



UX Design

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What is UX Design?

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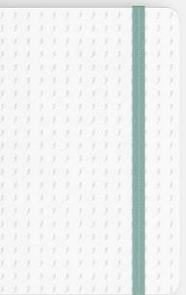


UX Design the definition

User experience (UX) design is the process of creating products that provide meaningful and relevant experiences to users. This involves the design of the entire process of acquiring and integrating the product, including aspects of branding, design, usability, and function

In short it's about creating a product **for the user**, with the user in mind (via feedback or research)

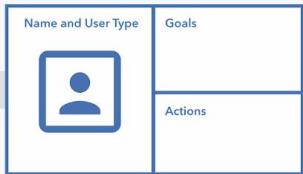
The process



The Process

DISCOVERY

Validate the problem, end users, project goals



METHODS

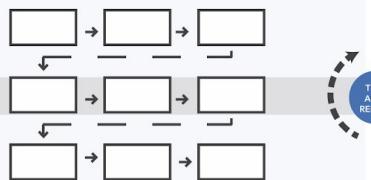
User Research: Interviews, Ethnography
Empathy Mapping
Task Analysis
Stakeholder Mapping
Service Blueprints
Analytics and Heuristics
Competitive Analysis

OUTCOME

Problem Validation

IDEATION

Organize discovery, explore options, develop wireframes and prototypes



METHODS

Sketching
Wireframes
Information Architecture
Journey Mapping/Pageflows
User Story Writing
Paper Prototypes
Interaction Design

OUTCOME

Solution Exploration

DESIGN

Commit to internally validated ideas, test with users



METHODS

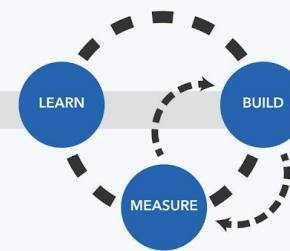
Design Sprints
Style Guides
High-Fidelity Visual Design
Rapid Prototyping
Mockups
A/B Testing

OUTCOME

Solution Validation

VALIDATION

Validate, learn, plan for the next iteration



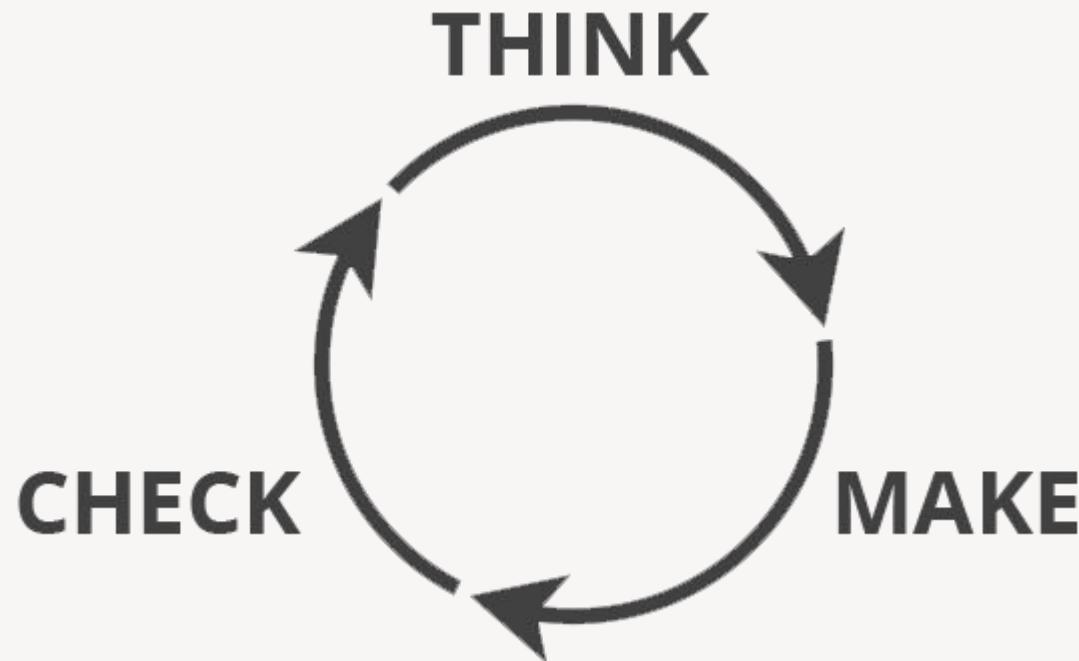
METHODS

Accessibility
Usability Testing
Feedback Integration
Iterative Design
Retrospectives
Release

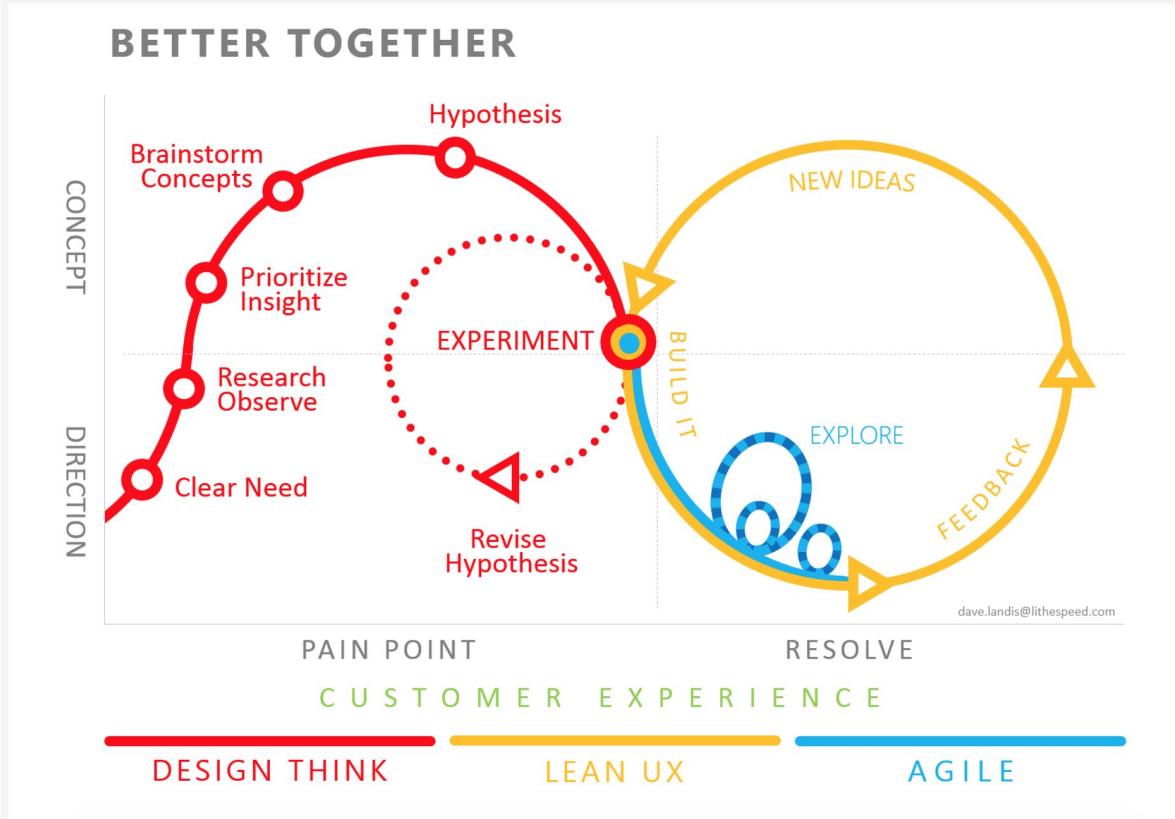
OUTCOME

Solution Scalability

The Process



The Process



Common

- **Always Iterate** - a design / a product is never done. It evolves with feedback and requirements
- **Discover** - spend time to discover **What Really Needs To Be Done.**
What is the problem? Why does this problem occur? Is the clients solution a good solution? (The client doesn't always know all his options, that's why you need to embrace discovery)
- **Measure** - find how will you measure success. How do you know that your design, your idea, your hypothesis works and brings value?

The Process is Flexible, nothing is set in stone, ALWAYS Adjust it to Your Needs



Discovery - Toolset



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Types of data

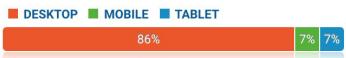
Quantitative research is any research that can be measured numerically. It answers questions such as “how many people clicked here” or “what percentage of users are able to find the call to action?” It’s valuable in understanding statistical likelihoods and what is happening on a site or in an app.

Qualitative research is sometimes called “soft” research. It helps us understand why people do the things they do, and often takes the form of interviews or conversations. Common questions include “why didn’t people see the call to action” and “what else did people notice on the page?”

Google analytics

Right now
14

active users on site



Top Referrals:

Source	Active Users ↓
1. analytics.google.com	1
2. mail.googleplex.com	1

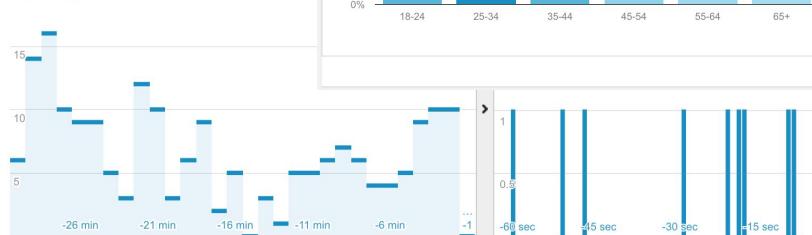
Top Social Traffic:

Source	Active Users ↓
There is no data for this view.	

Top Keywords:

Page Views

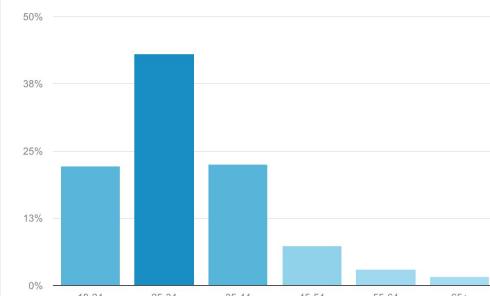
Per minute



Key Metric: ▾

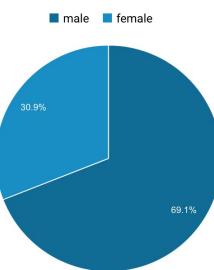
Age

48.06% of Total users



Gender

50.56% of Total users

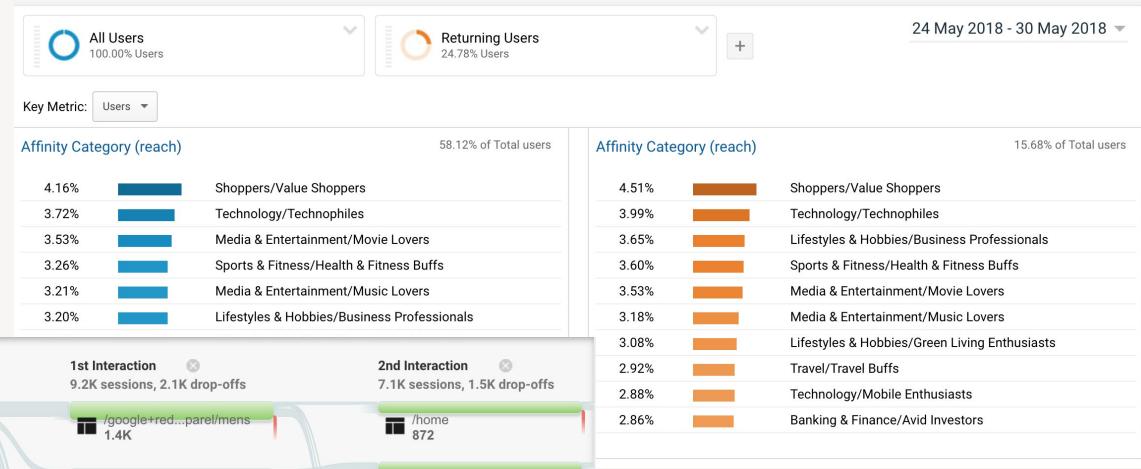
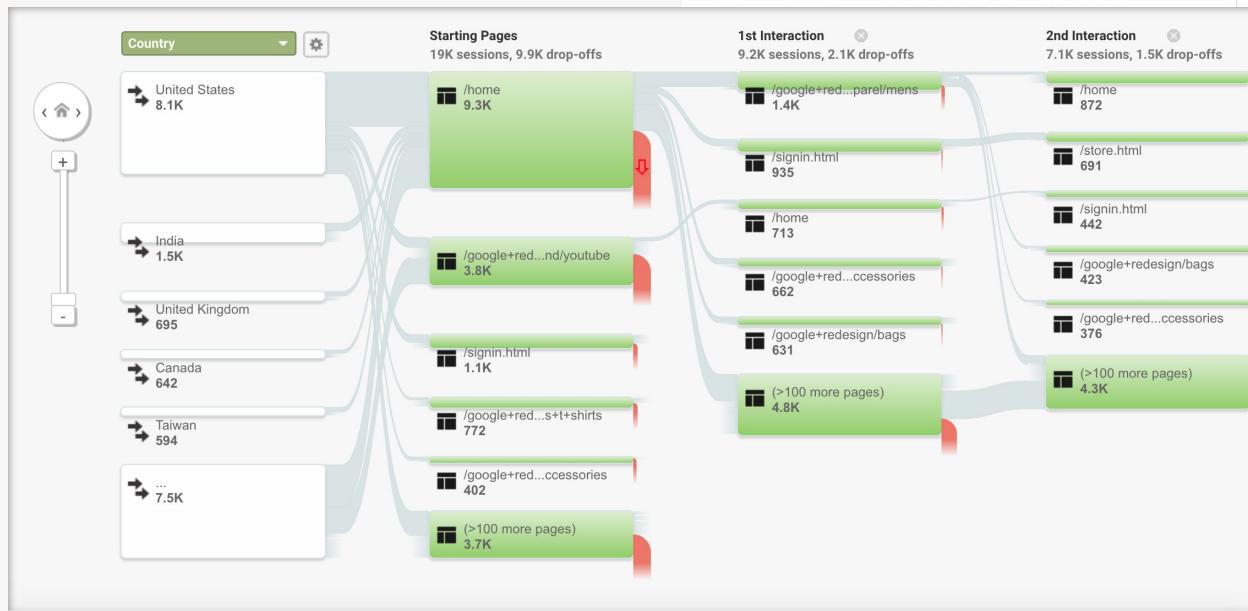


This report was generated on 01/06/2018 at 09:45:02 - [Refresh Report](#)

Top Active Pages:

Active Page	Active Users ↓
1. /home	8 57.14%
2. /Google+Redesign/Office	2 14.29%
3. /Google+Redesign/Apparel/Kids	1 7.14%
4. /Google+Redesign/Apparel/Mens	1 7.14%
5. /Google+Redesign/Apparel/Mens/quickview	1 7.14%
6. /forgot_password.html	1 7.14%

Google analytics



Mixpanel, Amplitude

The screenshot shows the Mixpanel web interface. At the top, there's a dropdown menu labeled "First Time". Below it, a query builder section with the following filters:

- Show me people who did **Signed Up**
- and are **Device** **equals** **iPhone**

Below this, another section says "Then came back and did **Anything**". At the bottom, there's a date range selector from "Dec 1, 2014 - Dec 1, 2015" and a retention report table:

		The number of days later your users were retained.						
		< 1 mth	1	2	3	4	5	6
AdMob	1,256	98.56%	78.39%	71.79%	52.38%	38.46%	32.46%	22.71%
DoubleClick	930	97.13%	76.91%	64.79%	58.38%	48.46%	37.46%	20.04%
Google Ads	750	70.30%	69.29%	56.65%	60.32%	37.84%	32.14%	18.32%

ENABLE EVERY TEAM TO ACCESS THE DATA IT NEEDS

In the past, analytics meant painfully harvesting data from slow tools and SQL queries. Today, everyone needs to know what's going on inside the product. Mixpanel's intuitive and powerful interface allows you to drill in and find out how people are using your product right away.

The comparison highlights the difference in complexity between traditional SQL queries and Mixpanel's interface.

Old way:

```
SELECT city, COUNT(*) FROM
JOIN users ON page_views.us
WHERE page_views.browser =
page_views.device = "ipad"
page_views.referring_domain =
users.signup_date <= '201
users.signup_date >= '2012-
GROUP BY city
```

Mixpanel way:

Shows a simplified interface where the query is broken down into logical steps using dropdown menus and operators like "CONTAINS".

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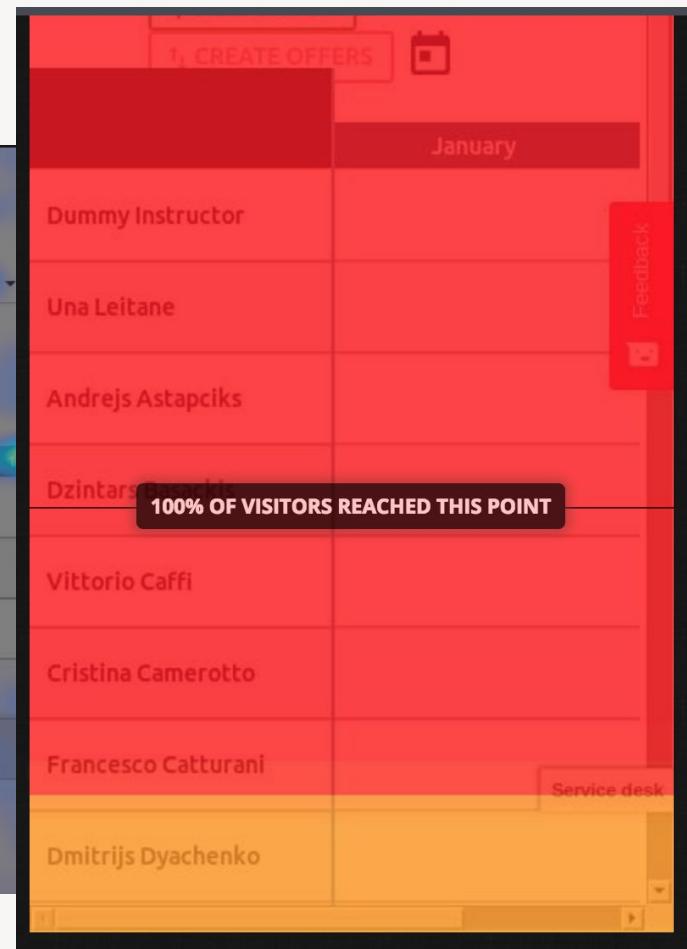
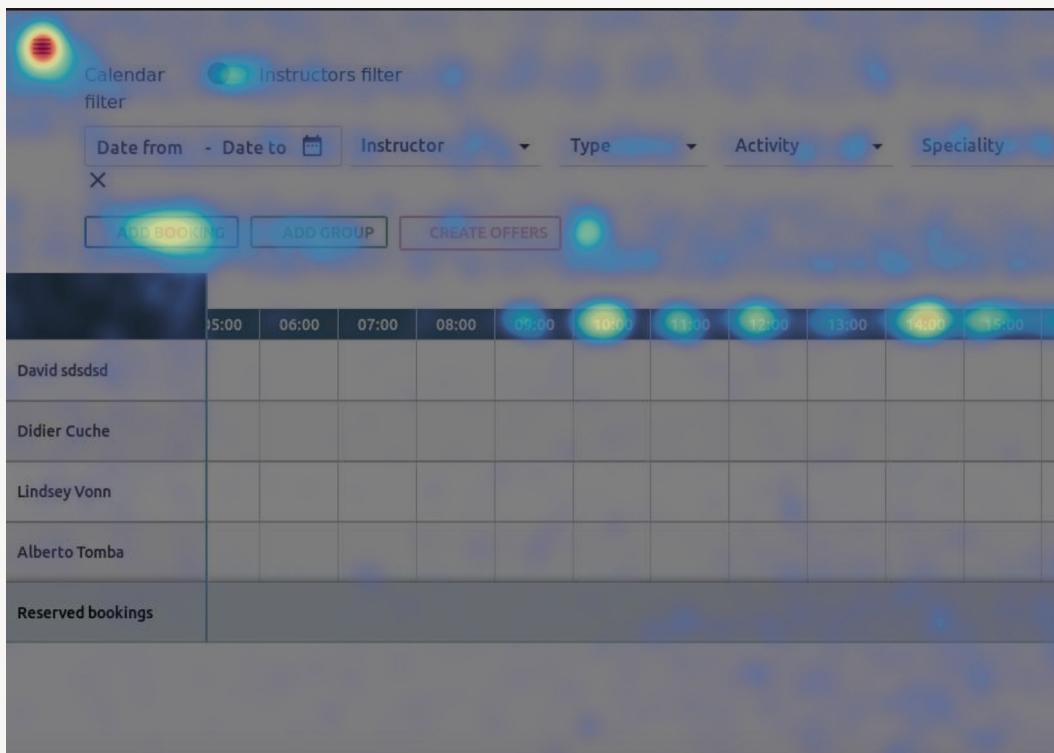
Comparison

- **Google analytics** - surface level metrics
- **Mixpanel** - tools that provide deeper insight

When to use what?

- If you want to have an overview - Google Analytics
- If you want to dive deeper (follow the users actions in detail) - Mixpanel
 - Best place to use it - where users register and you can track their account activity
 - Employ growth initiatives like Growth Hacking

Hotjar





Video recordings:

<https://insights.hotjar.com/r?site=774259&recording=1241551630&token=81aec7f977eaa9922d9d59edda9da72a>

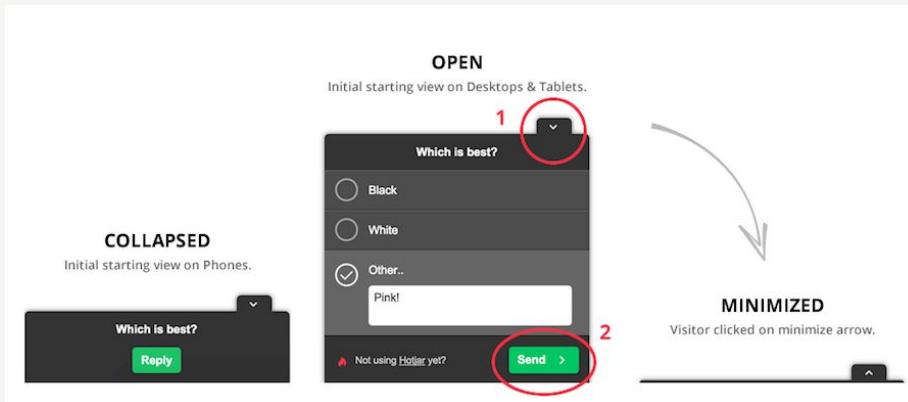
The screenshot shows a web-based application interface. On the left is a sidebar menu with options like Booking Calendar, Bookings, Instructors, Products, Groups (which is highlighted), Partners, Clients, School settings, Account information, and Hotels. The main content area displays a table titled 'Groups' with columns for Group Name, Date, Lesson Time, Age, Instructor, Language, and several checkboxes. A red dashed line highlights the 'Groups' button in the sidebar and points to the 'Groups' section in the main content. The right side features a 'Session Info' panel with details such as session ID (4085e880), location (France), date (5th April), device (Desktop 1800 x 865), browser (Chrome 65.0.3325), and operating system (Mac OS X 10.13.3). It also shows 110 actions & 0 notes. Below this is a 'Help with recordings' section and a troubleshooting link. At the bottom, there's a video player control bar with a play/pause button, volume controls, and a timestamp of 0:43 / 1:32.

	Group Name	Date	Lesson Time	Age	Instructor	Language	Actions
1	L2 Meribel 11.30	22/Jan/2018 - 22/Jan/2018	11:30 - 13:30	0 - 0	Sirio Cervello	-	✓
2	L2 Meribel 11.30	23/Jan/2018 - 23/Jan/2018	11:30 - 13:30	0 - 0	Sirio Cervello	-	✓
3	L2 Meribel 11.30	24/Jan/2018 - 24/Jan/2018	11:30 - 13:30	0 - 0	Sirio Cervello	-	✓
4	L2 Meribel 11.30	25/Jan/2018 - 25/Jan/2018	11:30 - 13:30	0 - 0	Sirio Cervello	-	✓
5	L2 Meribel 11.30	26/Jan/2018 - 26/Jan/2018	11:30 - 13:30	0 - 0	Sirio Cervello	-	✓
6	L2 Meribel 11.30	05/Mar/2018 - 05/Mar/2018	09:15 - 11:15	0 - 0	Sirio Cervello	-	✓
7	L2 Meribel 11.30	06/Mar/2018 - 06/Mar/2018	09:15 - 11:15	0 - 0	Sirio Cervello	-	✓
8	L2 Meribel 11.30	07/Mar/2018 - 07/Mar/2018	09:15 - 11:15	0 - 0	Sirio Cervello	-	✓
9	L2 Meribel 11.30	08/Mar/2018 - 08/Mar/2018	09:15 - 11:15	0 - 0	Sirio Cervello	-	✓
10	L2 Meribel 11.30	26/Mar/2018 - 26/Mar/2018	09:15 - 11:15	0 - 0	Andrea Pizzo	-	✓
11	L2 Meribel 11.30	27/Mar/2018 - 27/Mar/2018	09:00 - 11:00	0 - 0	Andrea Pizzo	-	✓
12	L2 Meribel 11.30	28/Mar/2018 - 28/Mar/2018	09:15 - 11:15	0 - 0	Andrea Pizzo	-	✓
13	L2 Meribel 11.30	29/Mar/2018 - 29/Mar/2018	09:15 - 11:15	0 - 0	Andrea Pizzo	-	✓

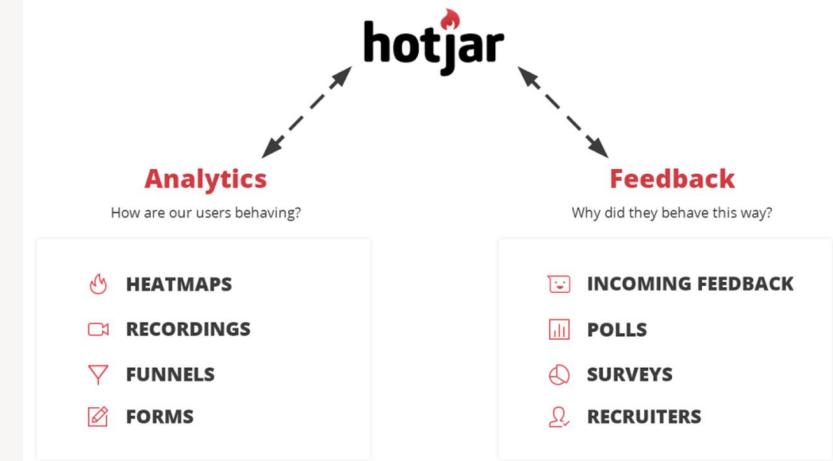
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Hotjar

- Combine Analytics + Feedback for best results
- Know the what and the why!
- Recruit users
- Predefined questions to help you
- Track form feedback and create funnels



All-in-one Analytics & Feedback



Usability testing

Usability tests - is a way to see how easy to use something is by testing it with real users.

Users are asked to complete tasks, with given scenarios, typically while they are being observed by a researcher, to see where they encounter problems and experience confusion. If more people encounter similar problems, recommendations will be made to overcome these usability issues.

UserTesting.com

Example:

<https://www.usertesting.com/dashboard#!/study/2430069/sessions>

Tester Information for Hongxi	
Session ID: 2430069A	
Profile	Device info
Gender	female
Age	20
Income	under \$40,000
Country	United States
US State	CA
Social Networks	Facebook, Twitter, LinkedIn
Web Browsers	Chrome, Firefox, Safari
Gaming Genres	Arcade, Puzzles, Simulation, Ville
Devices	Mac, iPhone, Home Game Console, Handheld Game Console

The screenshot shows a user test session interface. On the left, a sidebar displays 'Tester Information for Hongxi' with details like Session ID: 2430069A, Gender: female, Age: 20, Income: under \$40,000, Country: United States, US State: CA, Social Networks: Facebook, Twitter, LinkedIn, Web Browsers: Chrome, Firefox, Safari, Gaming Genres: Arcade, Puzzles, Simulation, Ville, and Devices: Mac, iPhone, Home Game Console, Handheld Game Console. The main area shows a study titled 'ISD usability test' on the 'Snowsport Jobs' website. The study summary says 'Welcome to SJ JOBS'. It encourages users to fill their profile, add availability, and search for job offers. A progress bar indicates 0% completion. At the bottom, there are controls for navigation, volume, and a clip button. The video player shows it's at 13:16 / 14:58. On the right, a sidebar shows 'Answers for #2430069A by Hongxi' with four questions and their responses. Below that is a list of messages from the moderator.

Answers for #2430069A by Hongxi

- What aspect of the site confused you?
The site provided clear instructions. However during my attempt to view my request status, I had difficulties finding it despite being the third tab. That could be user error, or perhaps a more frontal positioning would be advantageous.
- If you had a magic wand, how would you improve this site?
I would include a broader variety of languages and activities. I believe the website seems a tad sparse, and could include more descriptions regarding the job offers detailing what exactly would occur if hired.
- What was your first impression of the site, what did you like about the site?
I believe the logo of the site allows for consumers to understand that it is a sports site. I enjoyed the aspect for the instructors because the site provided a sense of professionalism. However, I believe from a customers viewpoint, it may seem too professional rather than an instructor to hire for fun. Unless the consumer target is people who want to learn professionally rather than as a hobby.
- Would you trust the information presented on this site? Why?
I believe the logo of the site and the professionalism lends to a sense of trustworthiness.

Start typing here...

1:41 Dashboard - Search job offer

1:43 SPAM information is useful

4:26 Membership buying discou

4:55 Thought that availabilities ar viewing offers

6:50 Small amount of languages

Other methods

What to build or what to fix?

What people do					
What people do			How often something happens?		
Natural Use	Scripted Use	Natural Use	No Use	Combination/Hybrid	Combination/Hybrid
Natural Use <ul style="list-style-type: none">ethnographic field studieseye-tracking	Scripted Use <ul style="list-style-type: none">usability lab studyusability benchmarkmoderated remote usability studyunmoderated remote panel studyeye-tracking	Natural Use <ul style="list-style-type: none">clickstream Analysisa/b testingtrue intent study			
Natural Use <ul style="list-style-type: none">ethnographic field studydiary/camera studycustomer feedback	No Use <ul style="list-style-type: none">focus groupsinterviewscard sorting	Combination/Hybrid <ul style="list-style-type: none">participatory designconcept testingdesirability study	Natural Use <ul style="list-style-type: none">diary/camera studycustomer feedbackintercept survey	No Use <ul style="list-style-type: none">card sortingemail survey	Combination/Hybrid <ul style="list-style-type: none">concept testingdesirability study

What people say

SOURCE: <https://www.nngroup.com/articles/which-ux-research-methods/>

Ideation - UX Tools

A close-up photograph of a silver laptop resting on a light-colored wooden surface. In front of the laptop, a single sheet of white paper lies flat. The background is dark and out of focus.

adapt

Persona

- Empathize with your user
- Create a model of a typical user
- Define role
- Write description and tools
- Don't forget to write stories
- Add a picture to build empathy



John, CEO of THE company

Age: 30 and up

Profession: C-level Managers

COMPUTER SKILLS



Everyday software:
Spreadsheets, powerpoint, internet, emails, posts media, uses CRM, salesforce, ERP, financial software, analytical software, managerial tools.

He learnt to use this software by working with it everyday in a corporate environments. He learnt to use the tools working in a corporate environment, some in university, while needing to do a certain task. Nowadays he's using more sophisticated tools so he tends to take courses on how to use them to solve his problems

Computer type:
laptop, notebooks, sometimes desktop

Devices used:
newest iphone or samsung, laptop, ipad

Background:
business school, law school, university, entrepreneurs (marketing, finance, communication, HR...) - need to communicate to many people

A DAY IN THE LIFE

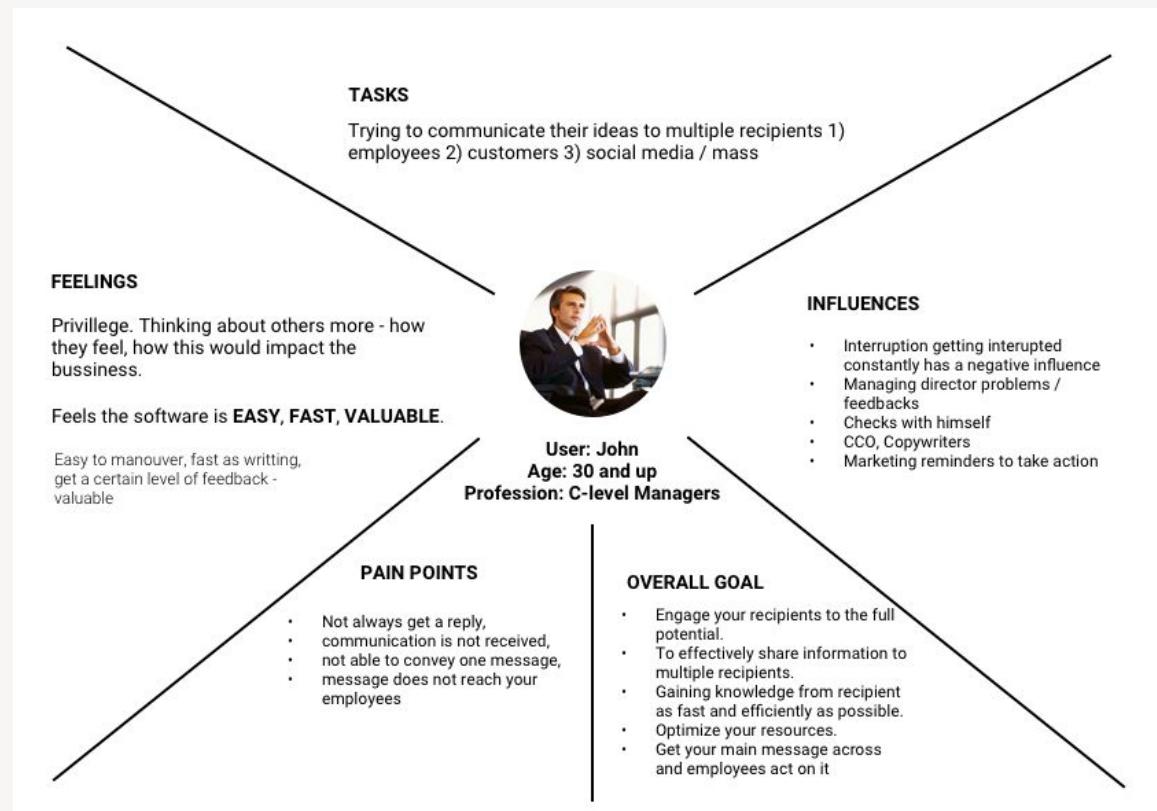
He starts his day by checking his email and then he goes to prepare for meetings, then he has meetings, more meetings, usually goes day by day creating powerpoints, business reports, sometimes posts on social media or if he has a free minute reads the news.

KEY GOALS

He works hard everyday to communicate with his employees and to always have an overview of his business. Growing a successful business the number of employees is growing rapidly and he feels that they do not know and are not aligned with the companies strategy. He needs to find a better way of communication.

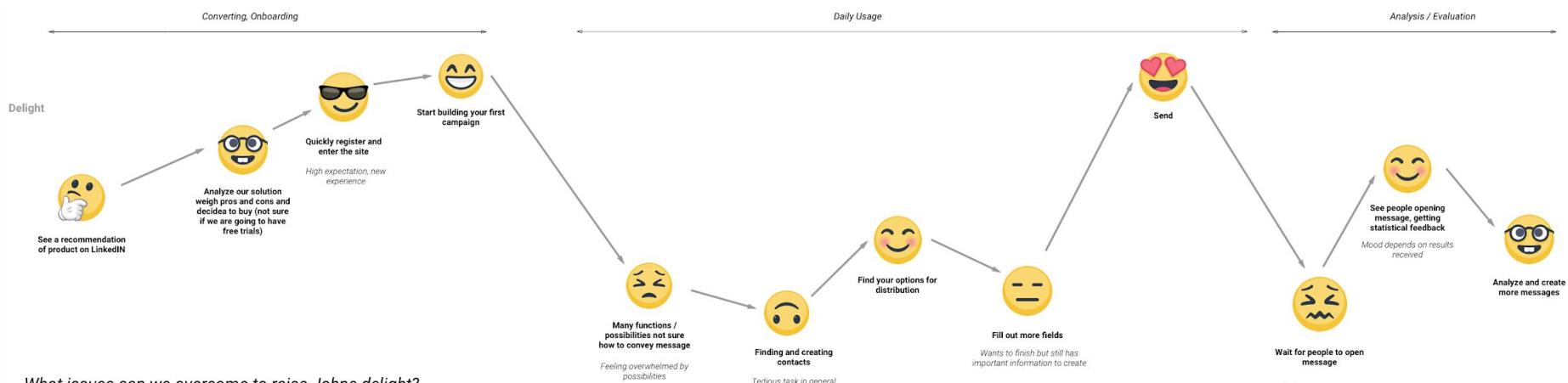
Map feelings

- 5 directions - Tasks, Feelings, Influences, Pain points, Overall goal
- Get to know the goal of the user and how he feels while trying to achieve it
- What pains him
- What influences him



Journey of the user

John, CEO of a THE company



What issues can we overcome to raise Johns delight?

Quick Registration and easy access

Getting the user hands on to the system like easy registration, free trials, quick setups greatly enhances their first experience with the product.

Have things thought out for the users

Having this like predefined layouts or less functionality to create messages at the start (only most important features) helps make the experience easier.

Have an easy solution for contacts

Entering contacts is a generally tedious task if the user has no predefined contact list, having things like imports and exports are usually a crucial part for the user.

Smooth comeback

After creating a message and setting up contacts, the last thing the user wants is the distribution to be tedious. Simply choosing the distribution channel the user expects everything to be nearly done, but comes back to more inputs: having as less inputs as possible will help easeen up the experience.

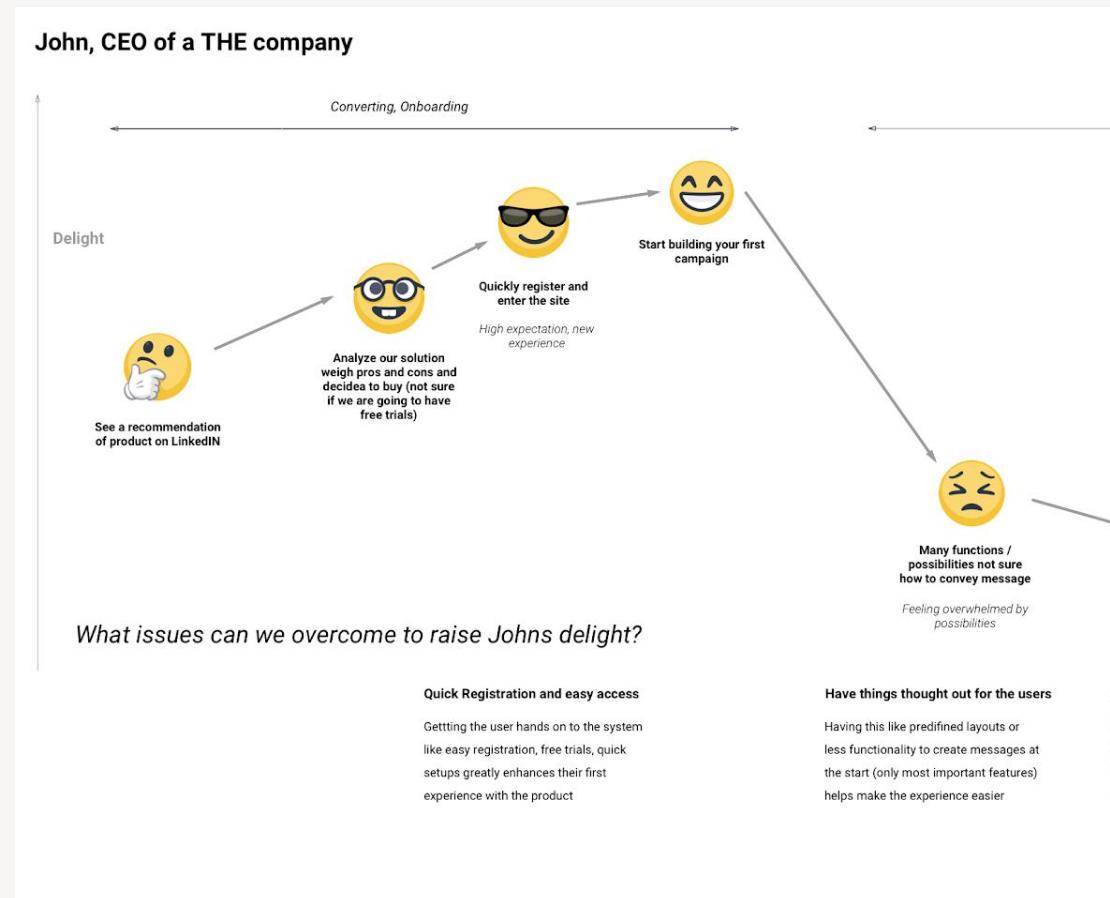
Data view

Showing correct empty states and enough information how data is gather at this stage is important to avoid user anxiosenes.



Journey of the user

- Map the MVP
- Add feelings, find the low points
- Segment in onboarding / daily usage / return
- Raise issues, provide solutions



How this helps in development?

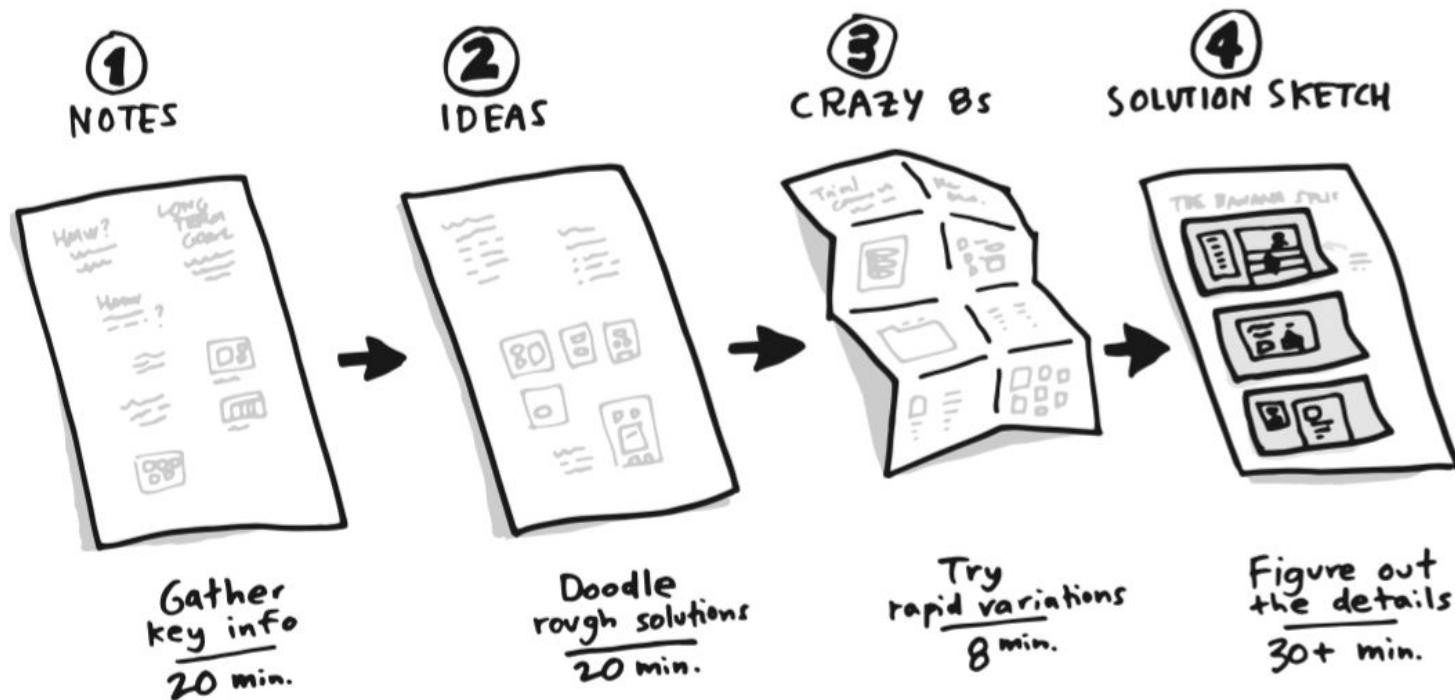
- **Create with the client** - learn how much the client know about his users, learn how he perceives them. Do research, clear up misconceptions.
- **Focus on the MVP** - this is your MVP, this is what you need to achieve, do not get sidetracked, do not stray to different flows
- **High level overview** - while in active development, grinding on the details, get back to the high level, see if you're really lessening the user's pain.
- **Quicker introductions** - having these artifacts helps onboard new people, having a structure to present these artifacts, helps to get new people engaged quicker. Makes it easier to emphasize and to see the goal quicker



Ideation - Sketching

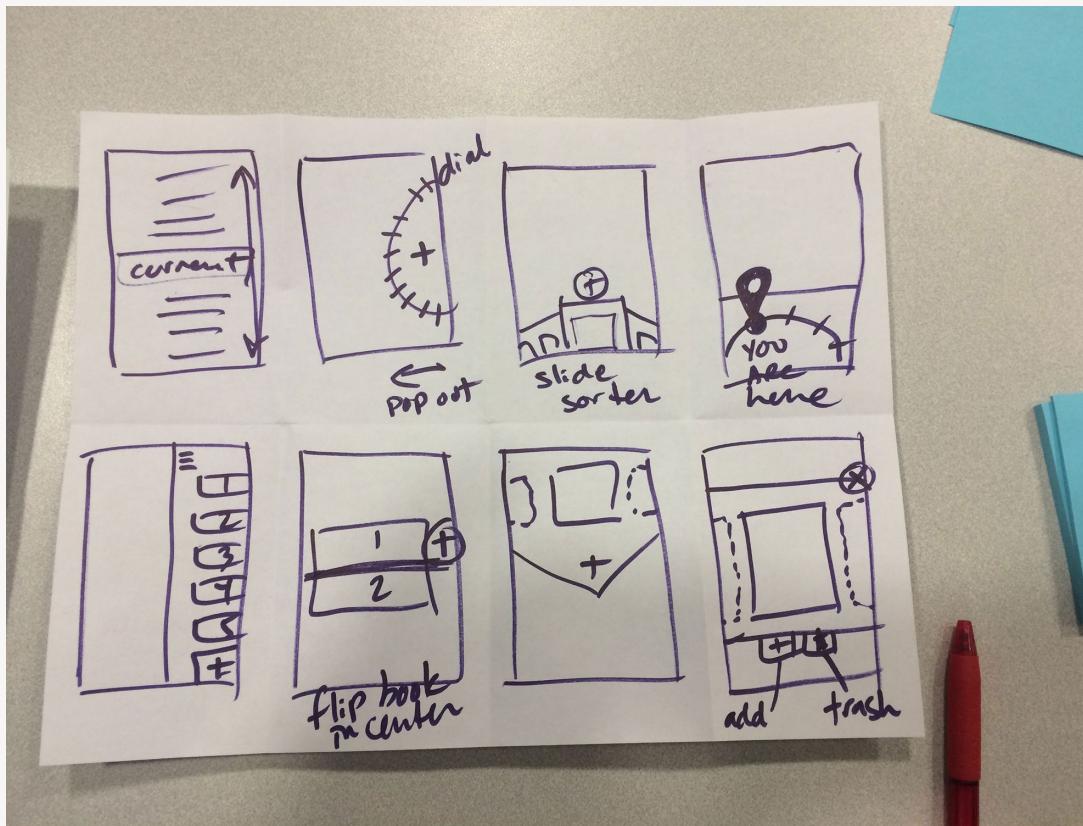


Sketch



adapt

Crazy 8's



adapt

Sugalvokit kaip pavaizduotumet mobile?



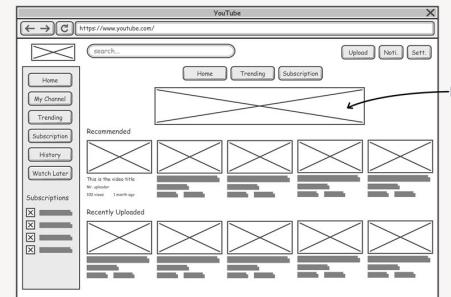
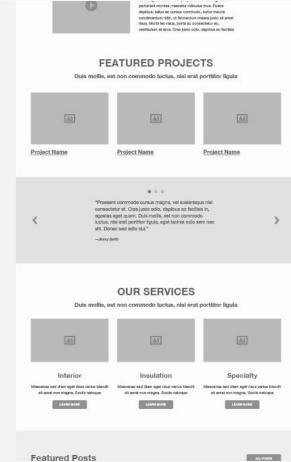
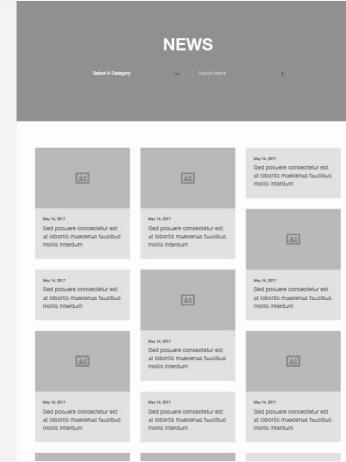
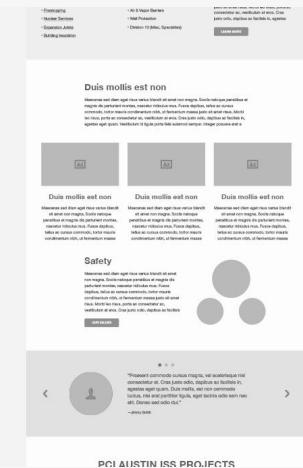
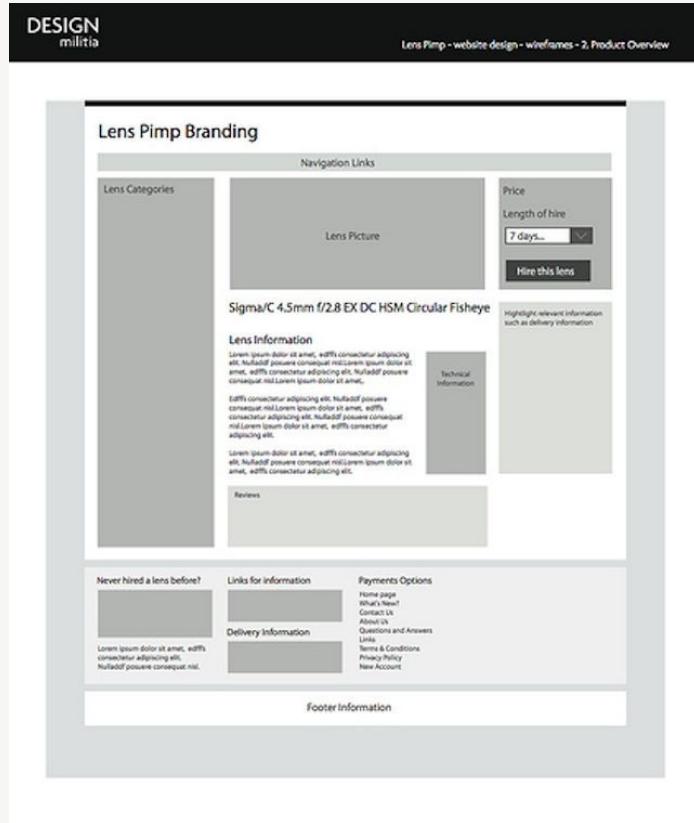
adapt



Ideation - Wireframing



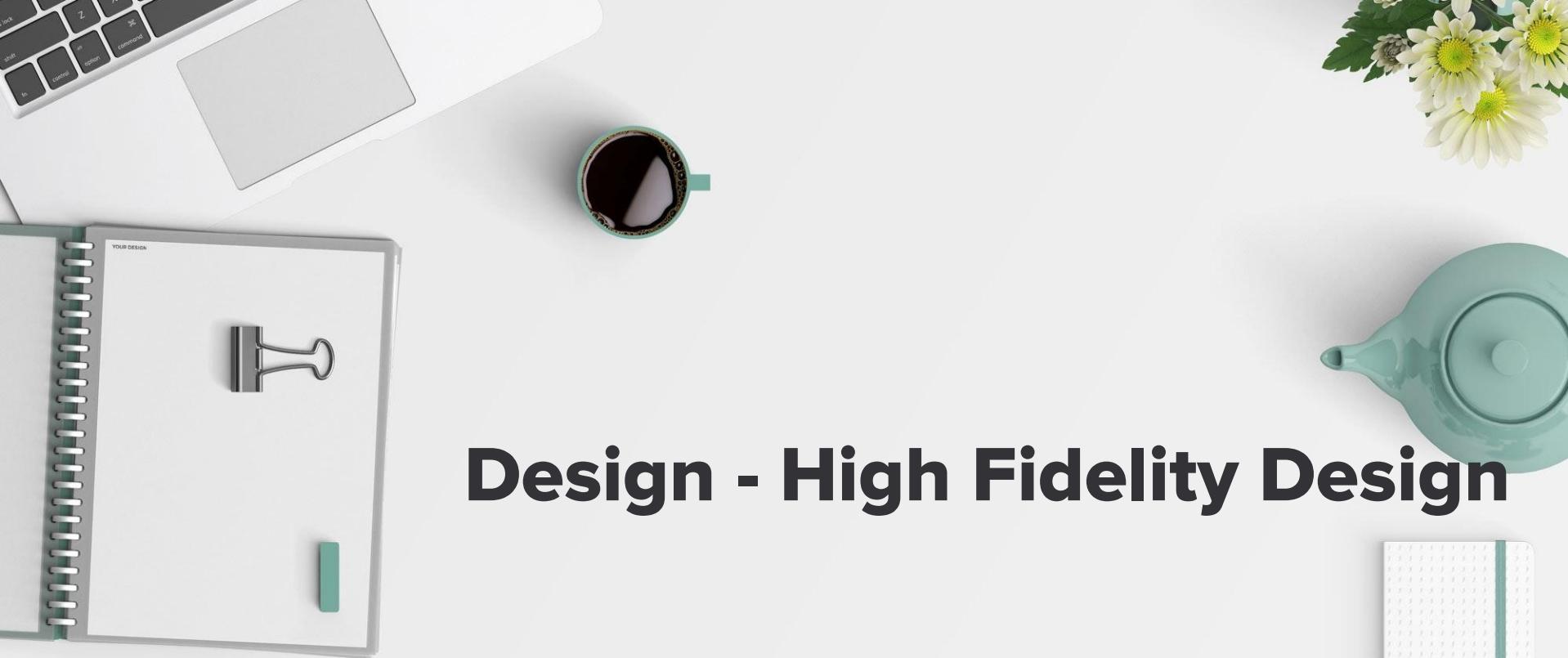
Get your sketch and start building



adopt

Few rules

- **No color** - color is biased, it distracts the viewer from the goal: the concept you have built
- **No details** - don't focus on the details, lay it out roughly and quickly, show to the stakeholders early, agree on the concept
- **Sketches not enough?** - can be, but wireframes are cleaner, make it interactive, make it easily translatable to design



Design - High Fidelity Design

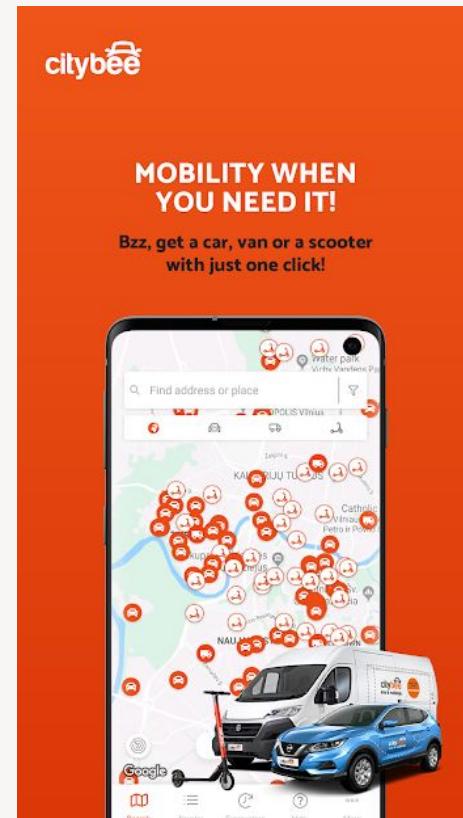
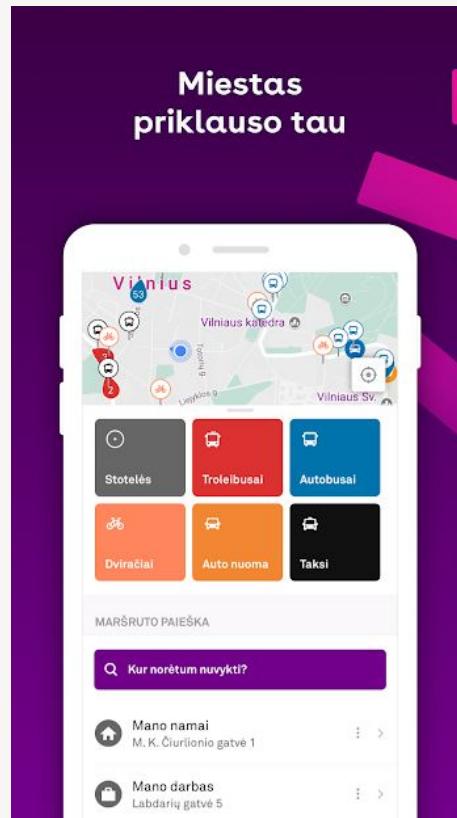
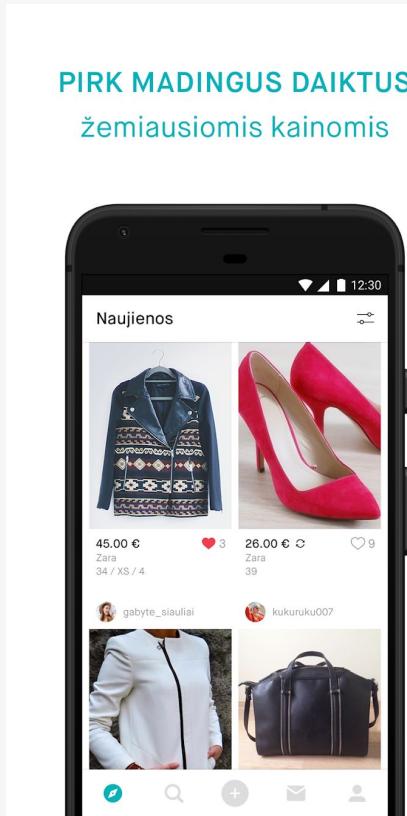
adapt

Time to make it beautiful

- After the client has agreed on your wireframes. You have decided on the concepts and everyone agrees on the functionalities and the direction time to get designing

The image shows a dark-themed website layout for 'Fintech_Server'. At the top left is the site name 'Fintech_Server'. On the right is a navigation menu with links to 'Home', 'Technology', 'Projects', and 'Contact Us'. The main content area features a large, bold, pink text 'Bootstrap your fintech project.' on the left. To its right, smaller text reads 'Ship your Fintech project up to 5x times faster.' Below this text is a central graphic of a cylinder labeled 'YOUR PROJECT' on top and 'API' on the side, positioned between two small red rectangular components. At the bottom left, there's a 'Scroll Down' button with a downward arrow. In the bottom right corner, there is a white square containing the word 'adapt'.

Mobile



adapt

Siek tiek apie mobile appsus

- Native app'sai
- Hybrid app'sai
- Web apps
- Super apps

「LINEウォレット」から「スコア」を選択

規約をご確認の上、スコアを算出いただき、「LINE Pocket Money」を選択

条件をご確認いただき、「申込む」を選択

※LINE Payの登録が必要です

申込み流れを確認後、本人確認を行います

申込みフロー、利用規約の確認後、審査となります

Web

The image shows a collage of three web pages illustrating different design approaches:

- Top Left (Mobile News Article):** A news article from Lietuvos Rytas featuring a female firefighter in uniform standing in front of a red fire truck. The headline reads "Gaisru priežastis tirianti M.Kasnaučiūtė gyvybė". The page includes a navigation bar with links like "NAUJAUSIOS", "LIETUVA", "UŽSIEJIS", etc., and a "Priųjungti" button.
- Bottom Left (Mobile Stripe Landing Page):** A mobile version of the Stripe website. It features a large image of a smiling firefighter, followed by the Stripe logo and the tagline "The new standard in online payments". Below this, there's a brief description of Stripe's services and a "START NOW" button. A "BUSINESS" category icon is visible at the bottom.
- Bottom Right (Desktop Stripe Landing Page):** A desktop version of the Stripe website. It has a similar layout but includes a navigation bar with links for "Products", "Developers", "Company", "Pricing", "Support", and "Sign in". It also features a "START NOW" button and a "CONTACT SALES" button. A tablet and smartphone displaying the Stripe interface are shown on the right side of the page.

Web sistemas - SAAS



The Google Docs interface shows a document titled 'App/Web Proposal'. The document content is mostly blank. A floating window for 'grammarly for Chrome' is open, displaying a welcome message: 'Welcome to the Grammarly beta for Google Docs!'. It includes a 'Sign up' button and a link for existing users: 'Already have an account? Log in'. The top of the screen shows the Google Docs toolbar with various editing tools.

adapt

**Susirasti puslapi ir
nusibrežti ji skirtinguose
dydžiuose**



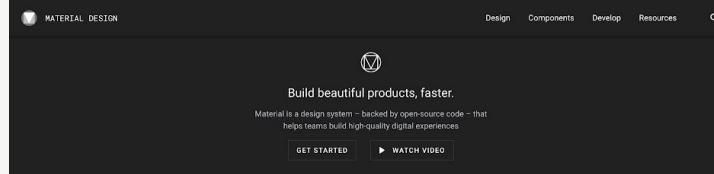
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Dizaino sistemas



Dizaino sistemos - Mobile

- Material design - Android dizaino sistema
<https://material.io/>
- Apple Human interface guidelines - Apple dizaino sistema
<https://developer.apple.com/design/human-interface-guidelines/>



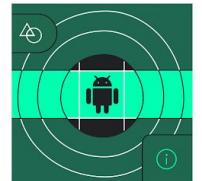
Featured news

Material Design updates you should know



Meet the winners of the 2019 Material Design Awards

Useful, usable, and beautiful, these best-in-class apps used the design system as a starting point for crafting exemplary interfaces



Android components enter beta

Material Components for Android are officially out of alpha

Design guidance and code

Use our most popular design and development resources to jumpstart your latest project



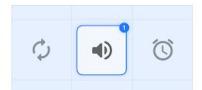
Material Design guidelines

Material Design principles, styles, and best practices



Components

Design guidance and developer documentation for interactive UI building blocks



Icons

Access five sets of stylized system icons, available in a range of formats and sizes



Material Components for the web

Implement and customize Material web apps with our code and documentation



Material dark theme

Create a dark theme version of your Material UI



Color Tool

Create and share color palettes for your UI, and measure the accessibility of color combinations



Dizaino sistemos - Web app

- Hubspot Canvas

<https://canvas.hubspot.com/styles/design-principles>

- Atlassian Atlassian

<https://www.atlassian.design/>

The screenshot shows the HubSpot Canvas Styles interface with the 'Styles' tab selected. On the left, there's a sidebar with 'Design Principles' selected, followed by 'Colors', 'Icons', 'Illustrations', 'Motion', 'Typography', and 'Voice & Tone'. The main content area is titled 'Design Principles' and lists five principles with corresponding icons:

- Clear**: An icon of a potted plant with a shovel. Description: We design for clarity and focus. Our work helps users do the next right thing through feature prioritization, visual hierarchy, and contextual awareness.
- Human**: An icon of a watering can over a potted plant. Description: We foster a sense of joy by humanizing the experience in ways that resonate across cultures. Our work provides users with a playful and personable interaction every time.
- Inbound**: An icon of a potted plant with a flower. Description: We reinforce the message and meaning of the Inbound methodology. Our work makes the Inbound path clear to our users and helps them understand why it's the right thing to do.
- Integrated**: An icon of a potted plant with a butterfly. Description: We simplify the user's experience by creating a unified system that solves for their needs. Our work helps users achieve great things by offering a streamlined, efficient approach.
- Collaborative**: An icon of a potted plant with a butterfly. Description: We devise powerful systems that encourage people to work seamlessly together. Our work helps people create and collaborate with each other in natural, intuitive ways.

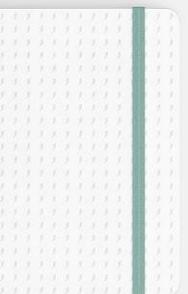
At the bottom of the page, there are copyright and terms of service links: 'Copyright © 2018 - 2019 HubSpot, Inc.' and 'Terms of Service'.

Bendra apžvalga

<https://adele.uxpin.com/>

Company	A/Z	System	A/Z	Repository	A/Z	Code Depth	A/Z	Components	A/Z	JS Library/Framework	A/Z	Type(s)
		<input type="text" value="Type to filter..."/>		<input type="text" value="Type to filter..."/>		<input type="text" value="Type to filter..."/>		<input type="text" value="Type to filter..."/>		<input type="text" value="All"/>		<input type="text" value="Type to filter..."/>
Pinterest		 Gestalt		 GitHub		HTML/CSS/JS		yes		React		no
Alfa-Bank		 Feather		 GitHub		HTML/CSS/JS		yes		React		no
Digital Transformation		 Australian Government								Vanilla		

Web dizaino tendencijos



Ryškios spalvos

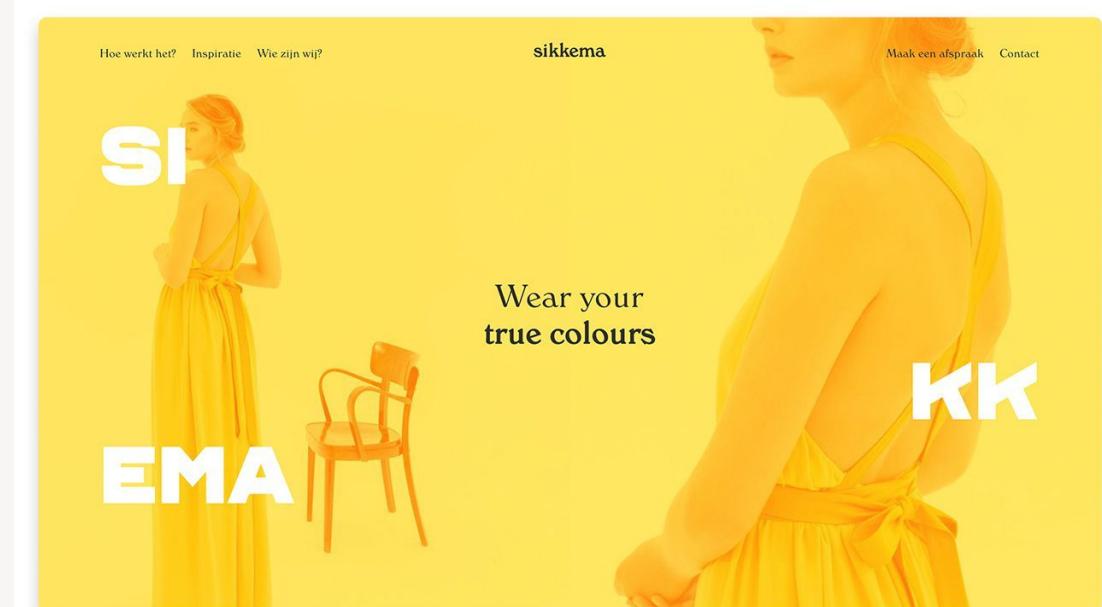
Source:

<https://www.pagecloud.com/blog/website-design-trends-2019>

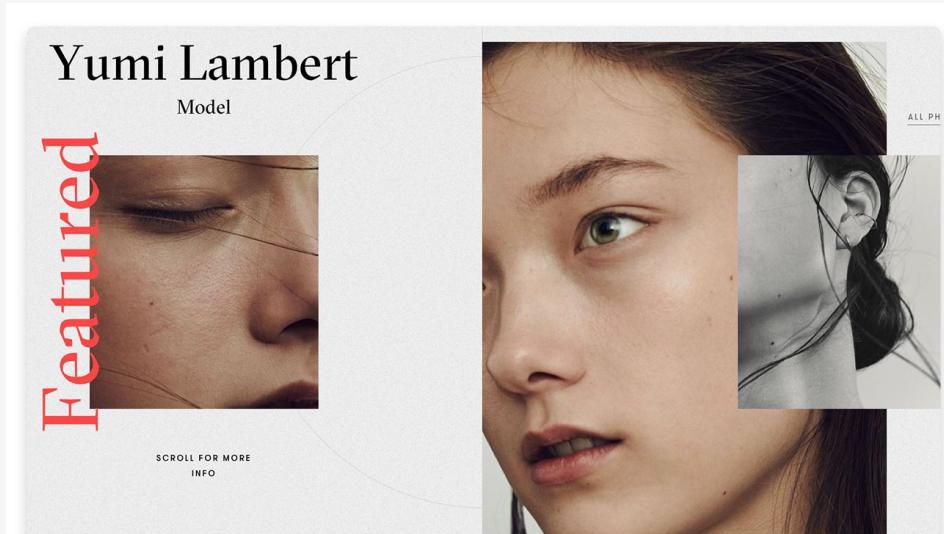
<https://webflow.com/blog/19-web-design-trends-for-2018>

Dar supratimui apie tai kas vyksta:

<https://www.youtube.com/watch?v=wDndmXcB1CA&t=3125s>

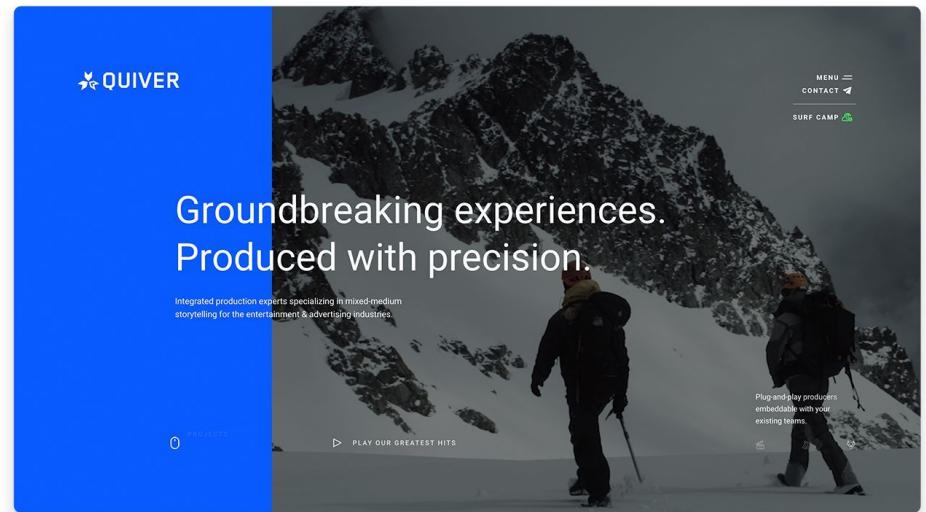


Minimalistinės / asimetriškų dizainas



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Nauji būdai dirbtu su tipografija

A screenshot of the Dinner for Five website. The header features a large, handwritten-style font for the brand name. Below the header, there's a bio and a note about the website being built by Craft. A central yellow graphic contains the slogan 'With heart, hustle and a bit of magic, we move purpose-driven brands.' with the word 'Move' at the bottom. The footer includes social media icons and a copyright notice.

Dinner for Five.
Born in 1995. Living in Tokyo.
Craft design and motion pixels for brands and individuals.
Currently we're as interested in visual design based on 'Heart',
as we are in motion pixels based on 'Hustle'.
Want to make magic? These accessories will bring innovation and daring execution.
Visit our website for more information on creative design and motion pixels.

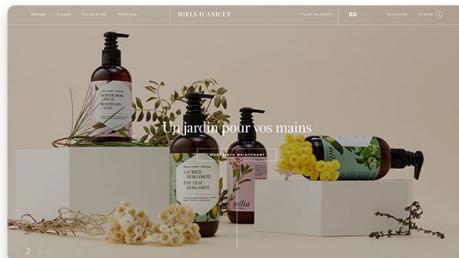
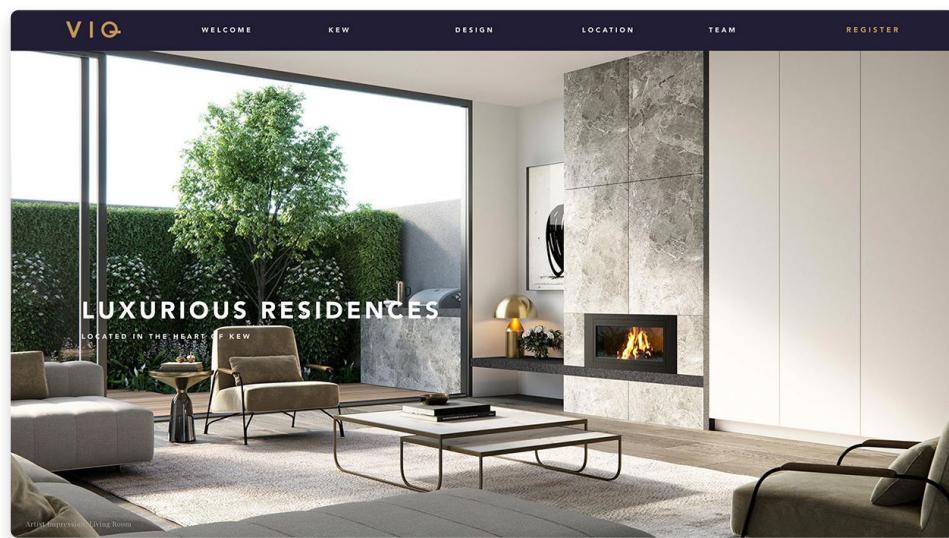
TIKTS3339

Heart Hustle Move

Craft

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Autentiškumas



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Vizualai

❖ gilk

Welcome to GILK

GILK - innovation, development of
your business and moving forward!



avocode

06 Vector graphics are closing in on exported bitmap images

SVG has become the second most exported image format after PNG. High-res digital products caused a shift in image export, and now it's time to embrace the benefits of vector graphics. Why should you keep your images lightweight and scalable?

Find the answer in our Full Design Report.

Illustrated by Jaska Andans

Clubhouse²³

Product Pricing Enterprise Customers Resources Start Free Trial

Why Clubhouse

A lightweight yet powerful approach to project planning and product creation.

- 01 Build together
- 02 Simplify how start to work
- 03 See the big picture

Explore features

Build together

Quality software is made possible when you can work and communicate effectively across teams.

Pablo Stanley dalinasi:

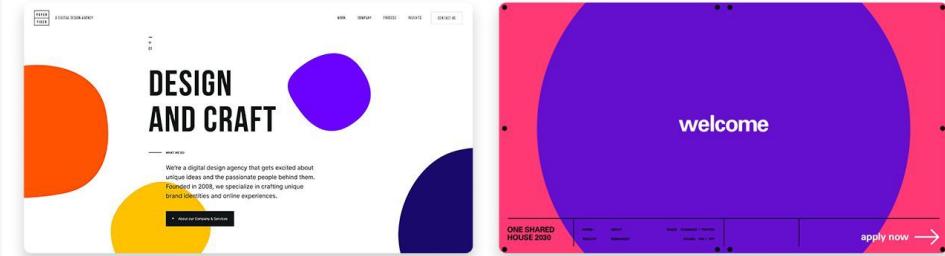
<https://www.humaaans.com/>

<https://avataaars.com/>

<https://www.opendoodles.com/>

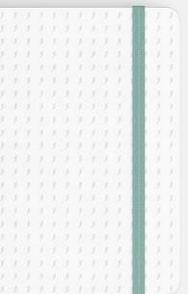
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Geometrinės formos



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Kraštinumai



Brutalism

<https://brutalistwebsites.com/>

Brutalist Websites
—
In its ruggedness and lack of concern to look comfortable or easy, Brutalism can be seen as a reaction by a younger generation to the lightness, optimism, and frivolity of today's web design.
—
[Submit](#)

N VOTE NOW PUSHA T OR DRAKE? VOTE NOW TUPAC OR BIGGIE? VOTE NOW
DISSLIST ALL RAP YOUTUBERS ADD DISS

Lets f ckin end the discussions

Disslist is a website where people can vote who took the L and the N. We made Disslist to become the ncl one source of truth. Tupac or Biggie? Meek Mill or Drake? We got the answers.

VOTE ON DISSSES



REHOUSE

Nelson Heinemann Styling Art & Exhibitions About



NELSON HEINEMANN

Nelson Heinemann

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GALLANT + JHENE AIKO

GENERATIONWHY

THE HELLP

COMMERCIALS

AMERICAN APPAREL

JIMMY CHOO

ADIDAS

DREAM SMALL

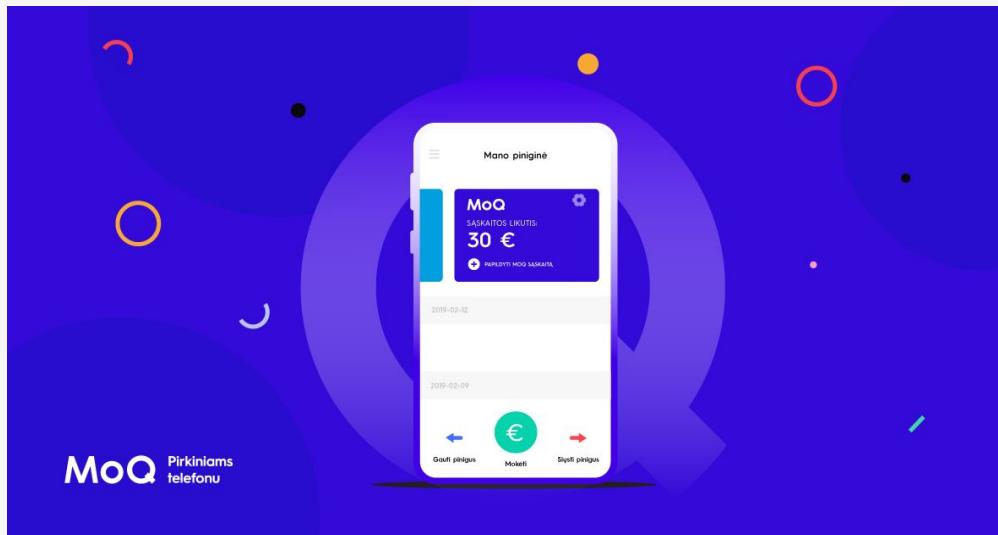
CHIPOTLE

INFO

American Millennial [Interview](#)

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Lietuviški pavyzdžiai



MoQ Pirkiniams telefonu

An Instagram post from the account 'uxhello'. The main image is a graphic featuring a large red hashtag symbol made of sausages against a teal background, with the text 'PASILEISK PLAUKUS' next to it. Below this, on a green gradient background, is the text 'Registration is ON'. To the right is a stylized illustration of a hand reaching for a pink lollipop. The Instagram post includes a caption in Lithuanian about the UX and Hello course, the date 'APRIL 29', and a link to the course website. It also shows standard Instagram interaction metrics like likes and comments.

Maximalism



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Nuomonė

<https://www.nngroup.com/articles/brutalism-antidesign/>

When to Use Brutalism

To leverage the brutalist style, keep it limited to visual design. Don't break your visual hierarchy, navigation, or interaction design just for the sake of novelty. And stick to pure brutalism, while avoiding antidesign like the plague it'll be for your business metrics

YOUR DESIGN

Íkvépimui



Reference

<https://dribbble.com/search/>

<https://www.behance.net/>

<https://mobbin.design/>

<https://land-book.com/>

<https://pageflows.com/>

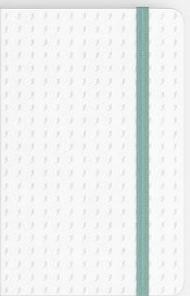
<http://collectui.com/>

<https://www.siteinspire.com/>

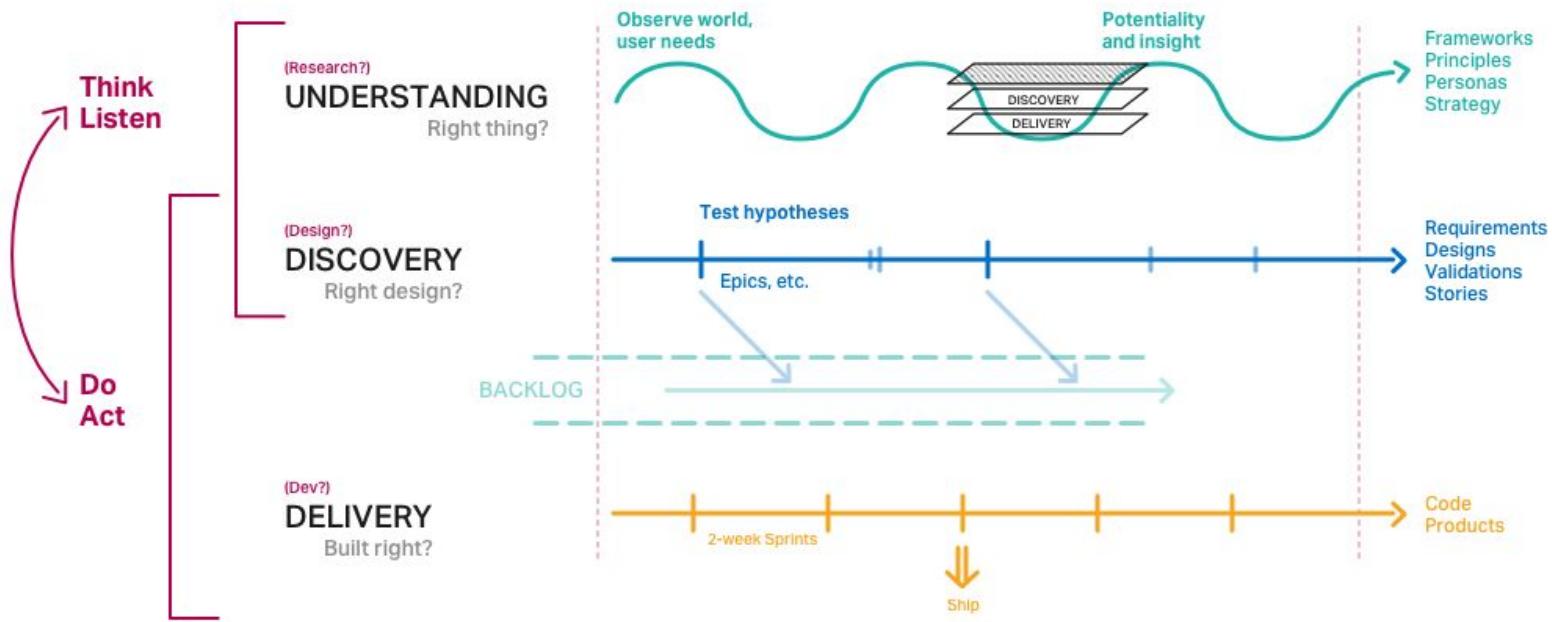
<https://www.calltoidea.com/>



Design - Build



Development process *from the designer POV*



Important questions to answer

What a designer expects to hear in your feedback:

- Is this - what I have made - even buildable?
- Is this complicated? Is there a more simple solution? Is there a more sustainable solution?
- How long is it going to take to develop? (ballpark estimate)
 - It's a small task
 - It's a big task
- With alternatives: Comparing solutions, how long will each take?
- Help catch edge cases. The sooner both of you can catch edge cases or potential places for failure. The better end solution will be - design and development wise.

Validate - Measure!

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Time to give results

- Develop metrics that you would use to measure improvement
- Measure if your assumptions work
- When to measure?
 - At the product launch.
 - Before planned product improvement
 - And after the redesign.



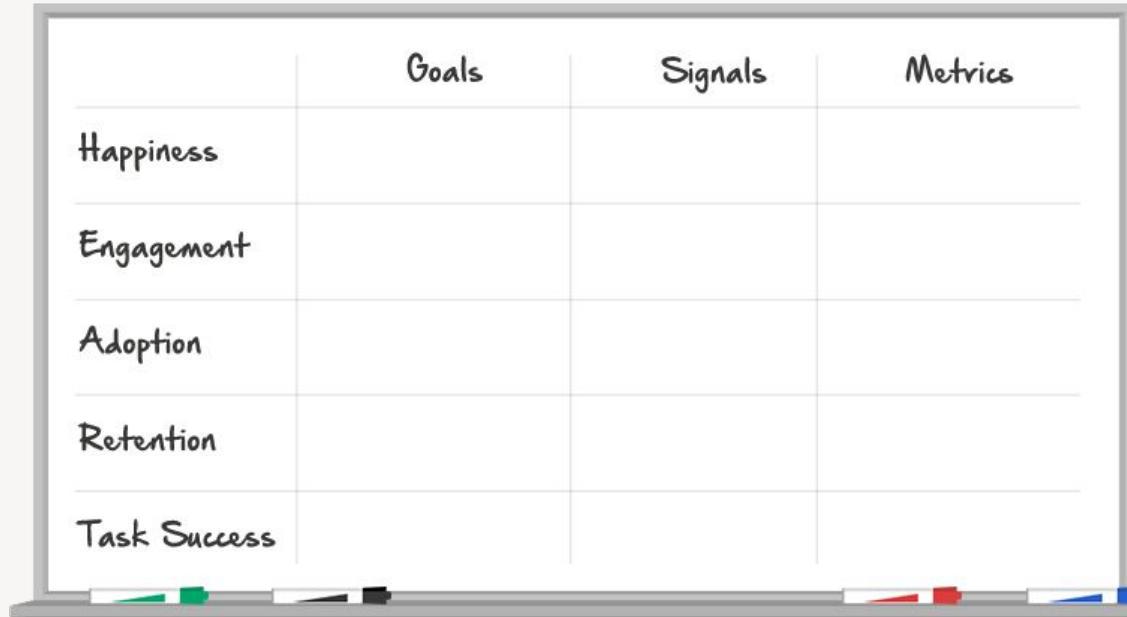
Time to give results

1. **Ask: what is the goal of the feature or design element in question?**
2. Once this true goal has been identified, **determine user behaviors that act as a signal for that goal.**
3. **Define ways of measuring the signals.** For example:
 - a. *use a scroll heatmap to gauge how far down the page most people scroll and presumably read*
 - b. *use event tracking to count interactions with in-page widgets or photo elements*
 - c. *look at the referral sources or search keywords that brought people to that landing page — are those appropriate given the content and purpose of that page?*
 - d. *track the rate of return visits, even specifically returns from those who have bounced, or look at the overall frequency and recency of your audience to assess loyalty*

Time to give results

Alternative. Google Heart framework. More about it here:

<https://library.gv.com/how-to-choose-the-right-ux-metrics-for-your-product-5f46359ab5be>



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Example measure: A/B Test

- Set to versions of a website against each other. See which performs better
- Drawbacks: needs a lot of customers to show statistical significance (does not really help if you have 0 clients). Testing on small numbers does not yield accurate results
- No why in answers

Packaging services increased total revenue by 114%.

The image shows two versions of a pricing page for 'Server Density' side-by-side, labeled 'Original' and 'Test'. Both pages feature a 'Pricing' section with a calculator-like interface for calculating costs based on the number of servers and websites monitored. The 'Original' page includes a '15 day trial' offer and a 'Free Sign Up' button. The 'Test' page removes the trial offer and changes the sign-up button to 'Sign up'. The 'adapt' logo is in the bottom right corner.

Original

Test

Pricing

Awesome clients have awesome discounts

Monthly Yearly € 5

10% discount

\$7 per server per month 40% discount

\$8 per server per month 20% discount

\$11 per server per month

1 server + 1 website = \$13 per month

Sign up to the free trial

15 day trial

Free Sign Up

Pricing

Up to 100 servers

Up to 100 websites

1000 SMS credits

E-mail & phone support

users + permissions

Enterprise \$499 / month

Small Business \$299 / month

Starter \$99 / month

Up to 50 servers

Up to 50 websites

500 SMS credits

E-mail support

users

Money back guarantee

Payment methods

More than 100?

Alert notification fees

Conversion rate

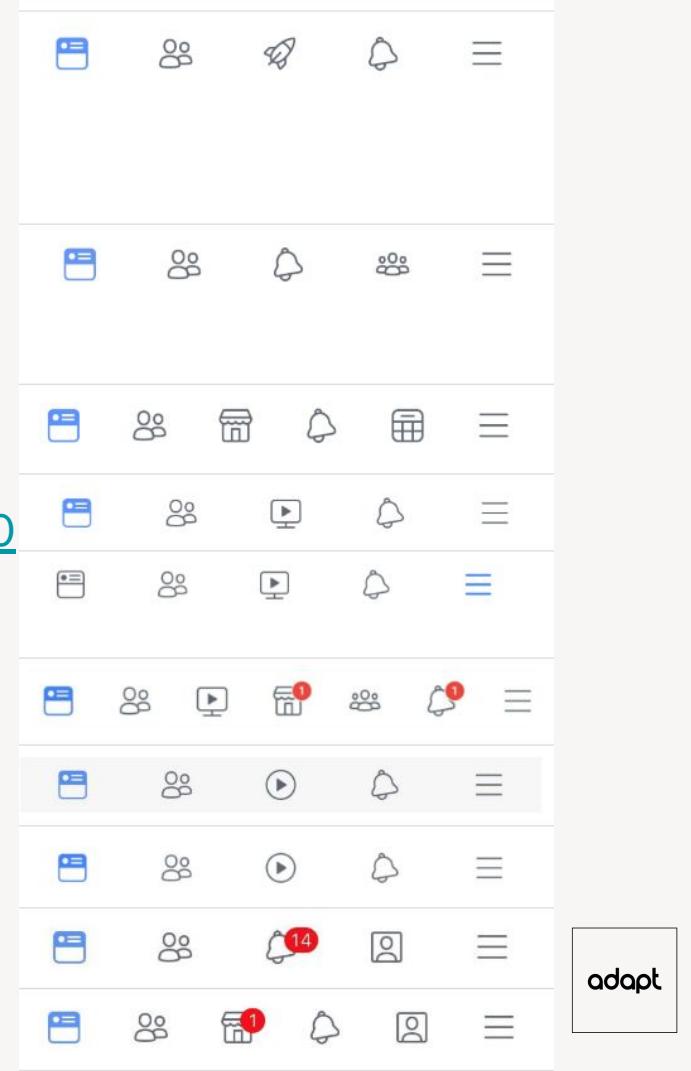
Free account

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A/B Test

Facebook runs crazy amounts of A/B test on it's bottom navigation. Maybe it's impossible to find 2 identical bottom navigation?

<https://docs.google.com/document/d/19BoeoynEBtk0IQZREyrhHHemaMT9zP3CZL31xr6Xtvs/preview>



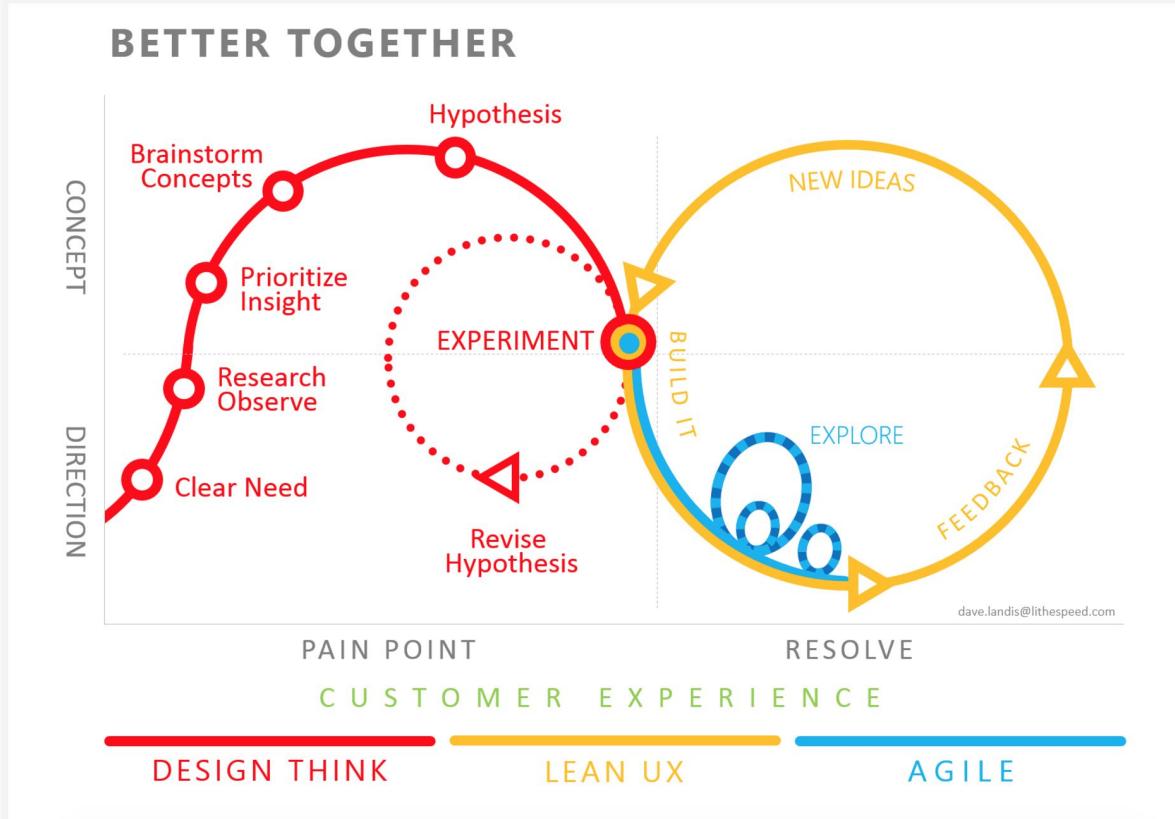
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Summary

A close-up photograph of a silver laptop resting on a light-colored wooden surface. The laptop is positioned diagonally, showing its keyboard and trackpad area. The background is a dark, out-of-focus space.

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The Process



It's a team sport

Many of our design deliverables, such as *wireframes, prototypes, and style guides*, are as much about getting agreement on what we intend **as they are to move our intentions closer to done.**

But the ***deliverables themselves do not produce the designs.***

It's having *all the people on the team*, from the product managers through the developers, **sharing the same intention.**

DESIGN IS THE RENDERING OF INTENT

- *Jared Spool*

This is when the designer imagines an outcome and puts forth activities to make that outcome real

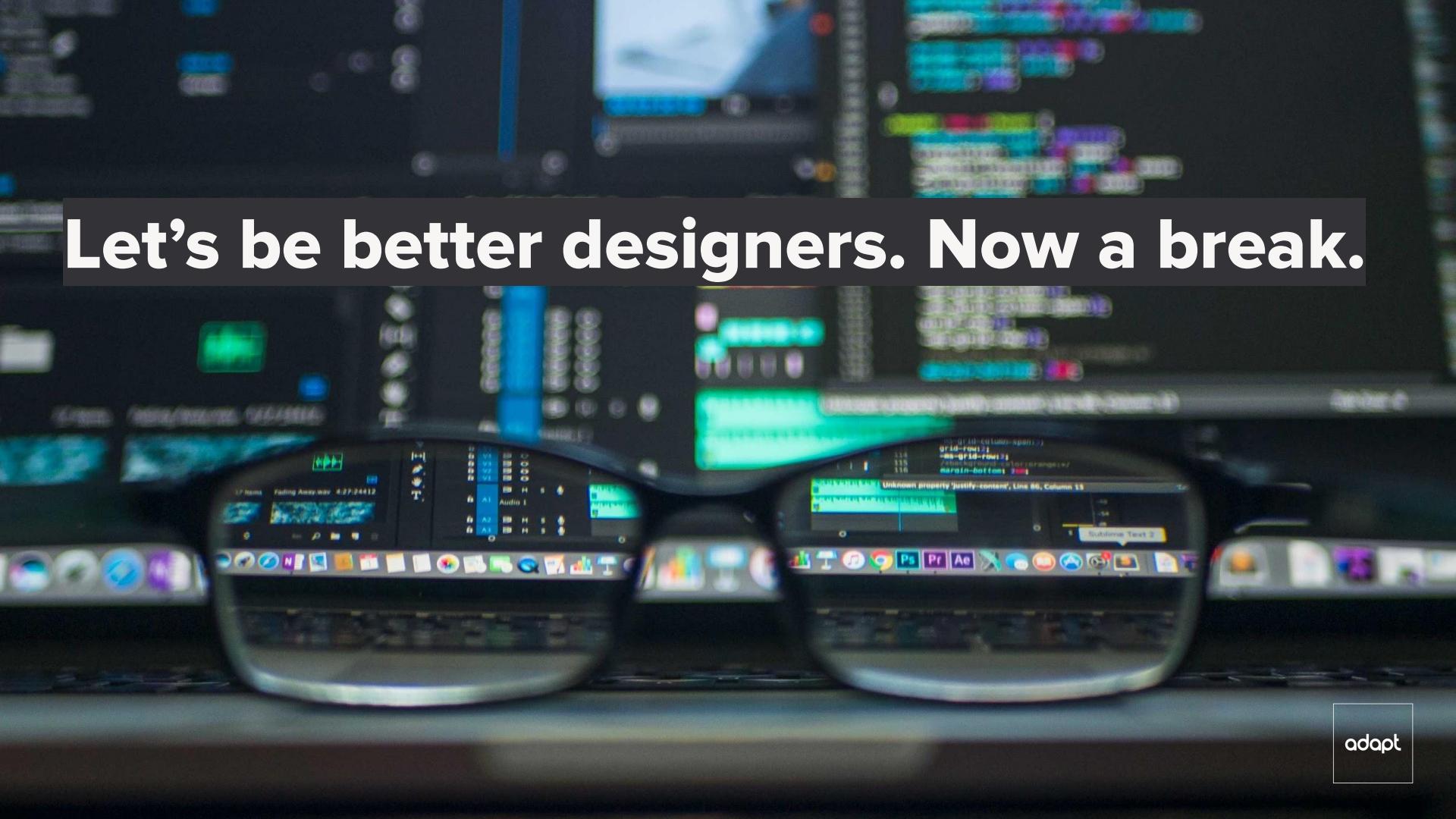
Anyone who **renders intent** is a designer.

That means...

Everyone Is A Designer

Not Everyone is A Good Designer

Everyone CAN be a Better Designer



Let's be better designers. Now a break.