

UX & UI Design.

Introduction course



About Le Wagon

Le Wagon teaches creative people how to design and code their products and launch their startup.

We have a community of more than **3,500 talented graduates** and 300 teachers in 27 cities all over the world.



le wagon

Paris

Program

Graduates

**Change your life,
learn to code .**

Le Wagon is an intensive 9-week coding bootcamp that teaches you how to code great tech products.

[Discover us](#)

[Apply to Paris](#)

1st-ranked

tech school

For 3 years, Le Wagon has been ranked first coding school in the world by students on all major platforms.



Outline.

1. What is UX Design?
2. What is User Research?
3. What is UI Design?
4. How to learn UX?
5. Let's start!



1. What is UX Design?

The process to build great products.



UX Design is a process for building:

Products

easy to use 🚪

Products

users need 🙏

Products

users want 🎯

Products

making users happy 😊



In ~1900s, with mechanical engineering

People started optimising interactions between workers and systems to increase productivity...



“User Experience” by

Don Norman

Expression first used in 1930s. Goal was to improve the design process to help users achieve their goals.



UX design has **two main fields**

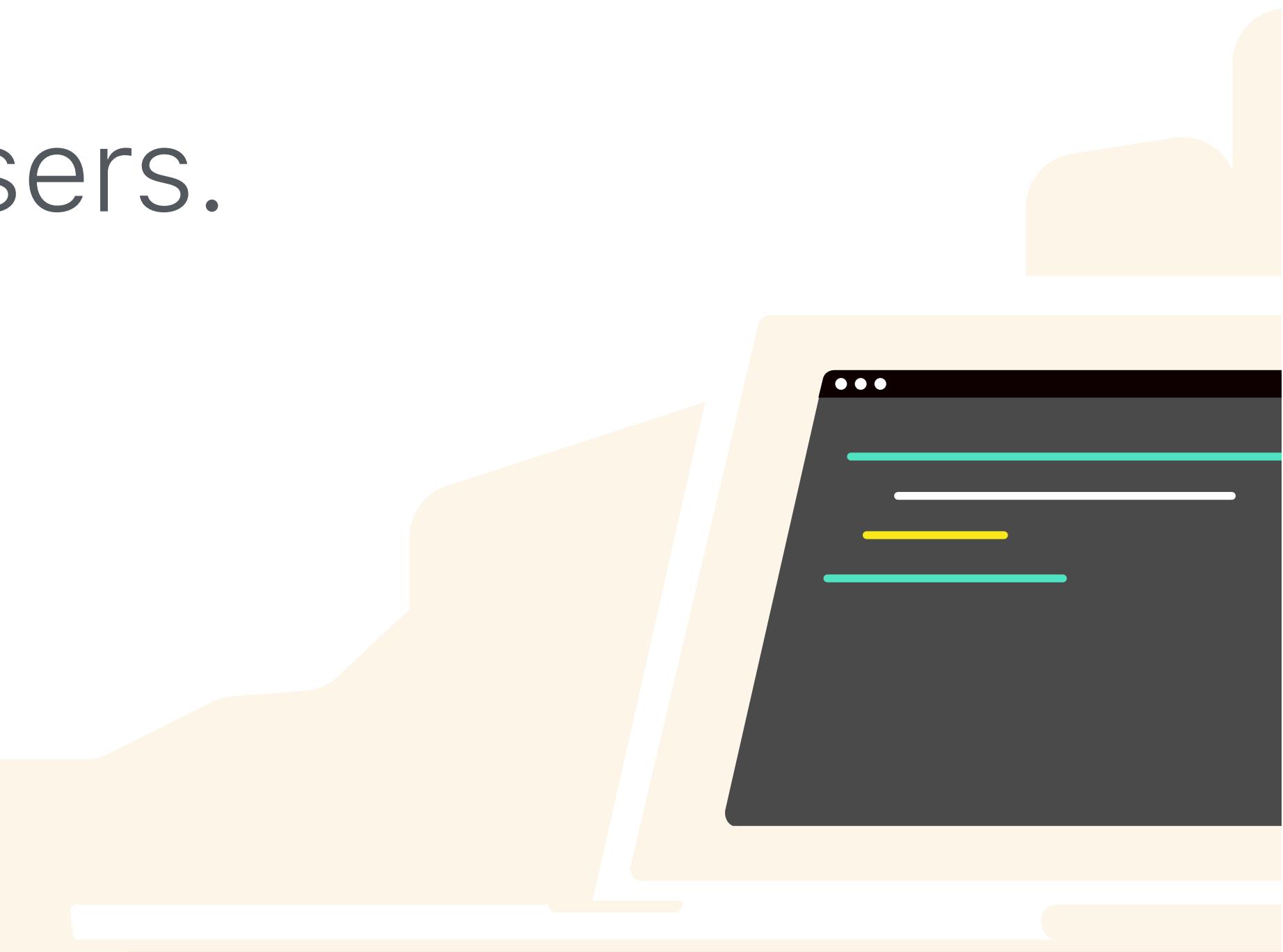
User Research 🤔: study your **users**.

UI Design 🔺: design your **interface**.



2. What is User Research?

Methods to better understand your users.



User Research is a set of methods to better understand:

User needs 🙏

User goals 🎯

User behaviours 🤔

At any stage of the design process!



Which kind of methods?

User Research uses both
qualitative and quantitative methods.



Example 1

Collect data with online surveys

Better understand what your users
need and what they want.



Turn data collection into an experience

Secure | https://www.typeform.com

1 → What is the main reason you joined this program?*

A Food Logging

B Support Group and/or Group

C Daily Lessons and Articles

D Customer Service Process

E Goal Specialist

2 → Is there anything else you'd like to tell us?

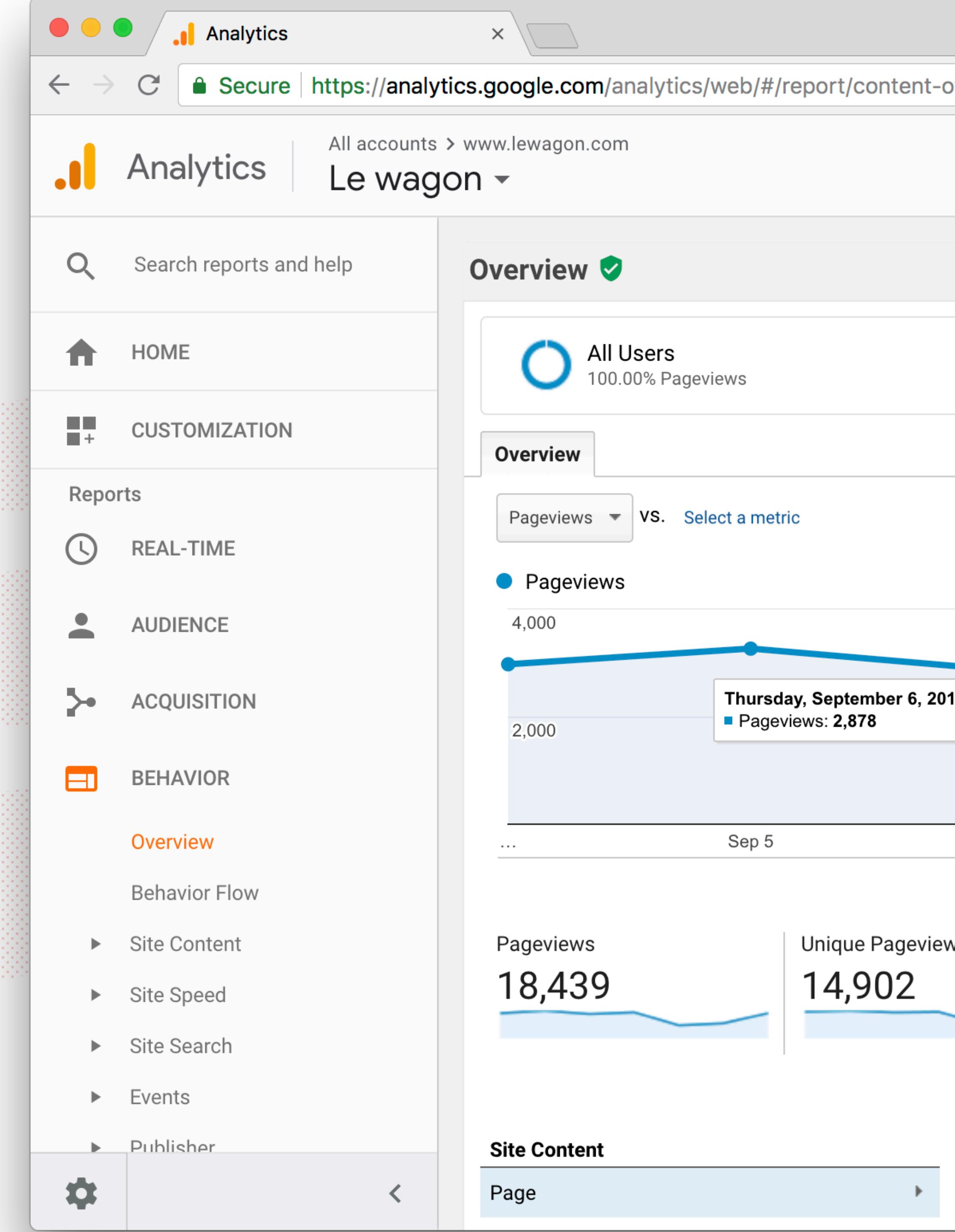
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Example 2

Analyse

web analytics

Better understand how your users
behave on your live product.

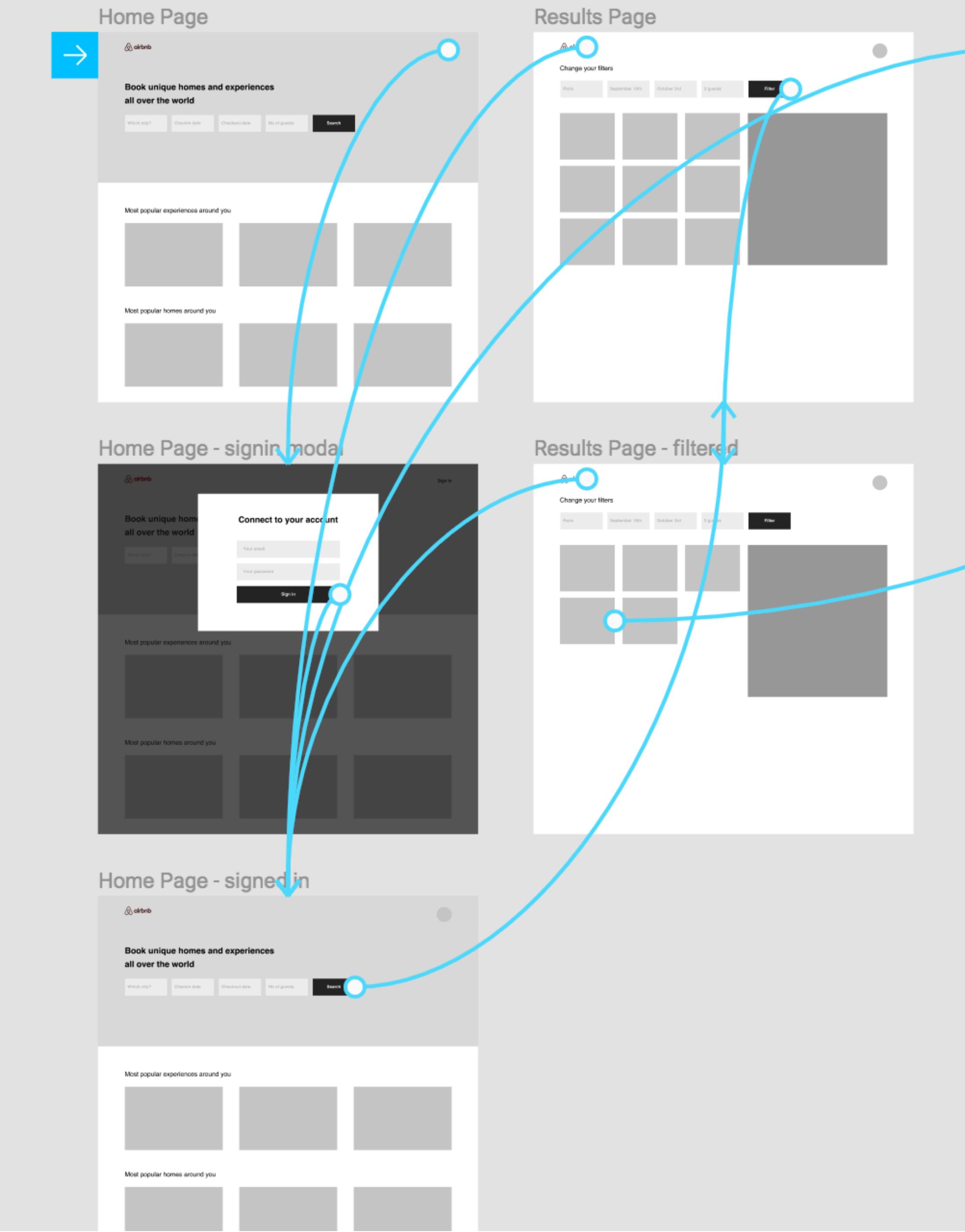


Example 3

Run

usability tests

Validate new behaviours by making users test a prototype.



Qualitative

Usability testing

Focus group

Ethnographic studies

etc...



Quantitative

Web analytics

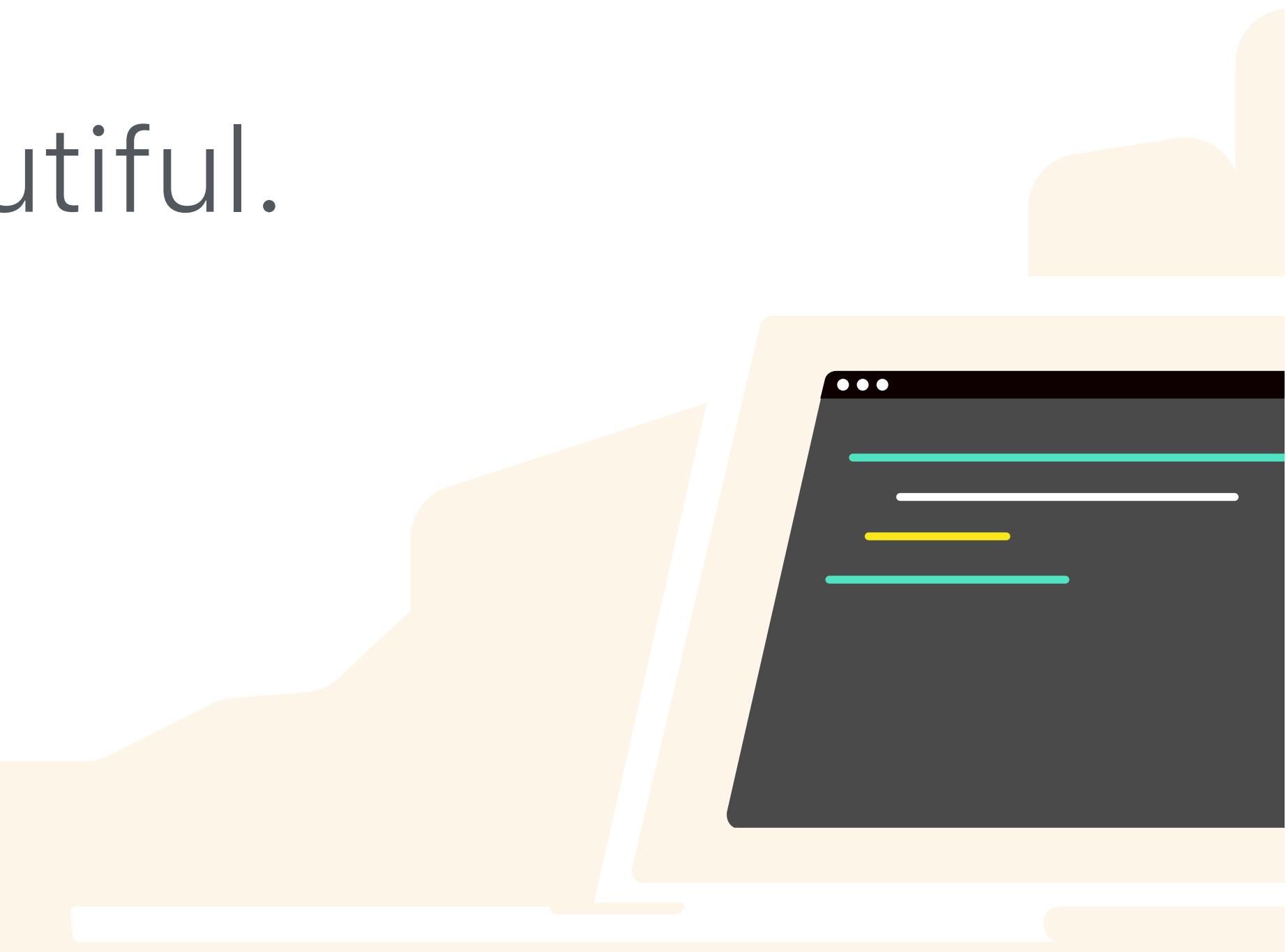
A/B testing

Online surveys

etc...

3. What is UI Design?

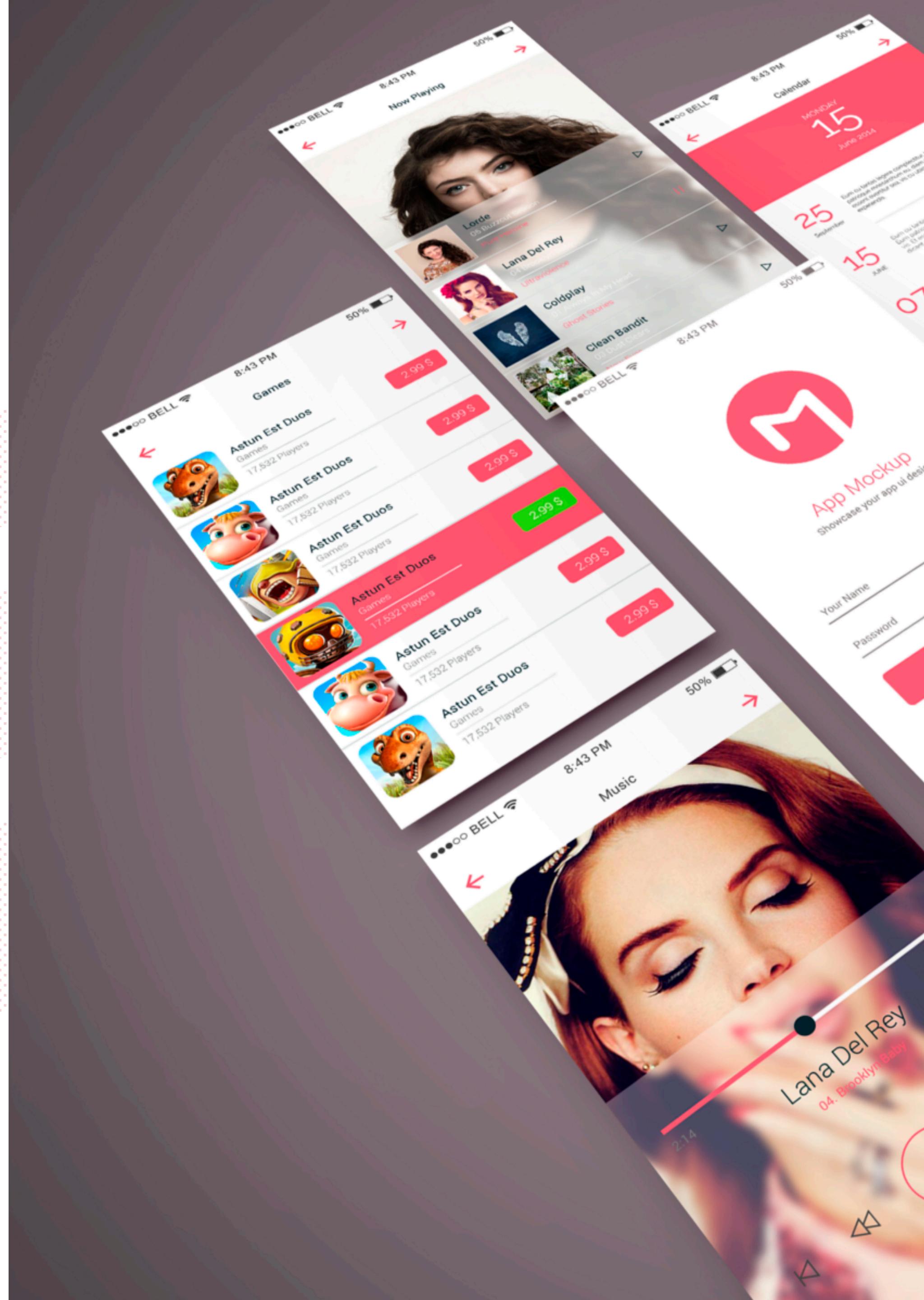
Design products easy to use and beautiful.



UI is about building the

User Interface

The part of the system that the user can see and interact with.



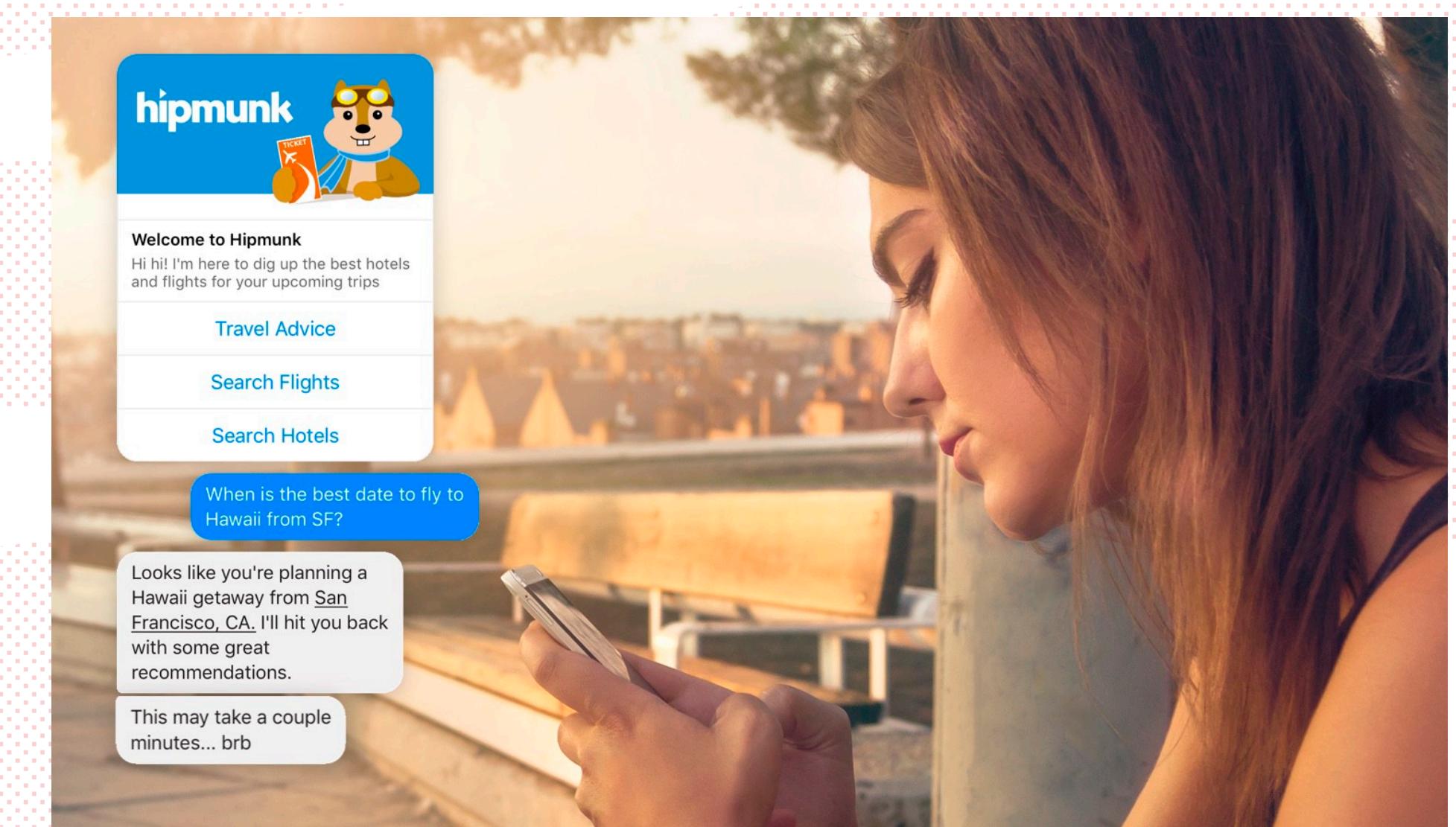
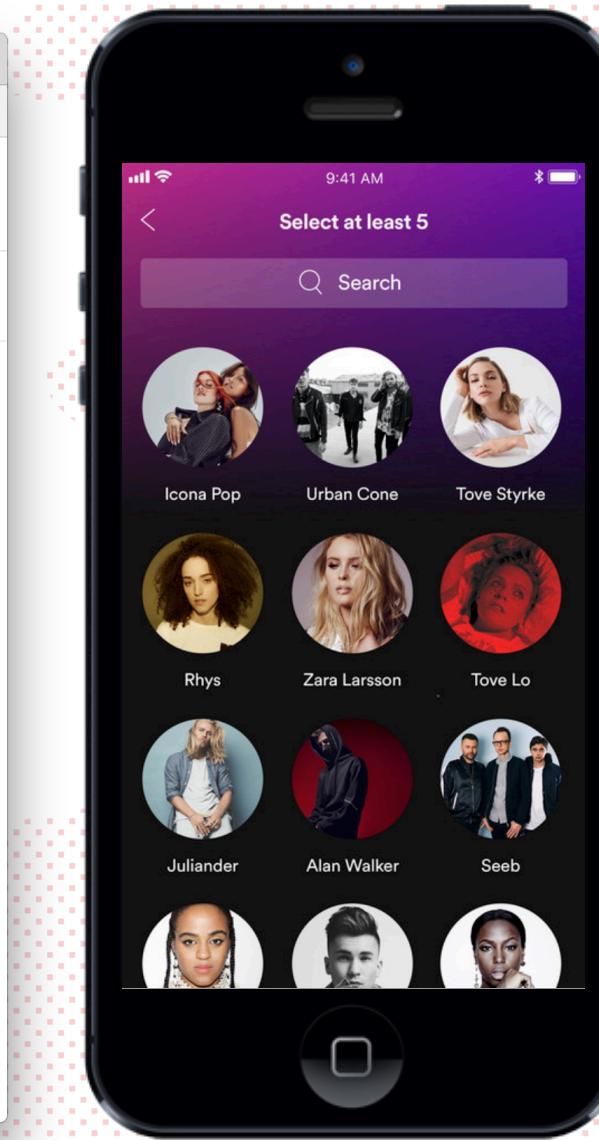
We live in a world of User Interface



A screenshot of the Airbnb website interface. At the top, there is a search bar with "New York, NY · Homes" and a date range from "Sep 18 - 21". Below the search bar are navigation links: "Add listing", "Host", "Saved", "Trips", "Messages", "Credit", "Help", and a user profile icon. The main content area displays three search results:

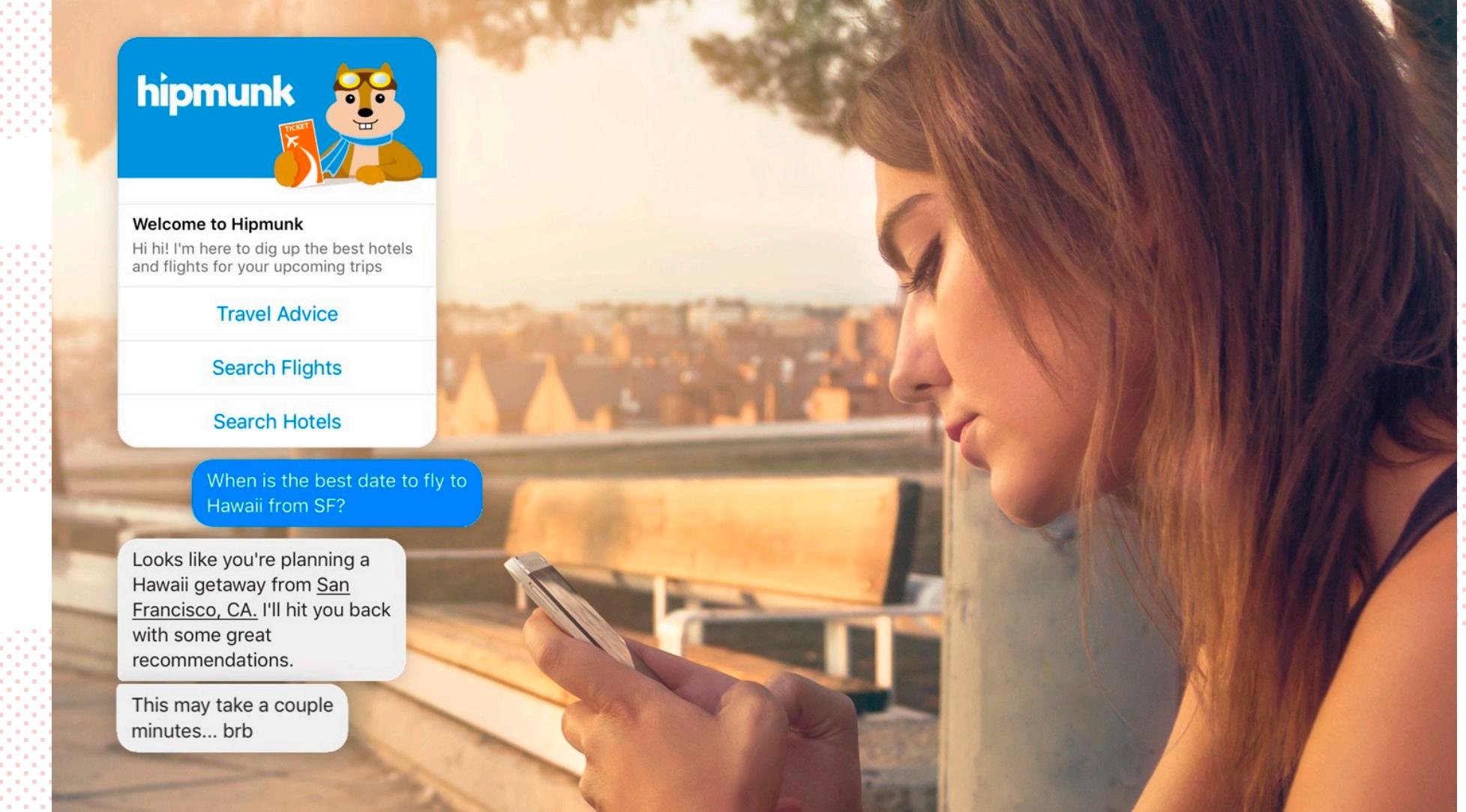
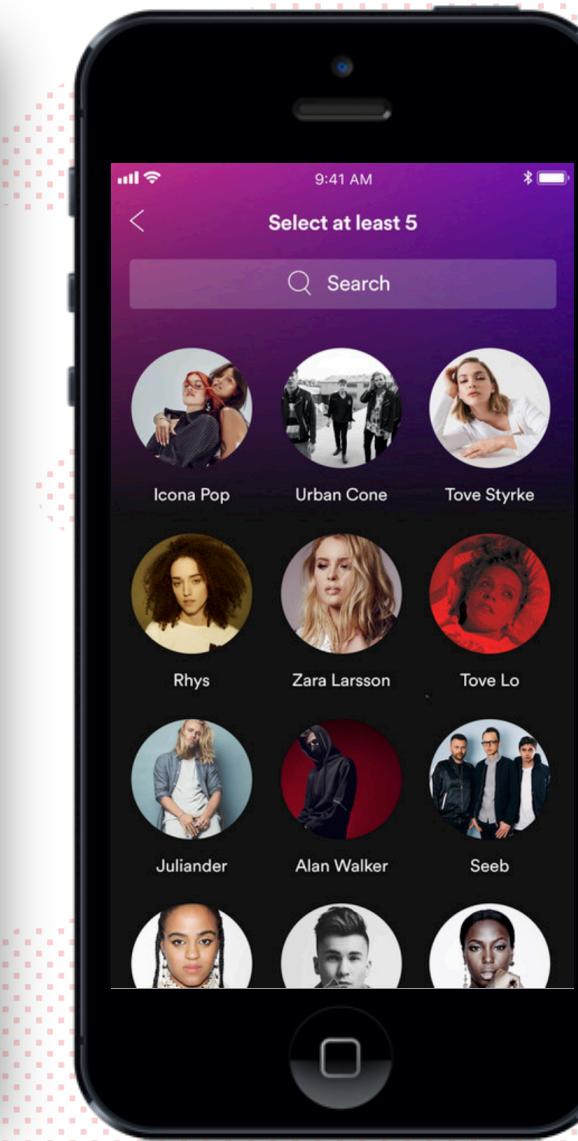
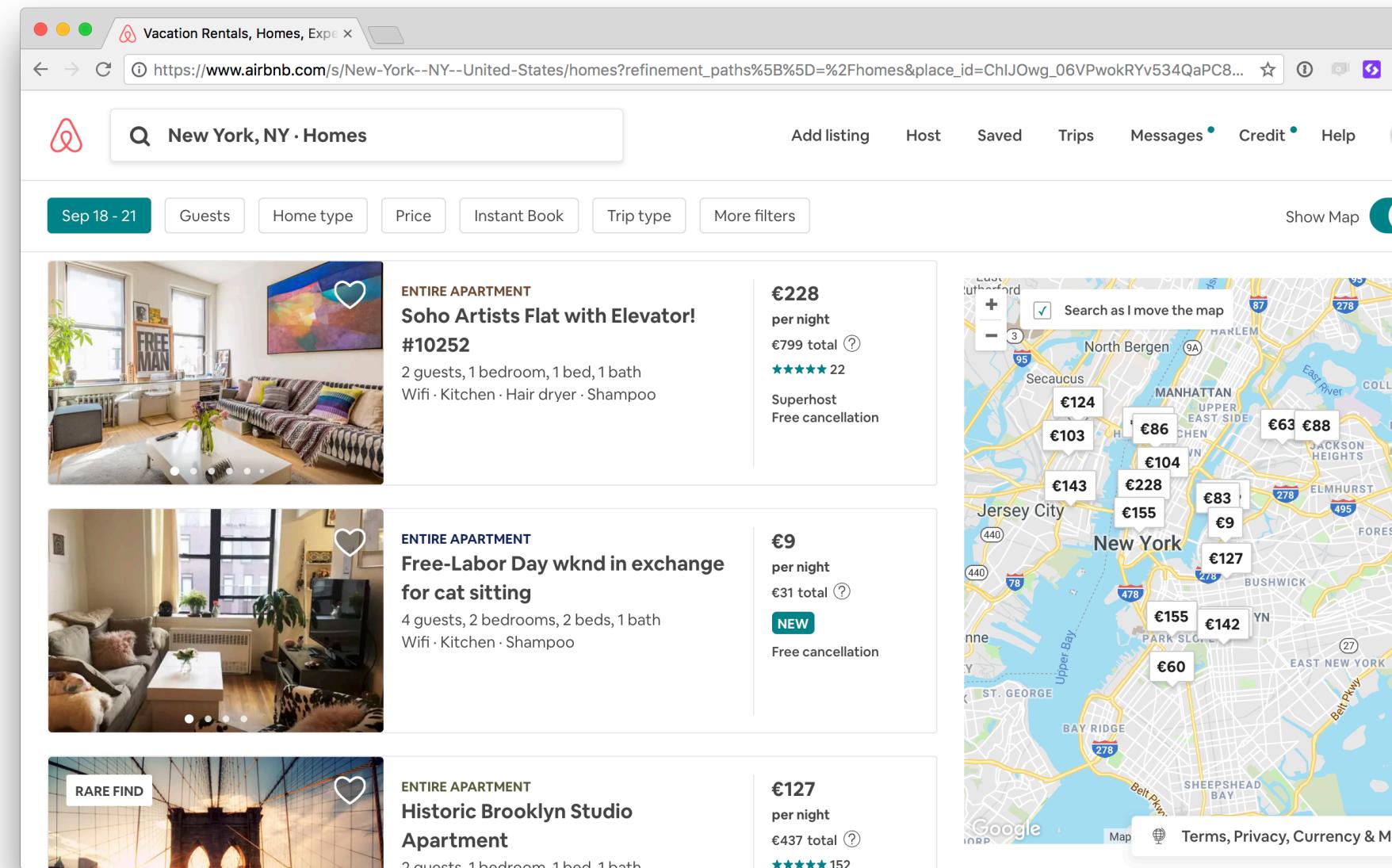
- ENTIRE APARTMENT Soho Artists Flat with Elevator! #10252**
2 guests, 1 bedroom, 1 bed, 1 bath
Wifi · Kitchen · Hair dryer · Shampoo
€228 per night
€799 total
★★★★ 22 Superhost Free cancellation
- ENTIRE APARTMENT Free-Labor Day wknd in exchange for cat sitting**
4 guests, 2 bedrooms, 2 beds, 1 bath
Wifi · Kitchen · Shampoo
€9 per night
€31 total
NEW Free cancellation
- RARE FIND Historic Brooklyn Studio Apartment**
2 guests, 1 bedroom, 1 bed, 1 bath
€127 per night
€437 total
★★★★ 152

To the right of the listings is a map of New York City with price markers for various neighborhoods.



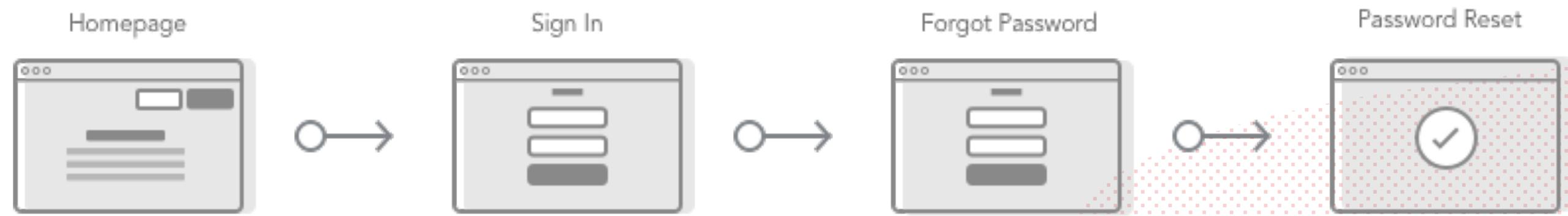
HCI Design

Human-Computer Interaction Design Part of UI dedicated to computer interfaces

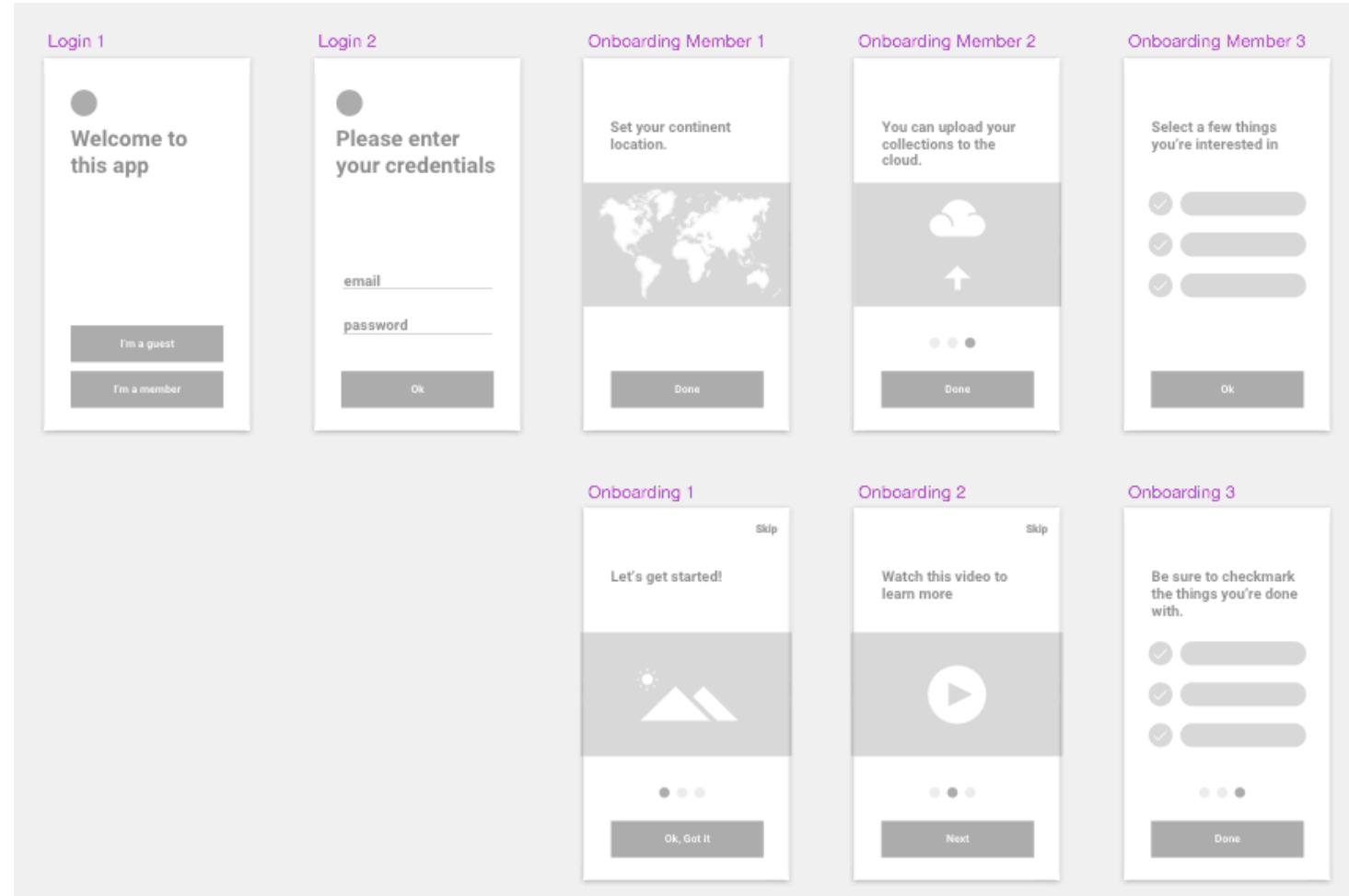


UI is the **visible part** of UX

USER FLOW



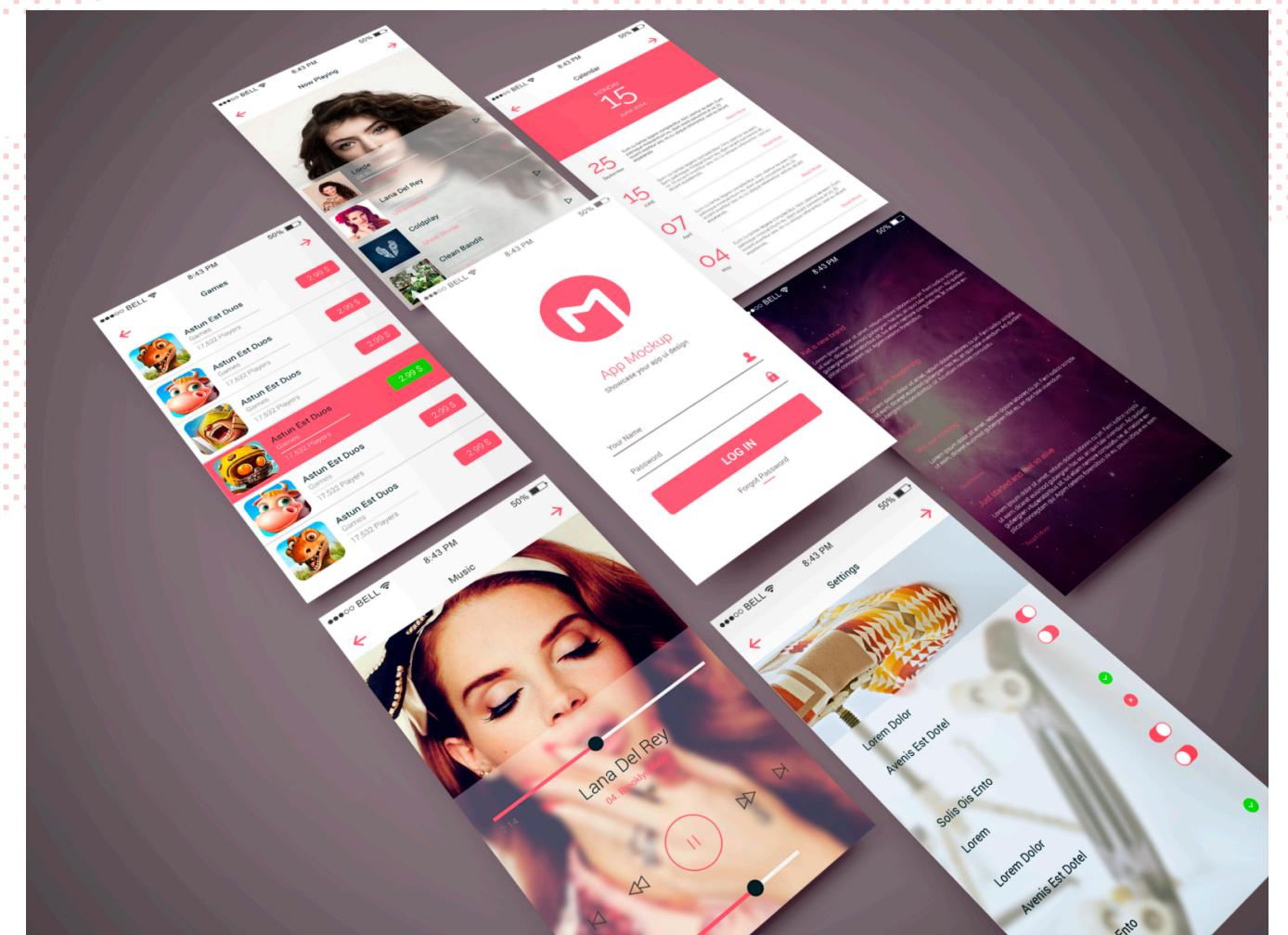
WIREFRAME



PROTOTYPE

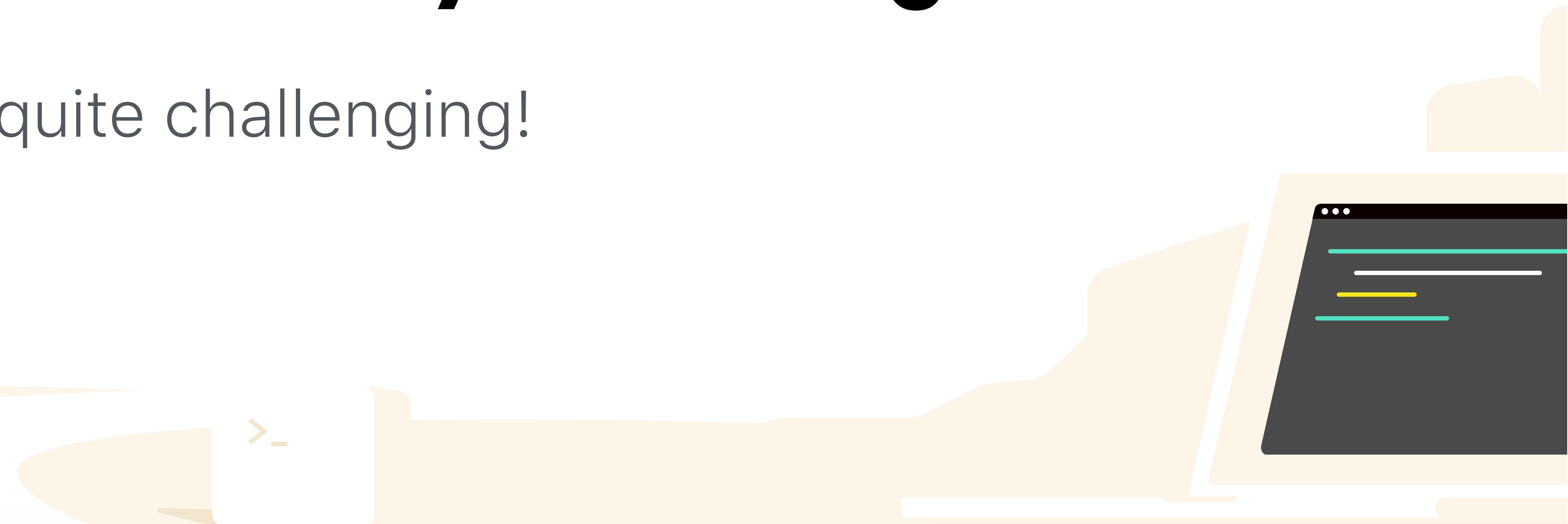


MOCKUP



4. How to study UX Design?

It seems quite challenging!



Tons of

methods



UX Persona

User Journey

User Flow

Prototyping

Usability testing

Behaviour analytics

Wireframing

Experience mapping

A/B testing

Mockup

Wireflow

etc...

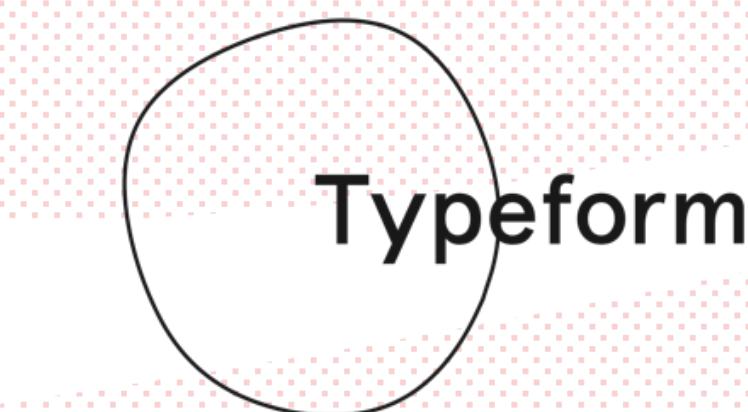
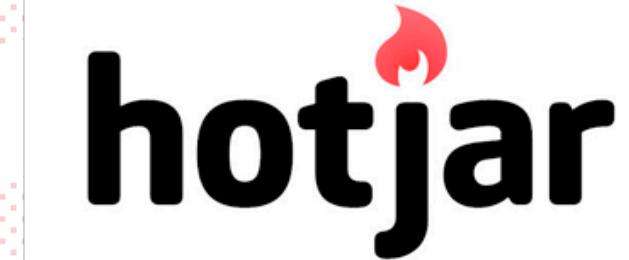


Tons of

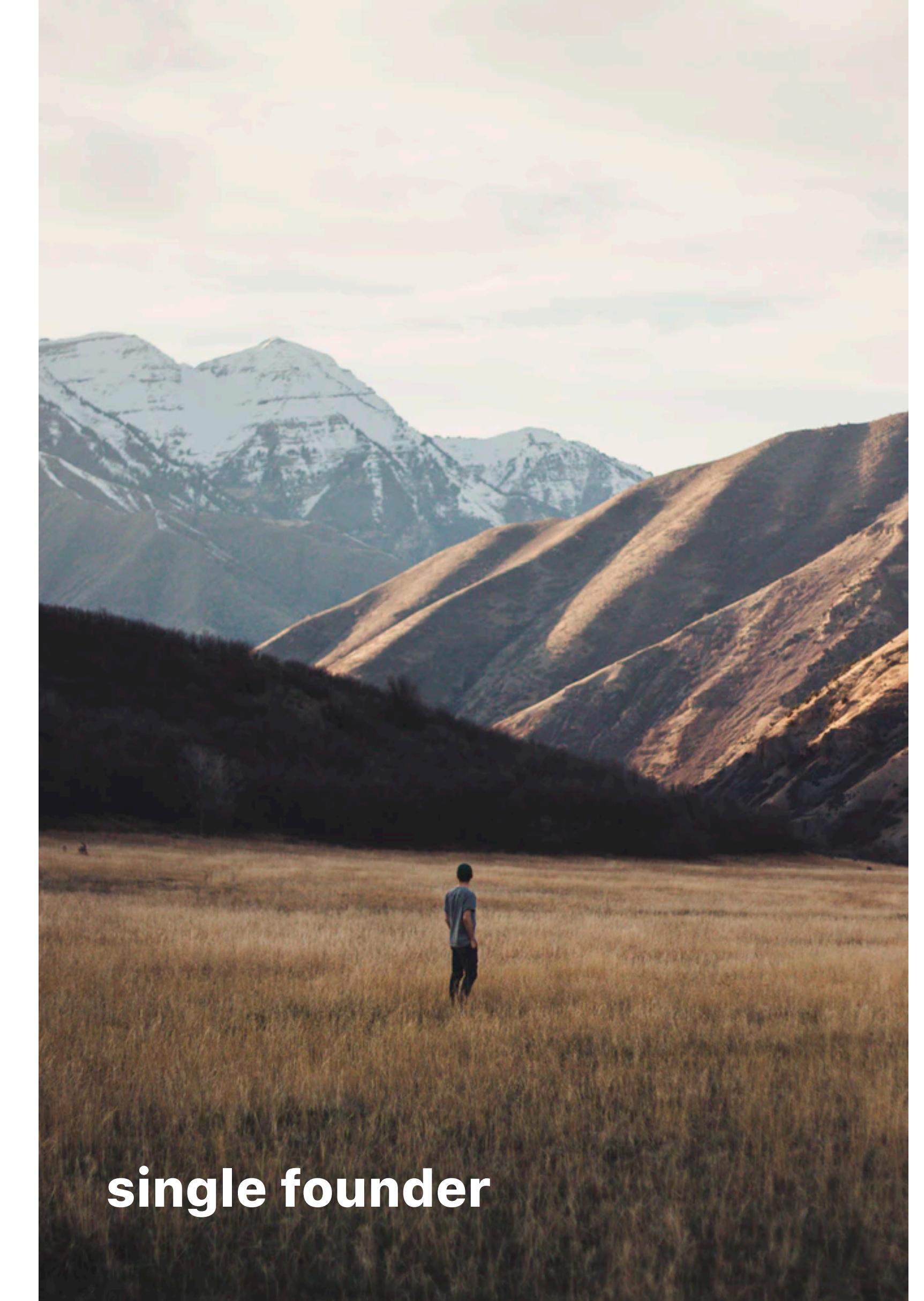
tools



Google
Analytics



An applied topic which depends on **the team**



An applied topic which depends on **the product**



But **don't worry!**

You will cover all methods and tools by designing your product from scratch



UX Research

Define your product, study your users

UI Design

Test wireframes and prototypes

Visual Identity

Add fonts, colors, icons, pictures

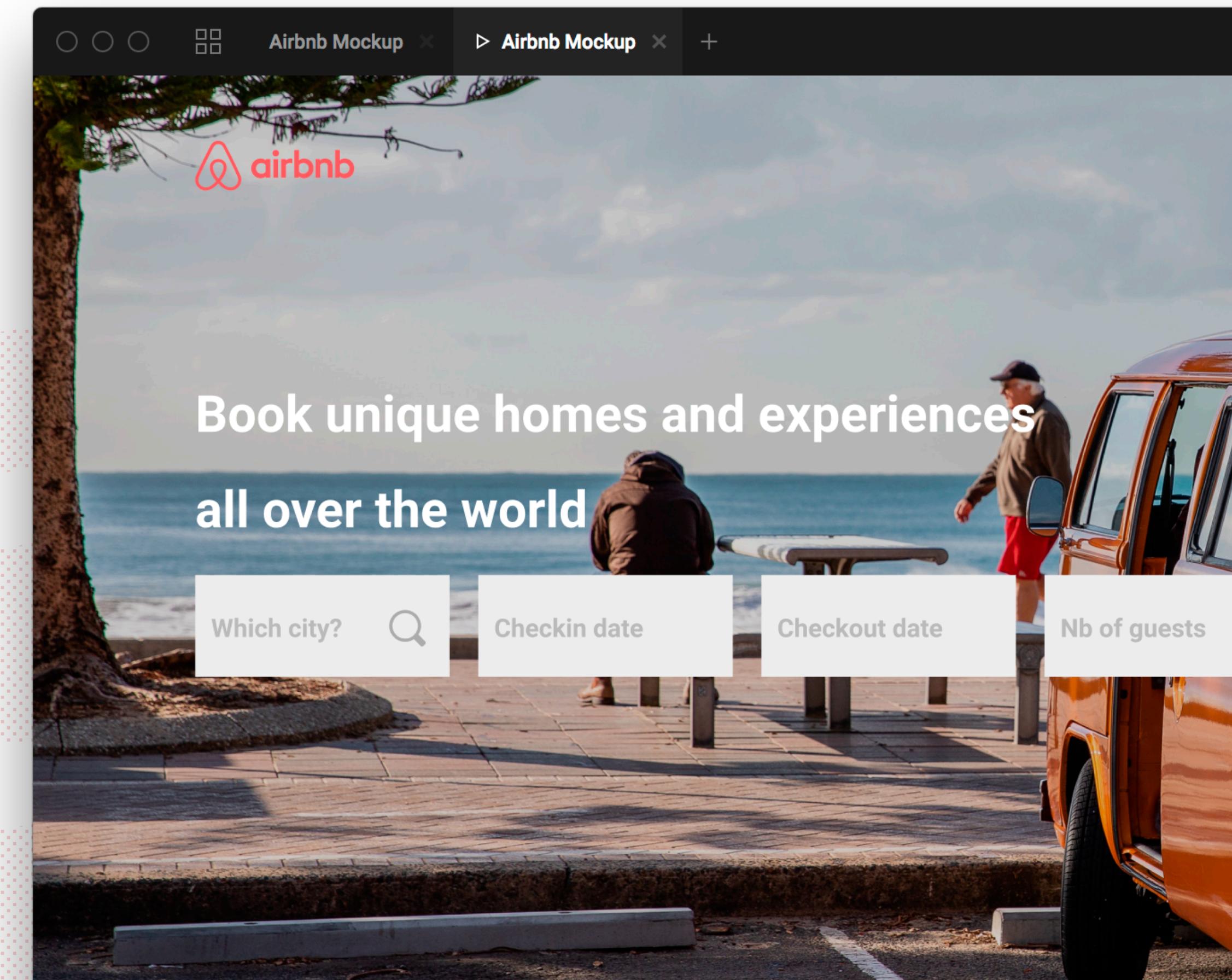
UX Analytics

Re-think your UI thanks to analytics

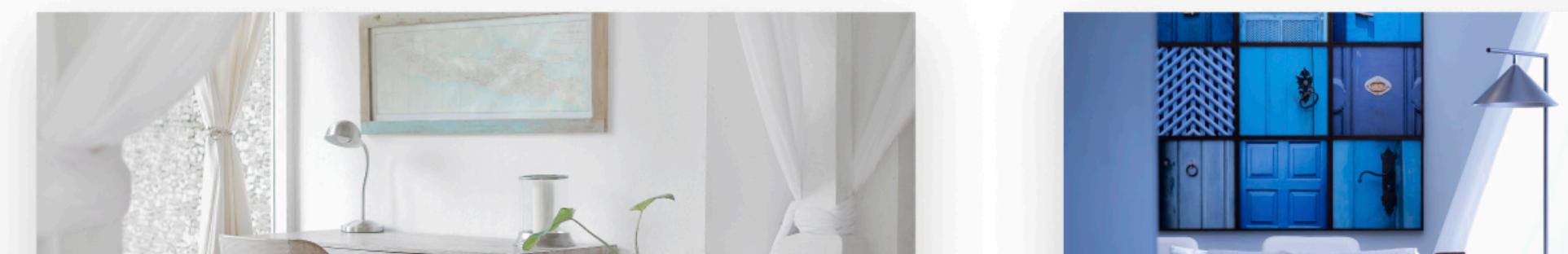
Final

Project

- We will build this Airbnb mockup
- You will build **your mockup** 😎



Most popular experiences around you



Let's **start** 

1. Connect to the platform
2. Answer the first **UX / UI Quiz** 