NOSAJNOSLIW Notes:

Main Nav:

Process – Discussion of evolution of process, Jesse James Garret, Lean UX Strategy Etc…

Project - Portfolio Design, OUT App, Brother Thesis, AV&C Sales Center Wireframes

Contact – Contact Information

About – History/Bio

**Content Strategy:**

Design Thinking:

*Learn from People*

*Find Patterns*

*Design Principles*

*Make tangible*

*Iterate Relentlessly*

Project Template: **STAR**

**S – Situation:**

Strategy & Goals – Content Strategy, Intentify Client Goals, Identify Key Concepts, and MVP’s,

Research – User Interviews, Surveys and Results

**T – Task:**

Research

Prototyping & Design – Prototypes, Wireframes, User Flows

Modelling - Personas, ProtoPersonas, Identify User Behaviors/Pain Points

Requirements, Framework

**And**

**R – Results**

Usability testing – Internal Testing, Discussion

Handoff

Refinement, Support

Research>Modeling>Requirements>Framework>Refinement>Support

Portfolio Goals/Things to Address:

Tool Mastery

Process Focus

Key Concept Communication

Cross Functional Collaboration

Applied Perceptiveness

Writing on UI/UX Design

Visual Syntax Grammar

Tough Challenges

Range of Expertise

Dealing w/NDA’s

Key Resources:

About Face

Lean UX

HackDesign – Visual Hierarchy

UX Pin – UX for Startups, Interaction Design Best Practices,

Jim Kalbach – UX Strategy Blueprint

**Software/Programming/Behavior Strategy:**

**Be sure to illustrate how working as a one man team requires ascertaining software requirements on your own.**

Use the Materialize scrollspy function to navigate each project page.

You can use the Pushpin Plugin to lock the position of your project nav bar.\

Use this Owl Scroll (<http://www.owlcarousel.owlgraphic.com/index.html> ) to allow users to select between your different UX portfolio projects.

Fonts:

Adobe Edge – Advent Pro, Amaranth, Inconsolata

Downloaded - Archivo

Google Fonts – Josefin Sans, Archivo Narrow, Lato, Raleway

**CONTENT:**

Portfolio Redesign –

Situation/Problem –

Client Goals -

User Goals -

Content Strategy –

Research – Include Software and design tutorials, and UX design thinking that you ingested.

Personas –

Cliff C. (Breadth and Depth of your UX understanding try to show this as much as you can, Out app as best example, focus on drawing out the process that you display in the OUT app and apply it to the other projects)

Lois S. (Need to illustrate a thorough understanding of visual and interaction design principles, expound on your process and tell the story of your journey as a designer UX inspirations, incorporate more contemporary visual design methods, (think material design, flat design, focus on font, visual hierarchy, use of white space)

DeAngela D. (Visual design elements could use a bit of tweaking, focus on unifying the font usage, and finding the right font weight, minimize use of color and utilize the power of white space.

Usability Testing -

Out App –

Reiterate the narrative that you have already begun with the following in mind.

Portfolio Redesign –

Situation/Problem –

Client Goals -

User Goals -

Content Strategy –

Research – Include Software and design tutorials, and UX design thinking that you ingested.

Personas –

Brother Thesis –

Reiterate the narrative that you have already begun with the following in mind.

Portfolio Redesign –

Situation/Problem –

Client Goals -

User Goals -

Content Strategy –

Research – Include Software and design tutorials, and UX design thinking that you ingested.

Personas –

AV&C Portfolio –

Reiterate the narrative that you have already begun with the following in mind.

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Situation/Problem –

Client Goals -

User Goals -

Content Strategy –

Research – Include Software and design tutorials, and UX design thinking that you ingested.

Explain why some of the typical steps won’t apply to this particular situation.