



Says

What have we heard them say?
What can we imagine them saying?



Thinks

What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?

Team12

12. Designing Visually Appealing Certificate For A Debate Competition Using Canva

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In visual design, creators use illustrations, photography

1. Interaction Design
A subset of UX design is interaction design (IxD). It is defined as ... yup, you

the last major element of UX design. User research is how

have successful visual design, artistic design

contrast are crucial. Color, shape, size, and other elements also impact visual

the interaction between a user and a product — the goal of that

the goal of that interaction is for it to be pleasant for the

Information architecture is used on websites, smartphones, apps, and e

Information architecture is used on websites,

Without it, your designs are simply guesses.

User research is how companies determine what their

determining what exactly your users require. Without it, your designs are

your website should solve a problem, and so this is an important step in



Does

What behavior have we observed?
What can we imagine them doing?



Feels

What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?