Notes on design class

Prototype- scaled model of intended design

Ui-user interface>what the user sees

Ux-user experience>>determinant of good design>>what the user relates with

Product design incorporates ui, ux, branding and marketing of product.

Components of UX

1. User Research-

. Understand the idea

. Understand the client’s needs

. Understand the user’s needs>requires qualitative research

Types of Qualitative research

Generative-- process of gathering information

Evaluative--- ascertainment of customer’s utility

User Interview variants

Formal

Planned discussion guide and questions, contained environment

Semi-formal

Planned discussion guide, random environment

Informal

Spontaneous interview w/o predetermined format

Product requirement

1. Business
2. User>>Usually numerous hence MVP

MVP-minimum viable product >>read up

1. Technical Requirement

In each iteration of MVP

1. Start small>simplest solution to the problem
2. Create a useful product
3. Get feedback

Recommended books

Read Don Norman on- the design of everyday thing

Don’t make me think- Steve Krug

Steal like an artist

User story

Contained unit of development to accomplish a specific goal in a product

User Persona--WHO

Action--WHAT

Benefit--WHY

Key point in design-ease of use, don’t over-complicate

Mental model plays into simplicty. Bases design on the ‘familiar’

NB: Look into userflow and wireframes