



Introduction to User Experience Design (UX)

How to create products that are meaningful and relevant for users

Schedule for Tonight 🕒

7:00 PM | Lecture

~ 8:15 PM | Practice






Lecture Outline

1. Product pitch
2. User flow
3. Wireframe & Prototype

1. Product Pitch

A framework to define your product

A Product Pitch Should Define

- Target Users (type > segment) 
- Initial need 
- Goal 
- Competitors 
- Differentiator 

Product Pitch Format

- **For** these users (type > segment)
- **Who need to** do this
- **And want to** achieve that
- **They choose** your product
- **Because** it allows this
- **Unlike** these competitors

Let's try it



Example

途家 is a product...

- **for** travelers (type) around 30 years old (segment)
- **who need to** book a place
- **and want to** live authentic experiences
- **They choose** 途家
- **Because** they can book homes from locals
- **Unlike** ctrip.cn

The need is the **action** users have to complete

- It's the *initial* trigger.
- What makes them look for a solution.

The goal is the **objective** users want to reach

- It's the result they hope to get *in the future*.
- What makes them choose *your* product.

Example of *needs*

- 途家 - book a place
- **Google Analytics** - analyse website traffic & behaviours
- **Trello** - manage a pipeline (product/sales)
- 金数据 - create forms & surveys
- **Bilibili** - watch movies & series

Example of *goals*

- 途家 - live authentic experiences
- **Google Analytics** - improve conversion rates
- **Trello** - close more deals
- 金数据 - generate new leads
- **Bilibili** - be entertained

Different types of users have different needs

- *travelers* need to **book a place**
- *owners* need to **rent their home**



Different segments of the same type have same need but different goals

- ***UX Designers*** want to improve conversion rates
- ***Marketing managers*** want to optimise their campaigns / increase traffic



Your differentiator = Why users choose you?

What better helps them achieve their goals compared to competition



Demo UX Spreadsheet

Let's build a Product Pitch / Persona / Core User Journey from lew.ag/ux-research

2. User Flow

The path taken by a typical user on a website or app to complete a task

An application can have many user flows 🤔

However, today we're going to focus on just one. The *main* user flow.

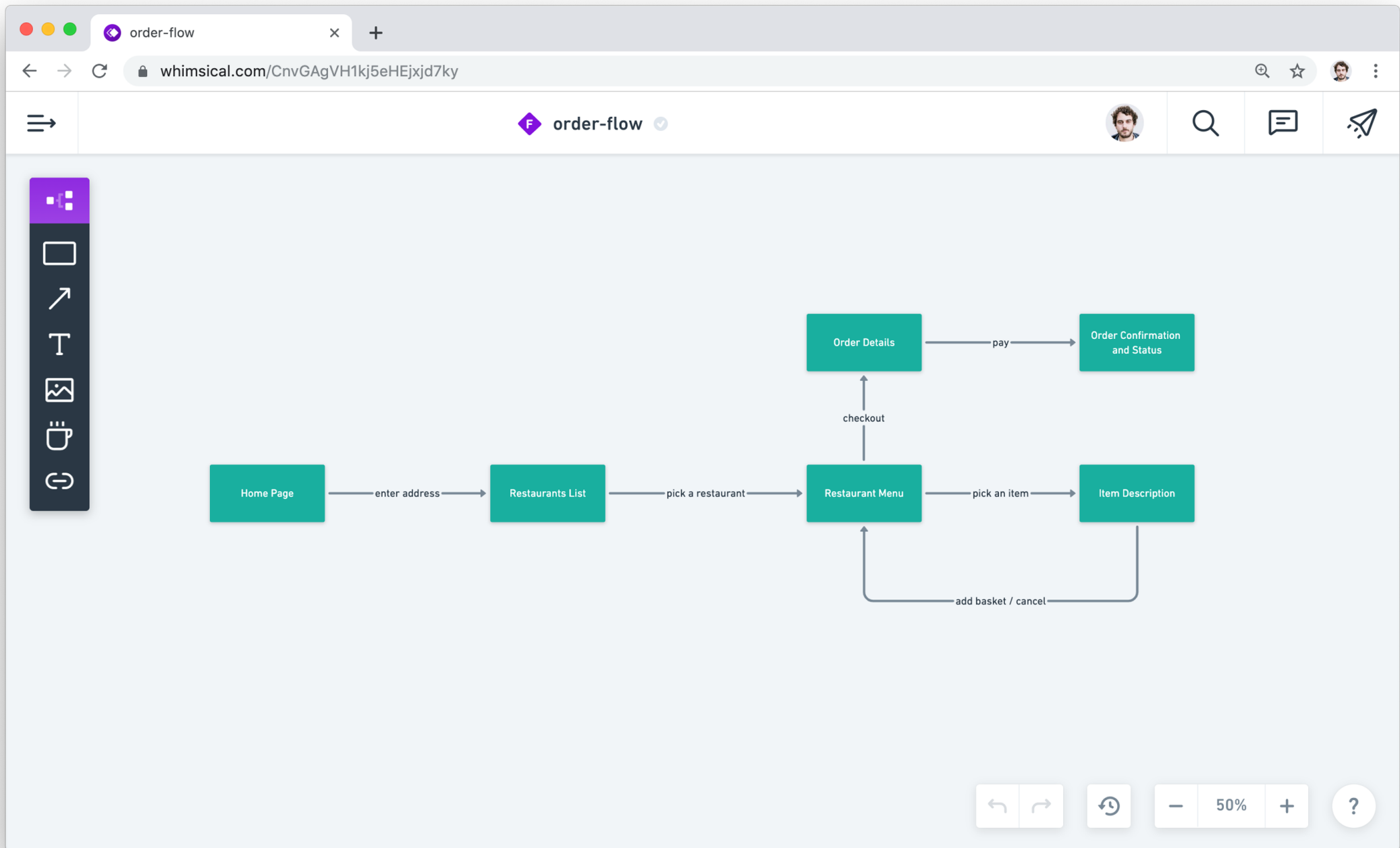
Example with 途家

- on the Home page, the User searches by preferred dates and location
- on the Index page, the User chooses a specific listing to browse further
- on the Show page, the User chooses to book this listing
- on the Confirmation page, the User completes their information and submits payment

Easy right? Now let's make it visual.

Demo User Flow

Let's build a customer flow using Whimsical



Your turn

Choose an application or platform that you're familiar with. Use that platform to practice creating a Product Pitch and User Flow.

3. Moving Forward

Too easy? Try identifying new user segments, goals, needs, and user flows through your chosen application.