

UI / UX Principles

Lecture 5: Concept to Low-Fidelity (Prototyping) (Part 1)



Chapter 4



Table Of Content

- Design Thinking Revision
- Prototype stage.
- Information Architecture (IA)
- User flow
- Sketches.
- Paper Prototype.
- Digital Wireframes.
- LO-FI Prototype.

Let's Remember Design Thinking

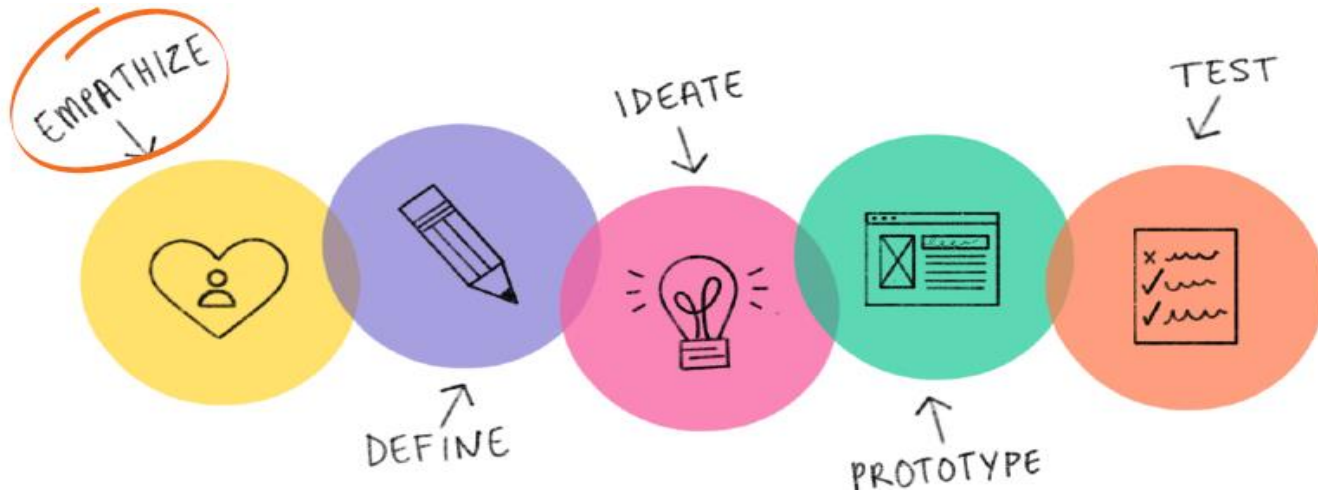
Design thinking is a user-centered approach to problem-solving.

An iterative process in which you seek to understand your users, challenge assumptions, redefine problems and create innovative solutions which you can prototype and test.

Empathize

- Understand the experience, situation, pain points and emotion of the person who you are working for.

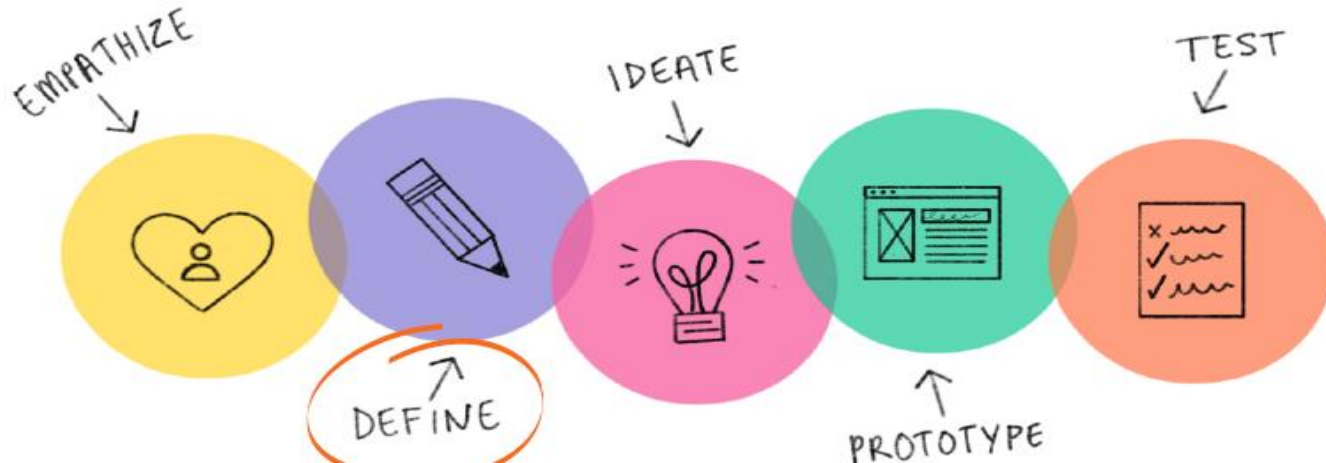
Ex: Empathy map, Persona, User story, and User journey map



Define

- Organize the information you have gathered during the Empathize stage and analyze your observations to define the core user problems.

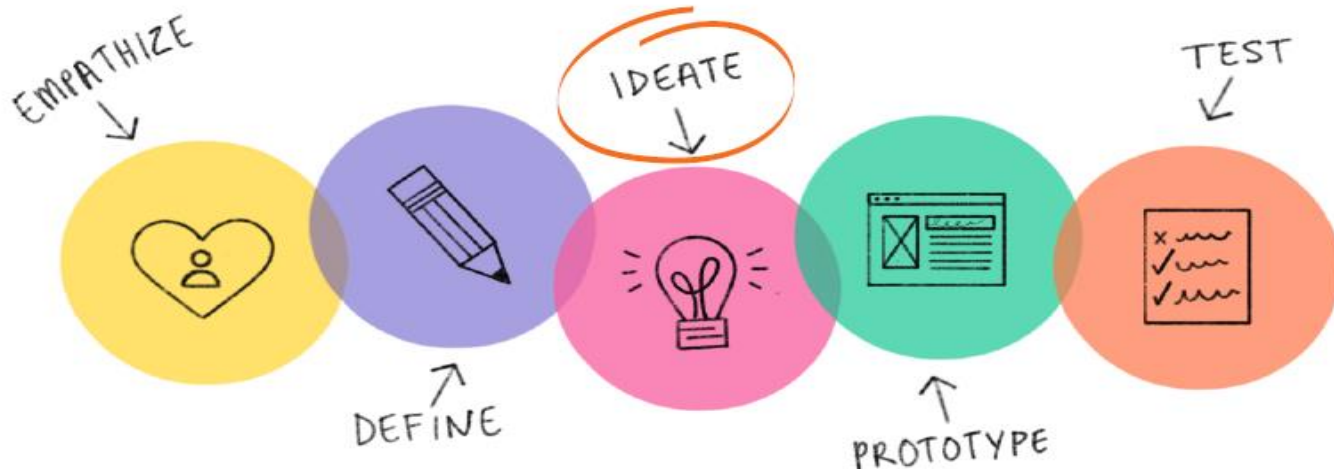
Ex: Problem Statement, The 5 Whys, The 5Ws and H.



Ideate

- Organize the information you have gathered during the Empathize stage and analyze your observations to define the core user problems.

Ex: Brainstorm, Storyboard, Crazy 8 sketching & Dot Votin.



EMPATHIZE
↓



↑
DEFINE

IDEATE
↓



TEST
↓



↑
PROTOTYPE

Prototype



Let's Build Something



Prototype Stage

A simple, cheap, and fast way to build an early model of a product that demonstrates its functionality.

Information Architecture.

User flow

Sketches.

Paper Prototype.

Digital Wireframes.

LO-FI Prototype.

Visual design / UI.

HI-FI Prototype.



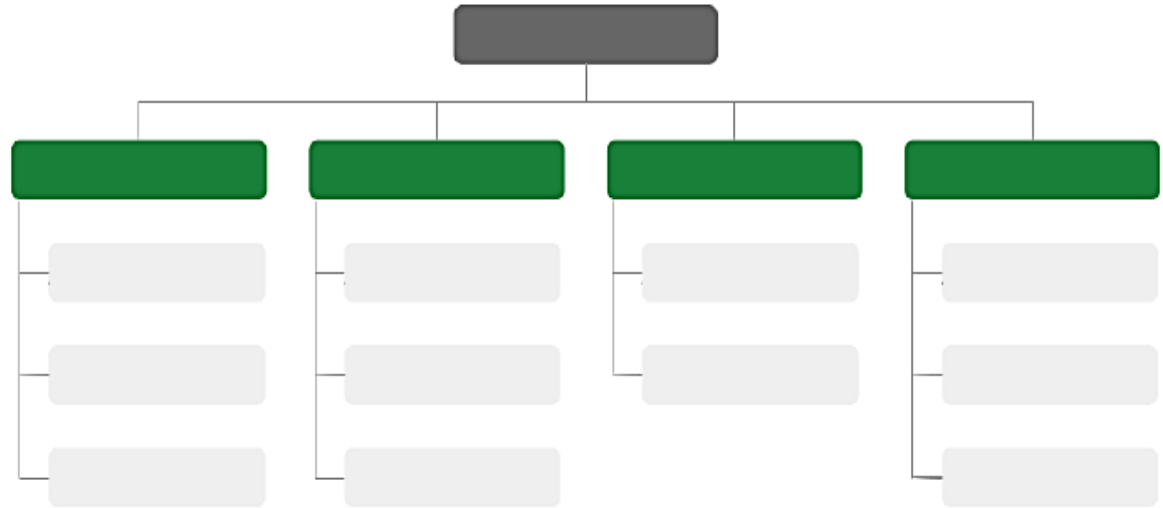
Information Architecture (IA)



Site/App map

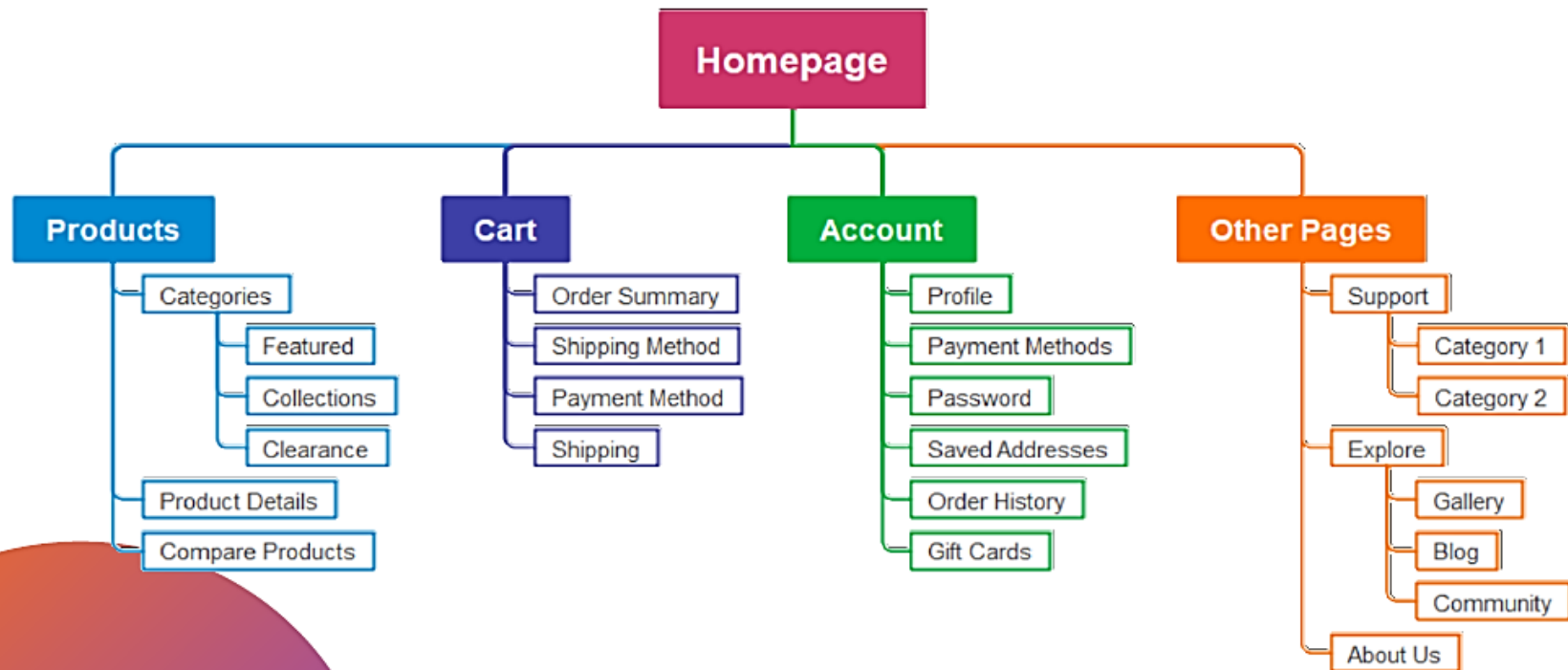
What?

Information architecture organizes content to help users understand where they are in a product and where the information they want is.



Site/App map

Example



Site/App map

Benefits

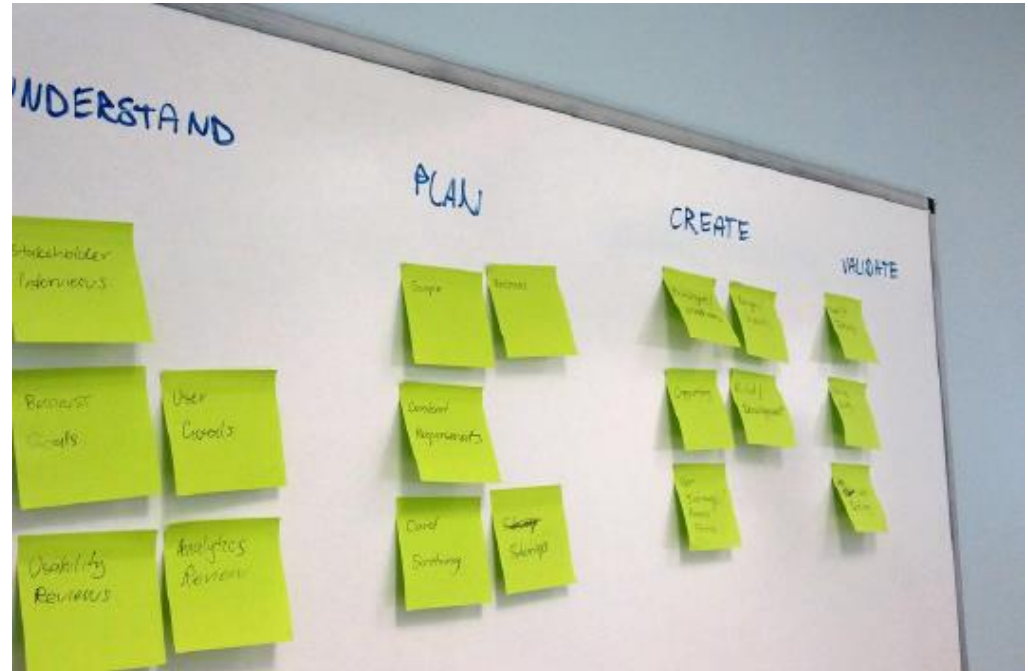
- When users find a product easy to use, it means they can find what they're looking for, quickly and intuitively.
- Stakeholders can evaluate whether the content in this site or app is the correct type of content and placed in the appropriate.
- Helps engineers understand how to organize the data

Site/App map

How?

Card sorting:

Is a UX research technique in which users organize topics into groups that make sense to them. Use it to create an IA that suits your users' expectations.



Site/App map

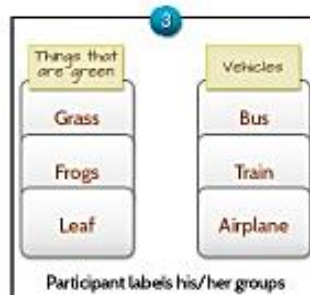
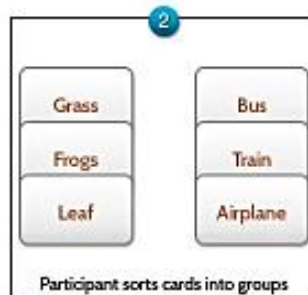
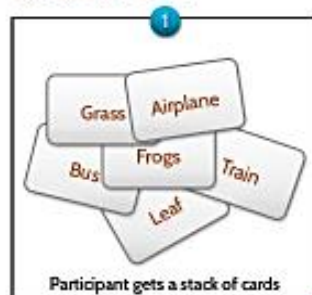
How?

Card sorting:

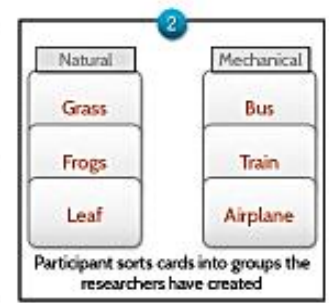
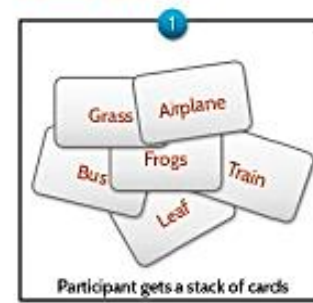
Types

Open VS. Closed

Open Card Sort



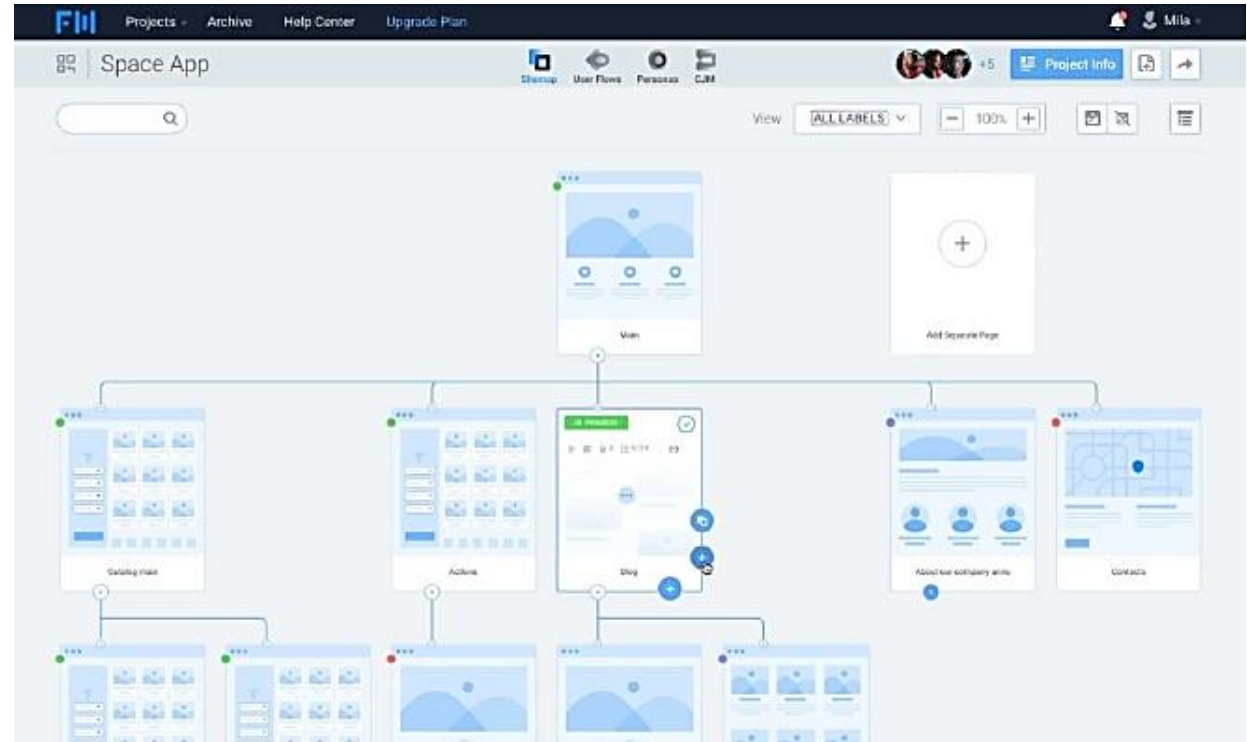
Closed Card Sort



Site/App map

Tools

- Pen and Papers.
- Adobe Photoshop
- Adobe XD
- Figma
- flowmapp.com



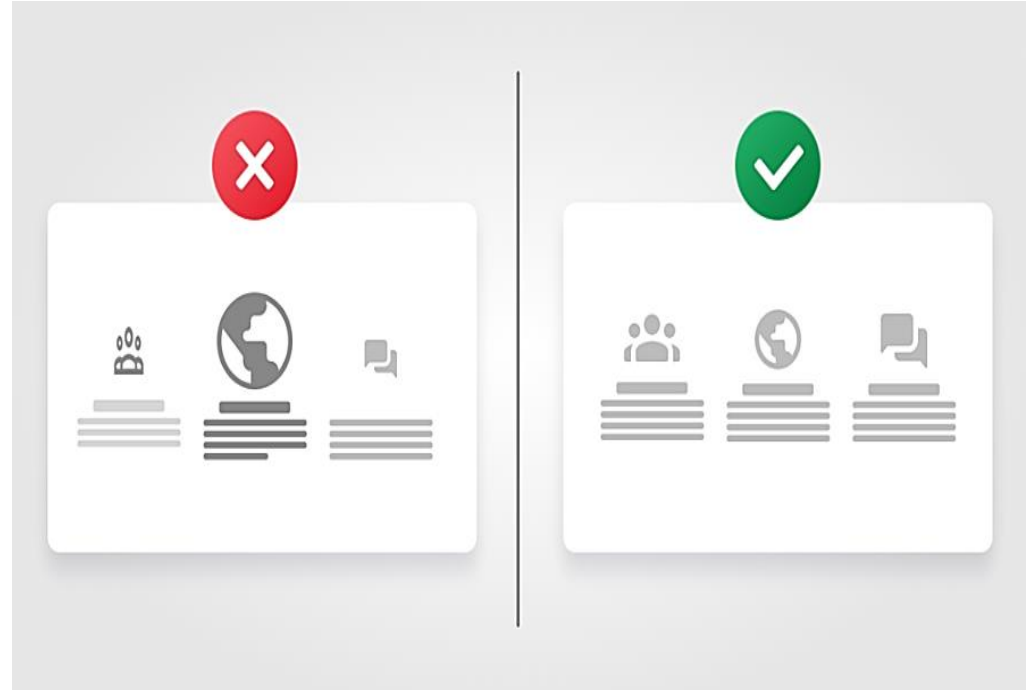
What is the meaning of Gestalt Principles?

- Describe how humans' group similar elements, recognize patterns and simplify complex images when we perceive objects. These principles guide how humans view the designs around them in everyday life.
- There are seven individual principles commonly associated with gestalt theory: similarity, continuation, closure, proximity, figure/ground, symmetry & order and common fate.

Gestalt Principles

Similarity

- Elements that share similar shapes, colors, or sizes are seen as **belonging to the same group**.
- Used for buttons, icons, and lists to maintain consistency. تناسق



Gestalt Principles

Similarity

- Elements that share similar shapes, colors, or sizes are seen as belonging to the same group.
- Used for buttons, icons, and lists to maintain consistency.

Law of Similarity



Hard to recognize
sign in button

Sign In



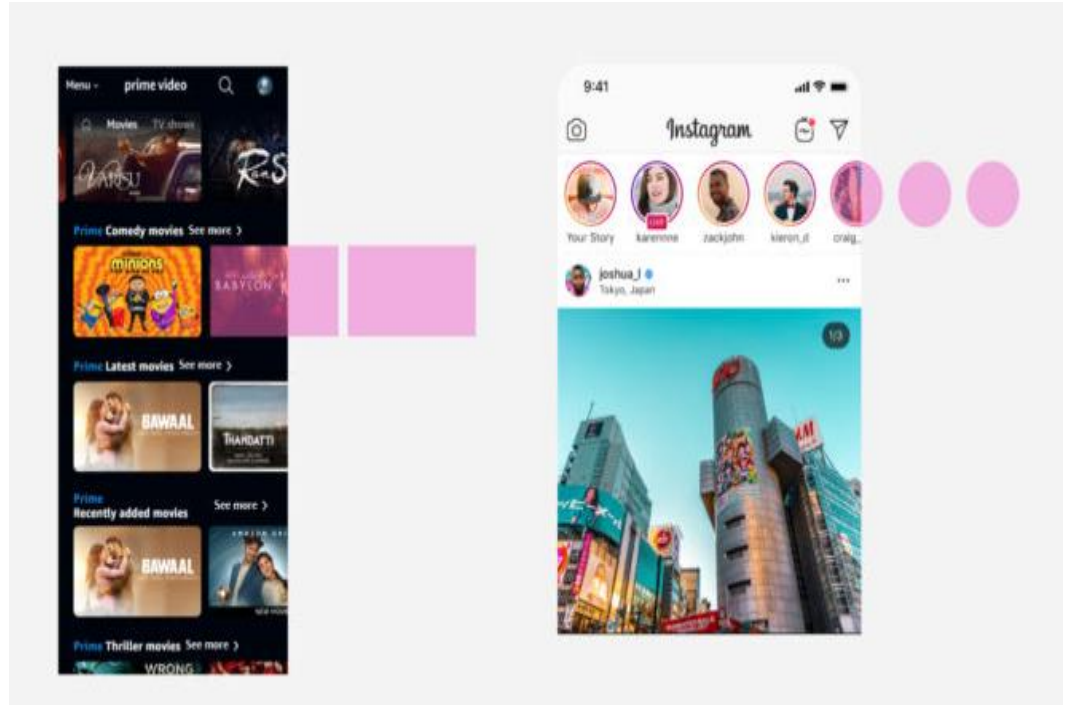
Obvious purpose
of all elements

Sign In

Gestalt Principles

Continuation

- The eye follows lines, curves, and paths smoothly.
- Used in layouts to guide the user's eye naturally across a page.



Gestalt Principles

Closure الإغلاق

- The brain tends to fill in missing parts to **perceive** complete shapes.
- Used in logos and icons to create visually appealing designs.



WWF Logo



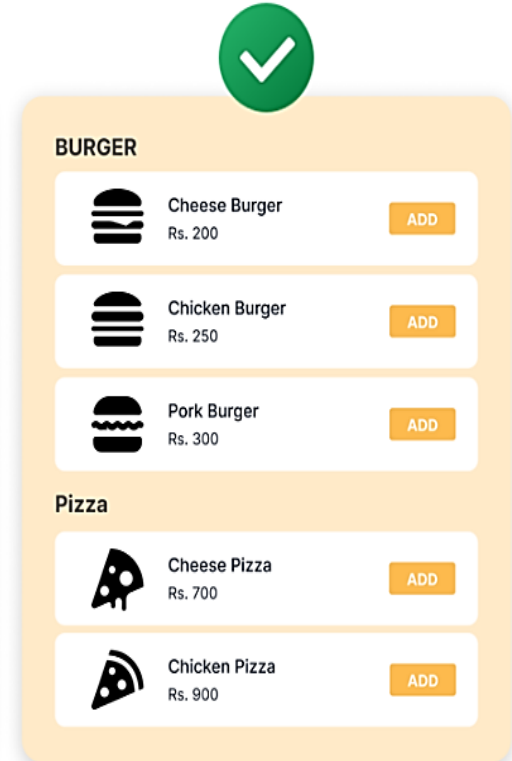
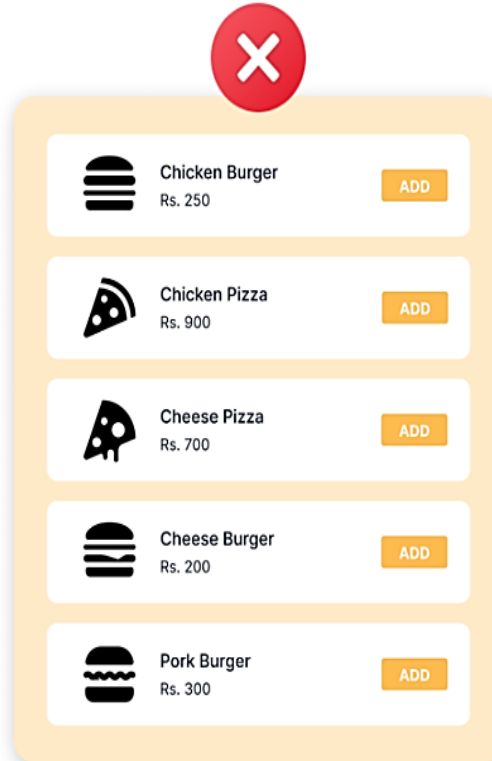
Formula 1 Logo

Gestalt Principles

Proximity

التقارب

- Elements that are close to each other are **perceived** as related.
- Used in menus and buttons to indicate groupings.

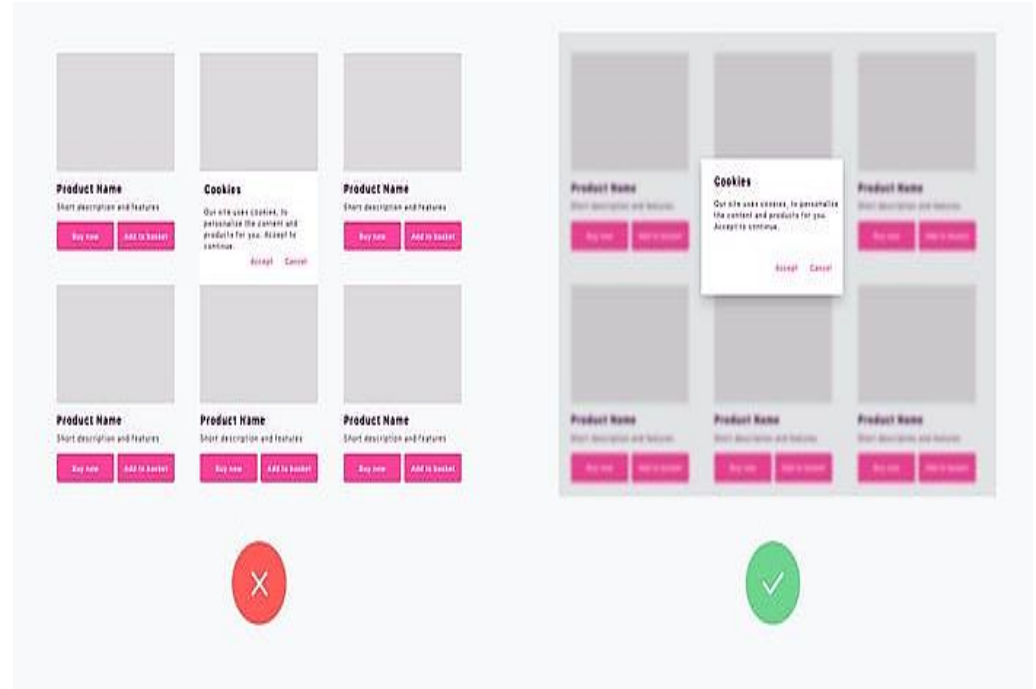


Gestalt Principles

Figure / Ground

Mark

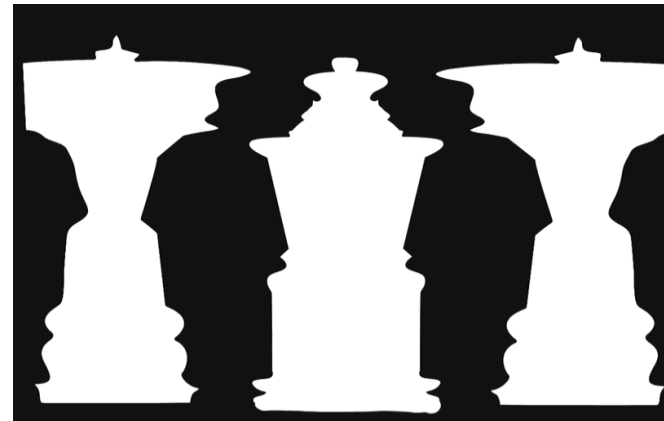
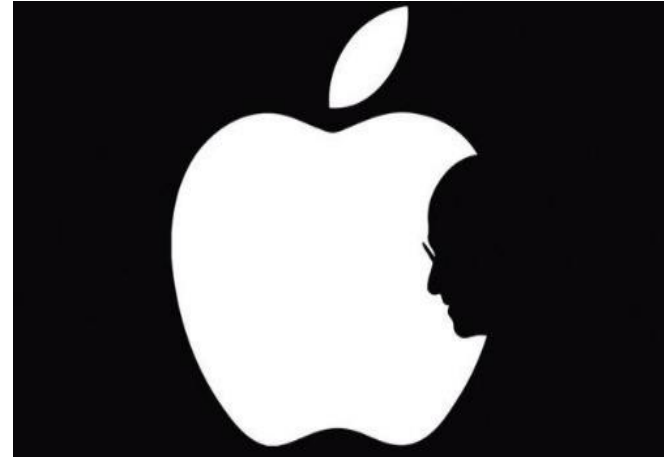
- The brain distinguishes between the main subject (figure) and the background (ground).
- Used to highlight important elements like CTAs (Call-To-Action buttons).



Gestalt Principles

Figure / Ground

- The brain distinguishes between the main subject (figure) and the background (ground).
- Used to highlight important elements like CTAs (Call-To-Action buttons).



Gestalt Principles

Symmetry & Order

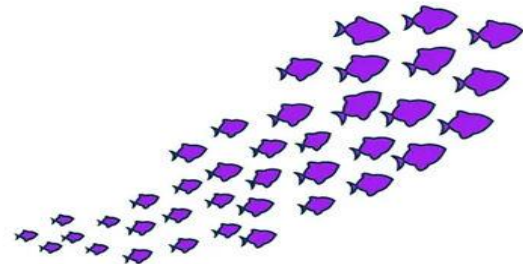
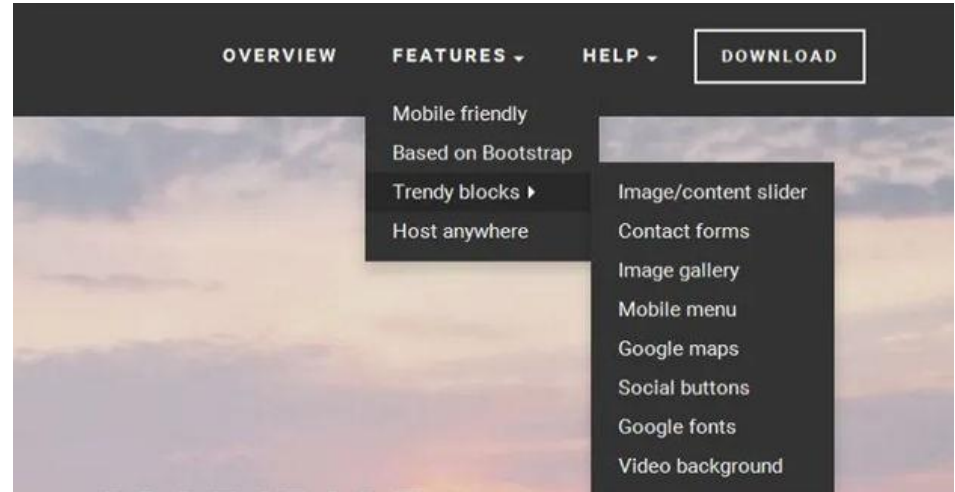
- This principle says that your brain will perceive ambiguous shapes in as simple a manner as possible.
- Symmetrical and well-balanced designs feel stable and pleasing.
- Used in layouts to enhance visual harmony.

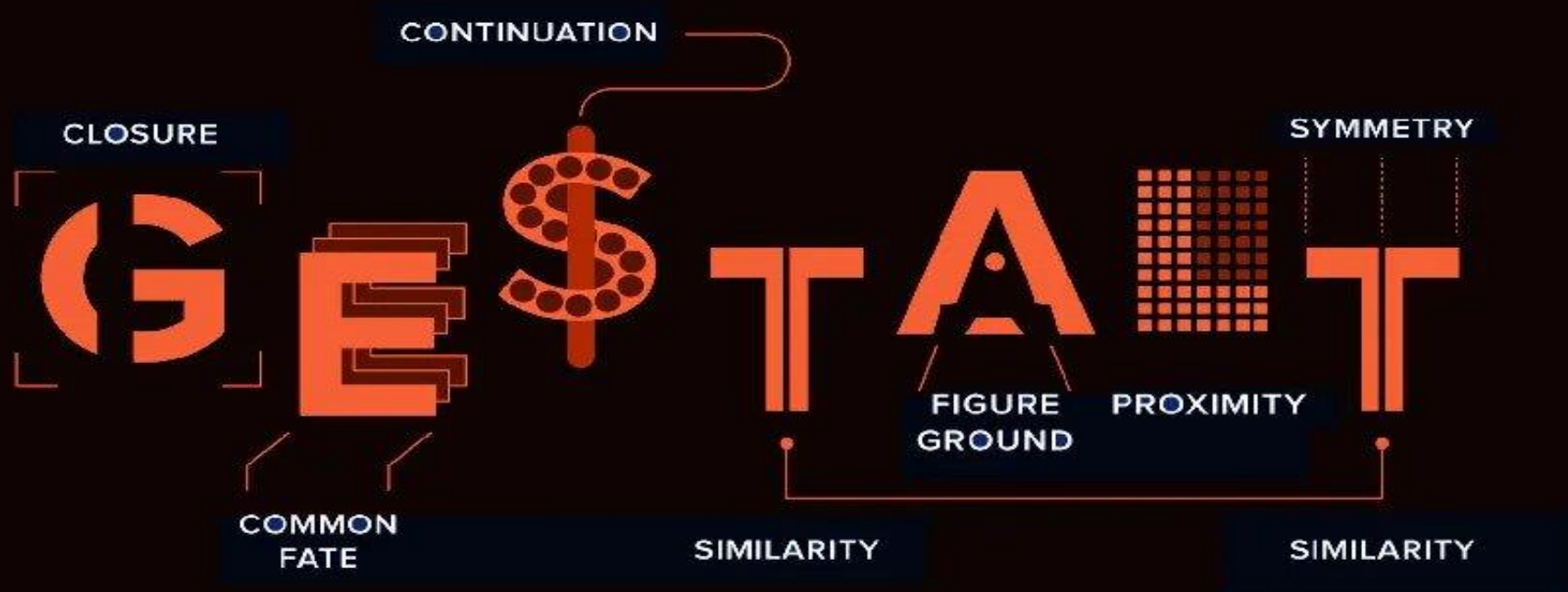


Gestalt Principles

Common Fate

- Elements that move together are perceived as related.
- Used in animations and dropdown menus to show relationships.





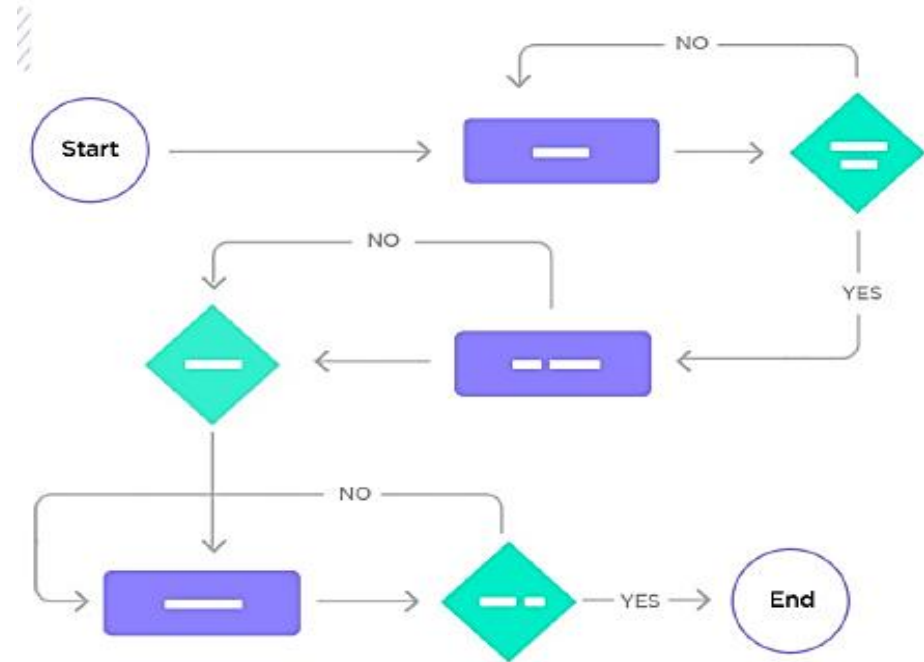
User Flow



User Flow

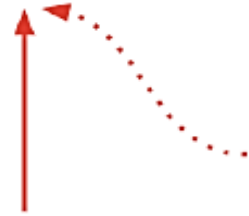
What?

It is the **path taken by a user** on a website or app **to complete a task**. The user flow takes them from their **entry point** through a set of steps towards a successful outcome and final action, such as **purchasing a product**.



User Flow

Content



- UX designers often outline user flows with common shapes: circles, rectangles, diamonds, and lines with arrows.
- Each shape represents an interaction the user will have with the product you're designing.
- Assigning a different shape to each interaction makes the user flow clear to anyone on the team involved in creating the product.

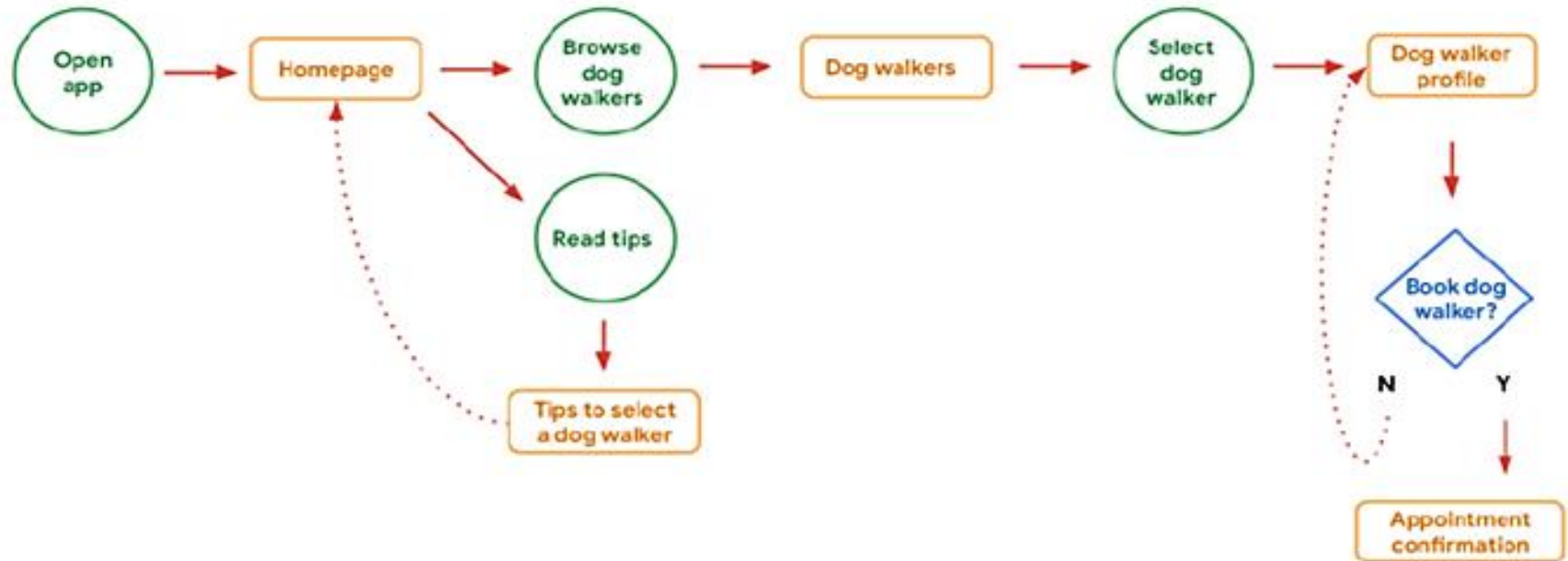
User Flow

How?

- Choose the user's task.
- Ask yourself:
 - What actions will users take in the app?
 - What decisions will users make?
 - What screens will users experience after taking action or making a decision?
- Outline user flow steps.
- Diagram the user flow.
- Save your work.

User Flow

Example



Thank You

