

# UI/UX Design with Figma - Detailed Content for Hour 1 & 2

## Hour 1: Introduction to UI/UX Design

### 1.1 What is UI vs. UX?

- UI (User Interface): Visual elements - buttons, typography, layout.
- UX (User Experience): Overall user journey and satisfaction.
- Analogy: UI is the car's interior; UX is the experience of driving it.

### 1.2 Design Thinking Principles

- 1. Empathize - Understand user needs.
- 2. Define - Clearly identify the problem.
- 3. Ideate - Brainstorm solutions.
- 4. Prototype - Create basic models.
- 5. Test - Gather feedback and refine.

### 1.3 Case Studies: Good vs. Bad UI

- Good UI example: Google Search, Airbnb - clean and user-friendly.
- Bad UI example: Sites with cluttered layouts or poor navigation.
- Discuss screenshots of both examples.

### 1.4 Task

- Pick a popular app (e.g. Instagram, Spotify).
- List 3 good UI elements and 3 that need improvement.
- Discuss in pairs or groups.

## Hour 2: The Design Process

### 2.1 The Design Process

- 1. Empathize
- 2. Define
- 3. Ideate
- 4. Prototype
- 5. Test
- Focus on understanding problems before designing solutions.

### 2.2 User Research Basics

- Purpose: Discover real user needs.
- Methods: Surveys, interviews, observation, analytics.
- Key questions: Goals, pain points, current solutions.

## **2.3 Personas & User Flows**

- User Persona: Fictional character with name, age, goals, frustrations.
- User Flow: Step-by-step path a user takes to achieve a task.
- Example: Open app -> Add task -> Mark as completed.

## **2.4 Task**

- Create 1 user persona for a to-do app user.
- Sketch a user flow: opening the app -> adding a task -> completing it.
- Present or pin up the work for review.