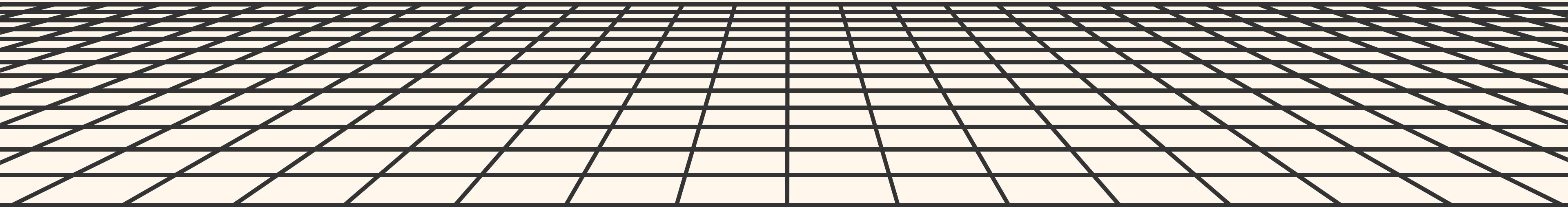
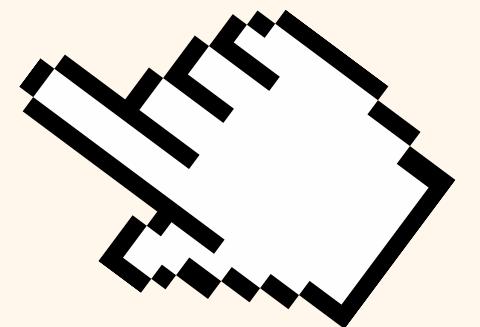


WELCOME TO UXD!

Club Meeting - 8/25



Please Sign In!



This will be shown again at the end of the meeting too!

Here's Our New Board!



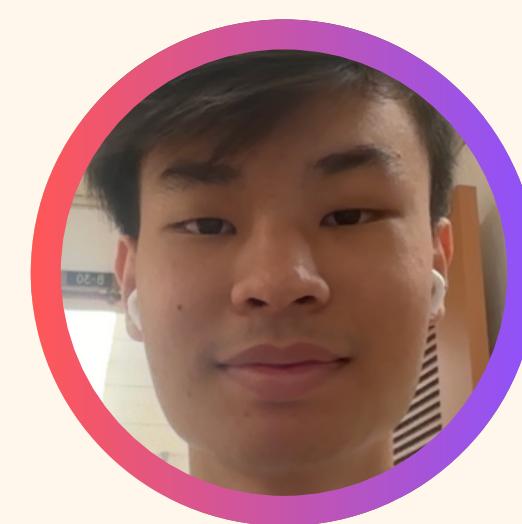
Liam Sullivan

President



Florian Reihl

Vice
President



Goldium Wu

Brand
Coordinator



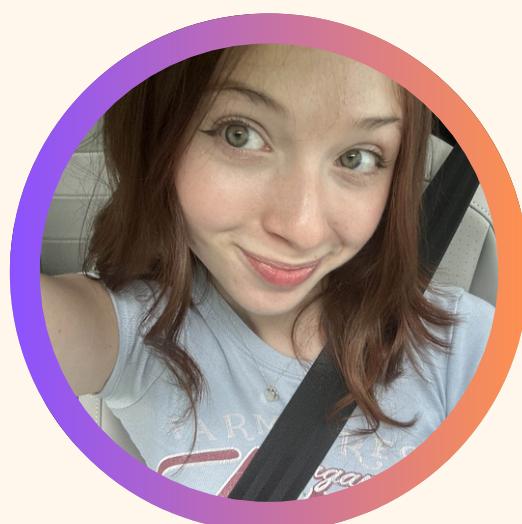
Frances Huffman

Secretary



Kendra Go

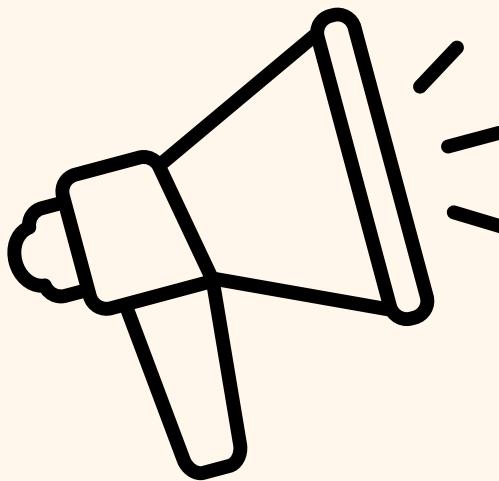
Social Media
Director



Makenzie Wolf

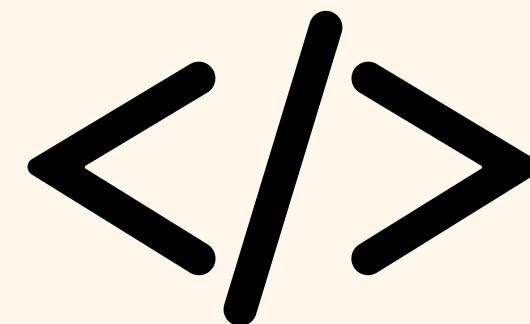
Community
Director

Get Involved!



Director of Marketing

- Distribute meeting and event info
- Help with recruitment and marketing
- Connect with other clubs and industry speakers



Committee Positions

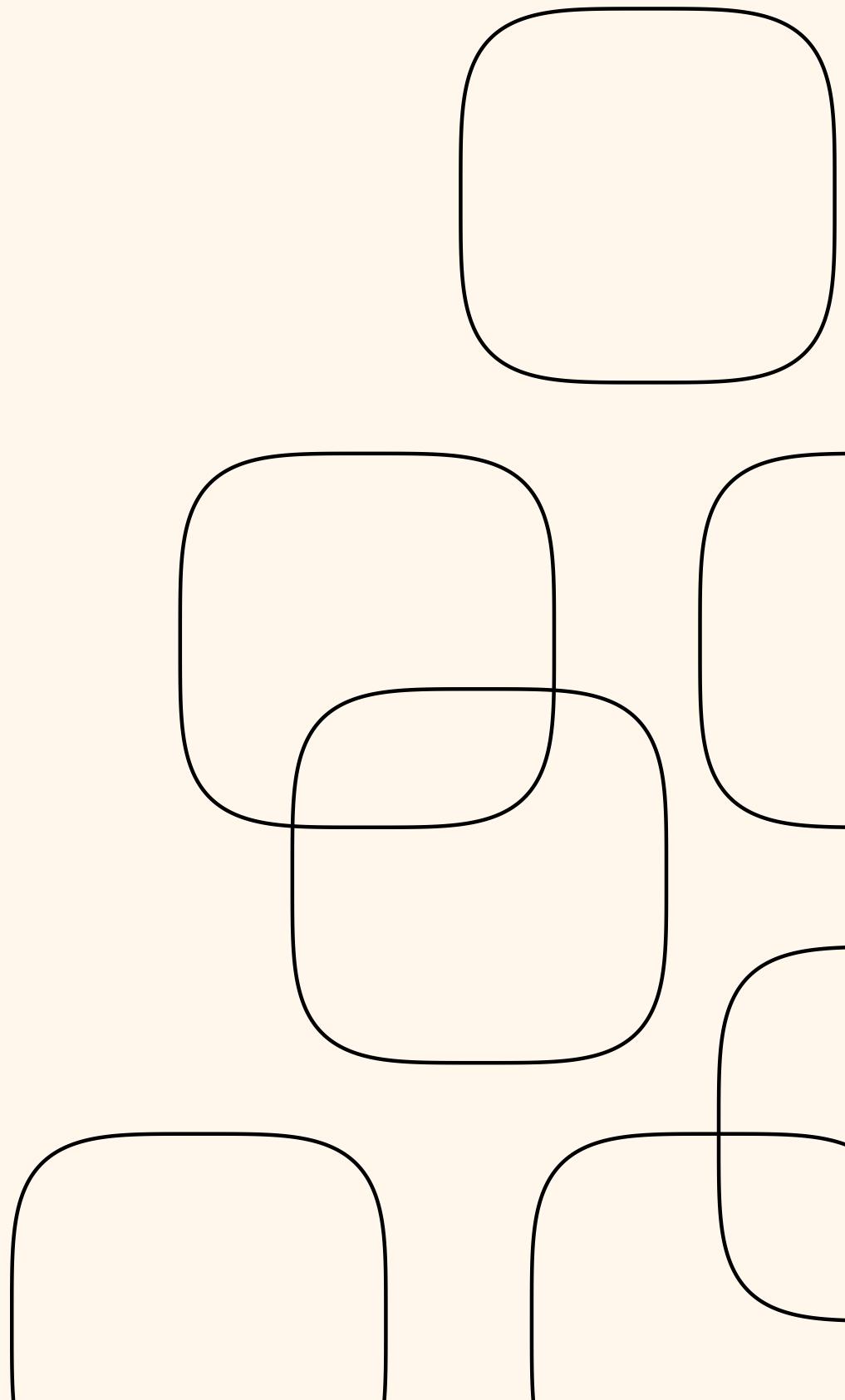
- Encouraged for underclassmen
- Can help you gain confidence in club roles before jumping into a full officer position
- Looking for those interested in social media, outreach, and web development

So what actually is UX Design?

And why should you care?

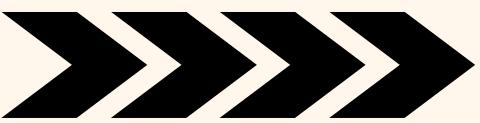
UX Design is NOT

- Just making things pretty. 
- Art is a key component of design, of course, but design is about **usability** first. Whenever you're adding an element to an interface, ask: "How does this *feel* to the user?"
- Purely Digital
 - Any interactable mechanism can be a *user experience*. Pressing the right buttons on your microwave to cook your food IS a UX problem.
- One And Done
 - Design is an **iterative** process. You will make plenty of prototypes, only to throw them away the next day. It's all about refinement.



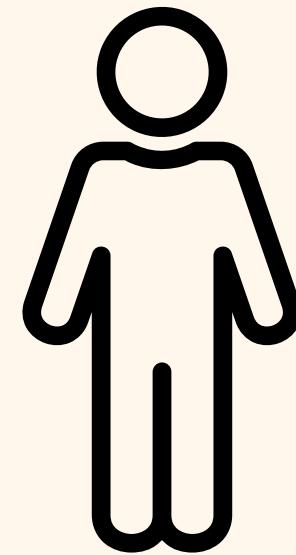
It's actually pretty simple...

User Experience (UX) Design is about designing apps, websites, and even physical products and services to be more **delightful** to use.

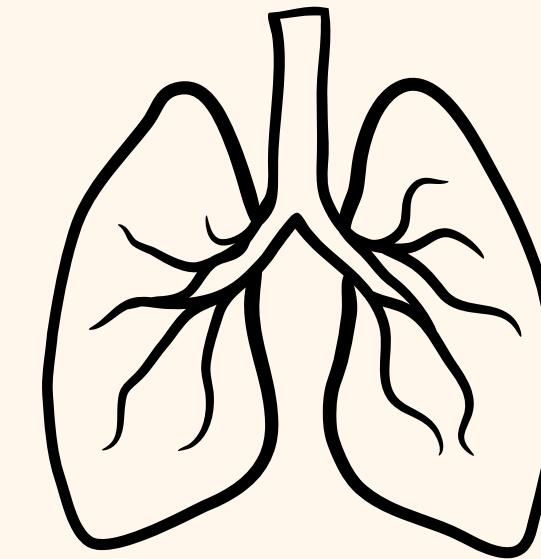


Think about it like this

In the human body...



User Interface (UI) is how
you present from the
outside.



User Experience (UX) is the
organs, the parts that make
things work.

• • • • • • • • • • • • • •

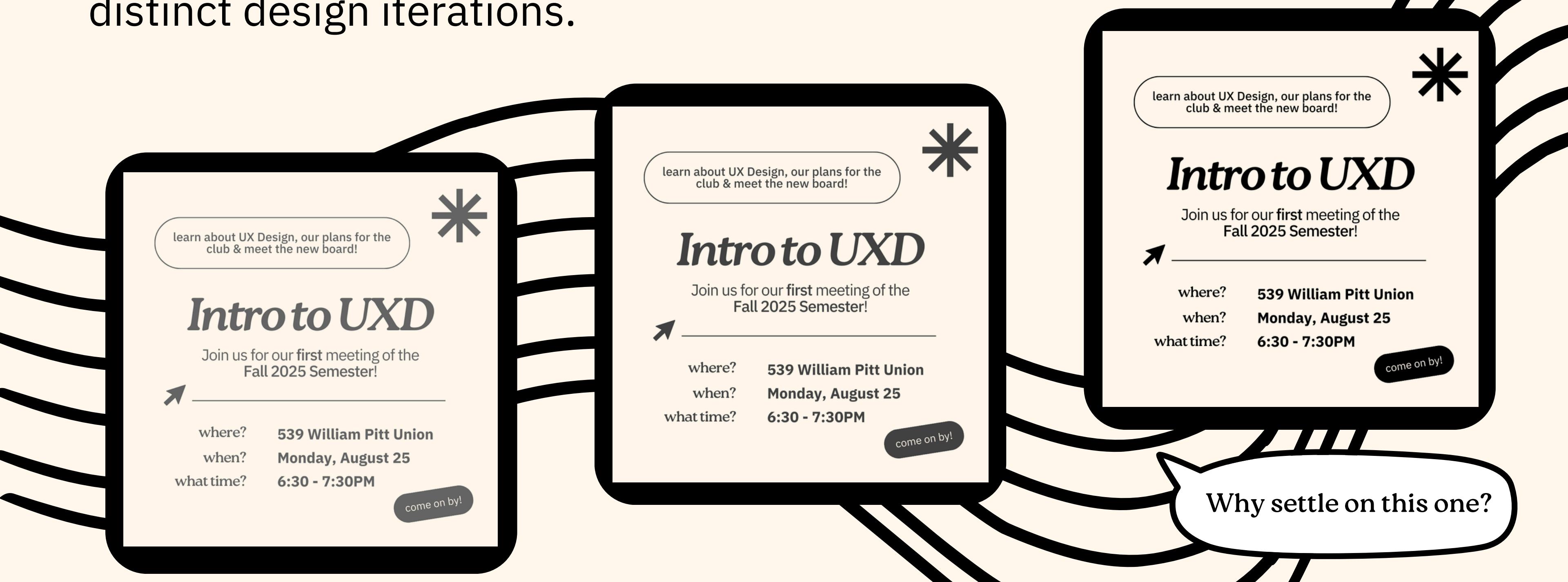
**BUT, this doesn't mean that UI can't
be an essential part of UX!**

Visuals do a lot of heavy lifting in aiding the
feel of an app, but they aren't the end all be
all.

• • • • • • • • • • • • • •

For Example:

When building the flyer for this meeting, we made 3 distinct design iterations.

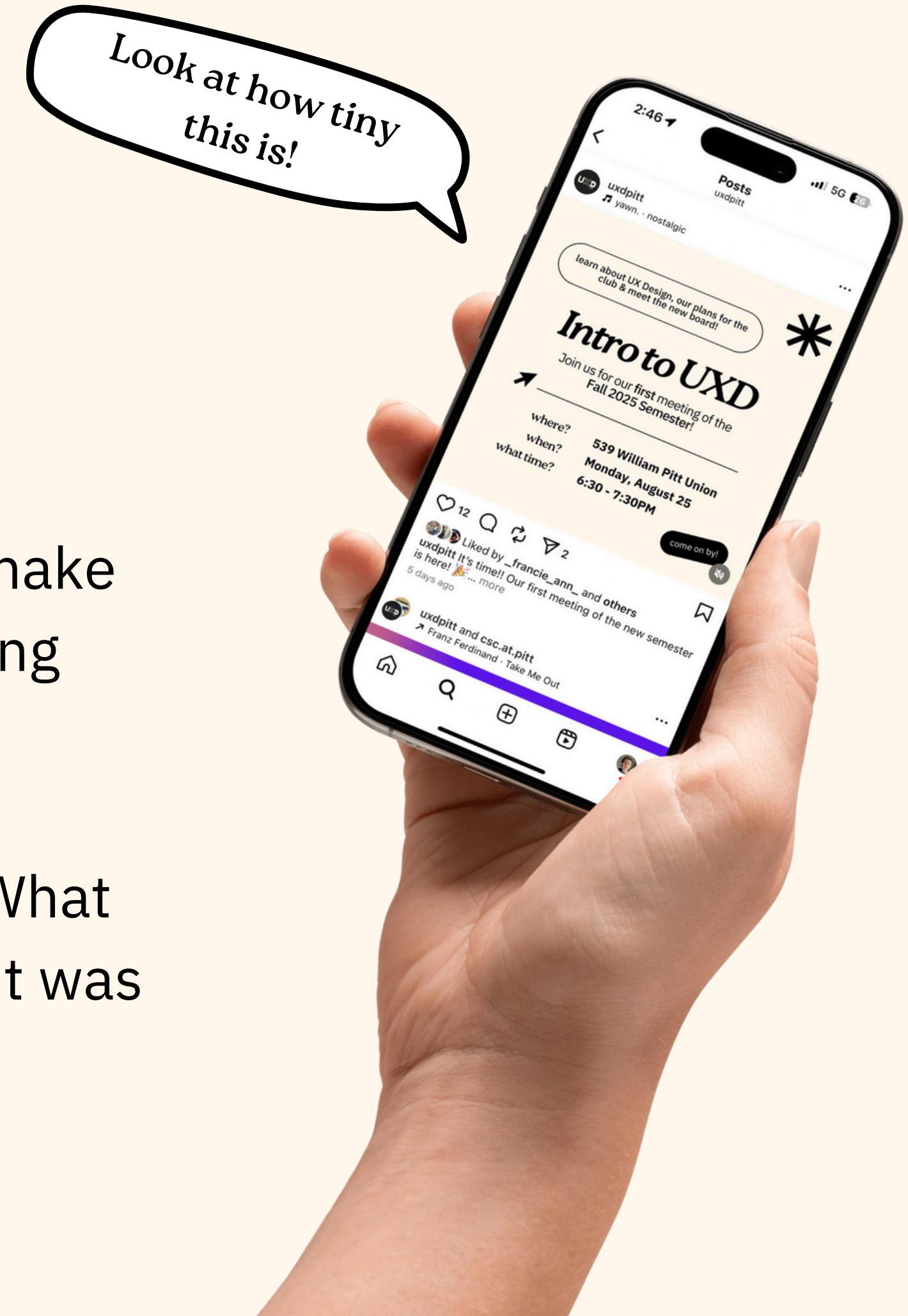


Simple. Legibility.

When it comes to designing for mobile screens, contrast is **key**.

Using full black on beige here is an easy way to make the content readable at a glance for those scrolling social media on small devices (i.e. Instagram)

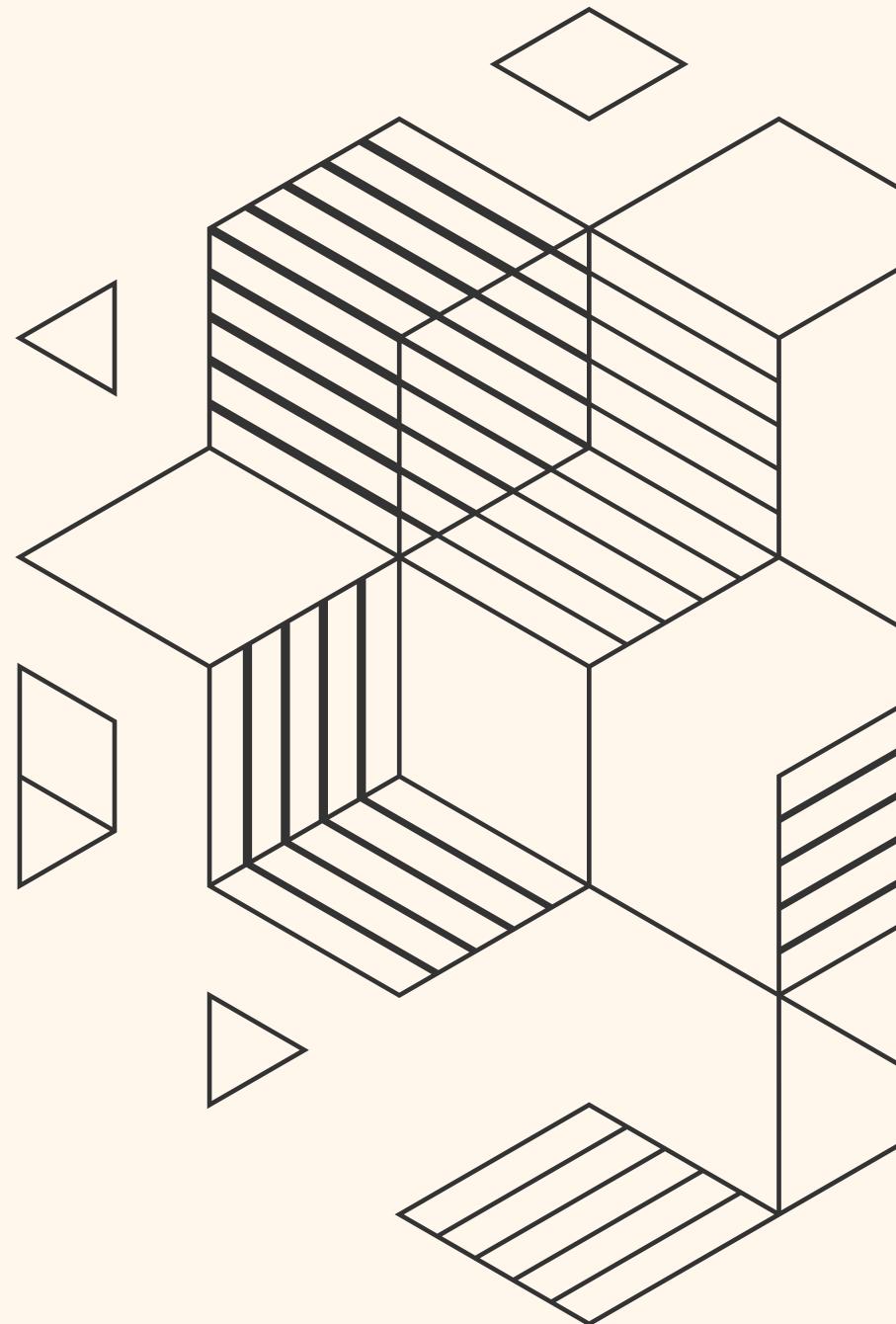
It also does a lot for people with poor eyesight. What good is a design if you can't see the information it was built to convey?



A Day in the Life of a UX Designer in industry.

If you decide to go into this field, you may be doing stuff like:

- Interviewing users
- Gathering user requirements
- Meeting with research & development teams
- Brainstorming sessions with other designers
- Drawing user flows (diagrams of how a user steps through an app)
- Sketching interface mockups
- Prototyping an interface design in software like Figma, Adobe XD, Canva, etc.
- And directing user testing!





Let's do a little icebreaker!

Your Prompt? It's midnight. A vampire wants to order food delivery without being noticed.

How would you design an app for them?

Before we start, keep in mind...

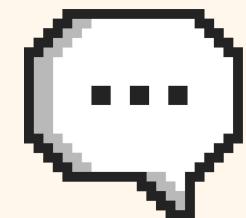
- There are no right or wrong answers here.
- Think about every weird constraint you can! Timing, special diet, privacy, etc.
- Think about how your user (the vampire) will actually think and behave.
- Hangups are opportunities: everything can be improved.
- It's okay to repeat what someone else said, or to disagree with someone.

Get into groups of 3 and start sketching!

You have **5** minutes.



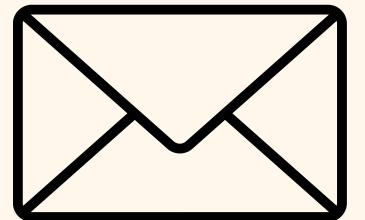
Ways to Contact Us!



@uxdpitt



UXD Discord Server



lbs57@pitt.edu

Thank you for coming!

Sign In Form



Discord Server

