User Experience Design

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Lab 1
Design Process

Project Description

1. A client wants to build an e-commerce website to sell products such as perfumes, cosmetics, lipsticks, and skincare items.

2. A client needs a platform for managing hotel reservations, including booking, cancellations, payments, and automated confirmation emails.

3. A client wants to build a hotel booking website that allows users to search, compare, and reserve rooms in hotels across multiple cities.

Assignment 1

Submission not required.

- Go on figma.com and create an account

- Exploring the welcome screen

- Explore the features for creating new projects, as well as the import and export functionalities in FigJam and Figma.

Assignment 2

- Define a **mission statement**

- Create a **FigJam board** by compiling the mobile, and desktop interfaces of key competitors

- Build a **personal moodboard** in FigJam to collect inspirational content and ideas

- Develop at least **two user personas**

- **Identify the necessary web pages** for both clients and administrators, along with **the features** required on each web page

Assignment 2

Submission Instructions:

- After completing the assignment, students should export frames as a PDF file and submit it on Moodle.

- Go to the **File** menu > select **Export frames to PDF...**, then save the file and upload it to the designated section on Moodle.