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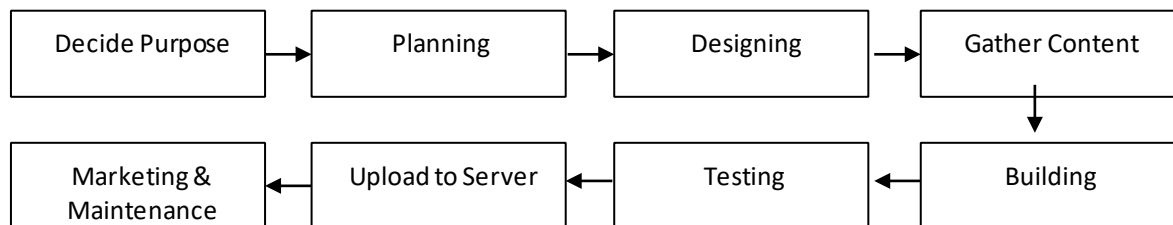
**Lab Exercise 01 – Design the main UI of a web page.****Objectives**

By the end of this lab session, you will be able to:

- Identify main sections of a web page and design a wireframe of the page
- Understand and design the navigation
- Design a common template to the pages of a web site.

**Prerequisites**

- Basic knowledge of Computers and Internet
- Practical exercises will be conducting using windows operating system, text editors (notepad or notepad++ or sublime text) and Internet Browser (Internet Explorer or Google Chrome)

**Web Development Process****➤ Planning****User experience (UX) design process**

User experience design process is an iterative method, which helps you to continuously improve and polish your designs. In this process, you go through different stages repeatedly while evaluating your designs on each stage.

**Step 01 – Identify Personas**

Personas are based on real users. They help you to understand, who will actually be using your website, service, or product, and therefore can be used to make key design and functionality decisions during the UX process. Personas specification is a foundational UX activity, which helps you to create user journeys.


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A persona can contain a variety of information, which can help to define the user.

The information could include:

1. Demographic data - name, age, gender, location
  2. Goals and motivations for using your product or service
  3. Technical ability and device usage
  4. Other brands or websites they may like
- Ex:

## 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	

### Brands

KAYAK Expedia  
ACE HOTEL Lyft

**Example 1:**

**Exercise 1:** Identify and write 3 personas for an online Book Store .

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**Step 02 – Defining User Journey**

A user journey is a series of steps (typically 4-12) which represent a scenario in which a user might interact with the thing you are designing.

Typically, user journeys can be used in two distinct ways

1. To map out how a user currently interacts with a product or service
2. To map out how a user could interact with a product or service

User journeys can help you to understand how users are going to interact with your system and what they expect from it.

**Defining a user journey:**

1. Context - Where is the user? What's going on around them?
2. Sequence - What are the linear steps of the process to achieve their goal(s)?
3. Functionality - What functionality is required for each of the steps?
4. Devices and technology - What devices are they using?

**Example 2:**

## CUSTOMER JOURNEY MAP *Shopping for a New Car*

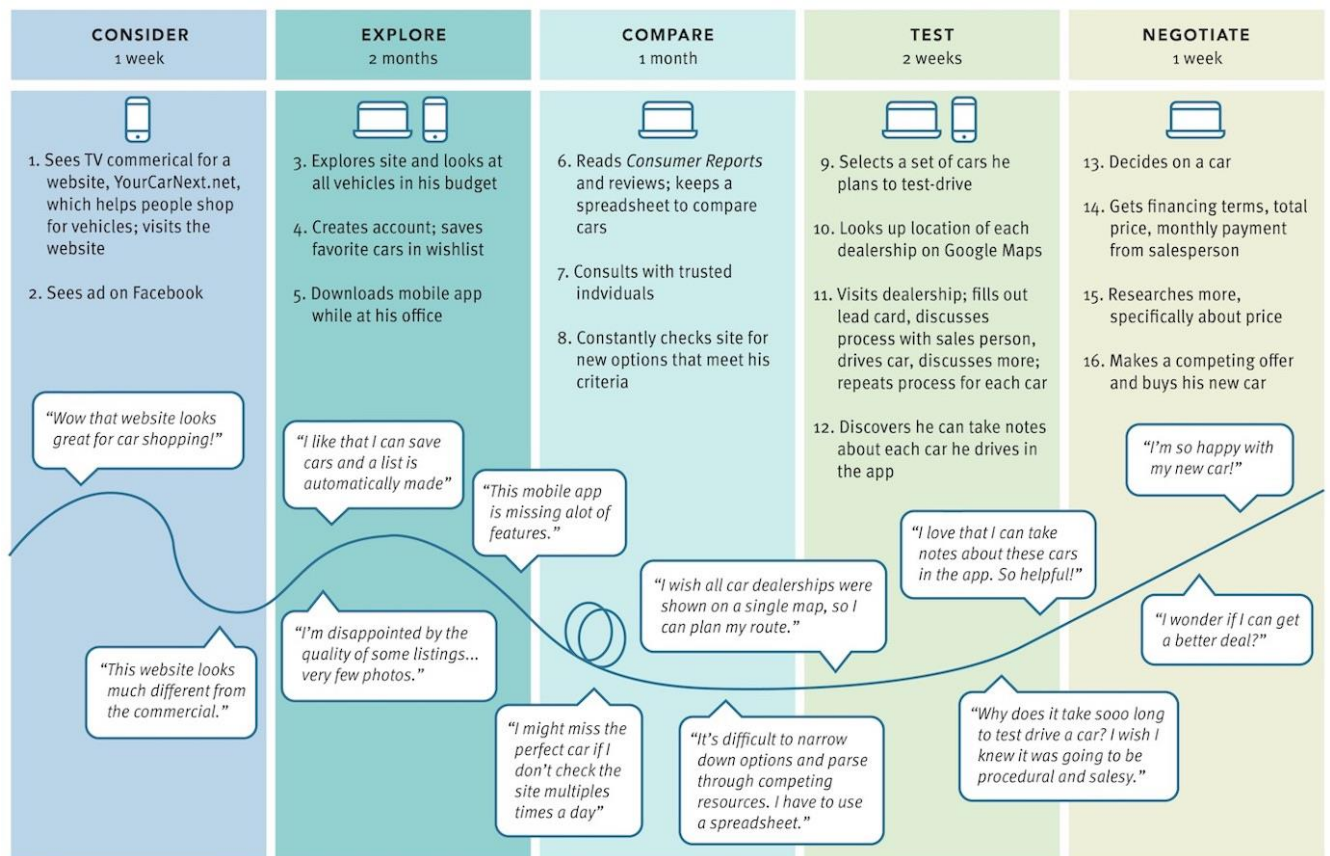


### EMOTIONAL ERIC

Eric is an emotional car buyer. He purchases based on aesthetics and status.  
**Scenario:** Eric recently moved to the area. He is shopping for a car that is fun to drive and dependable enough for use for everyday commuting.

### EXPECTATIONS

- Ability to compare cars and their breakdowns
- Good photography with closeups, inside and out
- Video overview of car with demonstrations



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You can use different tools like [balsamiq](#), [draw.io](#) to draw your user journey or else you can draw it in a piece of paper.

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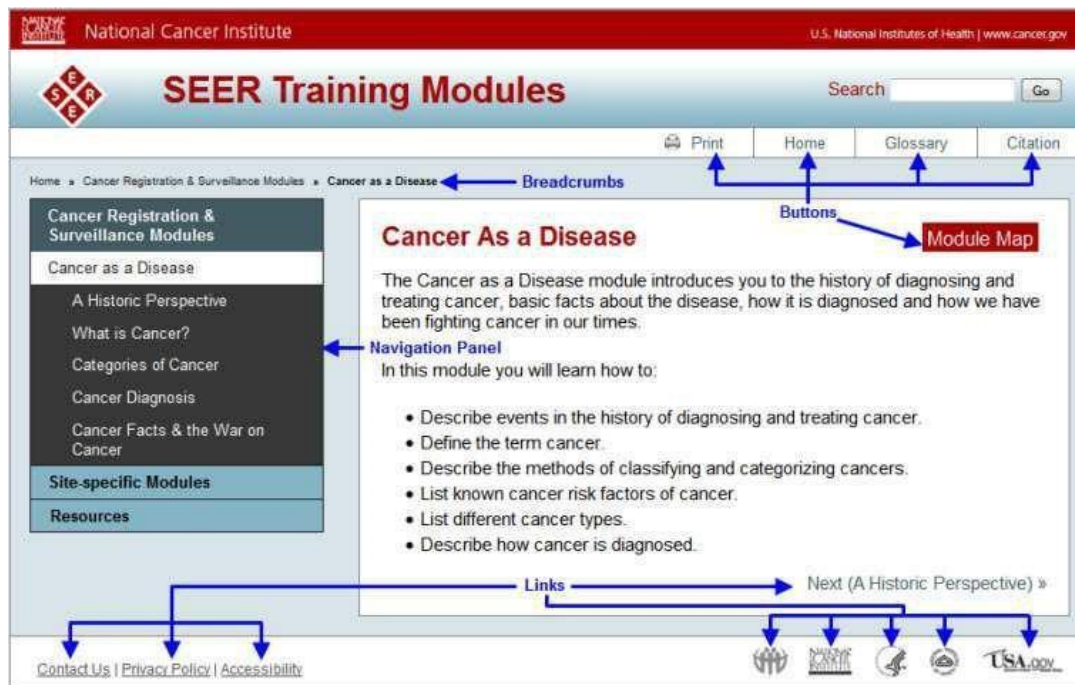
**Exercise 2:** Draw user journeys for the personas you identified.

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**Understand and design the navigation**

It is important to design the ways to navigate to the other pages of the web site/application. Usually, hyperlinks and buttons are used to implement the navigators such as menus, in various sections.

**Example 3:**

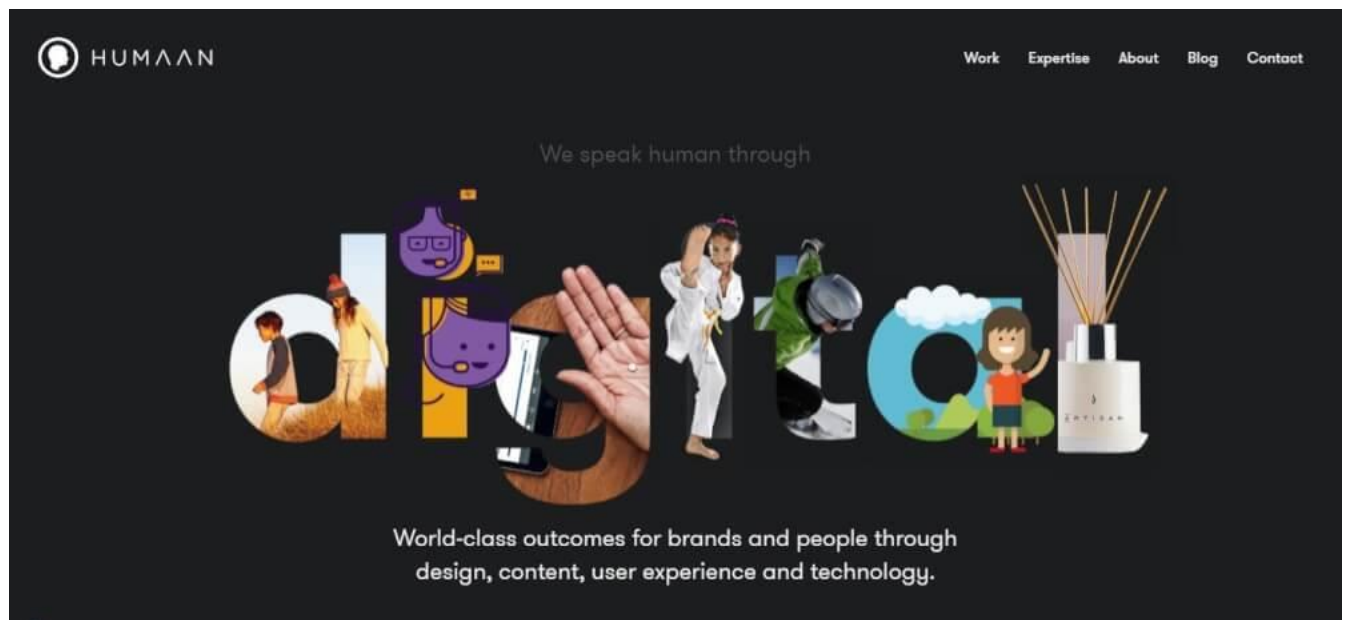


**Exercise 4:** Identify the navigators and the navigation flow for your online bookshop.

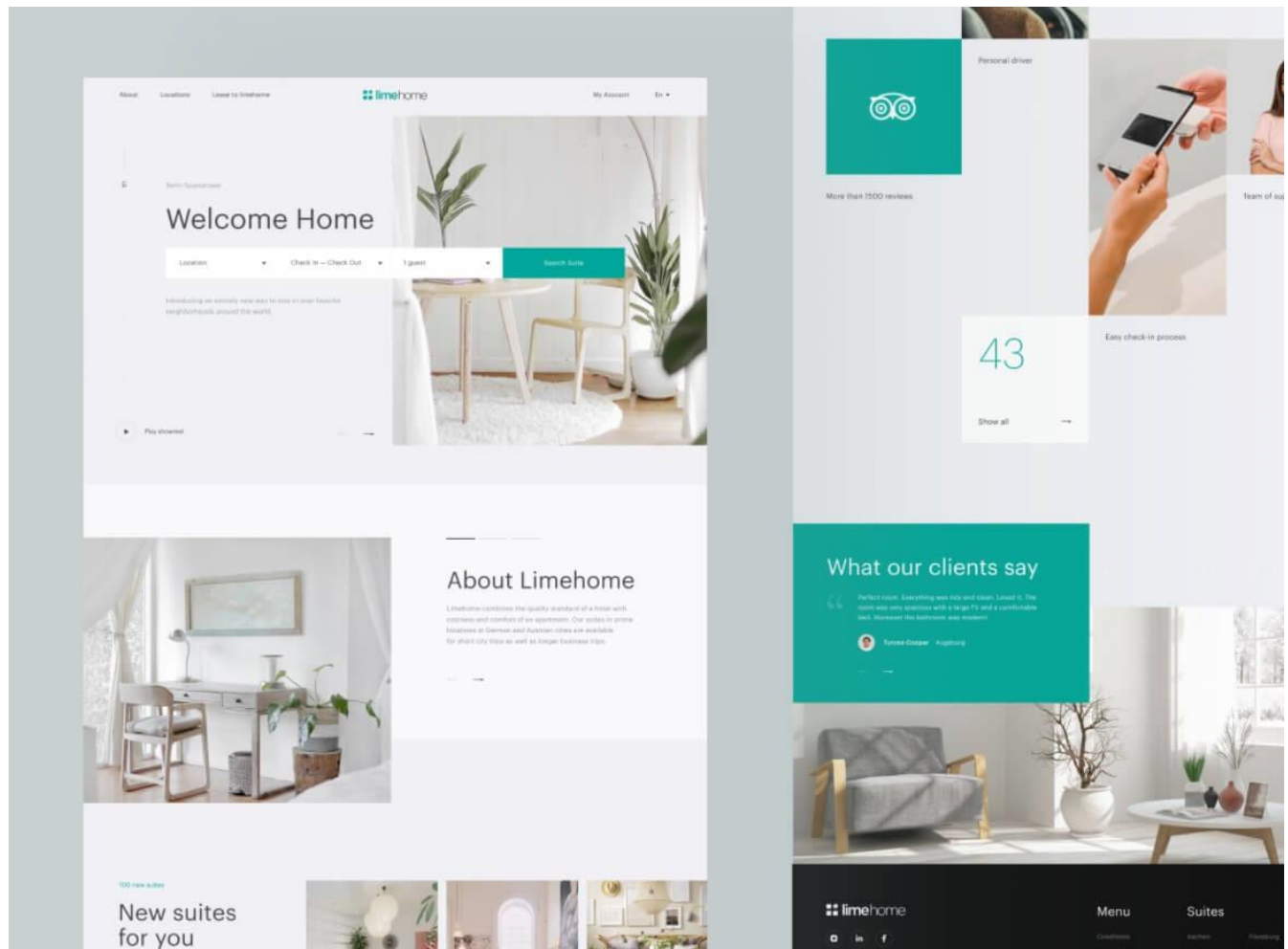
Modern Layouts



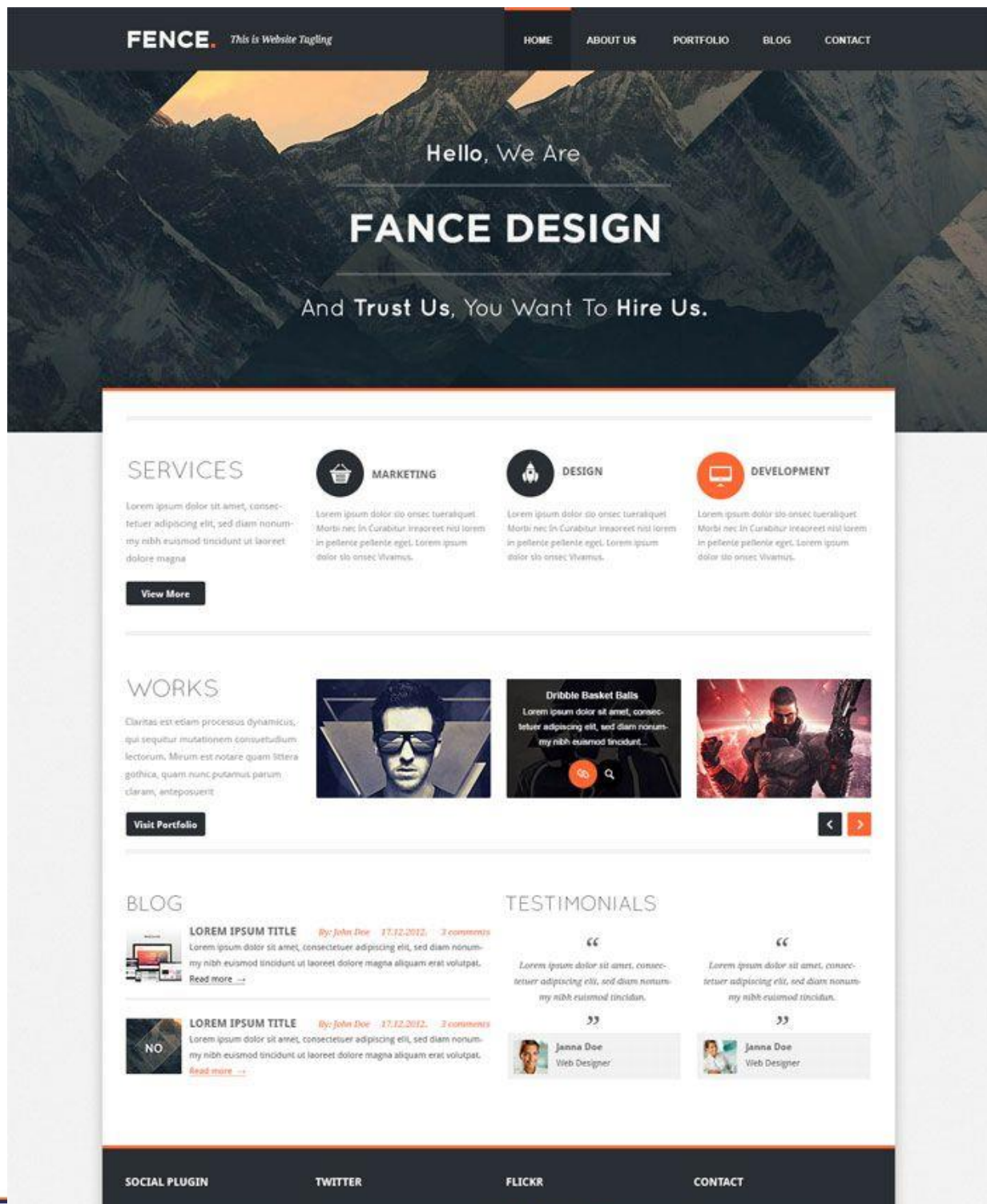
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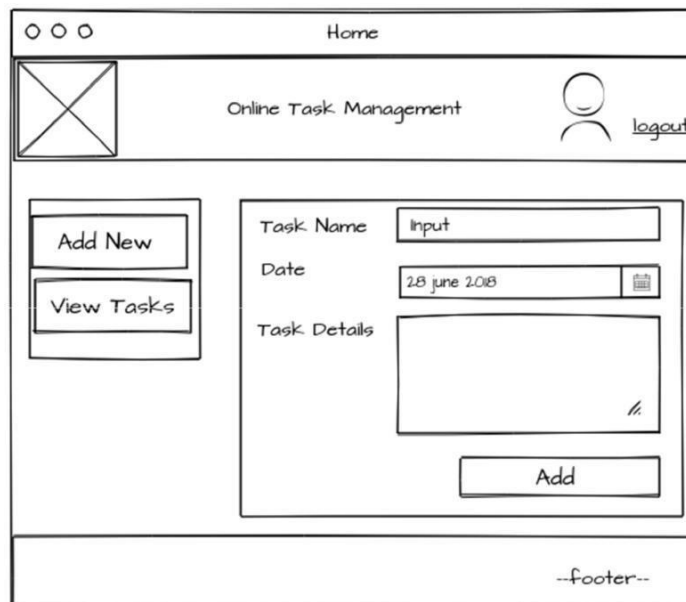
### Design a wireframe of the page

A wireframe is a visual representation of a user interface, stripped of any visual design or branding elements. It is used by UX Designers to define the hierarchy of items on a screen and communicate what the items on that page should be based on user needs.

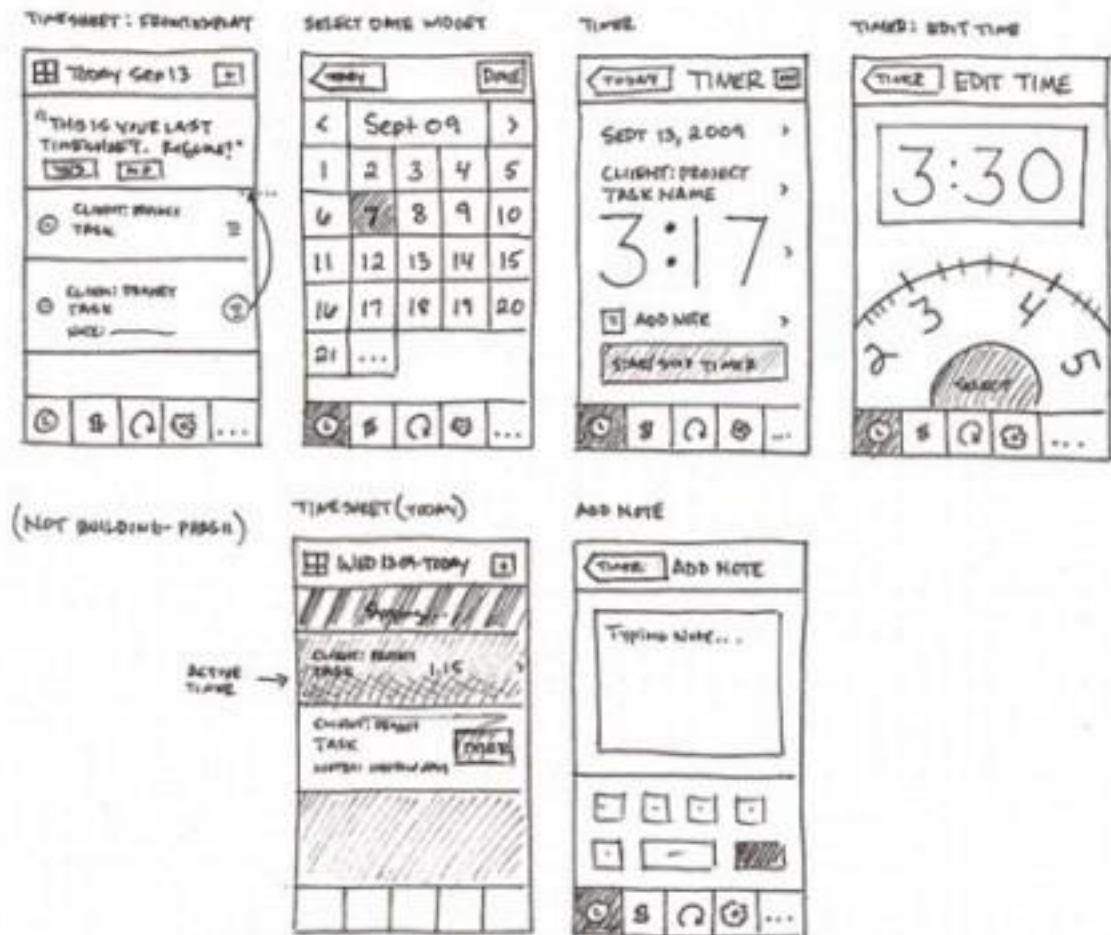
Wireframes are generally created after your initial personas, user journey and other discovery activities are completed.

You can use online wire framing tool like [mockflow](https://www.mockflow.com/).

### Example 5:



**Lab Exercise 01 – Design the main UI of a web page.**



**Exercise 5:** Design the home page of the online bookshop mobile application and draw a wireframe of it using a preferable tool.

**Exercise 6:** Identify the content, which are common for the other pages of the online bookshop, and design the template

