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