

Design

- UX design is about making the user's experience with the product the best it can be. It aims to attract people to a site they are interested in; then, once they are there, to make their journey from the homepage to purchasing the product as easy and fun as possible.
- UX research—or as it's sometimes called, design research—serves many purposes throughout the design process. It helps us identify and prove or disprove our assumptions, find commonalities across our target audience members, and recognize their needs, goals, and mental models.
- UI/UX design is a lucrative upcoming career for all who have a knack for visual design, psychology of human-computer interaction, web design and most importantly, technological know-how. In addition to the tech know-how one should be inclined to be adept in antics human behaviour and basic psychology.

1. Design process
 2. Freelancing
 3. UX research
 4. Scope and career options
 5. Masters in design important or not
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