# UI/UX

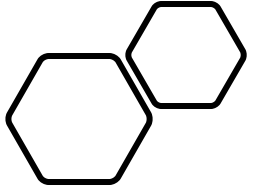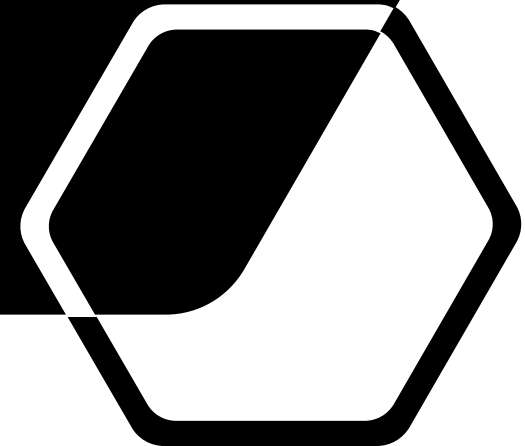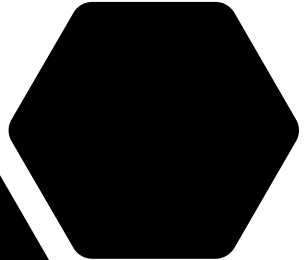## and

# Git & GitHub Workshop

1st October 2022

# About Verge

- Verge is a Technical Coding Club of SRM University.

- We are just not a club we Organize the Tech-Fest

- And We also work on the Real World Projects.

VERGE

# About the Speaker



## EXPERIENCE

Bidcars application

Sai sanjeevani application

Verge website

## CERTIFICATIONS

Web developer

Machine learning engineer

Data scientist

AANCHAL GUPTA

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"GOOD DESIGN IS A GOOD BUSINESS"
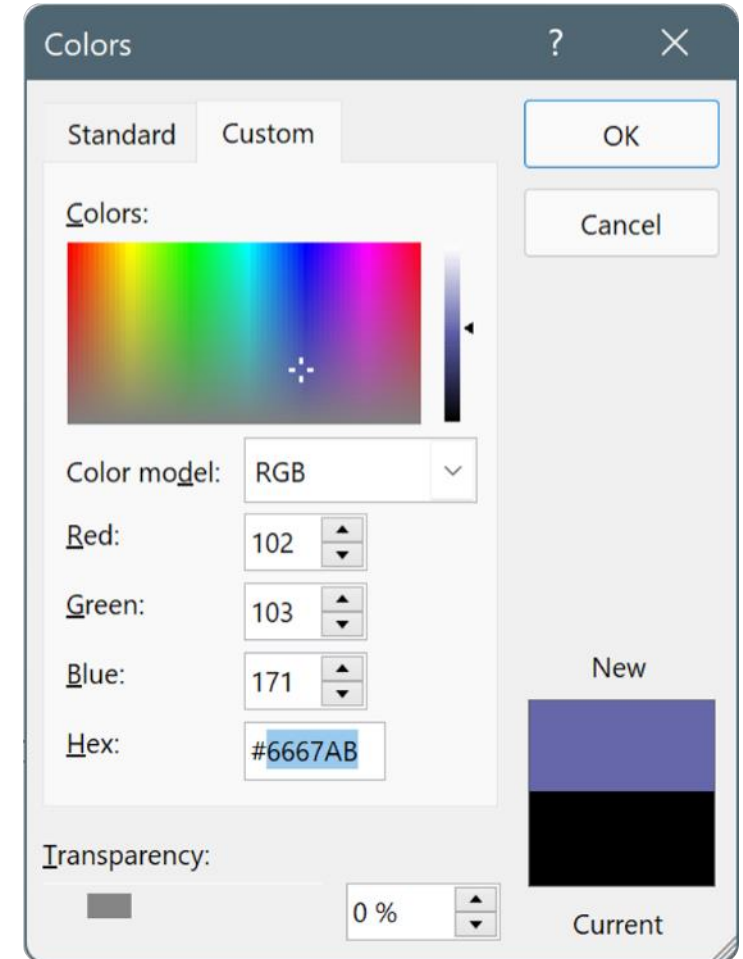
-Thomas J. Watson Jr. , CEO of IBM

# USER INTERFACE

*"UI is like a joke. If you need to explain it, it is not good".*

UI (User Interface) deals with the application's graphical layout, which includes buttons, screen layout, animations, transitions, micro-interactions, and so on. In short, UI is all about how things look.
UI design includes the following formats:

- Graphical User Interface (GUI)
- Voice-controlled Interface (VUI)
- Gesture-based Interface:

# USER EXPERIENCE

It encompasses all aspects of the end-user's interaction with the company, it's services, and it's products.
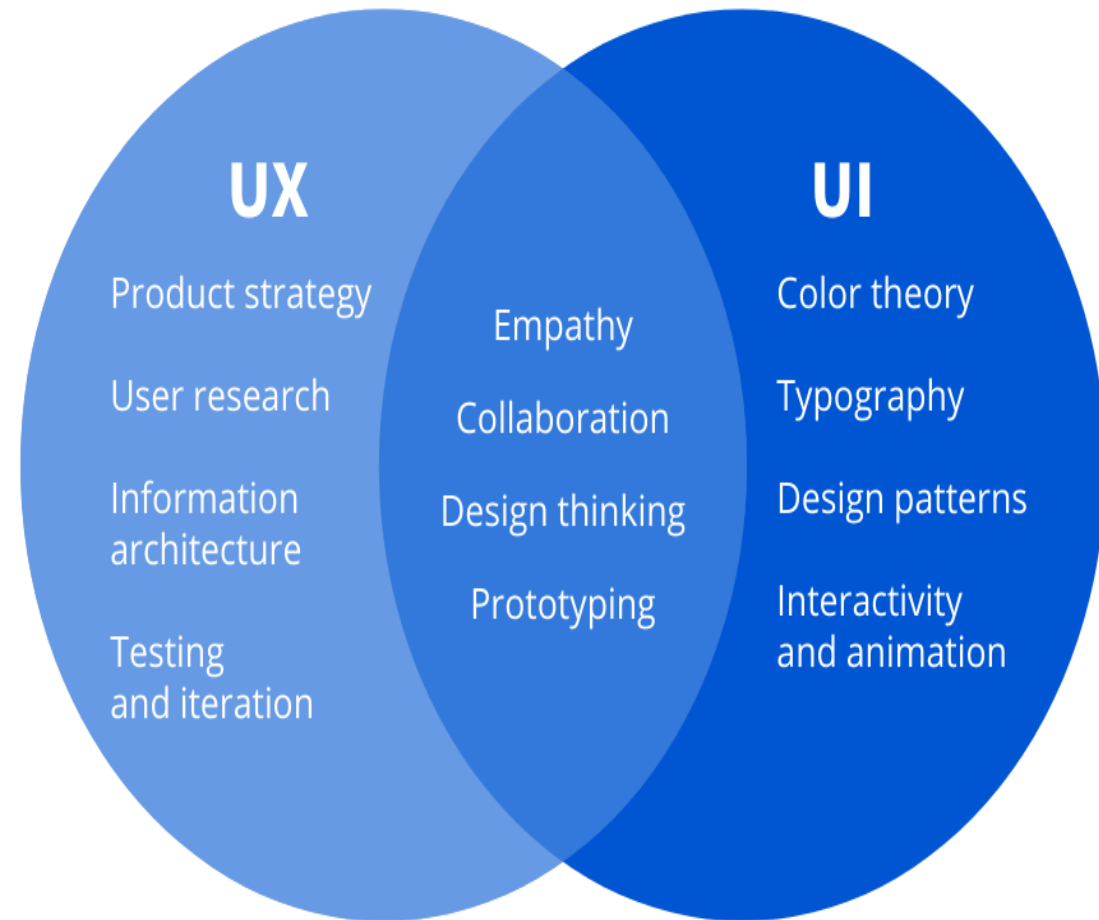
- Don Norman (Inventor of term 'UX' )

UX Designers are not only concerned with the product 'when' it is being used but also 'before' the product is being purchased and 'after' it has been used.

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# DIFFERENCE

The main focus of UI designers is to deal with the quality and visuals of the end product, and use hi-fi models as prototypes. UX designers focus more on the purpose and functionality of the end product, and care more about logic. Additionally, UI designers deal with the technicalities of the product design, while UX designers focus more on project management and analysis of the project.



**UX**

Product strategy

User research

Information architecture

Testing and iteration

Empathy

Collaboration

Design thinking

Prototyping

**UI**

Color theory

Typography

Design patterns

Interactivity and animation

# UX DESIGN



- UXD is the process of enhancing user satisfaction with the product by improving the usability, accessibility and pleasure provided in the interaction with the product.
- It is not just about making a better UI but more about empowering people to achieve more and better.
- It is a science which goal is to enhance the user experience and usability of the application. It is an integral part of every product-based company.

**Salary trends for freshers/experienced professionals**

For freshers with 0-1 year of experience, the salary can range to ₹4,60,361 per year. In the India area, the estimated total pay for an experienced UX Researcher professional is 16,50,000 per year, with an average salary of 13,50,000 per year.

- Accenture
- IBM India
- Dell International
- SAP Labs
- Flipkart
- QuEST Global
- CSS Corp Pvt Ltd
- Meesho
- Microland

# Which do you think is highly priced?

Do people prefer the costlier one?

# COGNITIVE OVERLOAD

Stress you put on your memory when you learn new content that makes information hard to process.

# PERCEPTION FLUENCY

The ease with which humans can process information.

# TASKS OF UX DESIGNER

Create User Research

Create Wireframes

Develop prototypes

Conduct usability testing

Coordinate with developers

Define user task flows

# Conducting User Research

| Project requirements | Learning needs | Gather data and synthesize it | Usability testing, improve design | Final design |
|---|---|---|---|---|

Research has two parts: Gathering data and synthesizing that data in order to improve the usability. At the start, design process is all about learning about project requirements from stakeholders and learning about the needs and goals of the users.

Researchers will conduct interviews, collect surveys, observe users and review literature, data and analytics. Then the focus shifts to usability and sentiment.
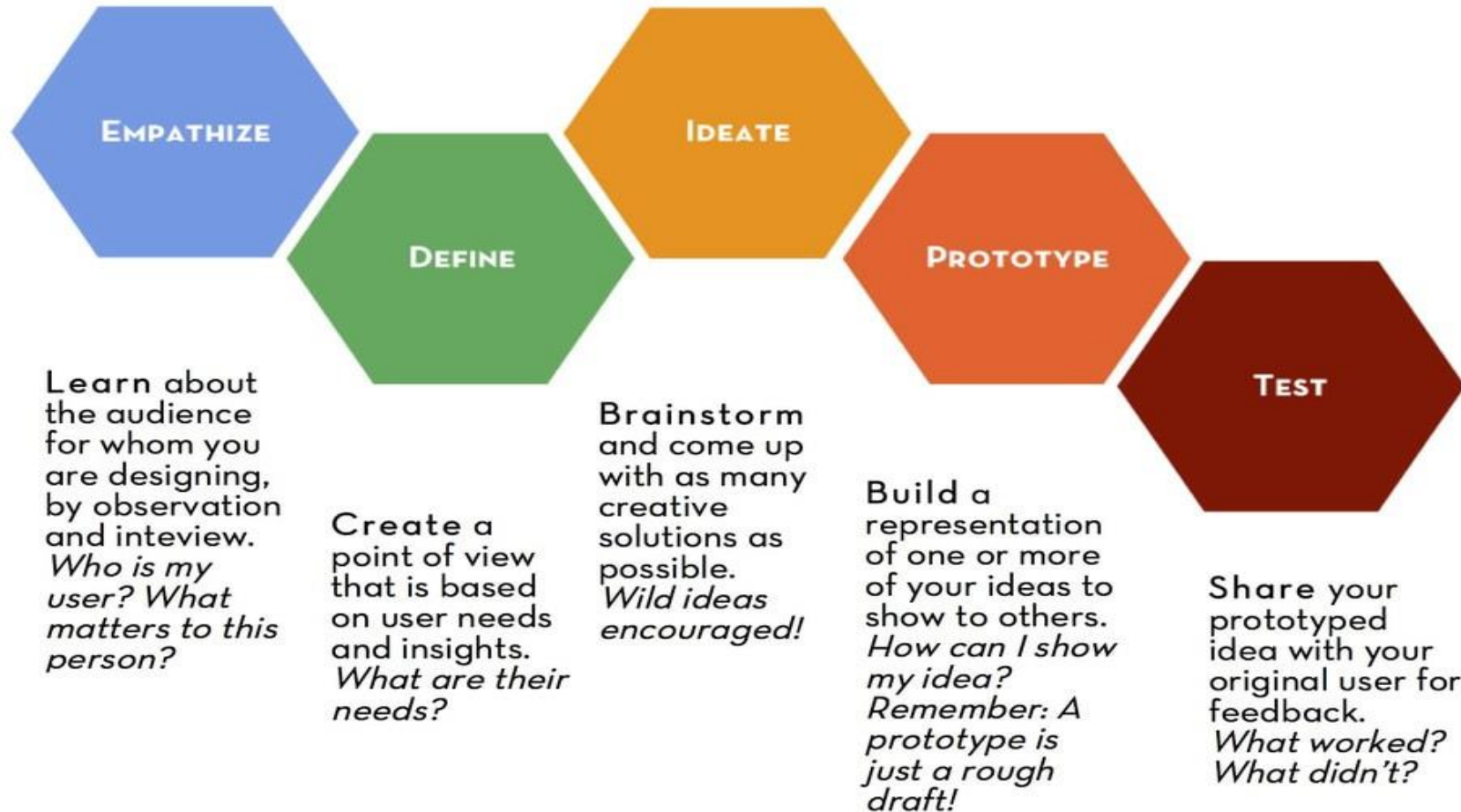
# UI/UX DEVELOPER

Any frontend development and design process should start with understanding the needs of the user. UX and UI designers should work in collaboration with other developers, managers, and product owners to understand what the end product should be able to do, how it should feel, and what it should look like.
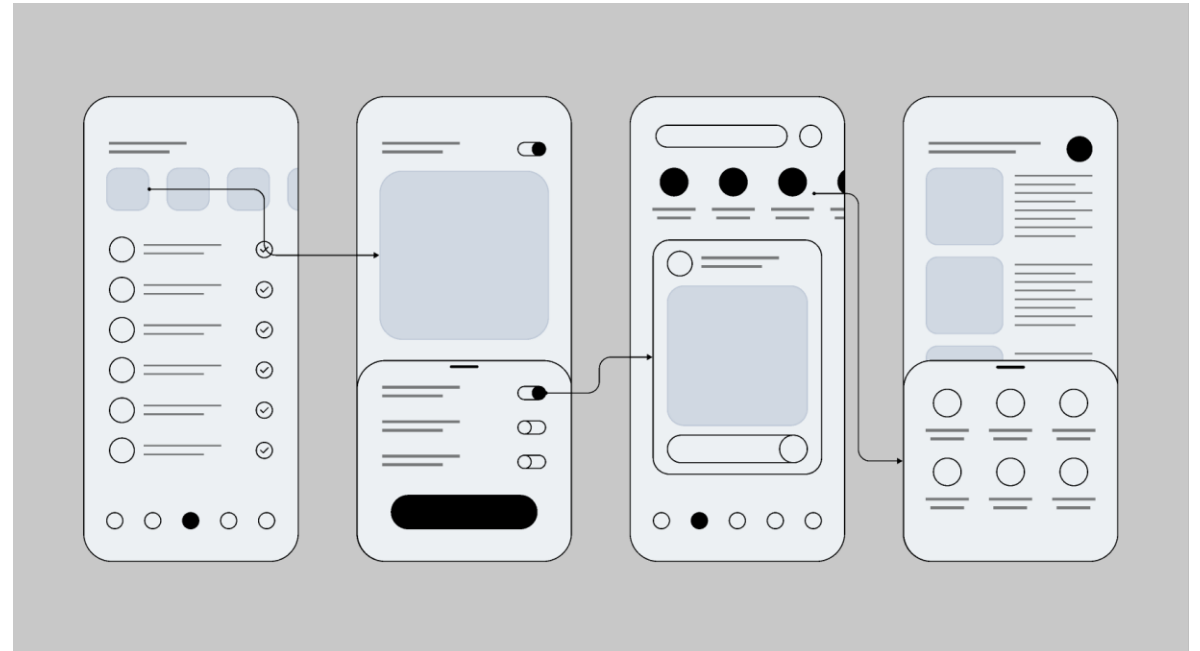
# DESIGN THINKING STAGES

We are all DESIGNERS!

**EMPATHIZE**

**DEFINE**

**IDEATE**

**PROTOTYPE**

**TEST**

Learn about the audience for whom you are designing, by observation and inteview. *Who is my user? What matters to this person?*

Create a point of view that is based on user needs and insights. *What are their needs?*

Brainstorm and come up with as many creative solutions as possible. *Wild ideas encouraged!*

Build a representation of one or more of your ideas to show to others. *How can I show my idea? Remember: A prototype is just a rough draft!*

Share your prototyped idea with your original user for feedback. *What worked? What didn't?*

# Wireframing

A wireframe is a simple visual guide that represents the skeletal framework of a website or digital product. Think of it as the blueprint for your final design. You're providing enough detail so that everyone knows the shape of the wall, but you're not getting so deep into it that you're giving exact details on the type of brick the walls should be made of (that comes later). Though wireframes are most often created by designers, they need to be basic enough so that everyone from other designers, stakeholders, devs, and users can understand the ideas.

UI/UX DESIGN TOOLS

# FIGMA

Figma is a powerful design tool that helps you to create anything: websites, applications, logos, and much more.

By learning to use Figma, you'll take your first steps into User Interface Design and User Experience Design. These skills are essential for building a great portfolio.
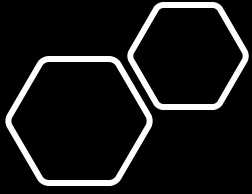
# INTRODUCTION

1. Let's begin by creating an account on the Figma Website: [Figma.com](Figma.com).

2. Create a design file.

3. Select a suitable frame and start designing.

# Git Repo & UI/UX Repo

- Git Repo - https://github.com/Verge21/git-github

- UI/UX Repo - https://github.com/Verge21/UI-UX

# Thank You

- Verge