Fast Track User Experience Design

Day 2

Course Overview

The training course begins by exploring the fundamentals of user experience design, **emphasizing the importance of understanding users' needs, behaviors, and motivations.** Learners will learn various user research techniques, such as user personas, User Experience maps, and usability testing, to gain valuable insights that drive informed design decisions.

Having built a strong foundation in UX, the course then delves into the realm of user interface design. Learners will discover the principles of visual design, typography, color theory, and layout, enabling them to create visually appealing and engaging interfaces. They will also gain hands-on experience using tools like Miro and Figma to design and create prototype interfaces

Course Overview

Throughout the course, learners will be **exposed to real-world examples and best practices**. They will also be **provided with handy tools that they can put to use in their day-to-day work**. They will learn how to apply user-centred design methodologies, conduct heuristic evaluations, and create wireframes and interactive prototypes that bring their designs to life. Additionally, learners will gain insights into designing for different platforms and devices, including mobile, web, and emerging technologies.

Collaborative exercises, group discussions, and feedback sessions will be incorporated into the course to foster a dynamic learning environment. Learners will have the opportunity to work on practical projects, applying the concepts and techniques learned to solve UX/UI challenges and refine their design skills.

Course Overview

By the end of the training course**, learners will have developed a robust understanding of UX/UI design principles and processes.** They will possess the skills necessary to create seamless and intuitive digital experiences that delight users. Moreover, learners will leave with a comprehensive portfolio showcasing their design projects and a certificate of completion, validating their proficiency in UX/UI design.

Learning Units

1. Solving Problems with User Experience Design
2. User Research – The Heart of UX
3. User Centrism
4. The UX Honeycomb
5. User Interface Design
6. User Testing

Learning Outcomes

- **LO1** Examine user experience (UX) design process and applications
- **LO2** Measure indicators of user experience at each stage of the user interaction process to define the relationship between problem-solving and UX design
- **LO3** Gather user feedback to identify their needs and experiences in various steps and interactions they encounter

Learning Outcomes

- **LO4** Analyse user patterns and feedback to identify performance levels and gaps between the existing and desired user experience
- **LO5** Recommend and refine UX design in consideration of UX Honeycomb principles to enhance the overall user experience

Learning Outcomes

- **LO6** Develop information architecture structure, content inventory, sitemap and paper-based website wireframe based on established requirements and user-centred inputs
- **LO7** Implement usability tests to validate the technical feasibility and efficacy of software and application design through the assessment of user engagement and retention levels using pre-defined metrics and guidelines

Course Knowledge and Abilities

Knowledge:

- **K1** Techniques for gathering and analysing user feedback
- **K2** Indicators of user experience
- **K3** Steps in the user interaction process
- **K4** Parts of a user flow chart
- **K5** Tests for software and/or application

Course Knowledge and Abilities

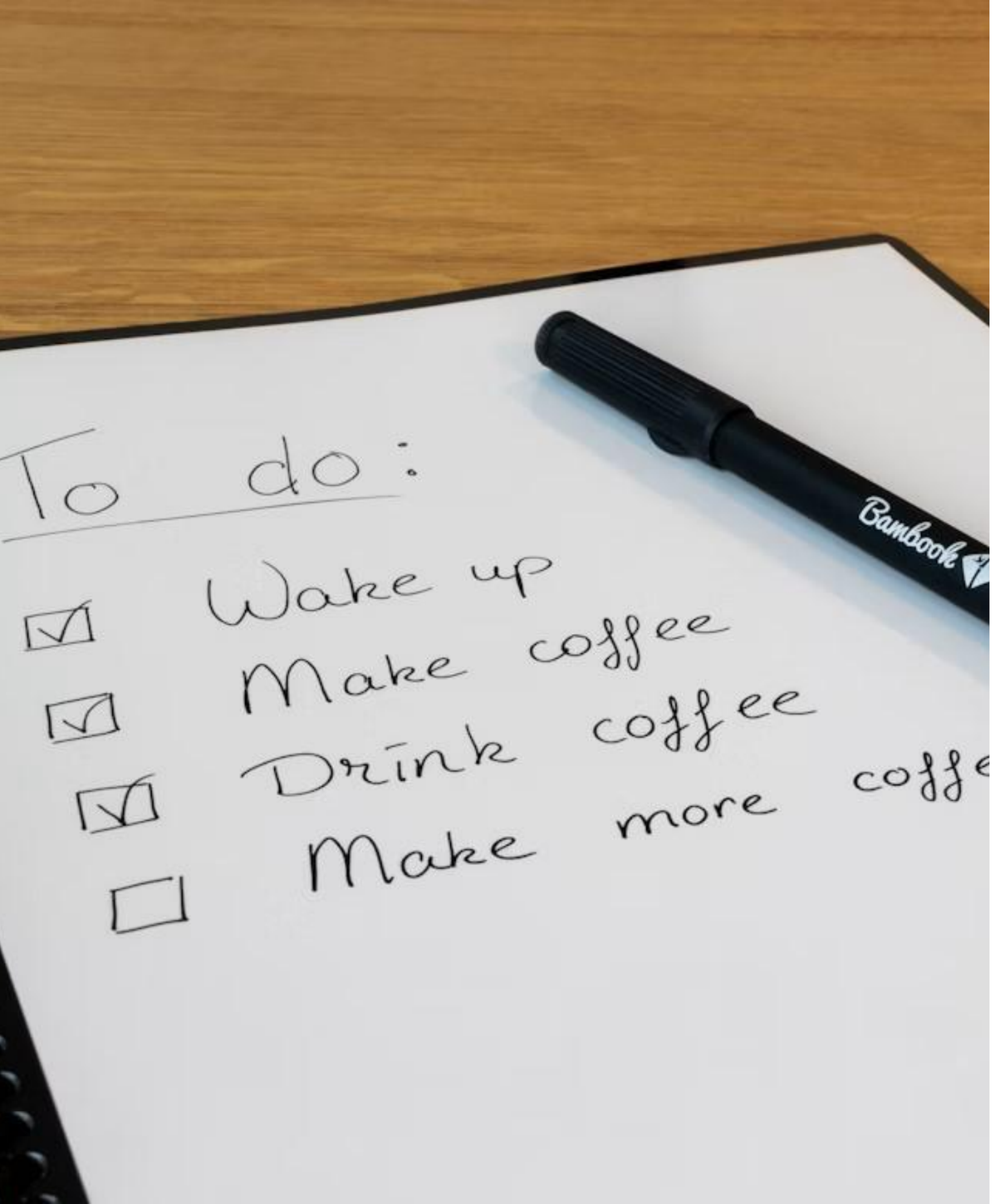
Abilities:

- **A1** Gather inputs and feedback from users on their needs and experiences with IT products and services
- **A2** Analyse user patterns and feedback from target users of IT products and services to understand the desired user experience and outcomes
- **A3** Identify performance levels and gaps between current level of user experience and the desired user experience

Course Knowledge and Abilities

Abilities:

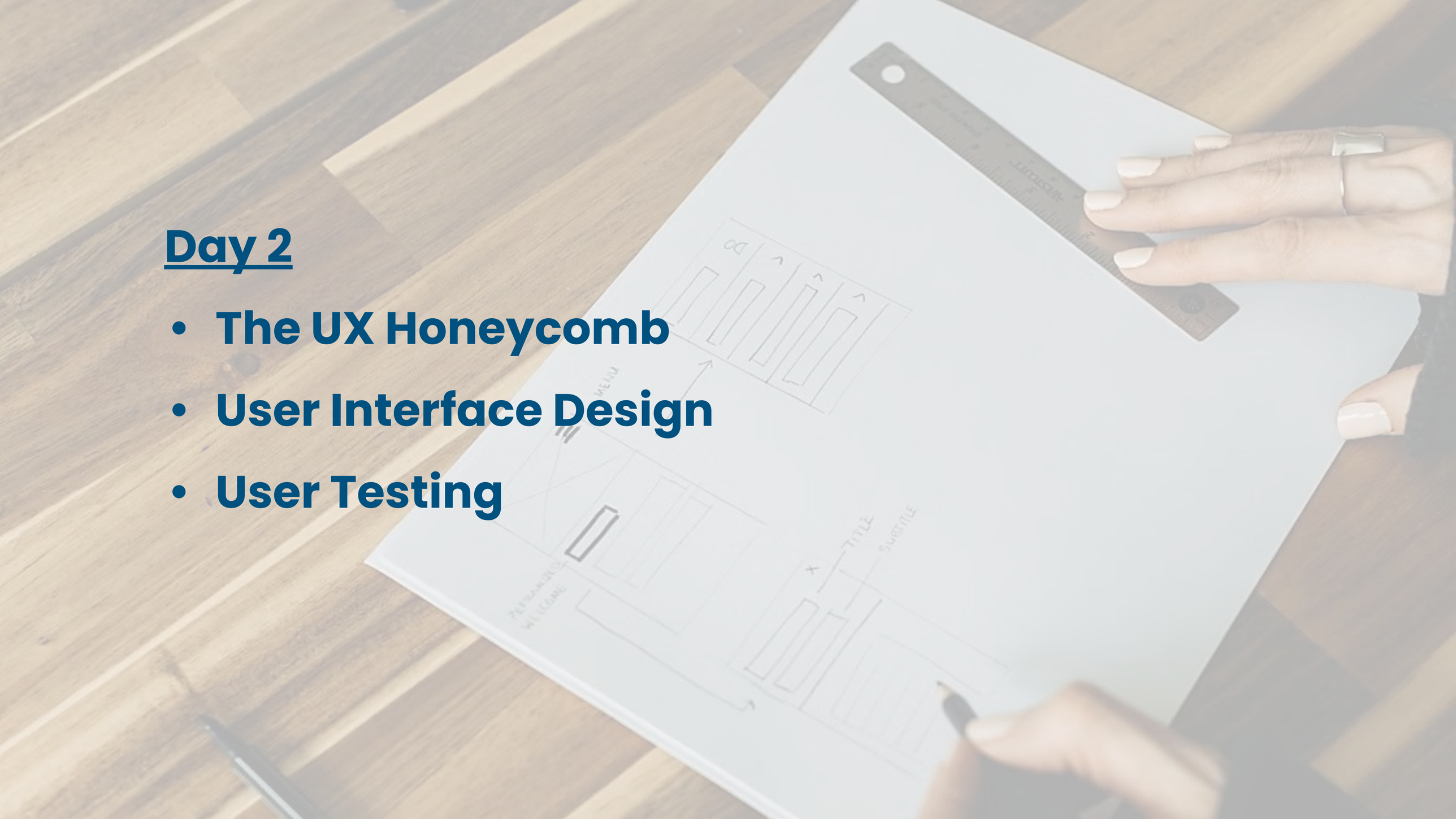
- **A4** Measure the user's level of engagement and stickiness with the product or service using pre-defined metrics or guidelines
- **A5** Measure indicators of general user response to the product or service
- **A6** Develop a prototype and/or wireframe of the user interface based on established requirements and methodologies and taking into account user-centred inputs and perspectives



Course Knowledge and Abilities

Abilities:

- **A7** Propose suggestions and modify aspects of an IT product or service to enhance the overall user experience
- **A8** Implement usability tests on the updates or modifications made to a software and application design, to verify its technical viability and effectiveness



Day 2

- The UX Honeycomb
- User Interface Design
- User Testing

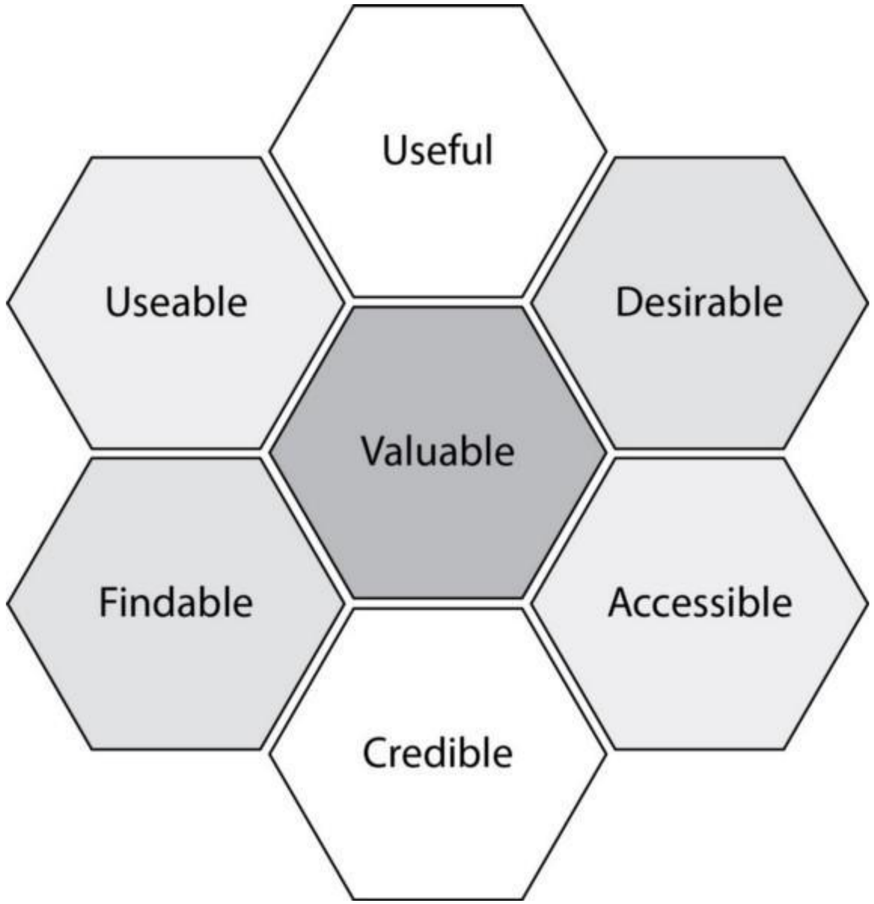
The UX Honeycomb and applying UX to your own industry

The UX Honeycomb by Peter Morville

Peter Morville is a designer and information architect who has been working in this field since 1994. He has held positions at top companies like Google and Gopher. While working as an IA, Peter began using a diagram of three circles that he felt best represented the connection between business goals and context, user needs and behavior, and content.

The user experience honeycomb is a tool that explains the various facets of user experience design.

The UX Honeycomb

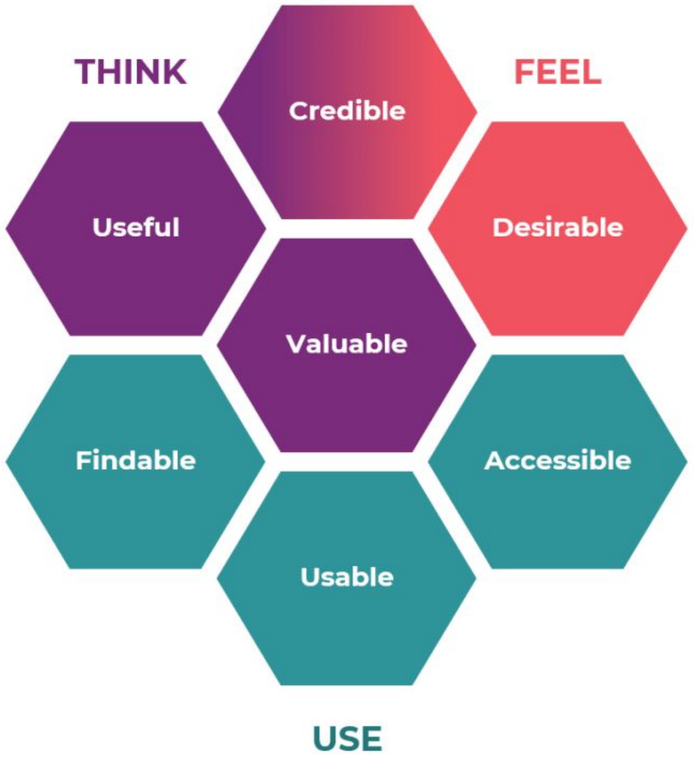


The UX honeycomb by Peter Morville **explains the various facets of UX design**.

Since User Experience Design goes far beyond usability and is linked to other disciplines, Peter felt that this new diagram would help to educate clients.

The honeycomb helps to find a sweet spot between the various areas of a good user experience.

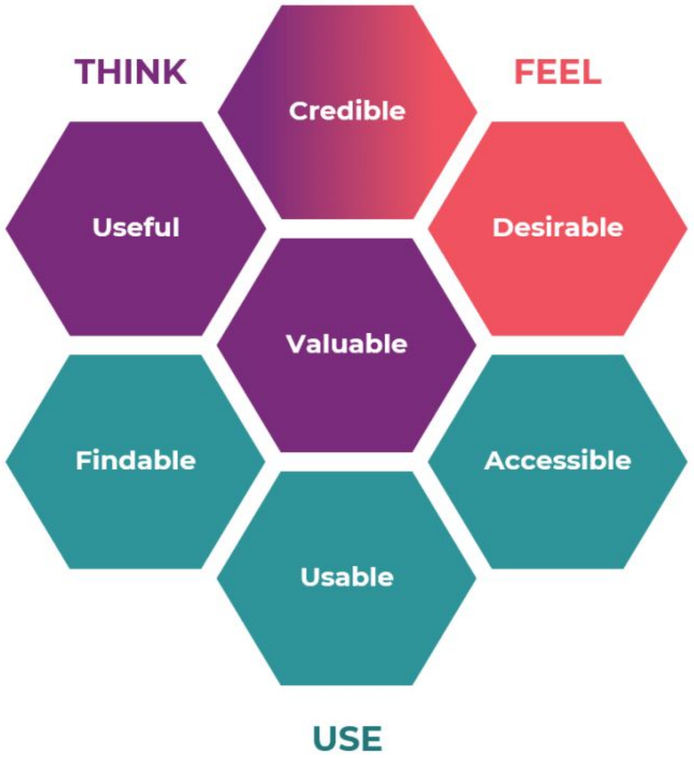
The UX Honeycomb



**Katerina Karagianni's Optimized UX Honeycomb*

- **Useful**: Your content should be original and fulfill a need
- **Usable**: Site / channels must be easy to use
- **Findable**: Content needs to be navigable and locatable onsite and offsite
- **Credible**: Users must trust and believe what you tell them
- **Accessible**: Content needs to be accessible to people with disabilities
- **Desirable**: Image, identity, brand, and other design elements are used to evoke emotion and appreciation
- **Valuable:** Your product or service must deliver value to the business and to the customer.

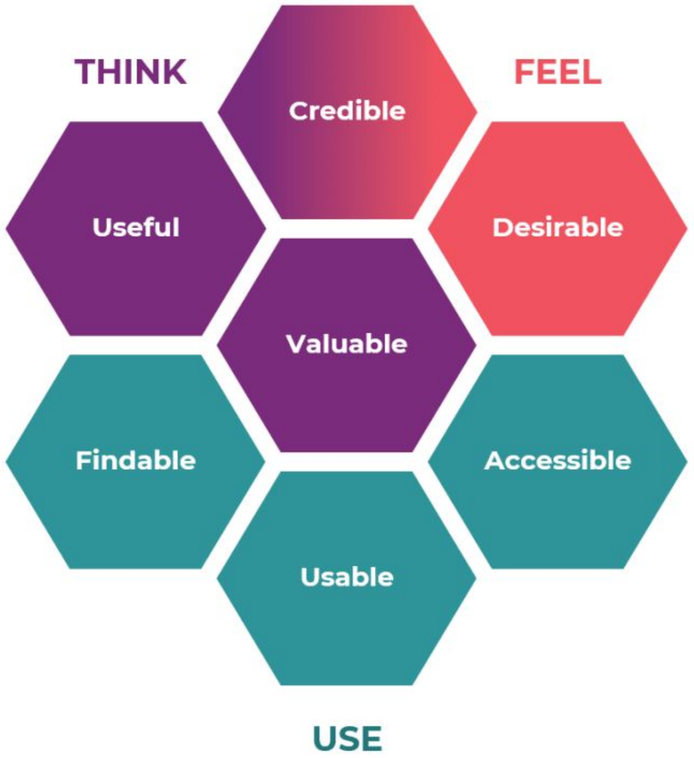
The UX Honeycomb - Improvements



**Katerina Karagianni's Optimized UX Honeycomb*

- The 7 facets are grouped based on **how the user interacts with a product (uses, thinks, feels).**
- They have been **re-arranged within the honeycomb so that the relationship between them is visible.**
- **Color coding and labels** make the groupings clear.

The UX Honeycomb



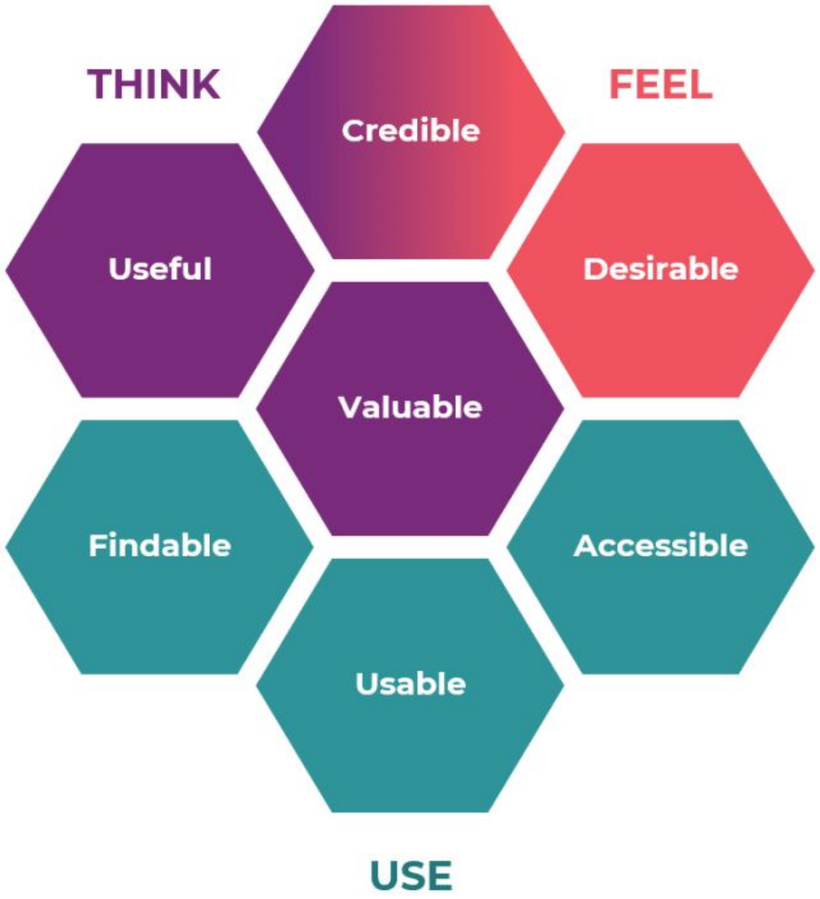
Katerina Karagianni's Optimized UX Honeycomb

The honeycomb depicts how people use, think and feel about a product:

- **Think:** What do users think about the product? Is it useful? Is it valuable? Do they find it credible?
- **Feel:** How do people feel about the product? Do they find it desirable? Also, do they feel it's credible?
- **Use:** When it comes to actually using the product, is it findable, accessible and usable?

*Credibility has a double role because it combines reasoning with emotions - "it feels credible."

The UX Honeycomb



Useful

Does the product or service serve a purpose for your target audience? If it does, it's useful.

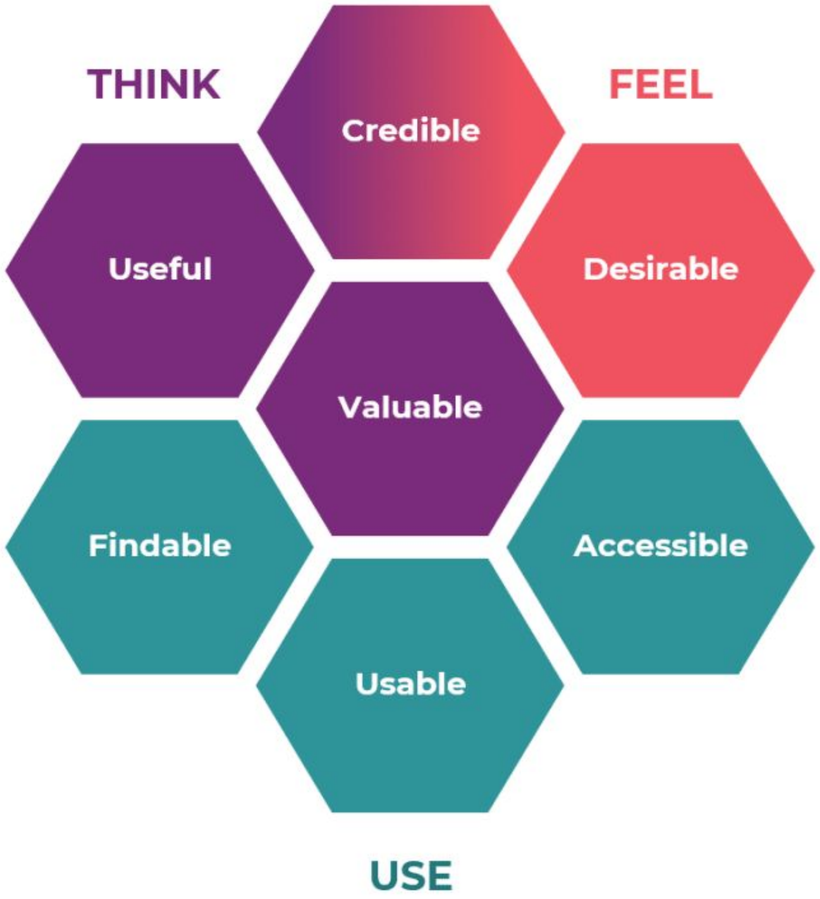
***Remember that Usefulness is subjective and not everyone will find it useful.**

The UX Honeycomb

Useful Example

You are running a Alternative Proteins Startup and a bulk of your following includes vegans and individuals who are concerned about the impact of meat consumption on the environment.

The UX Honeycomb



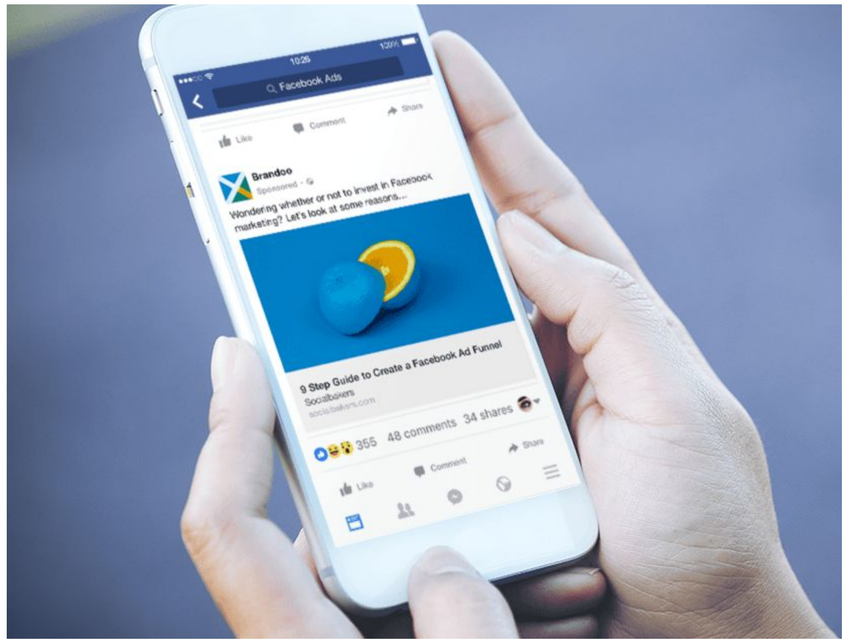
Usable

Don’t confuse usefulness with usability. Usability is about how easy it is for your users to achieve their goal.

How many clicks does it take for your user to get to their goal?

***Good design needs no instruction and it should be intuitive enough for users to become experts at using on their first try.**

The UX Honeycomb

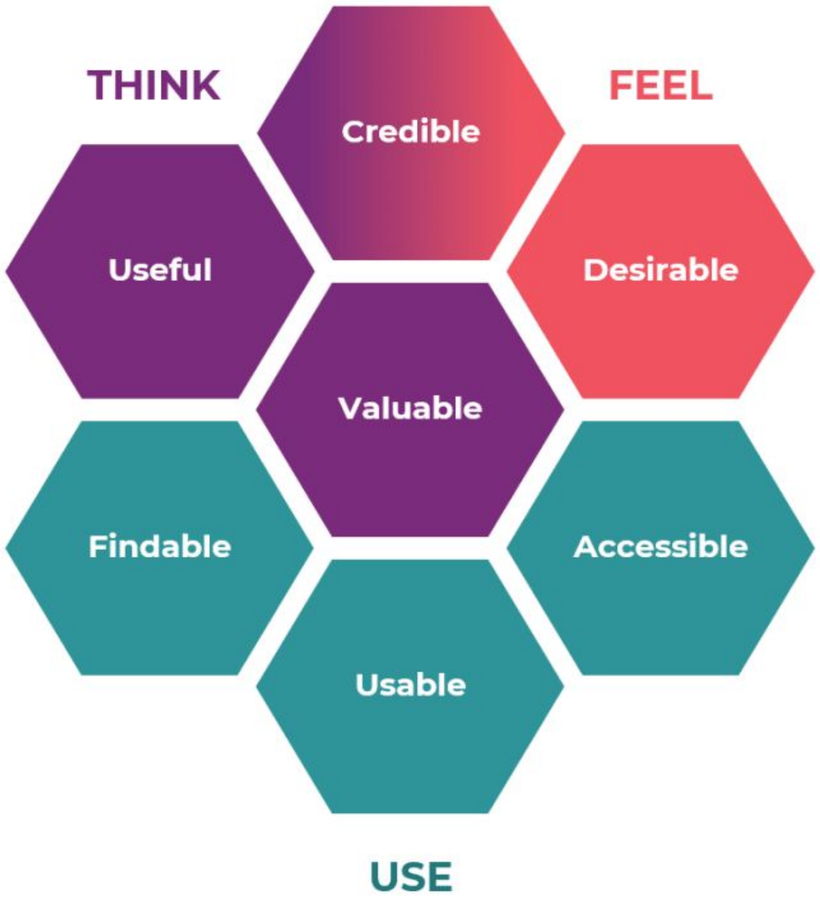


Usable

Users who see your ads on Social Media are interested in purchasing your product, they click on your ad which takes them directly to the product page, and cart out in just 3 clicks.

How’s that for usability?

The UX Honeycomb



Findable

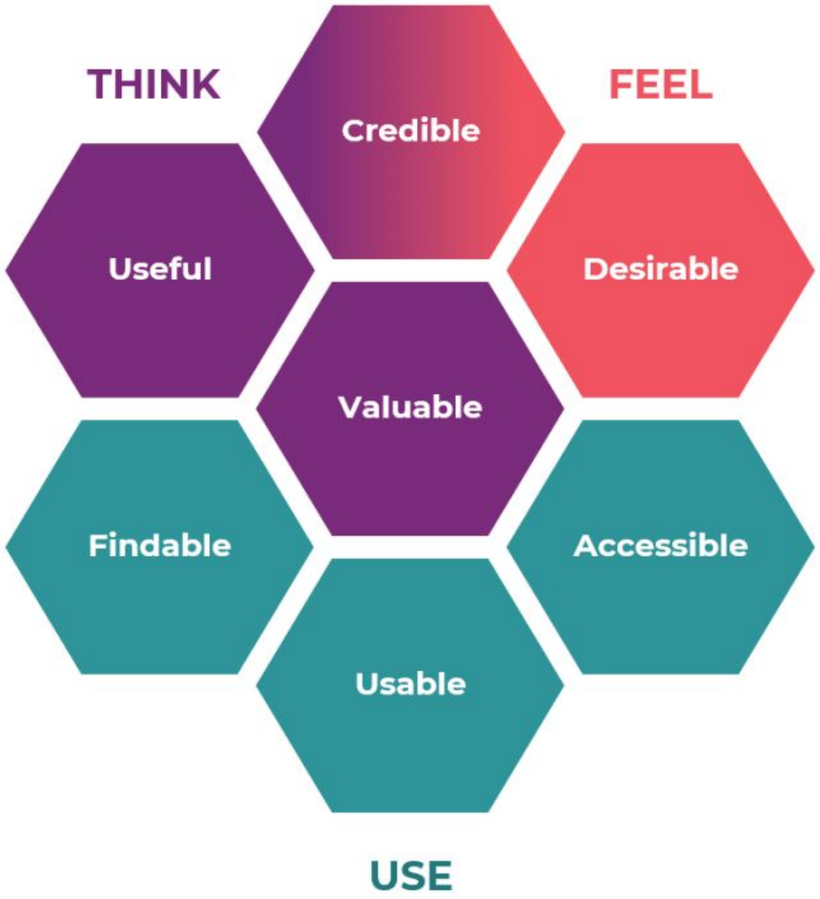
Everything about Navigation falls here. Is the information your user is seeking easy to find? Is your site design simple enough for user to find what they need?

The UX Honeycomb

Findable

Visitors to your site wish to find more information about your product. Are they able to find a link on the home page that takes them to that information?

The UX Honeycomb



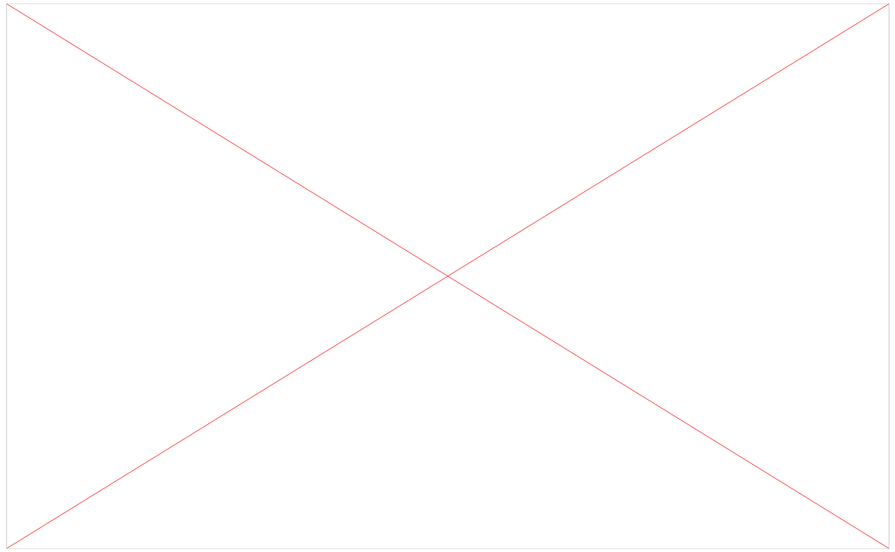
Credible

Credibility refers to the degree with which the users trust you, your brand, and your product.

It can be hard to have control over this, but if you live up to your promises, people can and will be won over.

*Customer reviews, or links from other credible sources – Known Media Outlets, Influencers, Celebrities, etc play a huge part in helping a brand gain credibility

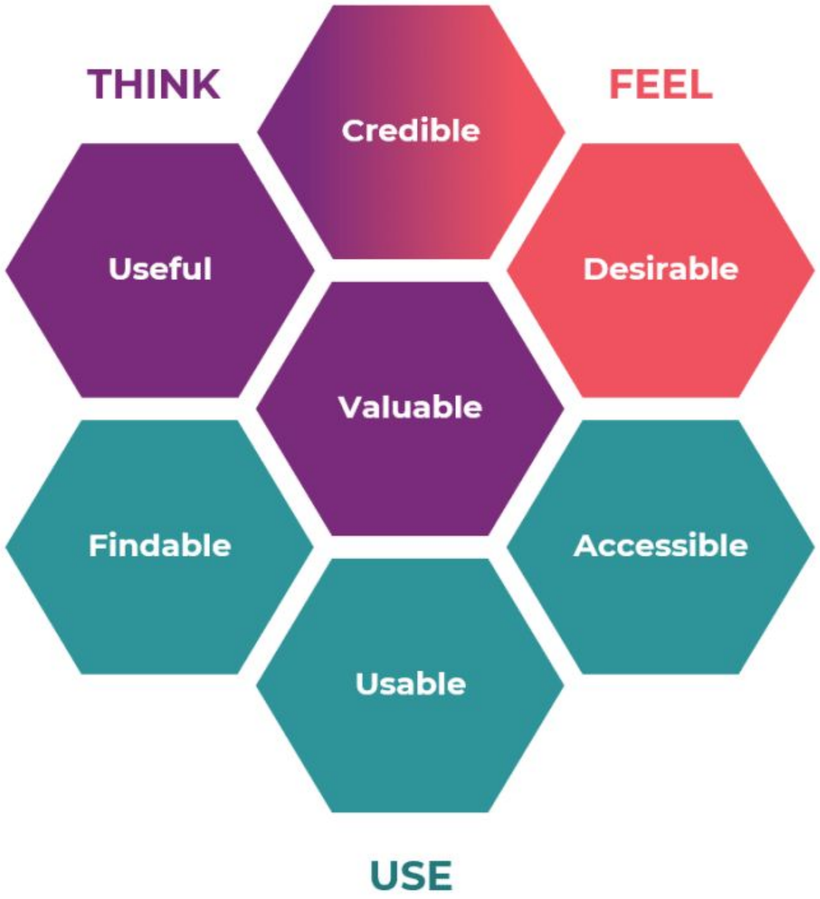
The UX Honeycomb



Credible

A timeless idea, Celebrity endorsements were a great way to build credibility. Customer reviews, or links from other credible sources – Known Media Outlets, Influencers, Celebrities, etc play a huge part in helping a brand gain credibility

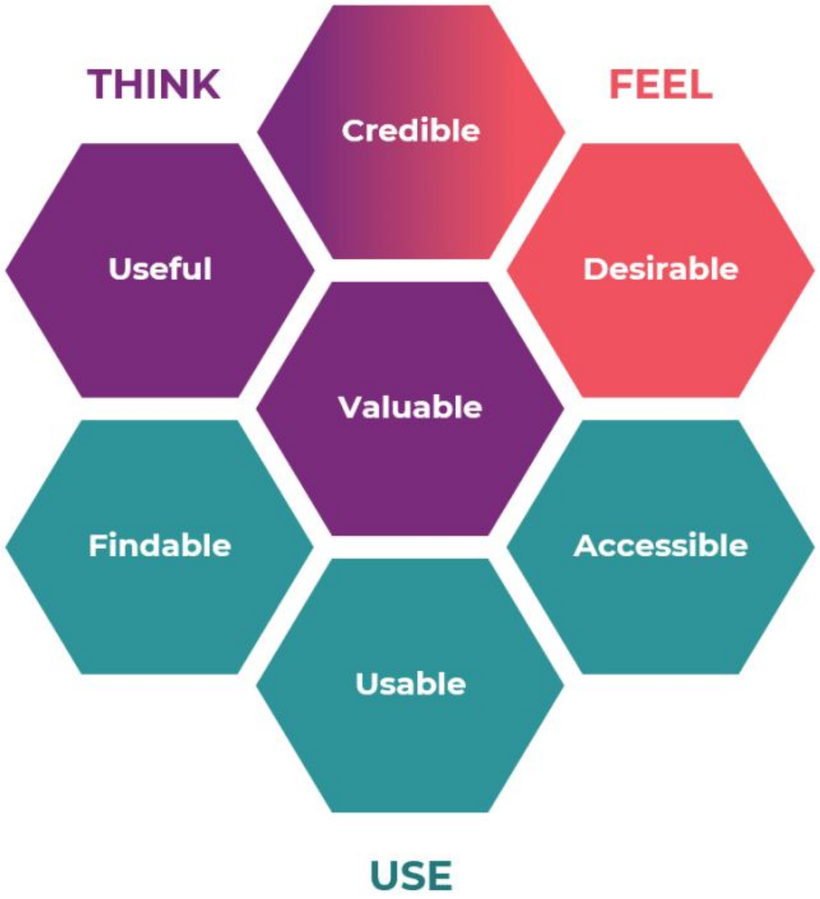
The UX Honeycomb



Accessible

Is your content available for people with disabilities? Can a blind person easily navigate your website to purchase your product?

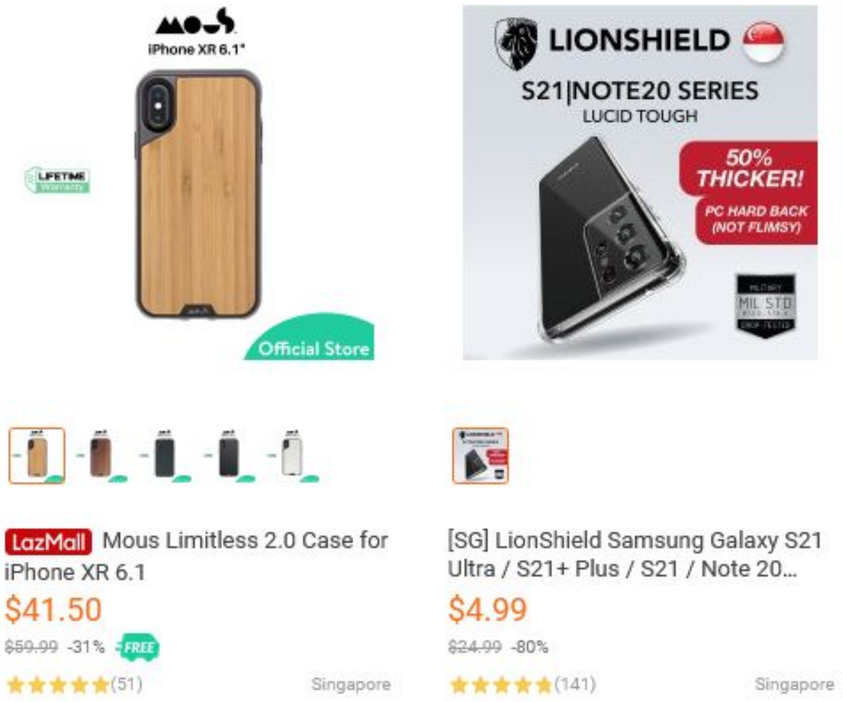
The UX Honeycomb



Desirable

This has lots to do with branding or presentation. But a brand can only get users in the door by telling them that your product is a great one. If the quality of your product matches the brand and delivers as promised, you will find yourself with great reviews and repeat customers!

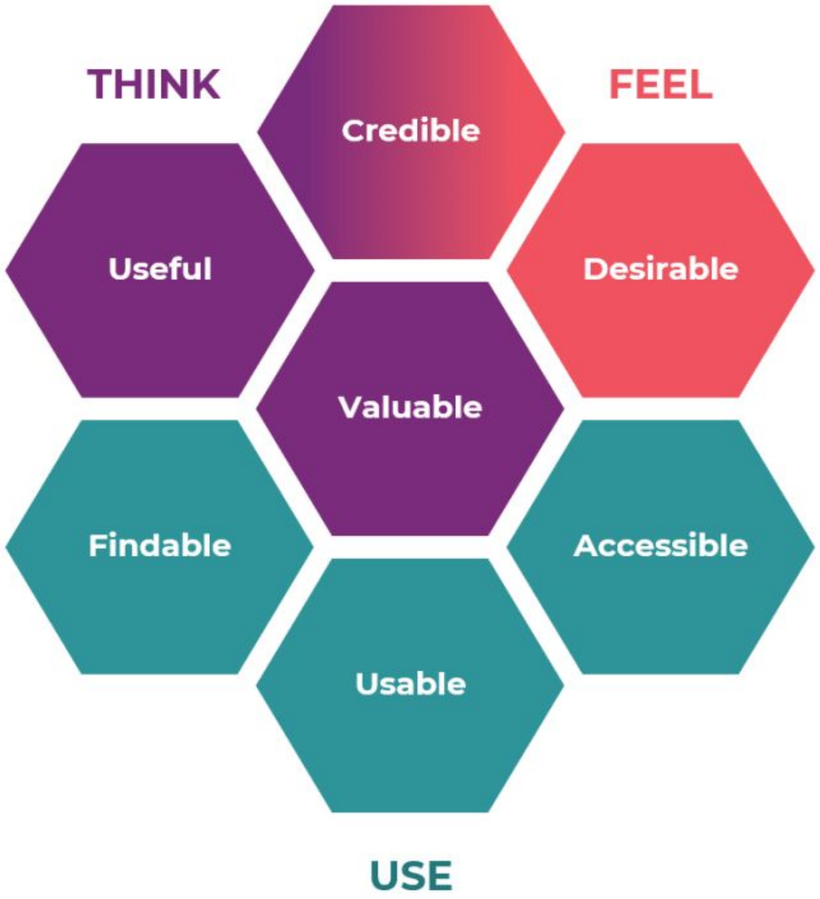
The UX Honeycomb



Desirable

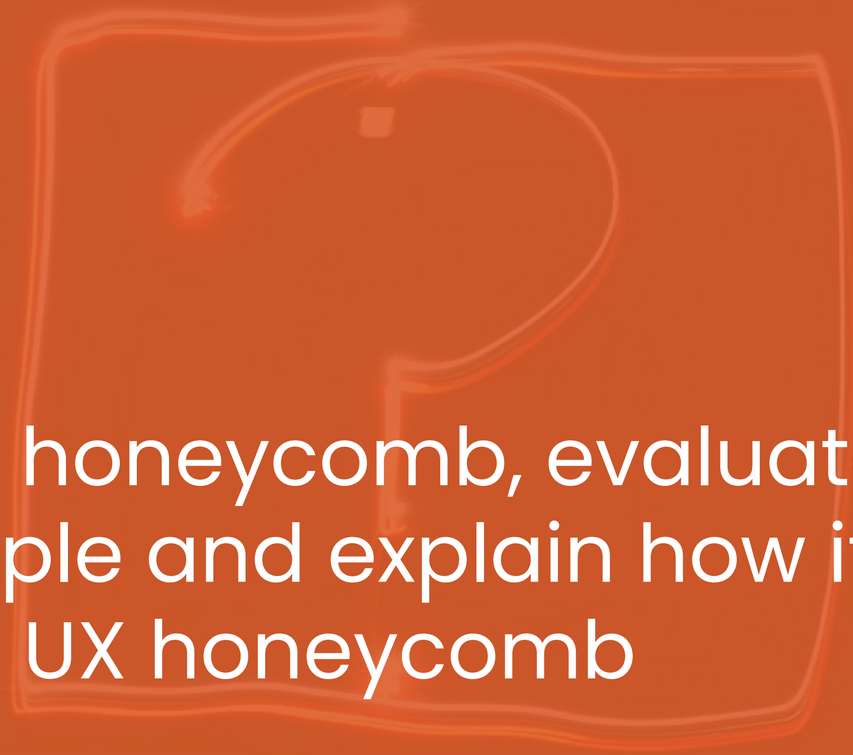
For businesses on red ocean marketplaces such as Lazada and Shopee. Being able to differentiate yourself by posting high quality photos with a consistent branding can be a key to making your product desirable!

The UX Honeycomb



Valuable

Similarly to usefulness, this is subjective. Your product or service must deliver value to the business and to the customer. Each aspect of the Honeycomb brings value to the table, and it is up to you to decide what you are going to focus on more than the others.



Exercise!

Using the UX honeycomb, evaluate your earlier example and explain how it fulfills the facets of the UX honeycomb

User Interface Design

What is User Interface Design?

User interface (UI) design is the process of building digital interfaces (computers, software, apps, etc) with a focus on looks or style.

Designers aim to create intuitive interfaces which are easy to use and good looking. UI design refers to graphical user interfaces and other forms such as voice-controlled or gesture based interfaces.

The 10 Usability Heuristics

1 Visibility of system status

2 Match between system and the real world

3 User control and freedom

4 Consistency and standards

5 Error prevention

6 Recognition rather than recall

7 Flexibility and efficiency of use

8 Aesthetic and minimalist design

9 Help users recognize, diagnose, and recover from errors

10 Help and documentation

By Jakob Nielsen
Nielsen Norman Group

What makes a good User Experience?

The Nielsen Norman Heuristics is a list for Interface design, and are often referenced as principles to follow when crafting experiences

1. Visibility of System Status
2. Match between system and real world
3. User Control and Freedom
4. Consistency and Standards
5. Error Prevention
6. Recognition over recall
7. Flexibility and Efficiency of Use
8. Aesthetic and Minimalist Design
9. Help Users recognize, diagnose and recover from errors
10. Help and Documentation

1. Visibility of System Status

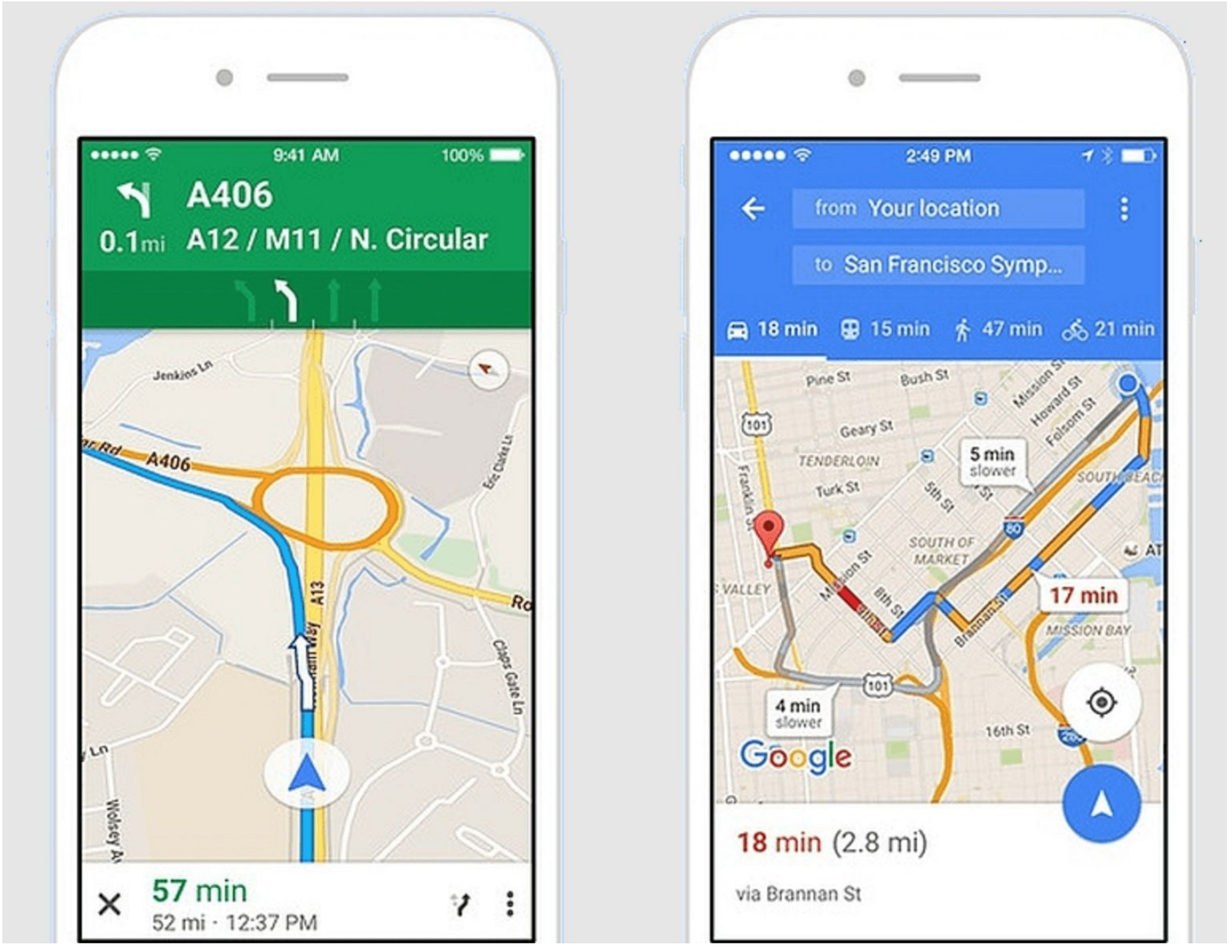
Users should be informed of what the system or product is doing in a reasonable timeline

- **Users want to know what is going on throughout their experience** with your product. Making the system status visible helps them understand the outcome of their prior interactions and decide the next steps intuitively – without having to think too hard about it.
- Provide feedback to users immediately through pop-up windows or status bars. Creating a product with routine, predictable interactions builds trust with the user. Predictable experience helps them trust both your product and your brand.

1. Visibility of System Status

Google Maps status bar and GPS arrow

Google Maps uses an arrow, or a car icon, to indicate where the user is in their journey. Additionally, they've placed a status bar at the top of the screen that displays their next step and how far to go until their next step. They also went above and beyond to include a trip time indication at the bottom of the screen. **Each of these components changes based on the users' actions – whether they're following the route or not.**



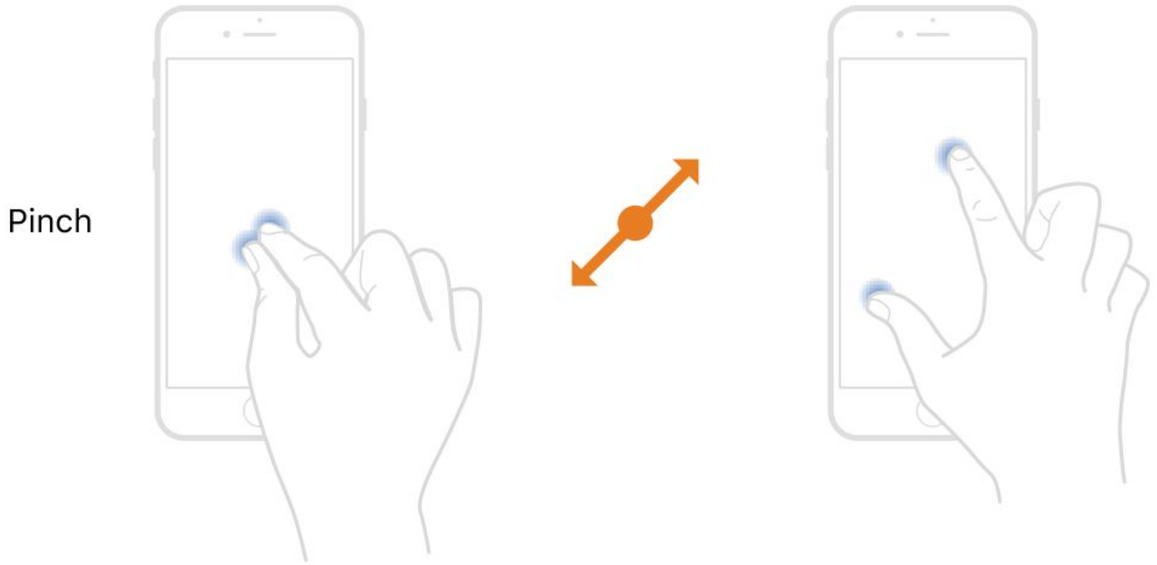
2. Match between system and real world

- **Avoid using big words and jargon**. The product interface should be easy to follow and uses language familiar to the user. It should also follow real life conventions!
- **Put information in natural and logical order**. Terms, icons and images should correspond to predictable outcomes. **Icons like a magnifying glass or arrow are clear to your user.** This practice is also called “natural mapping”.
- By matching systems to the real world, learning and remembering how your interface works becomes much quicker. The interface also becomes naturally intuitive

2. Match between system and real world

Pinch-to-zoom

Pinch-to-zoom was invented in 1983 but it wasn’t used in consumer devices until 2005 with JazzMutant’s product, the Lemur. The Lemur was a multi-touch device that served as a controller for musical devices like synthesisers and mixing consoles. Now, you’ll see pinch-to-zoom on nearly every touch screen device worldwide.



3. User Control and Freedom

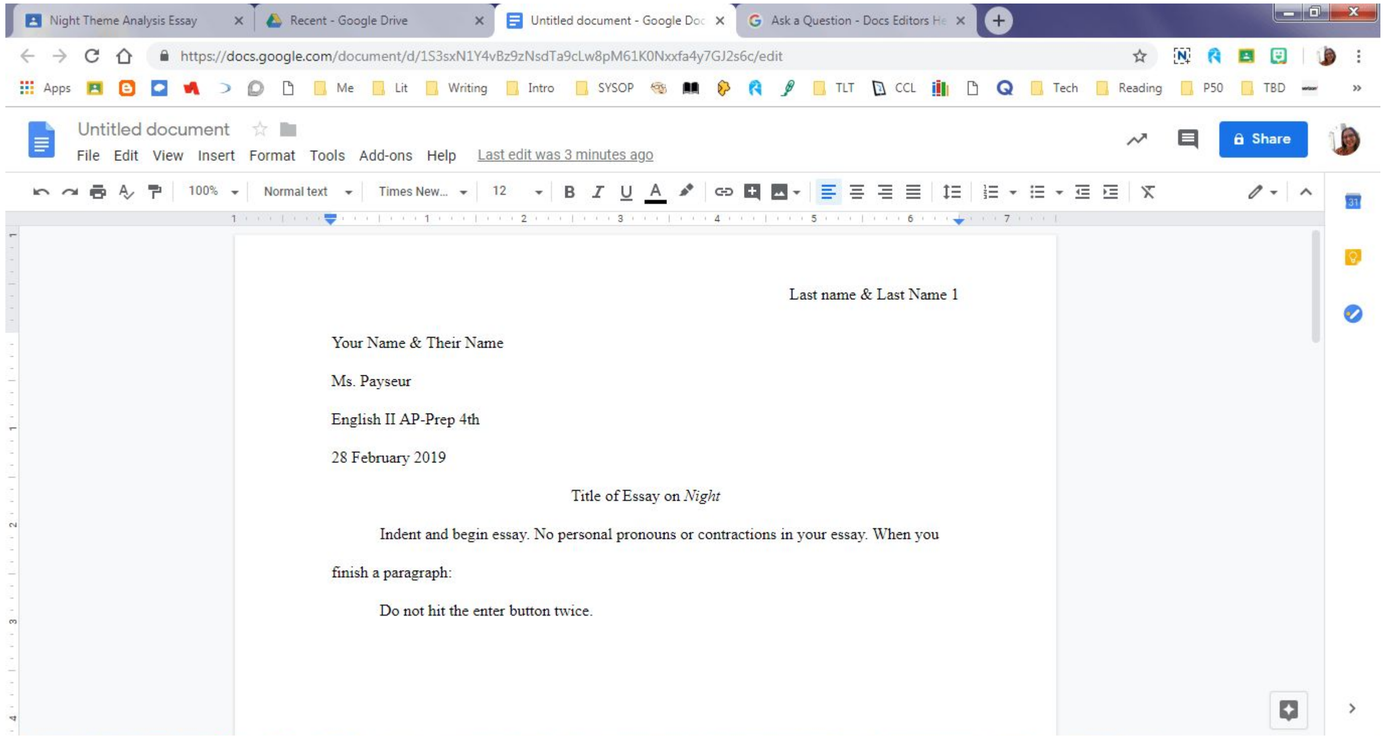
Users will make mistakes, and you should provide a way out when they do. Supporting undo and redo, or cancelling and operation could prove useful.

Clearly defined exits and the feeling of freedom they create for a user also fosters trust in your product and brand. They reduce frustration and negative feelings and help make your product more user-friendly.

3. User Control and Freedom

Undo and redo in Google Docs

In most word processors, Google Docs included, you'll find "undo" and "redo" functions in the toolbar. You might also recognize the common keyboard functions control or command + Z or control and command + Y. This allows users to quickly and easily fix a mistake without experiencing too much frustration.



4. Consistency and Standards

Users should not have to wonder whether different words, situations, or actions mean the same thing. Follow platform and industry conventions.

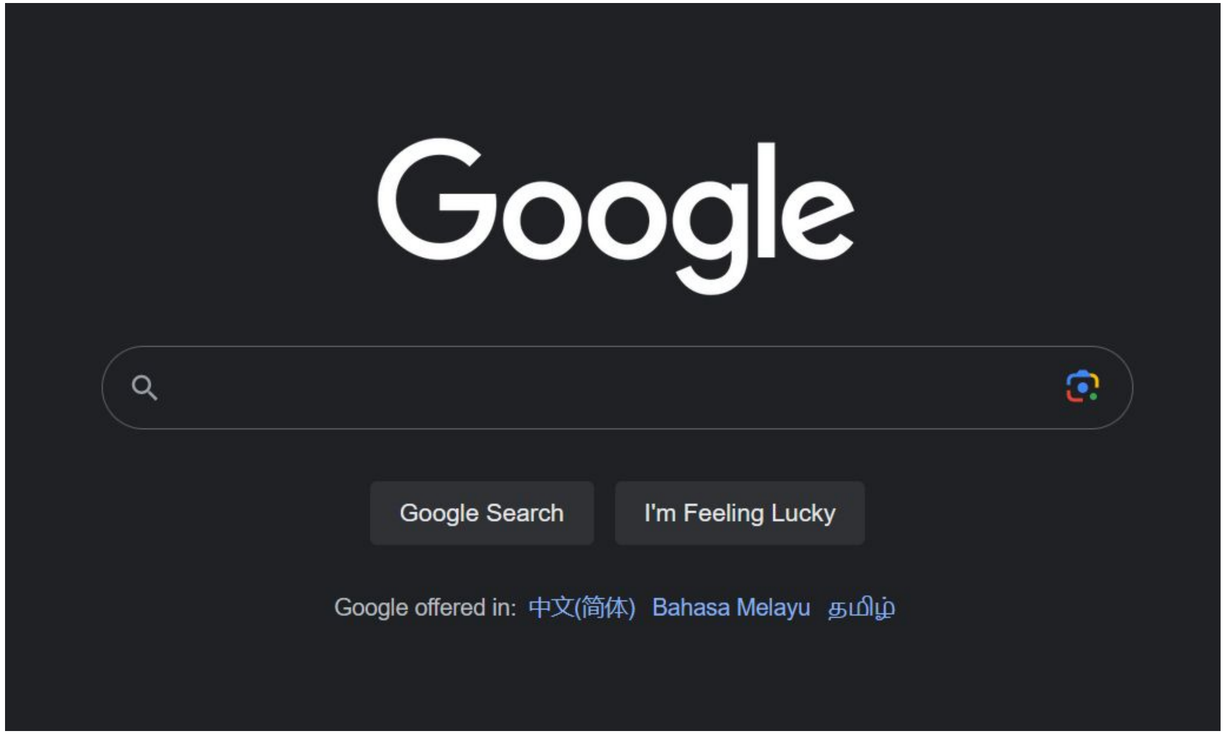
Users interact with multiple apps every day. Typically, it's **best to assume they interact with your app the least** and that **your users' expectations for your app will be based on the apps they use the most.**

Predictability is important for trust. By maintaining consistency, you'll avoid making users learn something new. Sticking to industry standards reduces cognitive load and allows users to feel like your app is intuitive.

4. Consistency and Standards

Search = Magnifying glass icon

A magnifying glass always means “search.” The search function, indicated by the magnifying glass, is usually located at the top of the page on desktop and bottom of the screen on mobile. They are easy to find in these areas and easy to navigate quickly.



5. Error Prevention

UI designers should prevent errors before they come up for the user. That means finding and eliminating error-prone functions during user testing before launch.

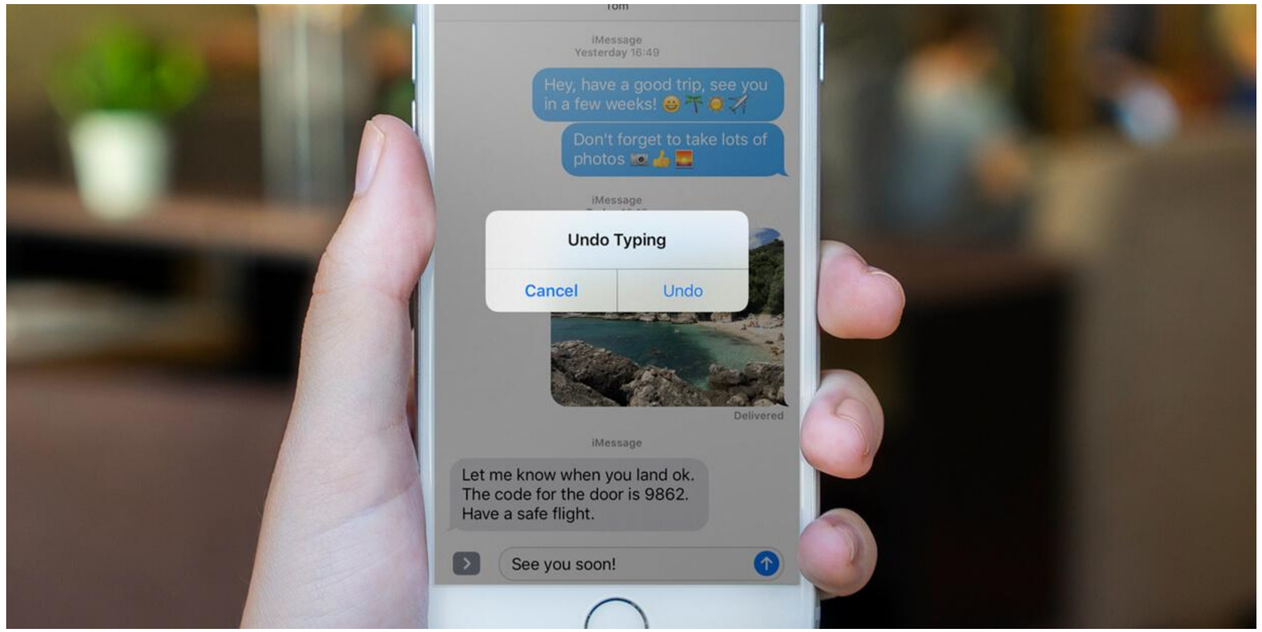
There are two types of errors.

- **Slips:** errors that happen unconsciously – usually caused by **inattention**
- **Mistakes**: errors consciously made – usually a result of **cognitive load** or a **mismatch between the user's mental model and the design**

5. Error Prevention

Shake to undo (Apple)

Apple introduced shake-to-undo with iOS 13 back in 2019. This feature allows users to completely clear a text or note they've typed by simply shaking their phone. The feature, though, is hidden. Many users shook their phones only to find their text mistakenly missing. Seeing users' frustrations, Apple quickly introduced a confirmation option.



6. Recognition over Recall

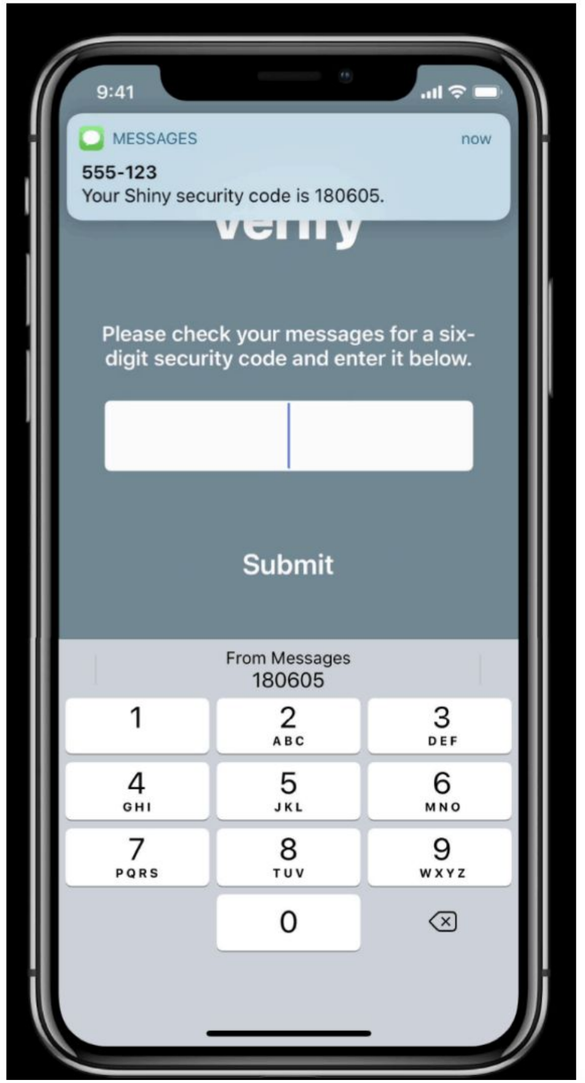
A human being's short term memory only lasts 20-30 seconds. Each user has to deal with multiple interfaces daily in addition to the one you'll design. **Expecting them to remember key functions is simply too much to remember.**

As a UI designer, you should ensure that users don't need to remember or transfer information from one part of your interface to another. **All key elements, actions and options should be visible** or **easily retrievable** throughout the app. They should also be located in the same place.

6. Recognition over Recall

Security code autofill

iOS 13 also introduced a security code autofill function. When a user requests a security code from an app, the keyboard will grab the code from their text and suggest it above the user’s keyboard. No short-term memory is required anymore.



7. Flexibility and Efficiency of Use

While consistency and uniformity are important to build trust and intuition with users, flexibility can be crucial too. **Making your interface efficient by providing shortcuts and customizations can build a different kind of trust** with your user.

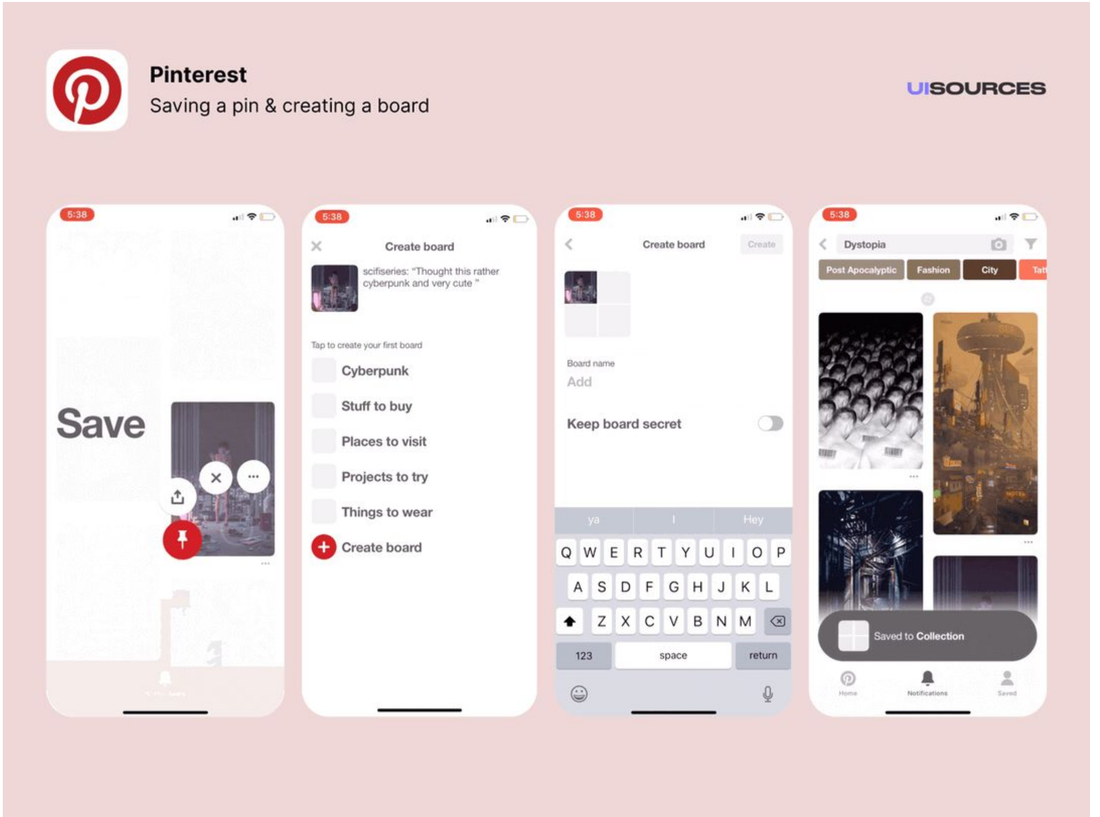
This can look like a **customizable dashboard, keyboard shortcuts or touch gestures that speed up common functions**. Alternatively, like most social media platforms, you could offer your user **content personalization**. This might be a way to tailor their feed like Pinterest or a hidden algorithm like Instagram or TikTok.

7. Flexibility and Efficiency of Use

Pinterest’s press and hold shortcuts on mobile

Pinterest offers a lot of customisation and efficiency functions for its users. From customisable boards, board segments, and feed tuning to touch gestures and board suggestions. By far, the feature that maximises efficiency the most are touch gestures.

They use industry conventions for the icons of their buttons on a simple pie menu. Pie menus, while not often used, are proven to be the most efficient type of menus for user experience.



8. Aesthetic and Minimalist Design

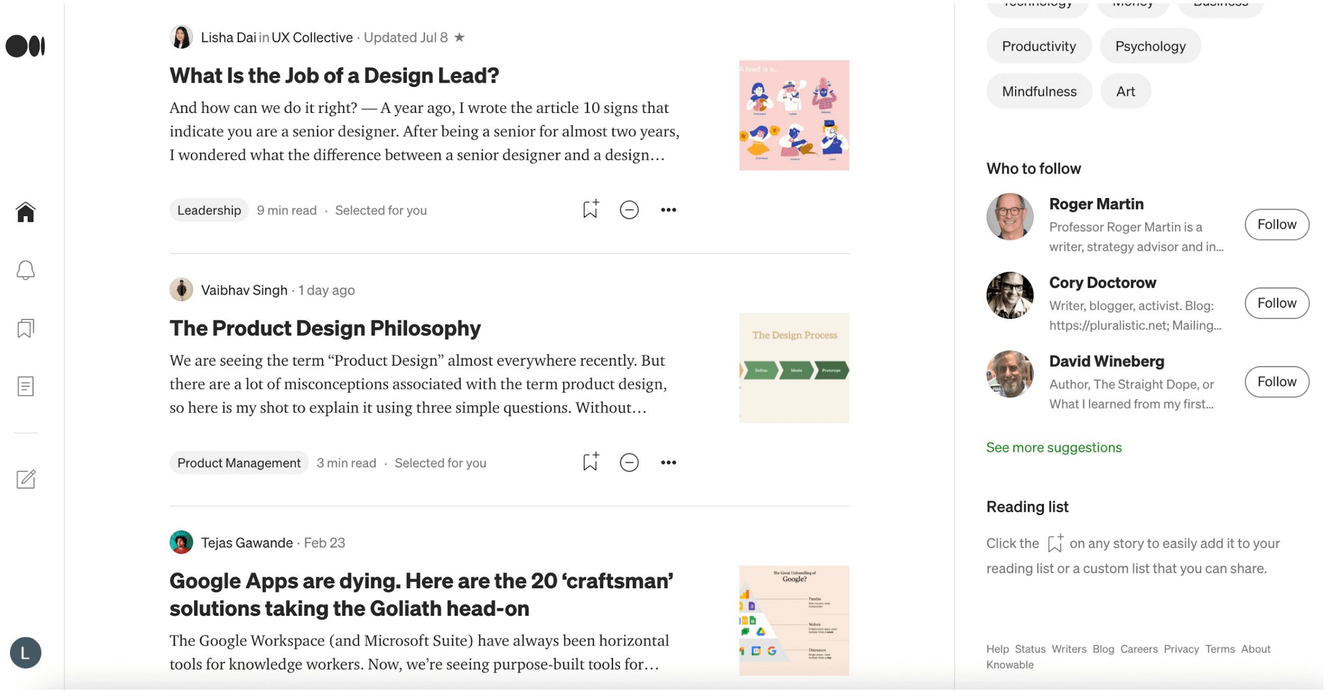
Minimalist designs dominate user interfaces for a reason. Making sure **an interface only includes relevant information is vital**. Designs shouldn't feature something that's rarely needed. Keeping unimportant components in a design reduces the relative visibility and importance of key elements.

This doesn't mean your design has to be flat. But it does mean that you should **focus your content and visual design on the essentials**. Above all else, **your interface should support the users' primary goals.**

8. Aesthetic and Minimalist Design

Medium

Medium uses a slick black-and-white interface. Buttons are clearly labelled in grey or outlined. Their site is easy to navigate and includes very few menu options.



9. Help users recognise, diagnose and recover from errors

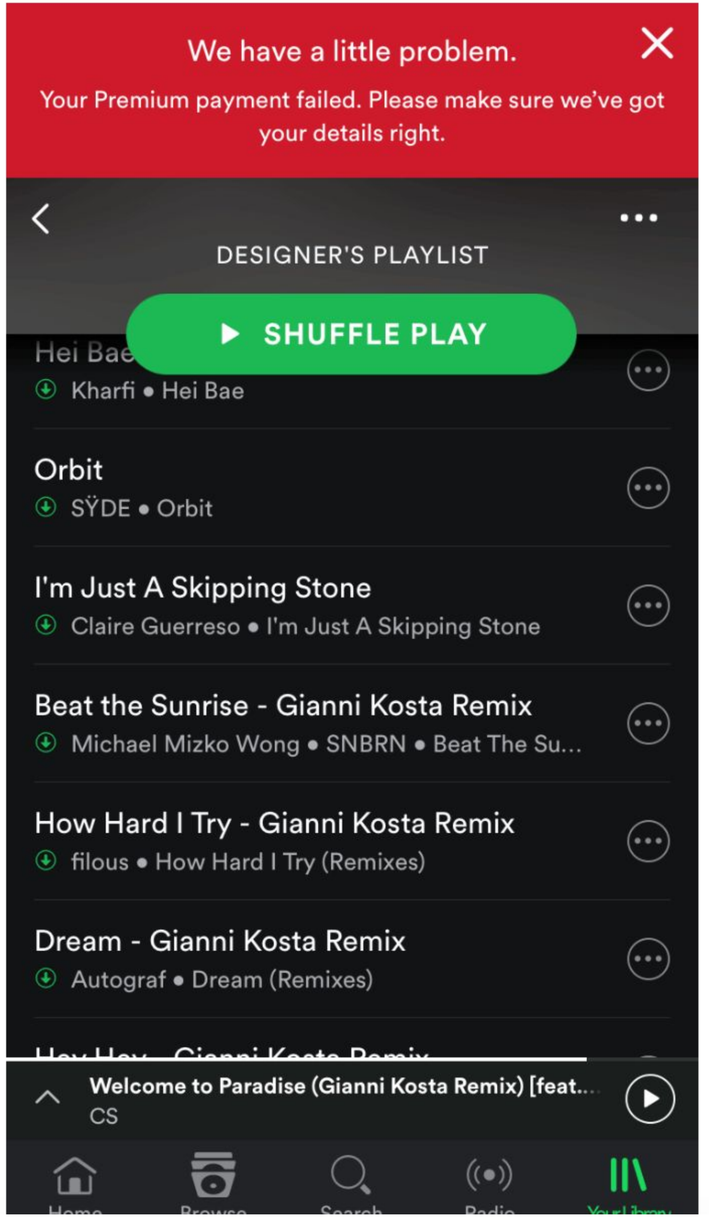
Users want control where possible. They don’t want to reach out to your company when they encounter an error and you don’t want that either. To avoid this, it’s essential to help users recognize, diagnose and recover from mistakes independently.

Clear, plain language error messages that offer **a constructive solution can accomplish this**. Avoid using error codes. Include a graphic or visual representation of the error for even faster recognition.

9. Help users recognise, diagnose and recover from errors

Spotify’s failed payment notification

Spotify does a great job with its error message. In plain language, they offer clear next steps to resolve the problem and it’s highlighted in bright red so that users can’t miss it. They even provide an “emergency exit” in the top right corner so that users can opt to perform this task later, as it’s not essential at the moment to use the app’s free version.



10. Help and Documentation

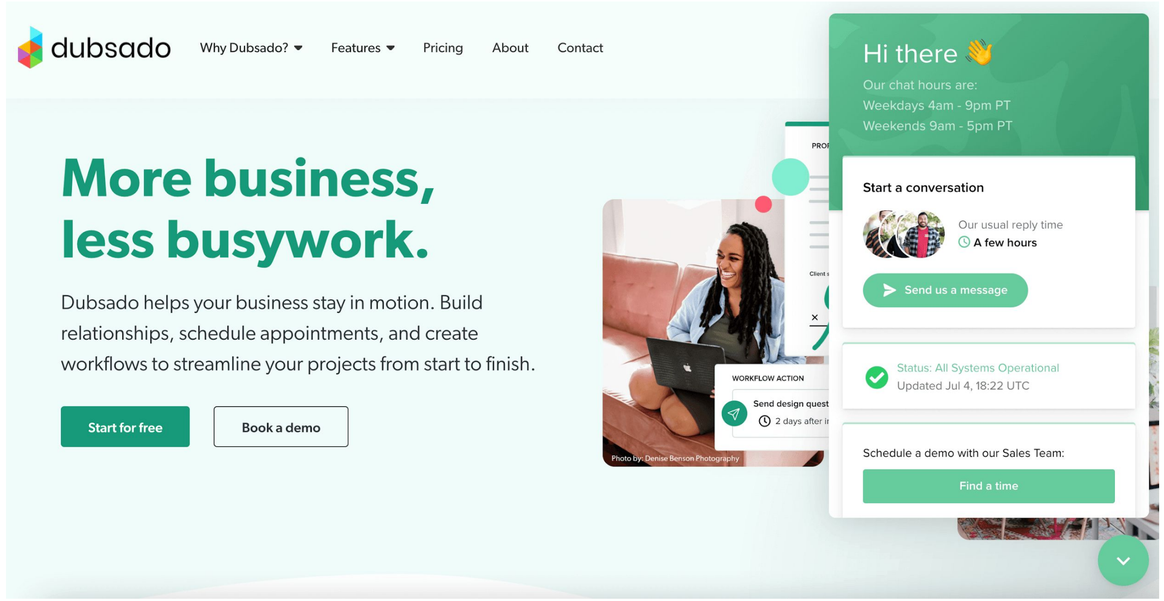
Strong error messages are not enough to completely cover all of your bases. Providing help and documentation that is searchable and easy to find is crucial for the long term success of any piece of software or hardware.

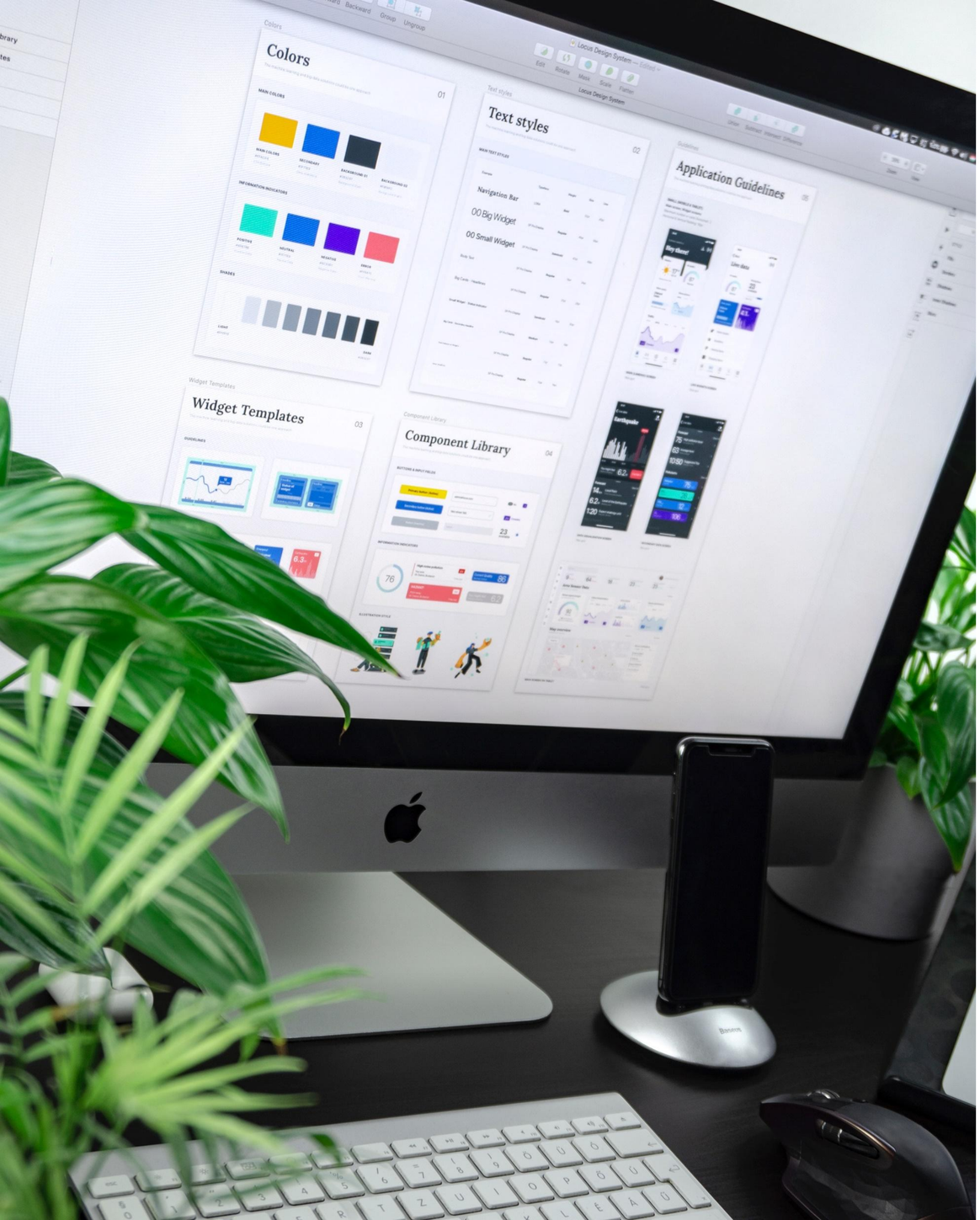
This should be kept concise. The next steps to solve a problem or learn a function should be listed in a concrete way. Where possible, it’s best to present the documentation to the user at the moment that they actually need it.

10. Help and Documentation

Chatbots

Chatbots are a prime example of offering help at the moment. Rather than exploring the website for help, Dubsado offers potential customers a chatbot that helps them search documentation quickly and easily. If you can’t find what you’re looking for through the chatbot, they’ll email you and you can continue your conversation with a real person or schedule a live one-on-one demo.





User Interface Design Considerations

Keep your design “invisible”

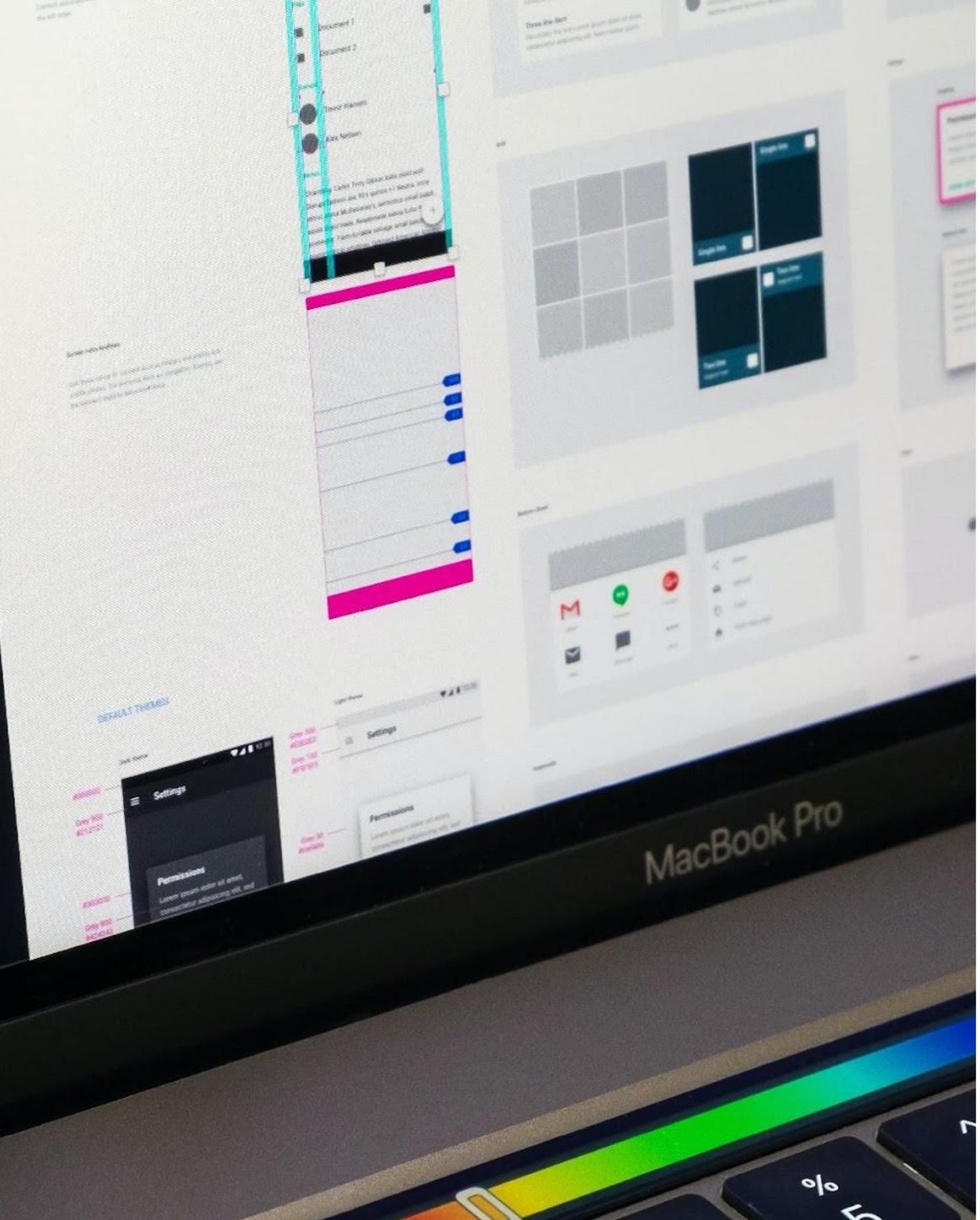
- Users don’t really care about how pretty a site is when using it. They want to accomplish their goals quickly and easily

Predict your users needs

- By creating delightful user experiences, your users will keep returning

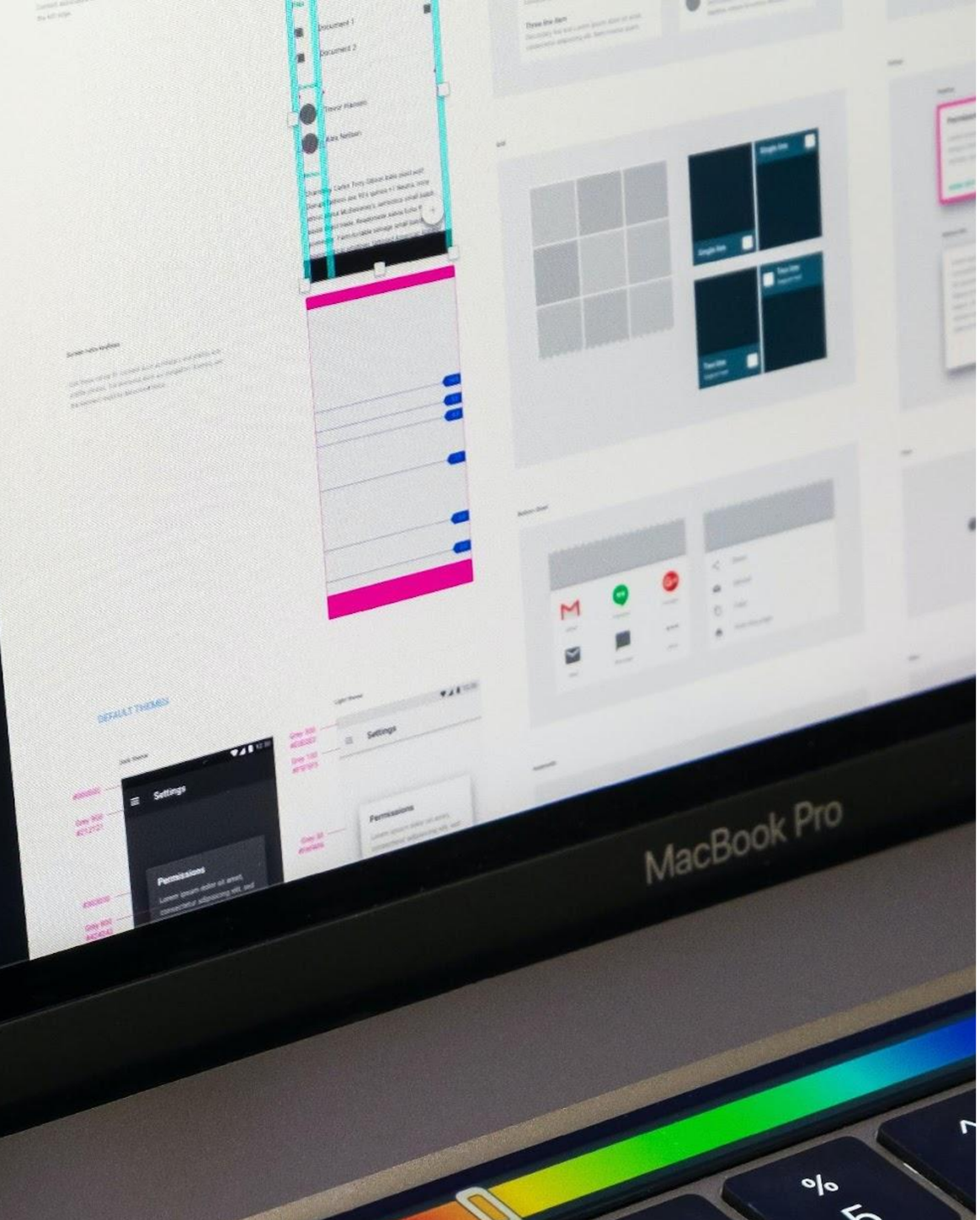
Put your brand into your design

- Your branding can be easily woven into a great user experience, creating better brand recall when it comes to a related service / product



What makes a great UI?

1. **Make buttons and other common elements perform predictably so users can unconsciously use them everywhere.** Form should follow function.
2. **Maintain high discoverability.** Clearly label icons and include well-indicated affordances: e.g., shadows for buttons.
3. **Keep interfaces simple** (with only elements that help serve users' purposes) and create an "invisible" feel.



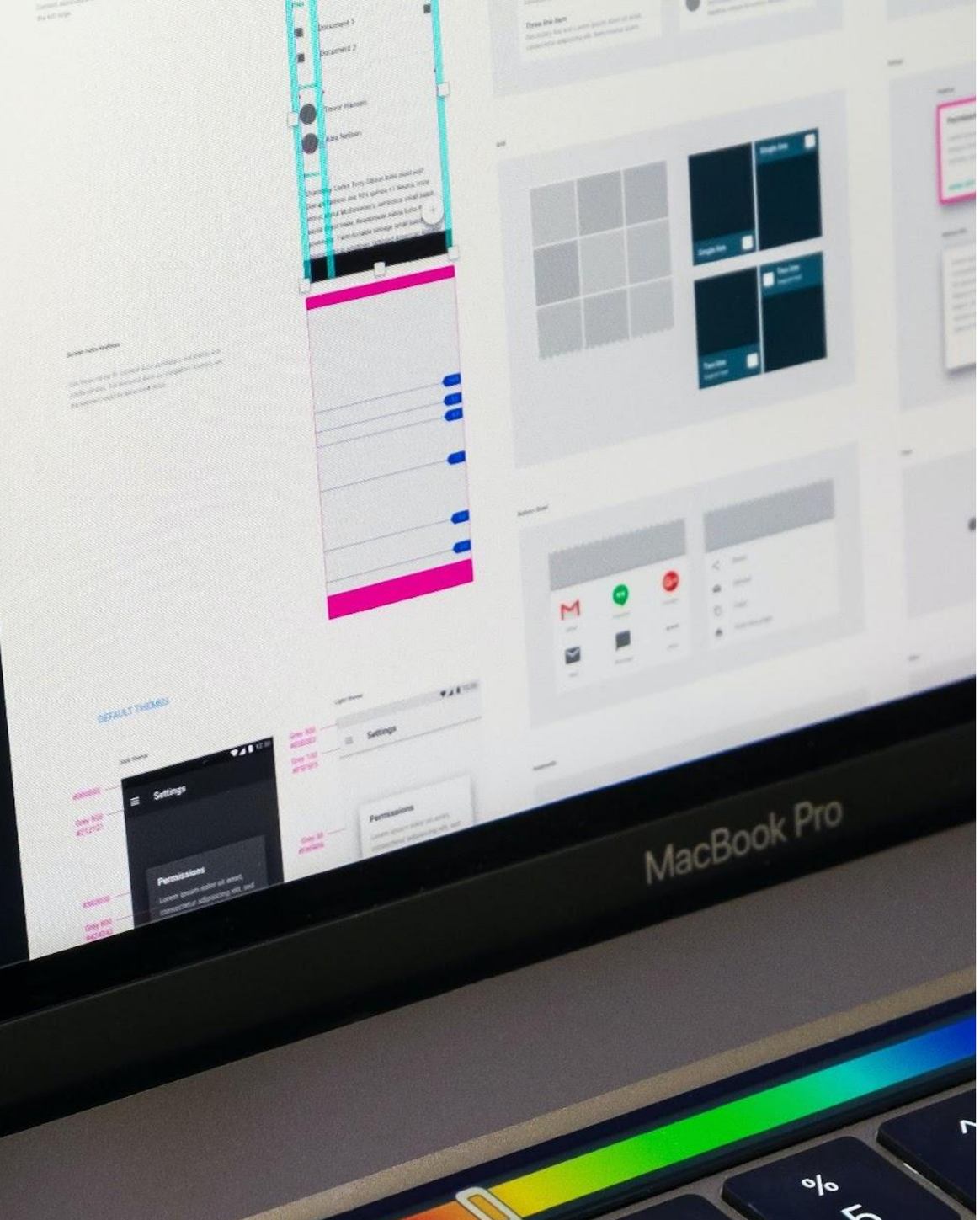
What makes a great UI?

4. **Respect the user's eye and attention regarding layout. Focus on hierarchy and readability:**

- Use proper alignment. Center alignments can look chaotic and restrictive

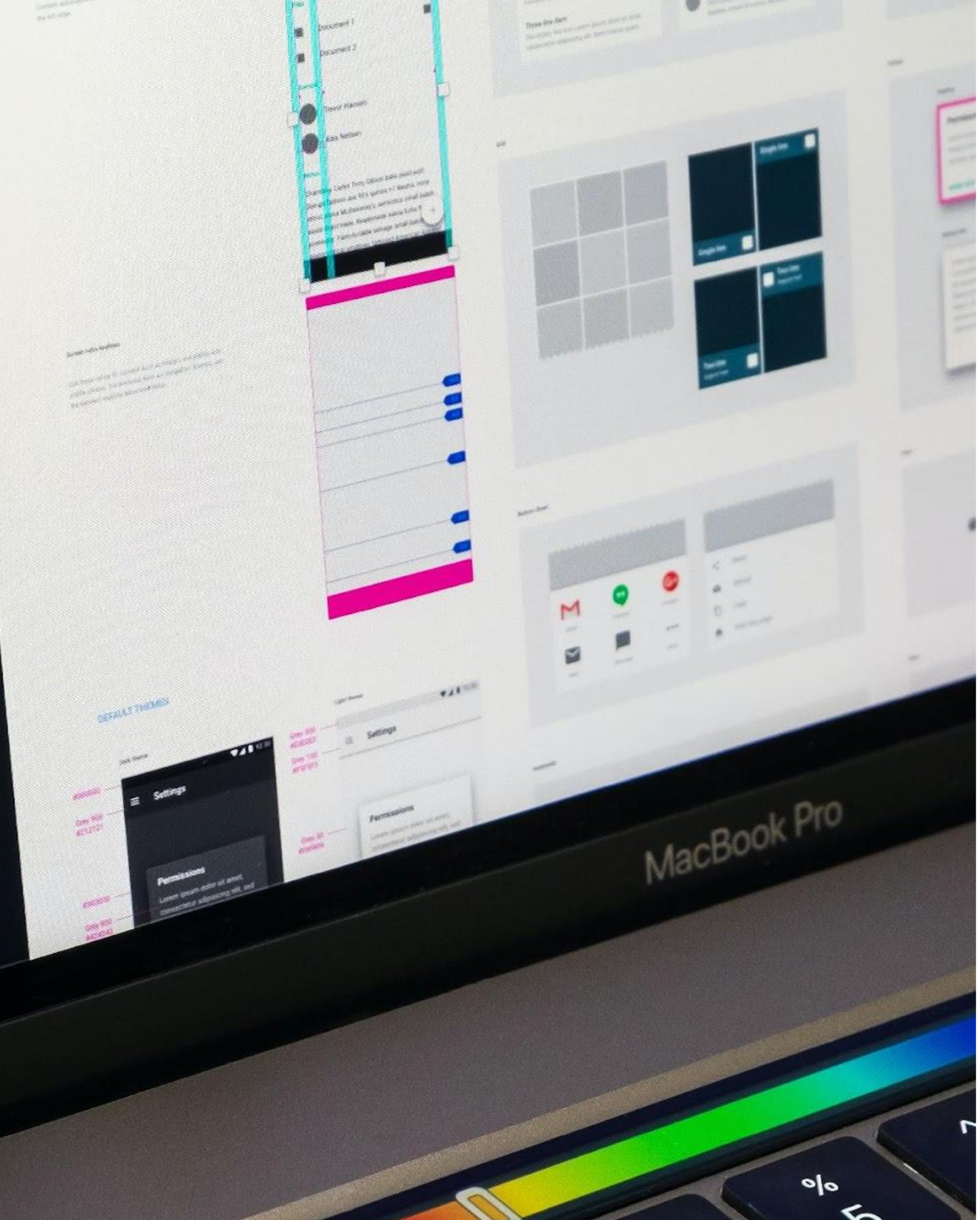
Draw attention to key features using:

- Color, brightness and contrast. Stick to a color palette to create consistency
- Create hierarchy by using different font sizes, weights, bold text etc. If your users can get a gist of the content just by scanning, it works!



What makes a great UI?

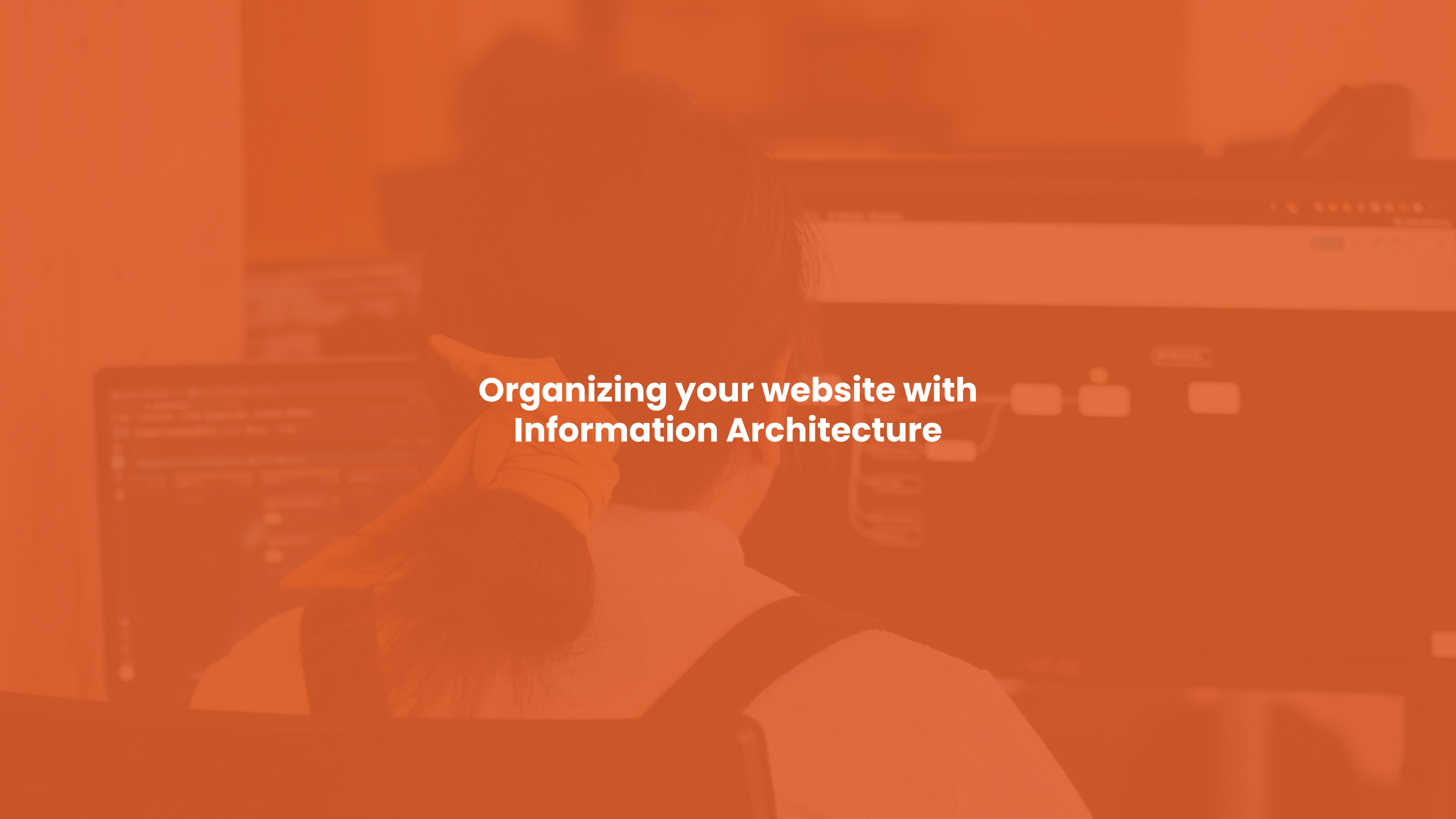
5. **Minimize the number of actions for tasks and focus on one chief function per page.** The less number actions, the easier the task gets. If you have a complex task, use progressive disclosure (reveal the actions step-by-step) because it may deter users from completing the task.
6. **Put controls near objects that users want to control.** E.g. a button to submit a form should be near the form.
7. **Keep users informed regarding system responses/actions with feedback.** “Your form has been successfully submitted.”



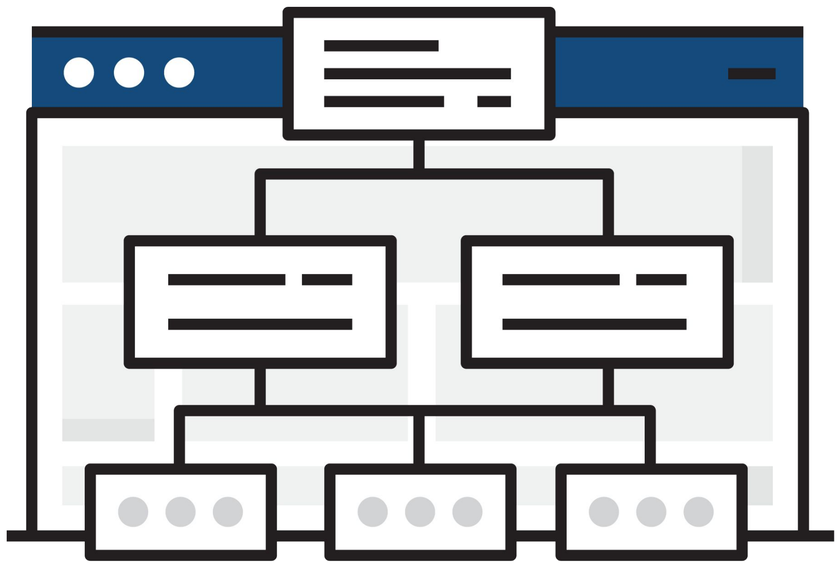
What makes a great UI?

8. **Use your UI design to help guide users and reduce burdens.** E.g. Pre-filled forms are a great way to guide users!
9. **Maintain brand consistency.**
10. **Always provide next steps which users can deduce naturally**

Website Standards Association Checklist

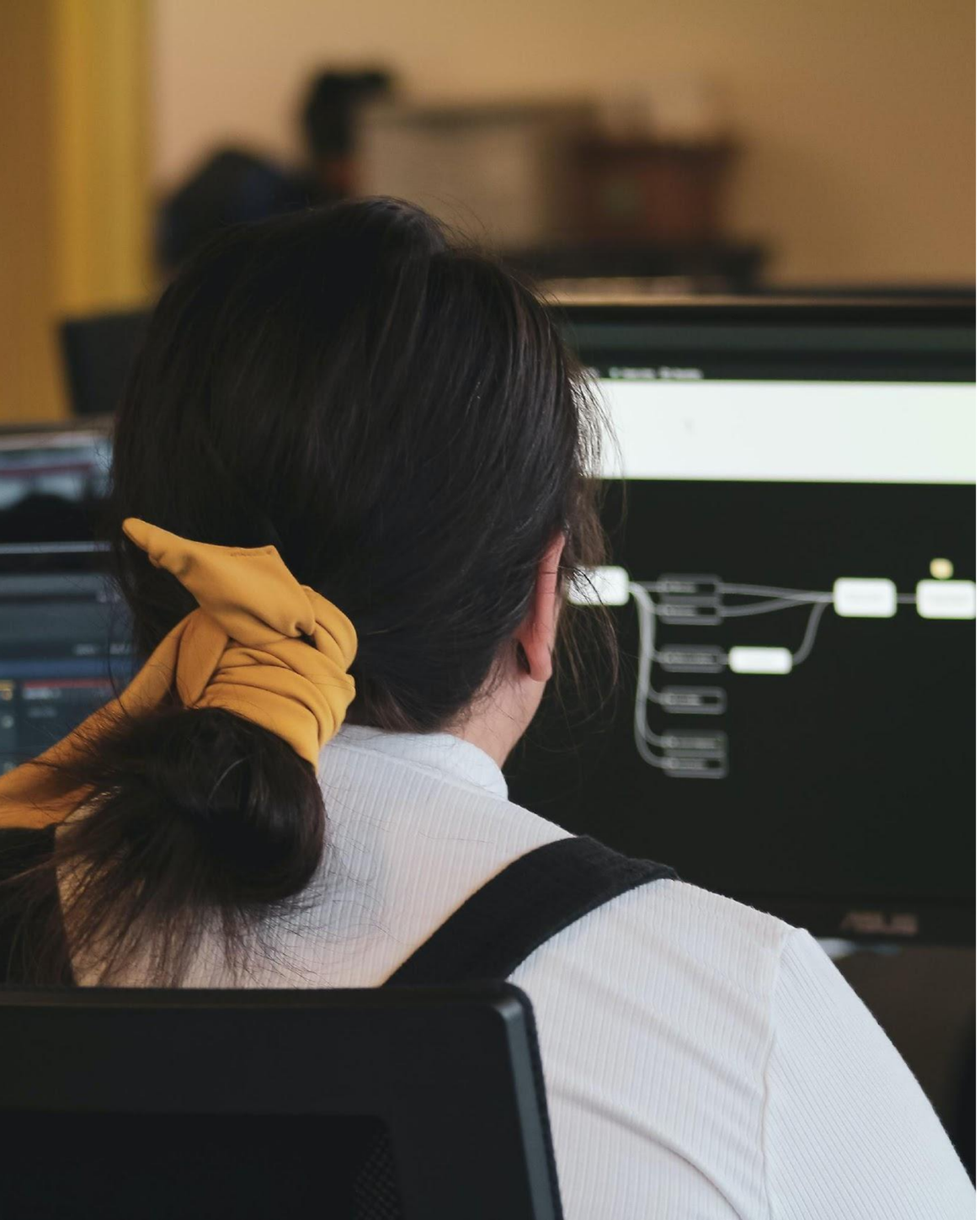


Organizing your website with Information Architecture



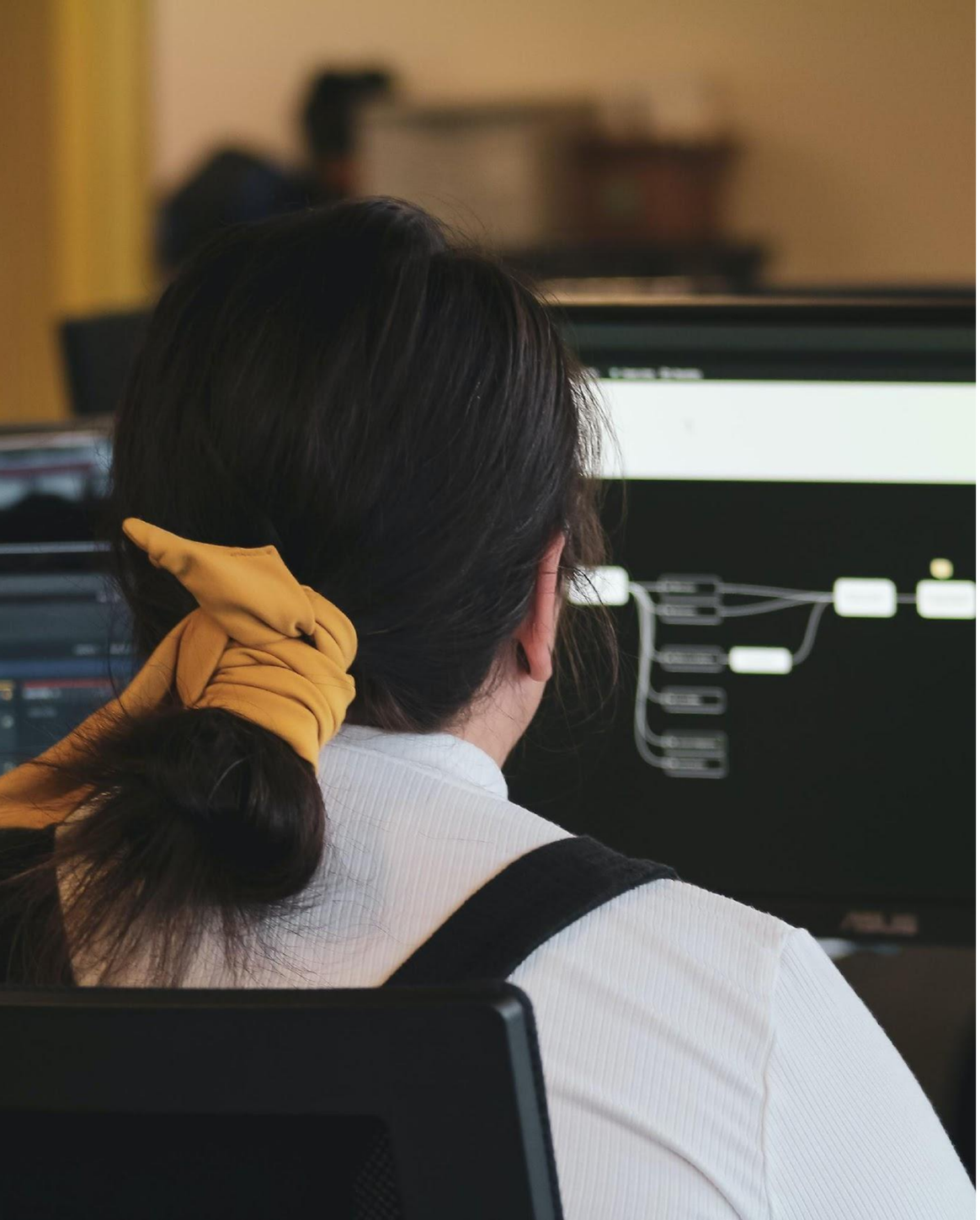
Information architecture (IA) focuses on the organizing information within digital products.

People go to your site for content that is valuable to them. The role of IA is to make sure that your content is easy to find. This does have a significant impact on creating great user experiences!



The role of an Information Architect:

- To structure content so that it is easy for user to find what they want
- The more content a product has, the more important IA becomes



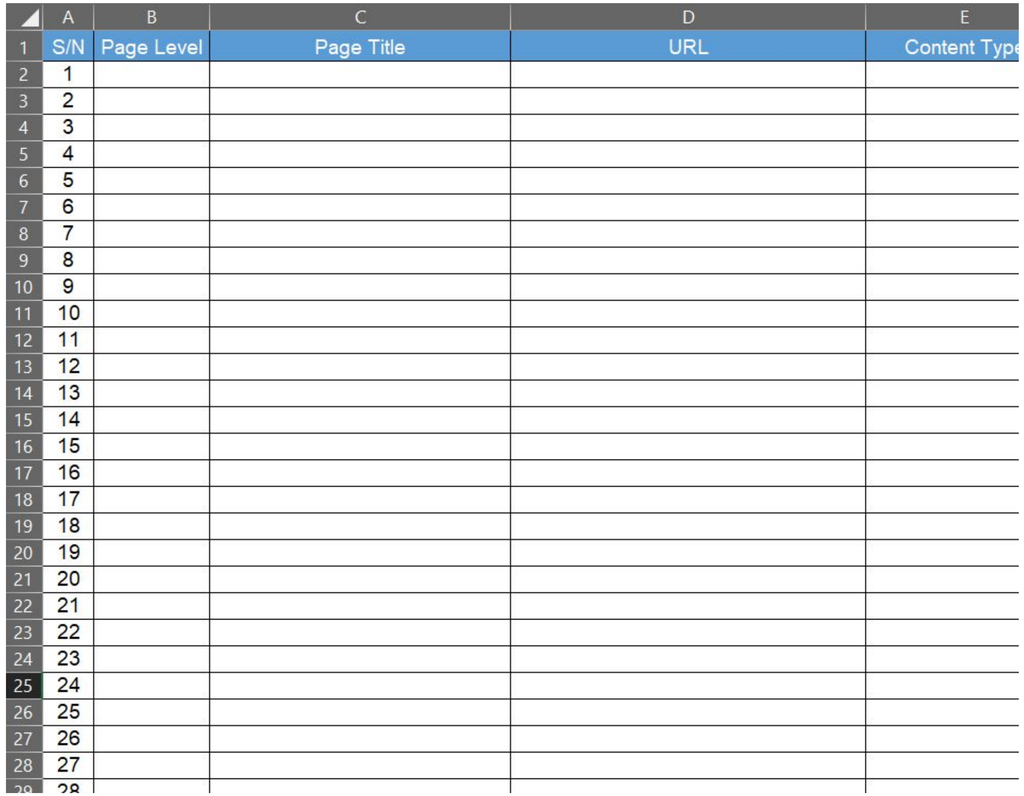
The IA practitioner is also a part of User Research process. Activities they will partake in usually include:

- **User interviews**
  Asking more questions relating to the product design
- **Card sorting and tree testing sessions** How prospective users categorize information us understand how users process information and form mental models
- **Usability testing**
  IAs also need access to the results of usability tests to determine whether the structure they've created works.
- **Contextual inquiries and observation**
  UX architects might also visit users in real-world environments to see how they interact with a product.

How to Design your own Information Architecture

1. Create a Content Inventory, group and label the content (Microsfot Excel)
2. Define navigation and create site map (Miro)

1. Creating your Content Inventory



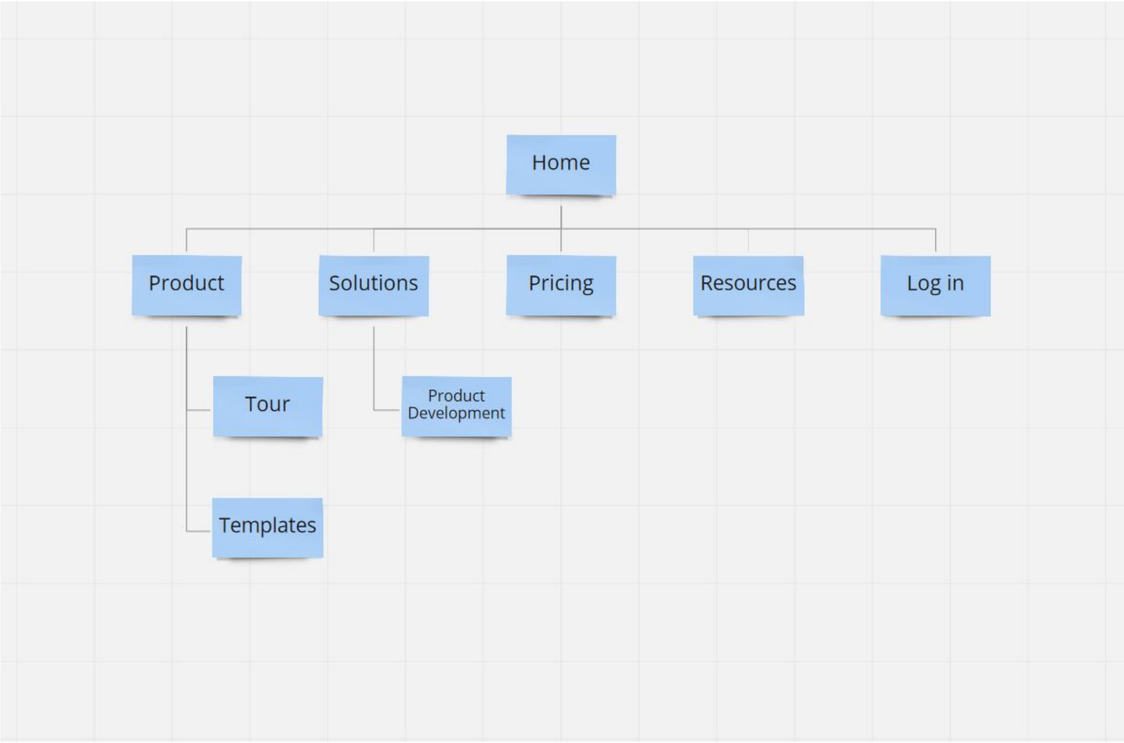
	A	B	C	D	E
1	S/N	Page Level	Page Title	URL	Content Type
2	1				
3	2				
4	3				
5	4				
6	5				
7	6				
8	7				
9	8				
10	9				
11	10				
12	11				
13	12				
14	13				
15	14				
16	15				
17	16				
18	17				
19	18				
20	19				
21	20				
22	21				
23	22				
24	23				
25	24				
26	25				
27	26				
28	27				

This is a content inventory template by Vinish Garg.

List out all the content in your site in the excel sheet provided. It should include the following details:

- ID
- Page Level
- Page Title
- URL
- Content Type
- Keywords
- Meta Description
- Brief Page Description
- Owner
- OUCH (Outdated, Unnecessary, Current, Have to Write)
- Update Frequency
- Last Updated
- Comments

2. Define Navigation and Create Sitemap

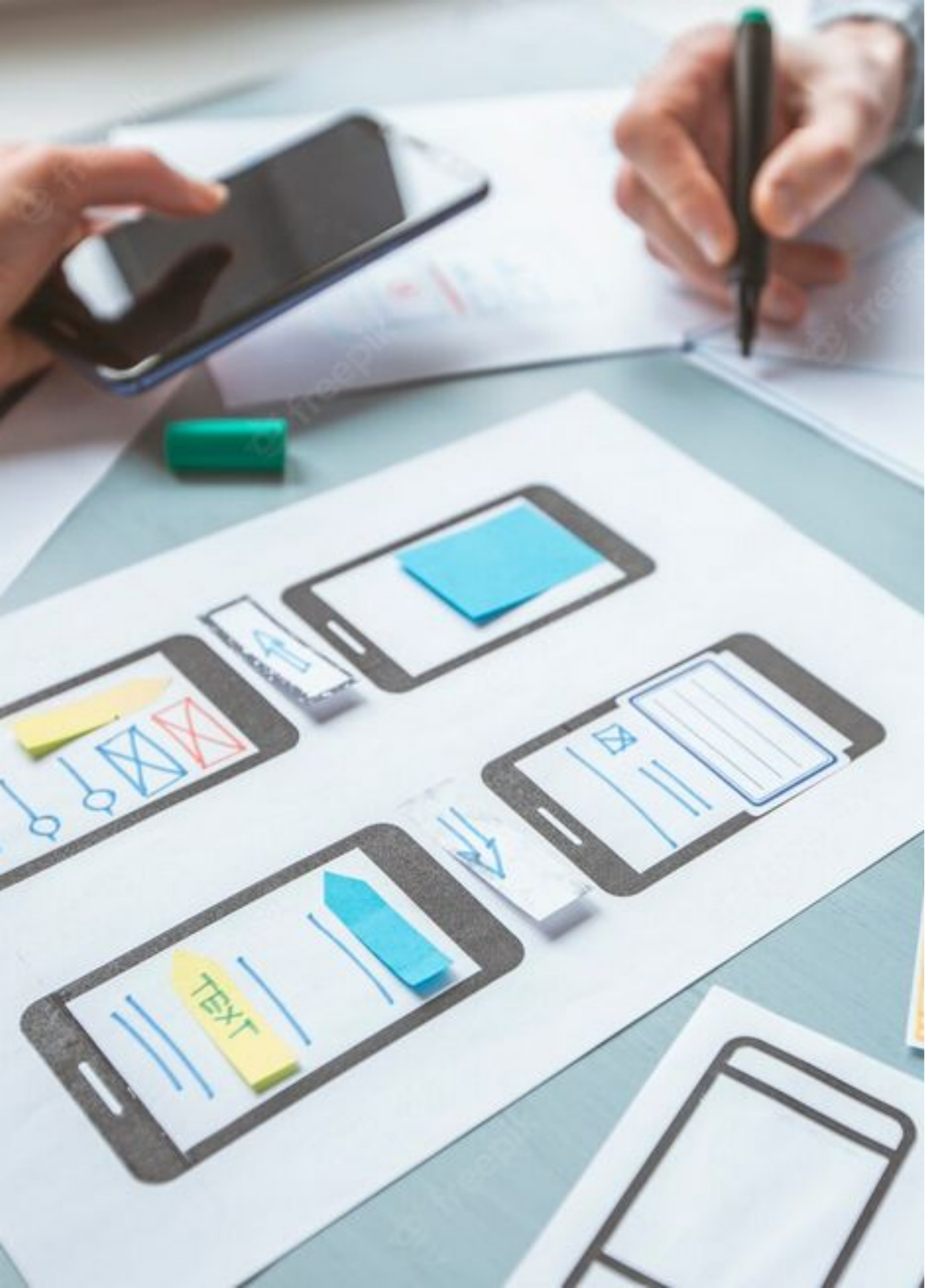


Create your Site Map

- From Miro.com
- Use the Sitemap template
- From the Content inventory, start to layout your content to build out a simple navigation structure.

* You can also do this on Microsoft Excel!

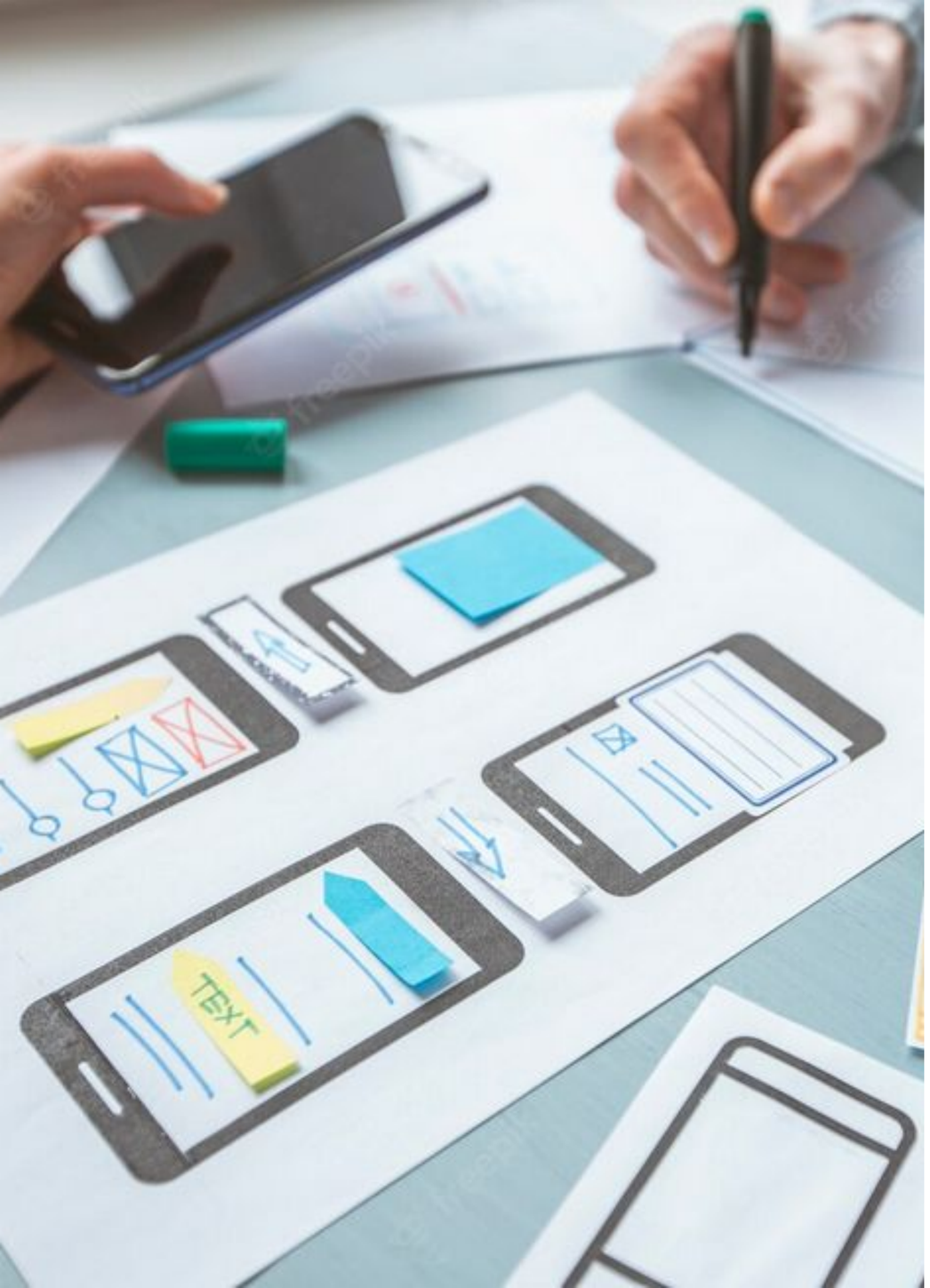
Prototyping Essentials



What is a Prototype?

A prototype is “A simulation or sample version of a final product, which UX teams use for testing before launch.”

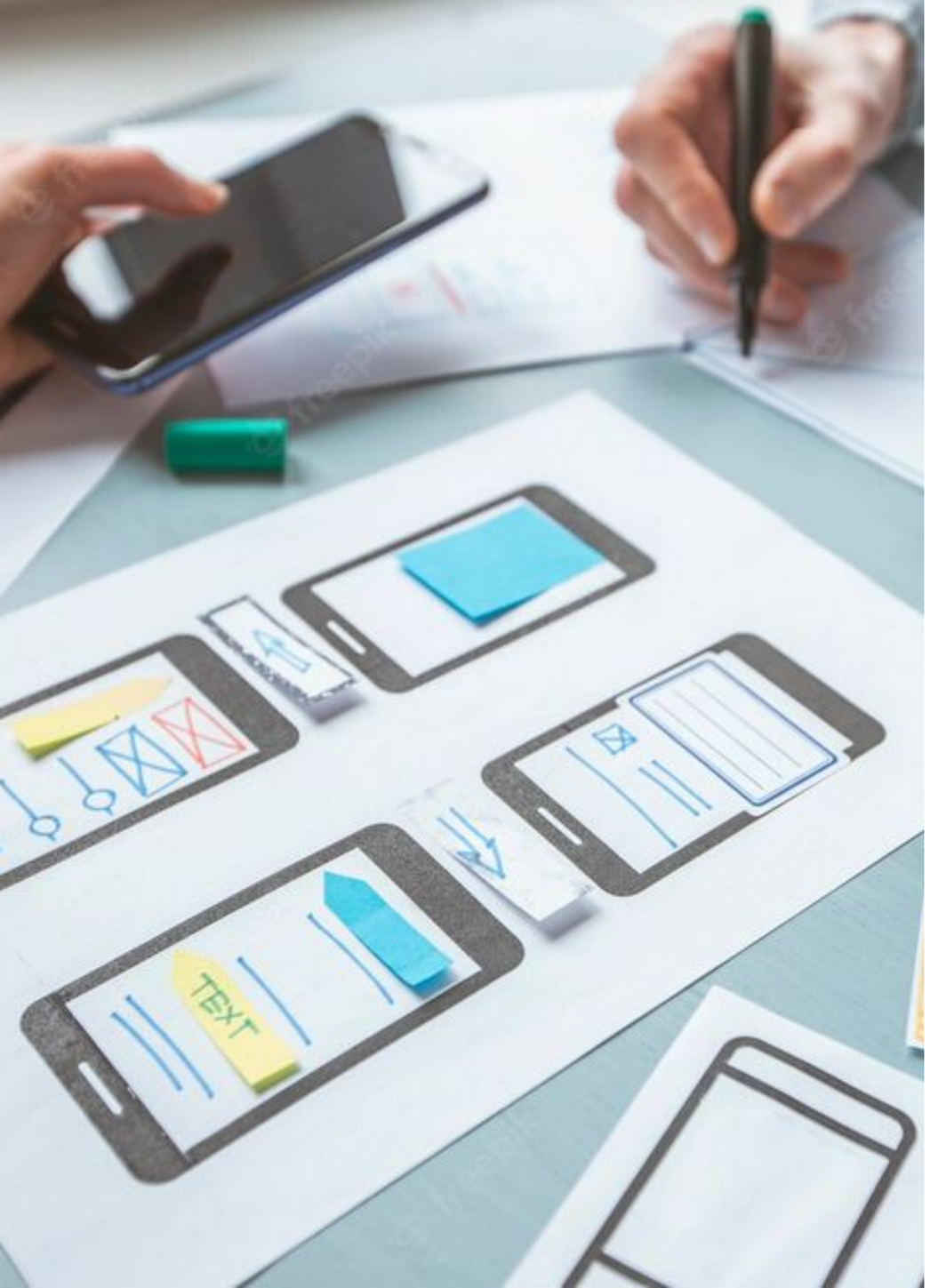
The goal of a prototype is **to test and validate ideas** before sharing them with stakeholders and eventually passing the final designs to engineering teams for development.



What is a Prototype?

Prototypes are **essential for identifying and solving user pain points** with participants **during usability testing**. Testing prototypes with end-users enables UX teams to visualize and optimize the user experience during the design process.

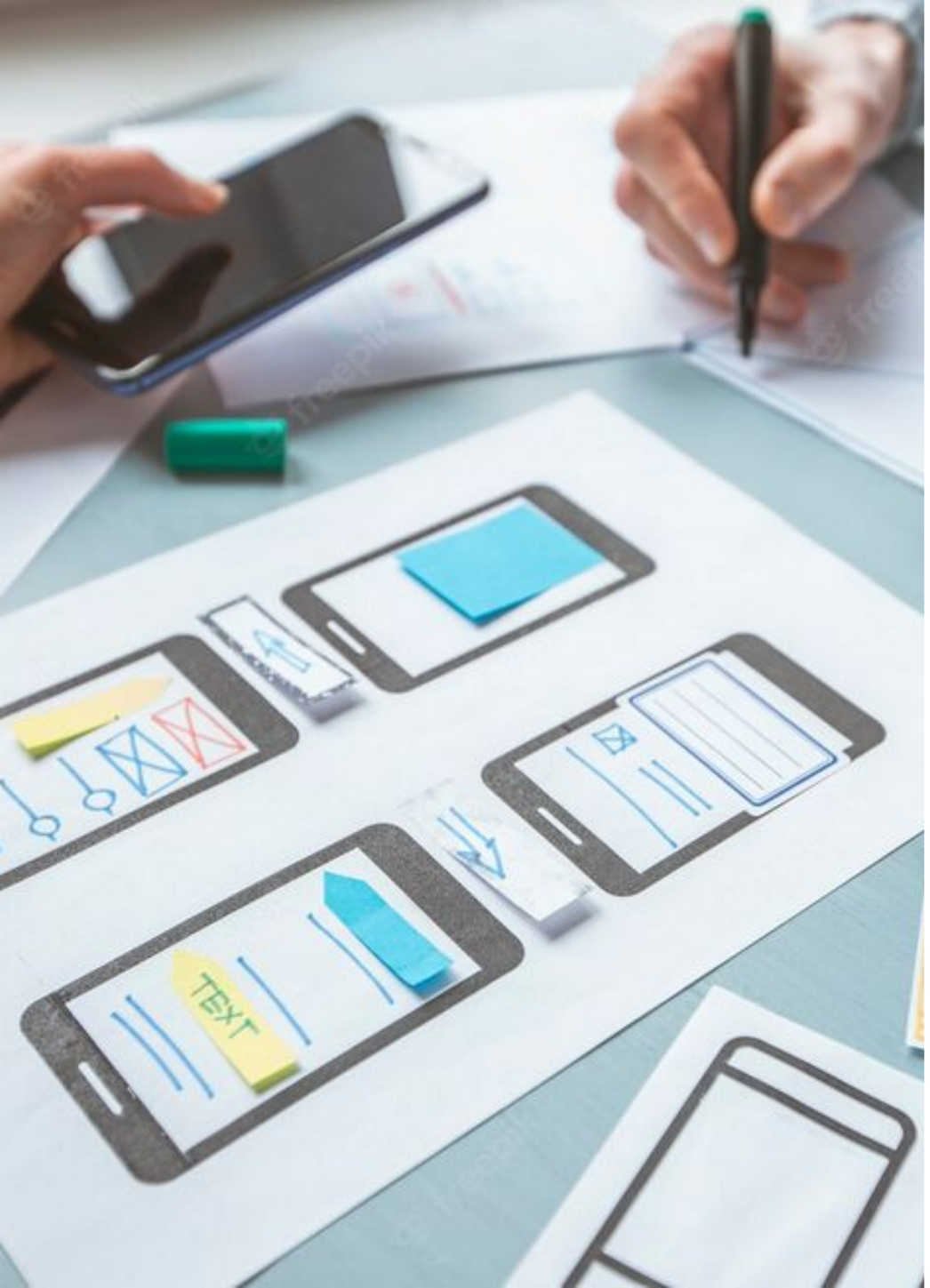
Making numerous changes to a final product can be expensive and time consuming - So, finding and fixing errors during the design process is critical!



What is a Prototype?

Misconceptions

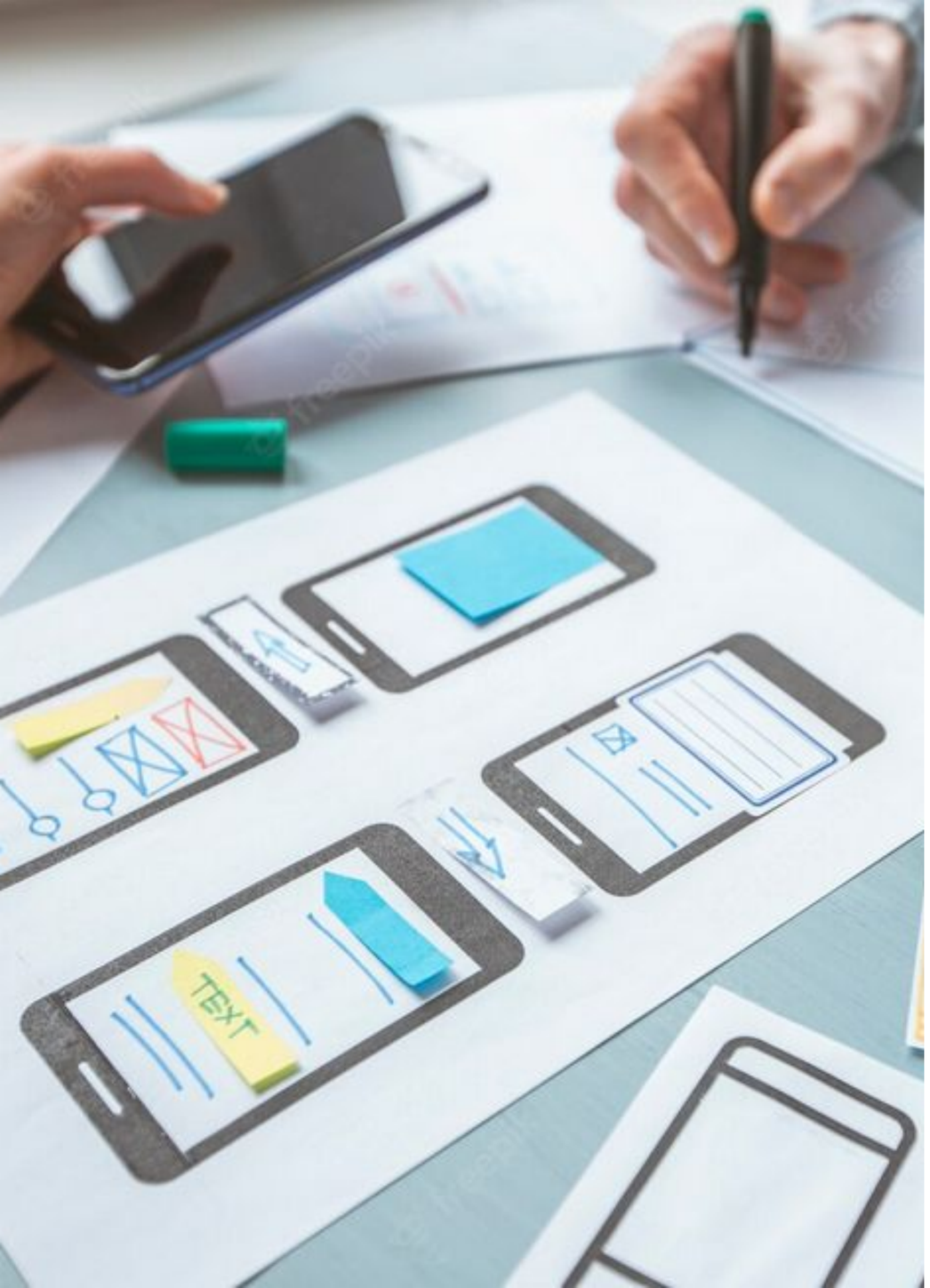
- Prototyping and user testing should only be done at the end once or twice
- A mockup = prototype.
- Prototypes are also not a series of sketches or a pixel-perfect prelaunch interface.



What is a Prototype?

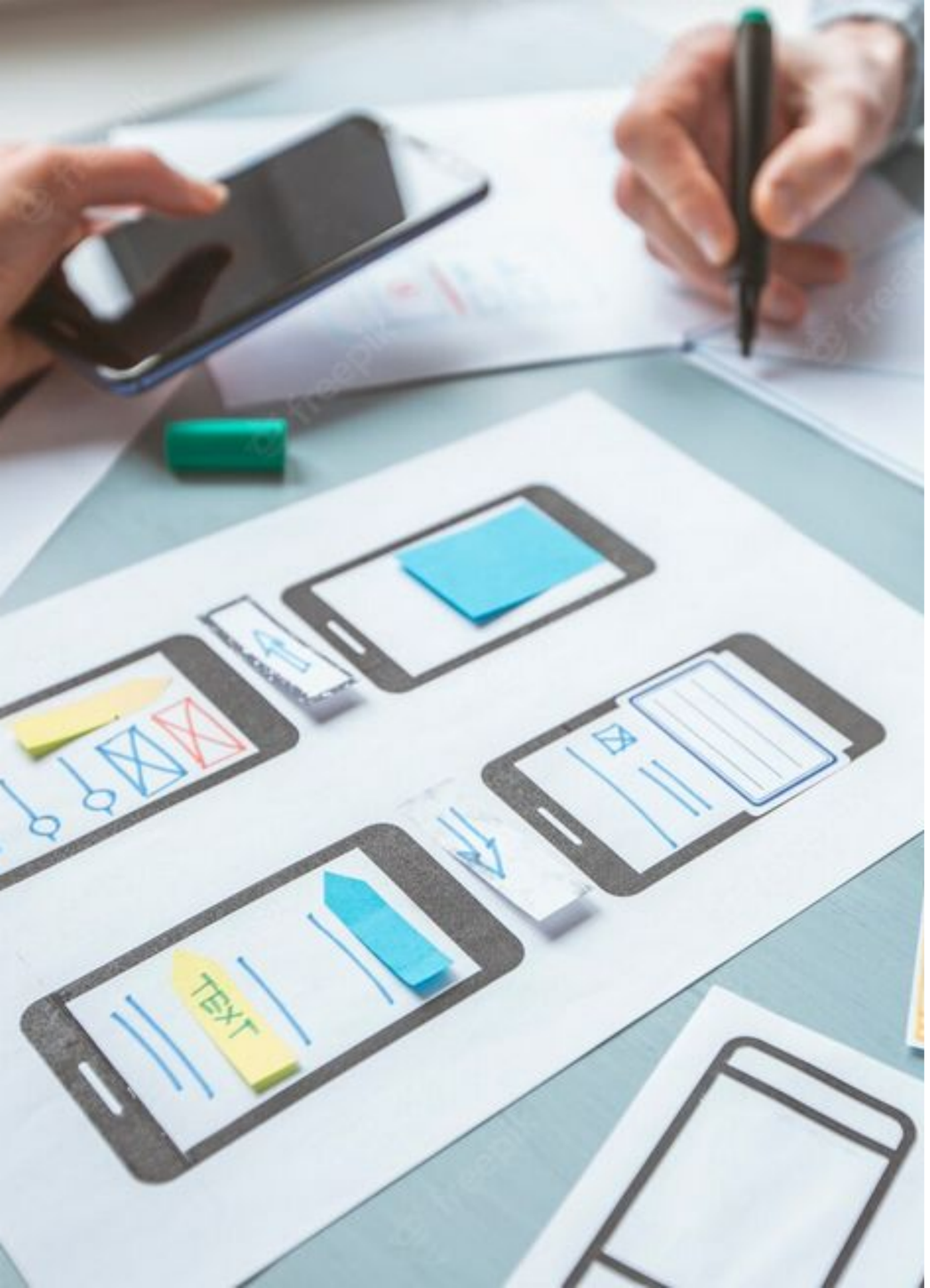
Prototypes have four main qualities:

- **Representation** — The prototype itself, i.e., paper and mobile, or HTML and desktop.
- **Precision** — The fidelity of the prototype, meaning its level of detail
- **Interactivity** — The functionality open to the user, e.g., fully functional, partially functional, or view-only.
- **Evolution** — The lifecycle of the prototype. Some are built quickly, tested, thrown away, and then replaced with an improved version (known as “rapid prototyping”). Others may be created and improved upon, ultimately evolving into the final product.



What is a Prototype?

You should prototype every possible iteration of your design—**even your early basic ideas.** Prototyping shouldn't be reserved only for beta tests of the final version; **you should test any and every version of your product!**

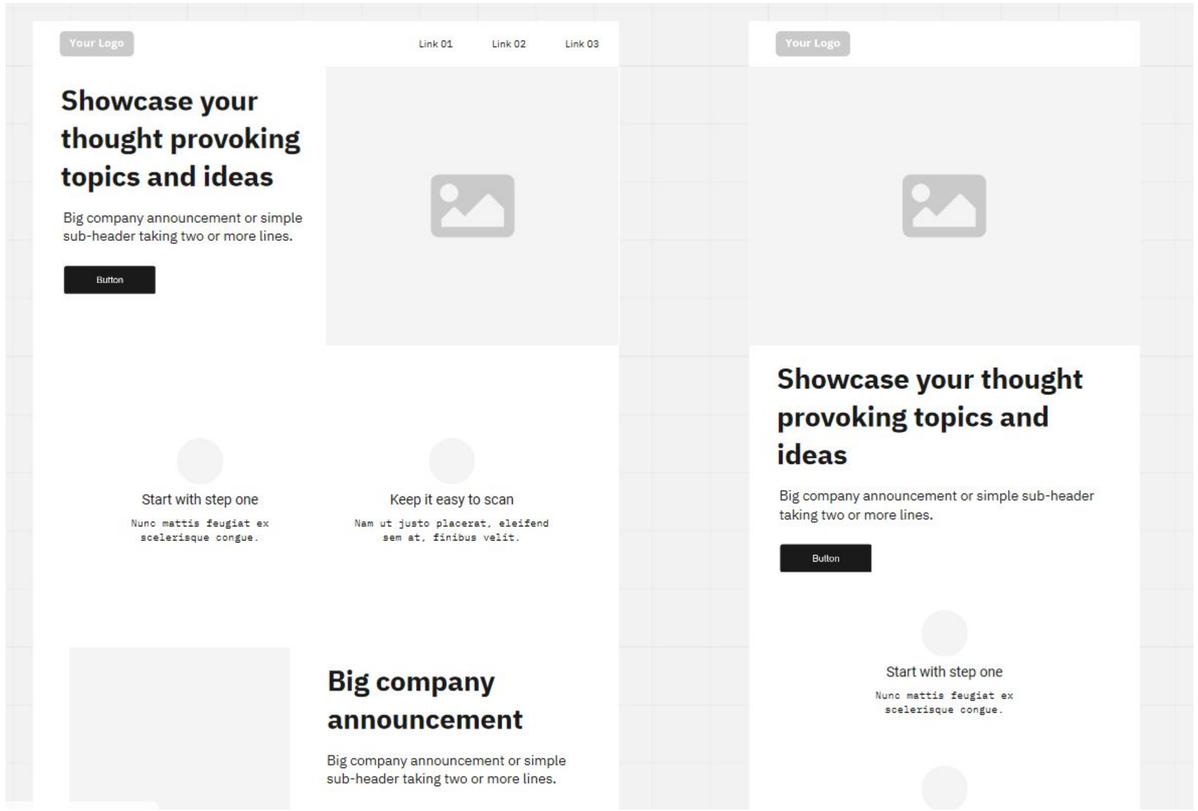


What is a Prototype?

Testing a prototype produces new insights about how end users will interact with your product

It is definitely worth taking the time to gather feedback and iterate

Prototyping / Sketching



Creating your Prototype!

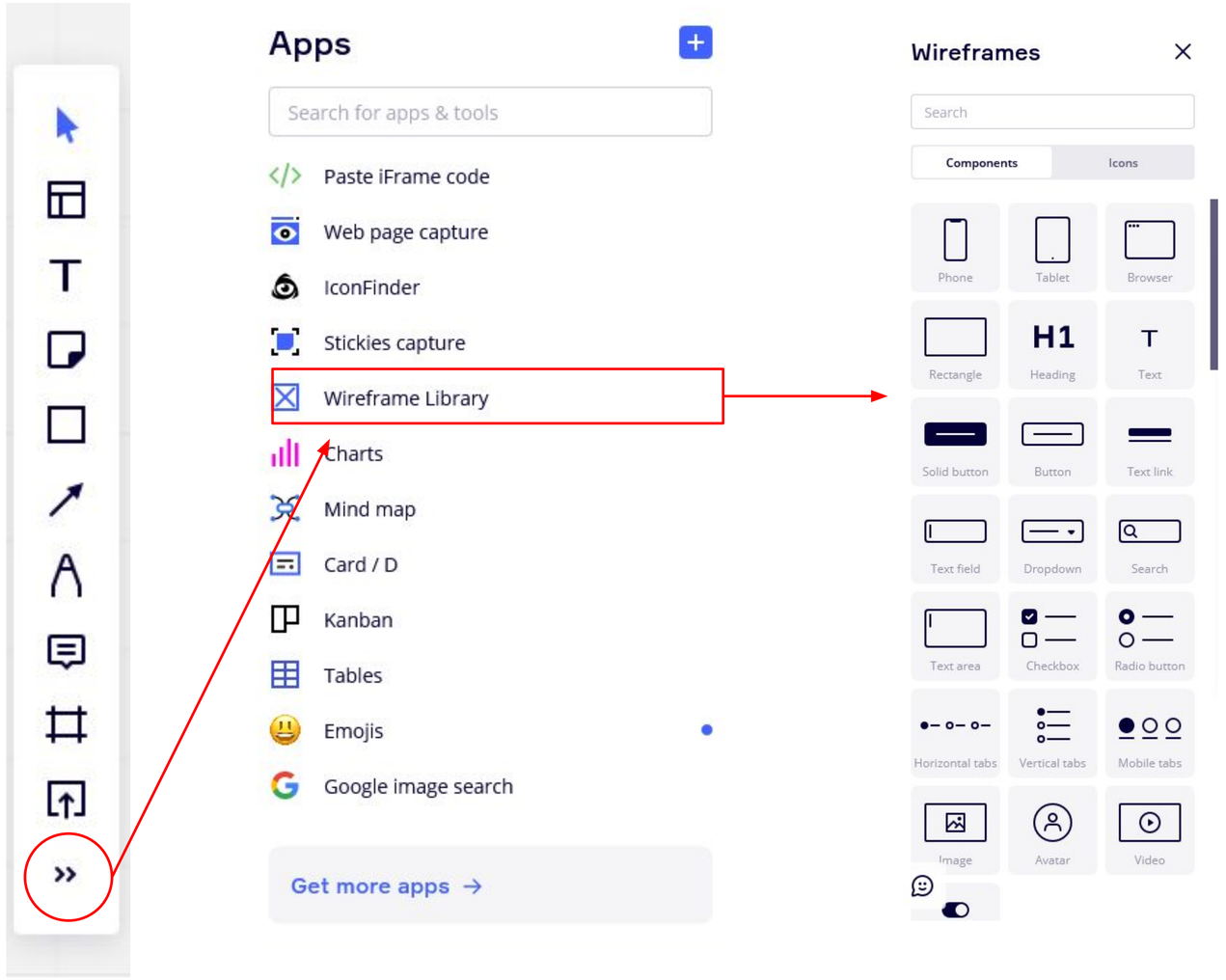
- Think about how you wish to create your site or create a wireframe sketch based on sites you love and frequent.
- Start with a Low-fidelity Prototype (Sketching on Paper)
- Let’s Start with a Paper Sketch!

3a. Paper Sketching

Paper Sketching is simple

1. You can start practicing by sketching the wireframe of a website you frequent.
2. Ignore the content within the page, but simplify them to – Text, Picture, Slider, video, Buttons, etc.
3. Start drawing connections for the next wireframe to map out the connections and you have a paper prototype!

Prototyping on Miro



1. From the tool bar in Miro.com Expand the Menu
2. Select the Wireframe Library
3. Select the relevant Elements and use them to create your wireframe!
4. Here's a quick video for you to get acquainted with the tools!

* You can also get sample wireframe templates on Miro to help you get started and familiar with the elements first, then work from there.

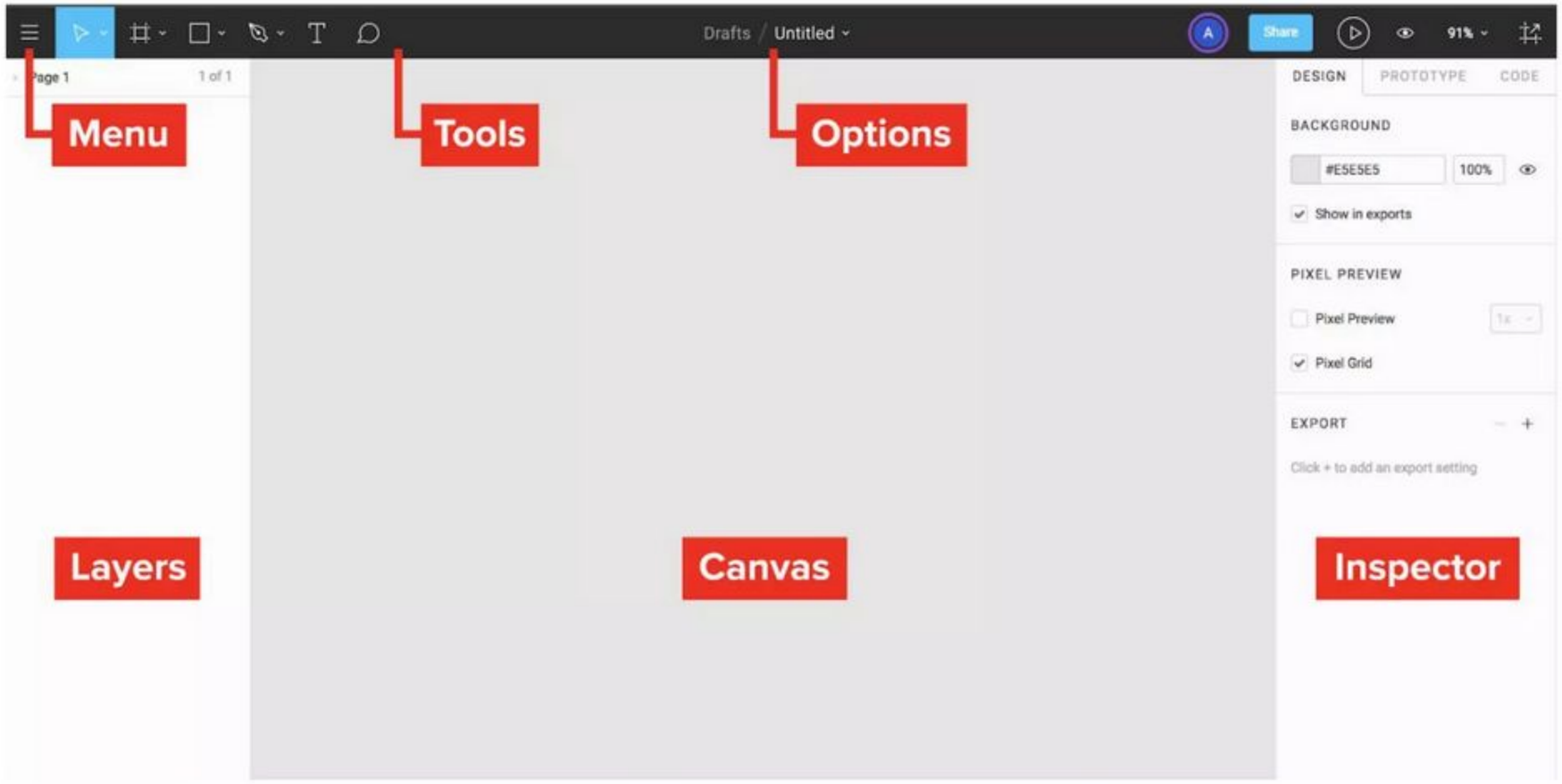
What is Figma and what can it do?

- Figma is a powerful design tool that helps you to create anything!
- Websites, applications, logos, etc. It has many uses!
- Other apps similar to Figma are Adobe XD, Marvel, Sketch.

What is Figma and what can it do?

- Figma was the first interface design and prototyping tool based on a browser
- There’s also a desktop version for you to work off-line
- There’s also Sketch, but that is on offline only software

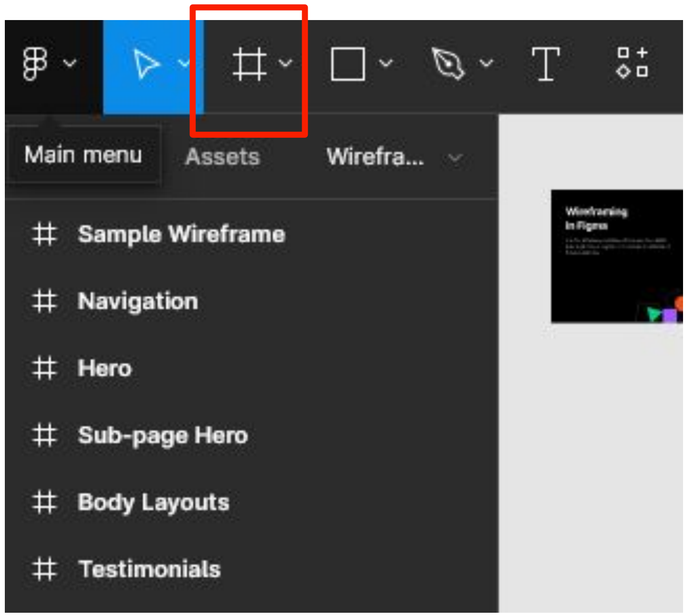
The Figma Interface

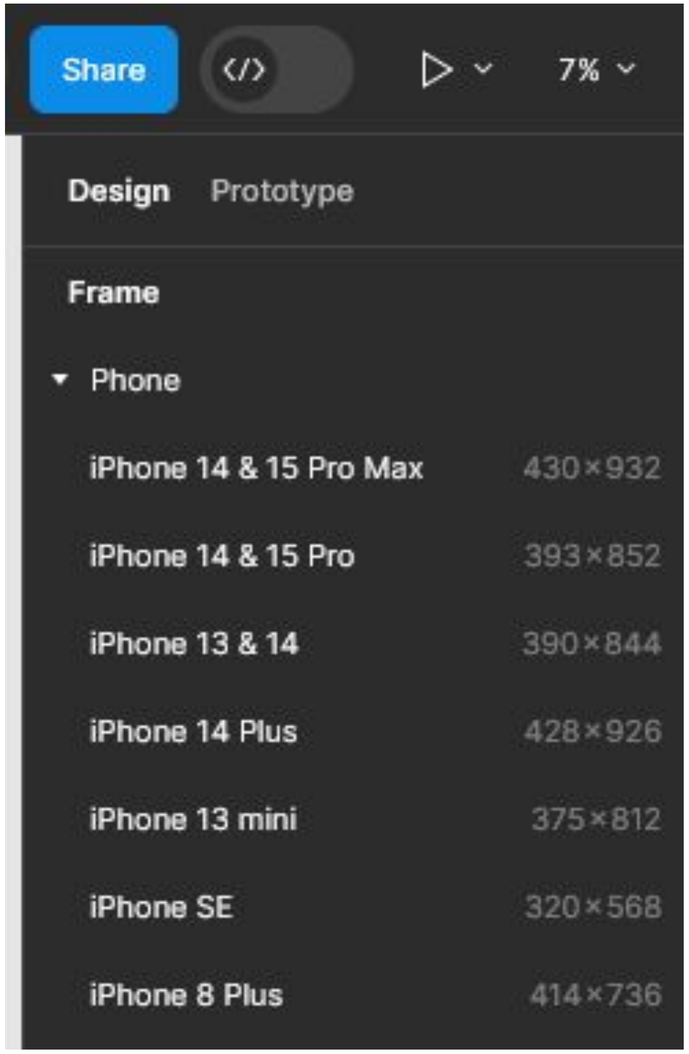


Basic Functionalities of Figma

- Make a Frame
- Using Grids and Columns
- Shapes
- Adding Images
- Adding Text
- Label Elements and Groups – Staying organized
- Components
- The Color Picker
- Prototype Interactions
- Share and view your prototype

Basic Functionalities of Figma



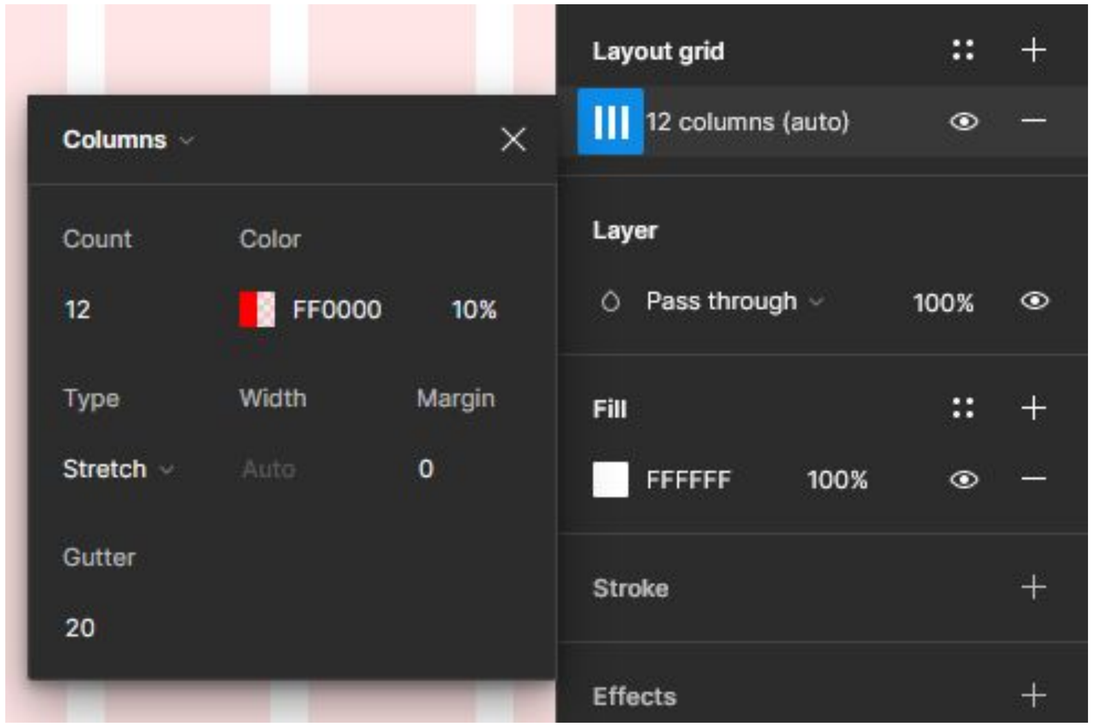


Making a Frame

A Frame is the same as a page, and its where we put our designs in.

1. Select the frame tool from the top menu
2. Select the frame size on the right

Basic Functionalities of Figma

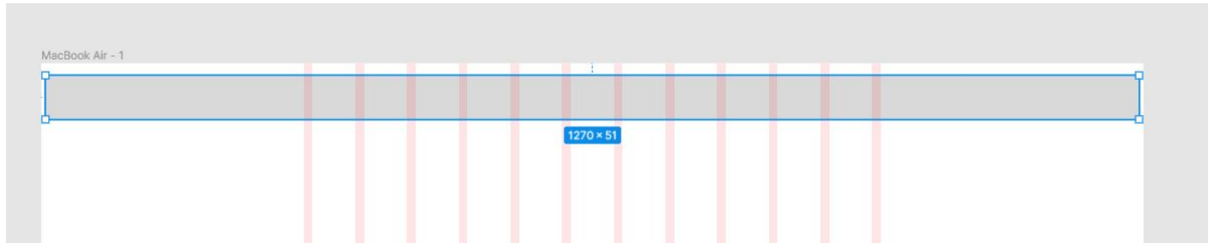


Using Grids and Columns

Grids help you keep the alignment of content of your page consistent

1. Select the frame you wish to add a grid to
2. Select Layout Grid on the right panel
3. Select Columns and change to the chosen units

Basic Functionalities of Figma

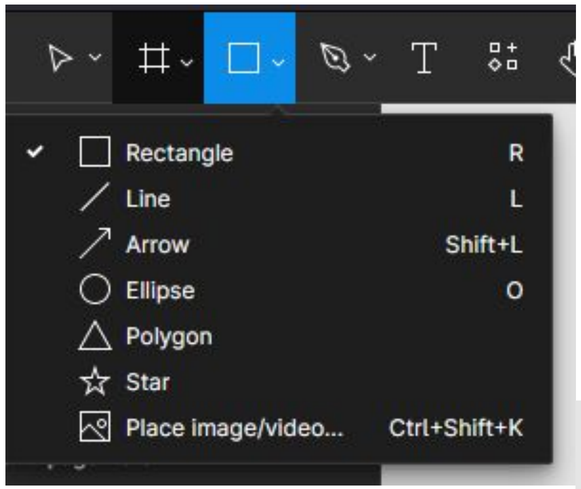


Shapes

The shapes and elements in Figma to create squares, circles, lines, etc are the fundamentals to creating designs on a page.

1. Select the Shape tool
2. Choose a shape
3. Begin to shape and size it

Basic Functionalities of Figma

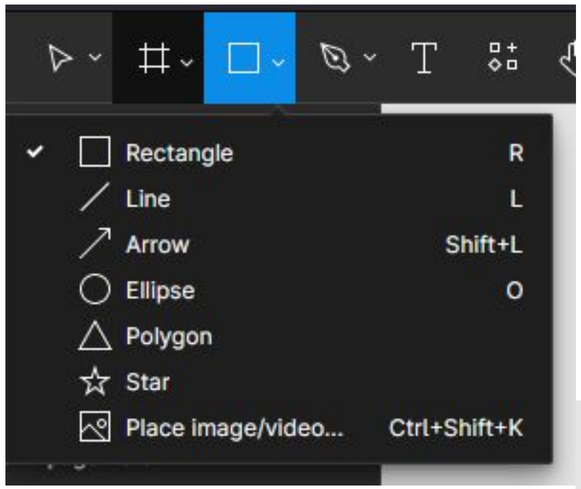


Adding Images

You can add images from an online source or locally to your page. Images are an important part of designing a site, especially for the hero section

1. Drag and drop an image into Figma
2. Import an image from the shapes image upload option
3. Resize and place the image on the design

Basic Functionalities of Figma

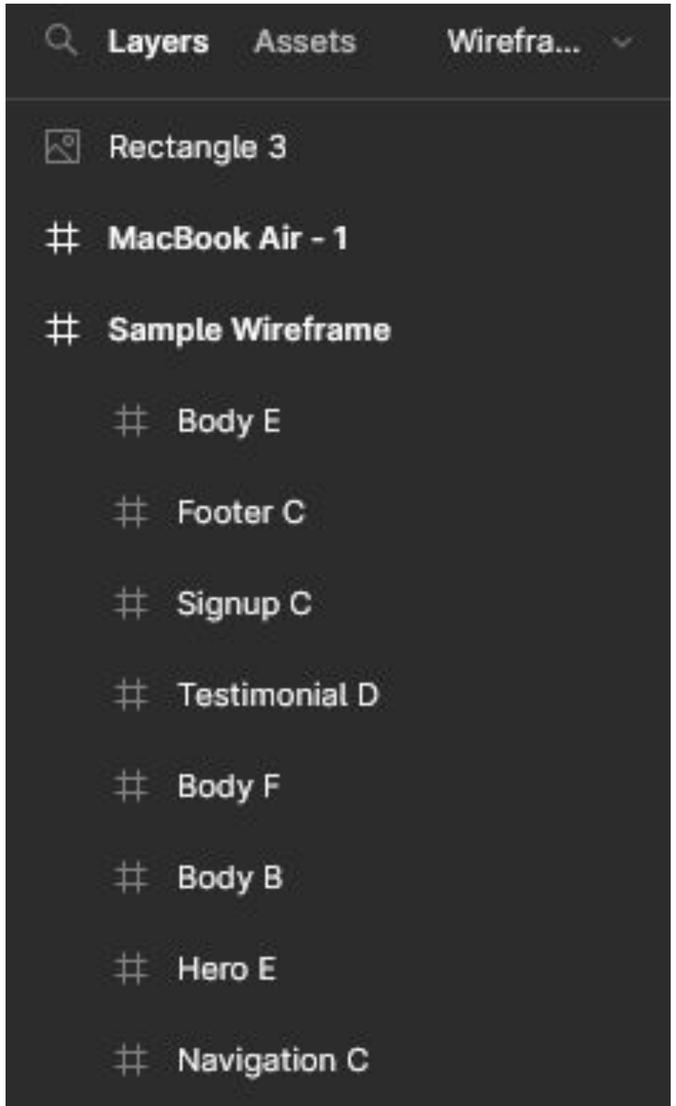


Adding Text

Adding text is simple, click on the text tool and place it on the page. The font will be default to roboto, but you can change it to any size font family and color at any time

1. Select the text tool
2. Add a block of text
3. Set the size and color

Basic Functionalities of Figma

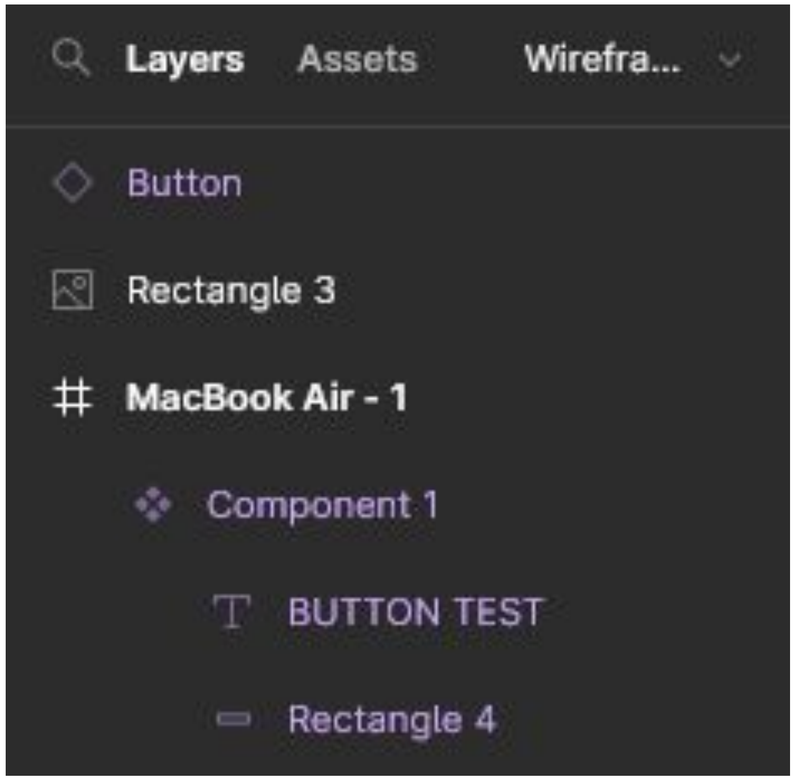


Label Elements and Groups – Staying organized

As your project grows, so do the layers. It will get increasingly confusing if you do not organize your elements

1. Select the elements you want to group and right click to group or press CTRL + G
2. Name your group
3. Place groups within groups for each section of your page to improve readability once your page gets larger

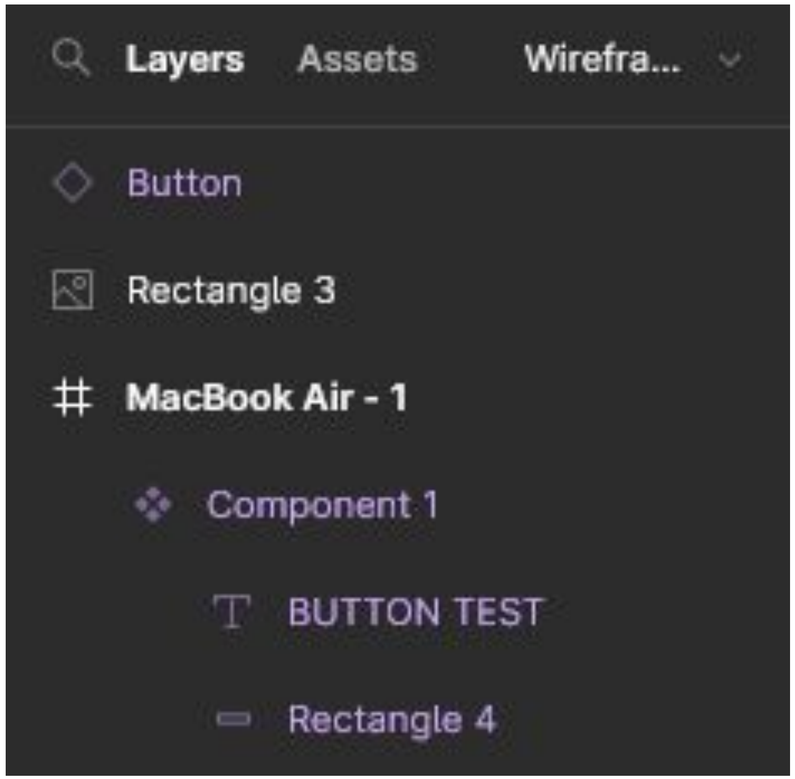
Basic Functionalities of Figma



Components – Reusing your designs

Components are elements you can reuse across your designs. They help to create and manage consistent designs across projects too!

Basic Functionalities of Figma

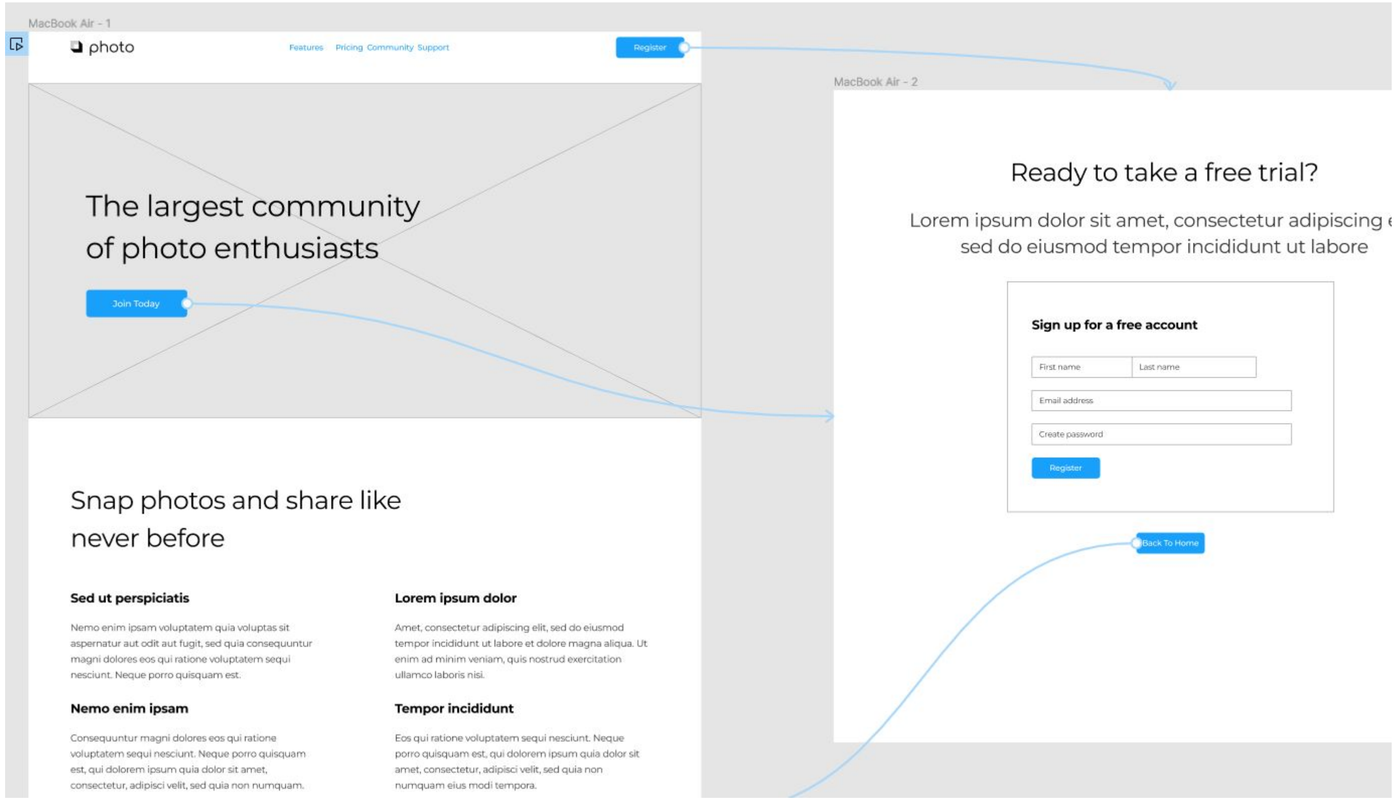


Color Picker (Eye Dropper)

Use the color picker to apply solid fills, gradients or images. You can also control the hue, saturation, or opacity of a color as well as apply blend modes.

- Selecting colors from images
- Saving the Colors in the Palette

Basic Functionalities of Figma

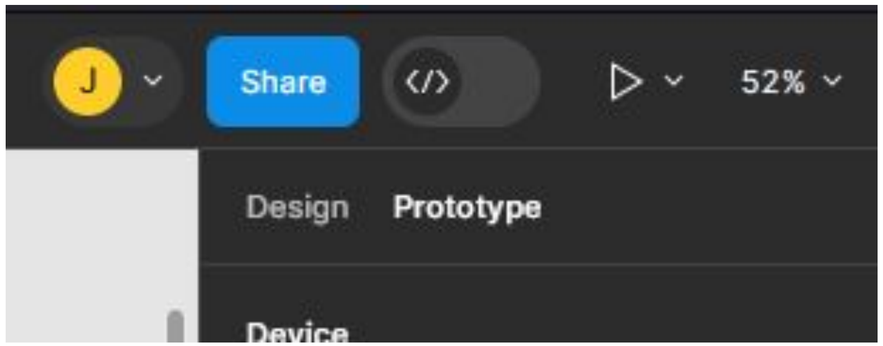


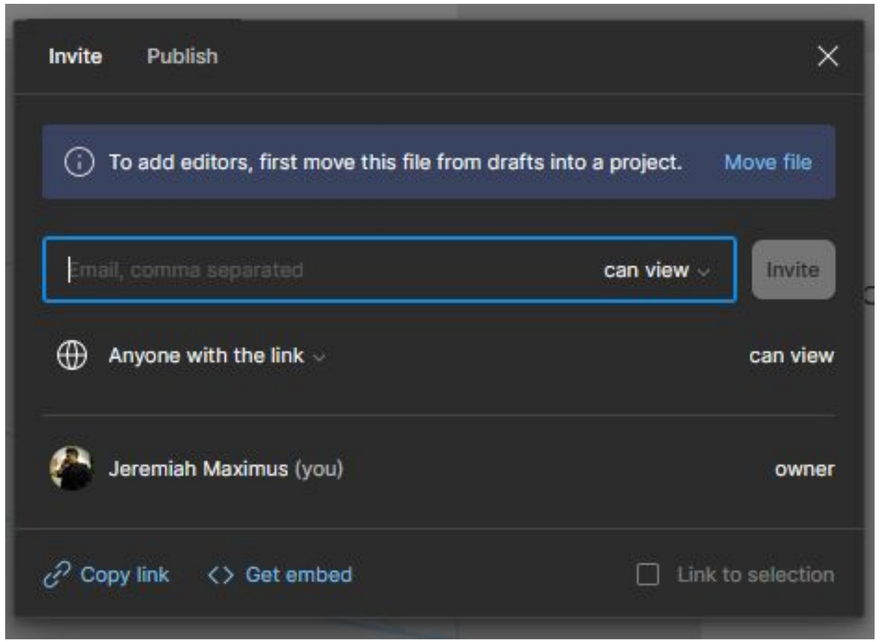
Prototype your interactions

Use the color picker to apply solid fills, gradients or images. You can also control the hue, saturation, or opacity of a color as well as apply blend modes.

- Selecting colors from images
- Saving the Colors in the Palette

Basic Functionalities of Figma





Share and view your prototype

You might need to share your prototype to work hand-in-hand with your teammates.

You can also view your prototype by pressing on the Play Button!

User Testing

Usability Tests

Usability testing, is the testing of a website or an application for its usability.

One might confuse Usability for ‘ease of use’ of any website or product , but it’s not limited to just that. It goes way beyond!

What is Usability?

Usability Testing is:

- Focused on user satisfaction, it does not consider product requirements, engineering used, and other factors considered while building the specific product. It is like performing a black box testing of a product just to gather the ease of use, effectiveness, efficiency, and satisfaction related to the product's usage.
- Related to how usable the product or website is. For a website to be usable, it has to be predictable, performing intended tasks in as intuitive and efficient way possible – whilst engaging the user and be visually pleasing.

Why Usability Tests / User Testing?

Here are some statistics:

- **79%** of visitors will jump to another site if they have difficulty completing a task
- Mobile users will be **5x more likely** to abandon their task if the site is not optimized for their use
- **61% of visitors will leave if they had a hard time searching**

Why Usability Tests / User Testing?

Here are some statistics:

- **40% of users never return to a site** if they felt annoyed or frustrated during their first visit
- **75% of users abandon their shopping carts –** and 25% of abandonments happen because users find the checkout process confusing

Why Usability Tests / User Testing?

Why do we need to conduct Usability Tests?

- Helps us to identify problems in the design / product / service
- Gives us first hand opportunities to improve
- Learn more about target audiences' behaviors and preferences

Benefits of running Usability Tests

- Check if the product meets user expectations
- Ensure that business decisions are matching real world use
- Discover flaws in the product before the users do
- Gain insight into how successful your users are when performing tasks
- Receive valuable feedback for your product and improve your product for better usability.

5Es of Usability tests:

- Effectiveness
- Efficiency
- Engagement
- Error Tolerance
- Ease of Learning

5Es of Usability tests

Effectiveness

- Effectiveness means whether the user will be able to achieve the goal accurately or not.

Efficiency

- Efficiency is highly concerned with the speed of achieving a certain goal. The faster you achieve a goal, the more efficient you are.

Engagement

- By engagement we mean the capacity of tending the user to stay on our product or website as maximum as possible. It is a quantitative field to be tested.

5Es of Usability tests

Error Tolerance

- Is largely about how can you minimize errors from occurring in your website or product. Supporting actions like undo, redo, cancelling and operation can help you making your website error tolerant.

Ease of Learning

- How easy or difficult is it for users to use your product? This doesn’t only happen to new products, but with software or app updates. It’s important to test the update with users to ensure it is easy to figure out

Setting up a Usability Test

What you will need to conduct a Facilitator Moderated Usability Test:

- **Facilitator** – to guide the participant through the test process
- **Tasks** that simulate real activities users might perform in real life
- **Participant** who is similar to one of your User Personas or is within your target audience

The role of the facilitator is important. He / she needs to:

- Give instructions
- Answer any questions the participant may have
- Observe the Participant’s actions
- Interview the participant about the tasks and ask follow up questions
- Log any kind of feedback about accomplishing the tasks

Tasks are realistic activities that simulate what users may do in real life these tasks can be very specific or open-ended:

- “Can you show me how do you apply for a credit card fee waiver on our site”
- “The Video Conferencing software is having an audio issue – you are unable to hear the other participants in the room. How do you rectify this?”
- Pay Extra Attention to Task Wording. Small errors can cause participants to misunderstand and influence how they perform a task.

The participant should be a realistic representation of one of your User Personas or is within your target audience.

If they are already users of your product, even better! It may be important to diversify the participants in a Usability Test to gain even more insights!

Usability Test Template

Template Provided

- Planning a usability test is a lot of work. The Usability Test Plan from Usability.gov which you can download from your resources section should help speed things along and give you a clearer idea about the steps you need to take before conducting a Usability Test.

Keeping your Usability Tests smooth

- Let the participants struggle. You should only step in when they are really stuck
- Observe user stress responses like facial reactions, fidgeting, changes in body language, squinting, etc.)
- Keep a monotone quality with users
- Fillers such as “uh-huh” and “Ok” tend to keep the participants going
- Ask reverse questions such as “Is this what you expected to find there?
- A Structured Post-test questionnaire / interview is also a must-have after the test

Other forms of Usability Tests

Guerilla Testing (early stages)

- The simplest form of Usability Testing. Go to a public space and ask people to test your prototype and give you feedback
- Great for collecting personal opinions and impressions about initial ideas / concepts

Contextual Inquiry

- An interview / observation method that gets information from real users.
- Users are simply asked a set of questions about the product / service and then observed in their own environments
- Useful at the start of the design process and is also useful for products that have already been launched

Card Sorting

- Helps you to prioritize content and features in an interface. Also optimizes your IA!
- Simply have participants group and shift cards around into categories
- Be sure to ask participants to explain why to better understand their reasoning

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