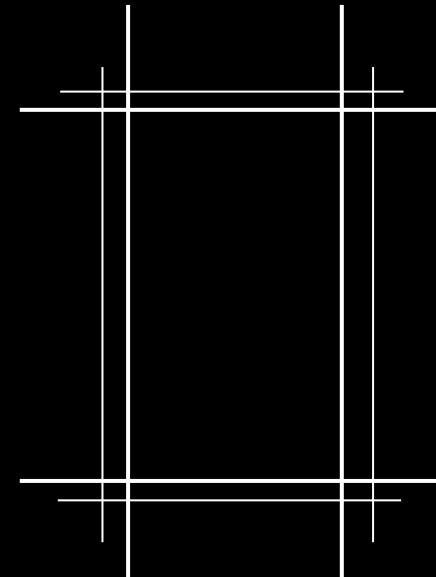


UX/UI Design: Wireframes and Prototypes

Information and practical exercises to add to your current toolkit or take the first step in launching a new career.



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Let's get started.



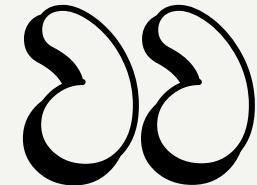
Workshop Rundown

- What is UX/UI Design?
- Prototypes and Wireframes
- Established Design Trends
- Interactive Figma Workshop
- FAQs and Next Steps



UX is the totality of end-users' perceptions as they interact with a product or service.

These perceptions include effectiveness, efficiency, emotional satisfaction, and the quality of the relationship with the entity that created the product or service.

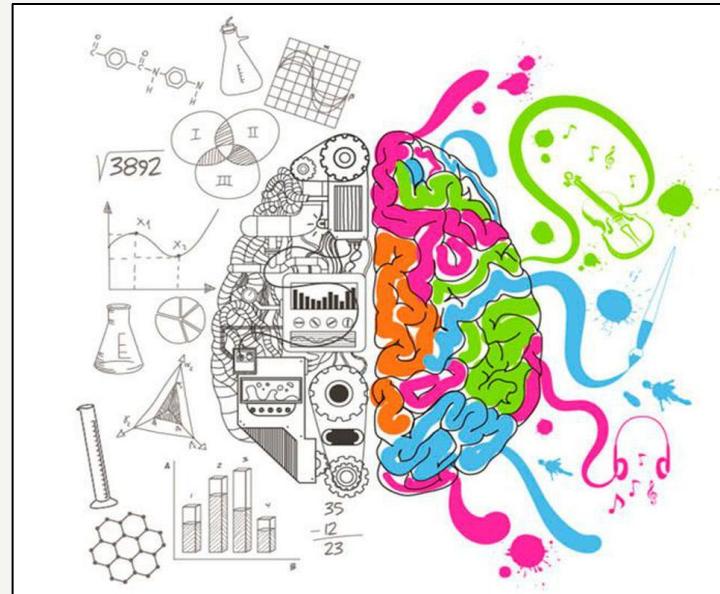


Mike Kuniavsky
(big time design guy)

UX/UI Design

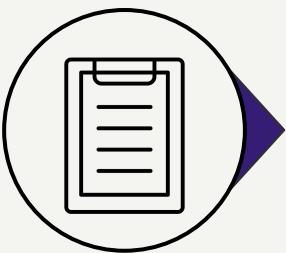
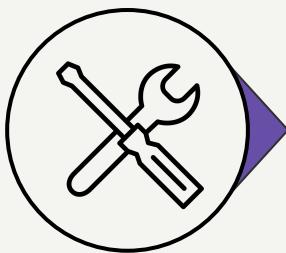
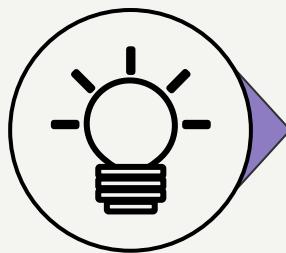
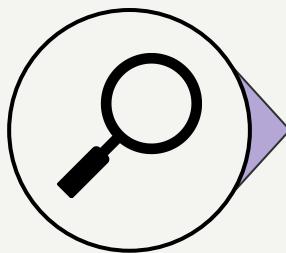
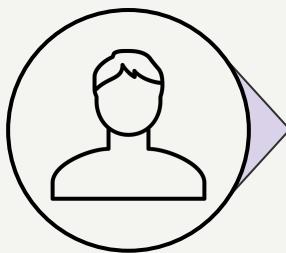
UX/UI is appealing to a user's psychological wants to give them a better experience for a product or application.

UX \leftrightarrow How Things **Work**
UI \leftrightarrow How Things **Look**



Trust the Process

UXD is the process of **researching** users to understand them better to enhance their satisfaction of a product/experience.



Research

Conduct research so you can develop an understanding of your users.

Define

Compile the research & observe where most users' problems exist.

Ideate

Generate a wide range of ideas.

Prototype

Build real, tactile representations of your ideas.

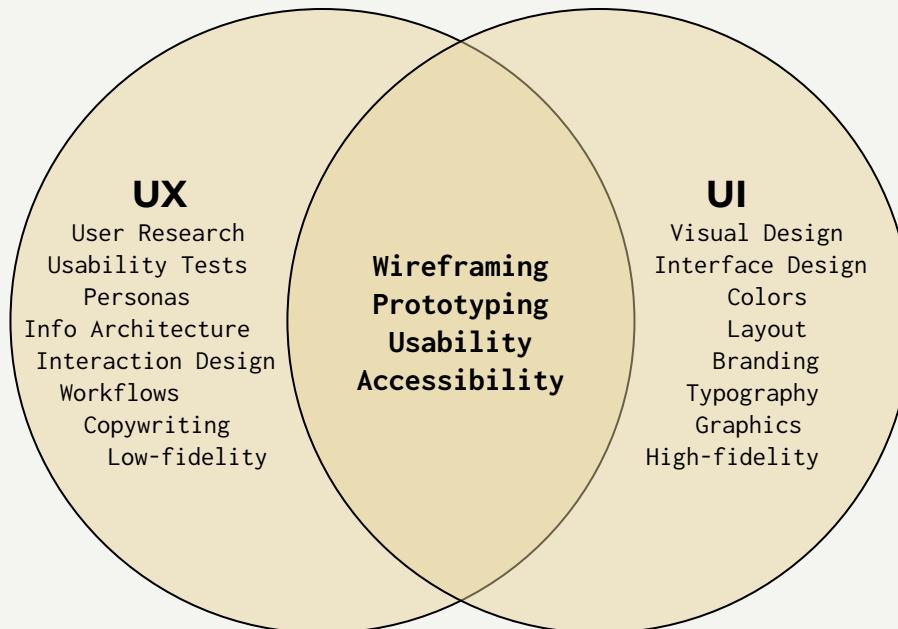
Test

Return to your users for feedback.

Implement

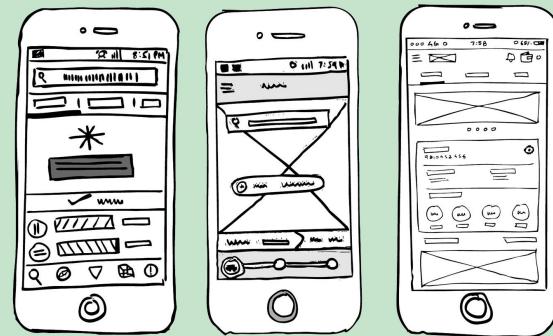
Launch the product and go back to step 1 for the next release.

Task Breakdown



What's a Wireframe?

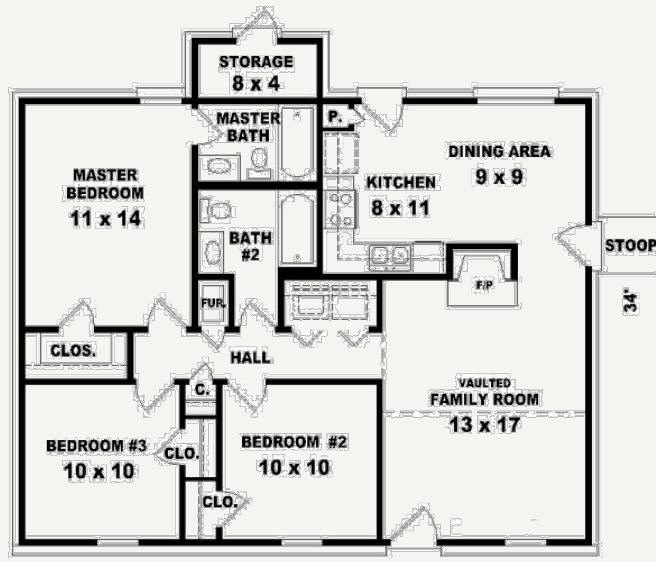
A **wireframe** is a visual guide that represents the skeletal framework of a website or application. Wireframes are created for the purpose of arranging elements to best accomplish a particular purpose.



Imagine Building a House

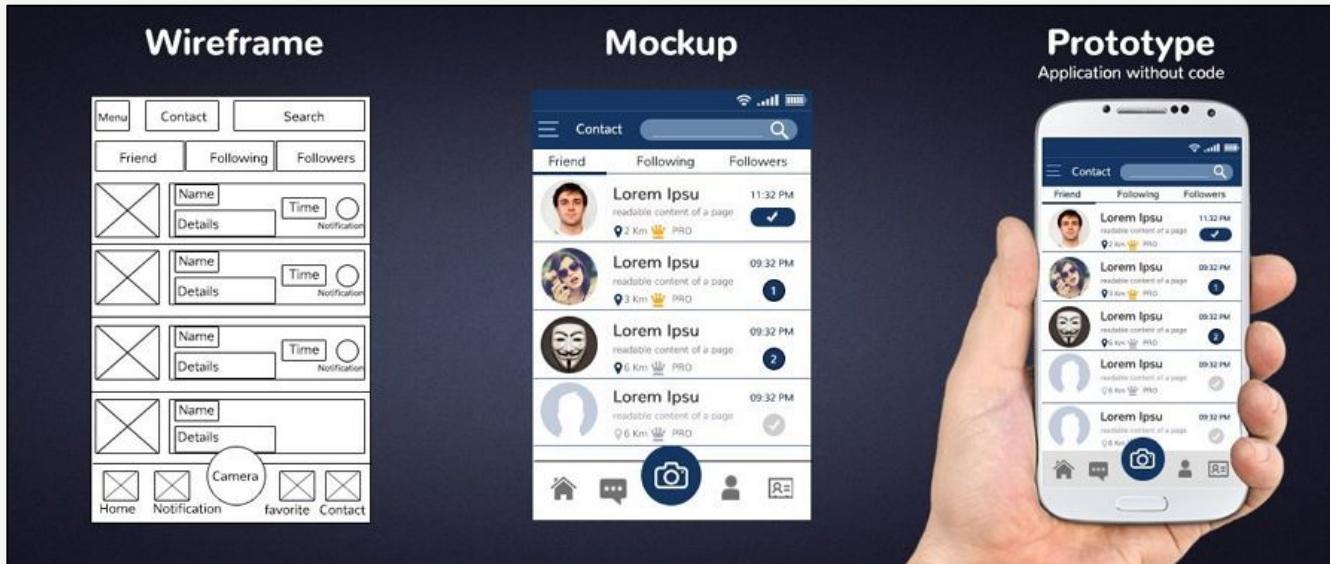
Even the best builders need a plan.

- Developers are the builders.
- Designers are the architects.
- Wireframes** are the blueprints.



FIRST LEVEL FLOOR PLAN

Types of Wireframes

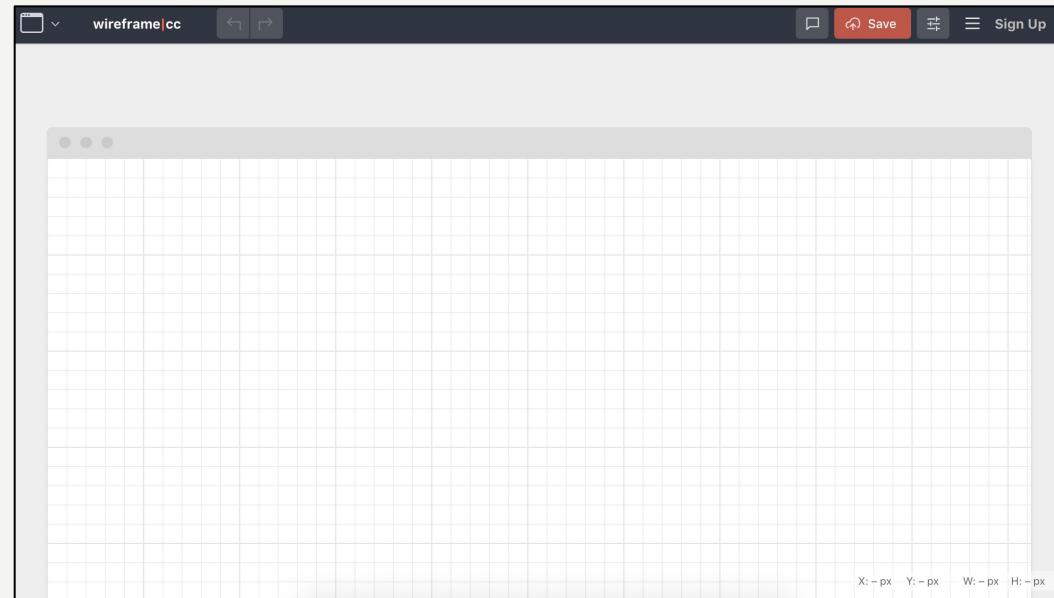


Low Fidelity

High Fidelity

Wireframe.cc for Wireframing

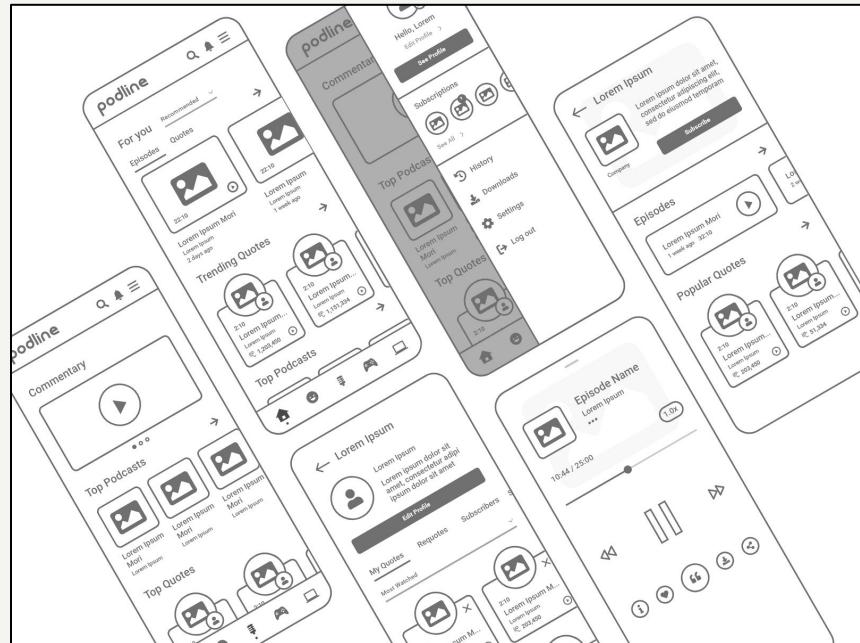
Great site for quickly creating low fidelity wireframes.



Low Fidelity Wireframing

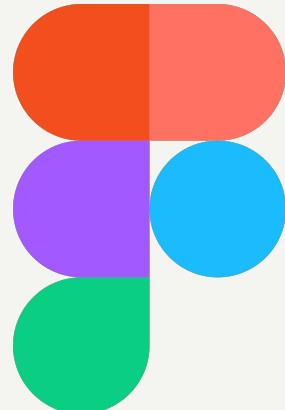
Creating quick examples to convey a specific idea.

A designer's job is to make sure everyone is solving the same problem (think about the house blueprint example).



Examples of Prototyping Tools

(for more high fidelity work)



Figma, a Prototyping Tool



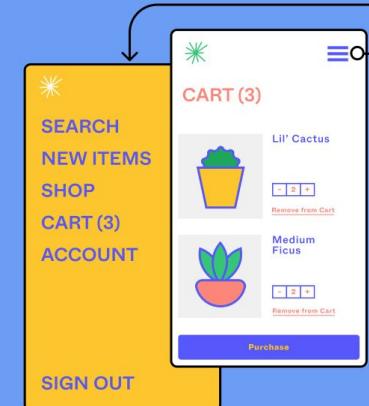
The term **wireframing** is more of an umbrella term that is used interchangeably with **prototyping**.

We will be using Figma later on tonight.

Figma

Prototype while designing, and vice versa

Prototyping



Modern UX/UI Design Established Trends

Trends Prevent Bad Design

Jakob's Law

Users spend most of their time on other sites.

This means that users prefer your site to work the same way as all the other sites they already know.

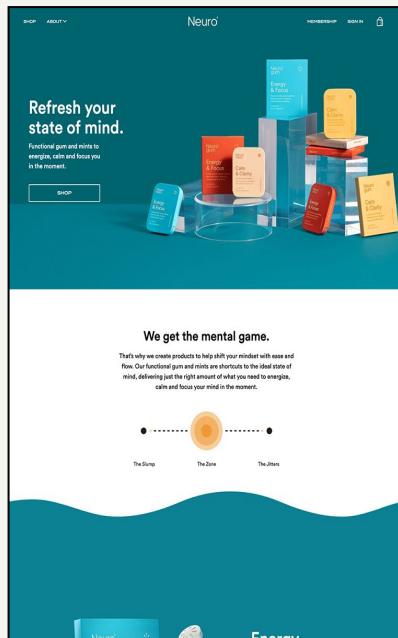
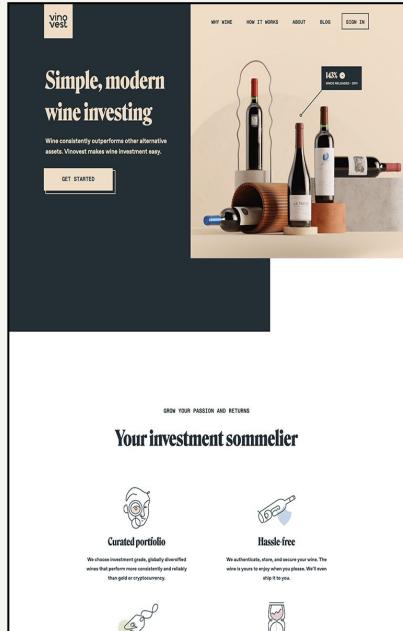
Read additional details about Jakob's Law [here](#).

The Laws of UX Continued

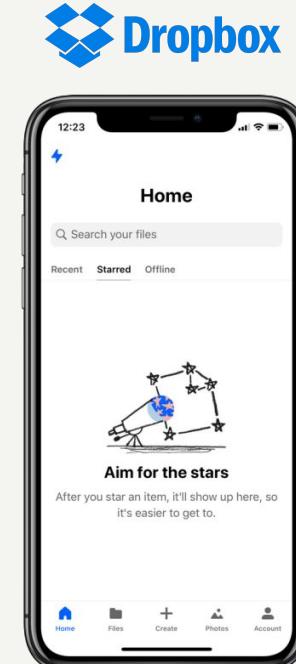
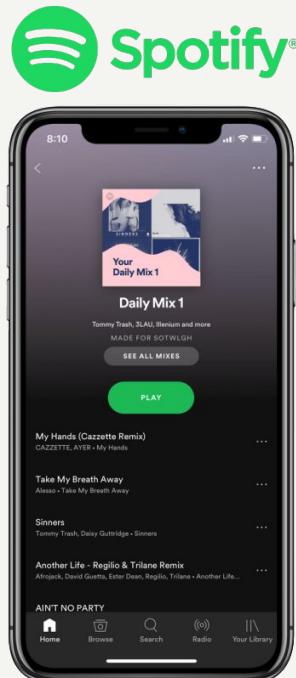
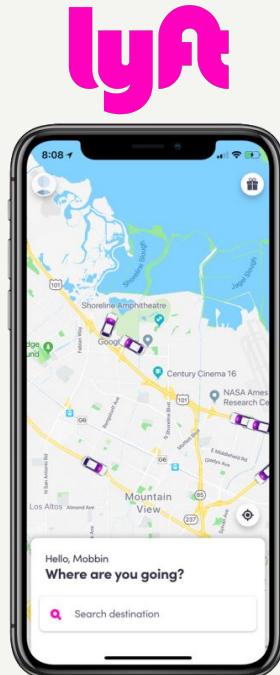
For more about aesthetics and how user psychology can play a role in design, check out [Laws of UX](#).



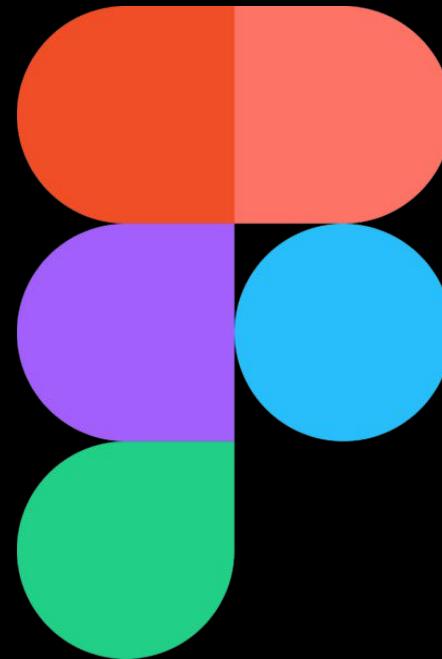
Common Trends for Web Design ▶ lapa.ninja



Common Trends for Mobile Design ➔ mobbin.design



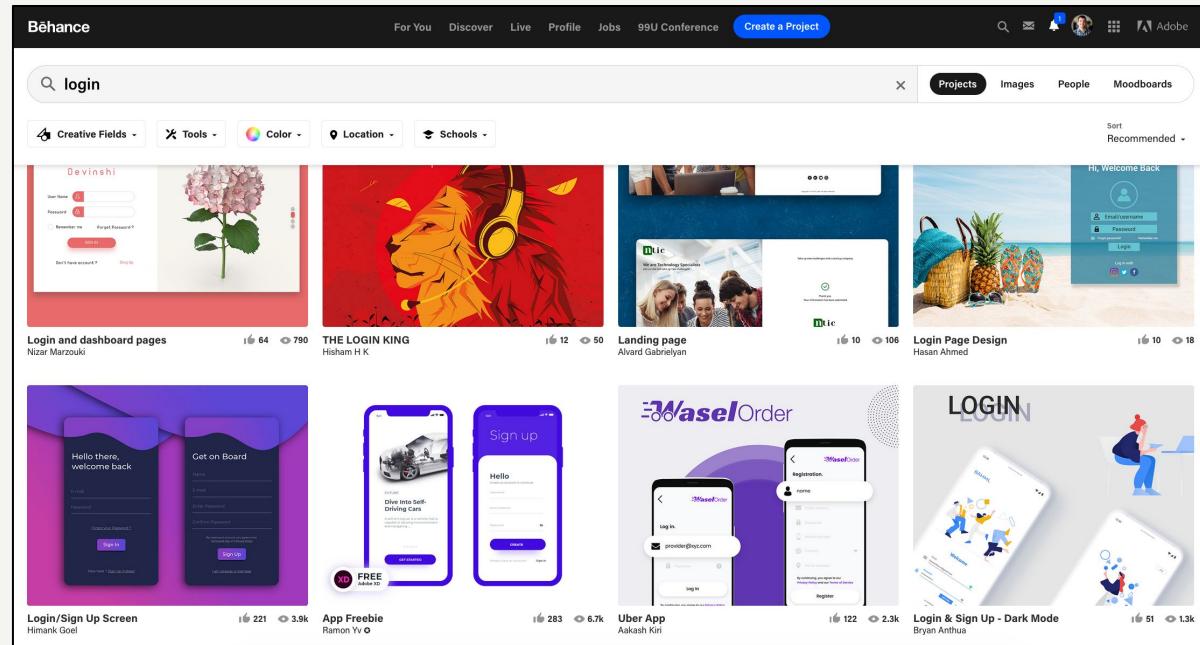
Hands-On With Figma



Prototyping in Action

We need a project
to work on...

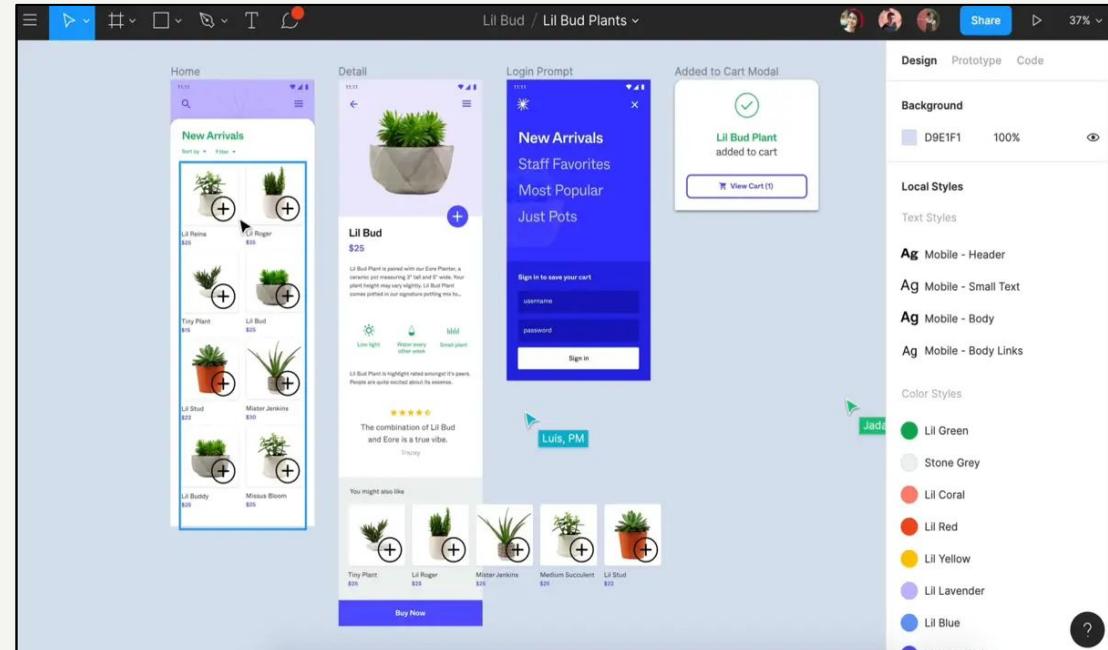
Let's make a login
screen together!



Figma

There are lots of great tools for prototyping

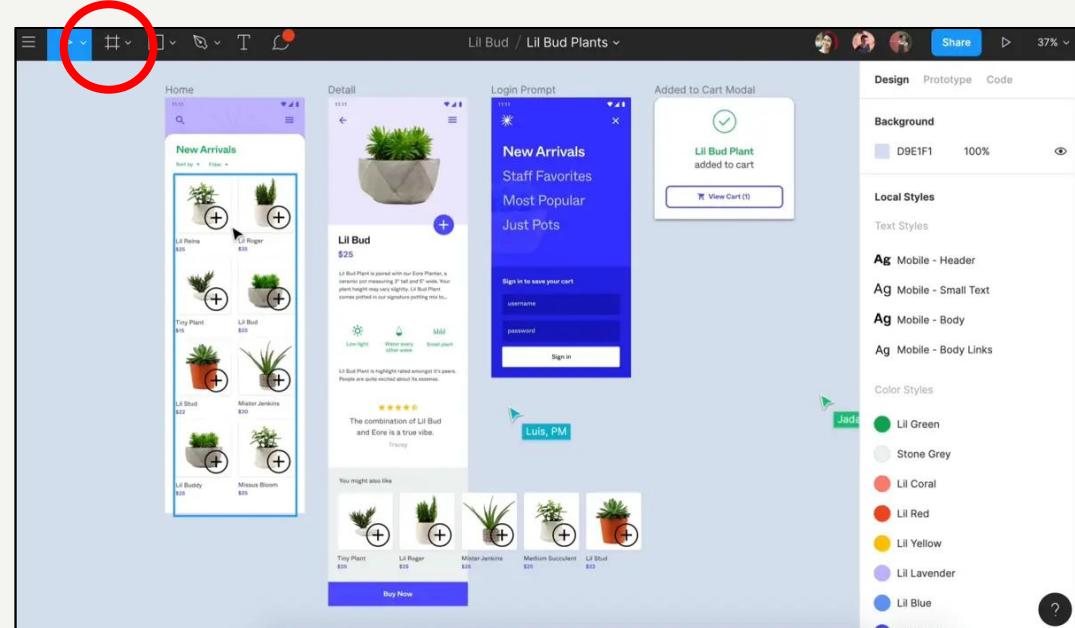
Our online collaborative prototyping tool for today is Figma.



Frames (Artboards)

A frame is a parent object.

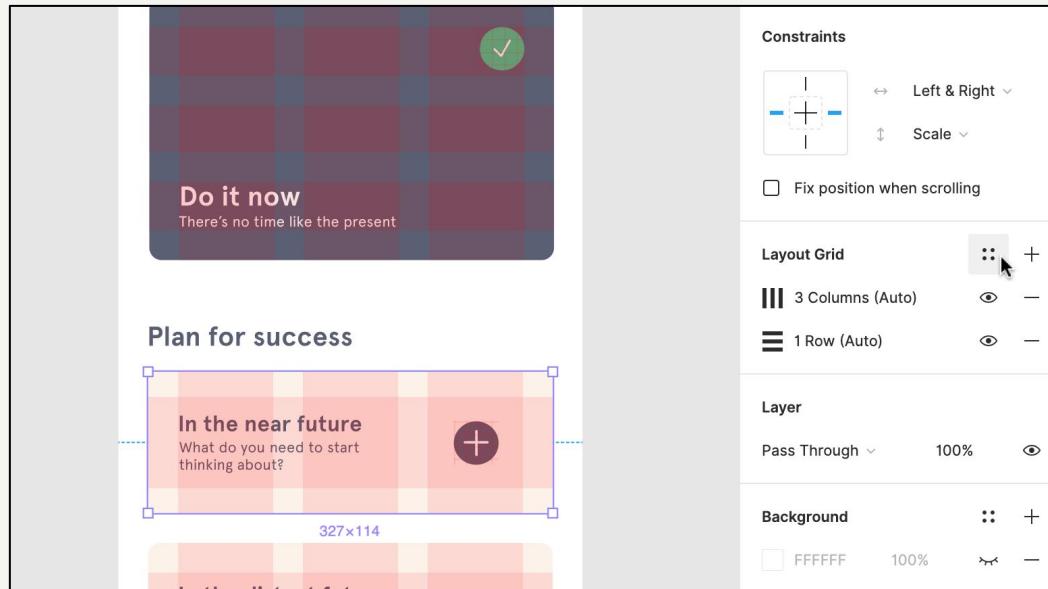
This means that it can control or influence any child objects you place within it.



Grids

Frames can be measured by grids.

Grids can remove the guesswork from many aspects of your process.



Layers and Components

Frames are made up of layers.

Master layers can become components: elements you can reuse across your designs.

Blue Button

Button

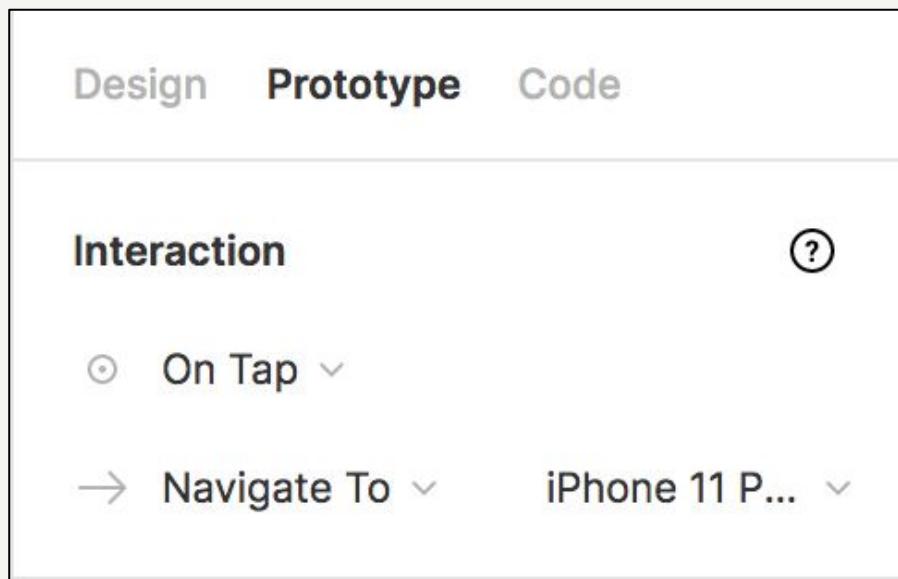
Rectangle 10

Button

Prototype Transitions

What will this look like?

Figma, like other Prototyping tools, have the ability to animate frames to emulate how an actual application would work.



The screenshot shows the Figma interface with the 'Prototype' tab selected. At the top, there are three tabs: 'Design', 'Prototype', and 'Code'. Below the tabs, the word 'Interaction' is displayed. Under 'Interaction', there are two dropdown menus: 'On Tap' and 'Navigate To'. The 'Navigate To' menu is currently set to 'iPhone 11 P...'. A question mark icon is located in the top right corner of the interaction area.

Design Challenge!

UX/UI Design Challenge

- ❑ We spent our session discussing how to create a mobile login screen and transition it into a home screen.
- ❑ With our knowledge of layers, components, and artboards, how would we go about designing similar screens for desktop?
- ❑ **Your task:** Use the mobile screens we created to create a similar design concept for a desktop screen.

FAQ's and Wrap-Up



Common Questions

You might also be wondering

- What are the outcomes of your students for this field?
- How do I show my work to a potential employer?
- Is this course entirely online?
- What should I do from here?



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