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# UX FUNDAMENTALS

Girl Develop It

July 2022

LaRia Rogers

# Welcome!

Please take a few minutes to complete an introduction exercise:

Only available live in class

2705 7103

<https://www.menti.com>

# Course Topics

I      Foundation

II      Process

III      Career

IV      Resources

Meet the instructor

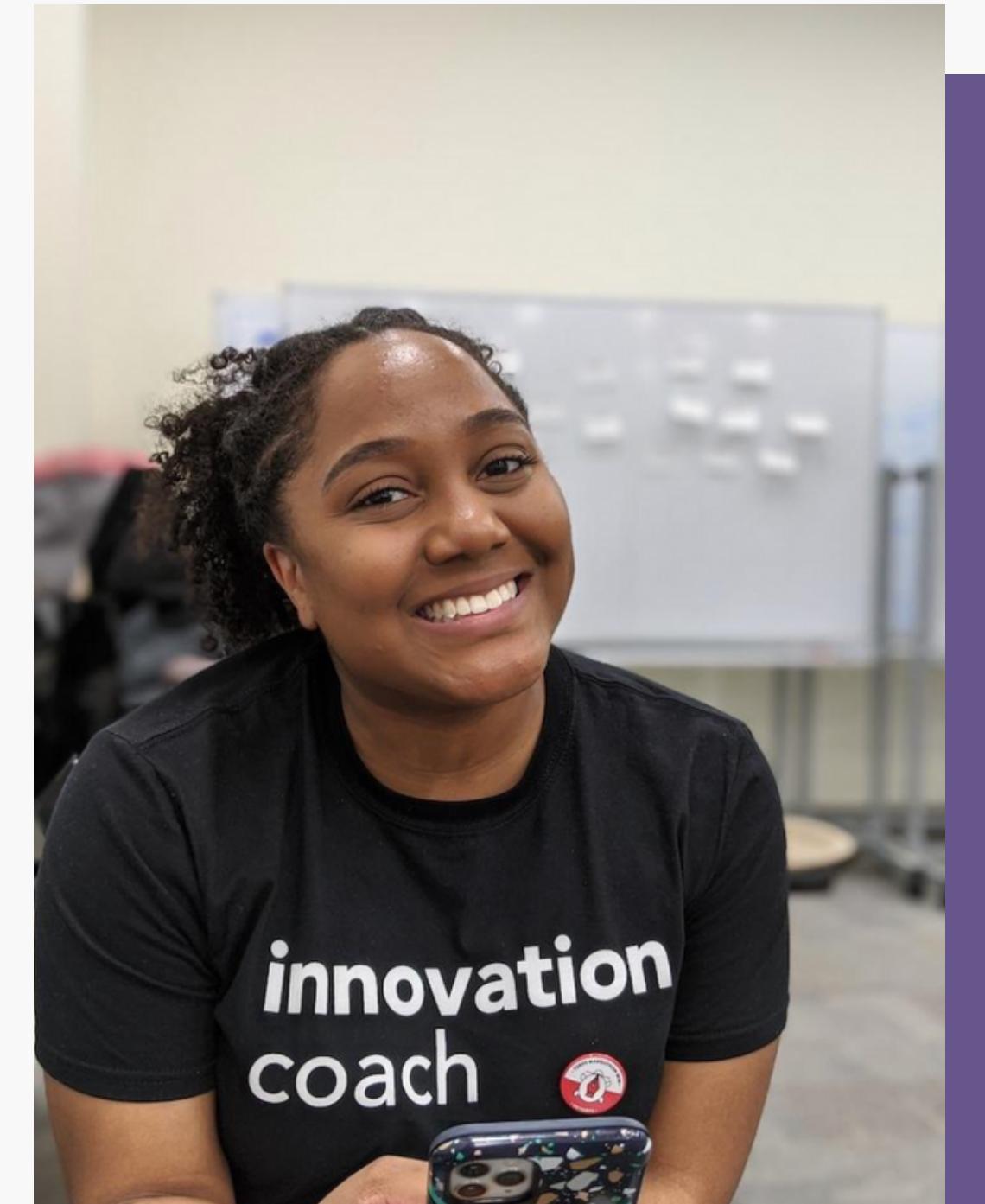
# LaRia Rogers (She/Her)

**Role:** Senior Business Designer at FJORD DC

**Background:** Product Management and UX

**Fun facts:**

- Part-time in higher education
- Dog mom
- MD native and resident



## I Foundation

### Defining UX

**How would you define  
User Experience?**

In the chat, using 5 words or less, describe your definition of User Experience.

## I Foundation

### Defining UX

**"User Experience is the sum total of all of the interactions that a user has with your product and service."**

– Jeff Gothelf and Josh Seiden, Lean UX

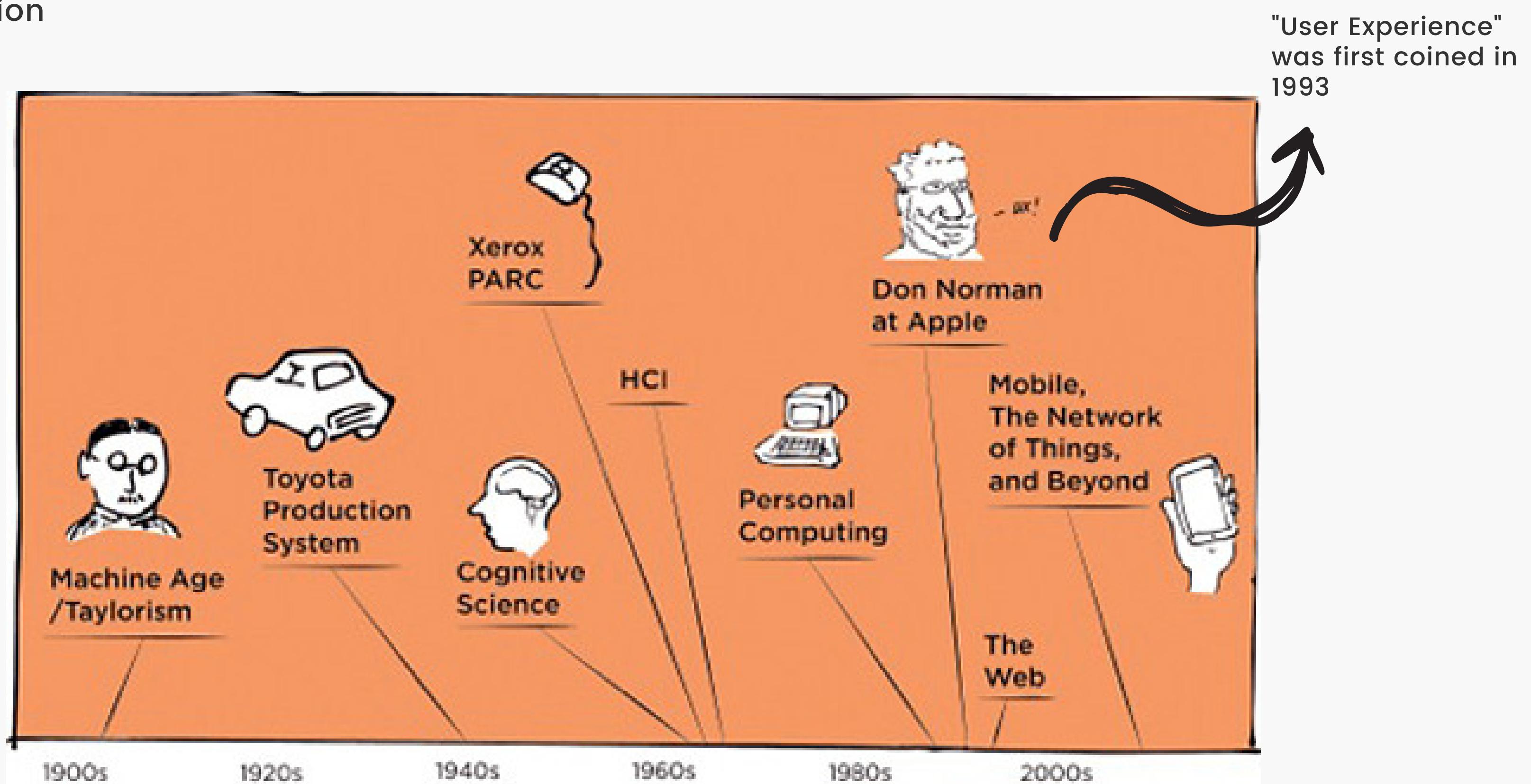
## I Foundation

### Defining UX

"User Experience is not just user interface or functionality, it's also about pricing, purchasing, experience, onboarding, support, etc.

– Jeff Gothelf and Josh Seiden, Lean UX

## I Foundation

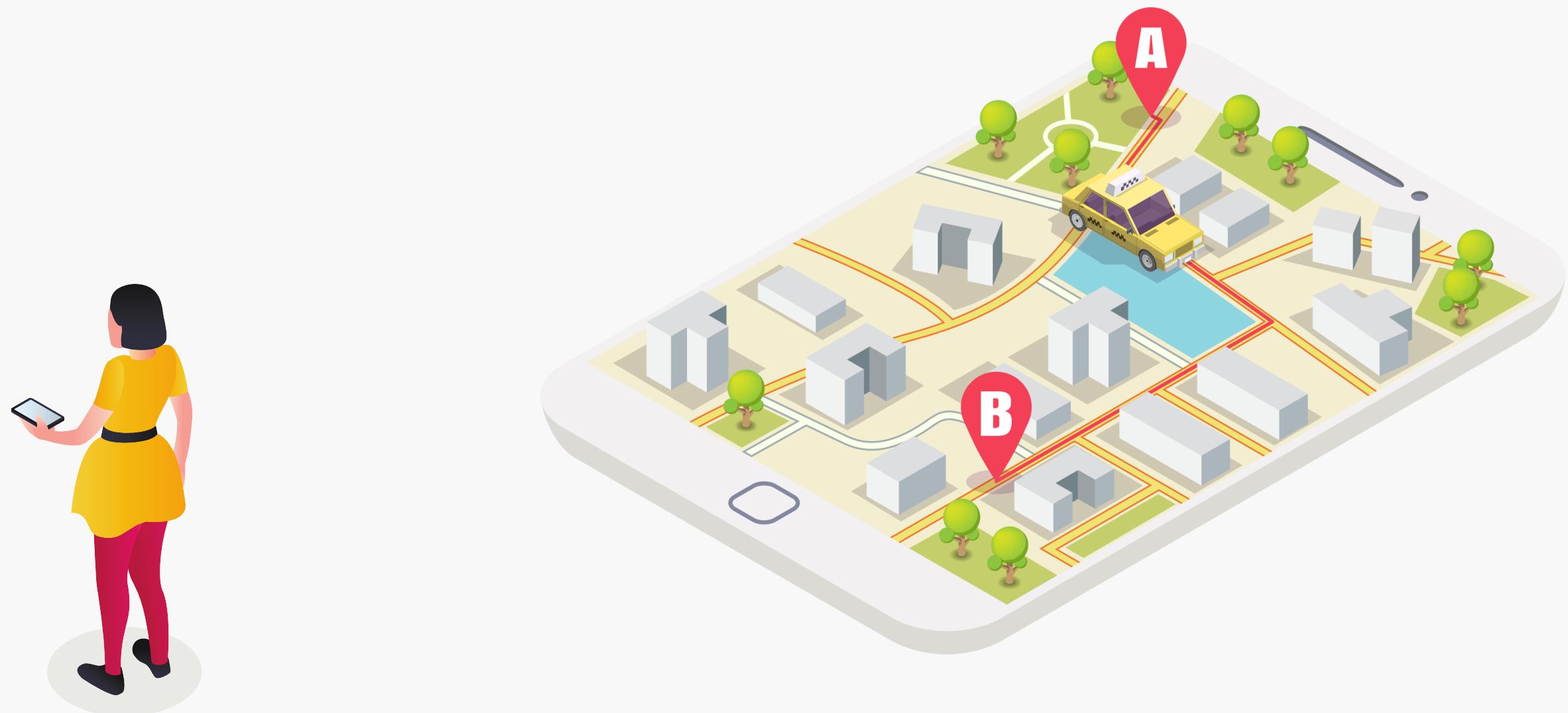


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## I Foundation



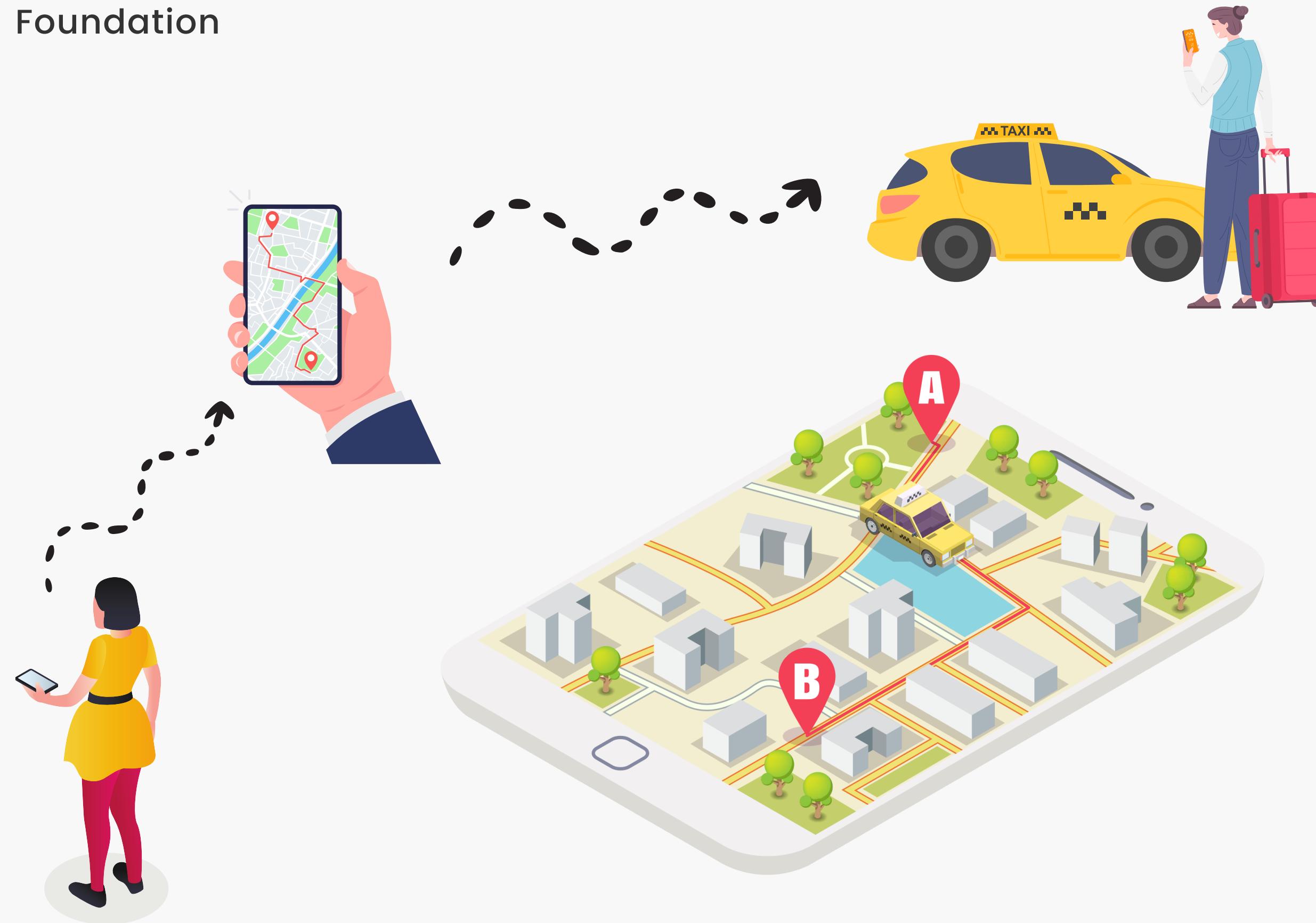
# I Foundation



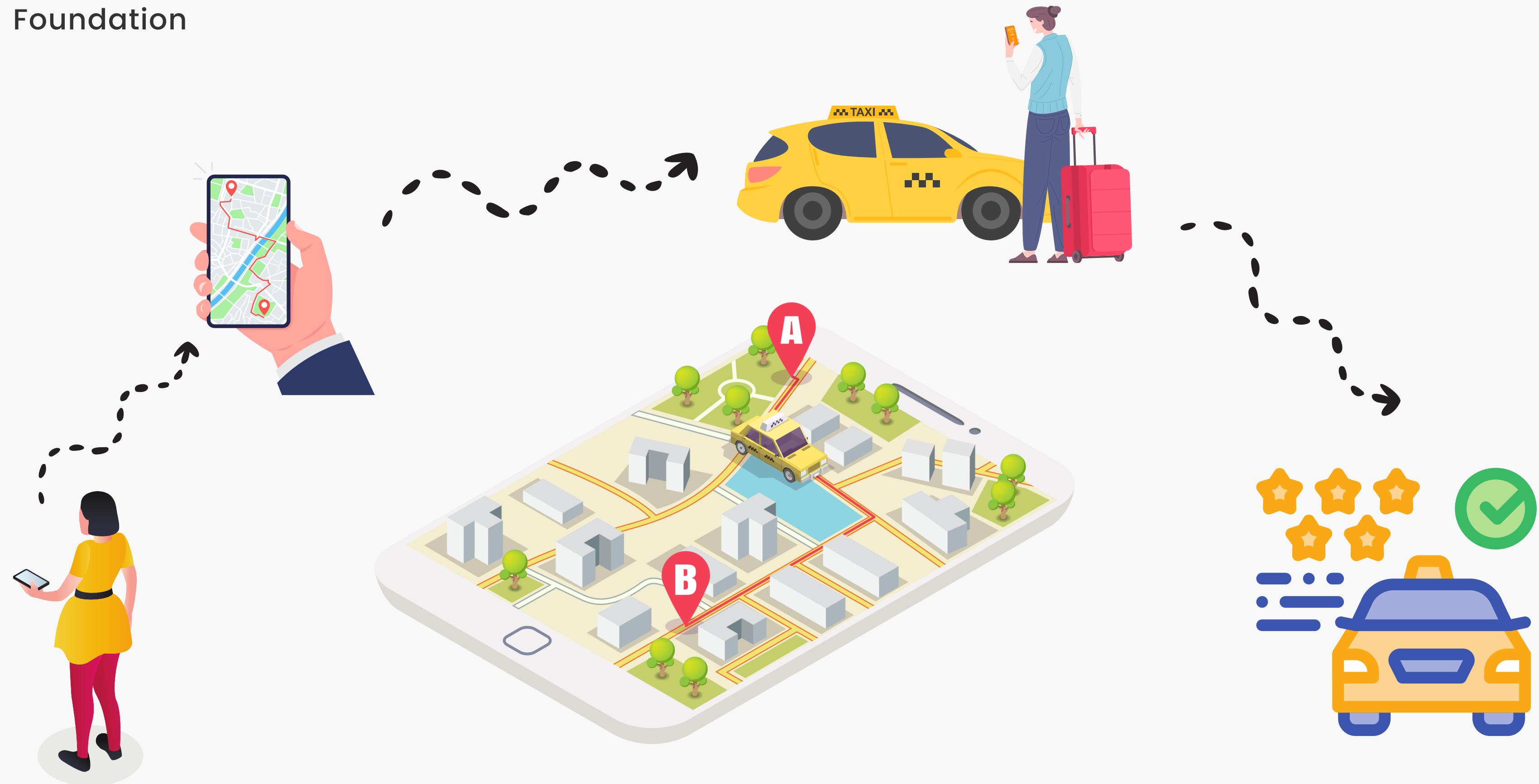
# I Foundation



# I Foundation



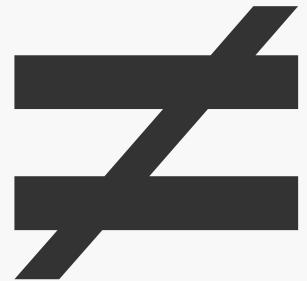
# I Foundation



## I Foundation

UX  UI

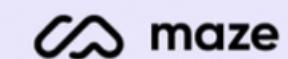
## I Foundation

UX  UI

It depends!

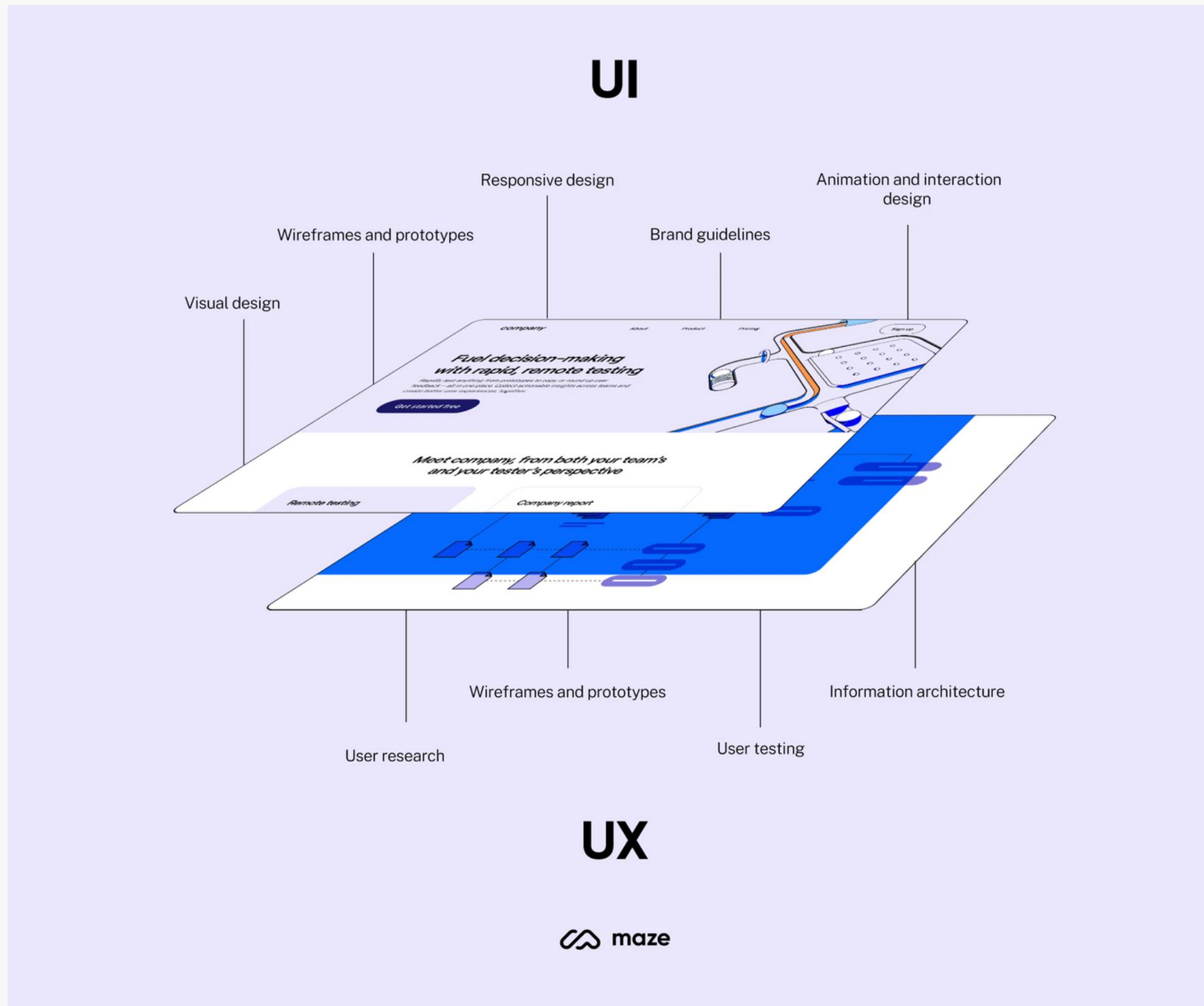
# I Foundation

User Interface	User Experience
It refers to the visual elements that allow users to interact with a product	It's about the feelings and emotions users experience when interacting with a product
It focuses on the look and feel of a product - typography, colors, images, and more	It focuses on the overall user-friendliness of the user journey
The goal is to make products more usable, aesthetically appealing, and optimized for different screen sizes	The goal is to delight users with a product that is efficient and easy to use



[Source](#)

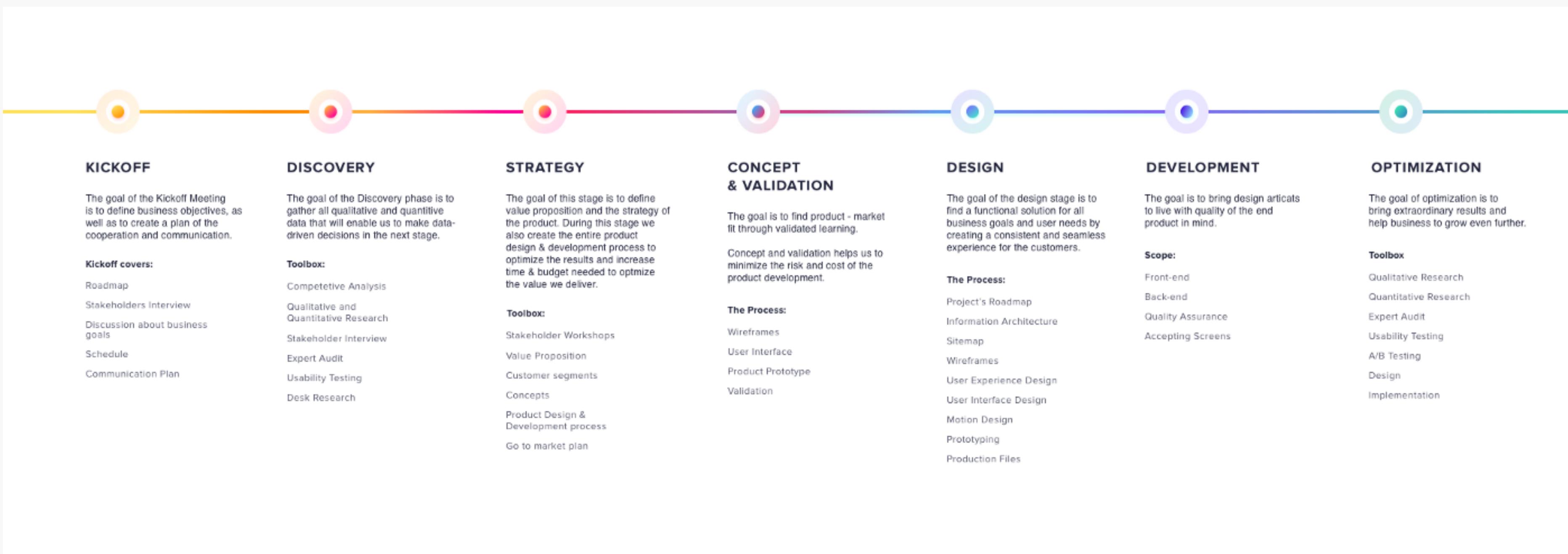
# I Foundation



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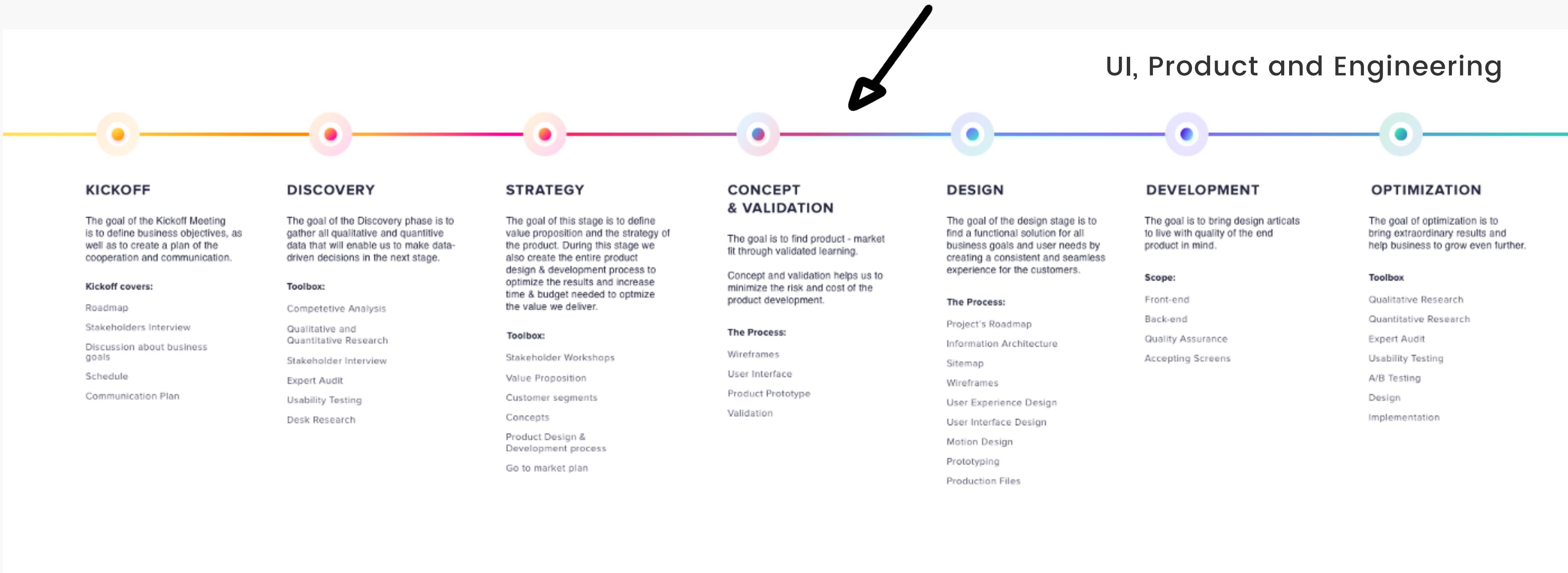
UX Fundamentals - Girl Develop It

## II Process



Source

## II Process



## Kickoff - Stakeholder Interview

- **Who:** Those who have a stake in the success of your research and end result
- **What:** A natural conversation – you should be able to respond to questions/comments and concerns about your research; be prepared!
- **When:** Keep them informed and communicate early and often
- **Why:** Set clear expectations of work; everyone on the same page of deliverables

## II Process

# Kickoff – Stakeholder Interview

## How: Define goals

- Project requirements
- Scope documentation
- Budgeting

## Benefits: Provide “lay of the land”

- Previous research/knowledge base
- Understand users' pain points
- What's worked well in the past/not so well

Stakeholder Interview - Summary		
What was the session for?	Project Name	DATE
What goal or outcome is central to the organization?	Who are the intended users?	What content is vital to the success of the website/product?
Pain Points	Action Items	What tasks or solutions were identified?
industrial.		

## Discovery - Competitive Analysis

Understand your goals - what do you hope to achieve and how will this research impact your UX decisions?

Types:

1. Direct competitor: companies that are doing what you do already - share the same customers and offer the same products
2. Indirect competitor: companies that offer something similar to what you do; possibly their second or “third main product”

## II Process

# Discovery - Competitive Analysis

**How:** List 3-5 brands (direct and/or indirect)

- Scope functionality of brand and/or website/app/product

**Examples:**

- Blog
- Advance check-out
- Filter/sort capabilities
- Reviews and specifications
- Rewards system

	Competitor 1	Competitor 2	Competitor 3
<b>OVERVIEW:</b> The program includes...  High-level look at each competitor or competitor's product. Include your own company as well, so you can compare and contrast.	<b>OVERVIEW:</b> Insert overview here	<b>OVERVIEW:</b> Insert overview here	<b>OVERVIEW:</b> Insert overview here
<b>ADDITIONAL VALUE:</b>  Beyond basic overview, what value do they provide to a potential customer?	<b>ADDITIONAL VALUE:</b> Insert additional value here	<b>ADDITIONAL VALUE:</b> Insert additional value here	<b>ADDITIONAL VALUE:</b> Insert additional value here
<b>DETAILS:</b>  Get a little deeper into the details of each product or service	<b>DETAILS:</b> Insert details here	<b>DETAILS:</b> Insert details here	<b>DETAILS:</b> Insert details here
<b>COST:</b>  Cost always an important comparison, but should never be looked at alone. By understanding the value and details of the product, you can better compare cost.	<b>COST:</b> Insert costs here	<b>COST:</b> Insert costs here	<b>COST:</b> Insert costs here

## Strategy – Stakeholder Workshops

**What:** A collaborative session to align on vision, goals and way forward

**Why:** To receive stakeholder buy-in and alignment

**Examples:**

- Discovery workshop
- Empathy workshop
- Prioritization workshop



## II Process

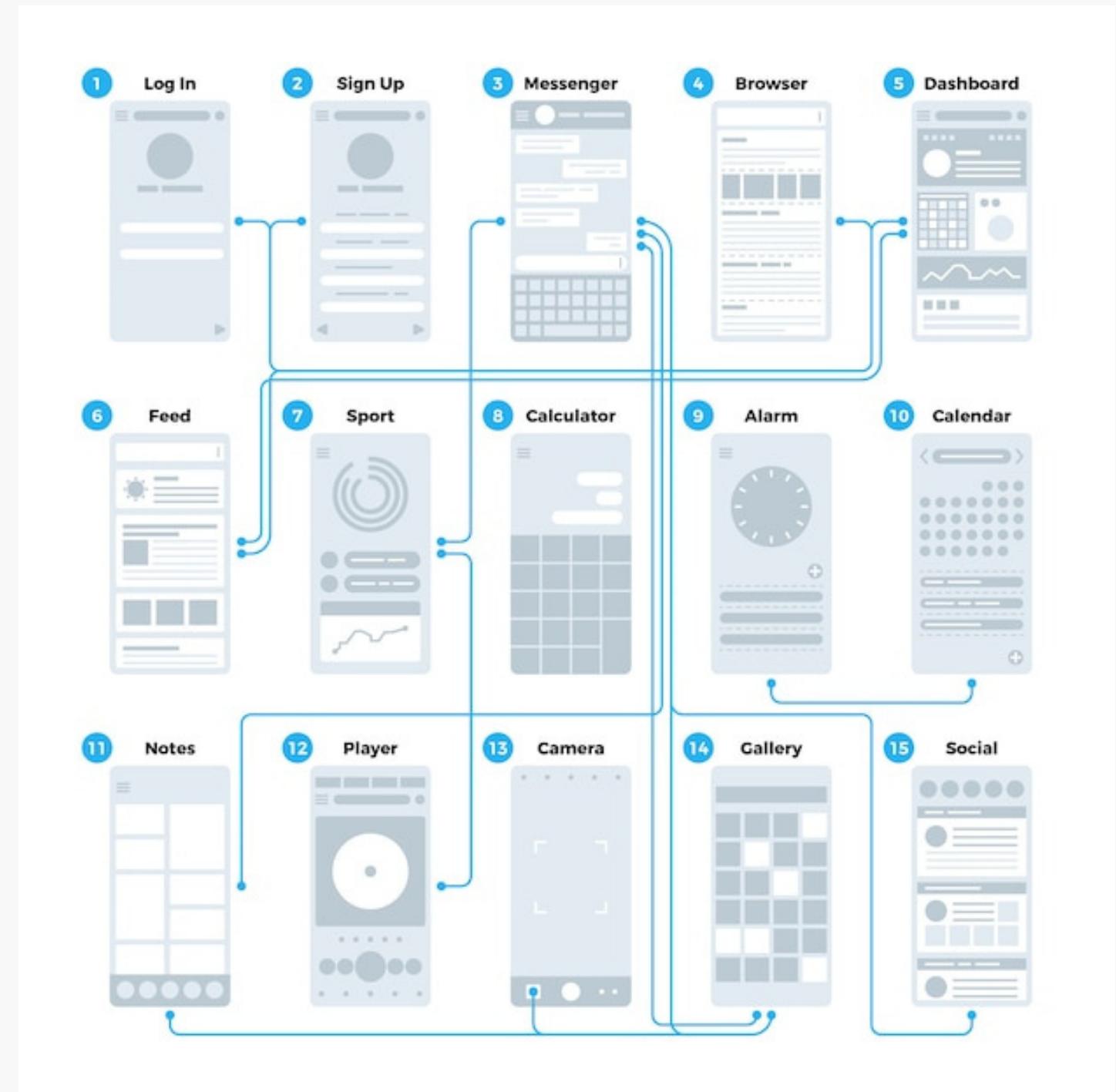
### Concept and Validation - Wireframes

**What:** An iterative process to visualize what a website, app and/or product will look like

**Benefit:** Provide fast feedback and validation from users, stakeholders, developers and designers

**How:**

1. Create a visual mockup of a solution
2. Review and share with users and stakeholders to obtain feedback of met needs and expectations
3. Refine based on feedback; identify areas of improvement



## II Process

# Tools

### Kick-off & Discovery

- Documentation  
(paper, MS Suite,  
Google Drive,  
Notion, Atlassian)

### Strategy

- Facilitation
  - Miro, Mural, InVision and Figma
  - Slack, MS Teams, Zoom (and in-person)

### Concept & Validation

- Design
  - Miro, Mural, InVision, Sketch and Figma
  - Abstract and GitHub

### III Careers

## Specializing in UX

### 1. UX Researcher

a. Understand user behaviors, needs, motivations, and pain-points through qualitative and quantitative research.

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a. At the intersection of UX, copywriting and branding; crafts copy, ensuring that every piece of text the user encounters facilitates them in their journey.

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a. At the intersection of UX, copywriting and branding; crafts copy, ensuring that every piece of text the user encounters facilitates them in their journey.

### 5. UX Strategist

a. At the intersection of human-centered design and business strategy; responsible for aligning business goals with the end user's (or customer's) experience of a product or service.

## Specializing in UX

### Noteworthy roles:

- Product Designer
- Design Program Manager
- Visual and Interactive Designer
- Service Designer

## Who's hiring UX Professionals?

- Consulting - IBM, Deloitte, KPMG, Accenture
- Tech - Facebook, Amazon, Netflix, Google
- Social media - Instagram, Twitter, Snap
- Communication - Dropbox, Slack, Microsoft
- Retail - Nike, Target, Nordstrom
- Finance - Capital One, JPMorgan, Goldman Sachs
- Government - 18F, Fearless, Nava PBC, FJORD

**“The average UX/UI designer in 2022 makes \$91,950 USD.”**

Career Foundry

## IV Resources

### Websites:

- [Design Principles](#)
- [InVision](#)

### Books:

- [Change by Design](#)
- [Universal Methods of Design](#)
- [The Laws of Simplicity](#)
- [The Elements of UX](#)
- [The Design of Everyday Things](#)

### Conferences:

- [Library of conference talks](#)
- [All Design Conferences](#)

### Inspiration:

- [Dribble](#)
- [Awwwards](#)

### Resources:

- [Noun Project](#)
- [UI Goodies](#)
- [UX Frameworks](#)

### Tutorials:

- [Dansky](#)
- [Sketch Together](#)
- [Flux](#)
- [The Futur](#)

### Blogs:

- [Smashing Magazine](#)
- [A List Apart](#)
- [UX Collective](#)
- [Nielsen Norman Group](#)

## IV Resources

### Wireframing:

- [Wireframing Academy via Balsamiq video](#)
- [Wireframes to Prototypes via Coursera course](#)
- [Wireframing\\_playlist via LinkedIn course](#)
- [Guide to Wireframing via Smashing Magazine article](#)

### Continued Education:

- General Assembly
- Coursera
- DesignLab
- Flatiron

### Personas:

- [User Personas via Smashing Magazine article](#)
- [User Persona comparisons article](#)
- [Importance of user personas via Adobe article](#)

# Thank you!

Please take a few minutes to complete an exit exercise:

Only available live in class

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<https://www.menti.com>

## What's next for UX at GDI?

- **Intro to Information Architecture**- Tuesday  
07/26 6:00 - 7:30 pm ET
- **Intro to Service Design**
- Thursday 07/28 5:30 - 7:00 pm ET

Have any questions? Want to keep in touch?

LinkedIn: [www.linkedin.com/in/rogerslaria](https://www.linkedin.com/in/rogerslaria)

Email: [rogerslaria@gmail.com](mailto:rogerslaria@gmail.com)

