

# **SUMMER PROJECT BY PROJECT CLUB , IITK**

# **UI/UX NEXUS: CRAFTING USER EXPERIENCE**

## **MID - TERM EVALUATION**

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**Let's get started**

# OVERVIEW

- Week I content
- Assignment I Explain
- Week II content
- Assignment II Explain
- Week III content
- Assignment III Explain
- Week IV content
- Assignment IV (Ongoing)

# INTRODUCTION TO UI/UX DESIGN

## UI

- UI stands for **user interface**. UI design is likely the first thing you encounter when you use an application or a website.
- User interface design is responsible for a product's appearance, interactivity, behaviour and overall feel which has a huge impact on the emotional connection of the user with the product.

UI designers create the graphical portions of mobile apps, websites, and devices—the elements that a user directly interacts with.

UX designers focus their work on the experience a user has with a product.

## UX

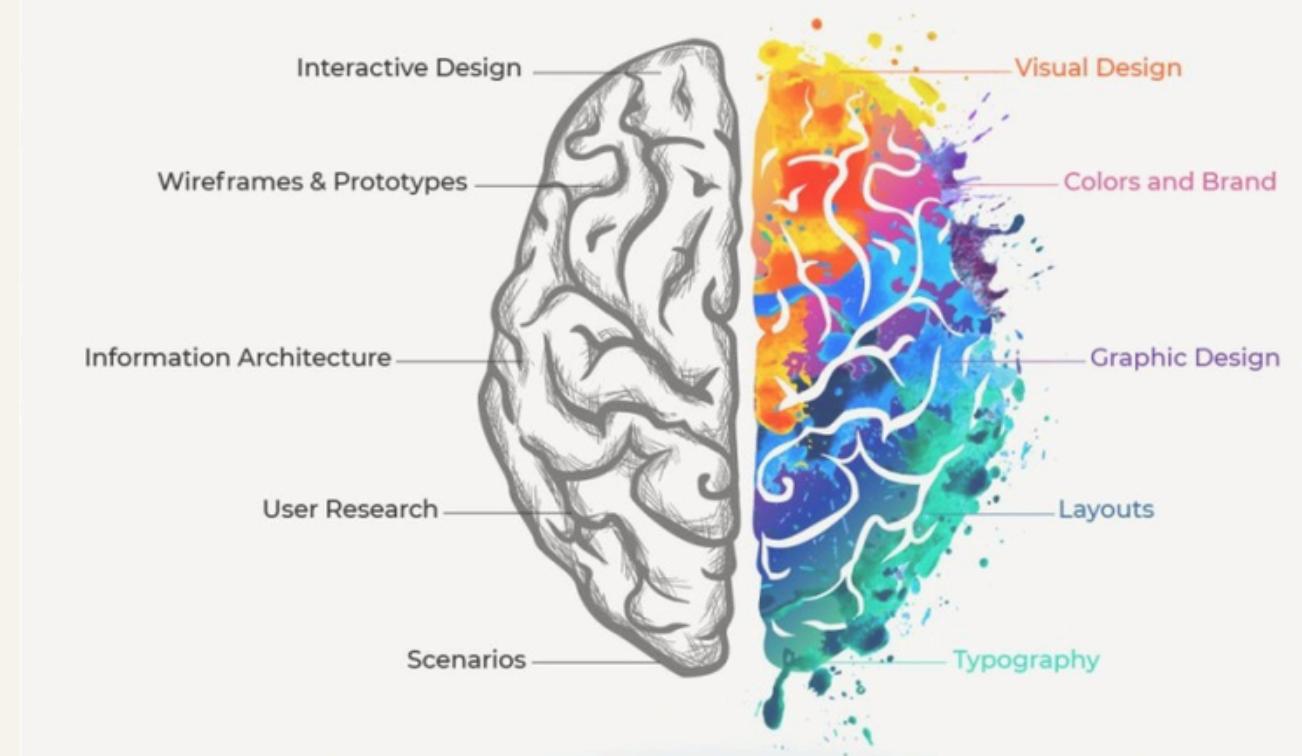
- **User experience** refers to the user's journey when interacting with a product or service.
- UX design involves the design of the entire process of product development acquiring and integrating the product, including aspects of branding, design, usability and function.

WEEK 1

## CONTENT

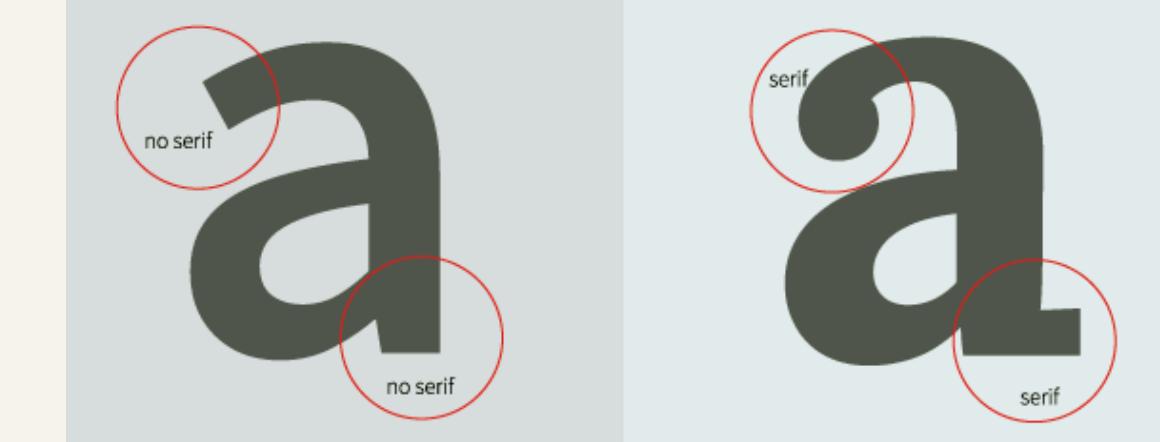
- What is Ui & What is Ux?
- Difference between Ui & Ux?
- Scope ofUi/Ux Design ?
- Visual Design - Color Theory and Typography
- Assignment 1 - Moodboard

## UX vs UI

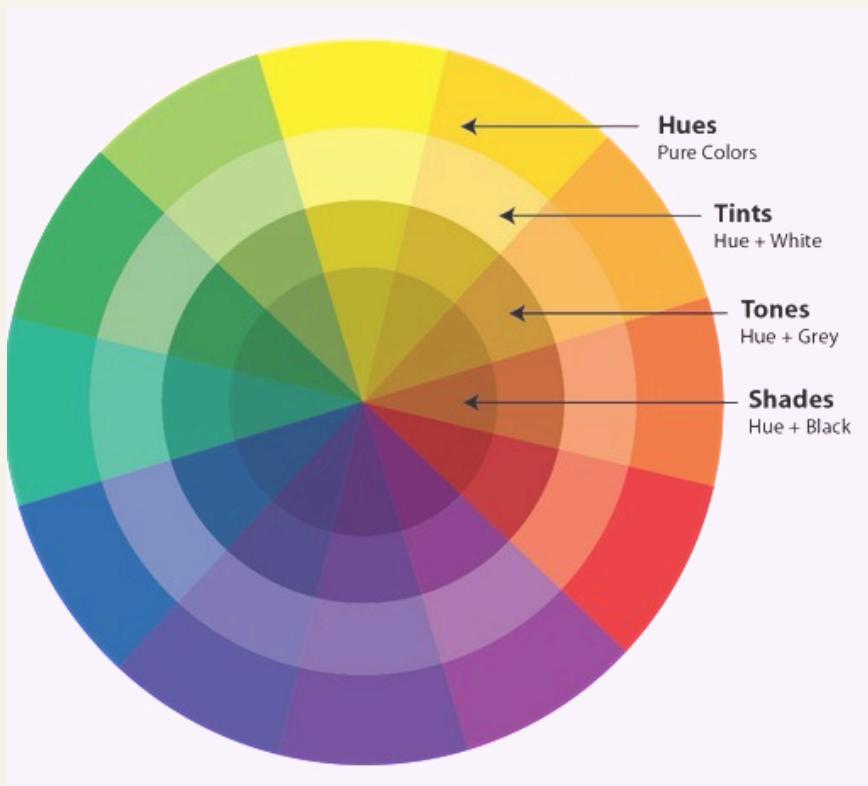


# SCOPE OF UI/UX DESIGN

- The rising importance of design has led to the emergence of design-centric organizations such as Coca-Cola, Apple, and Nike. -
- UI/UX designers can explore niche markets and experiment with novel ideas to create unique user experiences.



WEEK 1



## VISUAL DESIGN

### COLOR THEORY

**Color Theory:** Study of colors interactions and their impact on emotions and perceptions.

**Color Psychology:** Research into how colors influence human emotions and behavior.

**Color Harmonics:** Understanding how colors combine to create effective color schemes.

### TYPOGRAPHY

**Typography** is a design discipline that involves the use of typefaces and the organization of those typefaces to create readable, usable and ideally, user-friendly interfaces or experiences.

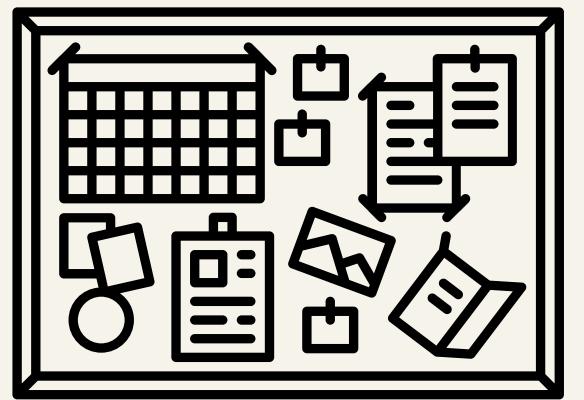
**Important Principles** - Letter spacing , Kerning , whitespace ,Visual hierarchy.

**Visual hierarchy** is the principle of arranging elements to show their order of importance.

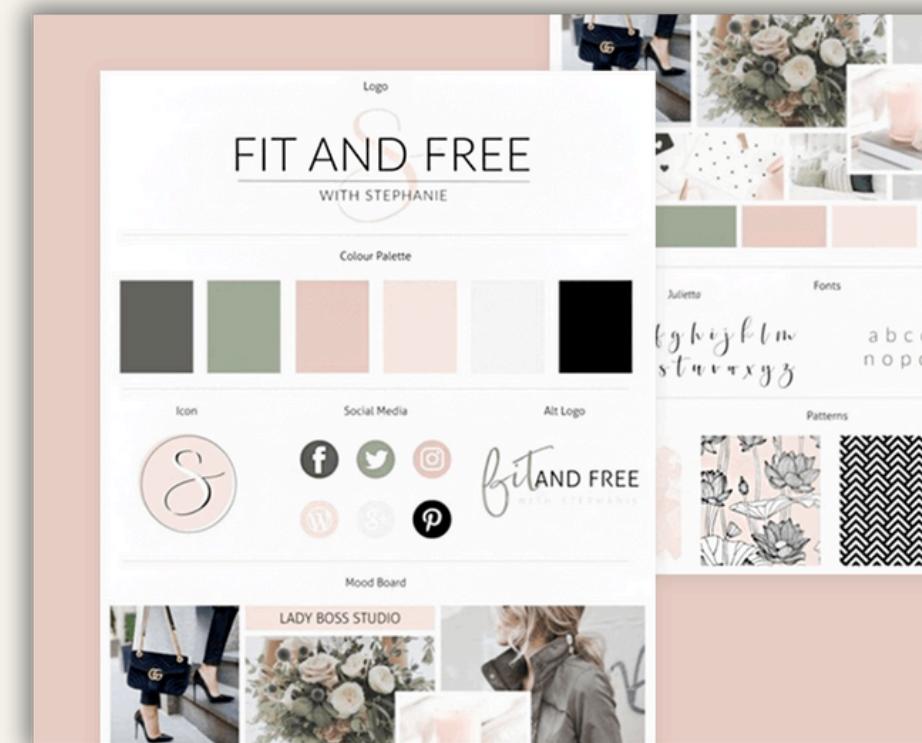
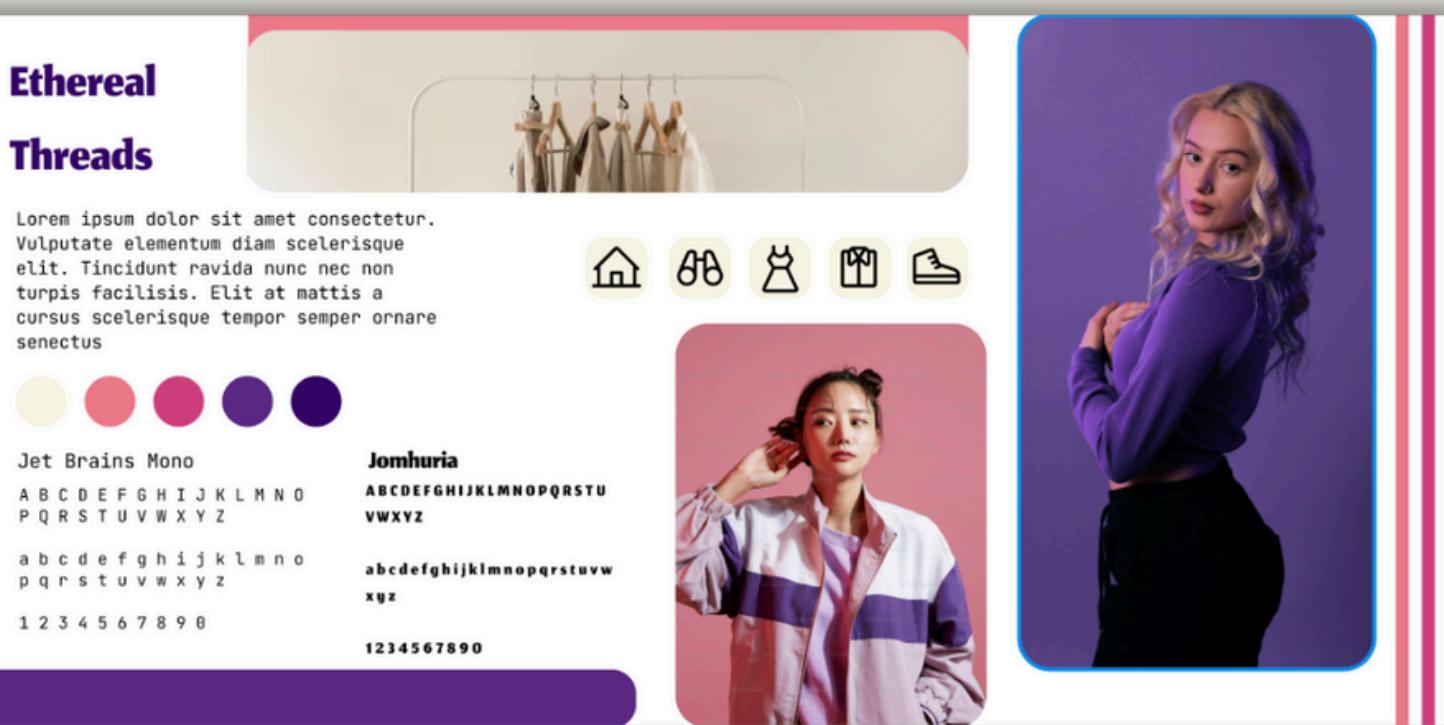
# Assignment 1

## MOODBOARD

A mood board is a collection of visual elements such as colors, typography, images and patterns that help establish the overall aesthetic and feel of a website.

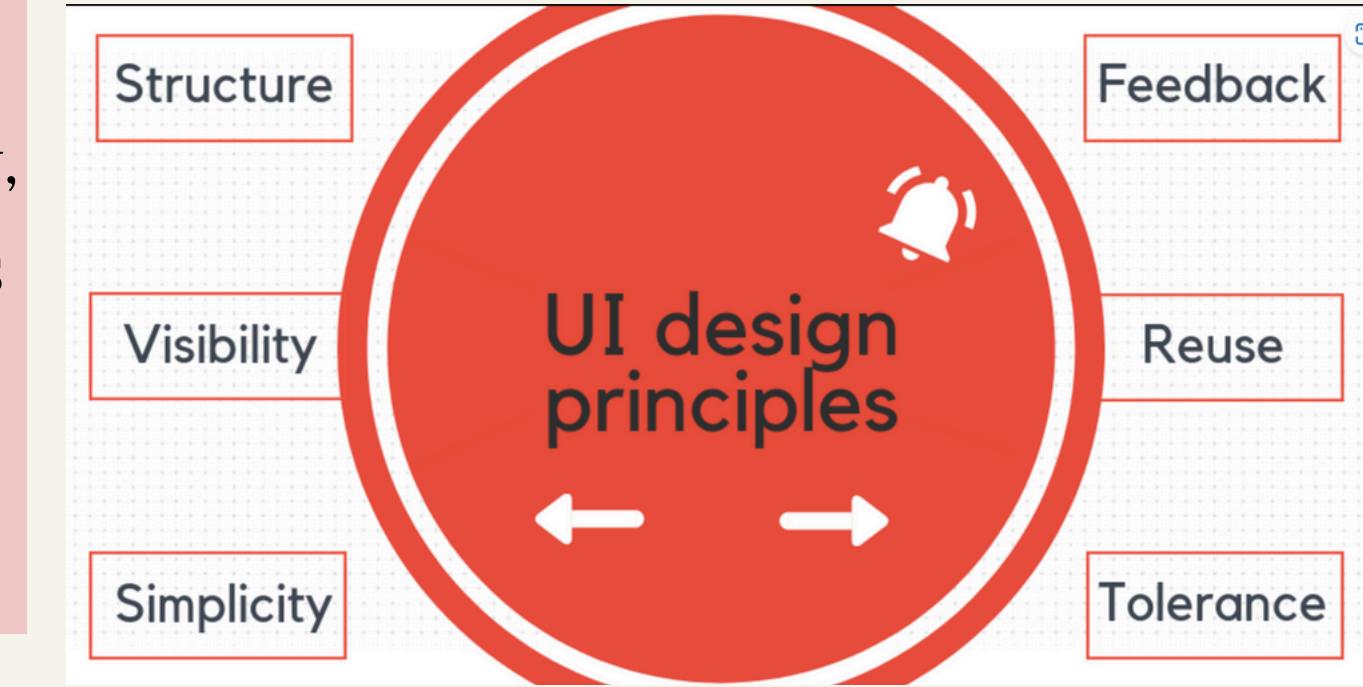


To create a visual moodboard that capture the essence of a chosen theme or concept .



## CONTENT

- User interface design principles
- Introduction to design principles: hierarchy, balance, contrast, alignment and Gestalt Principles
- Analyze websites



week II

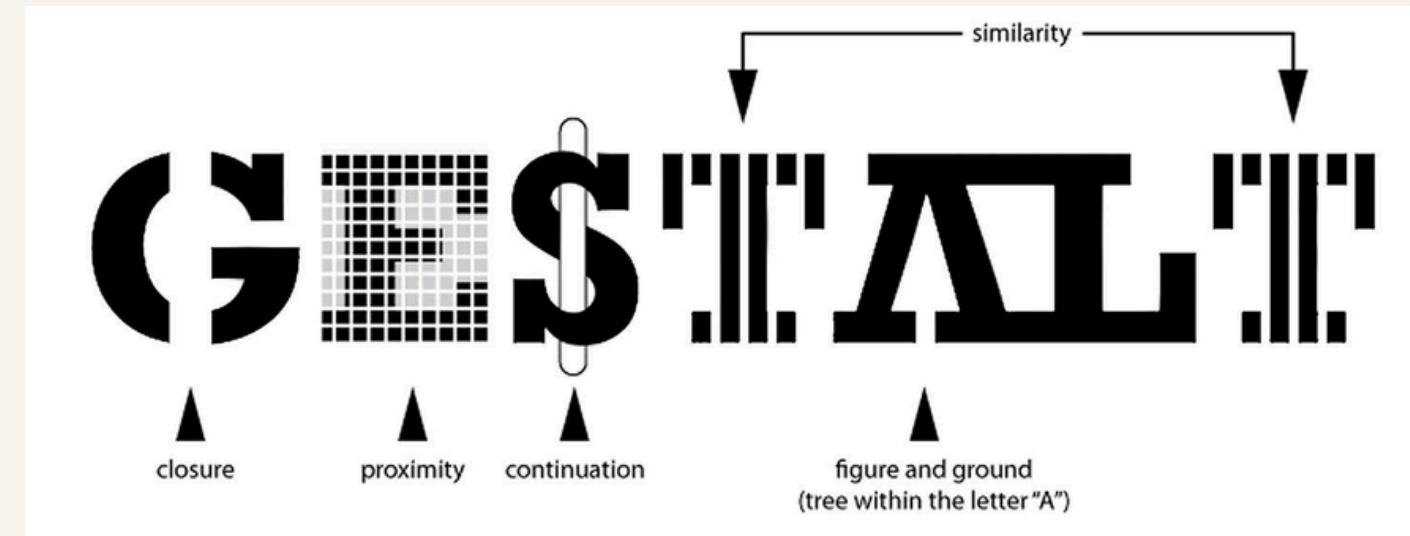


## Principles of UI Design

- Clarity: Ensure intuitive elements for easy interaction.
- Consistency: Build trust with uniform design elements.
- User Control: Empower users to take action with minimal confusion.
- Comfort: Provide language and visuals that offer reassurance.
- Accessibility: Make all users feel comfortable and in control.

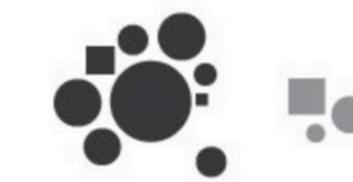
# Principles of UI Design

- **Hierarchy:** Color, Size and scale, Position, Typography, Perspective.
- **Alignment:** Edge alignment, Center alignment, Mixed Alignment.
- **Contrast:** Size contrast, Shape contrast and Typography contrast.
- **Balance:** Symmetrical balance, Asymmetrical balance, Radical balance.



Analyze websites

To analyze websites, evaluate their layout, design, usability, content quality, and performance. Focus on user experience, navigation ease, visual appeal, and load times.



## PROXIMITY

*When objects placed together, the eye perceives them as a group.*



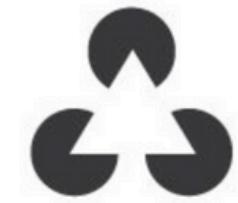
## SIMILARITY

*When objects look similar to one another, the eye perceives them as a group or pattern.*



## CONTINUANCE

*The eye is compelled to move from one object through another.*



## CLOSURE

*When an object is incomplete or not completely enclosed.*



## FIGURE & GROUND

*When the eye differentiates an object from its surrounding area.*

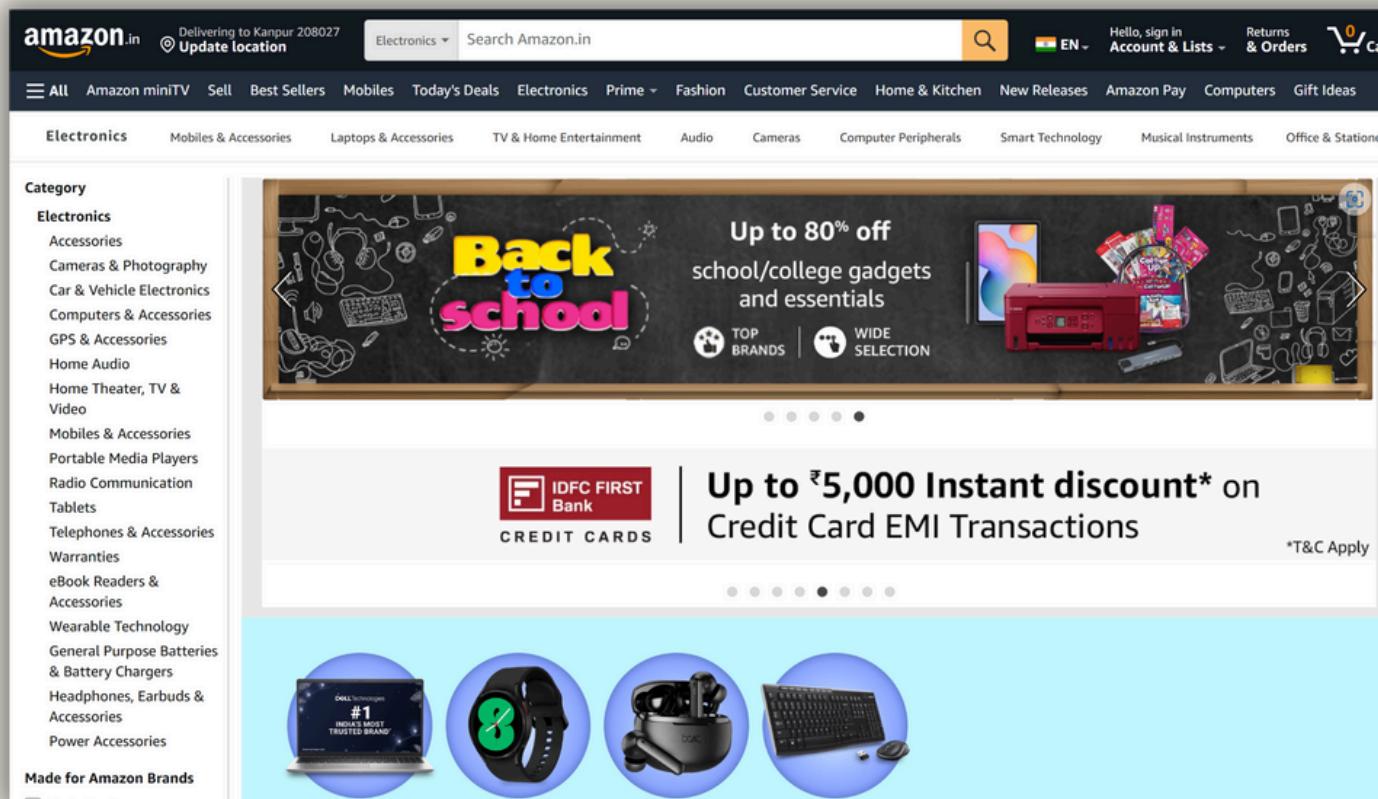
## GESTALT PRINCIPLES OF DESIGN

# Assignment 2

## Week II Assignment Analysis

### OVERVIEW

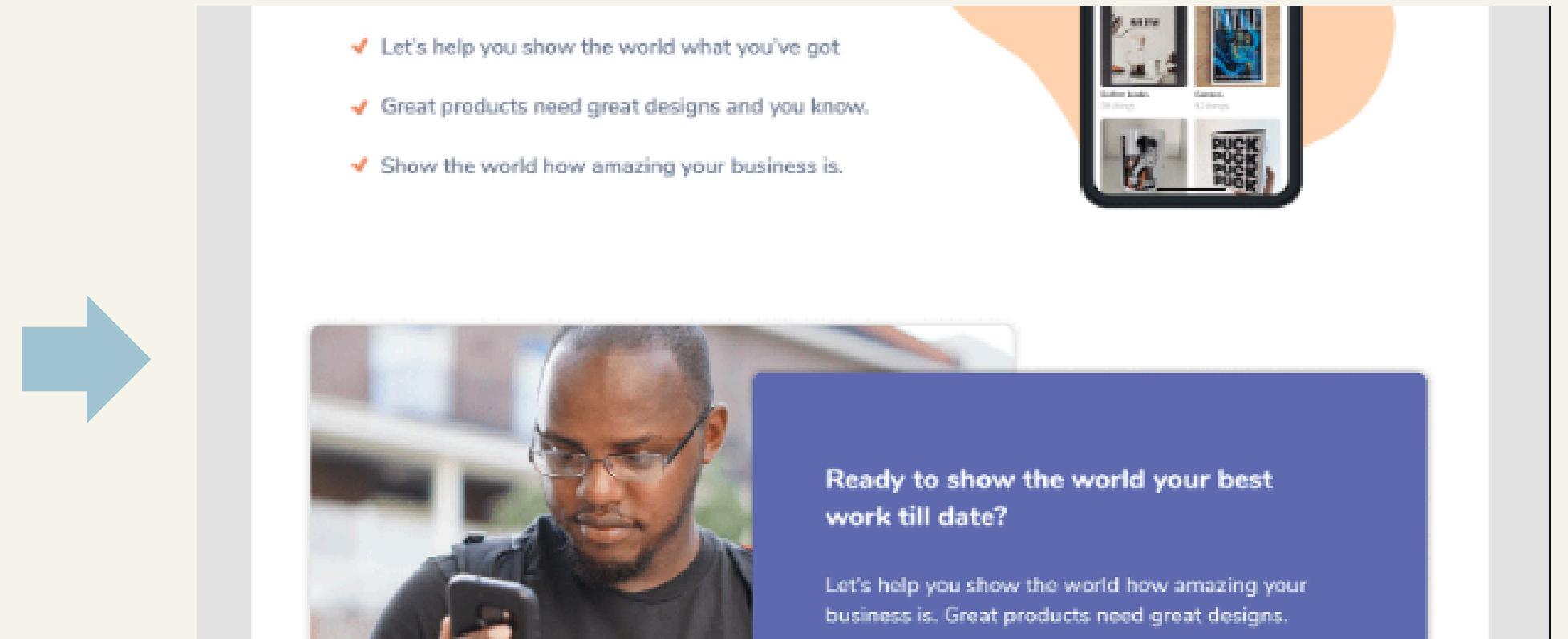
- Analyze the UI of any three popular website or app interfaces and identify its strengths and weaknesses.
- Suggest what improvements can be done in the UI of the chosen app/website's.



Good UI Design

### Takeaway?

- Ensure a consistent layout and design across all pages with clear navigation menus, making it easy for users to find information and move through the site.
- Design for responsiveness across devices and optimize for fast loading times to enhance user experience and accessibility.
- Provide high-quality, relevant content with visual elements like images and videos to engage users and keep them on the site longer.



Not A Good UI Design

# Understanding the Fundamentals of UX Design

## Steps to define Your Target Market



**Target Market:** A target market is a specific group of potential customers who a business aims to reach with its products or services.

week III



### Demographic segmentation

based on attributes such as

- Age
- Religion
- Ethnicity
- Income level
- Household size
- Education level
- Geographical location

### Psychographic segmentation

based on their psychological and personal traits, such as

- Personal values
- Religious beliefs
- Opinions
- Attitudes
- Aspirations
- Political leanings
- Lifestyle

### Firmographic segmentation

Firmographic segmentation classifies companies and businesses into a set of shared attributes, such as

- Industry
- Location
- Size
- Status or Structure
- Performance

### Behavioral segmentation

Behavioural segment classifies consumers on their behaviours



## Competitor Analysis

- What is the purpose of a UX Competitive Analysis?
- Types of Competitors to Audit for UX
- Direct competitors and Indirect competitors?
- SWOT Analysis

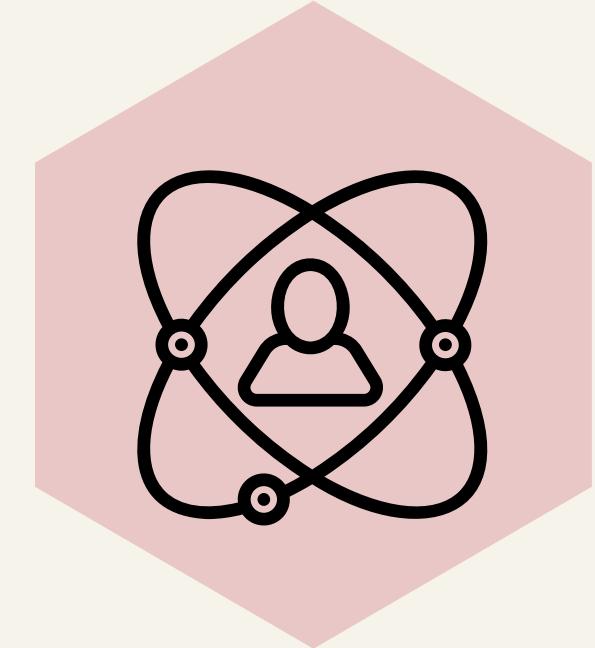


## User Persona:

- The benefits of user personas
- How to develop User Personas

## User Experience Research

- Why is User Research important?
- When is UX research conducted?
- Qualitative and Quantitative User Experience Research
- Methods of UX Research: Interviews, Surveys and Testing



# Assignment 3

**Objective:** Conduct the market analysis i.e compose your Target Market and Market Segment and then Conduct competitor analysis using SWOT analysis for UI of the firms.



## What is cult.fit?

CultFit, is a popular fitness chain in India that offers a variety of workout programs and fitness classes. It's known for its diverse classes, including yoga, strength training, cardio, and more. CultFit aims to provide holistic fitness solutions to its members, focusing on physical and mental well-being.

## What is the Target Market for cult.fit

- Urban Professionals (35-54):** CultFit appeals to busy urban professionals seeking convenient fitness solutions that fit their schedules, as they prioritize health and wellness but struggle to find time for regular exercise.
- Fitness Enthusiasts:** CultFit caters to fitness enthusiasts by offering diverse workout options, expert guidance, and a supportive community to help them achieve fitness goals.
- Health-Conscious Consumers:** CultFit appeals to health-conscious consumers, offering holistic fitness solutions encompassing yoga, meditation, and nutrition guidance.
- Tech-Savvy Individuals (18-34):** CultFit offers tech-savvy individuals a mobile app and online booking system for managing their fitness routines, with features like workout tracking, online class reservations, and virtual coaching options.

## SWOT Analysis

### Strengths:

- Engagement Features:** The Cult.fit UI integrates advanced gamification elements, such as levels, daily tasks, and ranking systems, which motivate users to stay engaged with their fitness routines.

- Comprehensive Integration:** The app's user interface efficiently combines various health and wellness services including fitness training, mental well-being, and nutrition, providing a holistic health platform within a single app.
- User-Friendly Design:** The UI design caters to both individual and group workout experiences, offering online personal training, live classes, and DIY video options, making it versatile and user-centric.
- Real-time Interaction:** Features like the energy meter and live ranking during sessions enhance real-time interaction and competitiveness among users, contributing to a more dynamic workout experience.

### Weaknesses:

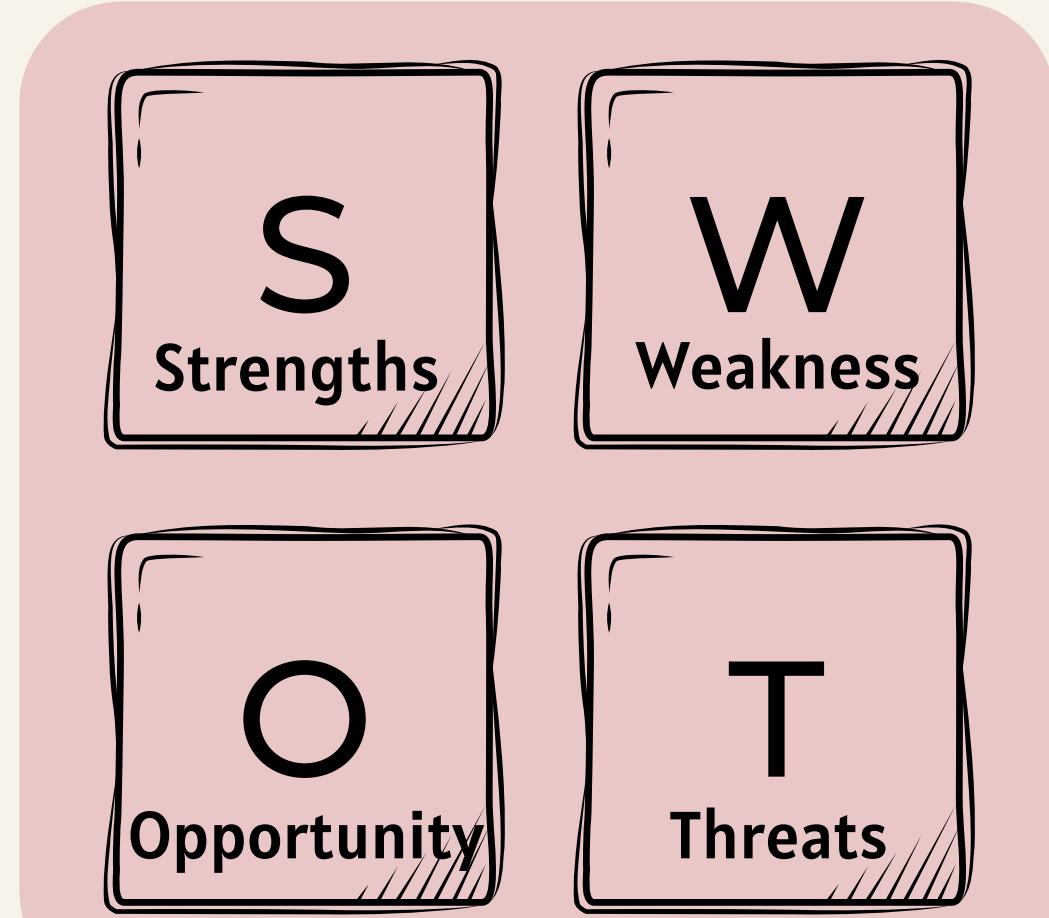
- Complexity for New Users:** The extensive range of features might be overwhelming for new users. Ensuring that users can easily navigate and understand all available options is a potential challenge.
- Lack of Specialized Tracking:** While the app includes various tracking features, there is a need for more specialized activity tracking, such as running, with detailed analytics on calories burnt, speed, and distance.
- Absence of Personalized Assistance:** The app lacks a comprehensive fitness companion or AI chatbot that could guide users through their health and nutritional needs individually.

### Opportunities:

- Enhanced Personalization:** Introducing features like personalized fitness and diet programs tailored to individual needs can significantly improve user satisfaction and engagement.
- Community Building:** Developing a discussion forum for users to share workout routines and healthy lifestyle tips can foster a stronger community sense and encourage more active participation.
- Innovative Tracking Features:** Adding advanced tracking features, such as AI-driven reminders and specialized activity tracking, can provide users with deeper insights into their fitness progress.
- Expansion of Services:** Explore further integration of services, such as specialized online immunity and lifestyle assessment tools, to cater to evolving health trends and user demands.

### Threats:

- Intense Competition:** The health and fitness market is highly competitive with various strong competitors like MyFitnessPal, Healthifyme for fitness, and apps like Calm and Headspace for mental well-being.
- Technological Advancements:** Rapid advancements in health-tech require continuous updates and innovation in the UI to stay relevant and competitive in the market.
- User Retention Challenges:** Maintaining user engagement and retaining users can be challenging due to the high availability of alternative apps offering similar or even more specialized services.



## what is a wireframe?

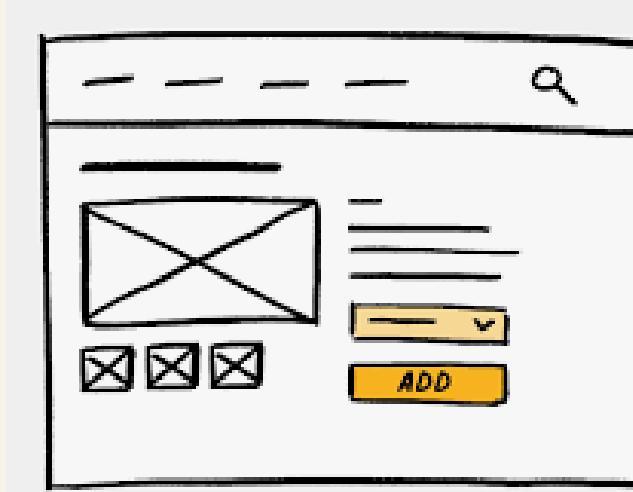
Wireframe is low fidelity sketch of a digital interface

week IV

## Wireframe is of two types::

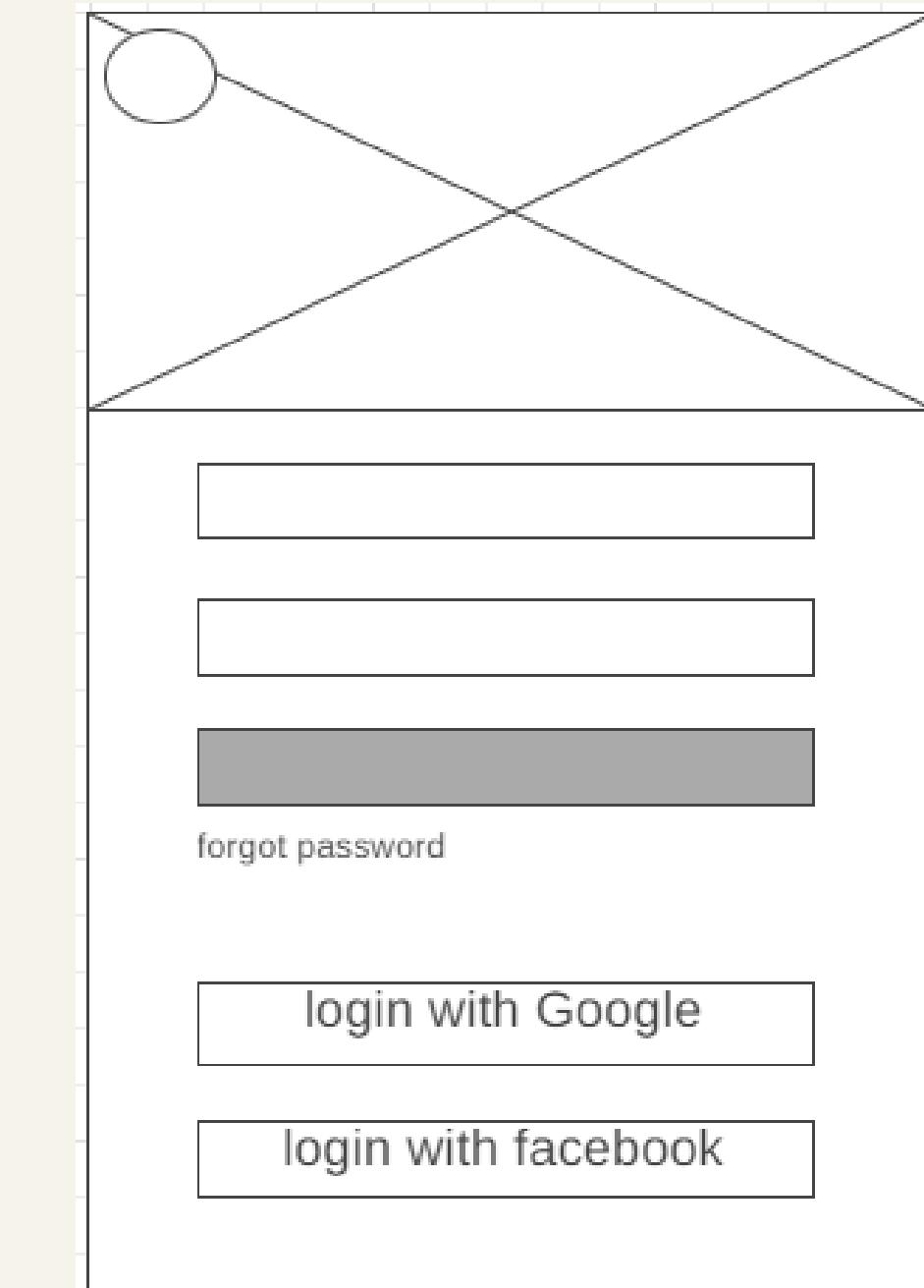
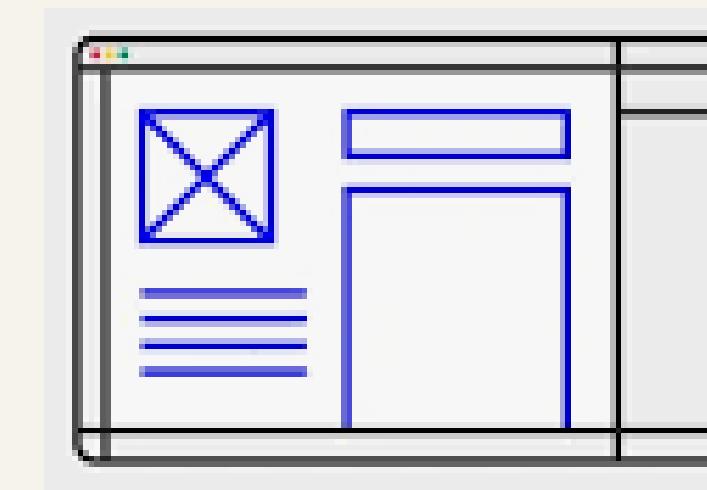
### Hand drawn wireframe

We implement our idea on a pen and paper. It just takes few minutes and several tries to reach desired structure



### Digital wireframe

we do it in a software where the design is more accurate and more perfect.  
One such software is wireframe.cc



a sample wireframe

## INTRODUCTION TO FIGMA

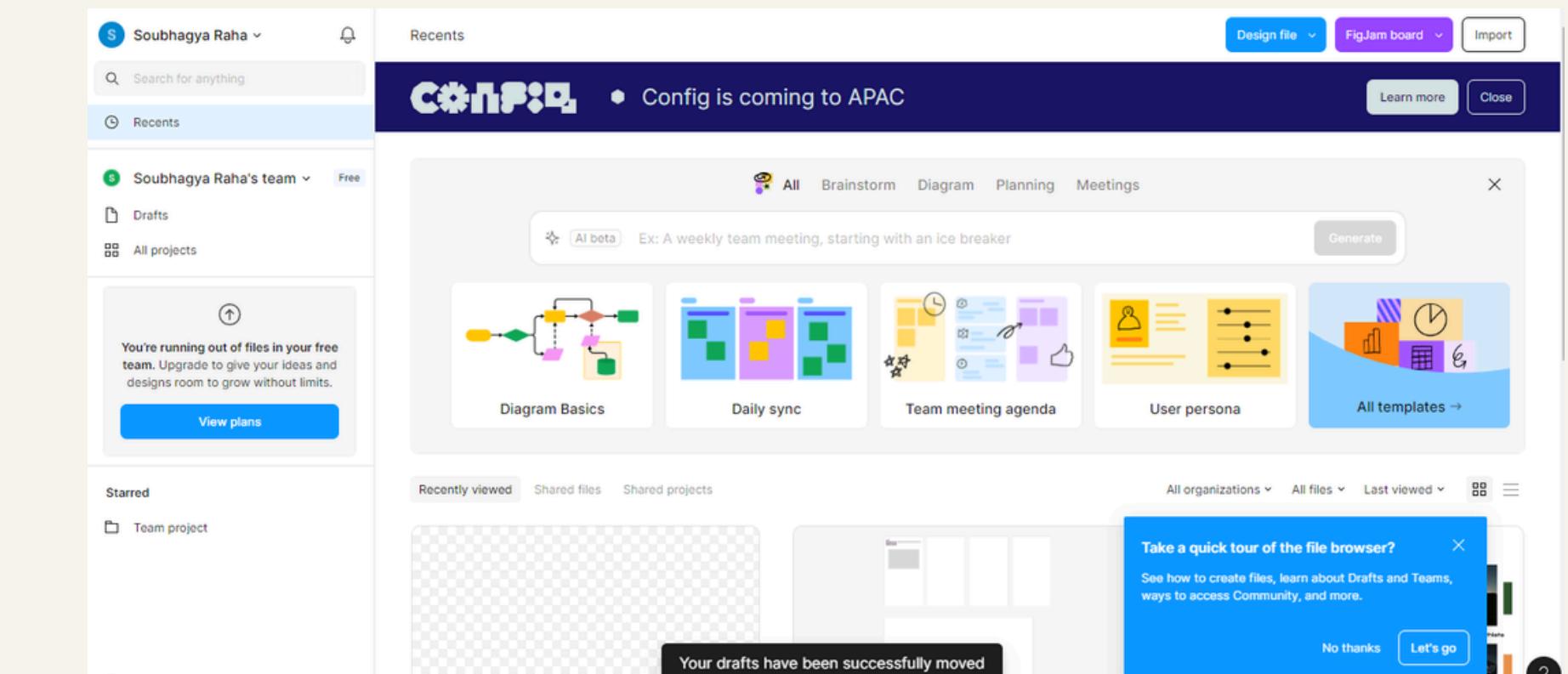
### What is FIGMA?

Figma is the leading collaborative design tool for building meaningful products.

week IV

### What is figma used for?

Figma design is for people to create, share, and test designs for websites, mobile apps, and other digital products and experiences. It is a popular tool for designers, product managers, writers and developers and helps anyone involved in the design process contribute, give feedback, and make better decisions, faster.



Figma home page

## Assignment 4

**Objective:** The brief for this tutorial is to create a landing page for a fictional music streaming company called "Pride." Pride offers an ad-free platform with millions of songs that is web-based for now, with the option to pre-download the mobile version. The target audience is young adults between the ages of 16 and 26 who are into Dance, Hip-Hop, Rock, R&B and enjoy the party and nightlife scene. The purpose of the homepage is to convert visitors into signups for the prime ad-free platform



Due Date- 12th June

# **THANK YOU**

**Presented By : Mentees Of UI/UX NEXUS:  
Crafting User's Experience Summer Project**