



Simple Steps to Great UI/UX



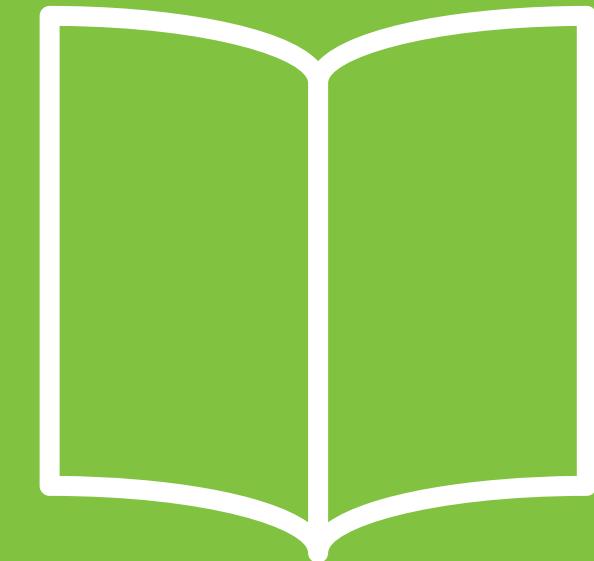
#UXLearn



Presented by Ellie Cachette, VP of Product Marketing @ecachette

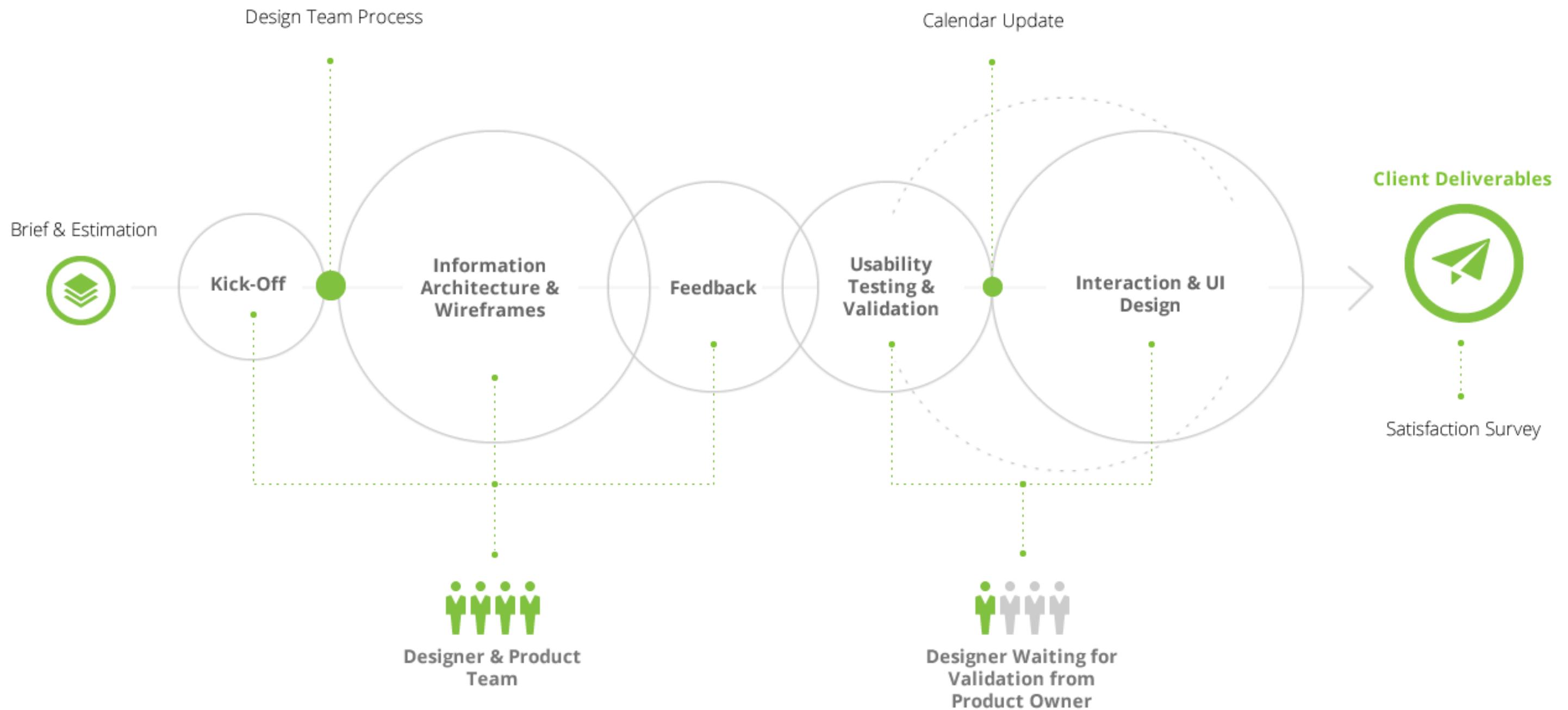
Agenda

- Problem
- UX vs UI
- Purposes of UX
- Purposes of UI
- Design Tools
- Summary



What is the problem?

Design Process with Agile Methodology & **Lean UX**



UX/UI

UX is how it works and
feels

UI is how it looks

- Popcorn
- Defrost
- 30 seconds





Boarding pass
SFO → SYD

Your flight
QA77

Passenger name
GLYNN-FINNEGAN / ADAM



Passenger
GLYNN-FINNEGAN / ADAM

Date
JANUARY 5, 2013

Passenger
GLYNN-FINNEGAN / ADAM

Flight Number
QA 77

Departure Airport
SFO / T2

Boarding
09:10 at D10

San Francisco to Sydney
Departing
09:40

Boarding Priority
1 2 3 4

Where's my seat?
A22

Departing
09:40

Where's my seat?
A22

Frequent Flyer
2073621200

1st Class





Boarding pass
SFO → AMS

Your flight
KLM39

Passenger name
GLYNN-FINNEGAN / ADAM



1

Passenger
GLYNN-FINNEGAN / ADAM

Date
JANUARY 5, 2013

Passenger
GLYNN-FINNEGAN / ADAM

2

Flight Number
KLM 39

Departure Airport
SFO / T2

Boarding
09:10 at D10

San Francisco to Amsterdam
Departing
09:40

3

Boarding Priority
1 2 3 4

Where's my seat?
A22



Departing
09:40

Where's my seat?
A22

Frequent Flyer
2073621000

Economy



- 1 For the airport staff
- 2 For the passenger PRE-BOARDING
- 3 For the passenger ON BOARD

UX-User Experience

UX, or user experience, is a measure of the ease and pleasure users enjoy when navigating a site.

Purpose Behind UX-User experience

- *Fulfill business goals
- 1. User acquisition
- 2. User Activation
- 3. User Retention

How UX solves problems



Usability

Visual
Design

Information
Architecture

User
Research

Content
Strategy

Interaction
Design

UX Components

1. User definition
2. User sitemaps
3. UserFlows
4. Wireframes

User Definition



Information Architecture

1.1 Sitemap - FuneralPath

Version 1
 Fri Apr 05 2013
 IA - FuneralPath.graffle

1.0 Home Page
 1.1 Sign Up Page (Form)
 1.2 Login Page

2.0 Dashboard
 2.1 Summary
 2.2 Notification Center
 2.2.1 FuneralHome's Answers
 2.2.2 Family&Friends Messages

3.0 Schedule

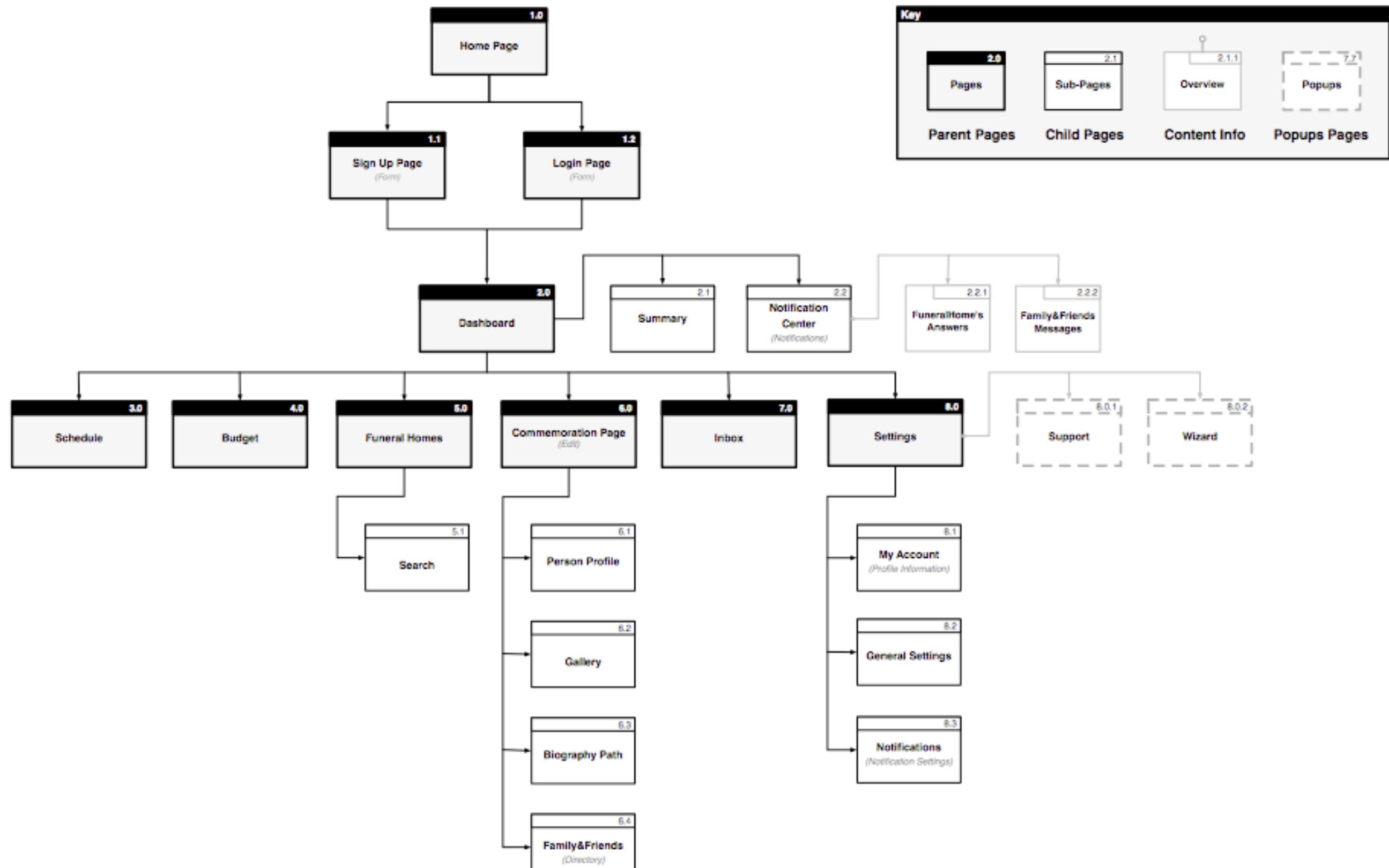
4.0 Budget

5.0 Funeral Homes
 5.1 Search

6.0 Commemoration Page
 6.1 Person Profile
 6.2 Gallery
 6.3 Biography Path
 6.4 Family Friends

7.0 Inbox

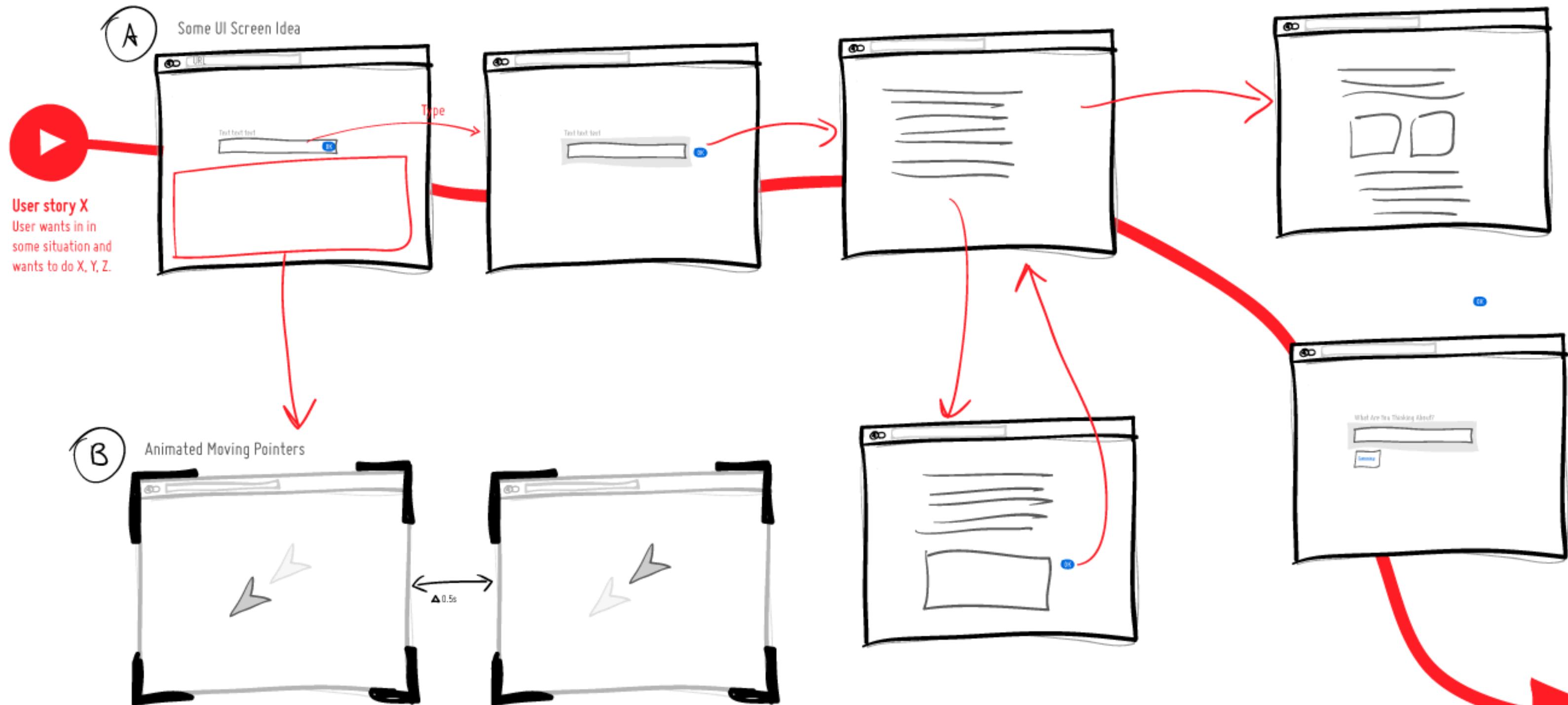
8.0 Settings
 8.0.1 Support
 8.0.2 Wizard
 8.1 My Account (Profile Information)
 8.2 General Settings
 8.3 Notifications



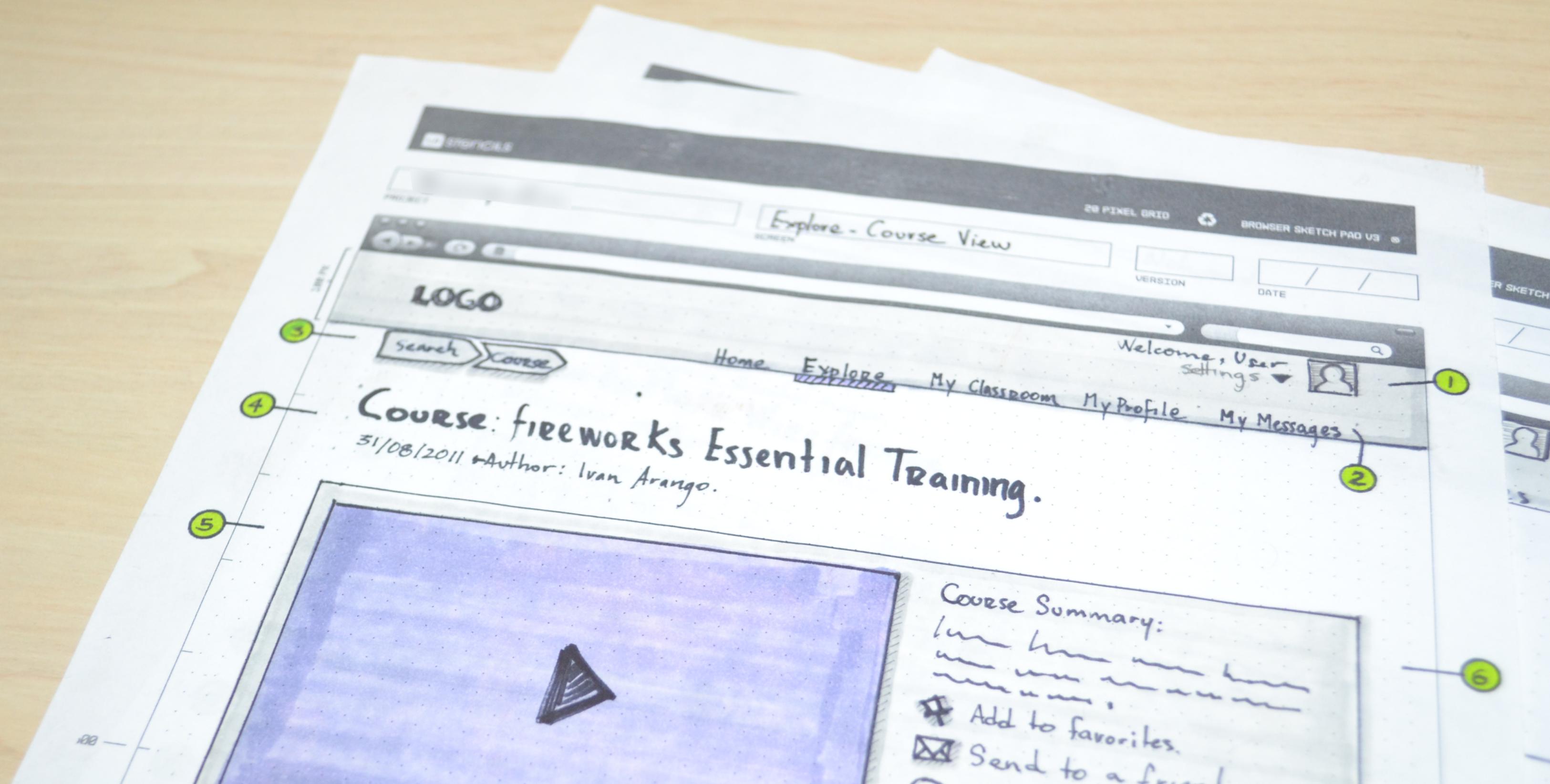
Userflow

Grand Narratives + Playpoints Idea

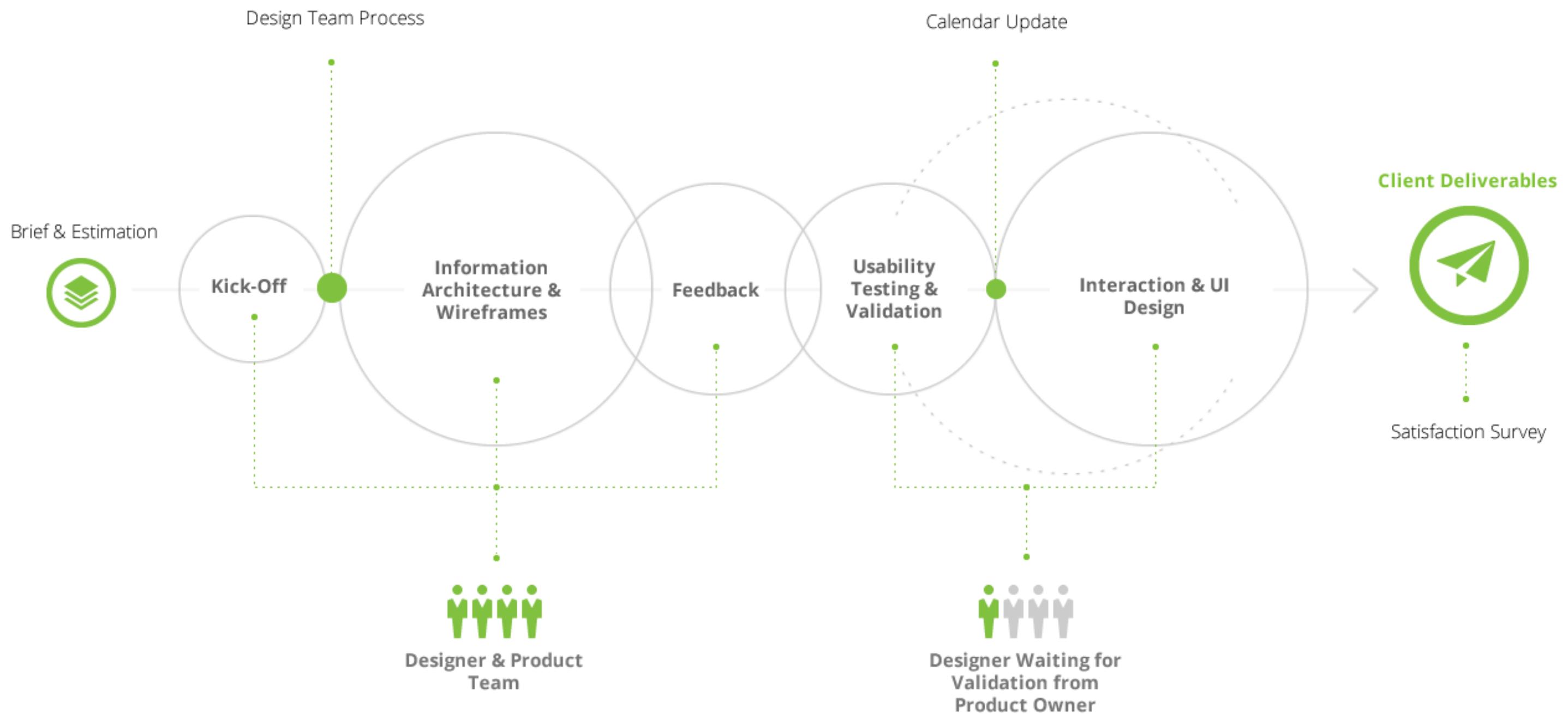
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Wireframe

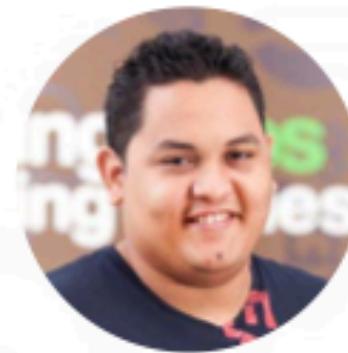


Design Process with Agile Methodology & **Lean UX**



"Everything starts with empathy. Design for your customer first and foremost".

- *Diego Coronado, head of design.*



Technology is powerless without a great interface to reach people in a way that is meaningful to them. So design needs to be about humans, not just pixels.

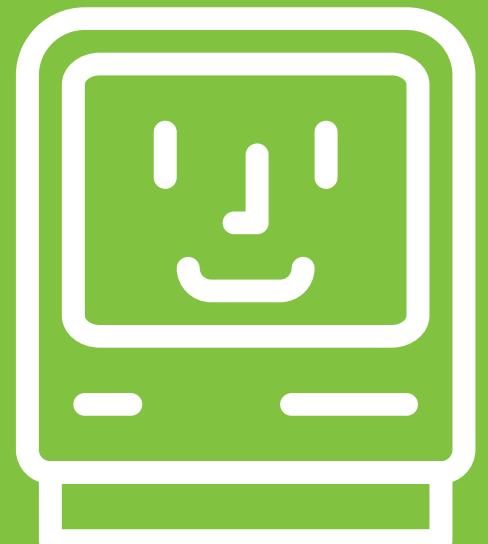
UX is NOT UI

<http://www.uxisnotui.com/downloads/a4.pdf>



UI-User Interface

A skillful interface designer understands the importance of providing the user with a solution to a defined problem.



UI

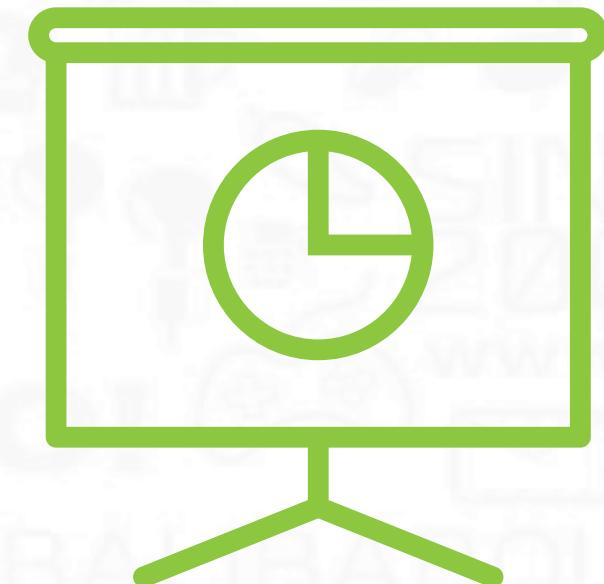
Branding

Color, Schemas:
font, Logo, Style

Wireframing

Purpose behind UI-User Interface

- User Acquisition
- Brand
- Instill trust

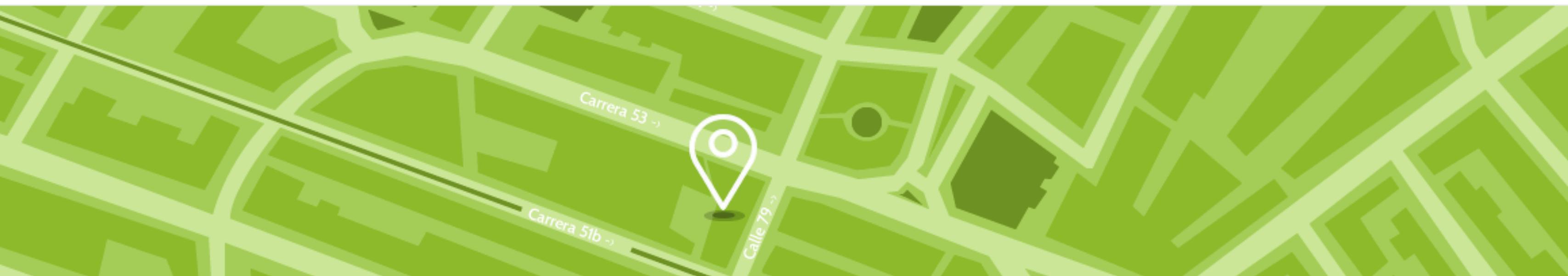


How do we get to UI?

1. Problem has been identified
2. User flows and stories are made
3. Experiments to validate persona
4. Wireframes and sketches
5. Mockups with UI included can be made
6. User tested
7. It's now time to code up the interface – UI Design!



What NOT to do:

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Two countries, one company.
We look forward to hearing from you

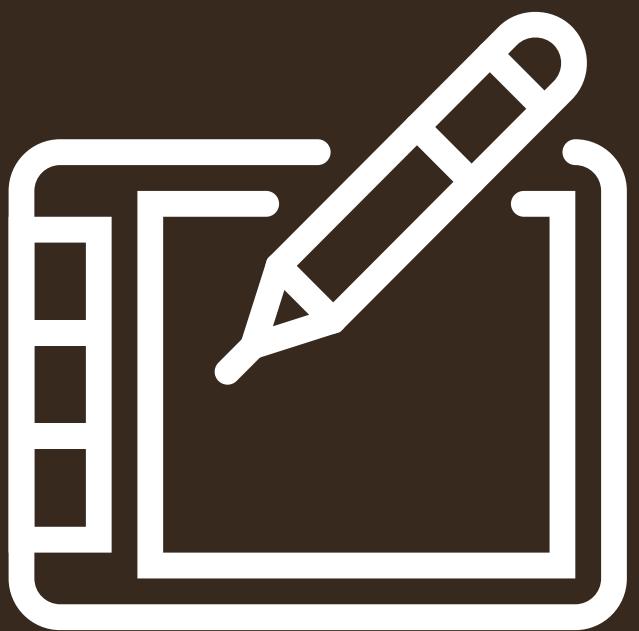
Get in Touch With Koombea

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Easy to use Design Tools



HotGloo

Hotgloo.com



TAKE THE TOUR

PRICING

BUZZ

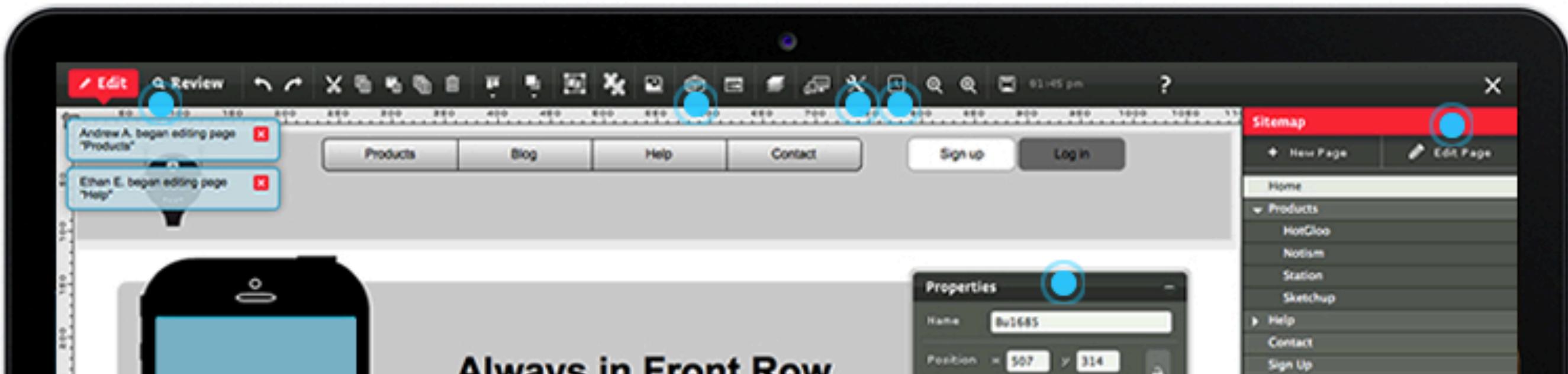
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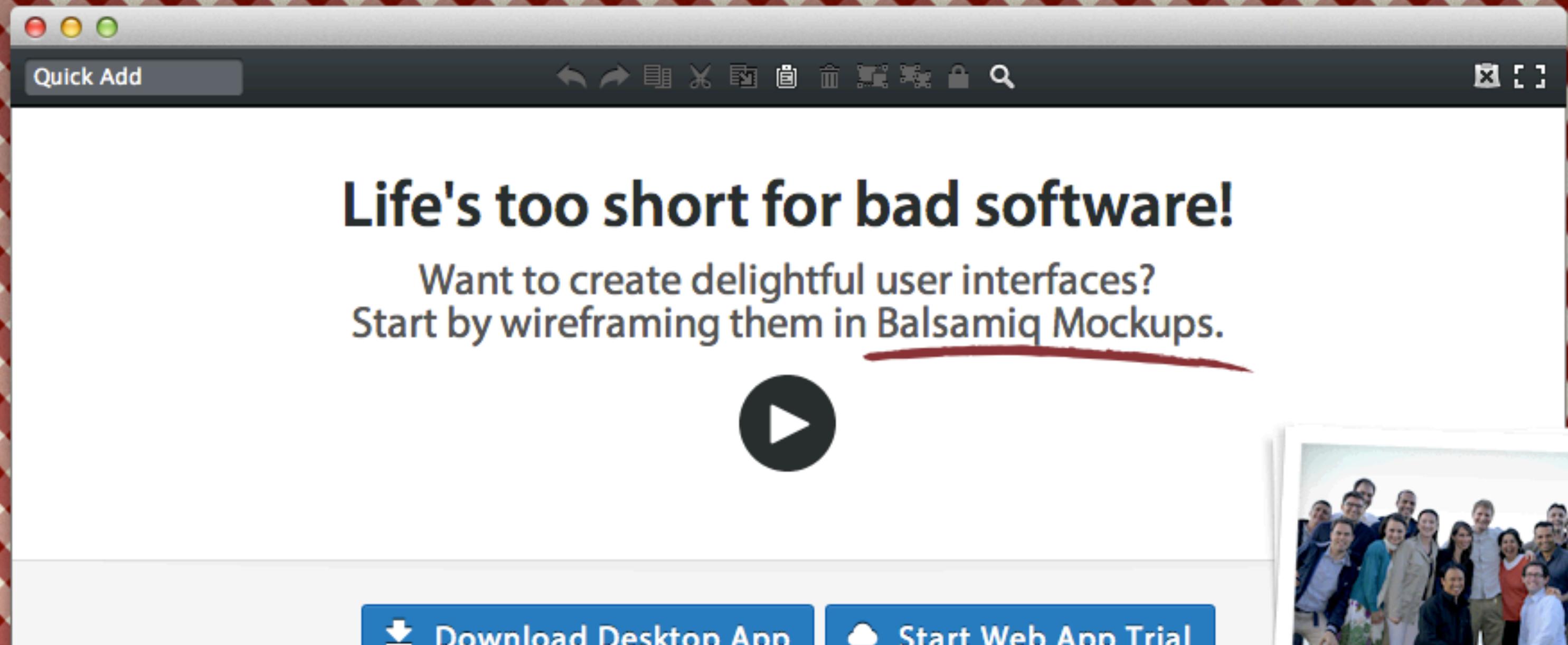
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The UX/UI Difference

Freelance vs Agency

	Freelancer	Agency	In-house
Pros	Flexibility Fresh Perspective Quick Turnaround	Creative Access to latest tech Experts	Brand harmony Access to “assets”
Cons	Limited to specialty May differ from “brand”	Expensive Turnaround times differ	Lack of creativity Bureaucracy



Have questions?

We are here to help.

Email us at

mvp@koombea.com



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386 Park Ave South, 10th Floor
New York, NY 10016

625 2nd St., Suite 280
San Francisco, CA 94107

Cra 53 # 79-01 L-301
Barranquilla, Colombia