

## **Lab Exercise 01 – Design the main UI of a web page.**

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### **Objectives**

By the end of this lab session, you will be able to:

- Identify main sections of a web page
- Design a wireframe of the page
- Understand and design the navigation
- Design a common template to the pages of a web site.

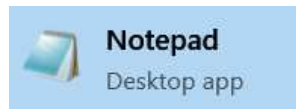
### **Prerequisites**



- We will do the practical exercises in windows operating system.
- You will need a text editor, such as Notepad and an Internet browser, such as Internet Explorer or chrome.



- Q: What is Notepad and where do I get it?
- A: Notepad is the default text editor in Windows. On most Windows systems, you can find it as a blue notebook icon in start menu.



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### **Introduction**

#### **User experience (UX) design process**

User experience design process is an iterative method, which helps you to continuously improve and polish your designs. In this process, you go through different stages repeatedly while evaluating your designs on each stage.

#### **Personas**


Personas are based on real users. They help you to understand, who will actually be using your website, service, or product, and therefore can be used to make key design and functionality decisions during the UX process. Personas specification is a foundational UX activity, which helps you to create user journeys.

A persona can contain a variety of information, which can help to define the user.

The information could include:

1. Demographic data - name, age, gender, location
2. Goals and motivations for using your product or service
3. Technical ability and device usage
4. Other brands or websites they may like

#### **Example 1:**

<b>Online Book Shop – User account details</b>	
	<p><b>Name:</b> Bella</p> <p><b>Age:</b>25</p> <p><b>Motivation:</b> Manage time for better work</p> <p><b>Goals:</b> Download favorite books.</p> <p><b>Technical ability:</b> Professional at work with technology</p>

**Exercise 1:** Identify and write 3 personas for an online bookshop.

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### **User journey**

A user journey is a series of steps (typically 4-12) which represent a scenario in which a user might interact with the thing you are designing.

Typically, user journeys can be used in two distinct ways -

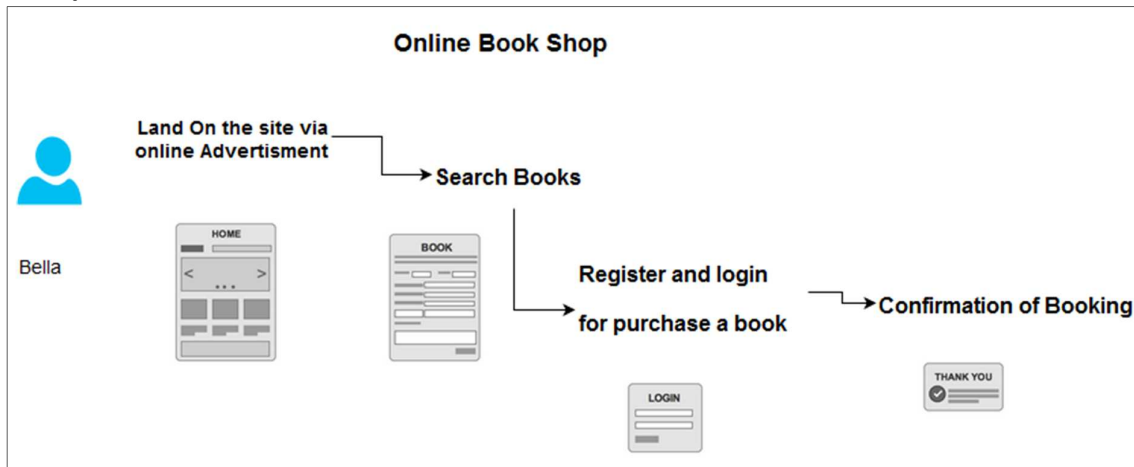
1. To map out how a user currently interacts with a product or service
2. To map out how a user could interact with a product or service

User journeys can help you to understand how users are going to interact with your system and what they expect from it.

#### **Defining a user journey:**

1. Context - Where is the user? What's going on around them?
2. Sequence - What are the linear steps of the process to achieve their goal(s)?
3. Functionality - What functionality is required for each of the steps?
4. Devices and technology - What devices are they using?

#### **Example 2:**



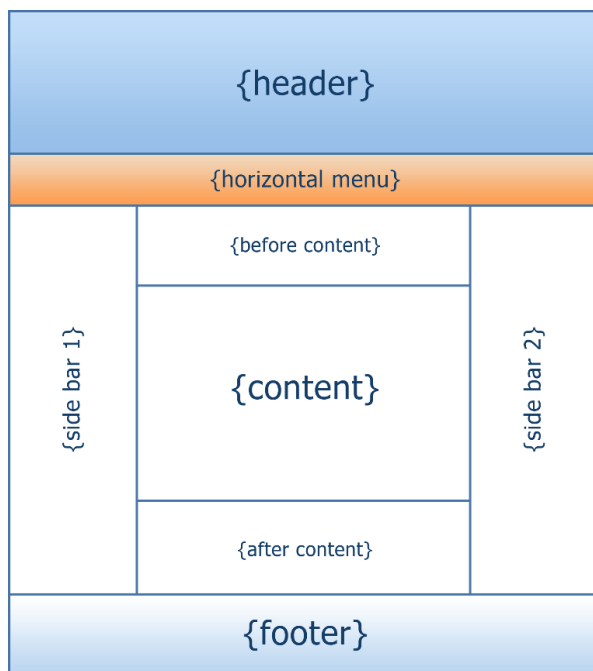
You can use different tools like [balsamiq](https://balsamiq.com/), [draw.io](https://draw.io/) to draw your user journey or else you can draw it in a piece of paper.

**Exercise 2:** Draw user journey for the personas you identified.

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### Sections of a web page

#### Example 3:



A page may contain two types of content

1. Common content (which are common for all the pages in the web site/application. Can be seen as the template)

#### ○ Header

A **website header** is the area is one of the most valuable areas of your **website**. It runs across the top of the page and appears on every page of your **website**.

#### ○ Footer

Like a document **footer**, a **Web page footer** contains information listed at the bottom of the page. The **footer** is also treated as its own section of the **Web page**, separate from the header, content and sidebars.

#### ○ Navigator (menu)

A **navigation bar** (or **navigation** system) is a section of a graphical user interface intended to aid visitors in accessing information.

#### ○ Side bar

A **sidebar** always appears on the side of an **article**, hence the name.

#### 2. Page specific Content

**Exercise 3:** Identify and List down the details for each section, which you might have for the homepage of the online bookshop.

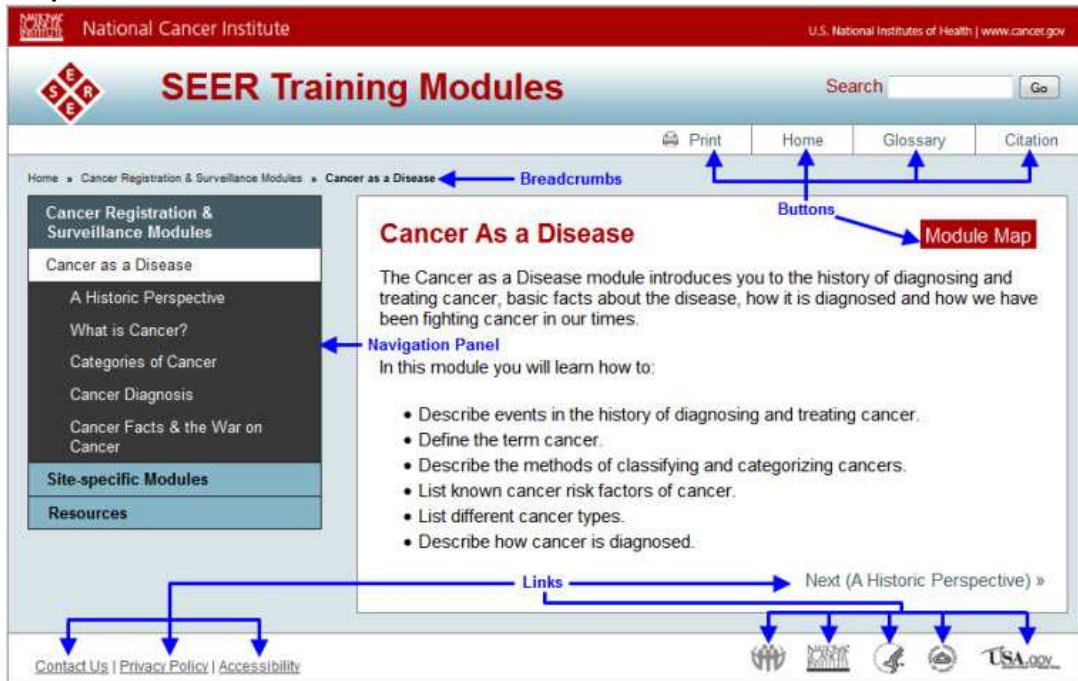
Section of a web page	Details
Header	
Footer	
Navigation	
Side Bar	

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### Understand and design the navigation

It is important to design the ways to navigate to the other pages of the web site/application. Usually, hyperlinks and buttons are used to implement the navigators such as menus, in various sections.

#### Example 4:



**Exercise 4:** Identify the navigators and the navigation flow for your online bookshop.

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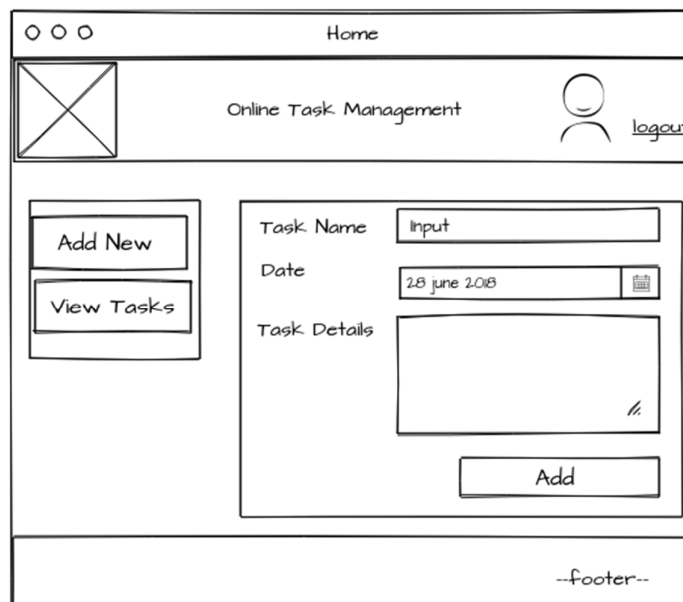
### Design a wireframe of the page

A wireframe is a visual representation of a user interface, stripped of any visual design or branding elements. It is used by UX Designers to define the hierarchy of items on a screen and communicate what the items on that page should be based on user needs.

Wireframes are generally created after your initial personas, user journey and other discovery activities are completed.

You can use online wire framing tool like [mockflow](https://mockflow.com/).

#### Example 5:



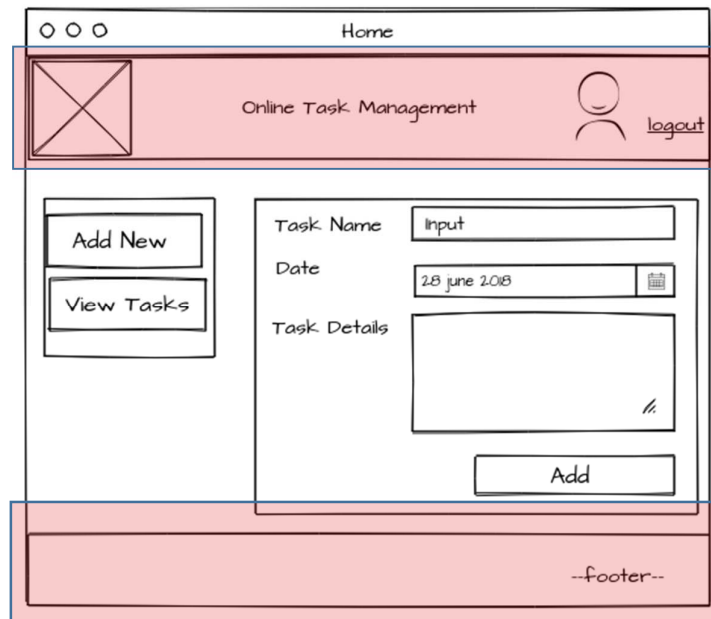
**Exercise 5:** Design the home page of the online bookshop and draw a wireframe of it using a preferable tool.

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#### ■ Design a common template to the pages of the site

The common content of the web pages in the web site/application can be designed and developed as a template. Having a template, it makes the development of the common content of the pages easier, and also increases the modifiability of the common content.

#### Example 6:



The wireframe shows a web browser window with a title bar containing three circles and the text 'Home'. The page has a pink header bar with a placeholder icon (a square with an 'X') on the left, the text 'Online Task Management' in the center, and a user profile icon with the text 'logout' on the right. The main content area is divided into two columns. The left column contains two buttons: 'Add New' and 'View Tasks'. The right column contains a form with three fields: 'Task Name' with an input field containing 'Input', 'Date' with a date picker showing '28 June 2018', and 'Task Details' with a large text area. Below the 'Task Details' field is an 'Add' button. The page has a pink footer bar with the text '--footer--'.

**Exercise 6:** Identify the content, which are common for the other pages of the online bookshop, and design the template.