

The background of the entire page is a photograph of a person standing on a dark, rocky shore, looking up at a night sky filled with stars and the Milky Way galaxy. The sky transitions from a deep blue at the top to a vibrant orange and pink near the horizon where the sun or moon has set. The person is silhouetted against the bright horizon. The entire image is framed by a thick, multi-colored border that transitions from orange on the left to purple on the right.

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Accenture Digital Skills: User Experience

Activity Pack

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01. Welcome to Digital Skills: User Experience (UX)

Welcome to the Digital Skills: User Experience (UX) course! This course will help you to understand what UX is, the importance of UX for business, the foundations of UX design, key elements of the UX design process and the different techniques you can use to test and develop your designs.

This activity pack has been designed to help you to build your understanding of the topics covered in the course in more detail. There will be activities and questions throughout where you can try to apply what you have learnt in your day-to-day home and work life. These correspond to steps in the course so use this pack as you work your way through the course.

You can also use the comment sections within the course to have a discussion with other learners about what you have discovered!

Before getting started, you can answer the two questions below to identify what you want to achieve by the end of these set of activities.

What are you most looking forward to learning in these activities?

What do you want to have achieved by the end of these activities?

02. UX design principles

In step 1.7 we learnt about good UX design principles.

There are seven important elements you should keep in mind when designing products:

1. **Simple** and easy to understand
2. Feels **intuitive**
3. **Engaging** - users should feel good while using it
4. **Efficient** - the fewer clicks to complete a task, the better
5. Make users feel **supported**
6. Make it easy to **recover** from mistakes
7. **Consistency** across different pages

Before doing this activity, you can go through step 1.7 to develop an understanding of these topics and answer the questions below.

Now it's your turn! Think about your favourite app. Do you think it has good usability? If not, what bad UX design elements does it have?

Write your thoughts against each of the **7 important design principles** in the table below.

Question		Your answer
1	Is the app simple and easy to understand ? Why/ why not?	
2	Does the app feel intuitive ? Why/ why not?	

3	Is the app engaging ? Why/why not?	
4	Is the app efficient ?	
5	Does the app make you feel supported ?	
6	When using the app, is it easy to recover from mistakes?	
7	Is the app consistent across its different pages?	

03. User research

User research is the most vital part of the UX design process. Having a clear idea of who the target audience is and what they require makes it possible to provide them with the right user experience.

You can refer to step 2.2 to find out more about user research and how creating personas can improve the user experience process.

Imagine yourself designing your own food delivery app for college or university students. Fill in the table below.

Question	Your answer
What user types would you research?	
What questions would you ask these user types?	

In the absence of surveys, interviews and focus groups conduct online research and create an example persona based on the largest chunk of the potential user base.

Who are they?

What is their main goal?

What is their main barrier to achieving this goal?

04. Visual design elements

Visual design, also referred to as 'graphic design' or 'brand', is an important aspect of user experience, it is the process of adding aesthetics to your design.

Before completing this activity, familiarise yourself with the important elements of visual design and its impact in step 2.7 of the UX course.

Now it's your turn!

Think of a food delivery app for college and university students. Fill in the table below with how you see each of the design elements coming to life on the app.

Visual design elements	App design
Typography (e.g., the style, size, and colours of the font.)	
Colours (What colour schemes would you use?)	

Images (What sort of images would you use? E.g., cartoons or real-life photography?)

Spaces/shapes/lines (How would you visually structure and divide your page up? What shapes would you use e.g., circles, squares?)

Symbols (Would you use icons for menus, user actions or content categories? If so, which ones?)

Branding (what is your brand message and how would you portray this across your app?)

05. Structuring your site

Information architecture is how you build together and display information to your users. It is used to organise content so that it's easier to understand, navigate around, and user-friendly.

Before completing this activity, go to step 2.9 to watch a video explaining information structure and its importance. The key elements that make up a good information architecture are...

- Organising
- Labelling
- Navigation
- Search
- Personalisation

Your turn! Go to a website of your choice and look at all the different architectural elements on the webpage. Fill in the table below.

Information architecture element	How did this impact your user experience and the overall usability?
Organisation	
Labelling	

Navigation

Search

Personalisation

06. Wireframe prototyping

A wireframe is a simple design layout, and it serves three simple purposes:

1. It presents the information that will be displayed on the page
2. It gives an outline of structure and layout of the page
3. It conveys the overall direction and description of the user interface

You can watch the videos on step 2.10 and step 2.11, to learn more about using wireframes and interactive prototypes.

Now it's your turn! Before we move on to drawing out our own wireframe, fill in the table below with your thoughts.

Questions		Your answer
1	Whereabouts will the navigation and menus sit on the page, and how will they link together?	
2	Whereabouts will the pictures, blocks of text, or videos go?	

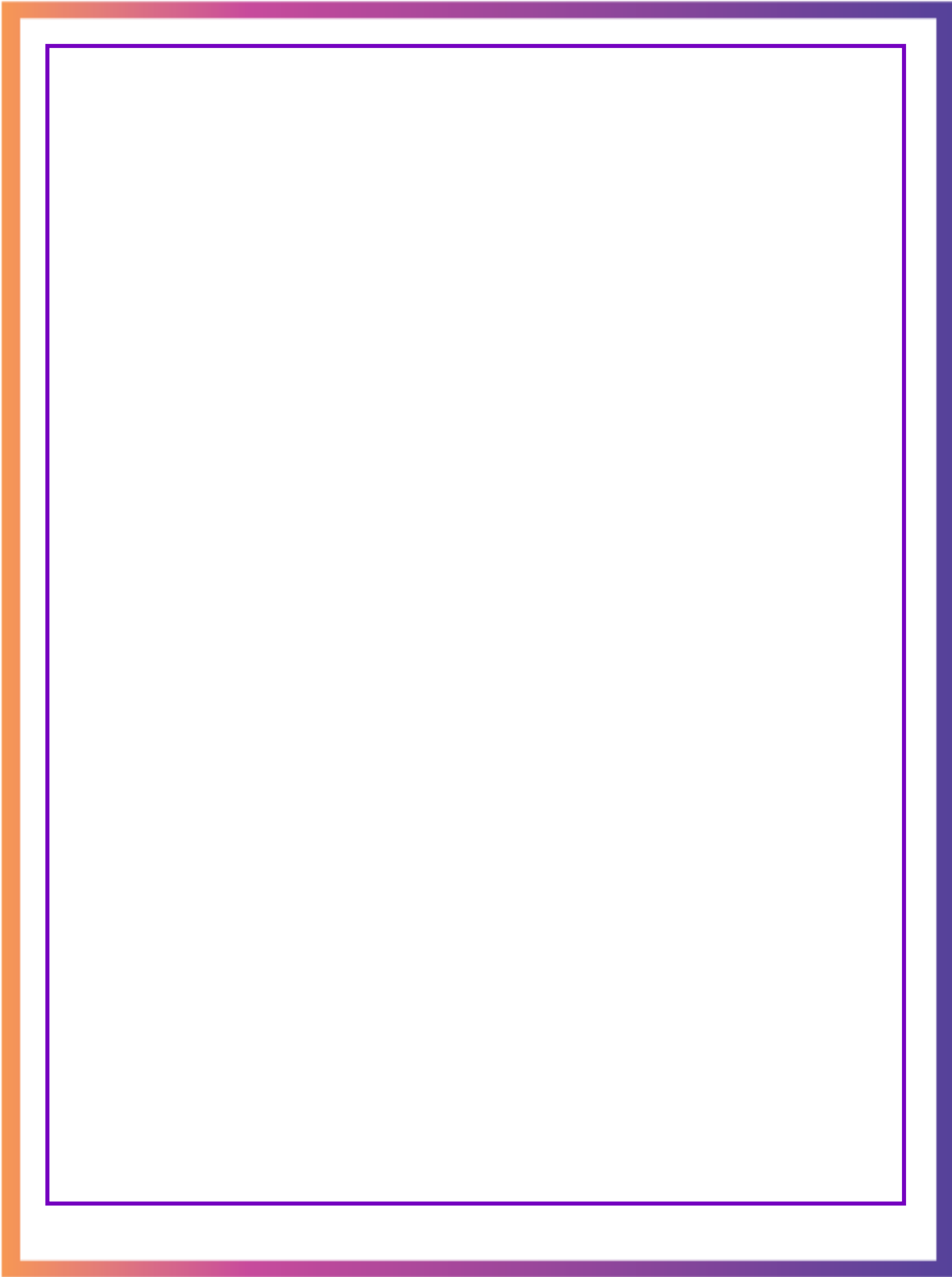
3	Where will you put the input fields ? (The places where a user can type something in)	
4	What other elements will you want on your site? (e.g., card payment details)	
5	What is the purpose of your site/page?	

You need to create a wireframe for that new food delivery app. The target audience for your new app is university students. You need comprehensive wireframes for different areas of the mobile app, such as:

- The home screen of the app where users can search and browse restaurants or cuisines
- The order and payment screen where users order and pay for their food

You get to define the next steps for what your users want. Consider sketching the wireframes, then in your free time try to recreate your sketched wireframes into an interactive prototype using the necessary tools to show the difference between the two techniques – it's up to you. So, get creative!

Use the empty box on the next page, or a pen and paper, to draw out your wireframes.



07. User testing

To learn more about what user testing means and how it is performed, watch the videos in step 3.2 and step 3.3.

Your turn! Think about the food delivery app for university students we thought about in the previous activities. Describe the different user testing methods and how they could be used in this scenario in the table below.

User testing methods	Description of user testing method	How would you use this testing method?
Real world testing		

A/B testing

User testing

08. Congratulations and next steps

Congratulations! Having completed the course and these activities, you are on track to taking the next steps in your career! Have a go at completing the questions below to understand your next steps. Also remember to keep track of your progress.

09. Action plan

Going forward, you can use these guiding questions to formulate an action plan!

Key skills (what are the key skills you have learnt during this course?)

How will you apply these skills in your life or in the workplace?

What obstacles might get in the way of you achieving this?

What may help you overcome these barriers?

10. Check your progress

Lastly, having a great plan doesn't mean anything unless you check in on your progress regularly. Remember to stay focused on your goal in whatever way works for you using some of the techniques on this course.

Once you have completed this activity pack, you could set a reminder to come back in a months' time to see how you have been able to use the techniques to make progress. Be honest with yourself in how much you have achieved but remember that some changes may take time and practice.

You could discuss your goals and these activity packs with career advisers, friends, family and anyone else who you think could help you get some feedback.

It is now down to you, be determined, act and importantly remember to have fun. This is **Your Career**, make the most of it and make it work for you

Reflection – note down any thoughts or progress made using some of these techniques.

11. Useful resource section: Skills Builder

Skills Builder is a useful resource that can help you learn more about how you can use different communication styles to really engage your audience and convey messages concisely.

The Skills Builder Partnership is a collaboration of over 700 educators, organisations and employers working together towards a common mission: to ensure individuals of all ages build the essential skills to succeed. An essential skills framework has been developed which breaks down eight essential skills into teachable and measurable steps. These are skills that you may already have, or skills you would like to develop.

Throughout the UX course and activity pack you have built your understanding of:

- How brainstorming solutions for meeting user experience goals plays a very important role in the quality of the final product. Course step 2.3 references **Step 4** of the essential skill **Problem Solving** in the Skills Builder framework: *"I explore problems by creating different possible solutions"*.
- How listening critically to different perspectives and comparing them is crucial for understanding user needs. Course step 1.9 references **Step 11** of the essential skill **Listening** in the Skills Builder framework: *"I listen critically and compare different perspectives"*.
- How increasing your knowledge and understanding of the subject matter through research is key to finding the best user experience solutions. Activity 3 in this pack references **Step 7** of the essential skill **Problem Solving** in the Skills Builder framework: *"I explore complex problems by building my understanding through research."*
- How thinking critically and assessing various UX designs through exercises improves the understanding of the subject matter. The activities throughout this pack reference **Step 3** of the essential skill **Problem Solving** in the Skills Builder framework: *"I complete tasks by finding information I need myself."*

For more information, please refer to <https://www.skillsbuilder.org/universalframework>, where you can access the Skills Builder Interactive Universal Framework.
