

UX/UI Foundations



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Goals

By the end of this case you will understand:

- User Experience Design
- User Interface Design
- How they work together and why they are important

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Introduction

A lot of times when you read about UX and UI Design the terms are used interchangeably, often lumped into one but these two things are not the same. Do they go together? Yes. But are they the same? No. What's the difference you may ask? Well let's start with the individual terms and then break down the two in detail.

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Business Context

User Experience Design and User Interface Design are two very important tools used to create valuable human centered digital and sometimes physical products. Consider your personal web page. You want your reader, or potential employer, to find it easy to read and navigate. You have probably built it using your intuition regarding readability and navigability. There are an entire series of principles based on research that can help with design; in addition, design is an area where you may find as interesting, or more interesting, than building websites and web applications! There are many opportunities for good web designers.

What is UX Design?

The short term that you hear most commonly “UX” stands for User Experience. User Experience Design is the process of creating a product that results in a user’s positive interaction. A person that conducts UX Design is referred to as a UX Designer or a User Experience Designer. User Experience Design is all about creating seamless experiences for users or consumers of a product or service. Not everything that has a user experience is digital. UX can be experienced while operating a photobooth or a coffee machine. User experience is all about how someone feels when using a product. Was the task easy? Did it take an extended amount of time? Were there any difficulties? Was the task even completed at all? All of these are questions UX designers need answers to so that they can provide a solution to the problems at hand. UX design does not involve how a product looks to the eye but how it functions and how those functions impact its users. It’s all about improving the product in favor of not only the user but the company that provides it.

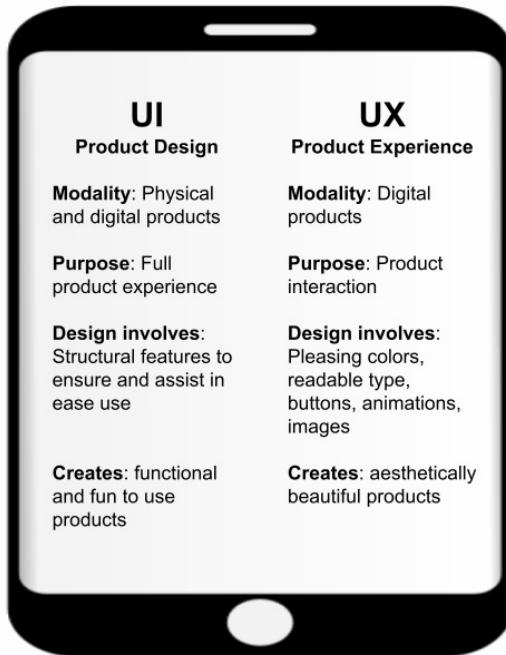
What is UI Design?

The “UI” in UI design stands for User Interface. User Interface design is the process used to create and design interfaces. UI design has everything to do with the presentation or appearance of a product. From bright eye-catching colors, to dynamic graphics, font sizes, and even button shape and size all fall under UI design. In many instances UI design is put under the umbrella with branding or graphic design but these three things are quite different when you dig into them. UI designers create high quality interfaces in programs like Figma or Sketch that bring our ideas to life.

The difference between UX Design and UI Design

An easy way to distinguish between UX and UI design is to think about them as a person. UX is the skeleton – what's on the inside – and UI is the person's appearance – how they look on the outside. UX solves the problem and UI covers the visual details.

UX vs. UI



UI vs UX design

Exercises

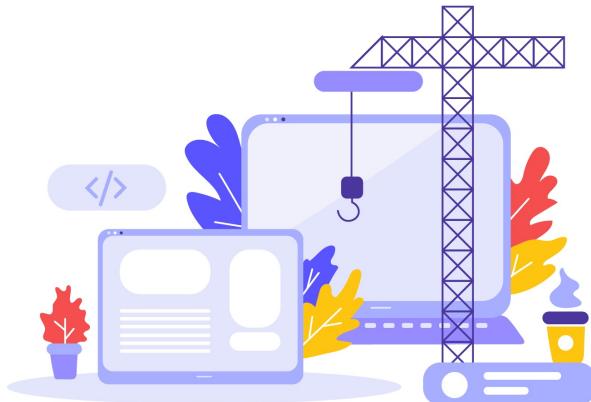
Select the correct characteristics for each.

Conclusion & Takeaways

Together User experience and User Interface design create visually pleasing and seamlessly efficient products that users love. While UX solves the problem and UI covers the visuals, you cannot have a good product without good UX. Just because something looks good (UI) doesn't mean it's an enjoyable experience (UX) and when the experience isn't enjoyable people are less likely to use a product or look elsewhere for a product that has better functionality or ease of use. When you have good UX and UI you have a great product!

There are many different ways to go about creating a product but there are two fundamental things that must be in place and that is the user experience and the user interface. Without the two, or one without the other, users are left with complicated products that do not serve them the way that they are needed. In order for a company, or an individual for that matter, to successfully create a viable product or service user experience must be put first closely followed by the user interface which will draw users in by the eye. UX and UI designers are highly trained individuals that practice their craft in order to solve the problems and frustrations of others.

Low/Med/High Fidelity Mockups



Goals

By the end of this case you will:

- * Understand what mockups are
- * Be able to identify low, medium, and high fidelity mockups
- * Differentiate between wireframes and prototypes

Introduction

Mock ups, often referred to as wireframes or prototypes, are basic versions of designs that can be hand drawn or digital, often used to illustrate and demonstrate the idea for a digital product or platform. Mock ups come in three different forms: **High, Medium, and Low fidelity**. Below we'll break down the difference between the high, medium, and low and discuss what they're used for.

Business Context

Wireframes, mockups, and prototypes are visual design creations used throughout the design process in order for design teams and stakeholders to visually see the progression of design work throughout the design process.

Wireframes, mockups, and prototypes

Wireframes, mockups, and prototypes are all used to illustrate the design process at different stages. In order to understand the difference between the three you must first understand what they are and what they represent.

A **wireframe** is a very basic, low fidelity, pencil and paper sketch of a design idea or structure. Wireframes are usually grayscale or black and white and are made during ideation to represent what a design may or may not look like.

A **mockup** is a little more advanced than a wireframe. While still in early stages, mockups are a more realistic illustration of the end result. Mockups may include color and buttons but are not yet functional. They are usually considered medium fidelity. Mockups are usually moved to a digital platform and closely resemble what designers have in mind for their final designs.

A **prototype** is a high fidelity, full color, interactive version of the proposed product. It does not have full functionality but it does function to some degree in order to demonstrate the functions of a final, finished product.

Prototypes vs Wireframes in UX Projects

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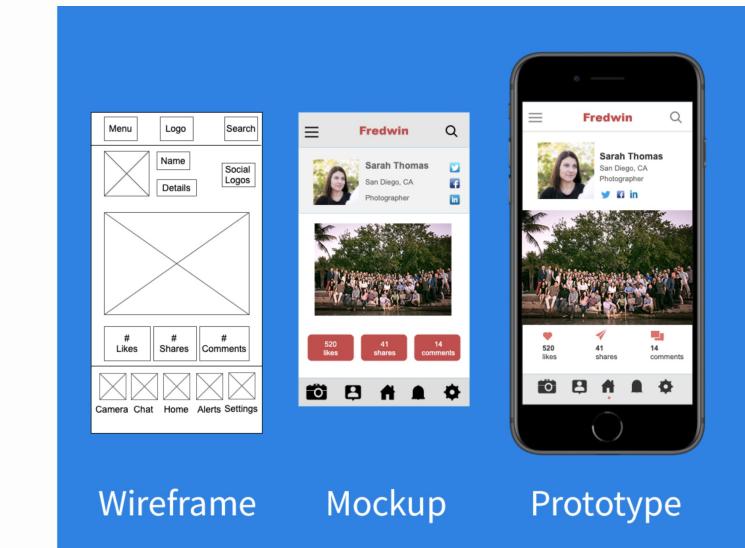
Exercise 1

Select three characteristics that fit for each of the following : wireframe, mockup and prototype.

Exercise 2

Exercise 3

How to identify low, medium, and high fidelity mockups

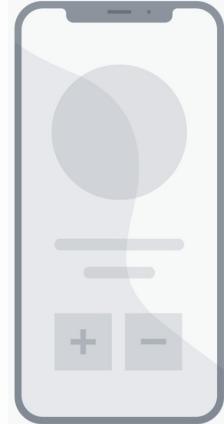


low, medium, and high fidelity mockups

Above are visual examples of a wireframe, mockup, and a prototype. As you can see they visually progress from basic pencil and paper to a digital rendering as described in section 1. During the design process these mockups become very important as they are the first illustrations that allow teams to visually see and adjust their design ideas. Mockups allow for buttons to be moved, photo and text boxes to be laid out and any other features to be visually represented and changed before moving to the final version. This is a tool, especially when in the very beginning stages, that allows designers to test their ideas and theories at no or low cost to the company.

Exercise

Describe the characteristics of the mockups below.



>

Conclusion & Takeaways

No matter the stage in production, mock ups are important and made throughout the entire design process to express visual UI styles and changes as well as to eventually be used during usability testing. They are important because they help designers gauge how they should move forward in their process based on feedback. What ideas to eliminate and what to move forward with.

Attribution

<https://sleekbundle.com/product/pulse-illustration-kit/>
<https://www.aha.io/roadmapping/guide/product-management/wireframe-mockup-prototype>
<https://www.invisionapp.com/defined/mockup>

Visual Design Tools: Adobe XD, Sketch



Goals

By the end of this case you will:

- Learn about what visual design tools are and the benefits of using them
- Learn about Adobe XD and Sketch tools

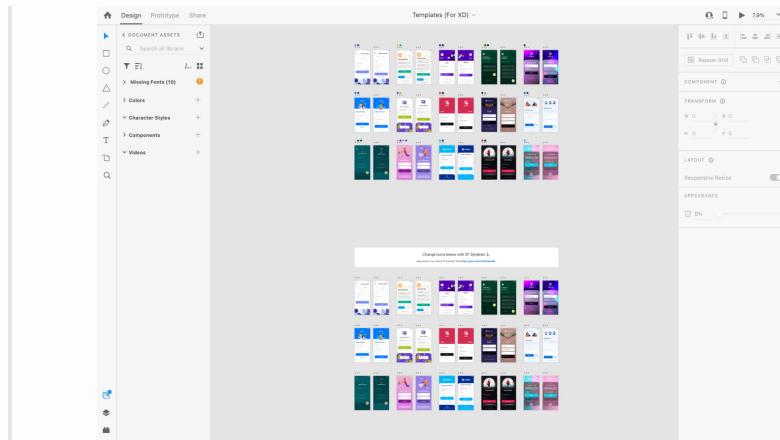
Introduction

Visual design is used during the UI process while building interfaces. Lines, shapes, and color are all things that contribute to visual design. Hierarchy and balance are also two other elements that play very important roles when creating visuals. Designers that study visual design have also studied subjects such as color theory and typography. Visual design is very important because it contributes to the accessibility of a website or mobile application. There are some very popular visual design tools that allow designers to bring their work to life, including Adobe XD, Sketch, and Figma. These programs help to digitize ideas at all levels.

Business Context

Visual design tools are used to create the wireframes, mockups and prototypes that are presented to stakeholders throughout the design process. These tools are very valuable for designers to be proficient in because it allows them the versatility to work with multiple platforms if needed.

Adobe XD



Adobe XD image

Adobe XD is a subscription based design tool that allows its users to build web and mobile applications. Adobe is very advanced. While XD isn't the most beginner friendly it is a valuable tool and skill worth the effort. Users can create anything from beautiful landing pages to mobile apps. Adobe XD also allows you to easily export and move your work from one Adobe software to the next or to other platforms such as Figma or Sketch with the help of plugins.

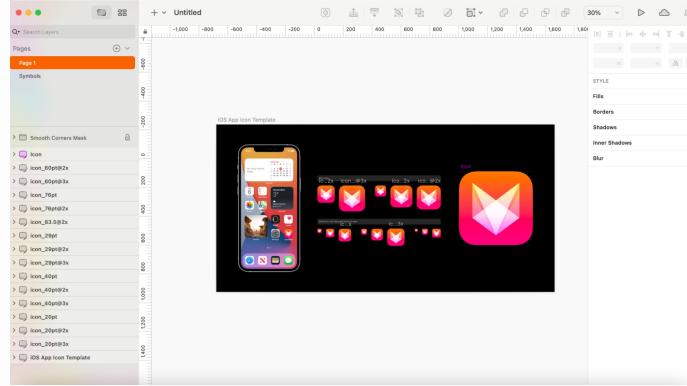
For more information:

Adobe XD user guide : <https://helpx.adobe.com/ca/xd/user-guide.html>

What Is Adobe XD?

You must watch the above video in order to answer the questions below.

Sketch



sketch image

Sketch is another great design tool. You can share files, create web and mobile prototypes all in one place. Sketch isn't as widely used as other programs because it is only available for MacOS systems so it limits the accessibility but it's still a good software to know how to navigate. While Sketch isn't free, they do offer a free trial period before requesting that its users and teams purchase a yearly or monthly plans. Sketch allows collaboration and has its own cloud system that allows designers to give access to their teams, clients, and colleagues in order to view their design work all in one place.

What Is Sketch and Who Is It For?

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For more information

Sketch documentation : <https://www.sketch.com/docs/>

Match the capability the software:

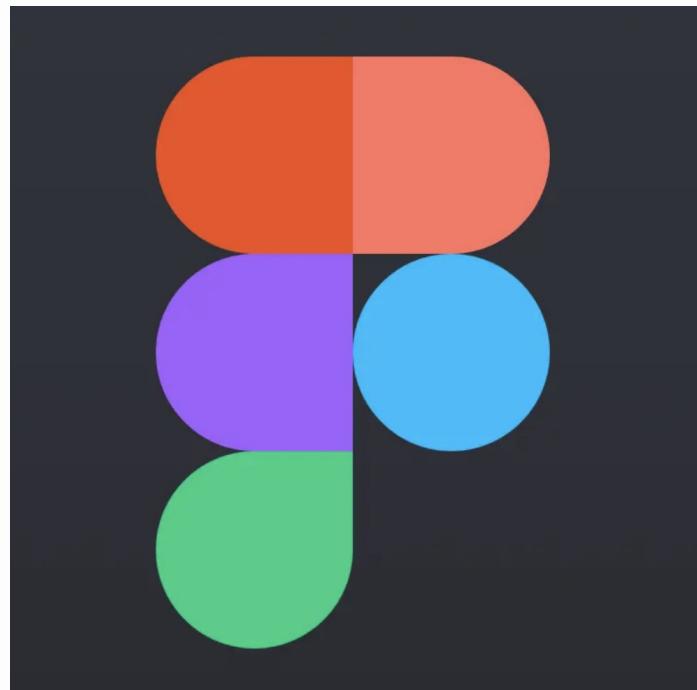
Conclusion & Takeaways

No matter what visual design tool you decide to use, they are all very important and imperative for being a successful designer. As technology changes some of these tools may phase out of use but to have a basic understanding and range of use will always have a positive impact on skills.

Attribution

Stacie Wallace, 2022, screenshot (all)

Figma



figma

Goals

By the end of this case you will:

- Know what Figma is
- Learn how to create wireframes for a webpage

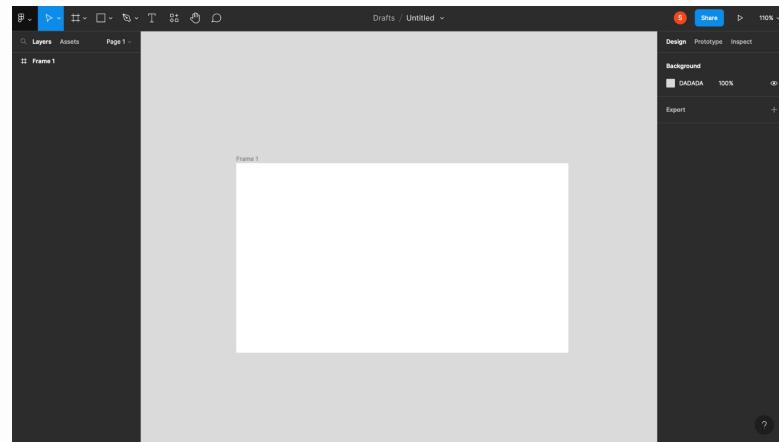
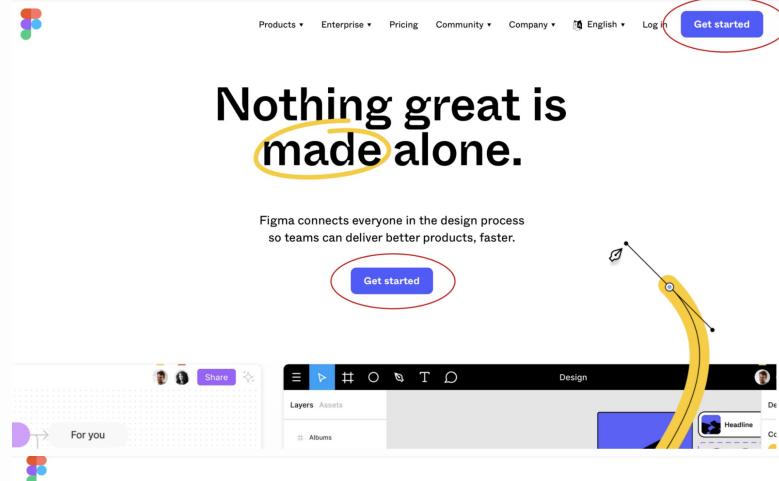
Introduction

The three primary advantages of using Figma are that it is Web based, it offers real time collaboration, and it's free! Since Figma is web based, it is highly accessible which is great especially for remote work. The live collaboration feature allows Figma's users to see their colleagues' process in real time while still allowing them to complete their own work. The biggest perk of Figma is the cost! For a basic plan it will cost exactly \$0, which is also a bonus for beginners that want to learn before purchasing their own software.

Getting Started with Figma: <https://help.figma.com/hc/en-us/categories/360002051613-Getting-Started>

1. Create your account in Figma by clicking "Get Started" and then "create account."

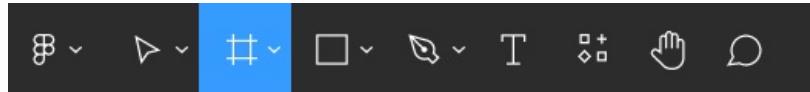
2. You can create your account by using your Google account or your email.



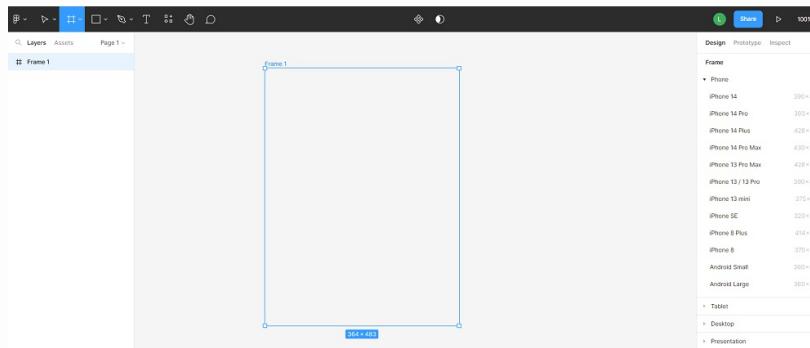
The best way to learn the keyboard shortcuts in Figma
#FigmaFriday 03

Activity

1. Create a new Figma file by visiting <https://figma.com/new> in your browser
2. Select the Frame tool from the top left menu.



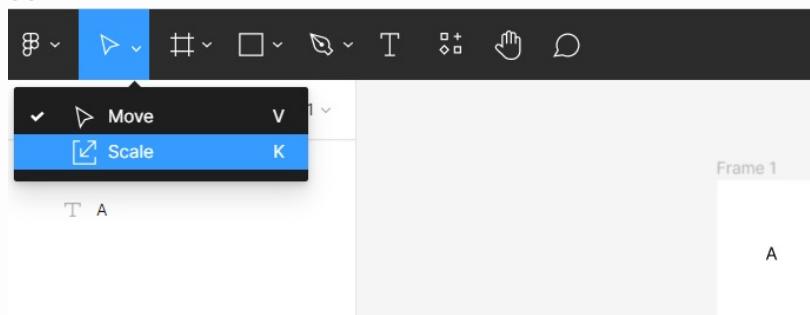
3. Click and drag in the page to specify the workspace for your design



4. Select the text tool from the top left menu.

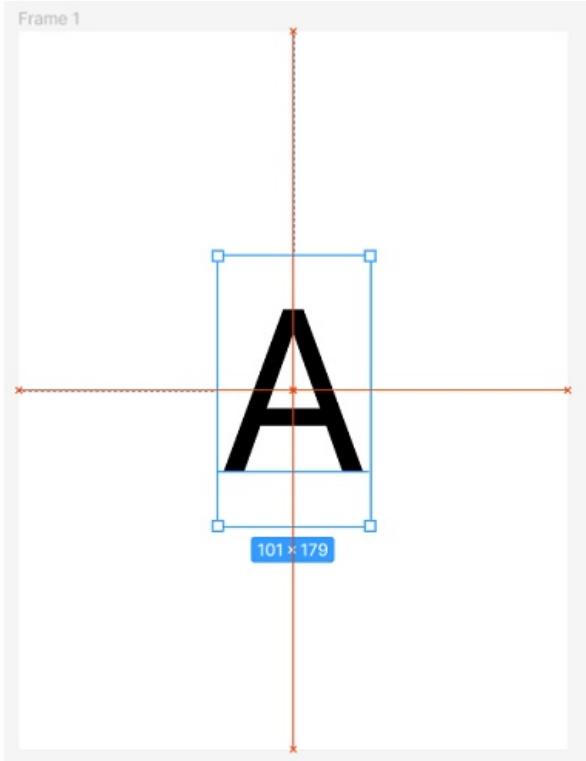


5. Type the letter A while in your figma file.
6. Click to view the Move tools in the upper left hand menu and select SCALE



7. You can now scale your letter A up to make it bigger, or down to make it smaller. Try to make your letter A much bigger.
8. Click to view the Move tools in the upper left hand menu as you did in step 6, but this time select MOVE.
9. Drag the larger letter A so that it is perfectly centered on your work

space. Notice the red guidelines that tell you when you hit the center of the work space.



Business Context

Figma is currently the most widely used and available visual design tool. It is fully equipped for designers to work from anywhere at any time while sharing their work with their peers and real time collaboration.

For more information:

Figma beginner tutorials : <https://www.figma.com/resources/learn-design/lessons/>

Assignment: Save and share your “A” frame.

Submit your assignment by uploading it as a PDF in the training site Submissions page.

Conclusion & Takeaways

Learning and knowing visual design tools is a great way to actively learn how to design. By learning how to use these tools along with learning and demonstrating design fundamentals you will set yourself up for success. While each tool is different and may require more time and attention than another, they all help you to adjust and learn how to bring your creations to life.

Design tools are also very important when building design systems and when working on teams. The more you know and are easily able to adapt, the better your collaboration with colleagues and other designers will be because of the familiarity with platforms, softwares and processes.

Attribution

Stacie Wallace, 2022, Screenshot (all)

Figma activity

Goals

By the end of this case you will:

- Create your own wireframes in Figma

Introduction

Students will create their own low fidelity wireframes in Figma.

Business Context

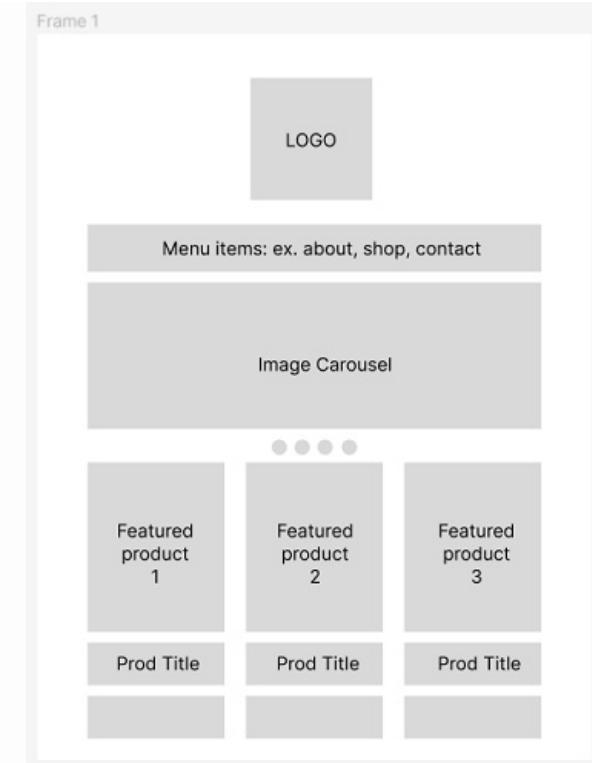
This activity will allow students to work in Figma to create their first set of wireframes as well as get a feel for the tool and learn how to better use it.

Section 1 Figma Content

For this assignment, you will practice using Figma by doing the following:

- Create frame
- Add text
- Create a shape and change its color to gray
- Repeat this process to create a complete low fidelity wireframe

The result could look something like this:



figma low fidelity frame

Figma is fairly intuitive, but if you would like to see walkthroughs check out these videos:

[Figma Tutorial For Beginners](#)

[Figma Wireframe - Wireframe Website Figma](#)

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After watching the videos above, complete the following actions in a new Figma file

Assignment:

Save and share your wireframe.

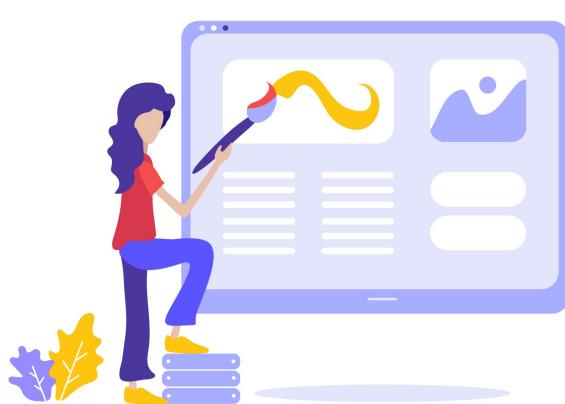
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Submit your assignment in PDF format through the link on the training site.

Conclusion & Takeaways

Figma is a very valuable and prominent design tool at this time. It is important that designers have a basic understanding of how to use and navigate Figma so that they can successfully create and design within the platform as well as share their designs with their peers.

Information Architecture of a Website



design image

Goals

By the end of this case you will:

- Know what information architecture is
- Understand its importance and how it helps in the design process

Introduction

Information architecture, also known as IA, is the process of organizing content in a user-friendly way. This information is then used to add content to websites. IA has a direct impact on the way a website is navigated which also determines if a website has a good user experience or not. The most important questions that IA answers are (1) *What information is important?* and (2) *Where should it go?* That means making sure the content selected is relevant, quick, and easy for users to find.

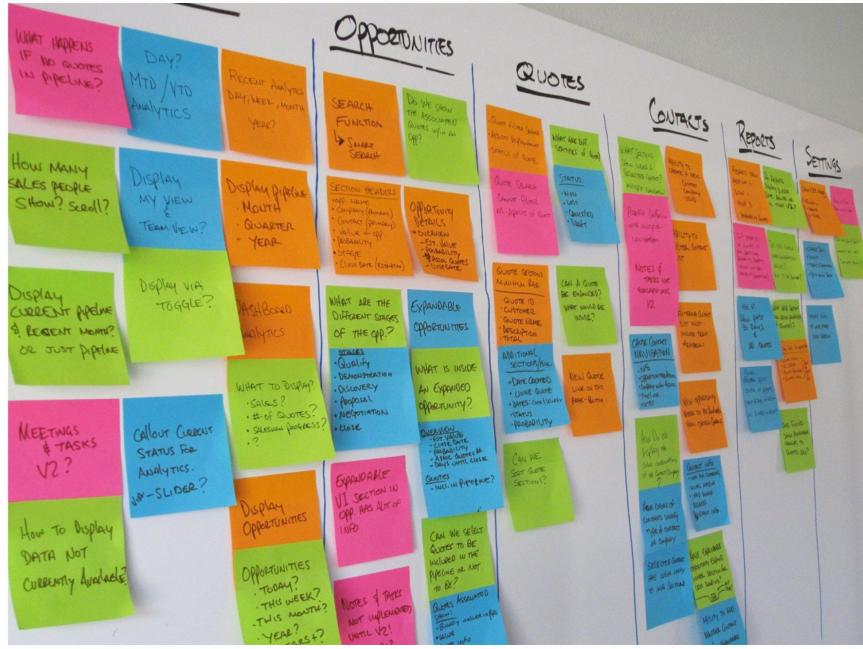
A way to help designers move through the IA process is to learn about the products, the user pain points, wants and needs. Not only do IA designers need to know what information to add and where to put it, they also need to know how to weed out the information that isn't necessary so they don't overwhelm users. Card sorting (see below) is a good activity that designers do with users that helps them with this as well as grouping information. IA also takes part during user interviews, usability testing, and contextual inquiries.

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Information Architecture in UX design

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Example of card sorting, a method for organizing ideas for what to include on your site.

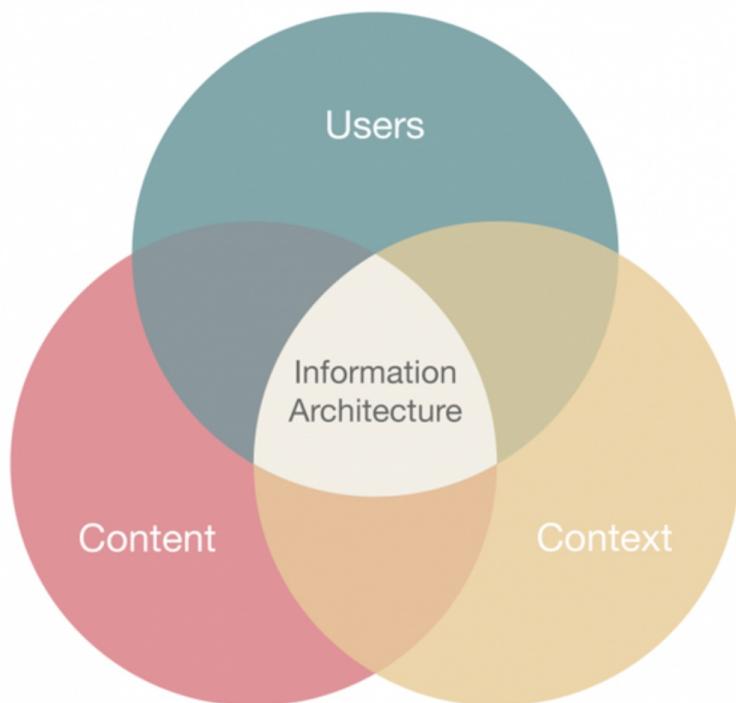


Information Architecture

Business Context

Information architecture allows companies to accurately convey and display the vast information they have to offer to users while allowing users to easily navigate and find their way around websites and mobile apps.

Components of Information Architecture (IA)



There are four components of Information Architecture (IA) that are important in creating, storing, accessing and presenting information. The main components of IA are:

- **Organization structures:** How do you categorize and structure information?
- **Labeling systems:** How do you present information?
- **Navigation systems:** How users browse or move through information?
- **Search systems:** How users look for or find information?

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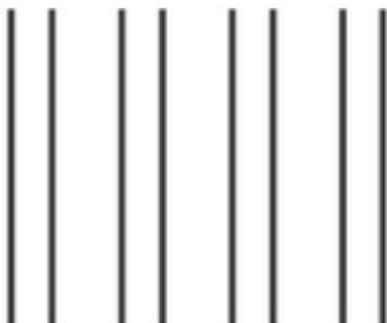
The names of these components will differ depending on the website you are creating. For example, if you are creating a website for a book store your organization structure could include book titles or author names. In order to create these components it is always important to specify your

users, the context, and the content you are designing for. Once you identify your users, the context, and content you are able to produce valuable content that your users will enjoy and help them complete the tasks that they came to your website to complete.

Gestalt Principles

Gestalt Principles are the laws of human perception that describe how we as humans *group similar elements, recognize patterns, and simplify complex images*. Designers use this principle to organize website content so that it looks good to users and is easy for them to understand. Gestalt Principles tie directly into visual design. There are 5 very important gestalt principles that designers need to know.

- Proximity
- Similarity
- Continuity
- Closure
- Connectedness



Proximity

The principle of proximity states that we perceive elements as a group when they are **close together**.



Similarity

The principle of similarity states that we are inclined to group

elements together that **look alike**.



Continuity

The principle of continuity states that we follow paths and group elements that seem to be **aligned together**.



Closure

The principle of closure states that **a whole is easy for us to process**. When things have gaps or empty spaces we tend to fill in the gaps or connect the dots with our minds to complete them.



Connectedness

The principle of connectedness states that we group elements that are **connected to each other**.

Match the term to the correct sentence.

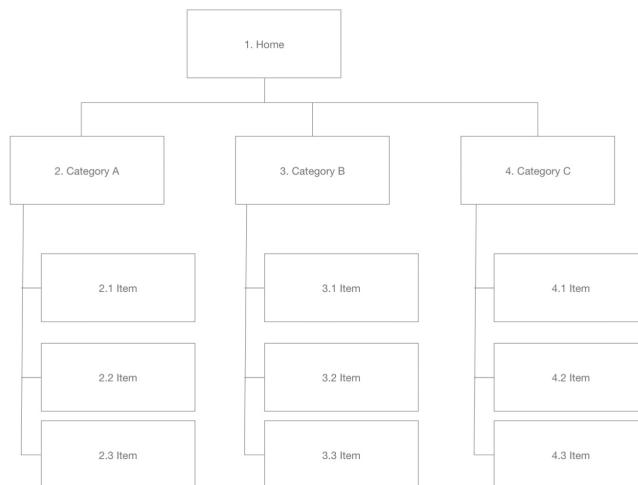
- A. We group elements that are connected to each other.
- B. We are inclined to group elements together that look alike.
- C. When things have gaps or empty spaces we tend to fill in the gap with our minds.
- D. We perceive elements as a group when they are close together.
- E. We follow paths and group elements that seem to be aligned together.

Designing IA

Like many aspects of design, information architecture often starts out in the early stages of development as hand written or sketched ideas. As ideas become more developed they are then made digital and eventually become wireframes to show how information should be displayed to the user. Charts and diagrams, such as sitemaps, are often used as a way to visually show how users would ideally navigate through the information that will be presented on websites. While designing the IA of a website, designers also have to keep in mind that the information that they are using can always change and that they will need to be able to easily edit and change the wireframes as needed.

Example of a sitemap

Site maps are a visual representation of a site's organization and section hierarchy.



When designing your information architecture it is necessary that you pay attention to the content being added so that you can avoid duplicates or creating unnecessary pages. Creating a site map helps to avoid doing these two things because it helps designers visually see the content that they've created in an organized structure before building the website.

Websites are often overcrowded with unnecessary information. Take this website for example:

<https://www.thriftbooks.com/>

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While the header (logo, search, login, menu) is well structured, and content further down the page is organized by category, the landing view is very busy and feels disorganized.

The screenshot shows the ThriftBooks homepage. At the top, there's a search bar with the placeholder "Search 13 million titles by title, author, or ISBN". To the right of the search bar are links for "Hi Reader!", "Log In", a heart icon, and a shopping cart icon with a "1" on it. Below the search bar is a navigation menu with categories: Featured, Books, Collectible Books, Movies & TV, Music, Video Games, Gifts, and Blog. A large banner on the left features book covers for "The Light Pirate", "Heart of a Warrior", and "Weightless", along with a circular logo for "Indie Next Recommendations". Another banner on the right promotes "LITERATI MEMBER EXCLUSIVE" double points on New York Times bestsellers, with a deadline of 1/31. Below these are sections for "Most Anticipated Books" and "#BOOKTOK". At the bottom, there are three calls-to-action: "ReadingRewards" (Join now to earn FREE BOOKS), "ThriftBooks Deals" (save up to 20% off any eligible item), and "Mobile App" (Shop faster & earn bonus points).

Limiting text on images (particularly since it doesn't resize well for smaller screens) is a good way to structure content in a more readable way.

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Even at that, some information could be postponed for delivery further down the page. We need to think about what path(s) we want our users to take. What is the number one item we want them to click on? Is it the recommendations? Is it the double points promotion? If the users don't know what #BOOKTOK is and if #BOOKTOK is not an important revenue driving part of the company's business plan, it should not be prioritized.

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Activity

Conclusion & Takeaways

Information architecture has a direct impact on a website and how it is navigated and explored by users. Good information architecture results in increased use because of the availability of information and ease of use. It also makes users more likely to use your website in the future for the same or other purposes if available. Information architecture is made more transparent and easy to understand when organized and placed in a viable and beneficial structure.

Attribution

- <https://sleekbundle.com/product/pulse-illustration-kit/>
- <https://i.pinimg.com/originals/be/33/17/be331764d91c99a7184e9e0427b2de34.jpg>
- <https://xd.adobe.com/ideas/process/information-architecture/information-ux-architect/>
- https://www.researchgate.net/figure/Gestalt-Principles-present-how-we-perceive-objects-and-groups-of-objects-Proximity_fig5_36382932
- <https://xd.adobe.com/ideas/process/information-architecture/sitemap-and-information-architecture/>

Developing Personas



cover image

Goals

By the end of this case you will:

- Know what a persona is and why it's important

Introduction

What is a persona?

After a UX Designer gathers their research information, it is used throughout the entire design process. The information gathered is synthesized and put together to create a user persona.

What's a persona you may ask? A persona is an archetypical user whose goals and characteristics represent the needs of a large group of users. The goals, skills, and backgrounds of a product's user are put

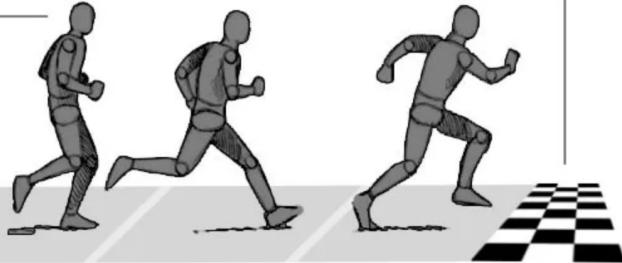
together into a user persona.

1. Persona

Defines who the story is about. This main character has attitudes, motivations, goals, and pain points, etc.

3. Goal

Defines what the persona wants or needs to fulfill. The goal is the motivation of why the persona is taking action. When that goal is reached, the scenario ends.



2. Scenario

Defines when, where, and how the story of the persona takes place. The scenario is the narrative that describes how the persona behaves as a sequence of events.

Personas

Business Context

Creating a persona (or several personas) is vital to design development because it easily depicts the target audience and their wants and needs.

User Personas

User personas are created in an effort to represent a group of users, not just one person. User research results in the collection of detailed information that allows designers to then identify different variables that affect user experience such as behaviors, skills, and goals. Personas are important because of their representation; it allows designers to connect, have empathy, and better understand the people they are designing for.

Once those things are identified they can be used to actually start creating the persona.

An effective user persona:

- Represents the main user groups of your website.
- Clearly depicts how your users use the site.
- Expresses the focus and major needs of your user groups.

Personas are fictional, so real names and personal information of actual participants are not used.

Here is a sample persona.

Jill Anderson



"I'm looking for a site that will simplify the planning of my business trips."

AGE: 35
WORK: Regional Director
FAMILY: Married, 1 Child
LOCATION: Austin, Tx
ARCHETYPE: The Frequent Flyer

Organized Practical
Protective Hardworking

Bio

Jill is a Regional Director who travels 4-8 times each month for work. She has a specific region in which she travels, and she often visits the same cities and stays at the same hotel. She is frustrated by the fact that no matter how frequently she takes similar trips, she spends hours of her day booking travel. She expects her travel solutions to be as organized as she is.

Personality

Introvert	Extrovert
Analytical	Creative
Loyal	Fickle
Passive	Active

Preferred Channels

Chrome	Mobile
Email	Traditional Ads

Goals

- To spend less time booking travel
- To narrow her options quickly

Frustrations

- Too much time spent booking - she's busy!
- Too many websites visited per trip
- Not terribly tech savvy - doesn't like the process

Motivations

Price	Comfort	Convenience	Speed	Loyalty/Miles
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Brands



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In this sample persona, you can see that the top priority is convenience. The user must be able to book travel quickly and efficiently, without any technical expertise. Because the persona is a frequent flyer and is "Loyal", meeting their need for convenience will likely generate repeat business.

Conclusion & Takeaways

User personas are very helpful to illustrate target users or audiences when creating or improving an existing product. It is a quick and easy way to make use of the various data collected in regards to products, users, and to present wants and needs. It also makes the end users real and tangible to developers.

Attribution

- <https://sleekbundle.com/product/pulse-illustration-kit/>
- <https://blog.adobe.com/en/publish/2017/09/29/putting-personas-to-work-in-ux-design-what-they-are-and-why-theyre-important>
- <https://99designs.com/blog/business/how-to-create-user-personas/>

Persona Creation

In order to develop user personas, you must begin with user research so that you are able to identify key elements about your audience in order to accurately represent them. Once you have identified the key elements of your audience, look for common themes that are central to your target users. By pulling and grouping these common themes, you are then able to break them into categories that will then make it easier to develop descriptions of each person's goals, motivations and frustrations in an effort to make your user persona more realistic. It is also important to create multiple personas with the information gathered so you have different points of view to consider instead of just one.

There are key elements that are included in user personas and those are:

- Name
- Location
- Age
- Gender
- Goals and needs
- Frustrations
- Behaviors

Watch the video below about developing user personas:

How To Create UX Personas

>

Goals

By the end of this case you will:

- Be able to create your own user personas

>

Introduction

Developing a persona is an easy process to complete that allows designers to illustrate their target user groups. Below you will create your first persona by using the template below to guide you through the process.

>

Business Context

This module will teach you how to create your own persona with the use of the template below, to be used for future design projects.

>

Personal activity

>

This is a group activity. Work together to answer the questions and create a persona.

Pull the important information from the scenario below that could be used while creating a user persona.

Exercise

>

Sarah is a 34 year old teacher at a local middle school. Sarah and her husband are currently looking to buy their first home together but they are having a hard time finding a consistent realtor. They often spend their free time browsing websites to find the best realtors in the area but they cannot find one with consistent ratings or reviews from past home buyers.

>

Use the information to create your own persona using the template below.

>

 PERSONA PHOTO	GOALS AND MOTIVATIONS	CHALLENGES AND OBSTACLES
QUOTATION		
NAME		
AGE		
GENDER		
LOCATION		
OCCUPATION		
JOB TITLE		
HIGHEST LEVEL OF EDUCATION		
ANNUAL INCOME		
SALES OBJECTIONS	SOURCES OF INFORMATION	
	BOOKS	
	BLOGS	
	CONFERENCES	
	EXPERTS	
	MAGAZINES	
	WEBSITES	

[Click here to download a .docx file](#)

[Click here to download a .odt file](#)

Submit your assignment as a PDF on the training site.

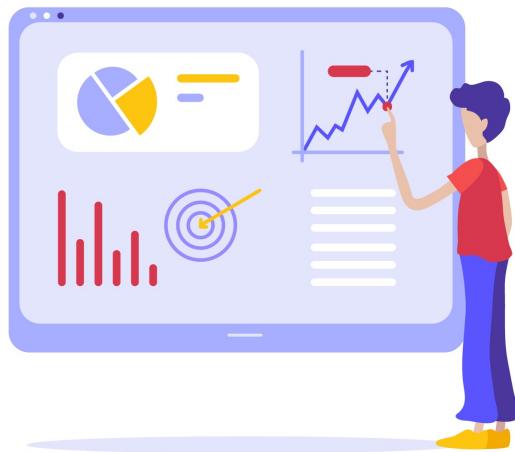
Conclusion & Takeaways

As you can see, creating a user persona is very easy and helpful when illustrating your user group. It helps to see all motivations, frustrations and goals while telling you a little bit about who your people are, what they do and what they may or may not be looking for.

Attribution

- https://www.smartsheet.com/sites/default/files/IC-Buyer-Persona-Worksheet-9425_PDF.pdf
 >
- <https://www.smartsheet.com/customer-profile-persona-templates>

Requirements Gathering



Goals

By the end of this case you will:

- Understand the importance of requirements gathering
- Know the three stages of requirements gathering

Introduction

Requirements gathering is essential to starting your UX process. It will become a part of the foundation of your project. Determining what the team's goals and requirements are will help to streamline the process and stay on task. During this stage things like time limits, constraints and goals are set among other things. First in order to set these specific needs or wants all teams must meet and discuss what this proposed product will do or is intended to do, who will be the target audience, and how as a whole they plan to accomplish said goals. Business goals are also laid out. How will this help the company? What type of growth are they looking for during this process?

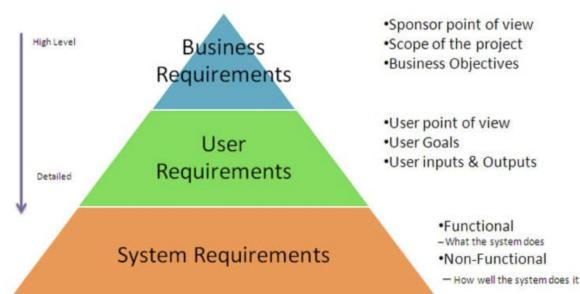
There are three types of requirements that will be covered in this module and they are:

- Product requirements
- User requirements
- Business requirements

Business Context

Requirements gathering creates an omniscient atmosphere among product teams, design teams, and stakeholders, while moving throughout the design process. It allows all terms to be decided and decisions to be documented so that they are readily available for question and review. It also helps to keep teams on track and aligned from start to finish. Well documented project requirements is also an effective tool against scope creep, that is, it prevents the later addition of new requirements within the scope of the current mandate.

Business, User & System Requirements



requirements pyramid

Product (System) Requirements

Before designers start to draw up mockups and prototypes, they must first map out their product requirements. Product requirements are a list of things that the product must do and address. Product requirements are often placed into a PRD or Product Requirements Document that serves as an outline for the design, development, and business teams. This guide is made so that all of the involved parties have full access and a clear understanding in regard to their current project. Within this document are things such as what the product will be, time constraints, expectations, goals, and scope. Things that the team does not want or would like to avoid are also included. Product requirements define what your product is, what it will do, and how it accomplishes that task.

Who is it meant to help?

Starting a New UX Project

>

There are a few different ways to go about gathering your product requirements. One way is to evaluate an existing product and to highlight features or functions that users find helpful, that they do not like, and that they would maybe want and to narrow those within reason with the teams involved and the goals that they would want them to align with. Another way to define these requirements, especially with a new product is to speak with business leaders and stakeholders to ask questions about the goals

that they have for this new product and any concerns that they have moving forward that will successfully help designers formulate a design plan and to expand on their vision, and make sure all ideas align.

User requirements

User requirements are just that! The requirements that are expected of a product by its user. If you are designing for an existing product user requirements can be pulled from current users in the form of user interviews. What do users like? Dislikes? What are things that could help them complete tasks more efficiently? These are all the things that should be considered when building your list of user requirements. When building a new product and trying to figure out and narrow your user requirements you have to first define who your users are and what they could or would need based on the given task. You'd also need to speak with people that are a part of your user group and look into other similar platforms to consider what problems they are currently facing with products similar to the one you are building if any are already available.

Business Requirements

These are three very important questions that should be addressed when building business requirements. What does the business need? What is the business trying to accomplish? How can they meet that goal? Business requirements are important because what you are designing for and what the business offers to users will directly correlate to the product that is created and who its users will be. Business needs will also tell the design team what they are designing for; it'll allow them to define their own set of design goals and requirements. It will also give designers a chance to ask direct questions to stakeholders so they make sure they are moving in the right direction.

Kicking off a UX project - The Stakeholders Meeting

Scenario

You are working with a middle school to create a student dashboard that will allow students to view their class schedules and see their current grades as well as upcoming assignments. Make a list of things you think would be important for the product, user, and business (school) requirements.

Sample questions might include

- How do the students currently view their class schedules, grades and assignments?
- Request samples of class schedules, grade reports and assignment lists.
- Will training be available for admin staff to create schedules? For teachers to create assignments and enter grades? What is the technological level of school employees (admin and teachers)?
- How will teachers interact with this dashboard when they create assignments? Will they need to be able to upload documents? Or can they only enter text descriptions?
- How will students interact with assignments? Will they submit work through this dashboard? Or is it simply a list and the students can only mark an assignment as “done”.
- What fields will be included in student profiles? (Name, student ID, etc...)
- What fields will be included in teacher profiles?
- What fields will be included in assignments? (Title, description, documents, due date?)
- Can teachers view all the results of all students? Only their own students? Only the grades attached to the assignments they themselves create?

Conclusion & Takeaways

Product requirements, business requirements and user requirements are all important to the design process and in order to accurately address these areas all three groups need to be addressed. When addressed, the insights and conversations had can help to create an amazing product and help make the design processes easier and more attainable.

Requirements must also have clear metrics for evaluating their success. Product requirements can easily be tested prior to launching the product, but care must be taken to ensure that business and user requirements are specific enough that their success can be measured. When in doubt specify the metric. For example, if one of the business requirements is the creation of user personas, specify the number of personas to be created. If one user requirement is to reduce the number of clicks to checkout, be specific and document something like “It must be possible to add an item to cart and checkout in less than 3 clicks”.

Attribution

- <https://sleekbundle.com/product/pulse-illustration-kit/>
- <https://usabilitygeek.com/requirements-gathering-user-experience-pt1/>

Paws website activity

Goals

By the end of this project you will:

- Create sitemap, wireframe, persona and list of business/customer needs

Introduction

In this activity fellows will work in groups of 4-6 people. Groups will be given a scenario which briefly describes the client, the business context and the project. With this information, fellows must use a template to create a persona (or more than one for enrichment). The group is then asked to create a sitemap for the website. Further, the group must use Figma in order to develop a low fidelity wireframe. This activity should take 1-2 hours to complete and will allow students to work in Figma to complete these actions to be finished and submitted.

Business Context (Projects can often benefit from tying them to a real-world business assignment they may be given)

Scenario

Silvia owns a dog grooming spa called Paws. They currently have 4 locations and will have expanded to six locations by the end of the year. Silvia would like a website to be created that allows her customers to book grooming services online. They would like the website to contain an About page, a page to describe each of their services, a page for booking appointments, a locations page and a contact page. Currently, Paws offers the following grooming services : Canine Massage, Bath & Brush, Bath & Full Hair Cut, Nail Trimming. All of their customers are animal lovers and most of them are dog owners. They are typically loyal to their dog groomer. They don't like calling a location to make an appointment because they often have to wait on hold. The website should allow them to book the service of their choice at the location of their choice without ever having to call the store.

>

Complete the given task below and create the artifacts listed in order to start Silvias website design process

>

Instructions

For this activity each group will create

>

- A list of business and customer needs in this situation.
- Persona of a Paws perspective customer (using template below)
- Site map of website navigation .
- A low fidelity wireframe

Figma Wireframe Tutorial

>

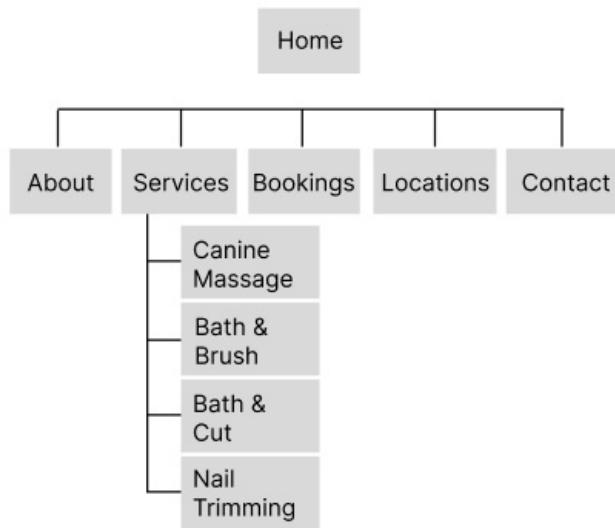
Persona Template:

>

 PERSONA PHOTO	GOALS AND MOTIVATIONS	CHALLENGES AND OBSTACLES
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LOCATION		
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JOB TITLE		
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	WEBSITES	

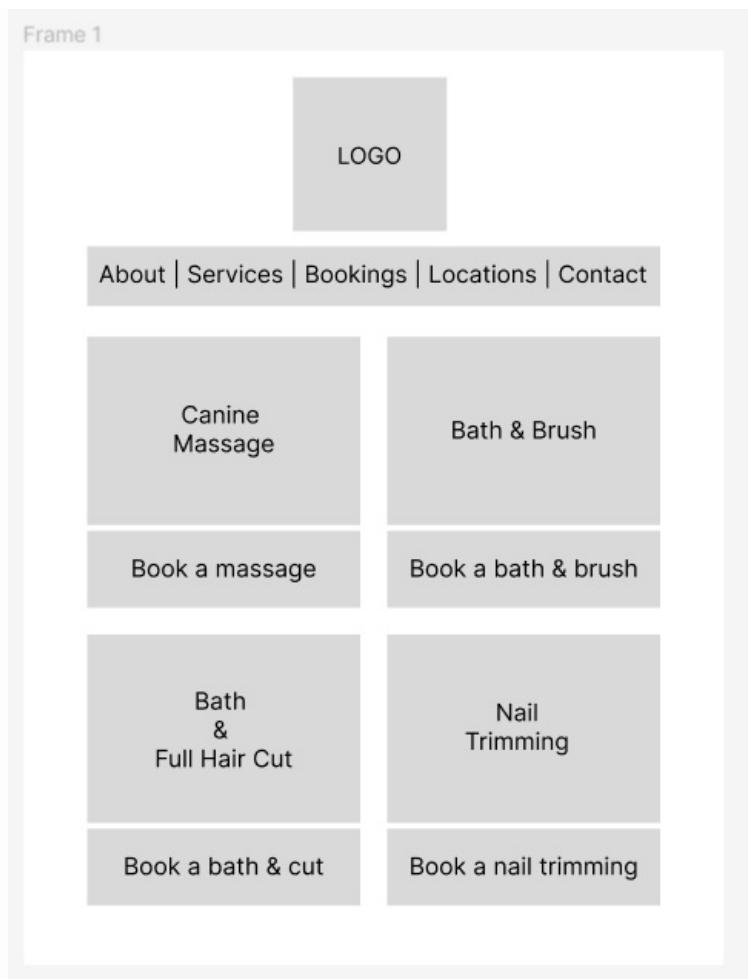
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Sample sitemap for this assignment:



>

Sample wireframe for this assignment:



>

Submit your assignment as a PDF to the training site. You will need to combine the PDFs for sitemap and wireframe. If you do not have an existing platform to do this, you can do it via: <https://combinepdf.com/>