



## **UX/UI Design**

### TAMID Tech Track



**TAMID GROUP**

## What is UX/ UI?

**UX (user experience)** = A person's **emotions and attitudes** about using a particular product, system or service. It includes the practical, experiential, affective, meaningful and valuable aspects of **human–computer interaction** and product ownership.

**UI (user interface)** = anything a user may **interact** with to use a digital product or service. This includes everything from **screens and touchscreens, keyboards, sounds, and even lights**.

**A UX/UI Designer** works on a product team to consider and achieve both **business and user goals** within a platform. UX decisions are driven by data collected by researching and testing products with real users at all stages of a **product life cycle** and constantly **iterating** on designs to improve them!

[Video Link](#)



## UX Example

### Business Problem:

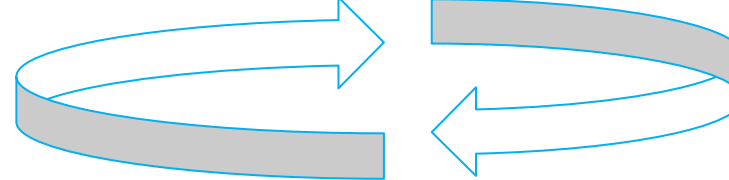
Uber is losing revenue due to users canceling rides



### Research:

Uber surveys, interviews, and observes users to determine the root of the problem. They see that many users cancel rides when the wait is too long or they cannot find the car

Iteration

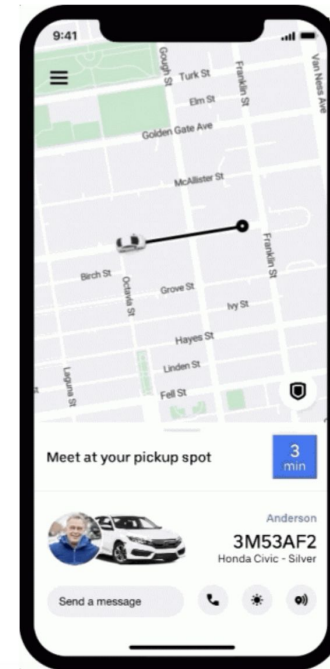


### Design:

Uber creates features that:

- Show users where the car is
- Allow user-driver call and text communication
- Show updated wait times

adding transparency to wait time and pickup location



- Metrics are key data points that indicate problems or success on a platform. Metrics can be sorted into the AARM Framework:

### AARM method

**Acquisition:** Tracking customer signups for a service. The bar for signing up for a service has gotten lower and lower, thanks to the popularity of free signup and pay later “freemium” models. The typical acquisition metric to track is lazy registrations or app downloads.

**Activation:** Getting users that have completed a lazy registration to register fully. For a social networking site like Google+, this may include uploading a photo or completing their profile page.

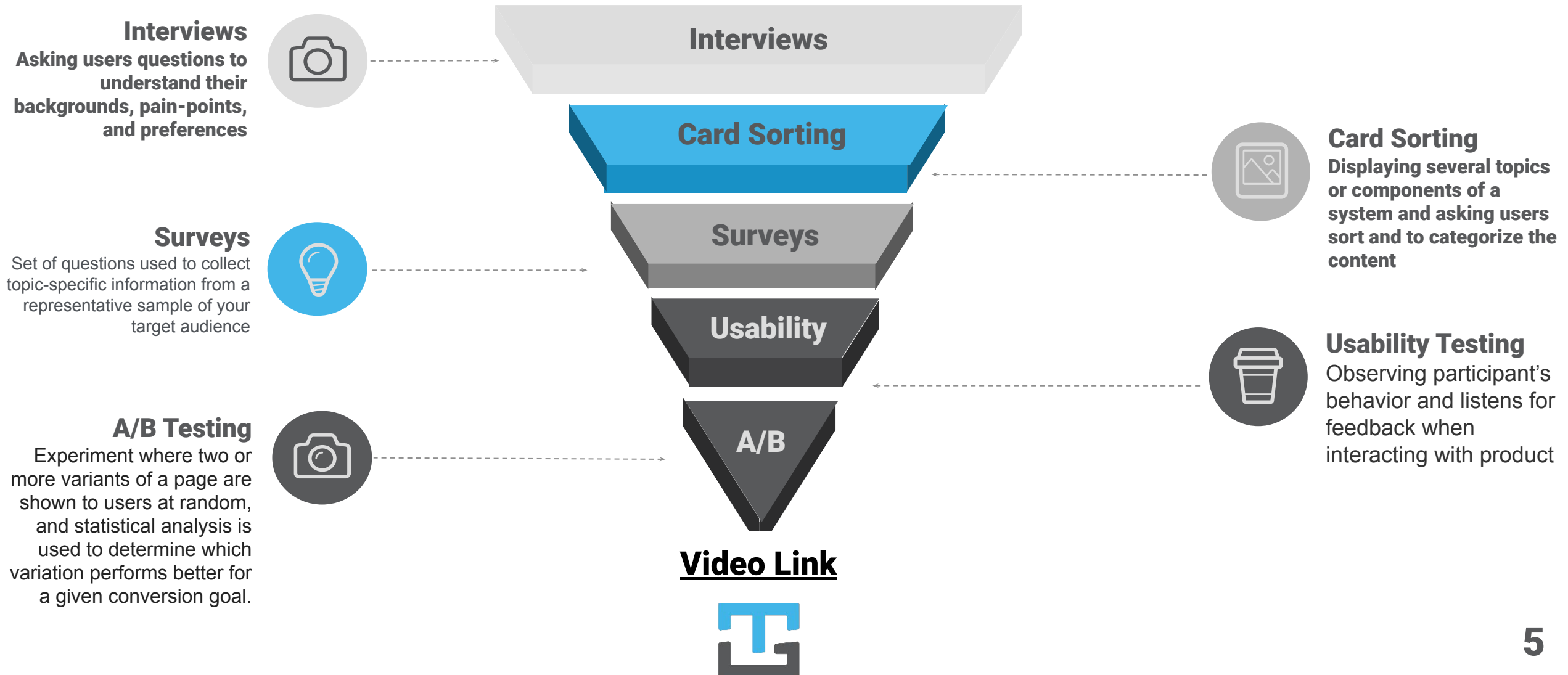
**Retention:** Getting users to use the service often and behave in a way that helps the user or business. Key metrics include adding more information to their profile page, checking the news feed frequently or inviting friends to try the service.

**Monetization:** Collecting revenue from users. It could include the number of people who are paying for the service or the average revenue per user (ARPU).



# UX Research Methods

UX researchers & designers combine several methods to gather user feedback to understand their preferences





# Making Sense of the Data

## Affinity Diagrams



Organize data into key findings/ ideas. Usually done after user interviews or participatory design

## Personas

**Full Name**

Age: 1400  
Work: Job title  
Family: Married, kids, etc.  
Location: City, state  
Character: Type

**Goals**

- The goals this user hopes to achieve.
- A task that needs to be completed.
- A life goal to be reached.
- Or an experience to be felt.

**Frustrations**

- The frustrations this user would like to avoid.
- The obstacle that prevents this user from achieving their goals.
- The problems with the solutions already available.
- The product or service that currently does not exist.

**Bio**

The bio should be a short paragraph to describe the user journey. It should include some of their history leading up to a current use case. It may be helpful to incorporate information listed across the template and add pertinent details that may have been left out. Highlight factors of the user's personal and/or professional life that make this user an ideal customer of your product.

**Personality**

Introvert ☐ Extrovert ☐  
Analytical ☐ Creative ☐  
Conservative ☐ Liberal ☐  
Passive ☐ Active ☐

**Motivations**

Incentive ☐  
Pain ☐  
Achievement ☐  
Growth ☐  
Power ☐  
Social ☐

**Brands**

Traditional Ads ☐  
Online & Social Media ☐  
Referral ☐  
Guerrilla Efforts & PR ☐

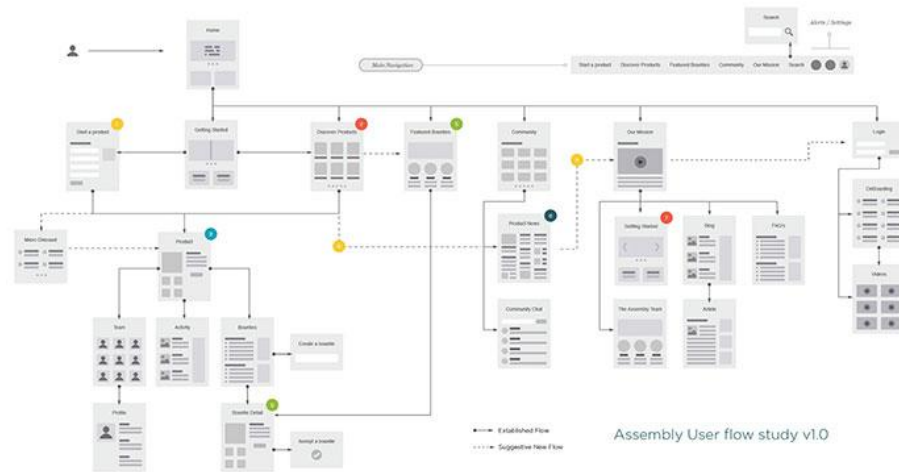
The purpose of personas is to create reliable and realistic representations of your key audience segments for reference. This is necessary for inclusive design! These representations should be based on qualitative and some quantitative research and data



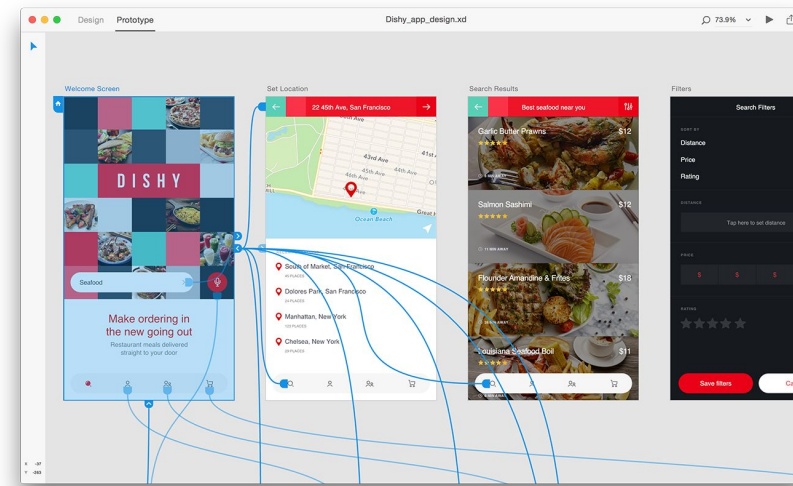
# Prototyping

**Prototypes** are key to planning products and creating/ testing user experience.

Low Fidelity



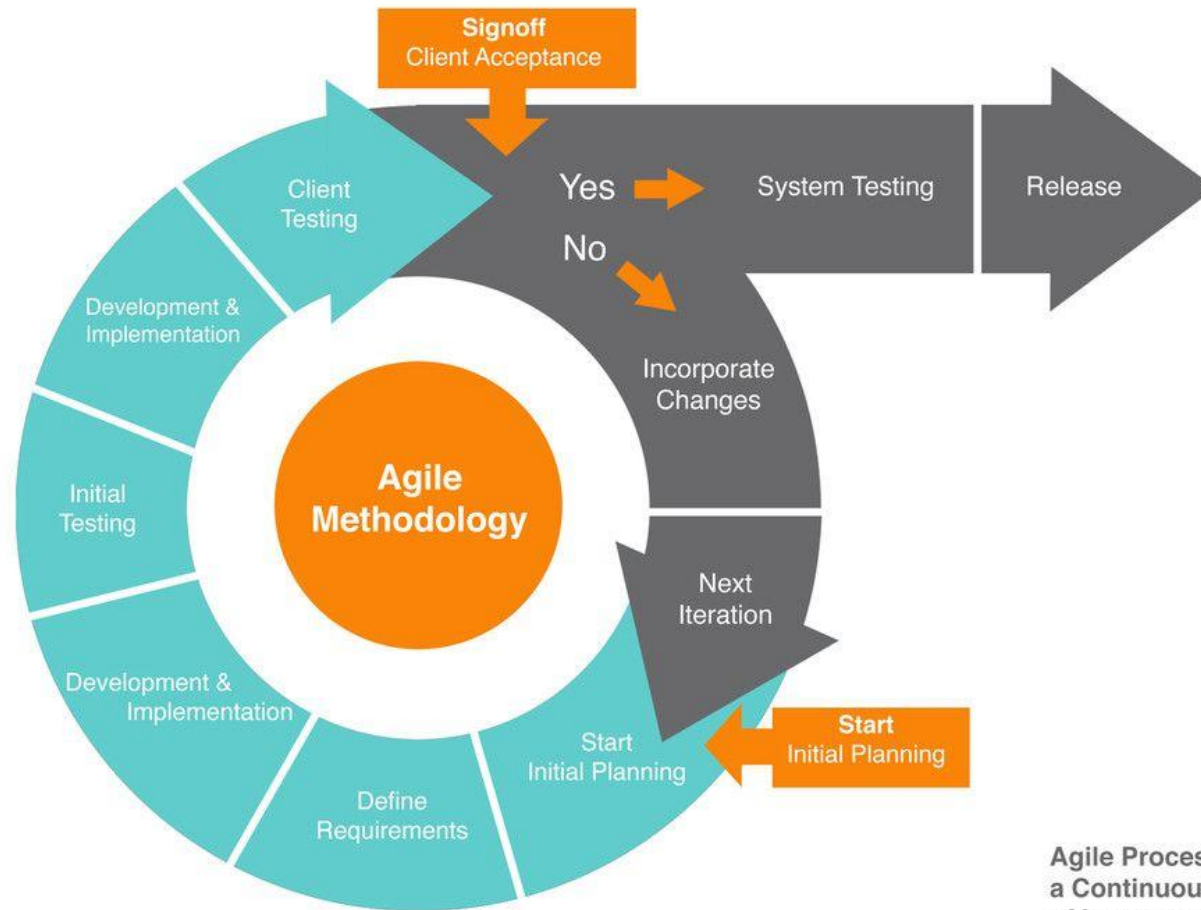
High Fidelity



**Wireframes** map out **user flow**, or the path taken by a prototypical user on a website or app to complete a task.



# Agile Iteration



**UX Designers must work in Agile, cycling through the design process at all development stages to ensure delightful, frustration free UX**

Agile Process is  
a Continuous Cycle  
of Improvement





## Good vs. Bad UX

### Good

- Easy
- Frustration-free
- Beautiful
- Simple
- Innovative
- Inclusive
- Accessible
  - Various devices & servers
  - Different abilities, income, experience













### Bad

- Difficult
- Frustrating
- Ugly
- Bland
- Complicated
- Outdated
- Inaccessible
- Discriminatory



*Heuristic Analysis* is a framework experts use to evaluate UX of a system or product.

## 10 Usability Heuristics

- |   |  |
|---|--|
|  Visibility of system status             |  Recognition rather than recall                             |
|  Match between system and the real world |  Flexibility and efficiency of use                          |
|  User control and freedom                |  Aesthetic and minimalist design                            |
|  Consistency and standards             |  Helps users recognise, diagnose, and recover from errors |
|  Error prevention                      |  Help and documentation                                   |

[Link to heuristics in depth](#)



UX Design has many different career paths:

- UX/UI Designer
  - This can be pretty different at different companies. For example, many startups have one person doing research, visual design, AND web development, while larger companies may have distinct roles for each
- UX/UI Researcher
- Product Manager
- Experience Consultant

Interview Prep

- Create a design portfolio
- Read “Decode and Conquer”

Note: You do NOT need to be good at graphic design, web design, or coding to go into UX. Try different areas within the field to see what your calling is!



## Activity

In a group, copy this chart to describe 5 heuristic violations of an app on your phone. Then, select which UX methods you would use to start solving these problems and how.

[Link](#)



## More Practice Questions

- How would you design Spotify for the blind?
- How would you redesign the LinkedIn profile page?
- What metrics would you use when redesigning the Facebook news feed?
  - What is the most important metric?

