UX UI Workshop

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UX UI Designer / Front-end Developer

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Objectives

- Know how to facilitate a Kickoff Meeting with the client
- Create User Personas, User Stories, and Mood boards
- Map out UX Diagrams
- Organize files properly
- Design UI components
- Design feedback
- Prototype for user testing

What is good design?

Pretty pixels

Right choice of colors and font family

Proper layout and hierarchy

Solution to a problem

DESIGN DISCOVERY

DESIGN PROCESS

Know how to facilitate a Kickoff Meeting with the client

Notepad, Evernote, paper, audio recorder

Facilitating a Kickoff Meeting with the client

Prepare the **necessary** questions for the client

Be open, accept ideas— you are a team

Help the clients to understand

Get us much information as you want

Organize Minutes & Loop it back to the client

Create User Personas, User Stories, and Mood boards

Sketch or Photoshop, Google, paper

User Personas

A user persona is a representation of the goals and behavior of a hypothesized group of users. In most cases, personas are synthesized from data collected from interviews with users.

Mae Ann

Housewife | Cooker , **25 years old, Cebu**

Mae Ann is starting a family and planning to have two children he recently rented an apartment which is not furbished. She's into cooking and baking and wants to have quality kitchen appliances

How does Mae use Haiper?

She looks up in Google and search for online shop for appliance in Cebu where she resides. She sees Haiper and clicks it. She will see the picture first of the category she's most interested in and starts clicking on the products. She sees the pictures and views the specs to match her kithen needs. She likes second opinion so she waits for her husband to decide for her. She also likes to compare things especially their price. She writes her choices down on a paper and decide to buy with her husband. She needs 30% of approval from her husband. After she gets the approval, she would try to email the site to see if she could get a discount. If there is, she'll buy. If there's none, she'll take a week to decide. She will ask her husband to buy it for her.

Interests/Personality

Mae likes to cook and bake. She watches cooking channels and loves to read cooking books and magazine. She would trust a site easily because she is not a techy person and will take everything regardless of the face value.

She like compact appliances because they fit easily.

Tools

Haiper

Tags

Housewife, Cook, Non-techy, Baker, Newly-wed

Derek Floyd

Local Business Man | **Single, Gamer, 30 yrs old**

Derek is a successful real estate broker who loves to take photos and spends alot of time in his gaming console. He spends 20 hours a week on games and play them during the night. He is a techy person.

How does Derek use Haiper?

He wants to upgrade his TV to a bigger size and starts searching for LED TV options on Google. He comes across Haiper and searches the biggest possible TV to fit his room. He doesn't mind the price as long as it is a quality TV. Since he's a techy, he would use the search bar immediately and see the results. He starts comparing the options he has and list them down. He chooses the best option for him and goes to another site. He might probably buy the one from Haiper because it offers special delivery to locals at his doorsteps. Also, since he's a photographer, he admires the color of the TV. If he chooses a different brand, we can pursue ads to bring him back.

Interests/Personality

Derek is a gamer and practices photography as a hobby. He is also techy and loves to go out with friends on the weekends. He is extravagant only when it comes to his games and gadgets. He likes to brag about his gaming set to his friends and likes to invite friends to use his set.

Tools

Haiper

Tags

Gamer, photographer, techy, single

Sheila Valdez

OFW Civil Engineer | **Single, 34 years old, Travel and Music-lover**

Sheila is successful sr. Engineer who works in Singapore and also a big fan of music and travelling. She've been to 7 countries before and she works hard and plays hard.

How does Sheila use Haiper?

She decides to give an Anniversary gift to her parents in Cebu and searches for an online stores that delivers. She wants to surprise them by giving them a ref since they're using an old one. She goes to the site and scrolls down to the recommended ref and clicks on it. She doesn't mind to see the reviews since she trusts the brand and heard about it in Singapore. She instantly buys it regardless if it's discounted or not. She prefers paying thru paypal.

Interests/Personality

She's into travelling and likes to watch musicals. She loves her parents a lot and likes to surprise them from time to time. She's not really a techy person but she easily knows how to use a certain tool.

Tools

Haiper

Tags

OFW, Travel, Musicals, Parents

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Your design can't be intended to everyone.
Find out who's your target user.

A guide throughout the entire project,
ensuring that our decisions and priorities revolved
mainly around providing solutions for our target users.

User Stories

User stories is the overall flow of the user using your product. It tells a story how the user interacts with the elements and experience from start to your end-user goal — acting as a guide to make your UX diagrams.

Moodboards

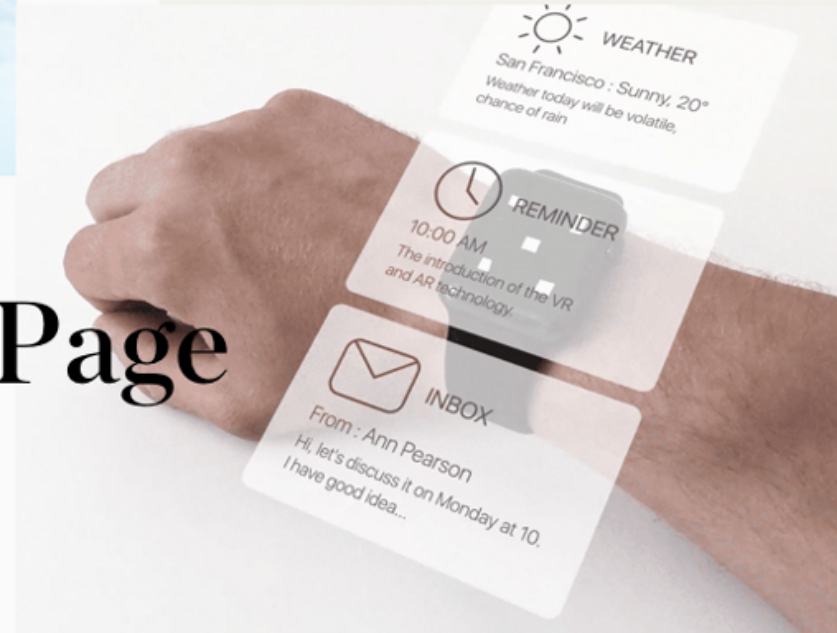An inspiration board for your product's mood, feel, and attitude.

SERIF CHOICE

Chronicle Display

FOUNDRY

Hoefler & Frere Jones

A Backyard Visitor

04

Landing Page

INSPIRATION

11:00-12:00 NOON BREAK
Groupings

12:00-1:00 PM

Conduct kickoff meeting among the group
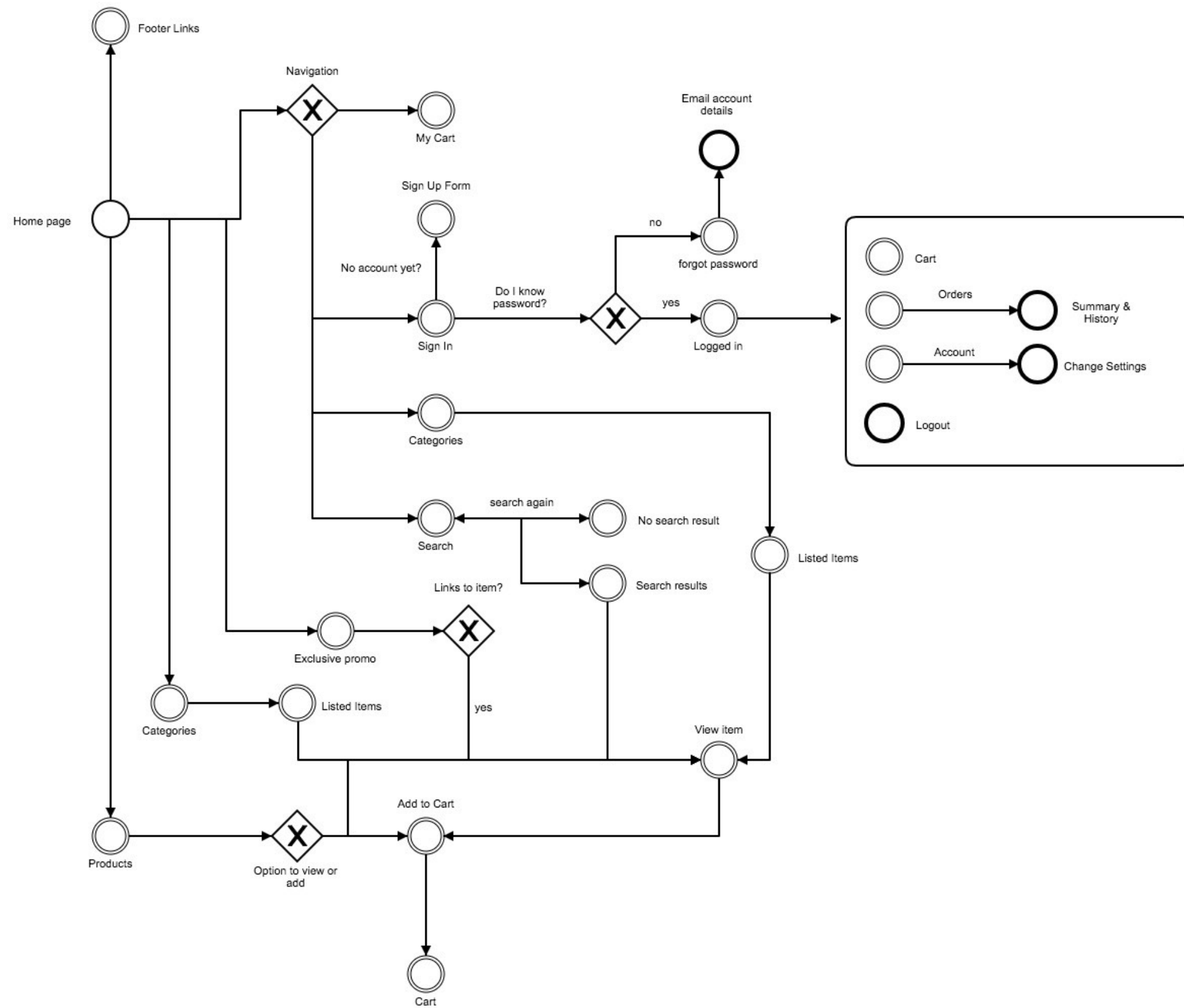
Map out UX Diagrams

Camunda Modeller

UX Diagrams

Map out content and screens of the product.

What are the inputs and outputs?

Don't miss a screen and interaction

Footer Links

Navigation

My Cart

Email account
details

Sign Up Form

no

No account yet?

forgot password

Cart

Home page

Do I know
password?

yes

Orders

Summary &
History

Sign In

Logged in

Account

Change Settings

Categories

Logout

search again

No search result

Search

Listed Items

Links to item?

Search results

Exclusive promo

Categories

Listed Items

View item

yes

Products

Add to Cart

Option to view or
add

Cart

1:30-2:00 PM

Organize minutes of meeting
Create UX Diagram

Task:

Minutes of the meeting

1-2 User Persona

Moodboard

UX Diagram

Wireframes

Organize files properly

Organization of Files

Stop using final, finalsuperfinal.psd
Get organized for a faster iteration workflow.

1- Assets

design discovery, images, logo

2- Client

resources from the client eg. branding guidelines

3- Raw

Photoshop of Sketch file

4- Production

Exported screens in versions

Design UI components

Photoshop/Adobe XD, Sketch, Figma

Modular / Component-based

Easier to change and manage
Easier to build in development

Font family

Colors

Spacing

Tone

Content

Hierarchy

Design Feedback

Redpen, Invision

4:00-6:00 PM

Create the Design

6:00-7:30 PM

Presentation & Feedback

Prototype for user testing

Invision, Flinto

Questions?

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