

PRESENTATION

# UX Design Fundamentals

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# Course Overview

Surface

visual design

Skeleton

interface design

navigation design

Structure

interaction design

information architecture

Scope

functional specification

Content Requirement

Strategy

Business goals

User needs



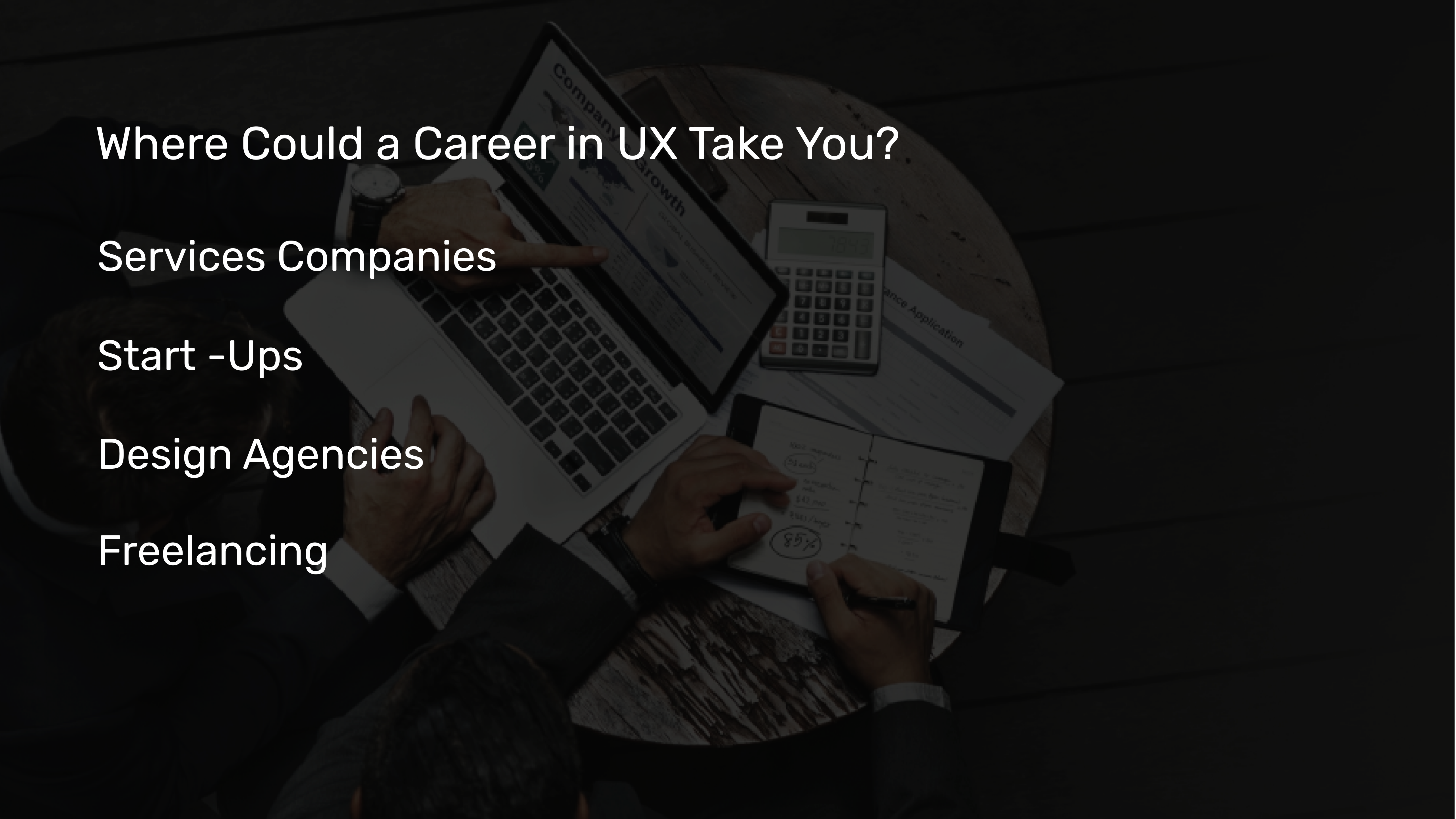
# Where Could a Career in UX Take You?

Services Companies

Start -Ups

Design Agencies

Freelancing



# Other Teams UX Designers Work with Interactive Content



Product /Business Team



Engineering Team (Web-Mobile)



Design Team



Qc Team





**Ux Designer**



**Ui Designer**



**Ux Researcher**

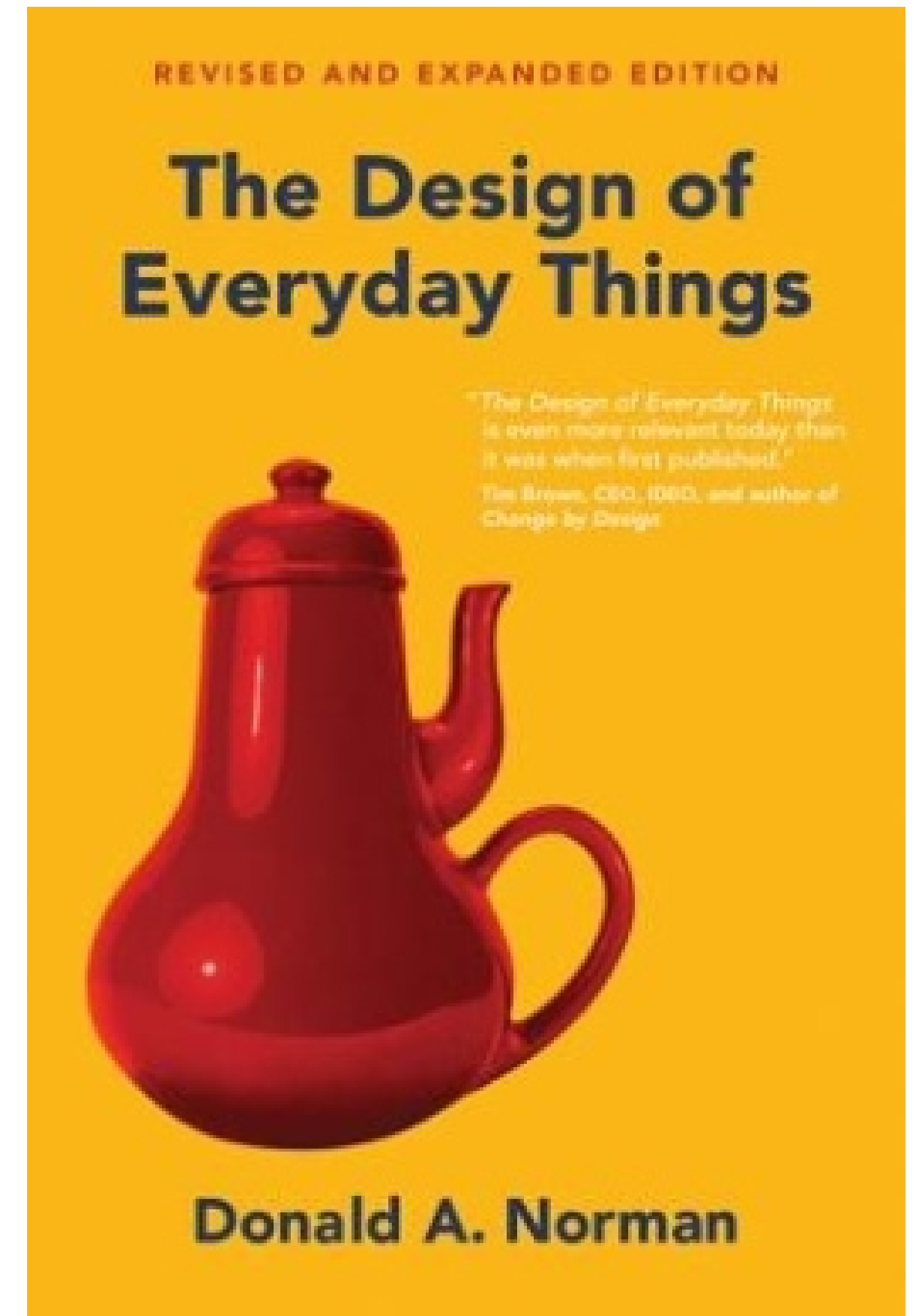


**Ux Writer**

**Ui Ux Designer**

# What UXD

## Good Looking But Not Useful



Who

What

When

Why

Where

**Solution Achieve**

Business goals

User needs



# Elements Of User Experience





# Elements Of User Experience

Surface

visual design

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Strategy

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User needs

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**Age 25-23**

**Online Shopping**

**Business Goals: 10 Million Users And 50 Million Pounds, For Example**



# **Research Process**

**Stakeholder Interview**

**Competitor Analysis**

**Survey**

**User Interview**

**Persona**



# Competitor Analysis Comparison Chart



	 BEST FEATURE	 BEST FOR	 PRICING	 FREE PLAN	 SUPPORT	 CONS	 OUR PRODUCT IS CHEAPER
<b>Mailient</b>	Cross-device Email Testing	E-commerce Publishers	Starts at <b>\$20/month</b>		Email and Chat	Pricing is not scaling well	On average <b>30%</b>
<b>logingo</b>	Sophisticated Automation Options	E-commerce Publishers, Agencies	Starts at <b>\$10/month</b>		Email, Live Chat, and Phone	Not a lot of native integrations (Zapier and Piesync available)	<b>Click Here to Sign up for our Free Plan!</b>
<b>Payparce</b>	Send Time Optimization	E-commerce Publishers, Agencies	Starts at <b>\$25/month</b>		Email	Slow customer support	On average <b>30%</b>
<b>mailsprout</b>	Rendering email designs across various devices	E-commerce Publishers	Starts at <b>\$15/month</b>		Email and Live Chat	No phone support provided	On average <b>20%</b>
<b>Sendelope</b>	Email Testing Across Devices	Government Educational Entities Event Organizers	Starts at <b>\$20/month</b>		Email and Phone	Not fully fledged SMTP platform	On average <b>25%</b>
<b>posterup</b>	Email Testing Across Devices	Online Media	Starts at <b>\$10/month</b>		Email and LiveChat	Lack of native integrations	On average <b>25%</b>
<b>Bonbox</b>	Email Testing Across Devices	Online Media Marketing and Advertising	Starts at <b>\$19/month</b>		Email	Not a fully fledged SMTP platform	On average <b>20%</b>
<b>CrowdSMS</b>	SMS Features	E-commerce Publishers, Agencies	<b>Request Quote</b>		Email, Live Chat and Phone	No self-service help section	N/A
<b>Inboxeen</b>	SMS Features (Additional Cost)	Internet / SaaS	Starts at <b>\$10/month</b>		Email and Phone	No autoresponder	Almost the same

Source: <https://moosend.com/blog/mailchimp-alternatives/>



# **Ux Process**

**User Stories**

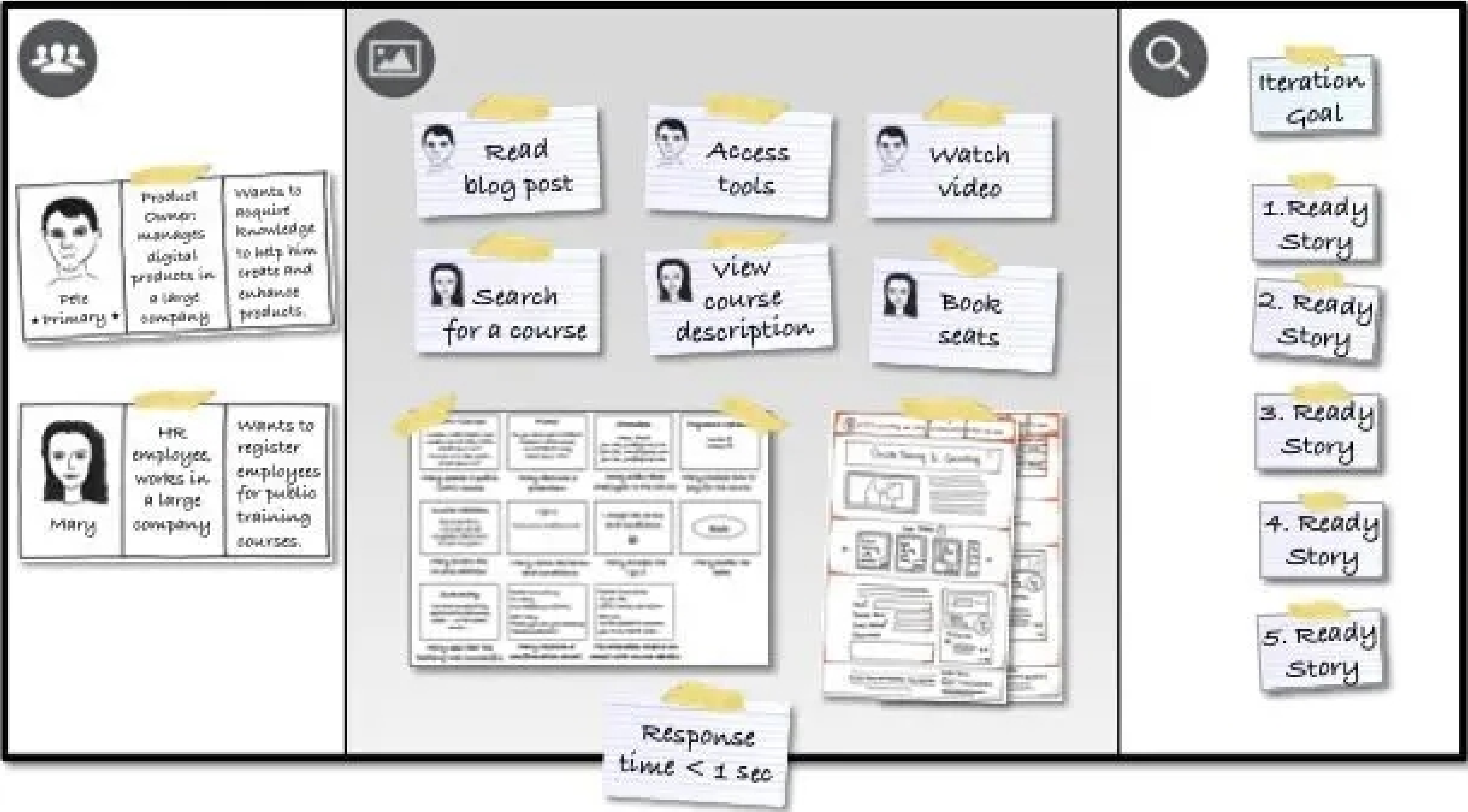
**Features List**

**User Flow**

**Wireframes**

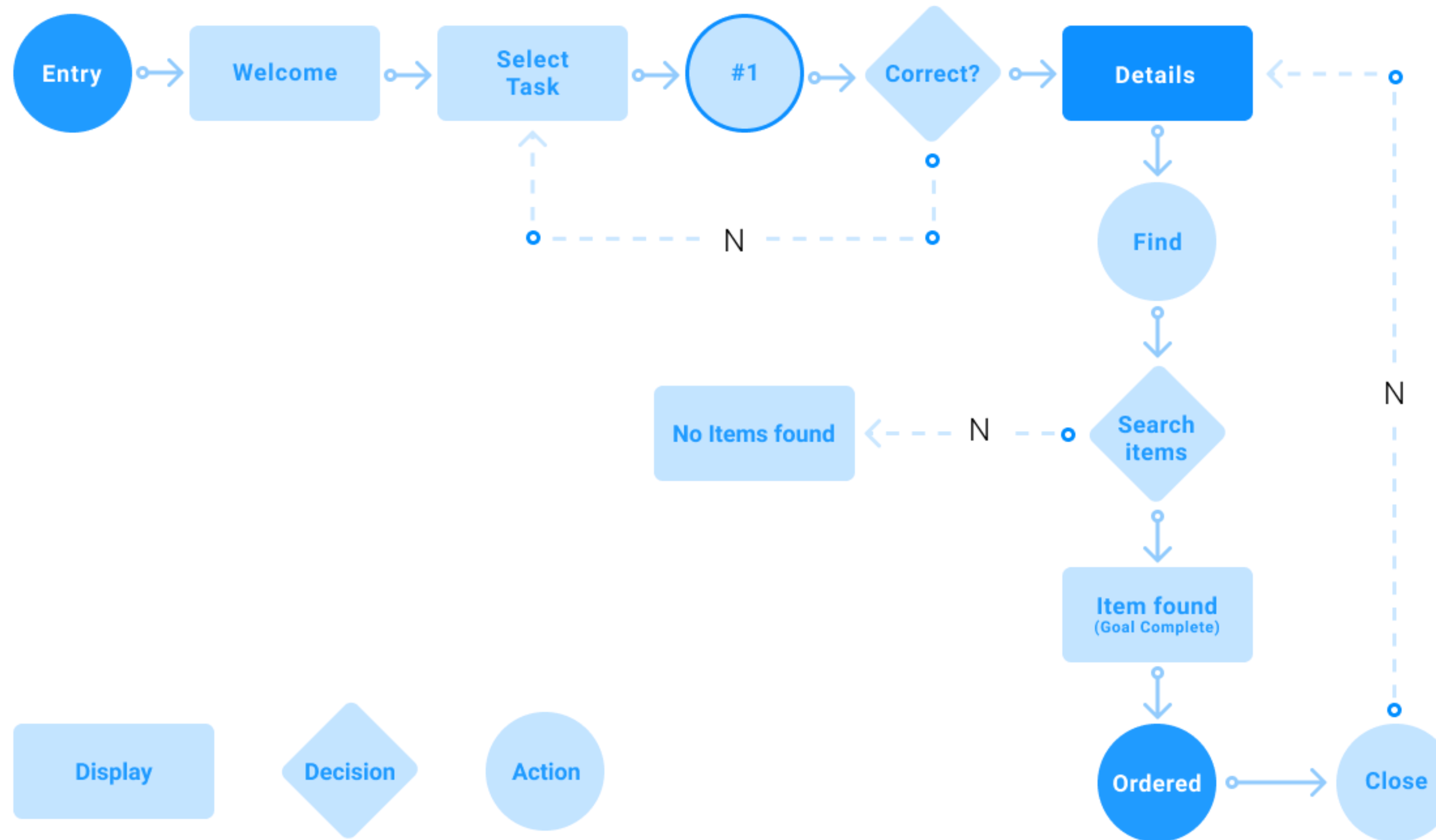


# User Stories

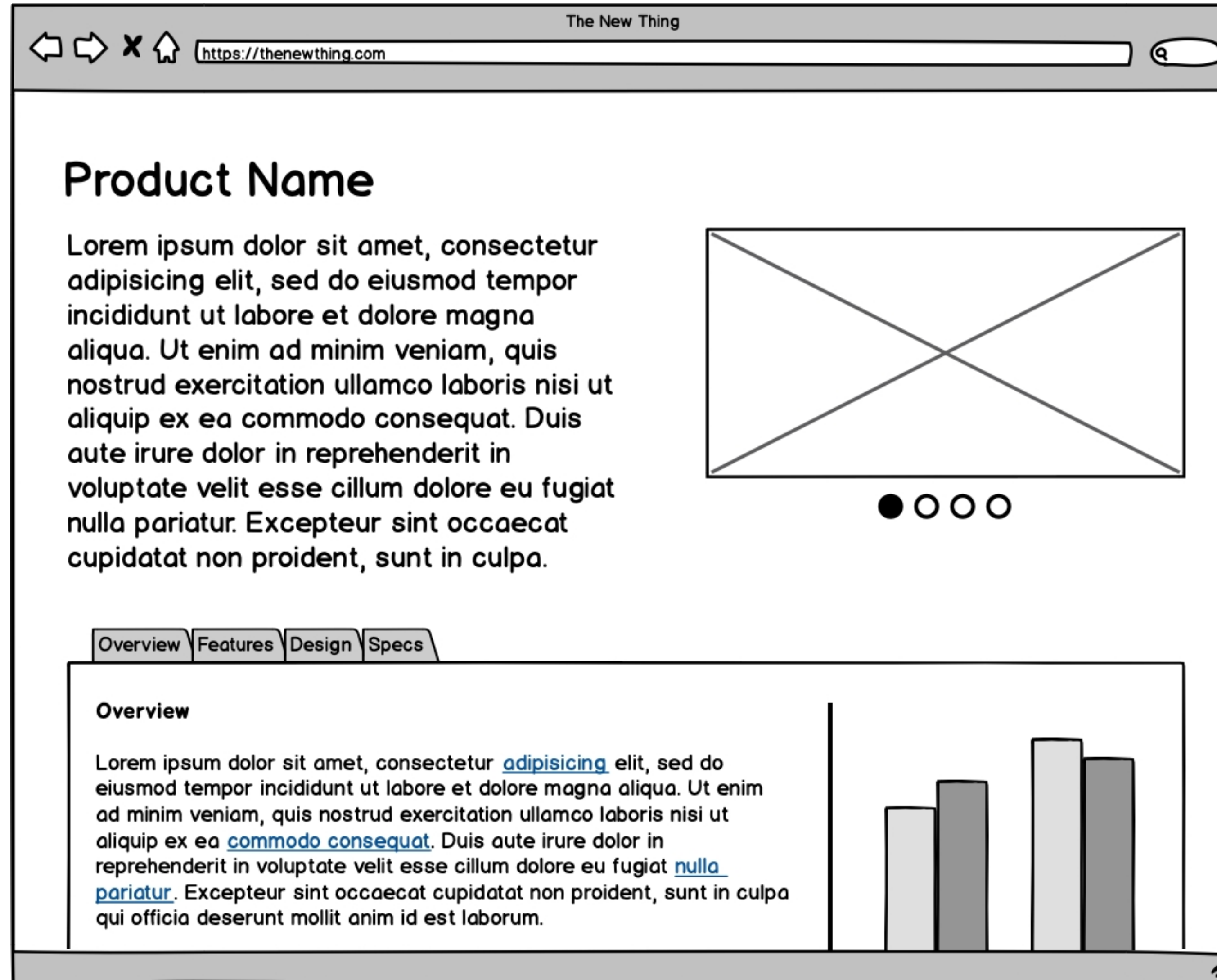




# User Flow



# Wireframes





# Ui Design

