Notes

**Getting Started**

UI (user interface) designer is responsible for making stuff

- fonts

- colors

- visual themes for

UX (user experience)

- all of UI design

- tasting the design

- come back and improve the design

Product Designer

- UX designer

- has a lot of managerial roles

- You have to work with many engineers and clients to make sure the product is pointing at the right direction

- like Steve Jobs

**The Brief**

1. Read the project Description  
     
     
   “We want to turn the custom CMS we’ve built for BYOL into a platform other tutors can use. Can we get your help to design & build the tutor admin side of the product We’d like both a website & iOS App design”

2. Create UX brief brief

* + **Project Description** comes from the statement in **step 1**
  + **Who is this for** is based on persona
    - You can guess initially
    - But needs to be revised later

Table

Description automatically generated

Text

Description automatically generated with medium confidence

3. Create Persona

- Doesn’t need to be a real person

- Add fictional name, job title, location and description to represent the type of customer we are dealing with

Graphical user interface, text, application

Description automatically generated

**Wireframing Low Fidelity**

**Wireframing Low Fidelity in Adobe XD**

* Is done using Pencil and paper (usually)
  + Quick sketch on where everything should go before beginning

Text

Description automatically generated with medium confidence

**How wide should my website or app be in Adobe XD**

* Create a folder for containing adobe XD prototypes

**Graphical user interface, application

Description automatically generated**

* Give a versioning to a file
  + **Spelling change** 🡪 increase minor version
  + **Big Fundamental Change 🡪** increase major version

**Graphical user interface, text, application, Word

Description automatically generated**

* Use 1 column and width to get the idea of what people will see on screen
* <https://www.w3schools.com/browsers/browsers_display.asp>

**Graphical user interface, text, application

Description automatically generated**

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* Download wireframing kit for faster development

<https://www.behance.net/gallery/55462459/Wires-wireframe-kits-for-Adobe-XD>

**Type, Color & Icon Introduction**

**Basic Colors & buttons in Adobe XD wireframes**

* Colors aren’t important in wireframes
  1. Add **+ button** in color palette to store it as a favorite color

Timeline

Description automatically generated



* **Lock 🡪** locks selected object (can’t be moved)

**Graphical user interface, text, application, Word

Description automatically generated**

* 1. Create artboard of sections

Timeline

Description automatically generated

**Type, Color & Icon Introduction**

* Google material design icons
  + It’s free to use commercially

<https://fonts.google.com/icons>

Graphical user interface, application

Description automatically generated

* Place what goes on each section

Graphical user interface, application

Description automatically generated

* Figuring out the major headings in the early process is invaluable

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| --- |
| **Tips on Content Strategy**  **The key is figuring out and pre-emptively knocking down concerns of consumers**  **The purpose of website is to build TRUST AND AUTHORITY**  **\*\*Understand that website is a visual representation of a business (content >>> website design)\*\***   * + **Figuring out audience and their value proposition**   Graphical user interface, text  Description automatically generated   * This drives global behavior on the web * This is Aristotle’s poetic on Intent and Obstacles   + In our design, we have to unblock whatever obstacles that’s in the way of user   Example  Text  Description automatically generated  Text  Description automatically generated   * Identify obstacles and finding solution   Timeline  Description automatically generated |

**Adding footers & Lorem Ipsum to our XD wireframe**

* Click **option** key to expand footer in all horizontal direction

Timeline

Description automatically generated

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| --- |
| **Content Strategy**  **Step 1**: Create userflow     * + The above userflow is just for homepage   **Step 2:** Check requirements in user story, and what we want to show       * + In this example, user want to see a great interior design work   **Step 3:** provide solution for user’s want    **How long they’ve been doing it**  **What they are**  **What they do**    **How much experience they have**  **Where**   * Sub­­heading reinforces the heading and builds **trust and authority**   **Step 4**: Add call to action button   * + The goal is for **clients to reach out  Example**   **Step 5**: Add escape hatch   * + Is the second button   + Can be determined by looking at user story  **Example** Client wants to check great interior design work before picking design firm with confidence     With this, we can add    **Step 6**: Add sections to pre-emptively address client’s concerns   * Involves mind reading into clients “what would prevent them from picking this person?”   **Example**  Testimonial section    **Step 7:** For each section, think about what can be done to add **trust and authority**  **Example**   * Interior design is often communicated the best using images * What if we combine the two? |
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