1. What makes a good experience to you (in the context of product usage)?
2. What things would you usually do first here? Why?
3. How often do you use this product?
4. What do you use it for most often?
What things do you use before, during and after this product?

Scope:

Scope and Trade-offs are essential to strategy. They create the need for choice and they purposefully limit what a company offers"

– Michael Porter, Harvard Business Review

Defining the scope forces all players to address potential conflicts – before time is invested in designing and building. Documenting scope provides a reference point for work to be done and a common way to describe that work. Documentation doesn't have to be epic, but just a common understanding of features, schedules, and milestones. While trade-off is necessary to scope the work, in order to deliver continuous value (the long WOW), the designer needs to figure out how to systemically impress the customers over the life of their relationship with the product.

Follow these simple steps to make this happen:

- Pack in features upfront
- Unfold new experiences over time
- Continuously evolve and integrate

Structure:

Interaction Design (IxD) and Information Architecture (IA) are the key components

which define the structure of the product being designed.

IxD strives to create meaningful relationships between people and the products by the following:

- It effectively communicates interactivity and functionality
- It reveals simple and complex workflows
- It informs users about state changes
- When done right, it prevents errors

IxD revolves around the following principles:

- Consistency helps people use what they know
- Visibility of opportunities can invite interaction
- Learning is easier when predictions are accurate
- Feedback facilitates learning

IA helps organize, categorize and prioritize content. A good IA will help

Navigate efficiently and effectively
Discover new content on repeat usage
Persuade user to perform the intended action

The following are the different types of Information Architectures:

1. Hierarchical Tree – Standard structure with an index page and a series of sub-pages
2. Hub & Spoke – Central Index (Hub) and user navigate out from here
3. Nested List – Linear path for the user to navigate to more detailed content
4. Bento Box (Dashboard) – Displays portions of related content on the main screen
5. Filtered View – Allows a user to create an alternate view from a specific information set

Skeleton:

To most people, UI is the system. A well-designed UI allows people to start using it immediately with little or no help. Building the UI equals performing Interface Design, Navigation Design, and Information Design.

With the help of the following, success in UI design comes from the balance between visual form and technical function

1. You have to give people the things they need or want
2. You have to give it to them when and where they want it
3. You have to deliver it in a visual format that ensures they can (and want to) access all of
it

The 10 core principles for great UI design are:

1. Predictability
2. Consistency
3. Progressive Disclosure
4. Intuitiveness or Single-trial learning
5. Context & Relevance
6. Navigability
7. Information Hierarchy, Scent & Depth
8. Conventions & Metaphors

9. Occam's razor – The simplest solution usually tends to be the correct one
10. Hick's Law – Every additional choice increases the time required to make a decision

Surface:

The visual language indicates context and conveys information through the following

1. Layouts
2. Typography
3. Color
4. Imagery
5. Sequencing
6. Visual Identity/Brand

The following are the basic principles of effective visual design

1. Organize – Provide the user with a clear and consistent conceptual structure
2. Economise – Do the most with least amount of visual cues
3. Communicate – Match the presentation to the expectations and capabilities of the user.

Problem Statement: Creating a website like Tinder to connect Investors with Startups for easy funding.

Software Used: Adobe XD.

Wireframe:
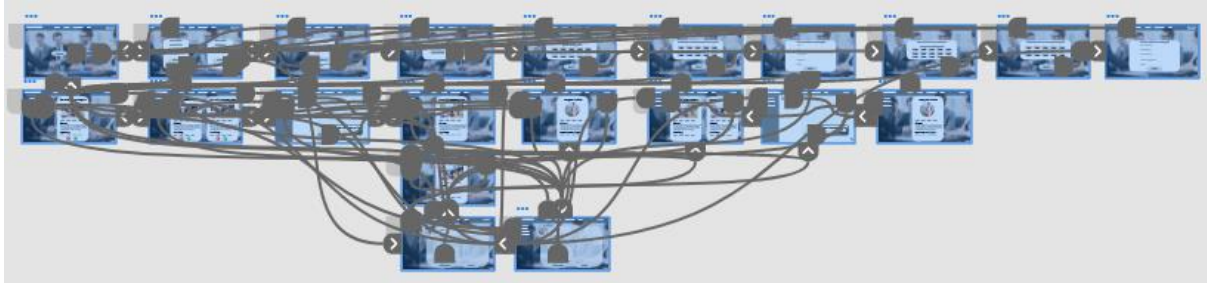
Design:

Home Page:

Consists of login and sign up options.
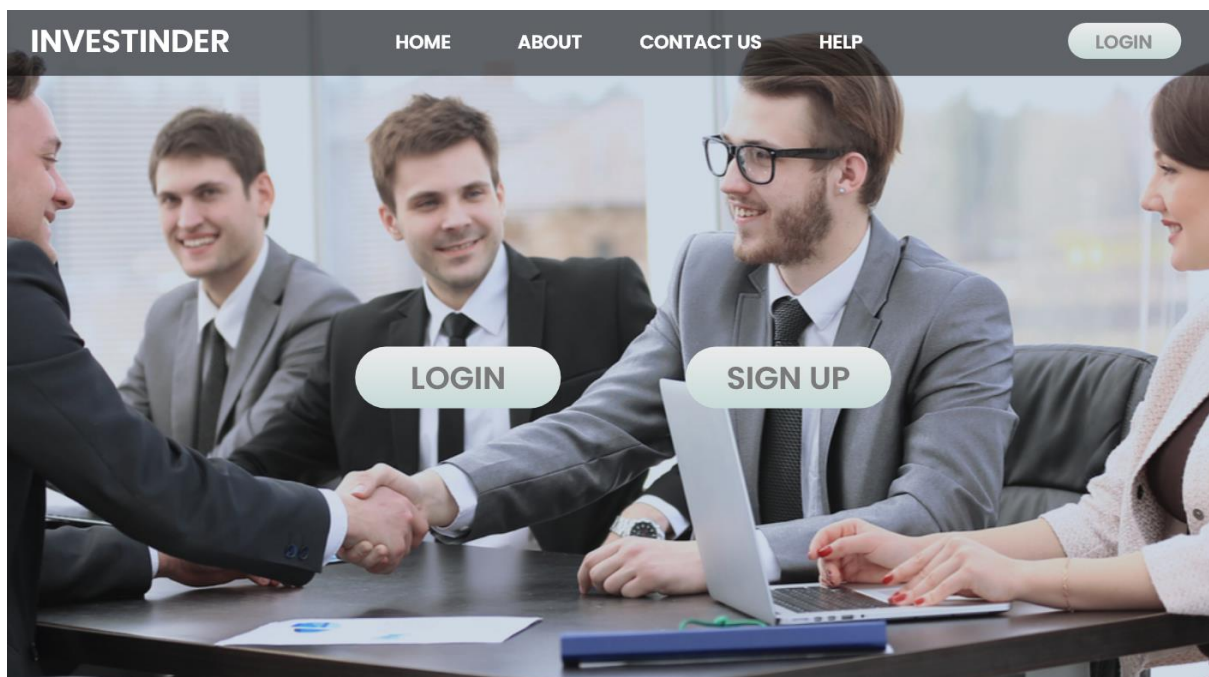
Login:

Here we get an option to login as an investor or as a startup.
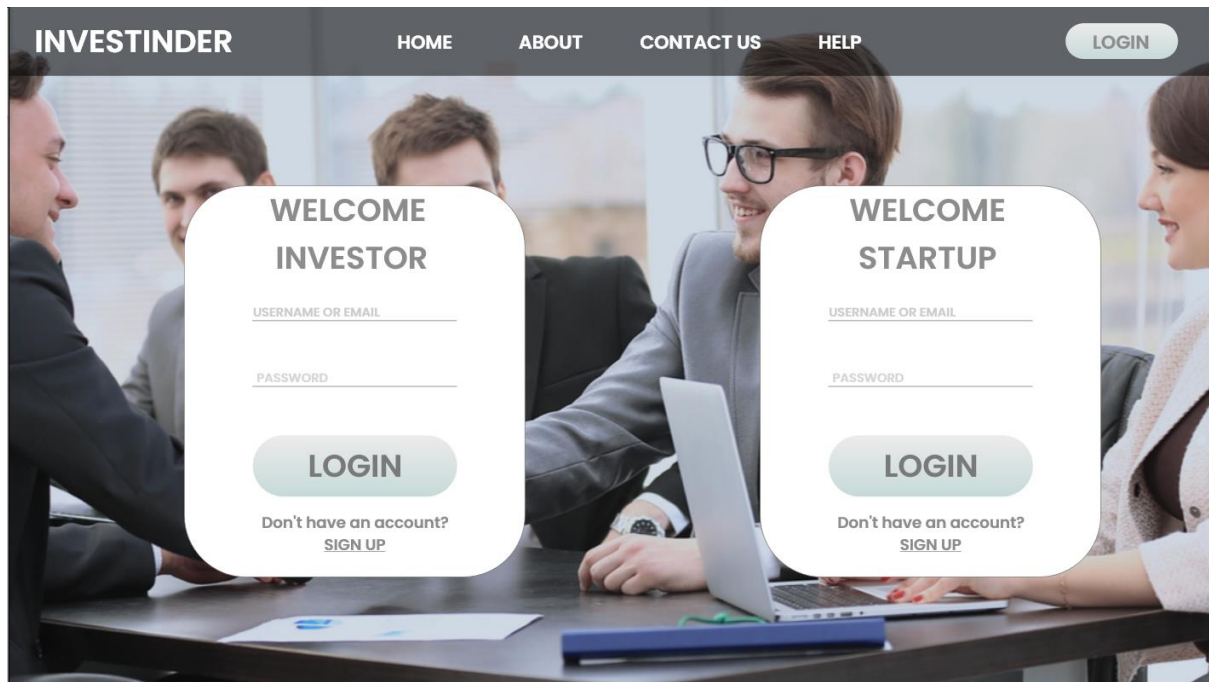
Investor Login:

Here we get directed to the profile page of the investor where they can update their information.
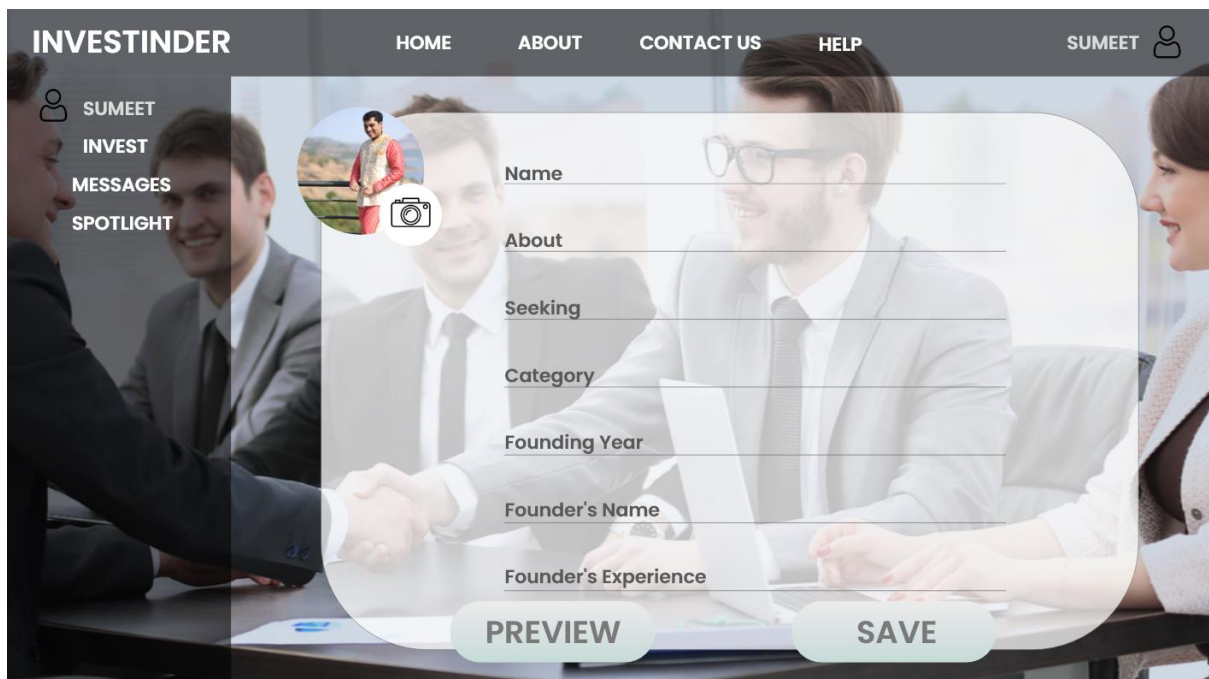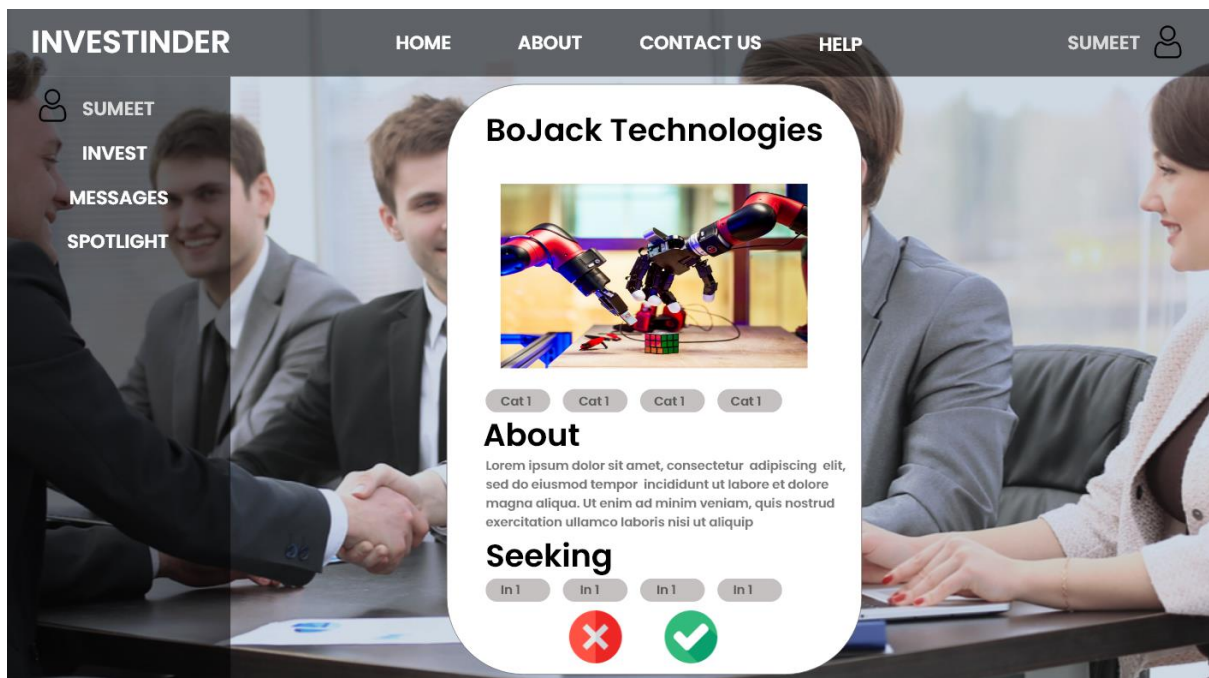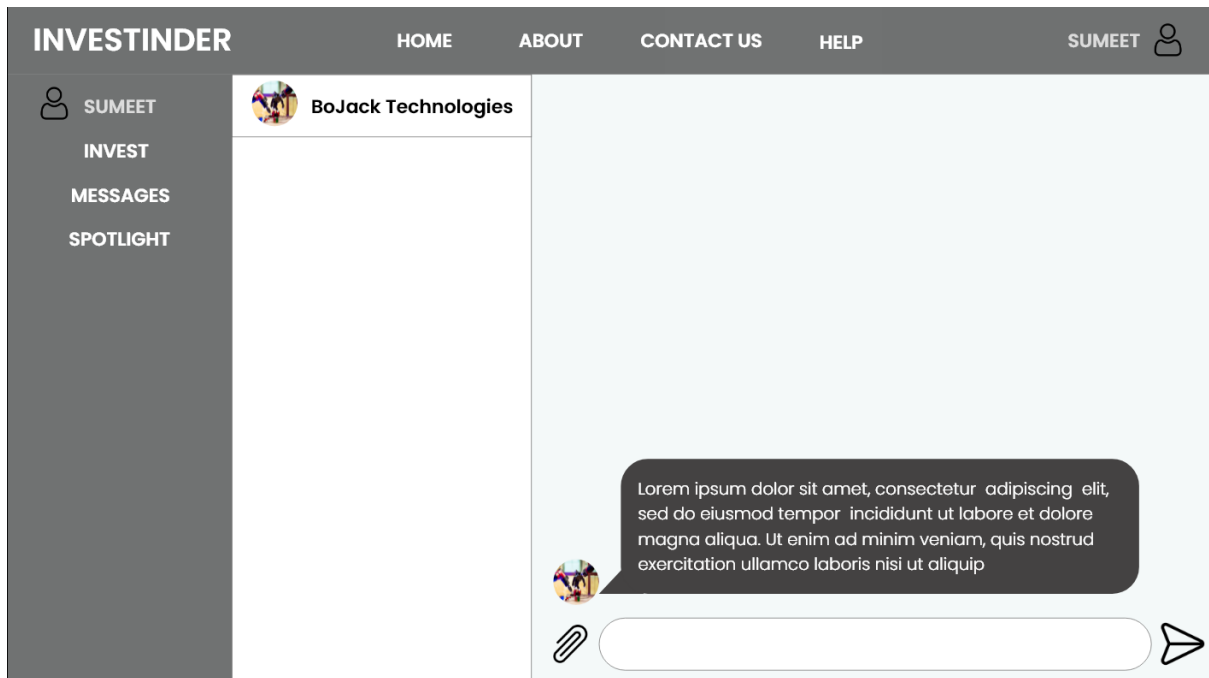

Preview:

On clicking on Preview, the investor can see how his profile looks.
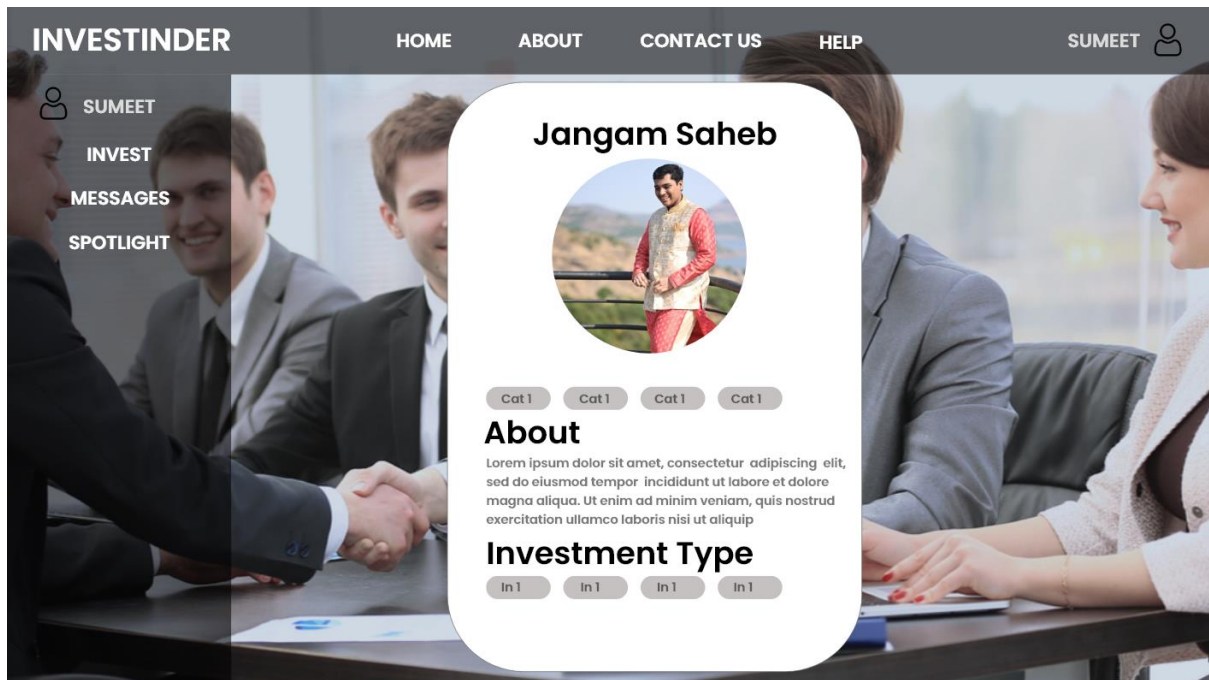
Invest:

On clicking on Invest the investor can see a variety of startups one at a time that matches their investment and either click on like or dislike depending on where they want to invest.

Messages:

If the investor likes the startup he can then move to messages to talk to them.

Clicking on picture in messages:

The investor can view the startup's information.
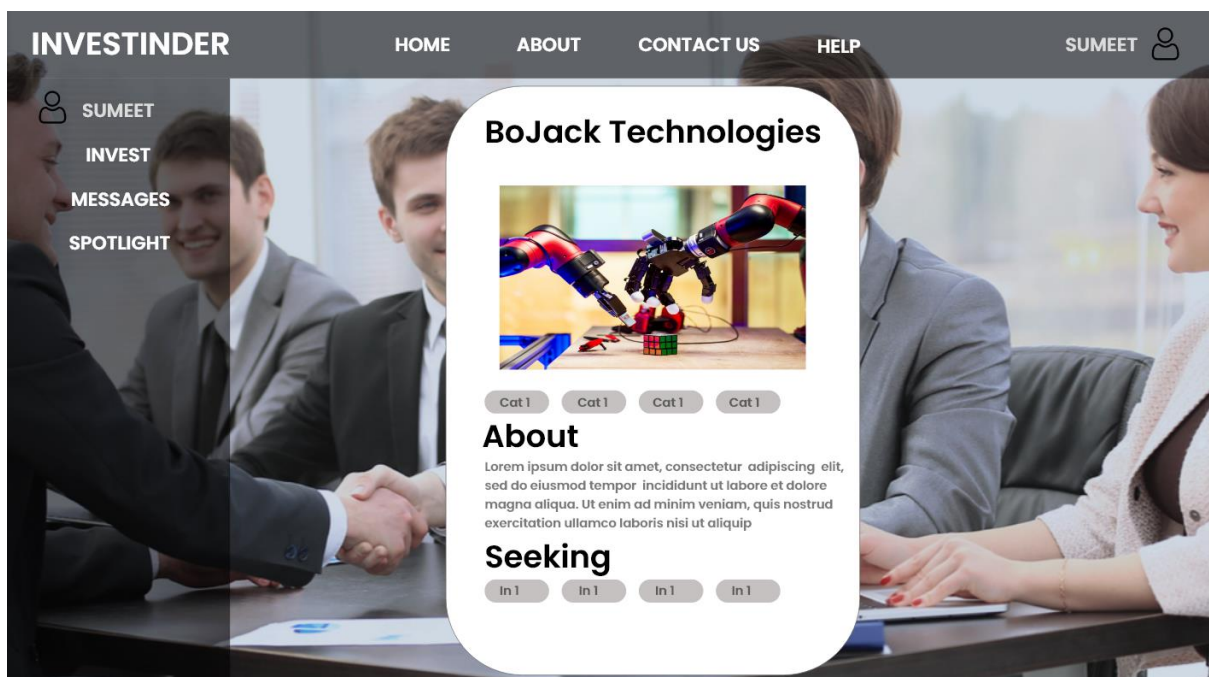
Spotlight:

Here, the startups will pay an amount to be featured as a selected few startups and will be visible at all times unlike other startups who may or may not be visible to the investors.
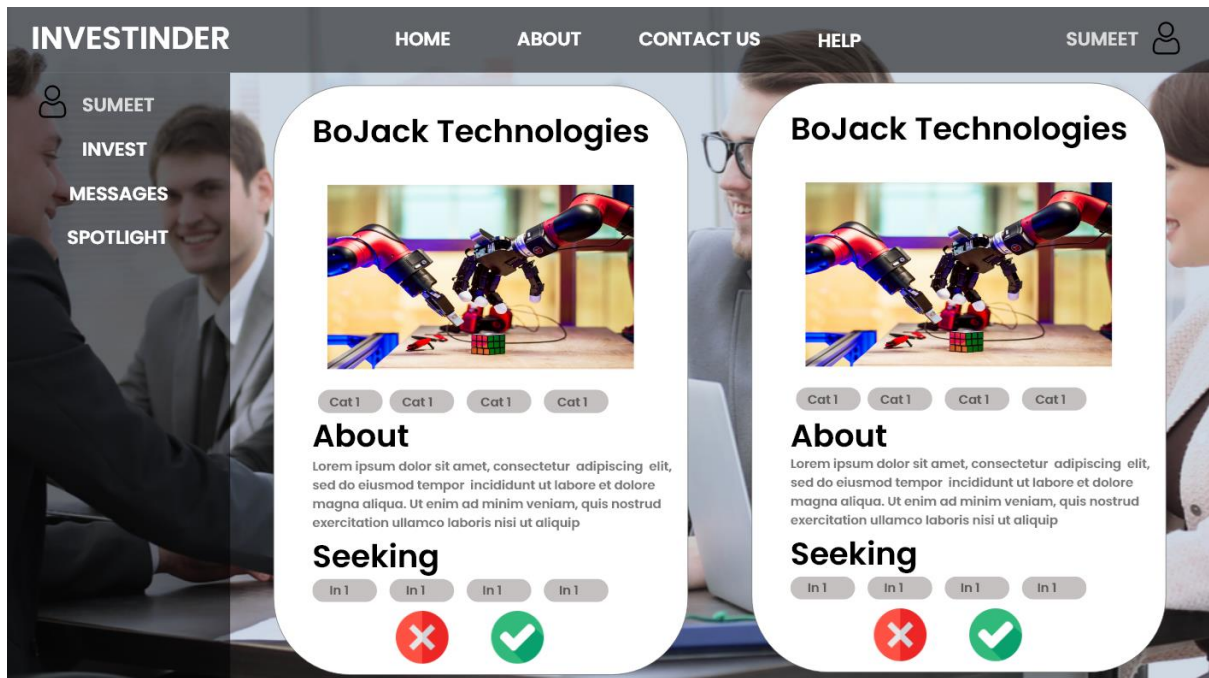
Clicking on profile name of investor:

It takes them to their profile where they can edit their information.
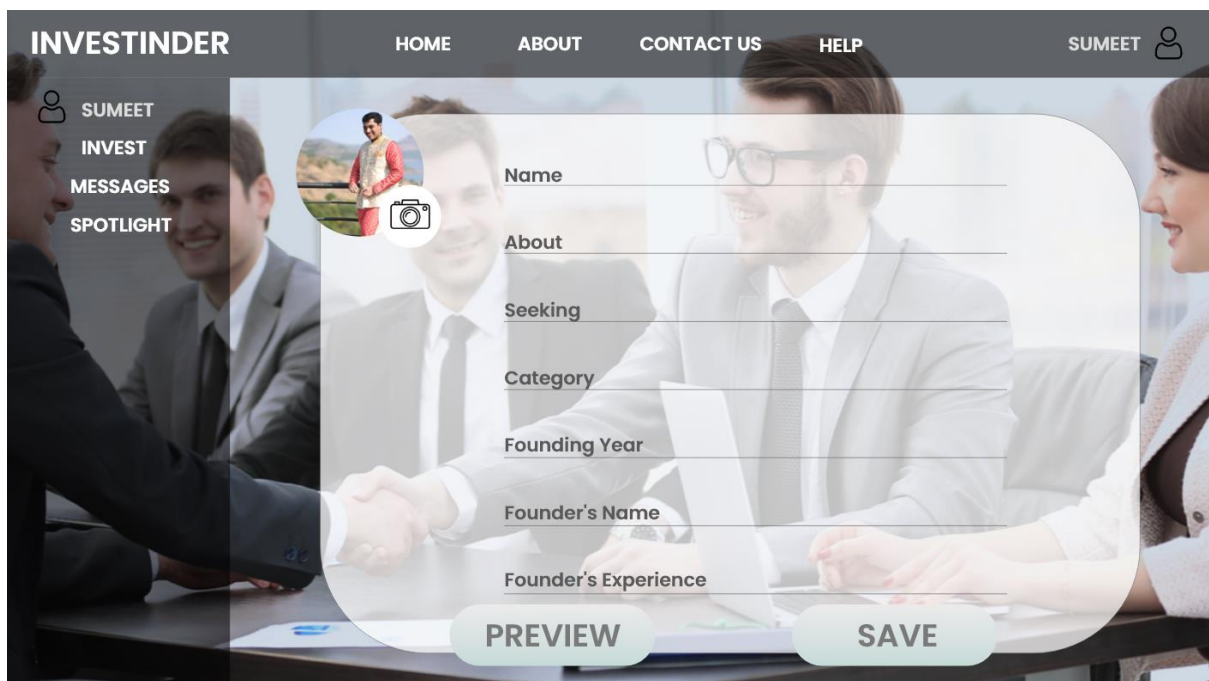
Startup Login:

It takes the startup to their profile where they have an option to edit their information.

Preview:

Same as investor.
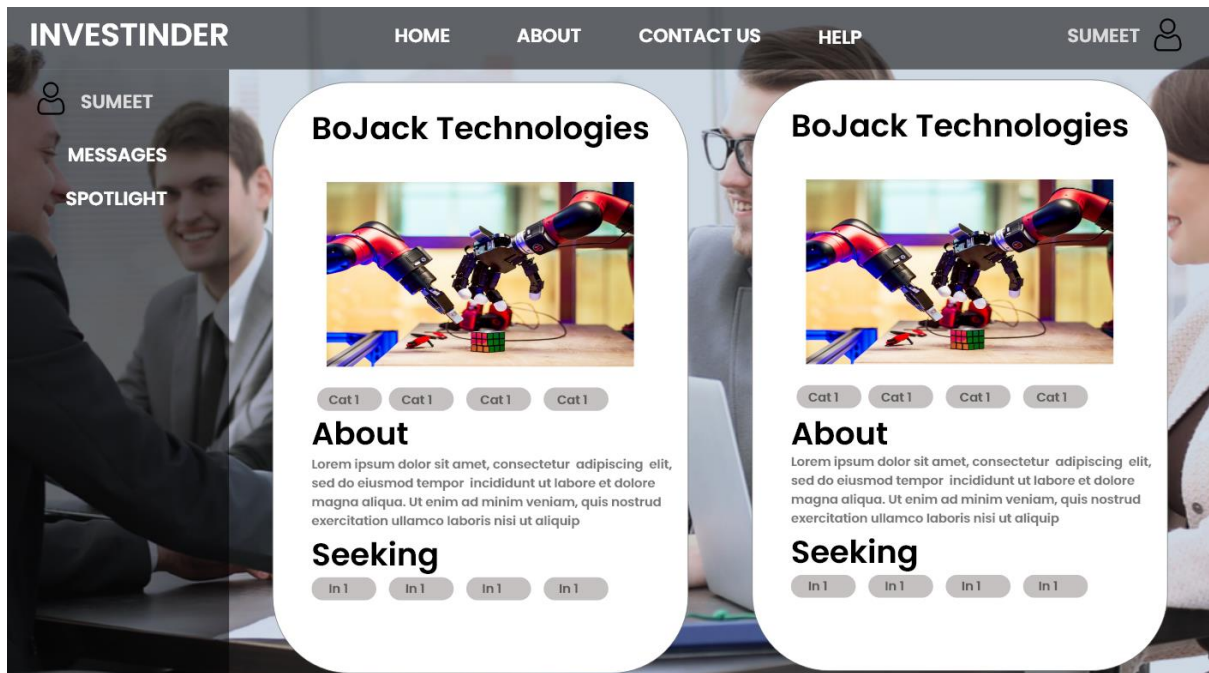

Messages:

Same as investor.
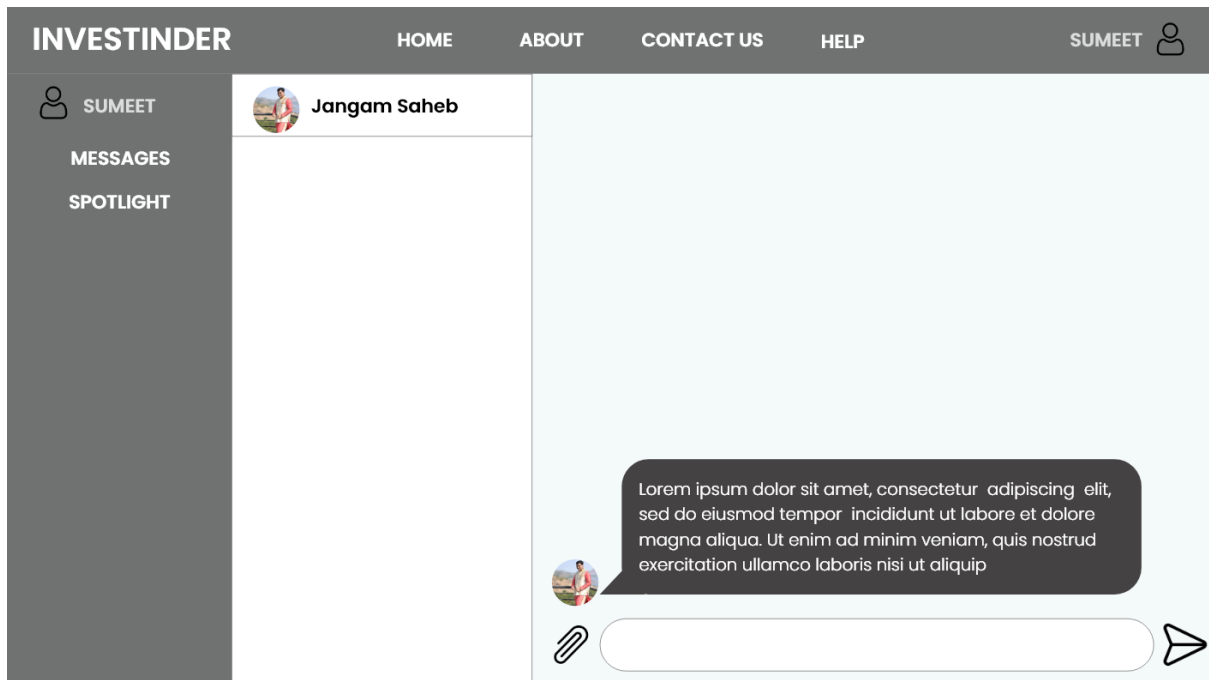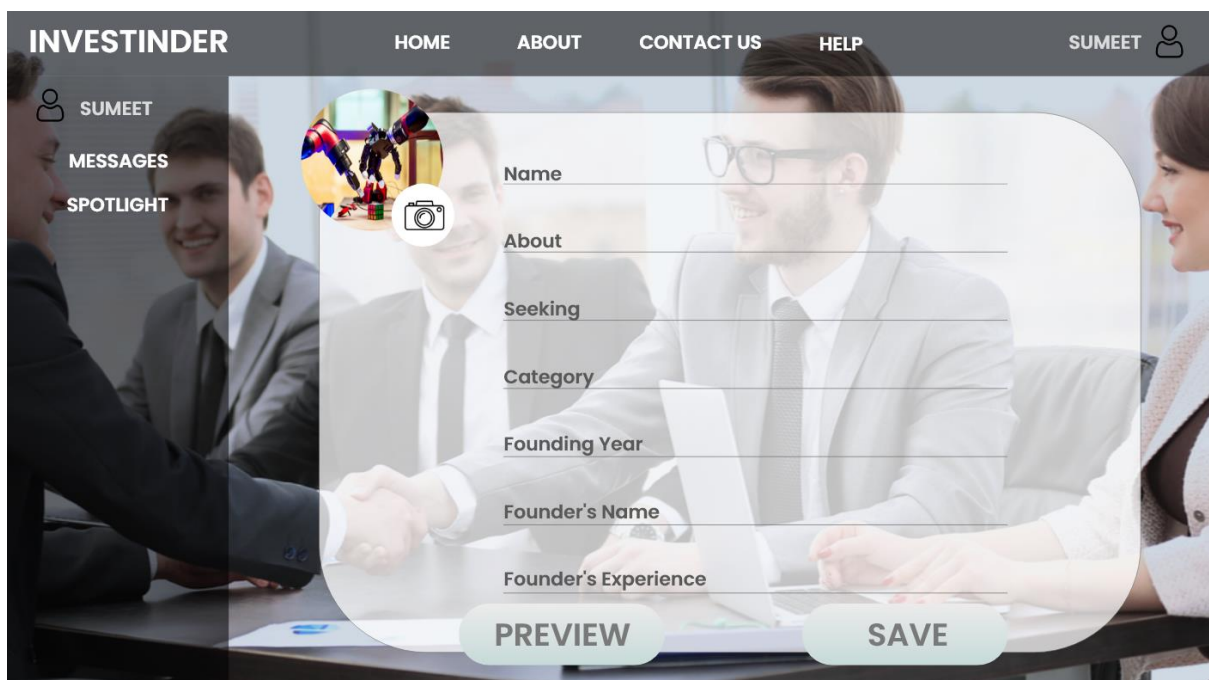
Clicking on picture:

Same as investor.
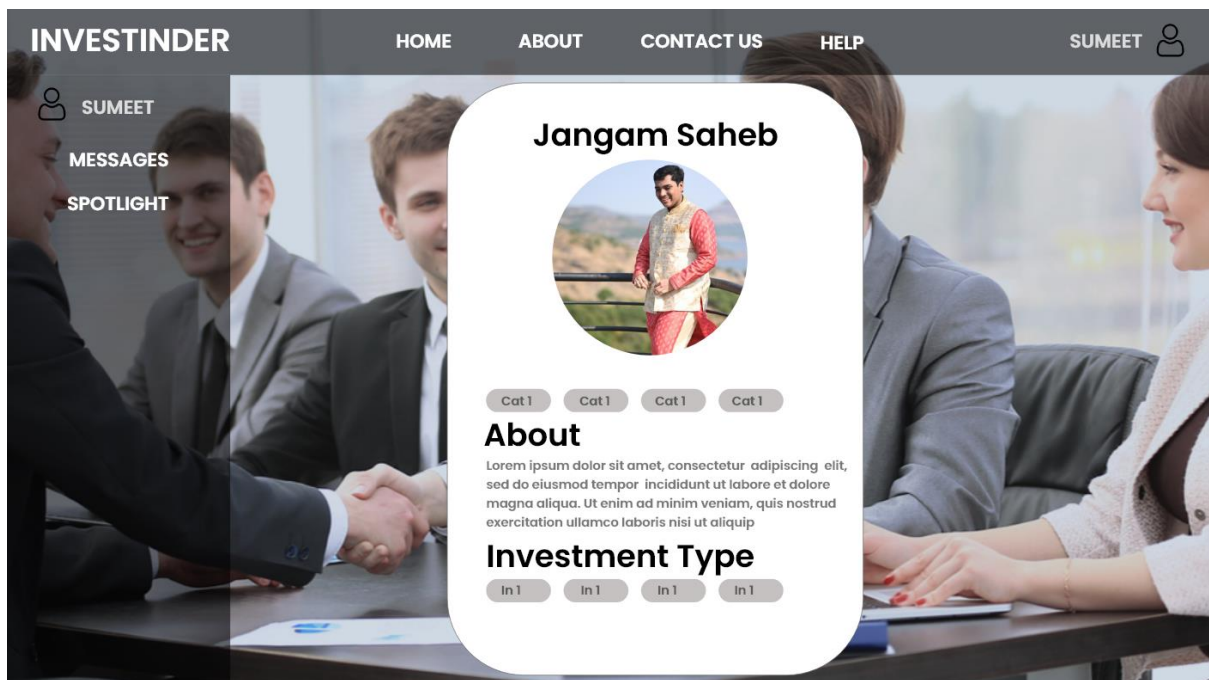
Spotlight:

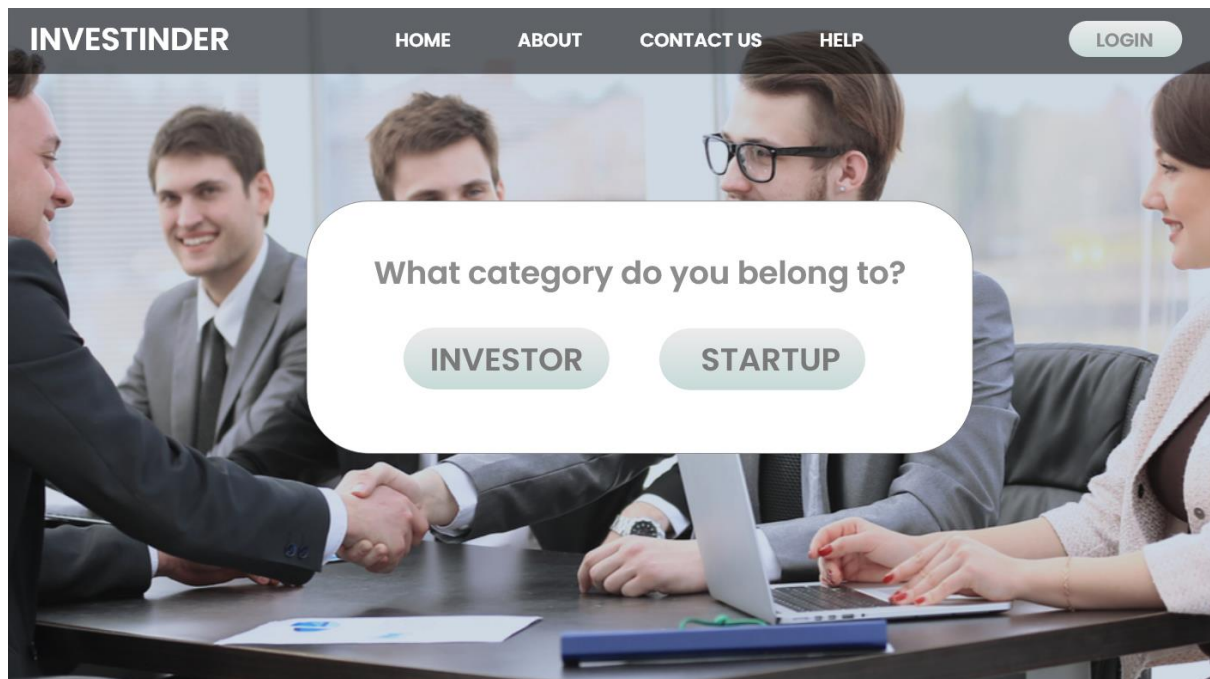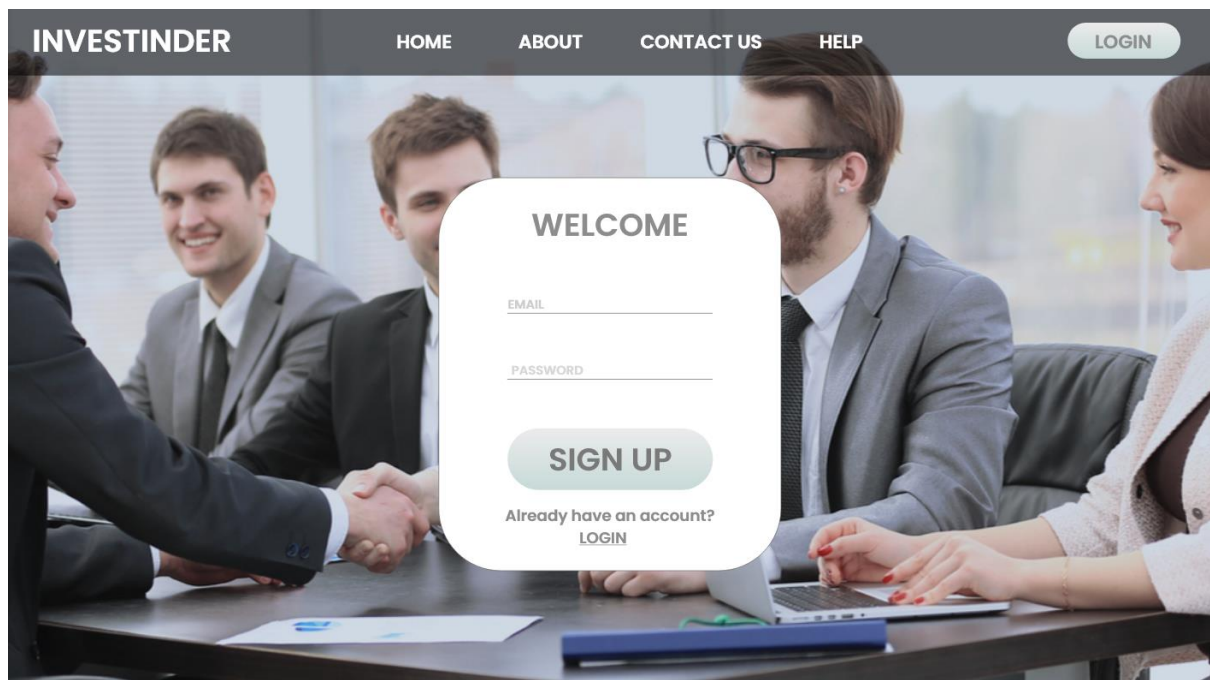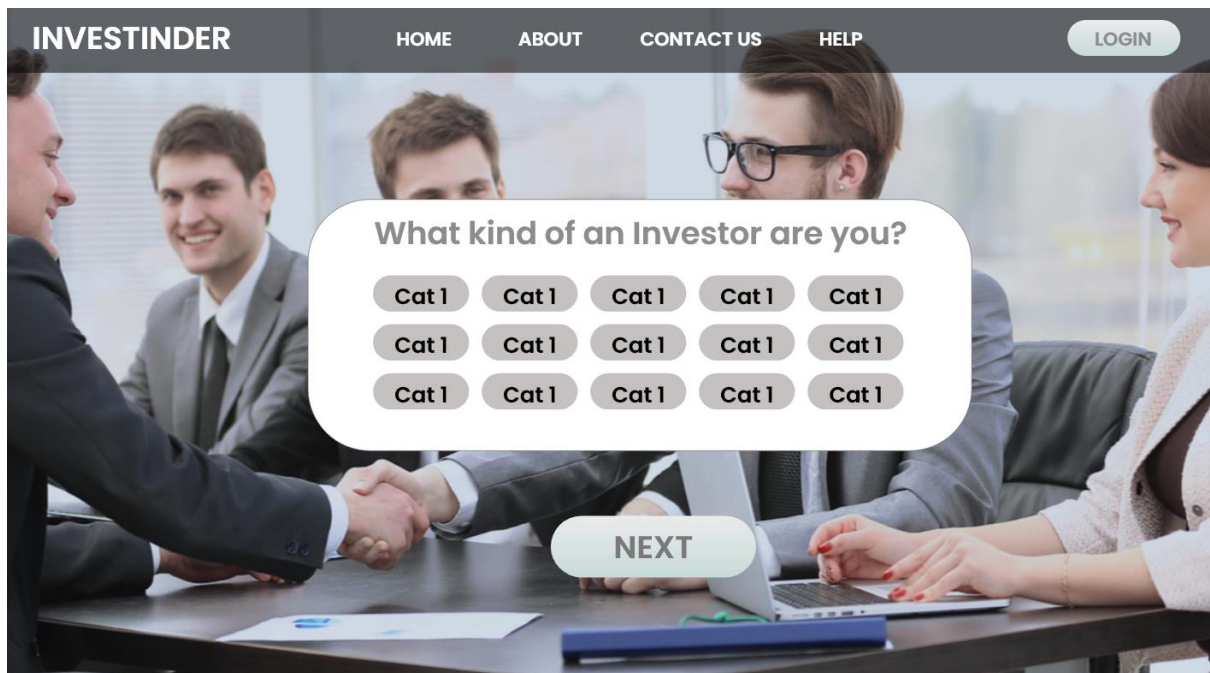Same as investor accept startup doesn't get to like or dislike.
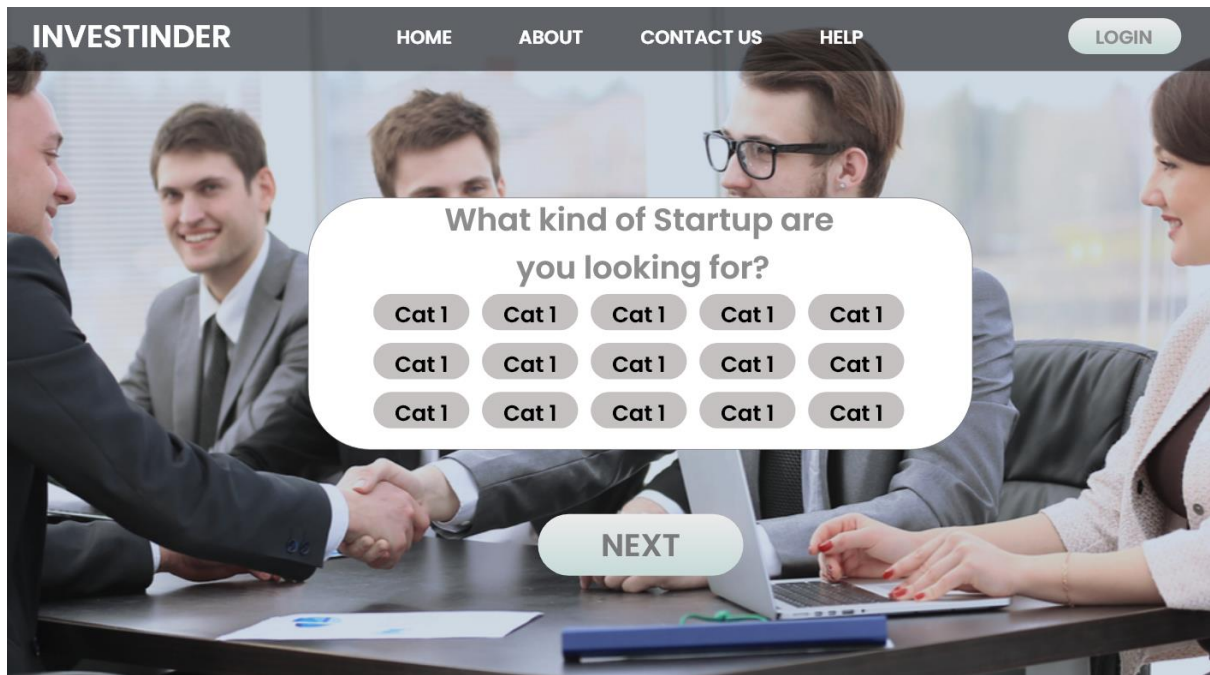
Clicking on profile name:
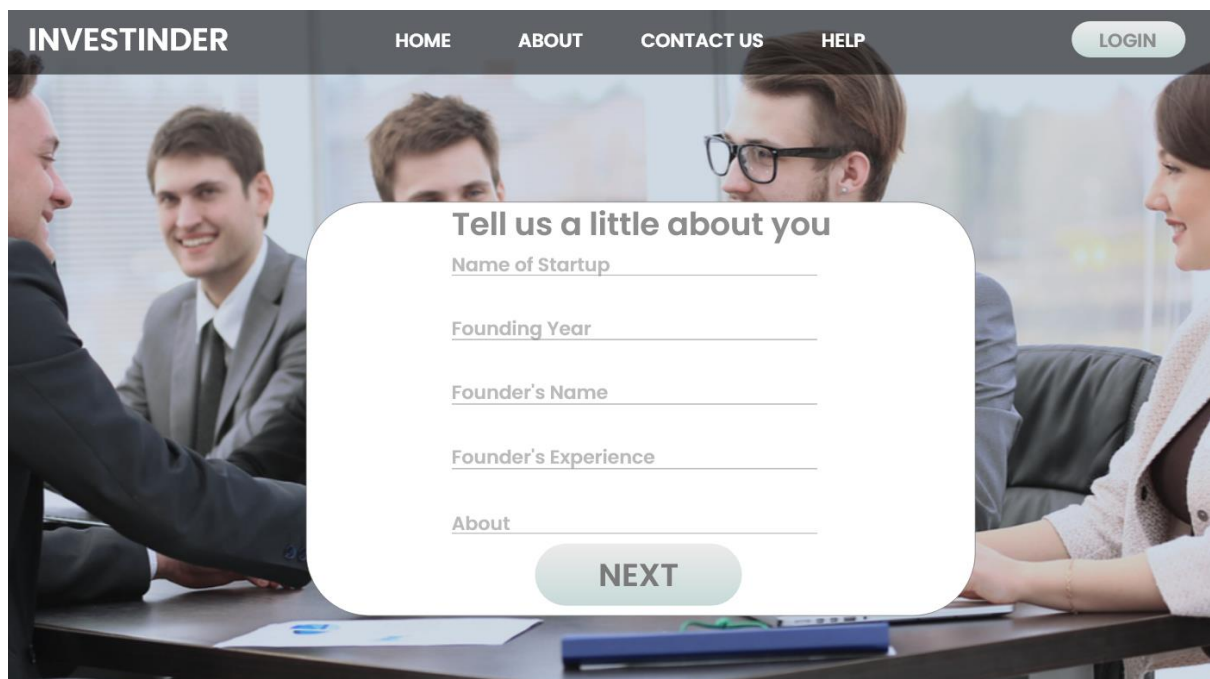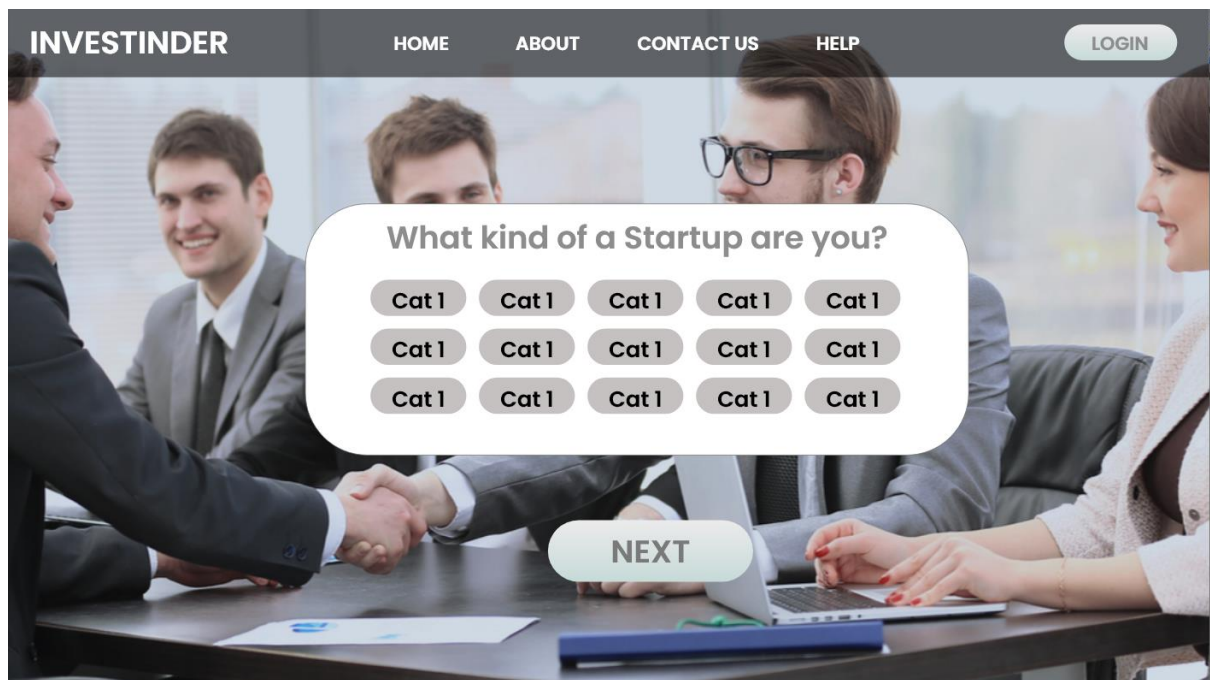
Same as investor, takes you back to profile.

Sign Up:

Investor Sign Up:

INVESTINDER

What kind of Startup are you looking for?

Cat 1	Cat 1	Cat 1	Cat 1	Cat 1
Cat 1	Cat 1	Cat 1	Cat 1	Cat 1
Cat 1	Cat 1	Cat 1	Cat 1	Cat 1

NEXT

INVESTINDER

What kind of an Investor are you?

Cat 1	Cat 1	Cat 1	Cat 1	Cat 1
Cat 1	Cat 1	Cat 1	Cat 1	Cat 1
Cat 1	Cat 1	Cat 1	Cat 1	Cat 1

NEXT

Startup Signup:

Conclusion:

Through this experiment I learnt how to operate Adobe XD and create a UI/UX design for a web app.