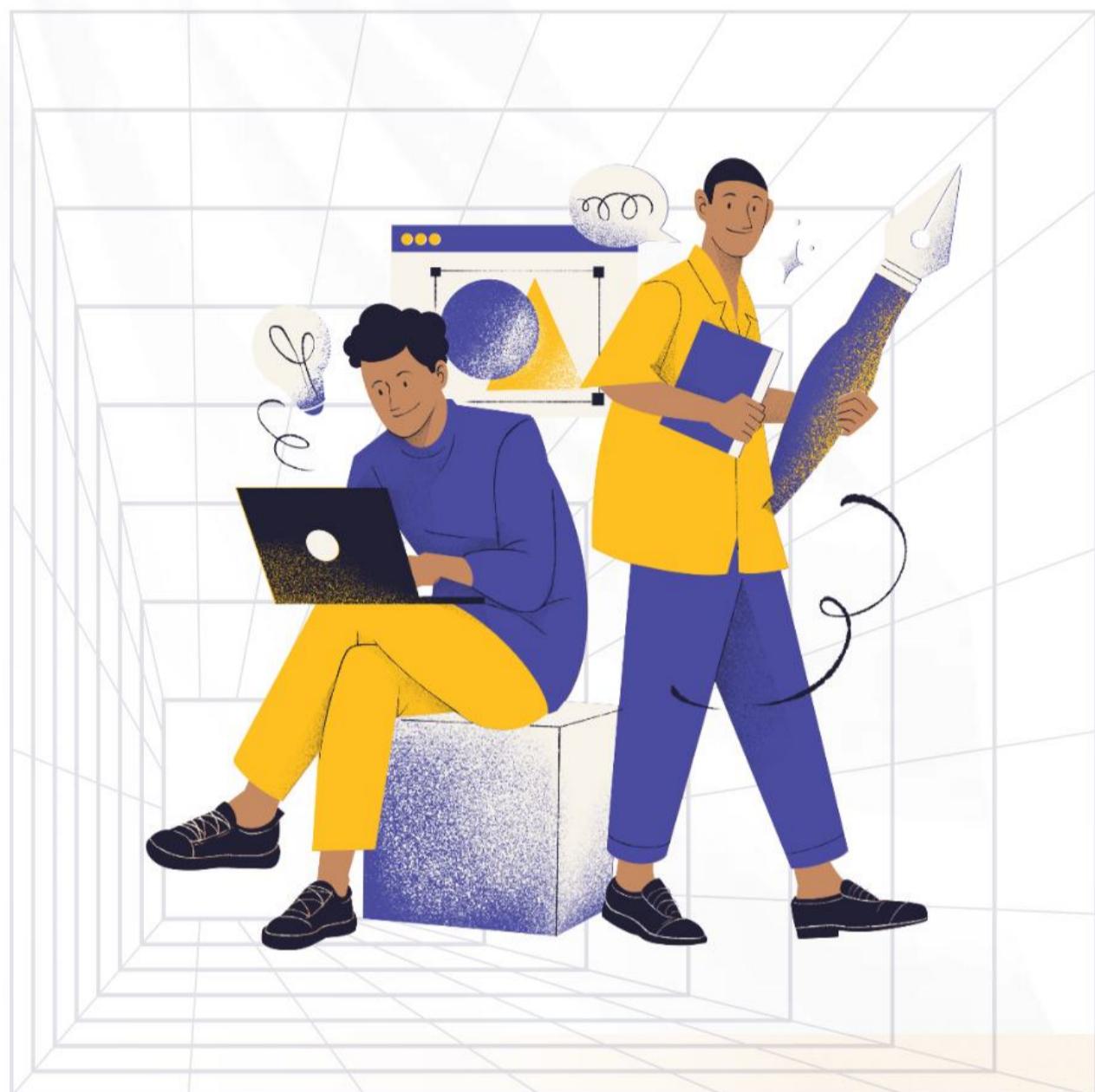




**P** Perxels



# THE ABC OF UIUX DESIGN



# ABOUT ME

Hi, I'm Abiodun Fiwa. I'm a Senior UI/UX Designer with 10+ years experience creating digital products that are easy for people to use. I've worked on live projects all over the world, learning new things and making usable products for fintech and logistic companies in Nigeria, United Kingdom and United State of America. I love helping people transition into UIUX Design and have been doing this with my company Perxels for over 6 years now. I've learned a lot from different places, and I like sharing what I know with others. Let's make the internet a better place together!

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# Curious?

You have just opened your favourite app (OPay or Moniepoint maybe), and everything feels effortless. You can find what you need instantly, the buttons are clear and inviting, and making payment transfers just feels...good. And your neighbour, Emeka, said: “that's what we call UIUX design”

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# What is UIUX Design

UI stands for User Interface. It is the visual layer you interact with – the buttons, menus, colours, and overall look and feel of an app or website.

It's like the storefront window of a bakery shop on your street; it needs to be attractive and inviting to draw you in.

UX stands for User Experience. This goes beyond the surface and focuses on the entire journey you take when using something. It's about how easy it is to find what you need, how intuitive the controls are, and how enjoyable the whole experience is. It's like walking into that bakery store I mentioned earlier and having a smooth, frustration-free shopping experience.

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# Why UIUX Design?

Well, for starters, good UIUX design makes our lives easier. It saves us time, reduces frustration, and even makes using technology enjoyable e.g Uber, Bolt, Glovo, Jumia, Whatsapp etc . But it's not just about us, the users. Here's why UIUX design is important for businesses too: Happy users = loyal users: When people have a positive experience with an app or website, they're more likely to keep coming back. Increased sales and conversions:

**Happy users = loyal users**

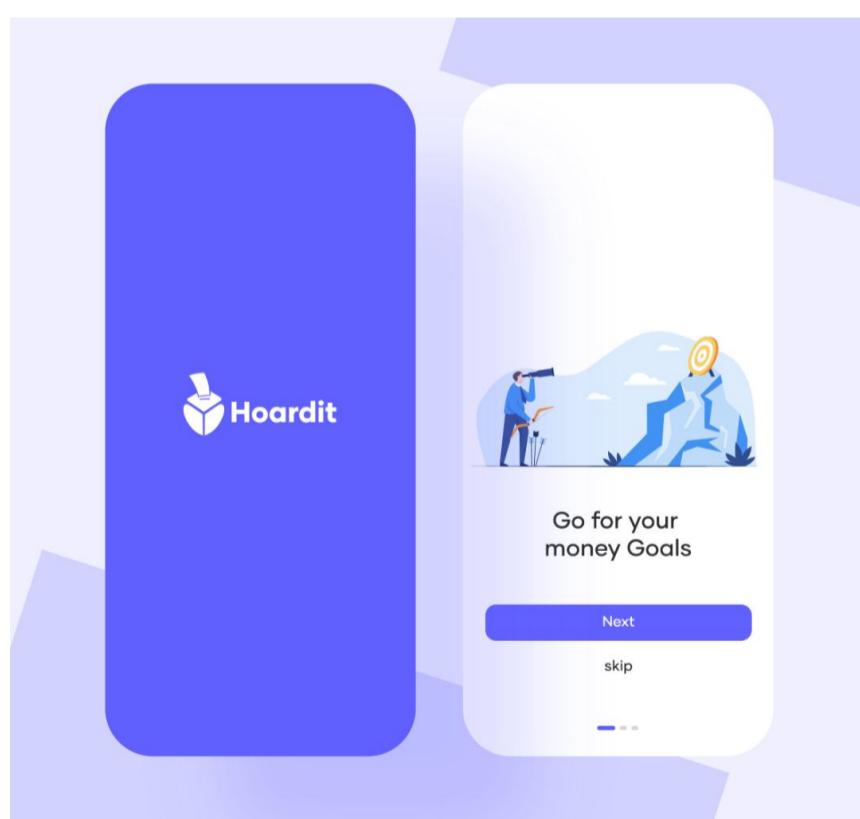
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# UIUX Design Terms

Let's face it, UIUX design can be a world of jargon. But don't worry, I've got you covered!

## USER INTERFACE (UI)

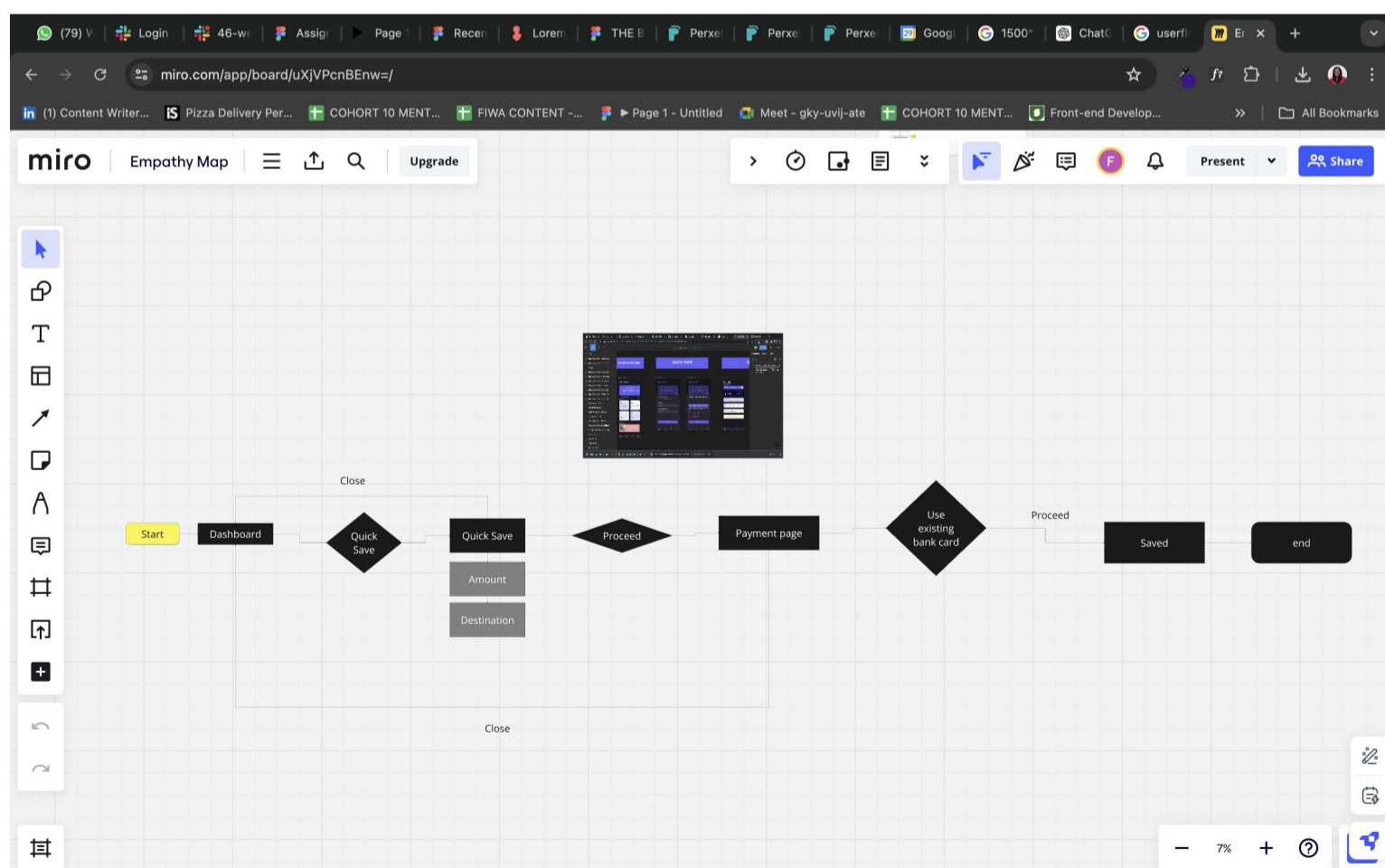
This is the visual layer of a product that users interact with directly (buttons, menus, etc.)



- An aesthetically pleasing design can enhance user satisfaction and engagement. This includes a well-balanced layout, harmonious color schemes, and appealing typography.

## USER EXPERIENCE DESIGN

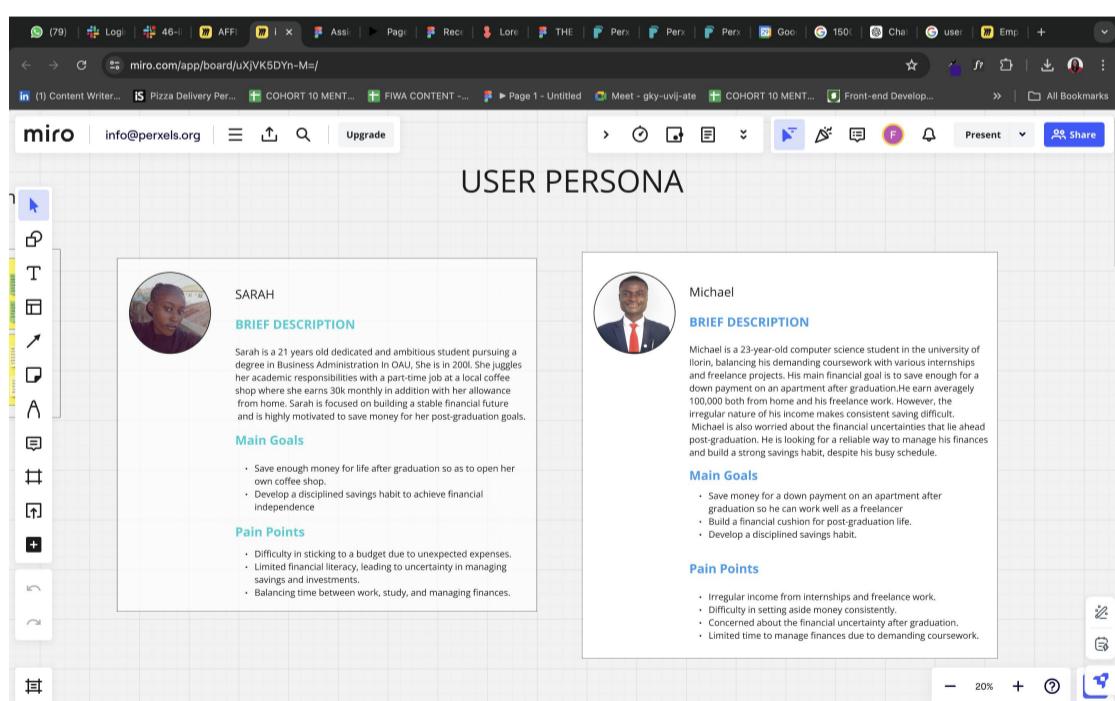
User Experience (UX) design is the process of creating products that provide meaningful and relevant experiences to users. It involves the entire process of acquiring and integrating the product, including aspects of research, usability, and function of a product



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## USER PERSONA

In UX design, a user persona is a detailed and semi-fictional profile that embodies the characteristics of a typical user of a product or service. It includes information such as the user's background, preferences, motivations, and challenges, helping designers create user-centered experiences.



The screenshot shows a Miro board titled "USER PERSONA". On the left, there is a sidebar with various tools and a search bar. The main canvas contains two persona cards side-by-side. The first card is for "SARAH", featuring a photo of a young woman and sections for "BRIEF DESCRIPTION", "Main Goals", and "Pain Points". The second card is for "Michael", featuring a photo of a man and sections for "BRIEF DESCRIPTION", "Main Goals", and "Pain Points". Both cards contain detailed text describing their characteristics, goals, and challenges.

**SARAH**

**BRIEF DESCRIPTION**

Sarah is a 21 years old dedicated and ambitious student pursuing a degree in Business Administration in OAU. She is in 2001. She juggles her academic responsibilities with a part-time job at a local coffee shop where she earns 30k monthly in addition with her allowance from home. Sarah is focused on building a stable financial future and is highly motivated to save money for her post-graduation goals.

**Main Goals**

- Save enough money for life after graduation so as to open her own coffee shop.
- Develop a disciplined savings habit to achieve financial independence

**Pain Points**

- Difficulty in sticking to a budget due to unexpected expenses.
- Limited financial literacy, leading to uncertainty in managing savings and investments.
- Balancing time between work, study, and managing finances.

**Michael**

**BRIEF DESCRIPTION**

Michael is a 23-year-old computer science student in the university of Ilorin, balancing his demanding coursework with various internships and freelance projects. His main financial goal is to save enough for a down payment on an apartment after graduation. He currently earns 100,000 both from home and his freelance work. However, the irregular nature of his income makes consistent saving difficult. Michael is also worried about the financial uncertainties that lie ahead post-graduation. He is looking for a reliable way to manage his finances and build a strong savings habit, despite his busy schedule.

**Main Goals**

- Save money for a down payment on an apartment after graduation so he can work well as a freelancer
- Build a financial cushion for post-graduation life.
- Develop a disciplined savings habit.

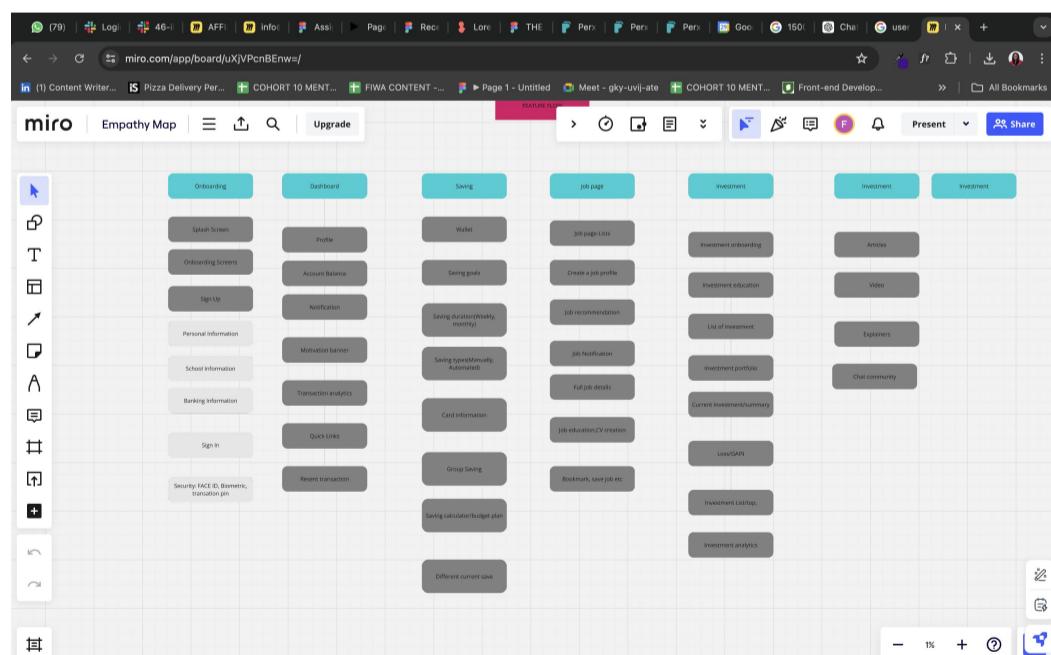
**Pain Points**

- Irregular income from internships and freelance work.
- Difficulty in setting aside money consistently.
- Concerned about the financial uncertainty after graduation.
- Limited time to manage finances due to demanding coursework.

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# INFORMATION ARCHITECTURE

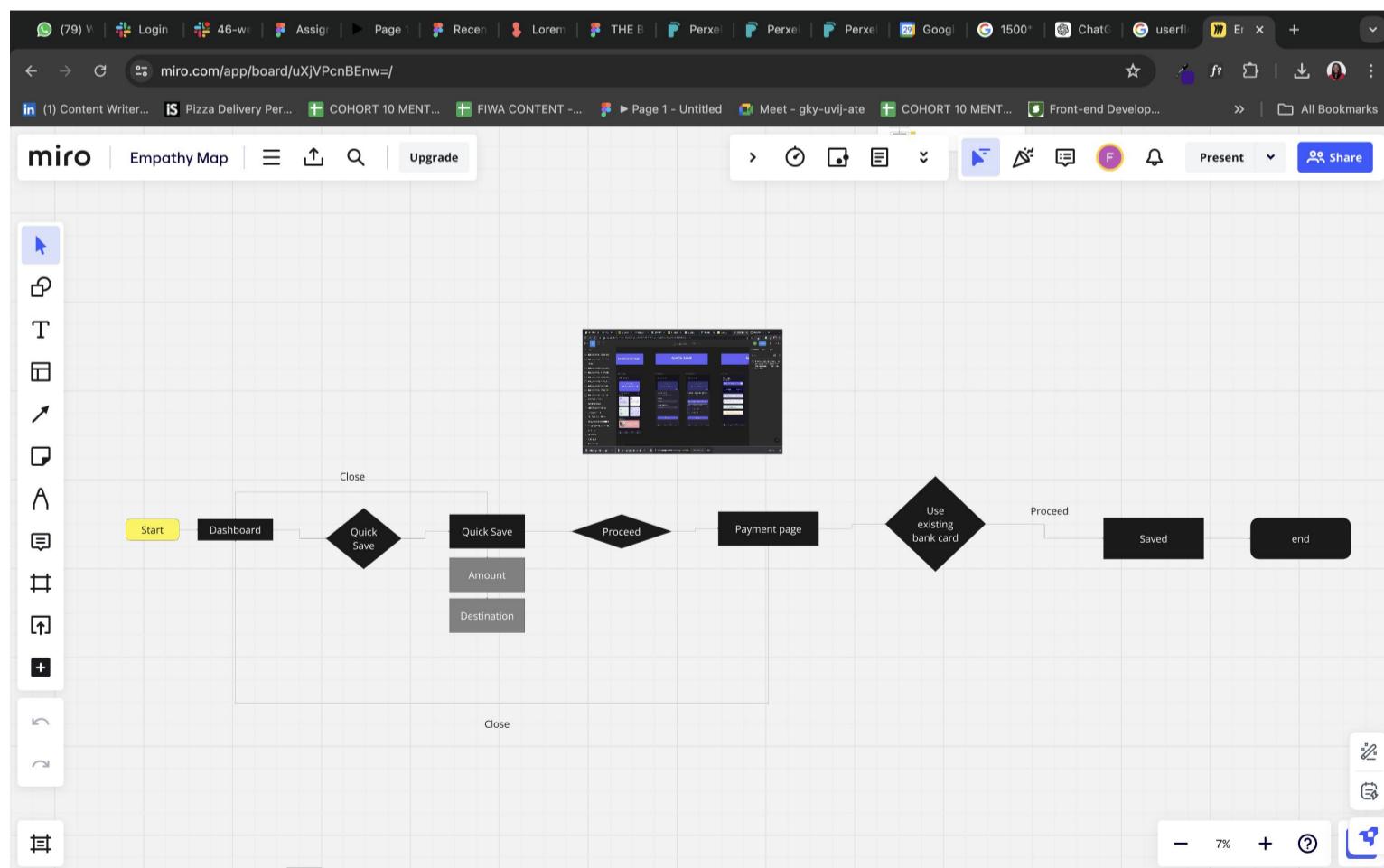
Information architecture (IA) is the practice of organizing and structuring content in a way that enhances the user's ability to find and use information. It involves creating a clear and logical navigation system, categorizing content, and designing layouts that improve the overall user experience on digital platforms like websites and apps.



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## USER FLOW

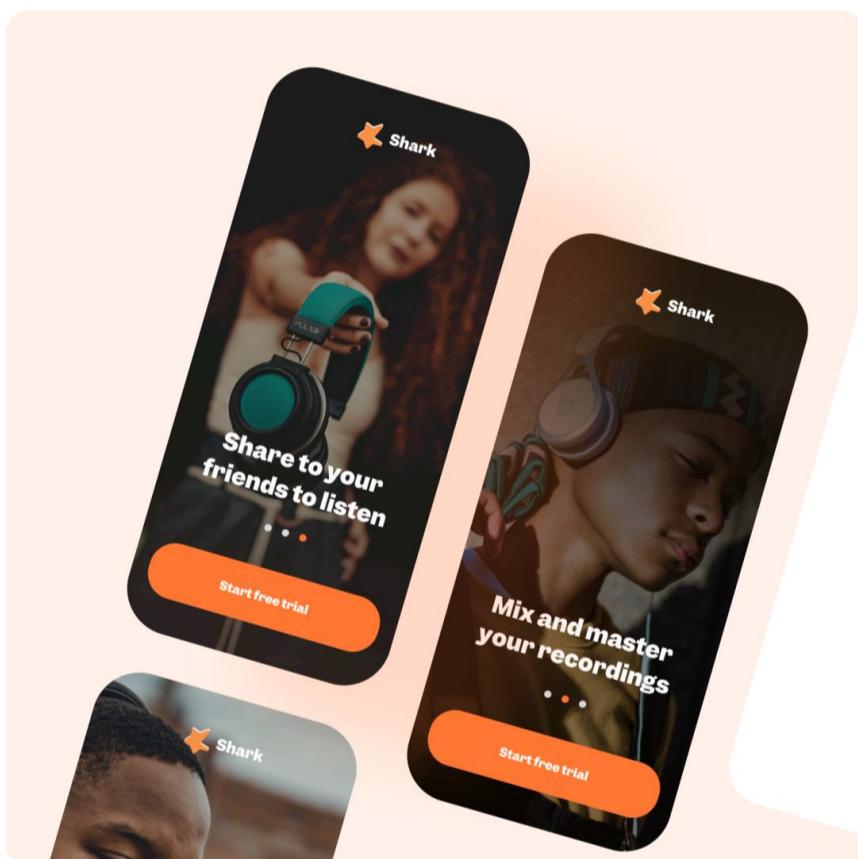
User flow is a diagram or map that outlines the path a user takes from the entry point to the final action, such as completing a purchase or submitting a form. It helps designers and developers understand the user's interactions and identify potential obstacles or points of friction to improve the overall user experience.



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## MOCKUP

A mockup is a high-fidelity, static representation of a design. It displays how the final product will look, including details such as colors, typography, and layout.



It is not functional but provides a realistic appearance of the final product, allowing designers and stakeholders to review its aesthetics and make any necessary adjustments before production.

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# WIREFRAMES

A wireframe is a basic, visual guide used in the design and development of websites, apps, and other digital interfaces.



The wireframe illustrates a website layout for 'K Logistics'. The homepage features a large hero section with the tagline 'We will deliver your package anywhere and timely'. Below this, a sub-section highlights 'In frispes we spearhead new initiatives and provide mentorship to a new startup and help grow their opportunities in key local'. A 'Get Started' button is located at the bottom left of this section. The top navigation bar includes links for Home, Service, Tracking, Contact Us, Pricing, and Sign Up. The 'Service' link is underlined. The 'SERVICES SECTION' is shown below, containing five identical service cards, each titled 'Register Your Parcel' with a brief description and a 'Learn More' link.

**K Logistics**

We will deliver your package anywhere and timely

In frispes we spearhead new initiatives and provide mentorship to a new startup and help grow their opportunities in key local.

Get Started

Home Service Tracking Contact Us Pricing Sign Up

**SERVICES SECTION**

Register Your Parcel

Once you bring in your parcel to the company to be moved you weight your parcel and put in your information

Learn More

Register Your Parcel

Once you bring in your parcel to the company to be moved you weight your parcel and put in your information

Learn More

Register Your Parcel

Once you bring in your parcel to the company to be moved you weight your parcel and put in your information

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Once you bring in your parcel to the company to be moved you weight your parcel and put in your information

Learn More

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**SERVICES SECTION**

**This book is written by Perxels Design School**

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right now is  
Perxels Design  
School**

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DEVELOPMENT**

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# Learn more about Perxels

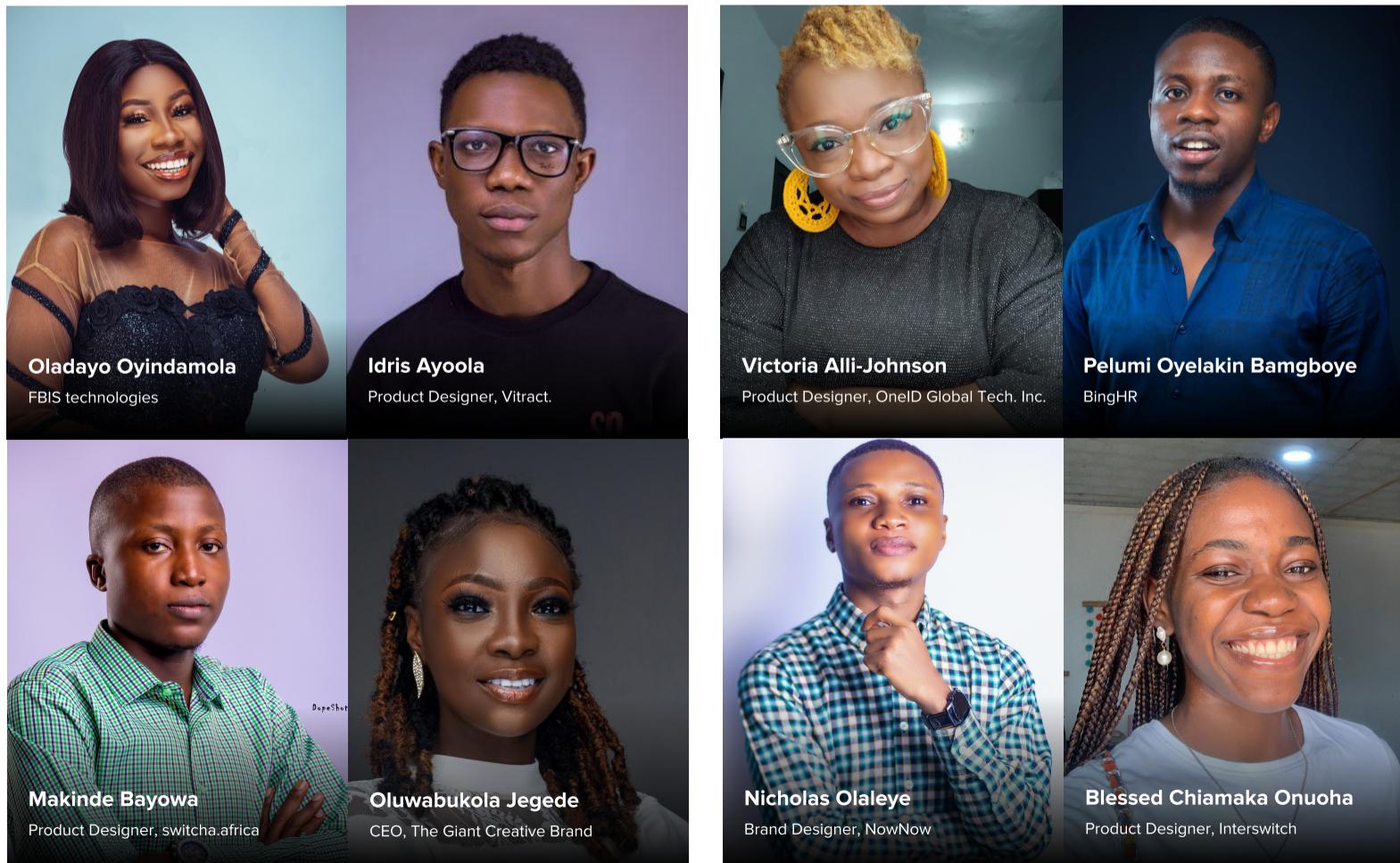
Established in April 2020, Perxels addresses the gap between design education and real-world needs. Our alumni, equipped with practical skills, have landed coveted positions at industry leaders like Providus, Interswitch, NowNow, and Cowrywise. Furthermore, students gain valuable experience and international earning potential.



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# Testimonials of the Alumni

Perxels boasts a strong network of alumni who have not only excelled in the field of UIUX design but also attribute their success to the rigorous training and mentorship received at the institution.



Here is a picture of Perxels Alumni and where they work

# Quality Training in UIUX Design:

Unlike other design schools that offer a broad spectrum of other courses, Perxels specialises exclusively in UIUX design. This focused approach allows the institution to delve deep into the intricacies of the discipline

## Guaranteed Internship Opportunities

Perxels goes above and beyond to facilitate practical learning experiences for its students by guaranteeing internship placements

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# Perxels offers UIUX Design, both **online** and **physical classss**

## Basic Class

for beginners and those transitioning into UIUX design.

## Advanced Class

for intermediate designers looking to upskill.

## Premium Class

intensive training and structured path to guide from basic to advanced level in UIUX design.

## International Class

for students outside of Nigeria and Africa.

[Click here to see the cost of each of them](#)