Shifting the paradigm for women in IT sector

Overview of
UX – UI design

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shift4T

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What's on the menu?

- Who's who?
- Program and timeline
- Methodologies
- Q/A

Helloooo!

Nice to meet

You !

Program and timeline

Name of the lesson	Number of hours
Introduction to UX	3.5
Principles of design and ergonomics	17.5
Information Architecture	7
Design system & Prototyping	7
User testing	3.5
Design thinking	3.5
Accessibility	3.5
Metrics	3.5
Project	21

Introduction to UX

Objectives – Explore the fundamentals of **User Experience (UX)** and **User Interface (UI)** design.

- UX focuses on **understanding users** and crafting digital experiences that are intuitive and satisfying, while UI shapes the visual and interactive elements—like layout, color, and navigation.

- Great UX/UI design starts with research, evolves through prototyping, and improves through testing—always keeping the user at the center.

- Benefits, Key differences (UX vs UI), Job description and… introduction to final project.

Principles of design and ergonomics

Objectives – **Explore** the essential principles that drive intuitive and effective user experiences.

Design decisions impact usability, and visual structure, consistency, and user feedback **shape** the way people interact with digital products.

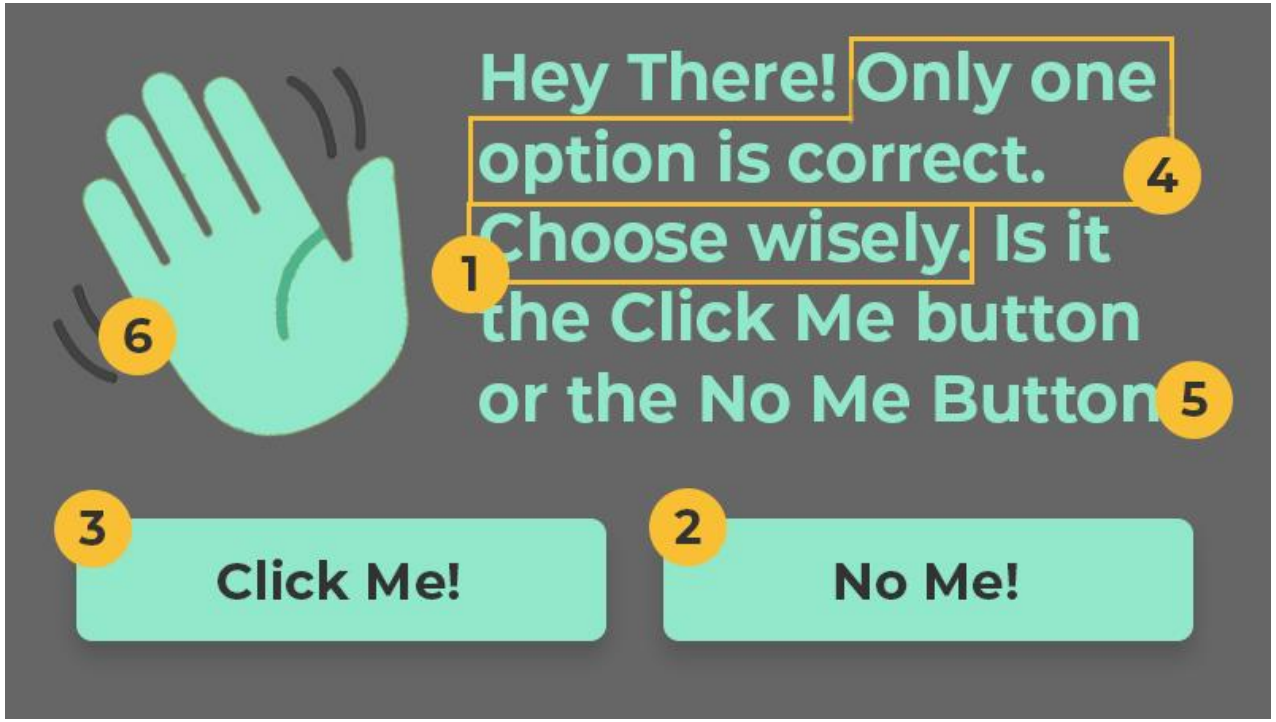
- Apply core design principles (alignment, hierarchy, contrast, proximity)
- Evaluate interfaces using usability heuristics
- Reduce cognitive load and improve navigation flow
- Design with accessibility and inclusivity in mind
- Create user-friendly, responsive layouts that enhance the user journey

Principles of design and ergonomics

- A lot of design principles (contrast, repetition, alignment, proximity…)
- Psychology Principles and Laws, Gestalt Principles
- Heuristics
- The 8 Bastien & Scapin Criteria

Example of an exercise - 1

Let's assess where emphasis could be applied or reduced to improve the design



Source: https://uxengineer.com

Example of an exercise - 1

A proposal

Source: https://uxengineer.com

Example of an exercise – 2

01. Guidance / Readability

Choose a web interface and assess it.

You can use capian.co as audit tool.

- Is the user assisted in how to use the interface?
- Is information of the same nature grouped together?
- Does the interface provide regular feedback to users?
- Are the affordances clear and visible?
- Are the available actions clearly visible?
- If needed, does the user have access to help?

Source: http://pixabay.com

Information Architecture

Objectives – Explore the fundamentals of Information Architecture (IA)— the practice of organizing, structuring, and labeling content in a clear and meaningful way.

Key IA elements :

- User flows and task paths
- Sitemaps and navigation menus
- Content hierarchy and categorization
- Labeling systems and taxonomy

- A solid IA **improves** usability, **reduces** user frustration, and **enhances** the overall experience by making digital products easier to understand and navigate.

Example of an exercise – Step by step

Taxonomy & Classification

- Let's create a **taxonomy** for a DIY service included in the website of a store using the **Post-it method**.
- The goal is to define clear categories and subcategories to help users navigate the site easily.

Source: https://www.tomazlaven.se/ordsprak-visdomsord-och-citat-om-livet/

Example of an exercise – Step by step

Taxonomy & Classification

- **Brainstorm Content**
- Instruction:
  - Write one topic per Post-it (e.g., “Material“, “Workshops“, “Videos").
  - Think about subjects, formats, user needs, and types of content.
  - Stick them randomly on the board.

Example of an exercise – Step by step

Taxonomy & Classification

- **Group Similar Ideas**
- Instruction:
  - As a group, organize similar Post-its into clusters.
  - Look for patterns and common themes.
  - Don't force a category yet—just group logically.

Example of an exercise – Step by step

Taxonomy & Classification

- **Define Main Categories**
- Instruction:
  - Identify 4-6 broad categories from your groups.
  - Write category names on new Post-its and place them at the top.

Example of an exercise – Step by step

Taxonomy & Classification

- **Refine Subcategories – Group and label the content**
- Instruction:
  - Place specific Post-its under the most relevant main category.
  - Merge, rename, or refine as needed.

Design system & Prototyping

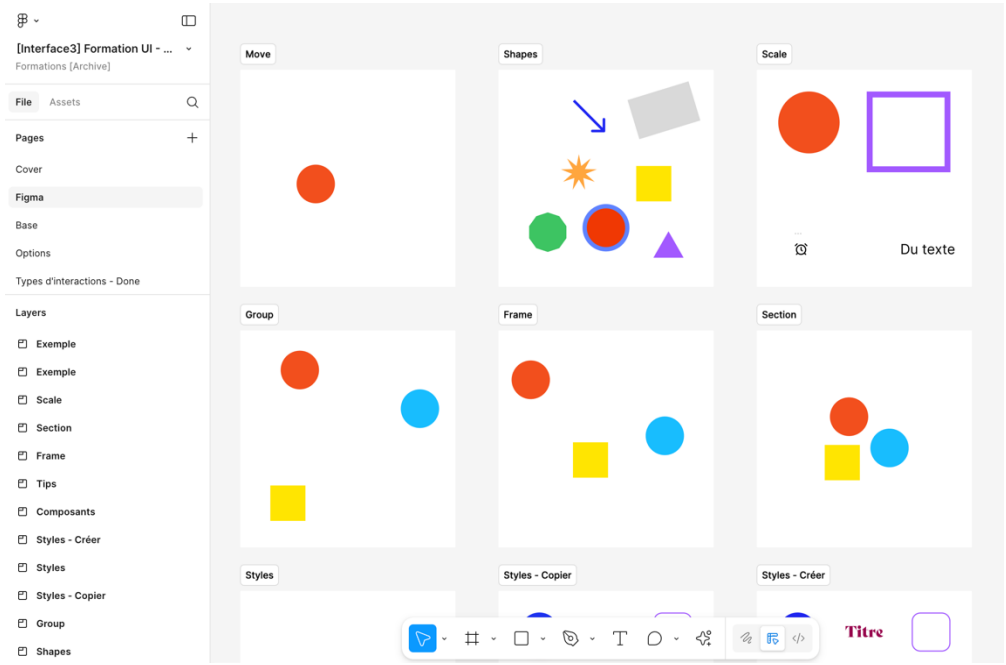
Prototyping is at the heart of UX design — it's where **ideas take shape, get tested, and evolve**.
By creating interactive representations of a product early in the process, designers can **experiment, validate assumptions, and align teams** before costly development begins.

In addition, this module introduces the fundamentals of **Design Systems**, showing how reusable components, design tokens, and shared guidelines ensure **consistency and scalability** when transitioning from prototype to production.

In this module, participants will learn how to:

- **Turn concepts into tangible experiences**, using low- and high-fidelity prototypes.
- **Communicate design intent clearly** to stakeholders and developers through interactive flows.
- **Iterate efficiently** by integrating user feedback and test results.

Example of an exercise : Design system & Prototyping



During this session, the goal is to get participants working in **Figma** as quickly as possible.

They will begin with a short introduction to the **basic tools and features** of Figma.
Then, participants will explore the creation of **components, styles, and page layouts** to better understand how a **Design System** works in practice.

By the end of the exercise, they will have hands-on experience building and organizing UI elements that can be reused across different pages of a website.

User testing

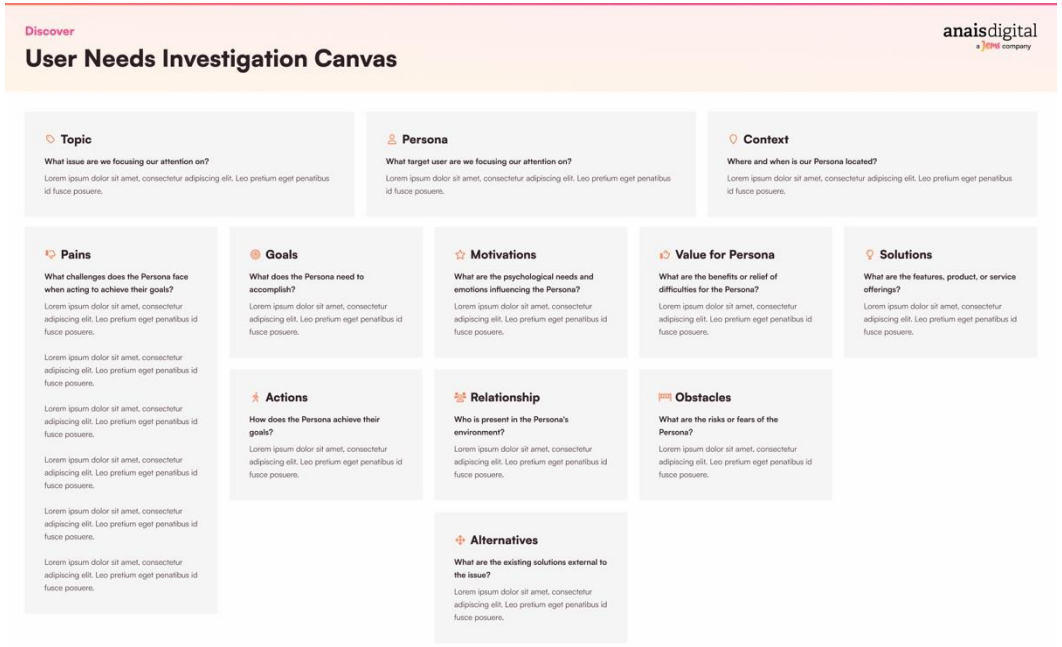
User testing is one of the most critical steps in the UX process — it transforms assumptions into evidence. **It allows designers to observe real users interacting with a product,** uncovering what works, what doesn't, and why.

Learning how to conduct effective user testing helps designers:

- **Validate design decisions** with real-world feedback instead of personal opinions.
- **Understand user behavior** and identify pain points that might not surface during interviews or workshops.
- **Improve usability and satisfaction**, ensuring that products are intuitive and accessible.
- **Build empathy** and keep the design process centered on human needs.

Ultimately, user testing bridges the gap between **design intent and user reality**, making it a cornerstone skill for any UX professional.

Example of an exercise : User testing



During this session, participants will learn how to plan and conduct **user testing** to validate design decisions.

They will start by watching a few **short videos** that illustrate the **testing process, good practices, and common mistakes**.

- **The User Need Investigation Canvas**, to define what to test and why.
- A **Test Protocol Canvas**, to structure their user test scenario and questions.

By the end of the session, participants will understand how to **prepare, conduct, and analyze a user test**, turning feedback into actionable design improvements.

Design thinking

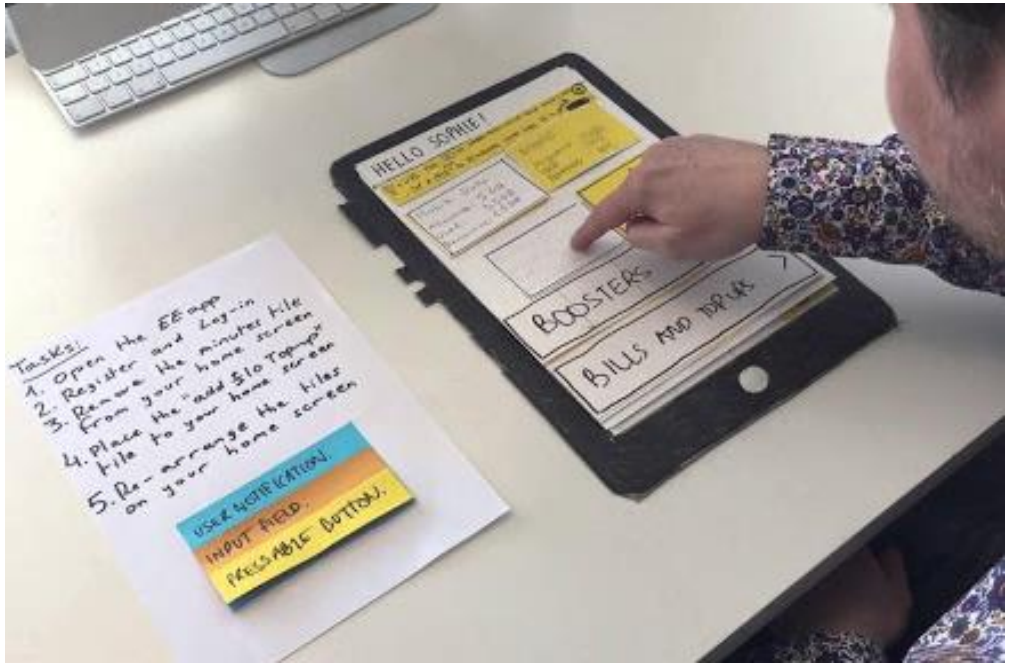
Design Thinking is a **human-centered approach to innovation** that helps teams solve complex problems by focusing on the real needs of users.
Rather than jumping straight to solutions, it encourages exploration, experimentation, and collaboration to design products and services that truly make sense for people.

In this module, participants will learn how to:

- **Empathize with users** to uncover genuine needs and motivations.
- **Define and reframe problems** to focus on the right challenges.
- **Generate creative ideas** through structured ideation techniques.
- **Prototype and test solutions quickly** to learn and iterate efficiently.

By mastering Design Thinking, participants develop a **problem-solving mindset** that fosters innovation, teamwork, and continuous improvement — essential skills for any modern organization.

Example of an exercise : Design thinking



The Wallet project :

The *Wallet Project* is a hands-on, creative exercise designed to help participants **apply the Design Thinking process** from empathy to prototyping.

0) **Create an idea by themself (without user)**
Participants will do a "fake start" draw idea without user to understand the difference with a UX process

1) **Empathize – Understand the User**
Participants interview a peer to discover their habits, needs, and frustrations around how they "keep and use" their wallet.

Example of an exercise : Design thinking

The Wallet project :

2) Define – Frame the Problem
Based on insights from the interview, participants summarize what they've learned and define a clear problem statement ("How might we help…?").

3) **Ideate – Generate Creative Solutions**
Through brainstorming and sketching, each participant proposes several ideas that respond to the identified need.

4) Prototype – Make It Tangible
Participants quickly build a low-fidelity prototype (using paper, materials, or digital tools) to visualize and test their idea.

5) Test – Gather Feedback
Participants present their prototype to their partner (the original "user") and collect feedback to validate, refine, or pivot their concept.

Accessibility

Accessibility is about ensuring that **everyone can use digital products and services,** regardless of their abilities, context, or limitations.
Learning accessibility means designing with empathy — creating inclusive experiences that work for **all users**, not just the average ones.

In this module, participants will learn how to:

- **Understand the principles of inclusive design** and the diversity of user needs.
- **Apply accessibility standards (WCAG)** to interfaces, content, and interactions.
- **Identify and fix common accessibility issues** through audits and user testing.
- **Advocate for accessibility** within design and development teams.

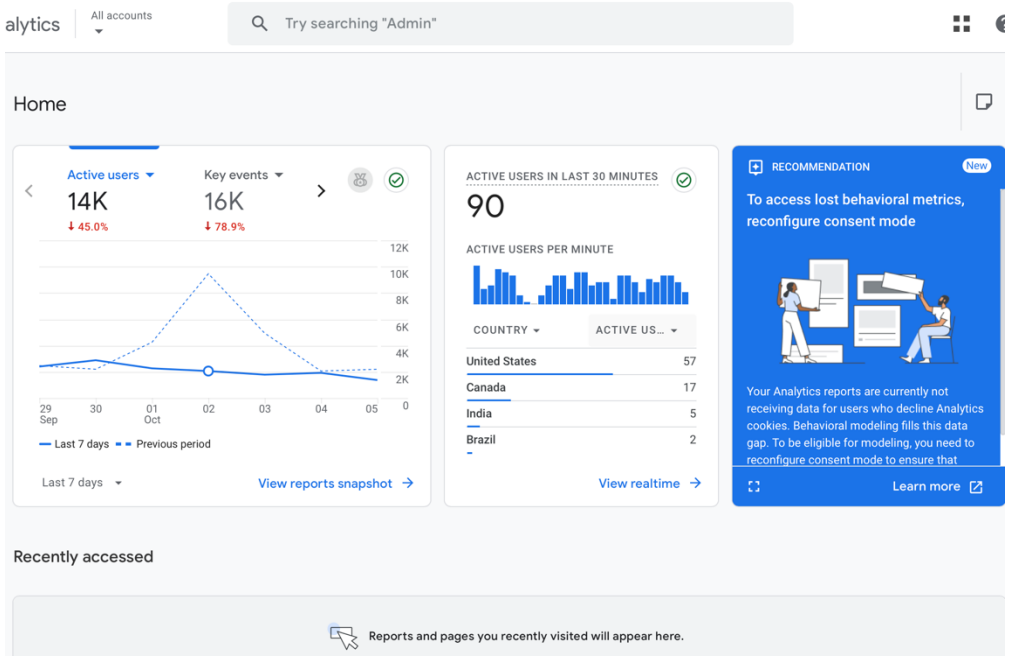
Metrics

Metrics and analytics give designers the power to **measure the real impact of their work**. They turn qualitative insights into **quantifiable evidence**, helping teams make informed decisions and continuously improve the user experience.

In this module, participants will learn how to:

- **Define meaningful UX metrics** aligned with business and user goals (e.g., the HEART framework by Google).
- **Collect and interpret behavioral data** from analytics tools to identify trends and pain points.
- **Link data with design decisions** to validate improvements and guide iterations.
- **Communicate insights effectively** to stakeholders and support a data-informed culture.

Example of an exercise : Metrics



The dashbord discovery :

We will ask participants to connect to a Google Analytics demo dashboard and try to find key metrics.

[Google Analytics Demo Account]

For example, participants will explore questions such as:

- Where are the main users located?
- What are they buying?
- How did they arrive on the website?
- Where do they click?

Project

Objectives – **Realize individually a final deliverable** **(explained in the first lesson)**

Throughout all lessons, work on the aspects covered in class in order to incorporate them into the final project.

Project

What the theme again?

CraftEase is a web application solution developed for home improvement retailers who want to enhance customer engagement directly through their website.

Our goal is to provide your store with an integrated digital service that helps manage DIY workshop registrations, promote project tutorials, and track tool/material availability in real time.

The platform is designed to be seamlessly embedded into your existing website. It is user-friendly, secure, and adaptable to your branding and customer needs. Features include personalized project recommendations, booking management, customer feedback tools, and analytics for store teams.

By offering this added-value service, your store becomes more than a point of sale — it becomes a DIY destination.

Project
Objective

Design the interface for a web application dedicated to home improvement retailers who want to boost customer engagement through their website.

This integrated solution will allow users to:

- Register for DIY workshops
- Browse project tutorials
- Check real-time tool and material availability
- The platform must be embeddable into existing websites, fully customizable, user-friendly, and secure.

Project
Expected Deliverable

- You will create a high-fidelity interactive prototype (mobile or desktop) including the core features of CraftEase.
- The result should be portfolio-ready and professionally presented.
- You are expected to deliver:
  - A clear definition of the user problem
  - A brief benchmark of 3 competing solutions
  - One or more user personas
  - A user journey or key user flow
  - Low-fidelity and high-fidelity wireframes
  - An interactive prototype (Figma)
  - A mini design system (typography, color palette, components, icons)
  - A short documentation or video explaining your design decisions
  - A pitch or oral presentation to defend your design choices

Project
Suggested schedule

Phase	Time	Description
1. Brief & Problem Space	1.5 hours	Understand the brief, user needs, and business goals
2. Research & Ideation	3 hours	Personas, user journey, benchmark
3. Wireframing (low-fi)	2 hours	Sketch structure and layout of key screens
4. UI Design (Figma)	9 hours	High-fidelity screens, components, design system
5. Prototyping	3.5 hours	Interactive prototype + testing/refinements
6. Final Pitch	1 hour	Prepare and deliver a concise oral presentation

Methodologies

- Lecture presentations, real-world examples and case studies.
- Hands-on design.
- Peer critiques and feedback sessions.
- How to give a feedback? Some tips

Q/A