

Tutorial 4

Lecture Revision

- What is the design process?
- What insights can be gleaned from the heatmap data?
- How can the heatmap data be used to improve user experience?
- Are there any correlations between heatmap data and website conversion rates?

1. Task Review

- a. Brainstorming
- b. User Persona
- c. Moodboard
- d. User flow
- e. Taskflow
- f. Wireframes
- g. Wire flow

2. Discuss the design process of major companies like Mailchimp, basecamp, etc.

3. Best practices for common UI components

- a. Forms
- b. Buttons

Join Figma

Link: https://www.figma.com/team_invite/redeem/zjmFScAa1m95JmGwMWUKLd

- Notes
 - Make sure that you are using your college email
 - Might have to validate the account