

UX and UI design



Module 6

- ▶ Principles of sketching
- ▶ Red Routes
- ▶ Core Responsive design
- ▶ Wireframing vs Wireflows
- ▶ Wireflow creation
- ▶ Work with different tools such as Figma , Sketch , Adobe XD



Principles of Sketching

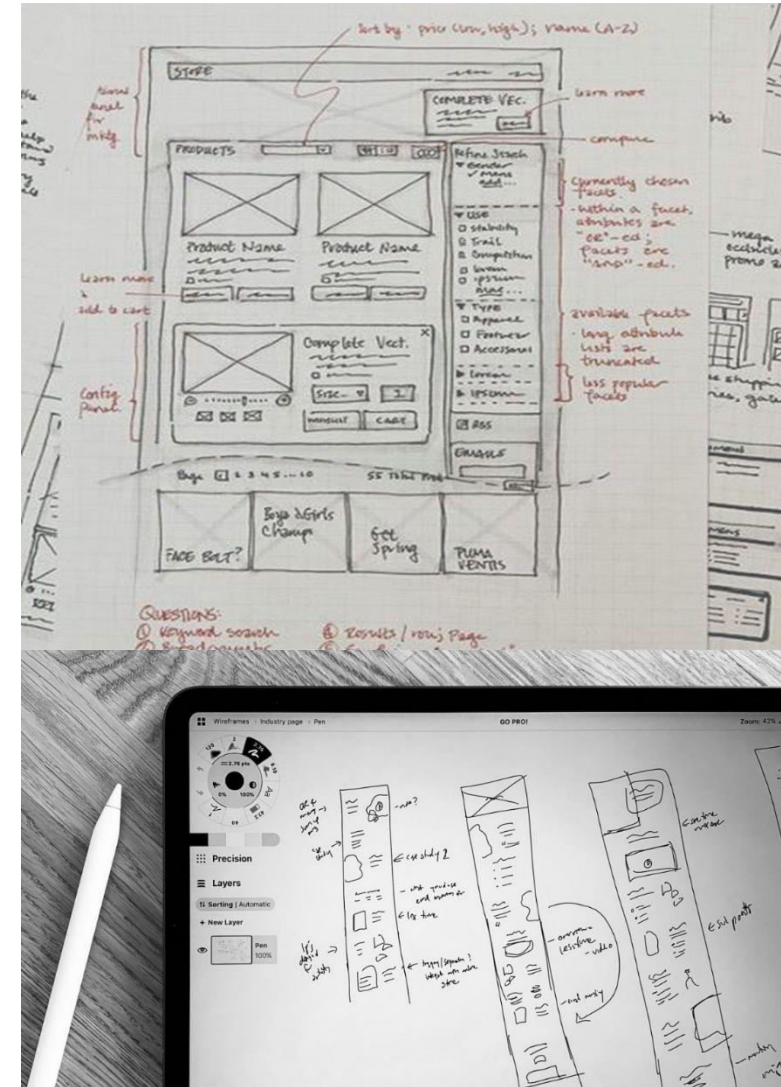
Principles of Sketching

Sketching

Sketching is an important part of user experience design that is often disregarded. Sketching is a great technique to communicate design ideas while also allowing designers to try out a lot of them and iterate on them before settling on one.

Sketching is a crucial component of **user experience design** that is frequently overlooked. Sketching is a terrific way to express design ideas while also allowing designers to try out multiple options and iterate before settling on one.

Drawing things out allows everyone in the room to **begin to envision** how the entire problem is built as a whole, as well as how it can be broken down into chunks that can then be attacked in a more logical, manageable manner.

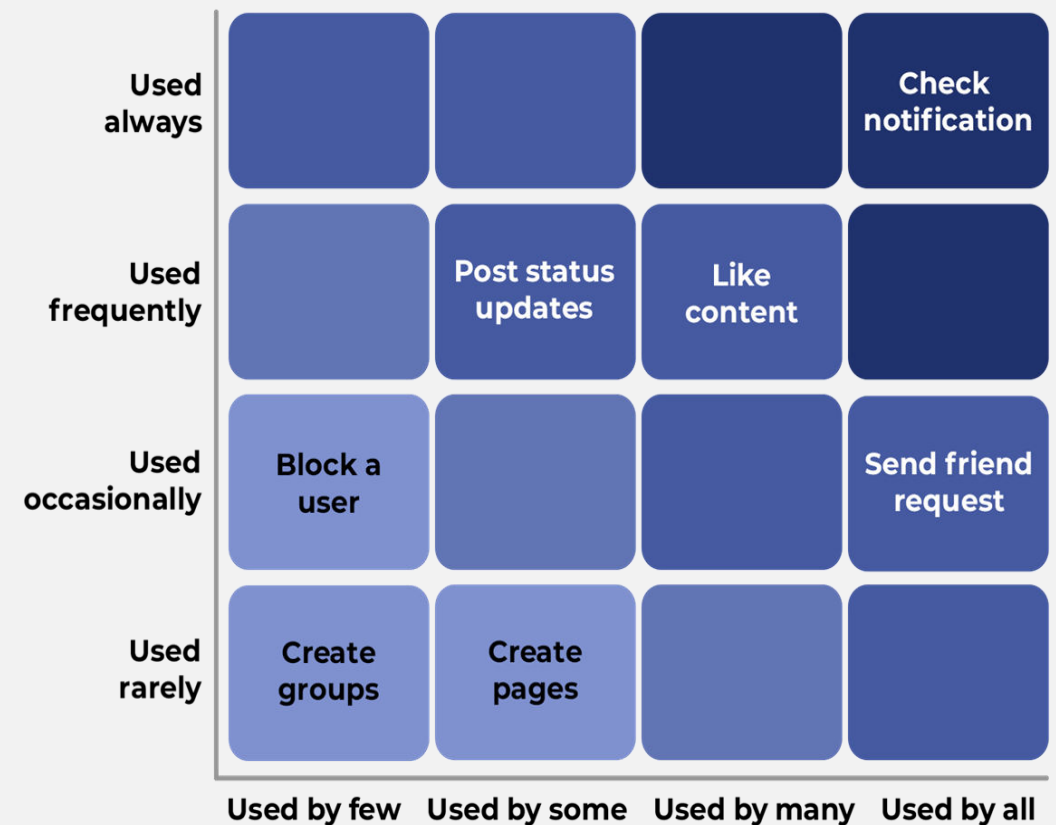


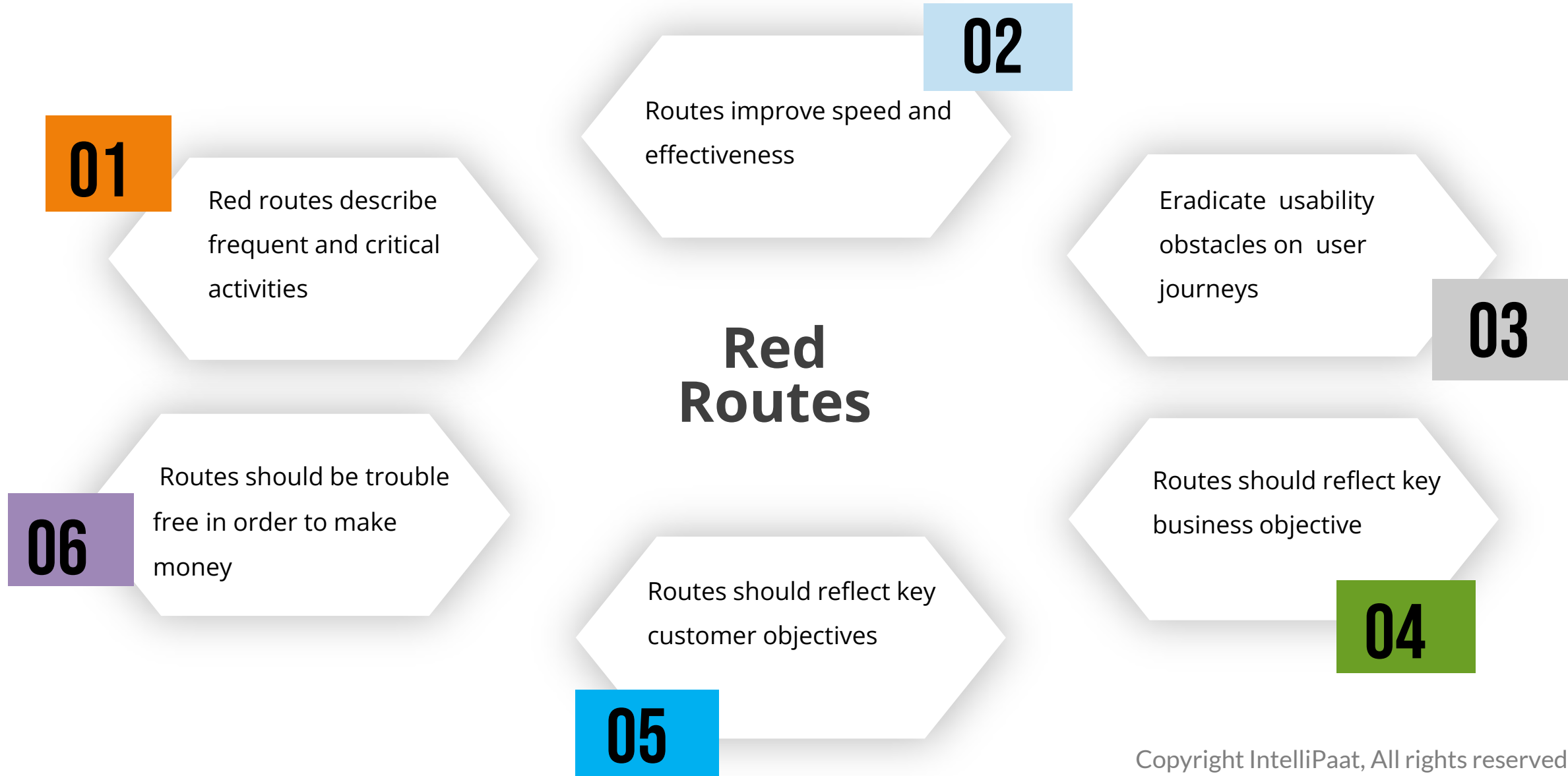
Red Routes

Red Routes

Red Routes

- 01 Identifying Red Routes
- 02 Critical
- 03 End to End Tasks with multiple Steps
- 04 Built for Scale
- 05 Key Value Drivers
- 06 Objectively Successful
- 07 Tied to critical product metrics





Guerrilla Testing

Guerrilla Testing

What is Guerrilla testing?

Like other techniques, usability **guerrilla usability testing** is a way to evaluate how effective an interface is by testing out its visual design, functionality and general message on its intended audience and capturing their responses.



Guerrilla Testing

Pros of Guerrilla Testing

- 01 You can move fast
- 02 Reduce maintenance & project Risk
- 03 It's cheap compared to Research
- 04 It works well with small item type work



Core Responsive Design

What is Responsive design ?

- It is a **graphic user interface (GUI)** design approach used to create content that adjusts smoothly to various screen sizes.
- Designers size elements in relative units (%) and apply media queries, so their designs can **automatically adapt to the browser space** to ensure content consistency across devices



Core Responsive Design

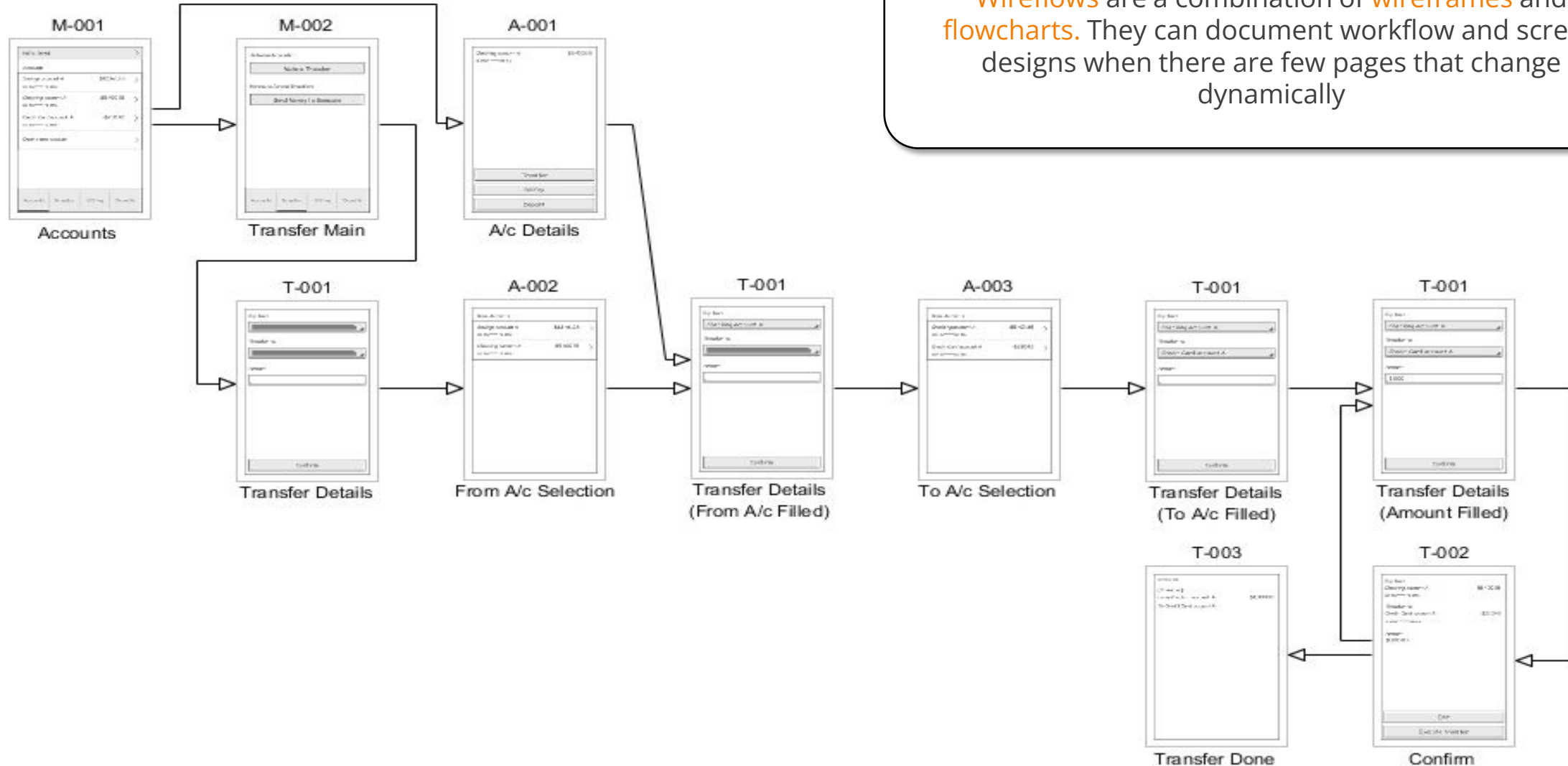
Best Practises for Responsive Design

- 01 Take mobile first approach
- 02 Create fluid Grid & images
- 03 Only Use Scalable Vector Graphics
- 04 Aim for minimal accessibility with font size



Wireframing VS Wireflows

Wireframing vs Wireflows



Wireframing vs Wireflows

Wireflow creation process of mobile app

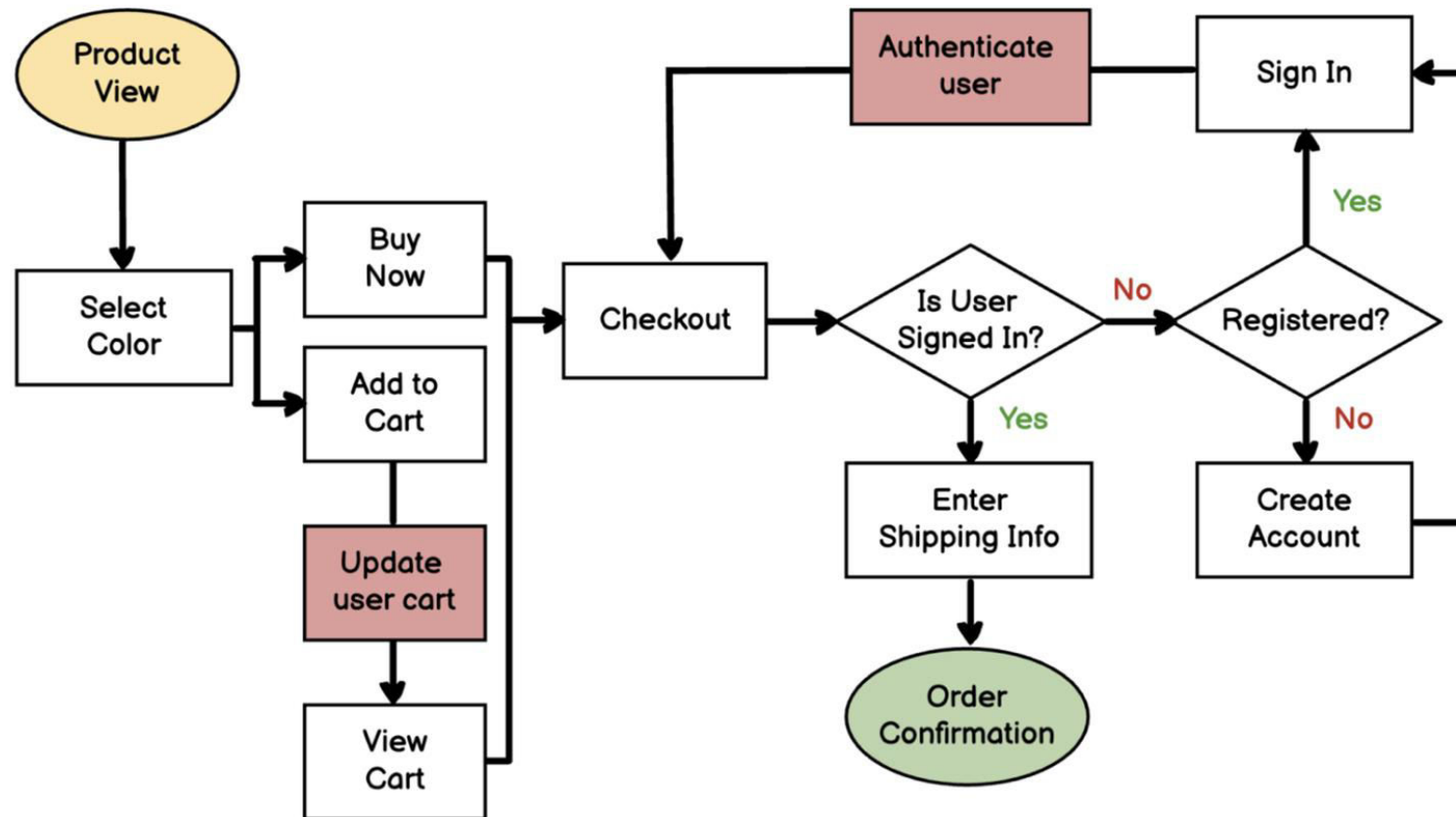
Start with describing the need and problem in a user story. For example, user signup , setting the username, email, and password.

Identify the key screens in the interface. A good way to approach this is to think in terms of starting and ending points..

Connect the screens with arrows the order users would move forward. You can also include decision points and show what happens in different cases.

Wireflow Creation

Wireflow Creation



Working with Different Tools

Working with different tools



Sketch is a vector graphics editor for MACOS developed by the Dutch company Sketch B.V. It was first released on September 2010 and won an Apple Design Award in 2012.



Figma is a vector graphics editor and prototyping tool which is primarily web-based, with additional offline features enabled by desktop applications for macOS and Windows.



Adobe XD is a vector-based user experience design tool for web apps and mobile apps, developed and published by Adobe Inc. It is available for macOS and Windows.

Questions





Thank You



An investment in knowledge
always pays the best interest.

Benjamin Franklin





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