

 x Creative Labs.



intro to UX/UI

HELLO,
I'M JUSTINE



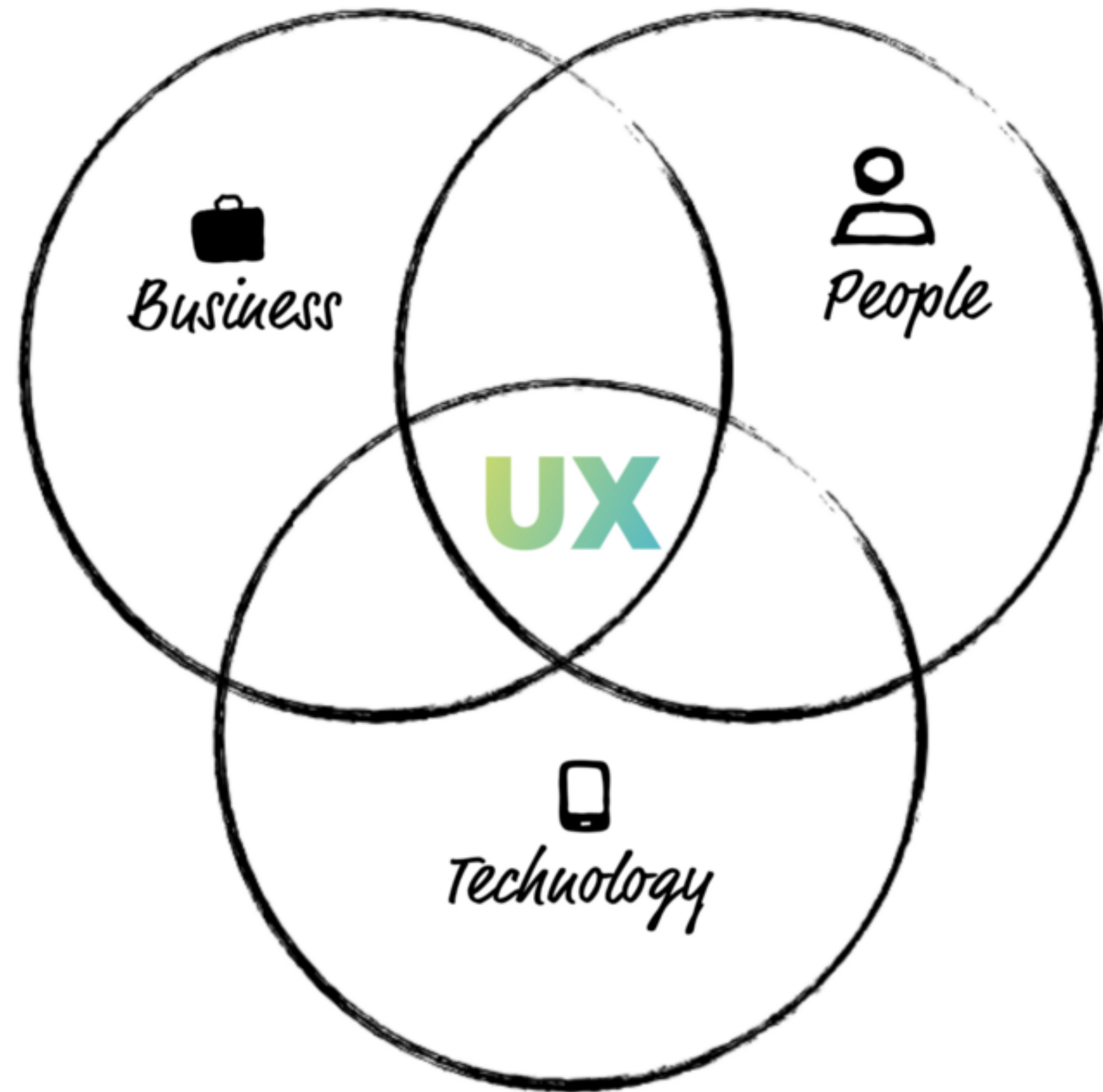
What is **UX** Design?

the study of **user behavior** and **motivation**
with the goal of designing better **digital experiences**.



In Reality

A balance of business goals with technology restraints while keeping customers happy.



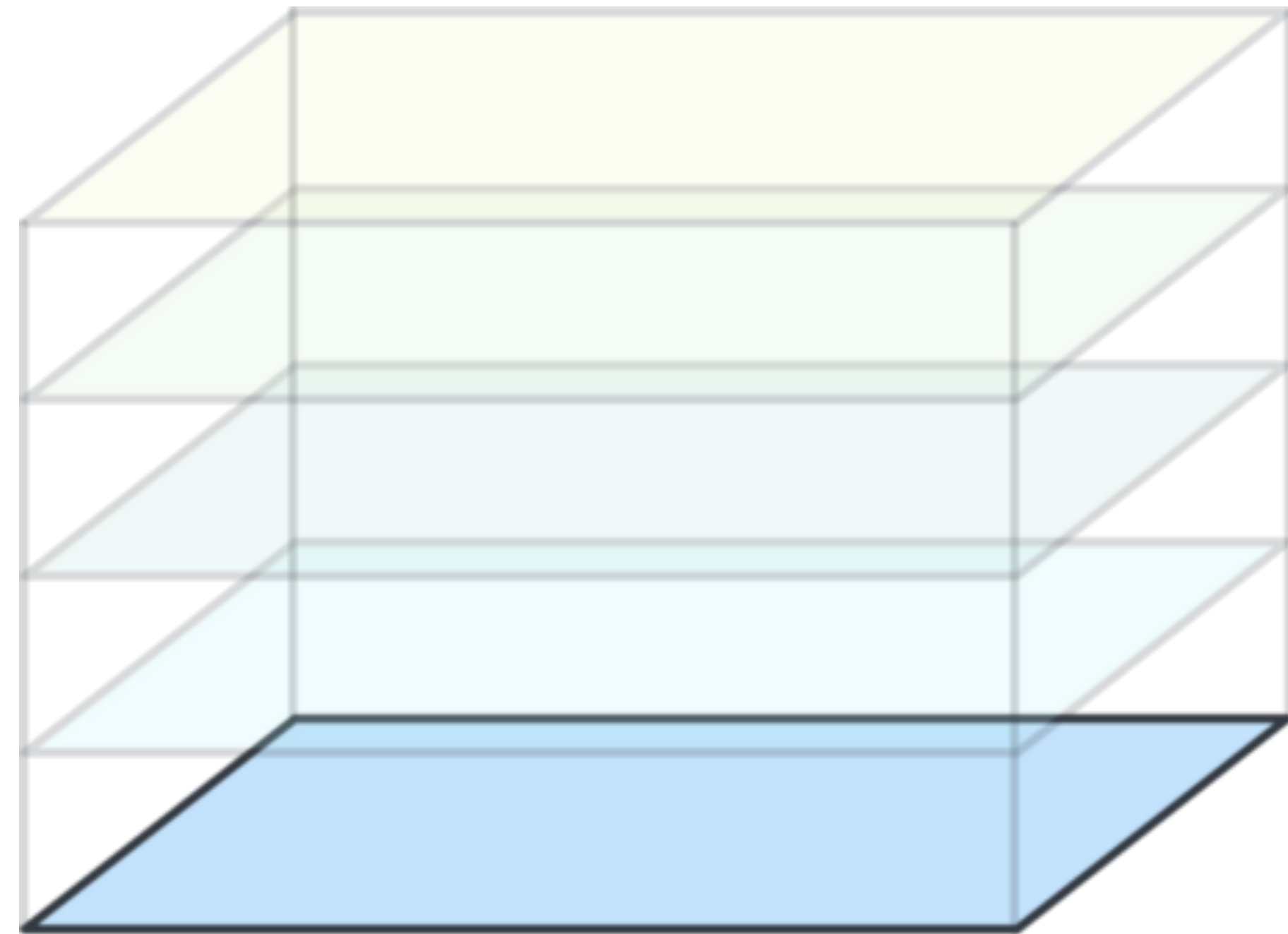
UX Overview

- 1 Strategy
- 2 Scope
- 3 Structure
- 4 Skeleton
- 5 Surface

Strategy

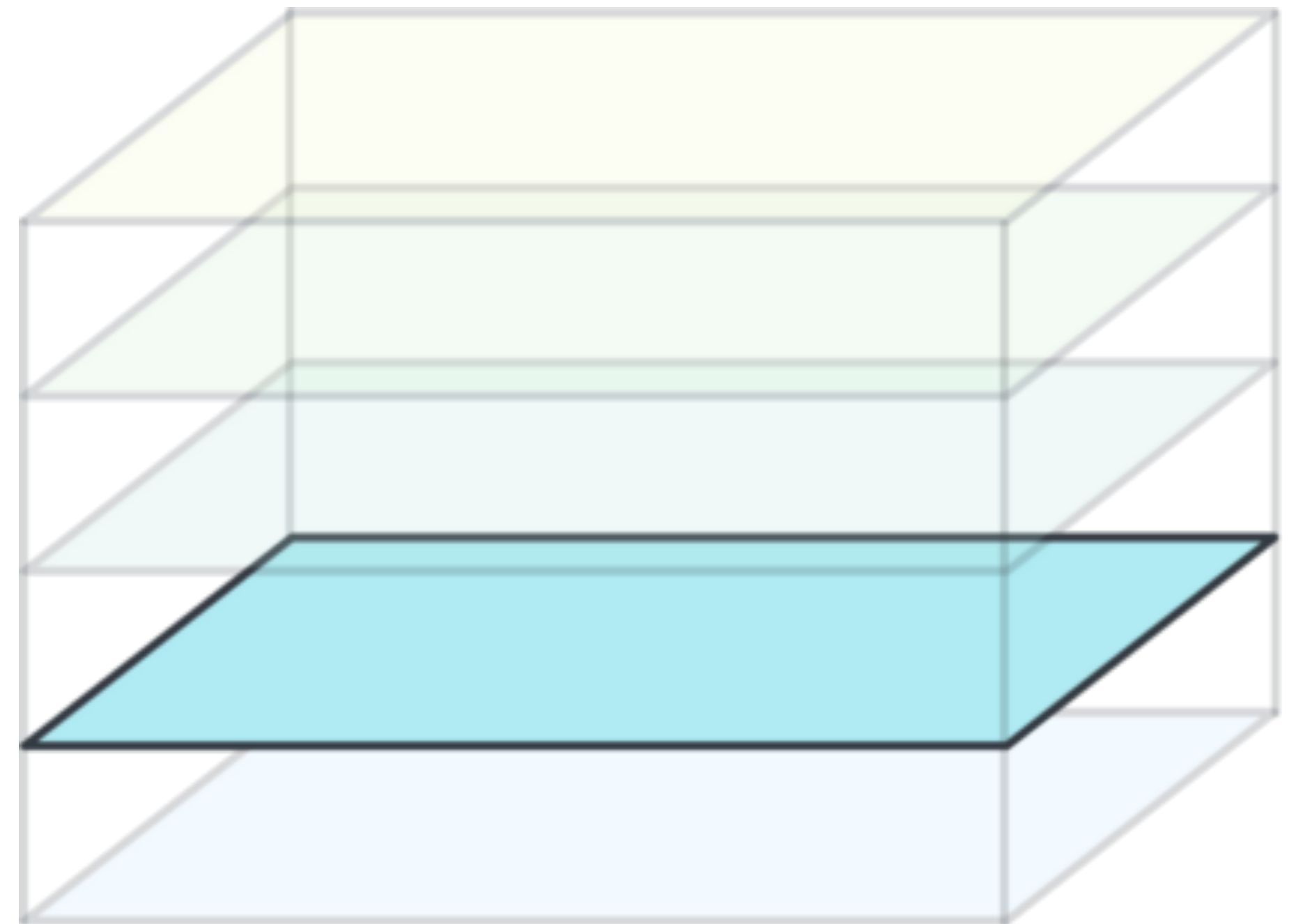
User Needs

Product Objectives



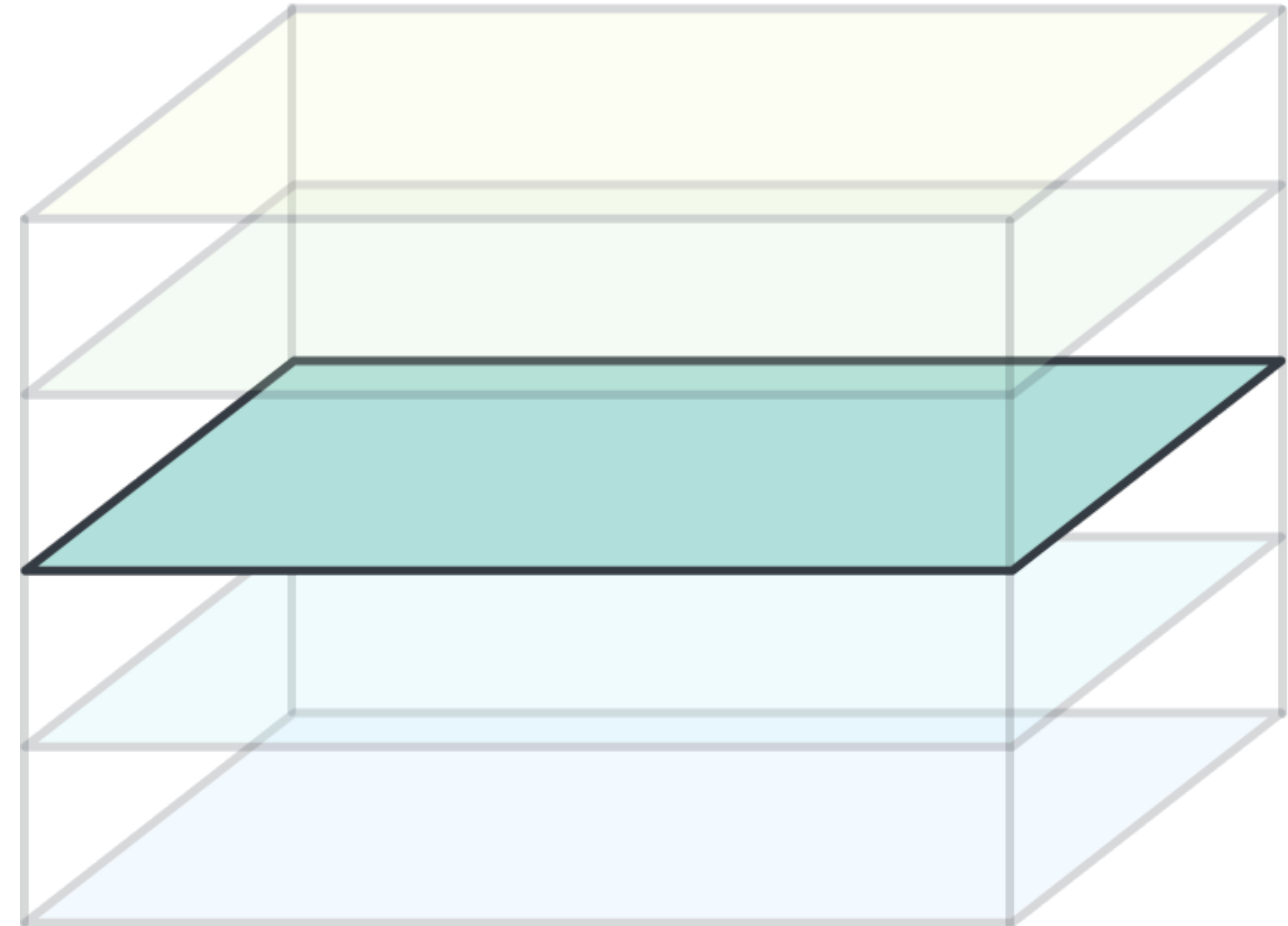
Scope

Functional Specifications
Content Requirements



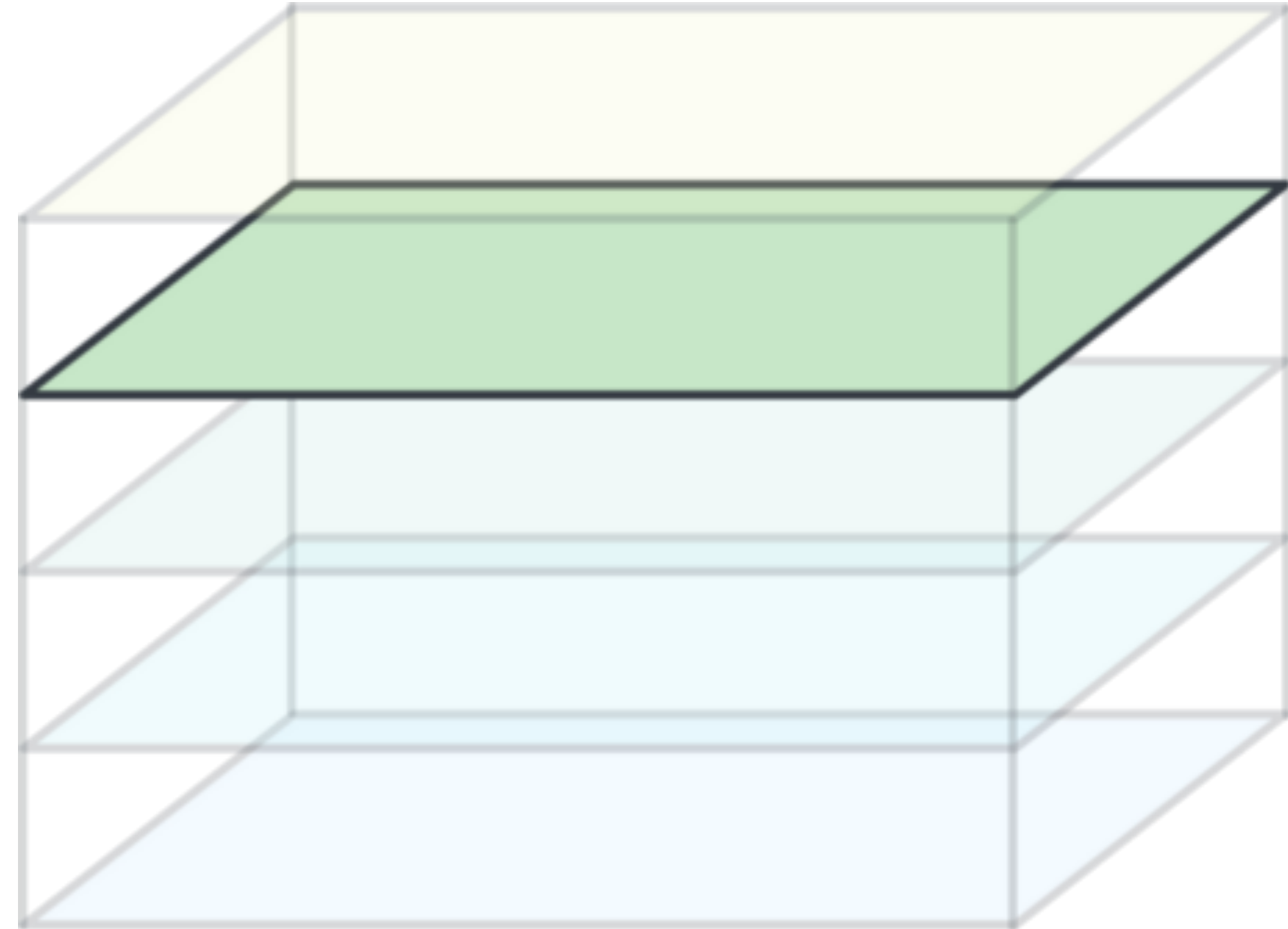
Structure

Information Architecture
User Flow



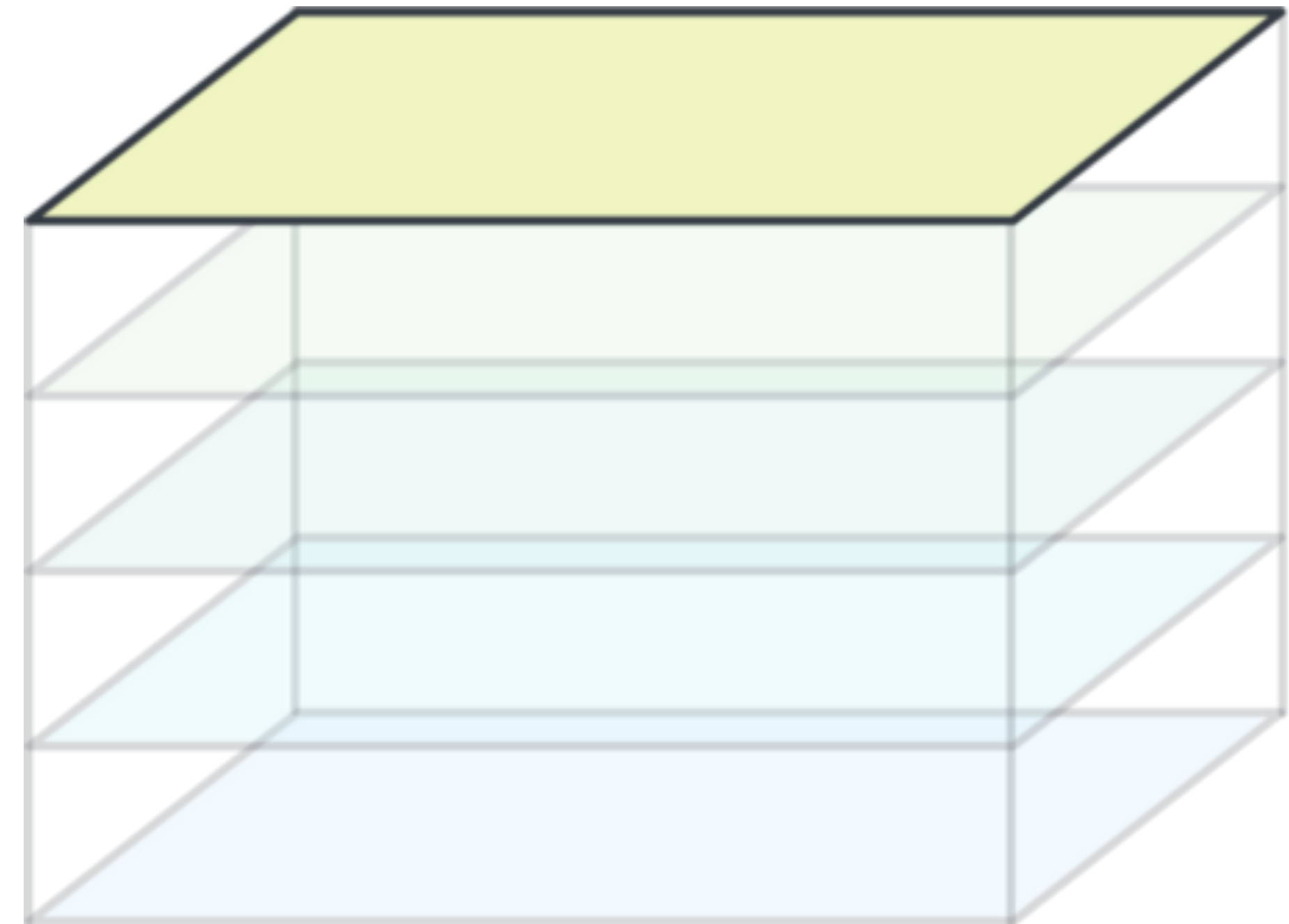
Skeleton

Information Design
Interface Design



Surface

Sensory Experience
Visual Design

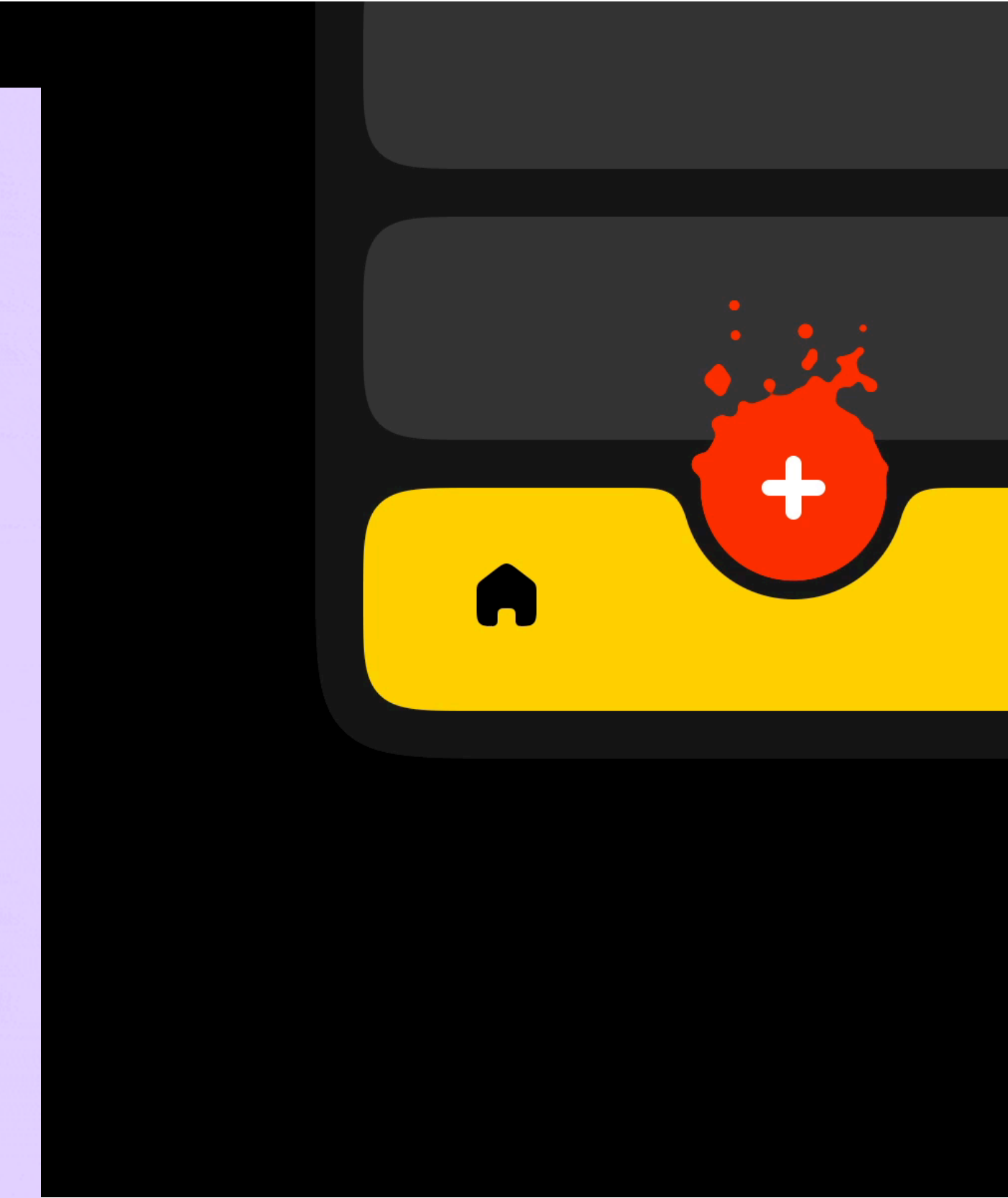
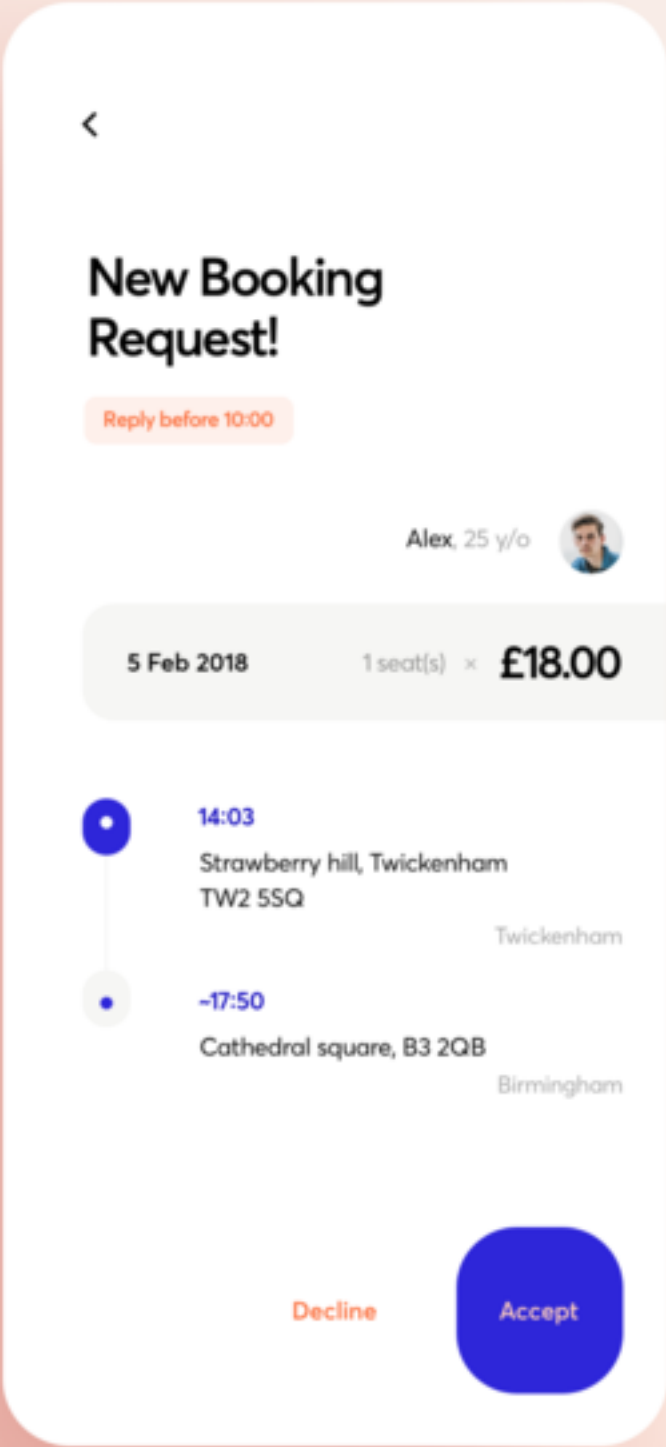
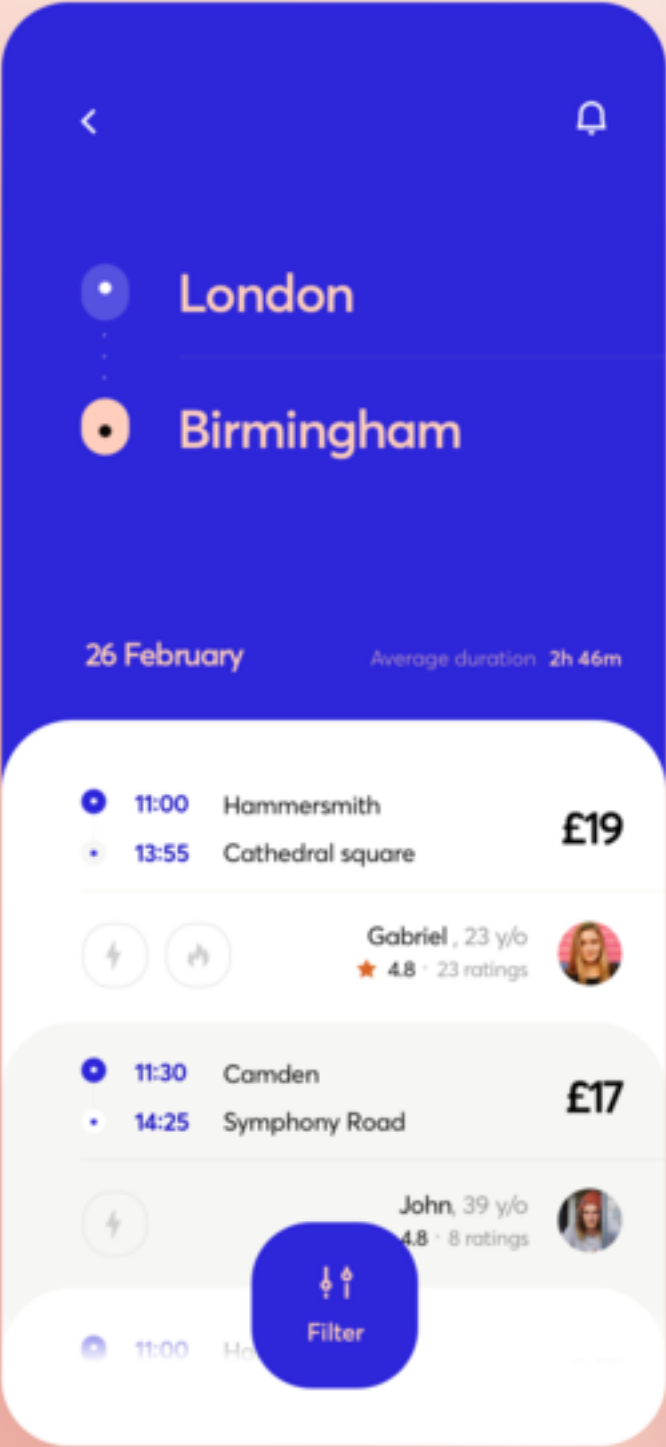


UX Best Practices



Basic principles that guide designers in creating **seamless, intuitive, & beautiful** experiences for all.

a clarity **b** feedback **c** consistency



Feedback

Every action needs a reaction.

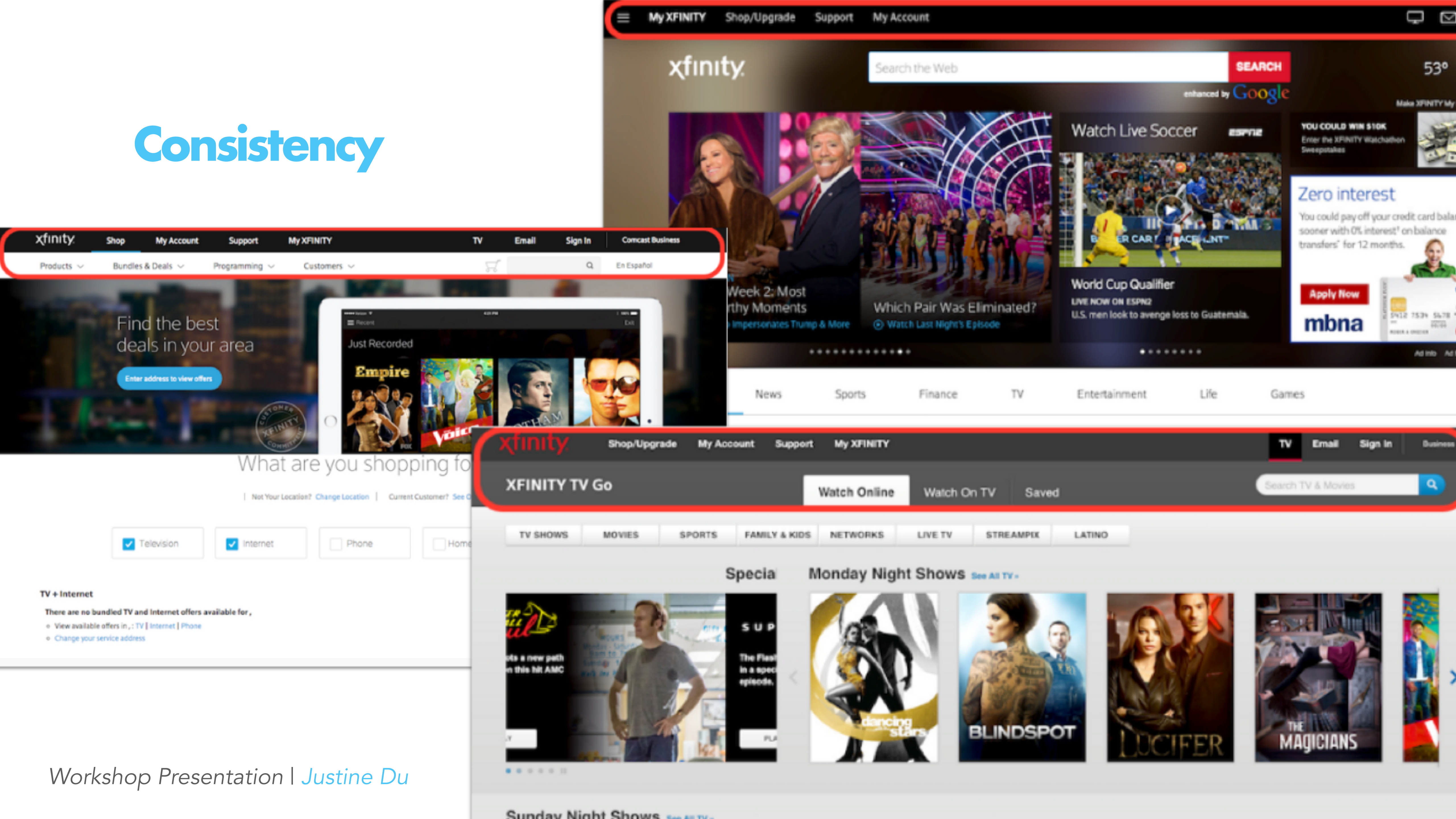
Provides clear & meaningful feedback



Content is loading

Content shape
Consistency

Consistency



Smart Mirror

Designing **outside** the digital world.



1 Strategy

3 Structure

5 Surface

2 Scope

4 Skeleton