

UX/UI Design



Click Start

Session 5

Session Overview

- 10:00-12:00 Lecture
- 12:00-13:15 Task & lunch
- 13:15-13:30 Session wrap up



Lesson Objectives

- To understand the term Prototyping
- To understand the design steps from a wireframe to a prototype
- To be able to apply this knowledge to design a prototype
- To understand UX/UI research techniques

Keywords

Keyword	Description
Wireframe	A wireframe is a visual guide that represents the skeletal framework of an app or a website
Prototype	A prototype is a more detailed wireframe that provides a degree of interactivity
Fidelity	Fidelity refers to how close a representation is to the intended end-product from low- to high-fidelity.

Differences

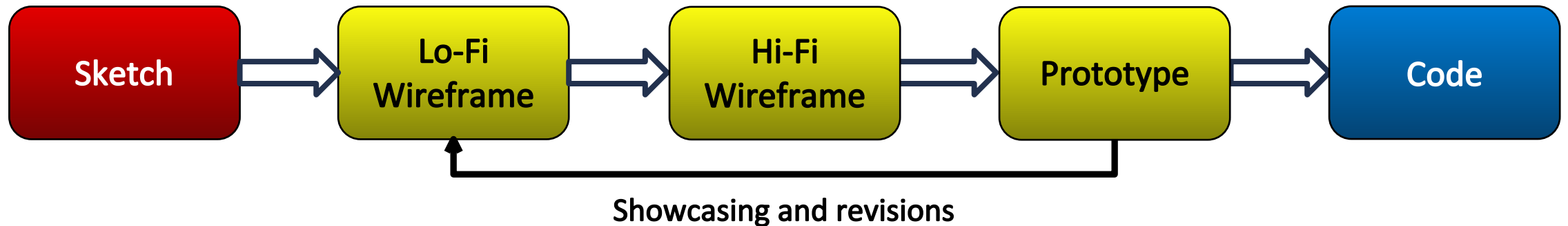
- **Wireframes** serve as a skeleton of your digital product
 - The visual representation and general idea of construction
 - Final content need not be included
- **Prototypes** are more of an interactive visual representation
 - Nearly formed frames are working and contain actual content
 - Not the final version but acceptable to show and get feedback about
 - Point at which tweaks will be made before coding begins

The importance of prototypes

“One top reason to do UI prototyping is to quickly and effectively communicate design ideas to stakeholders and team members. Prototyping allows designers to create a visual representation of their concepts, which can be helpful in getting feedback and buy-in from others. It also allows designers to test and iterate on their designs before committing to the final implementation, which can save time and resources in the long run”

Chris Bryant, Freelance UI/UX Designer and Author

Wireframing process



Some prototypes are built quickly, tested, thrown away, and then replaced with an improved version (known as *rapid prototyping*). Others may be created and improved upon, ultimately evolving into the final product.

Key areas in prototyping

- **Design and test user flows:** The goal of a UI designer is to ensure users have a smooth and intuitive interaction with the product throughout all these points. Prototyping helps you achieve that.
- **Identify and prevent roadblocks:** Creating a UI prototype helps teams identify any potential usability issues with the user experience or product design that may arise during the development process, *allowing designers and developers to make improvements before release.*
- **Align with your clients:** A UI prototype demonstrates a product's design and functionality to stakeholders, clients, and potential users.

How to start prototyping

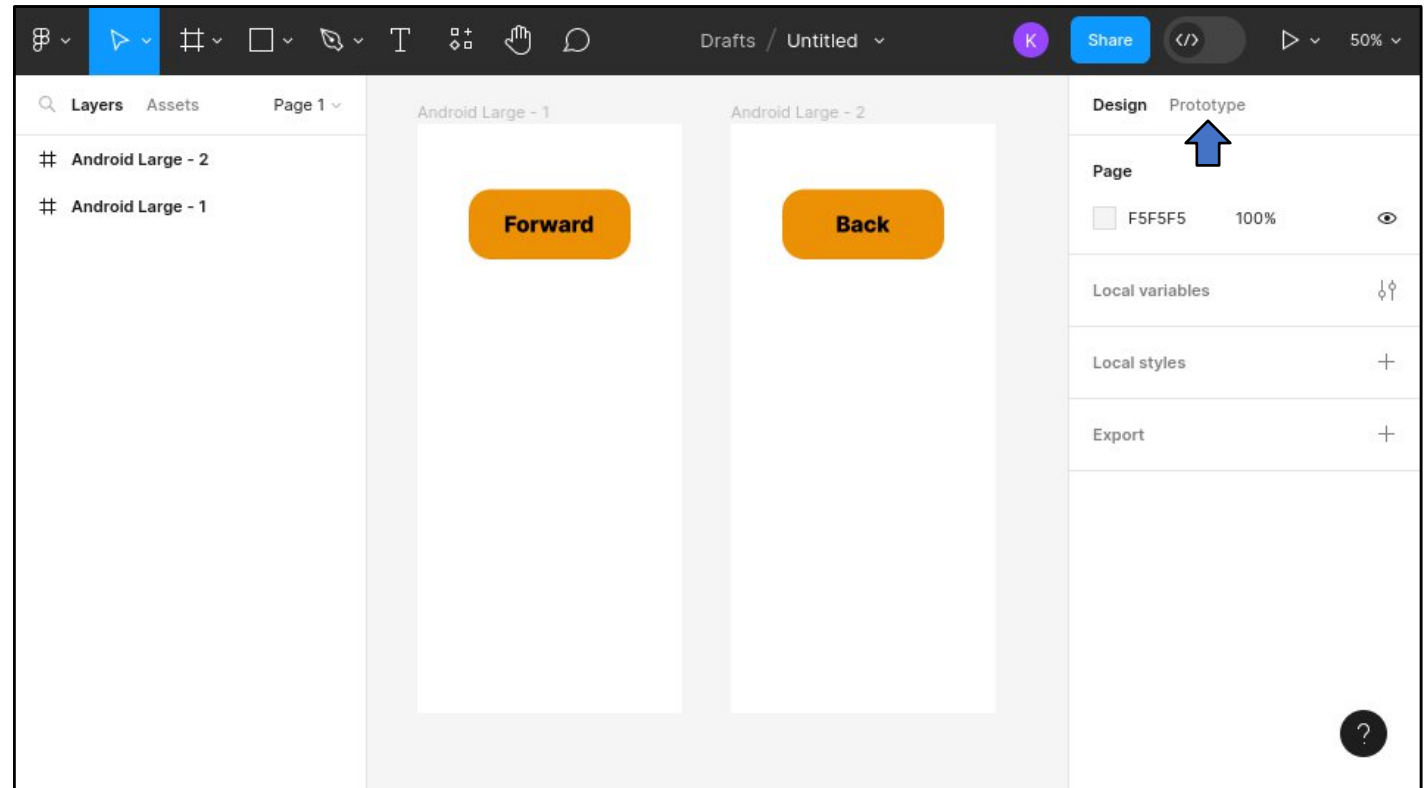
- **Ask questions:** You should already have research and user responses in mind before starting prototyping. You also will need wireframes before moving into high-fidelity prototypes.
- **Questions to ask at this stage:**
 - What is the end goal for the prototype?
 - What are its values and functions?
 - Who is the target audience?
 - Are you trying to solve problems for certain users?
 - Who are these users, and what are their specific problems?
 - What are the desired final deliverables?

Common mistakes in prototyping

- Designers and product teams often have different ideas about how a product should look and function. Without **effective communication** between designers and the product team, it becomes difficult to create a cohesive product.
- **Perfectionism** is the biggest enemy of early-stage start-ups. The prototype will go through various iterations and changes as you test and refine it. By focusing too much on perfection, you can't remain agile and responsive to the feedback you receive along the way.

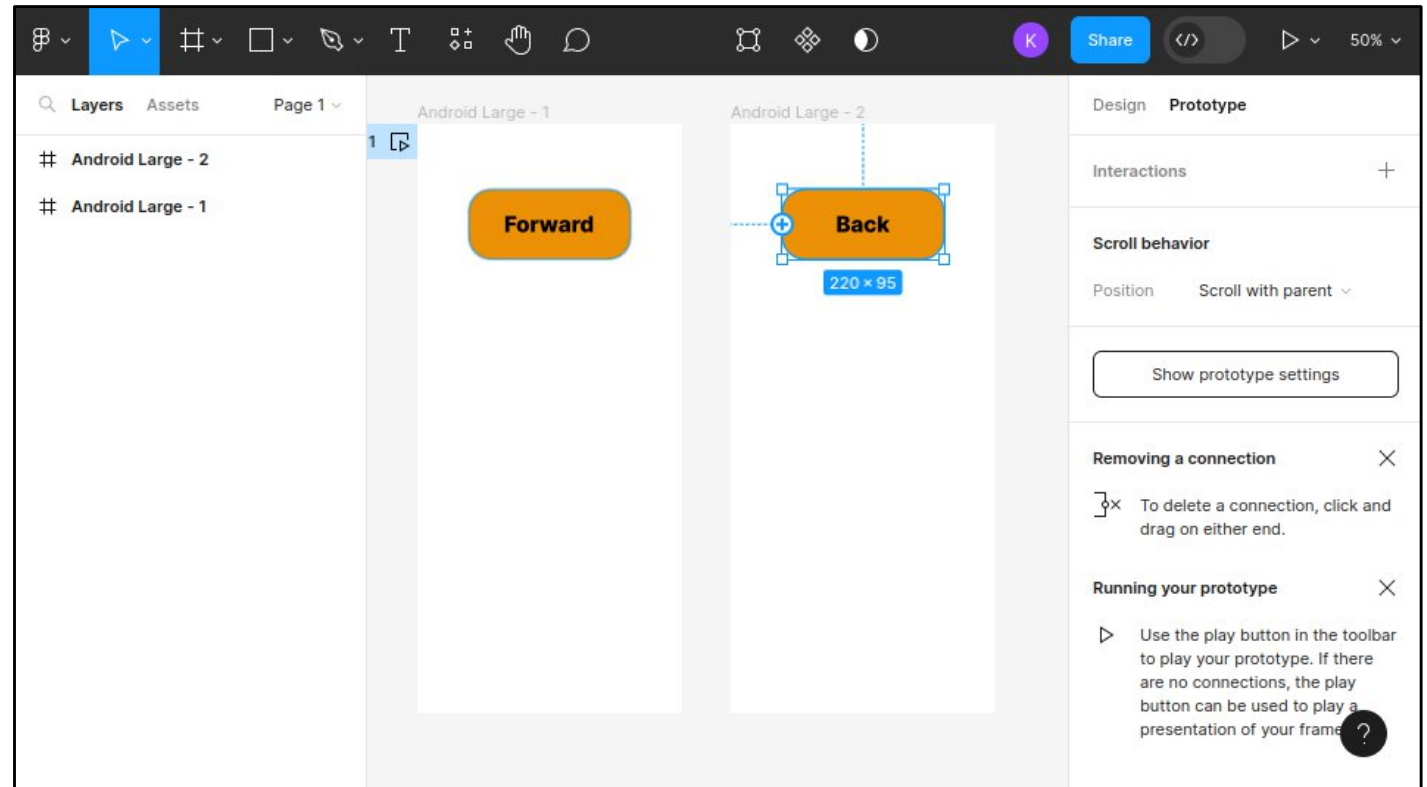
Creating a prototype in Figma

- **Figma** has two modes:
 - Design
 - Prototype
- To enter prototype mode, click the **Prototype** button on the right pane



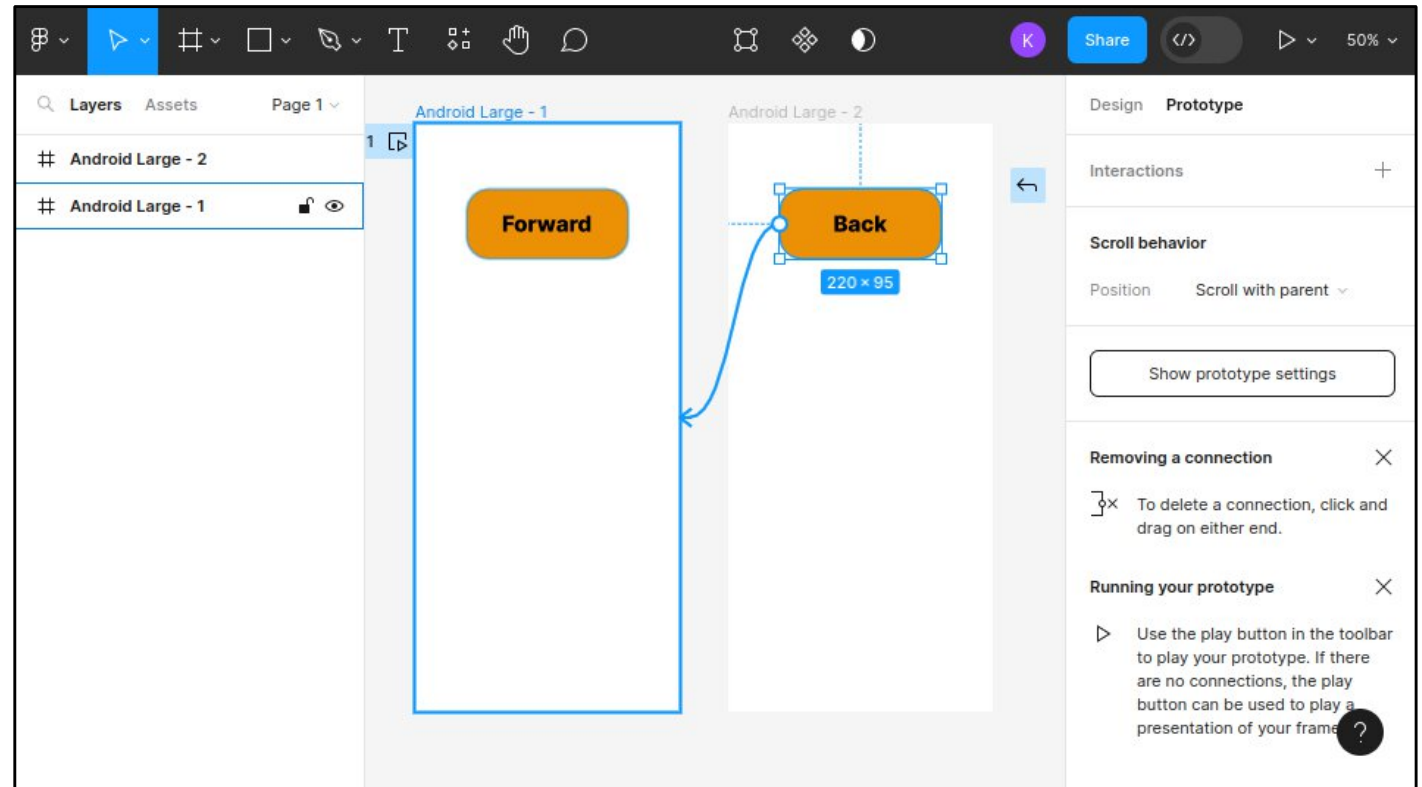
Creating a prototype in Figma

- To make a button open a different page...
- Hover over it with the mouse pointer until a small circle appears on one of the edges...



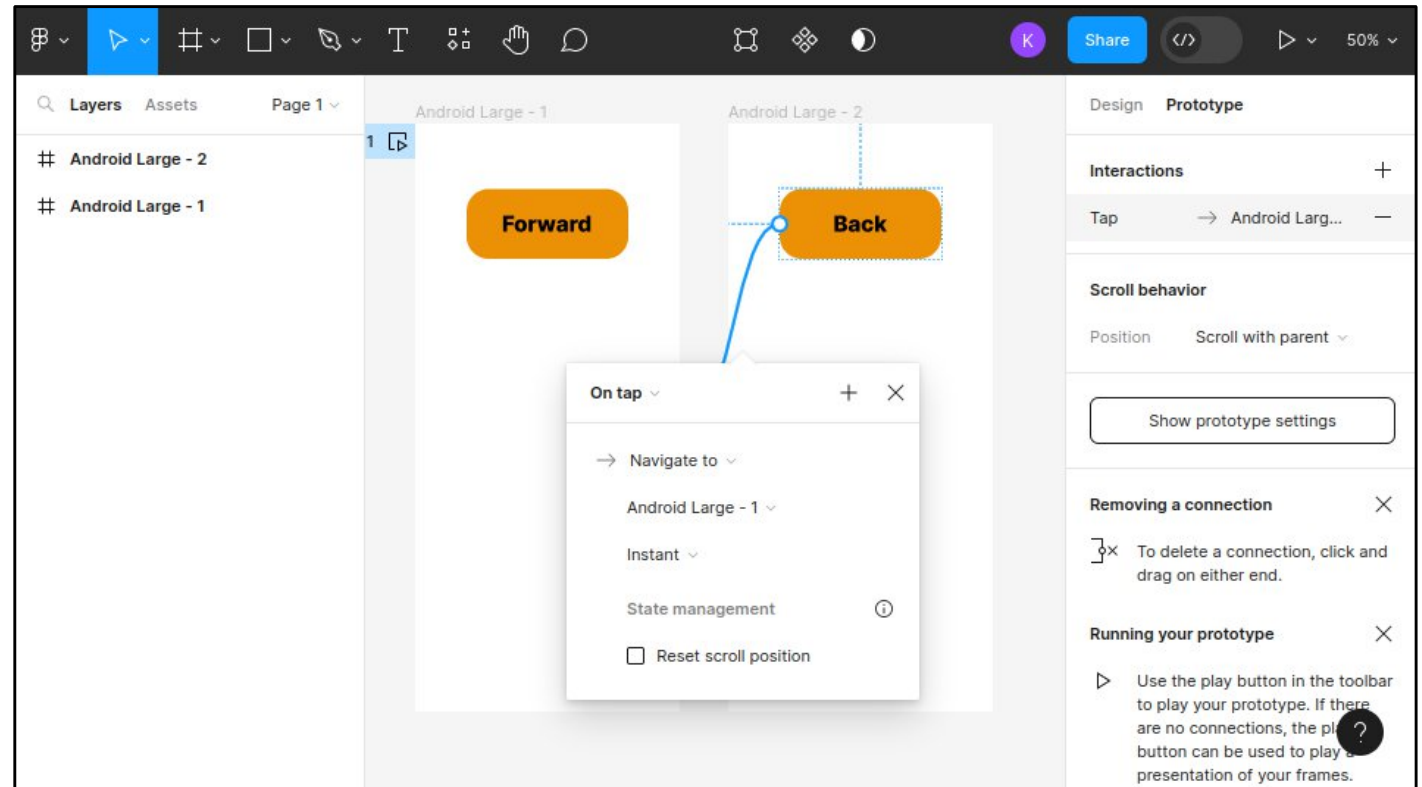
Creating a prototype in Figma

- Click on the circle and drag to the **frame** you would like the button to open
- This will create a blue arrow joining the button to the frame



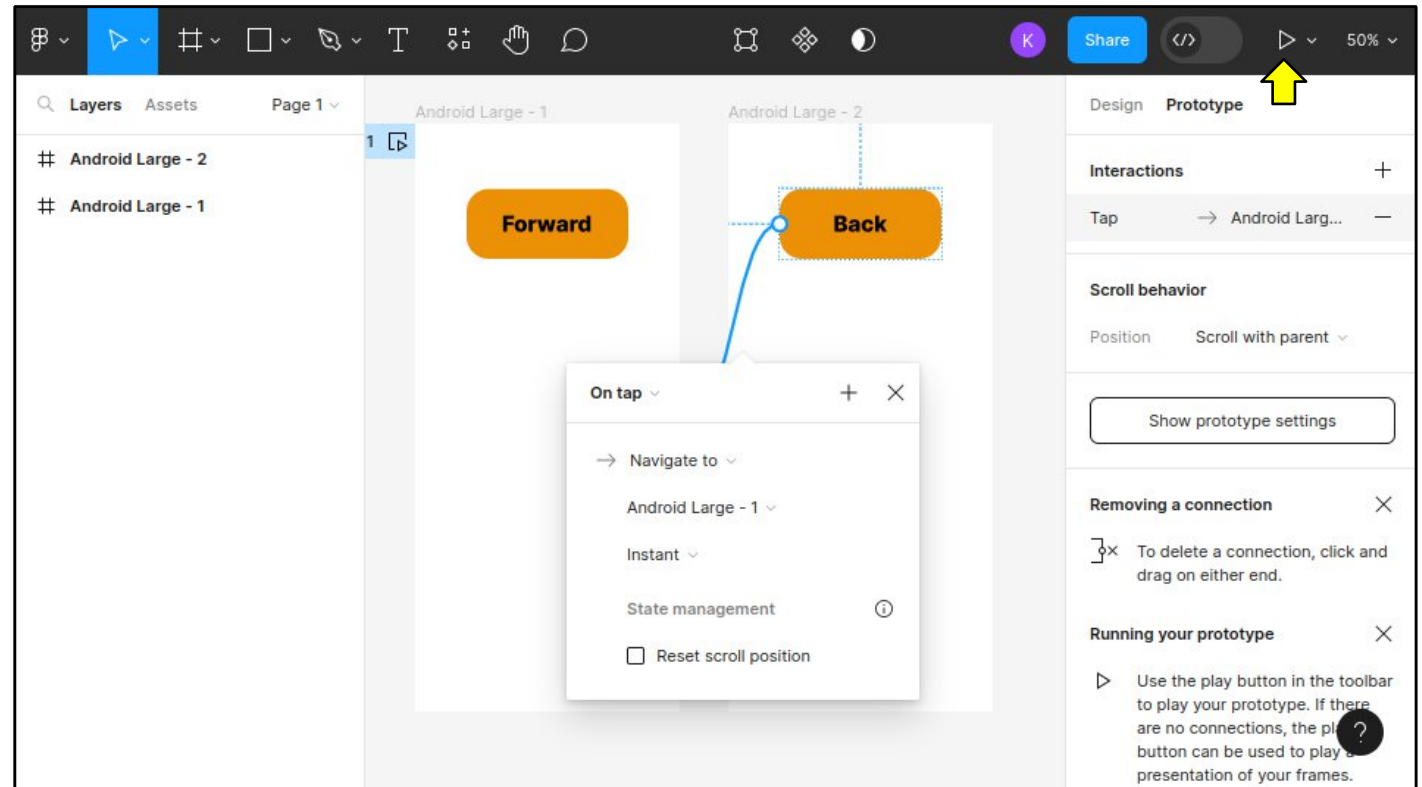
Creating a prototype in Figma

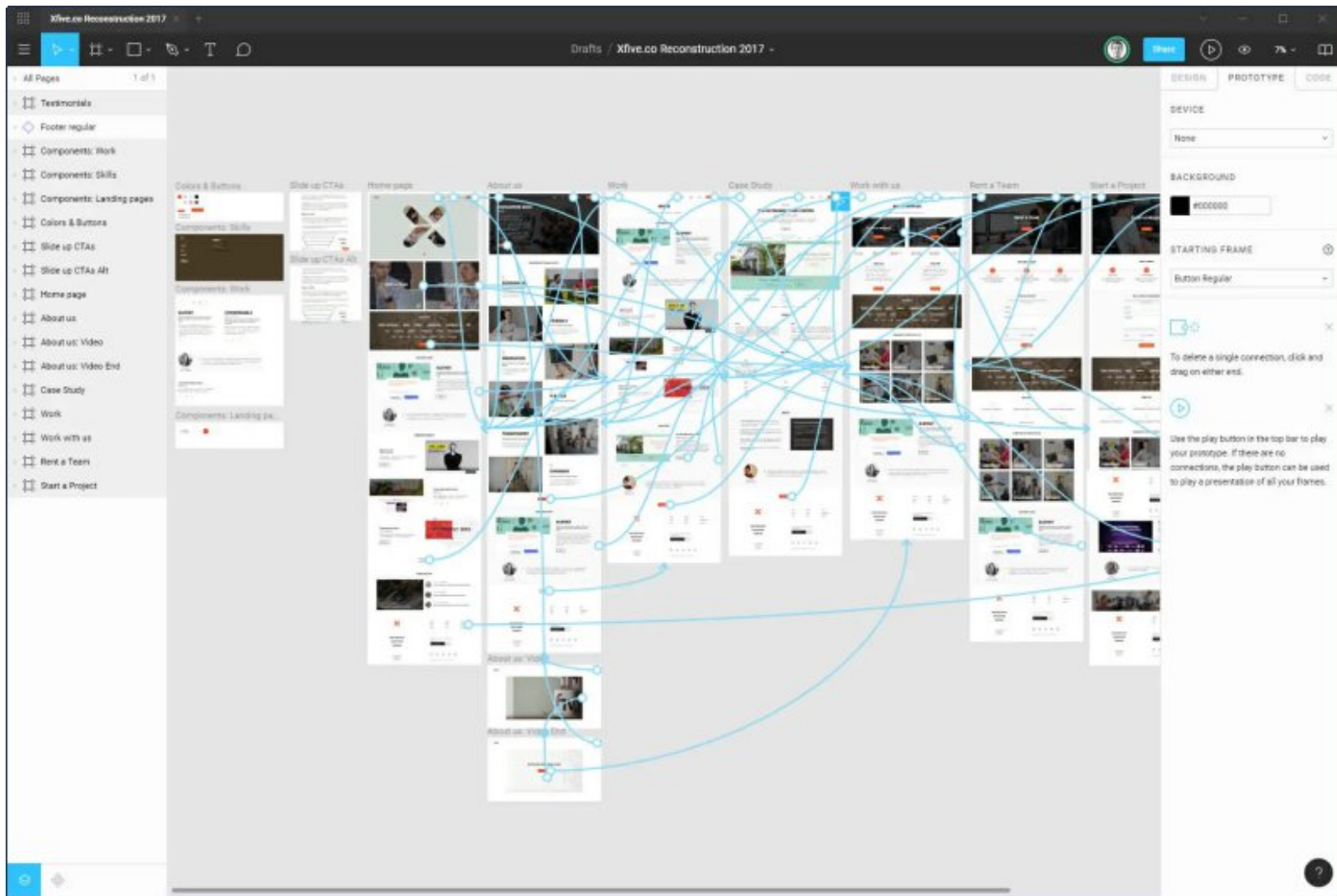
- Clicking on the arrow shows you the functionality of the connection
- The **On tap & Navigate to** functions are all you need to create a working prototype, but there are many more functions



Creating a prototype in Figma

- To remove a connection, drag the end with the arrow head into an empty space on the **canvas**
- To run the prototype simulation click the play button in the top bar

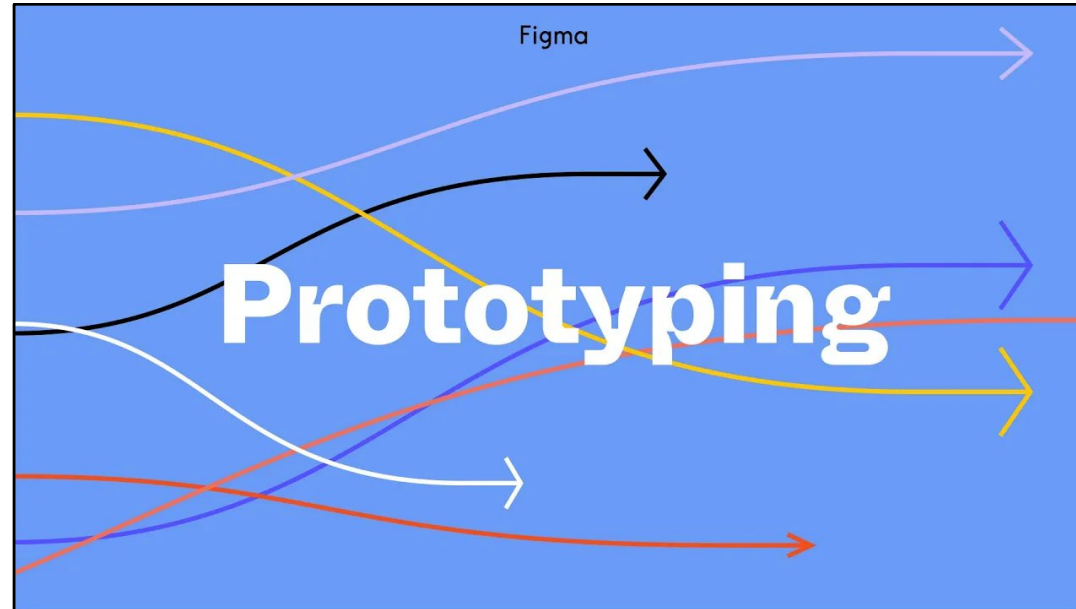




Useful links

- [Figma Prototype examples](#)
- [Adobe Color - Color wheel, a color palette generator](#)
- [UXPRO - Colors \(54 useful design tools\)](#)
- [UX Collective - 10 Principles for Typography in UI Design](#)
- [Lorem Ipsum text](#)
- [Best Free Public Domain Picture Websites](#)

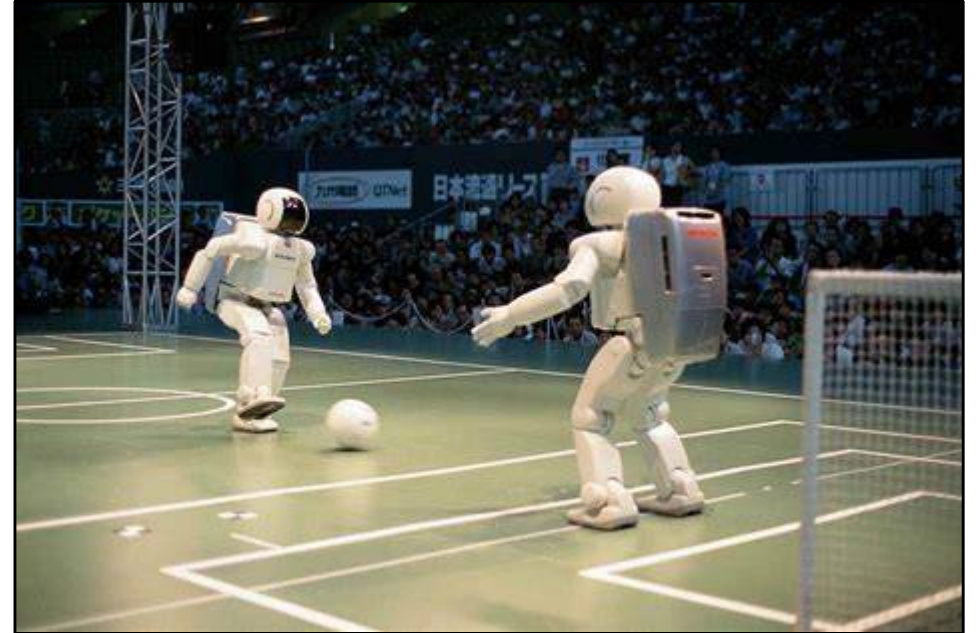
Figma prototyping tutorial



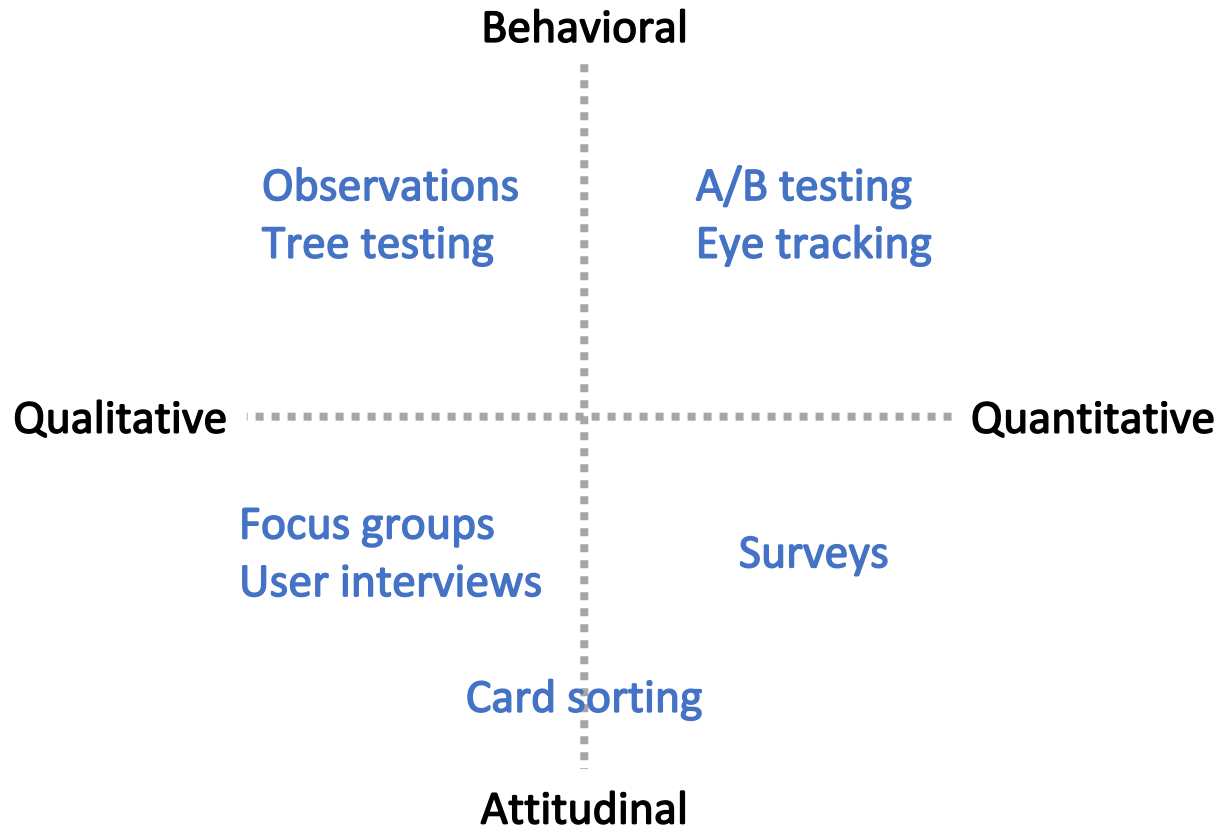
<https://www.youtube.com/watch?v=-sAAa-CCOcg>

The goal of testing research

- Test designs, concepts, and ideas before creating a product or implementing final changes.
- The testing process allows you to gather critical feedback from customers and identify areas that need to be improved and/or redesigned.



UX/UI research methods



Qualitative: Subjective insights into user experience

Quantitative: Collection and analysis of numerical data

Behavioral: Insights into what people actually do

Attitudinal: Insights into people's attitudes, opinions and beliefs

[11 Key UX research methods:
How and when to use them](#)

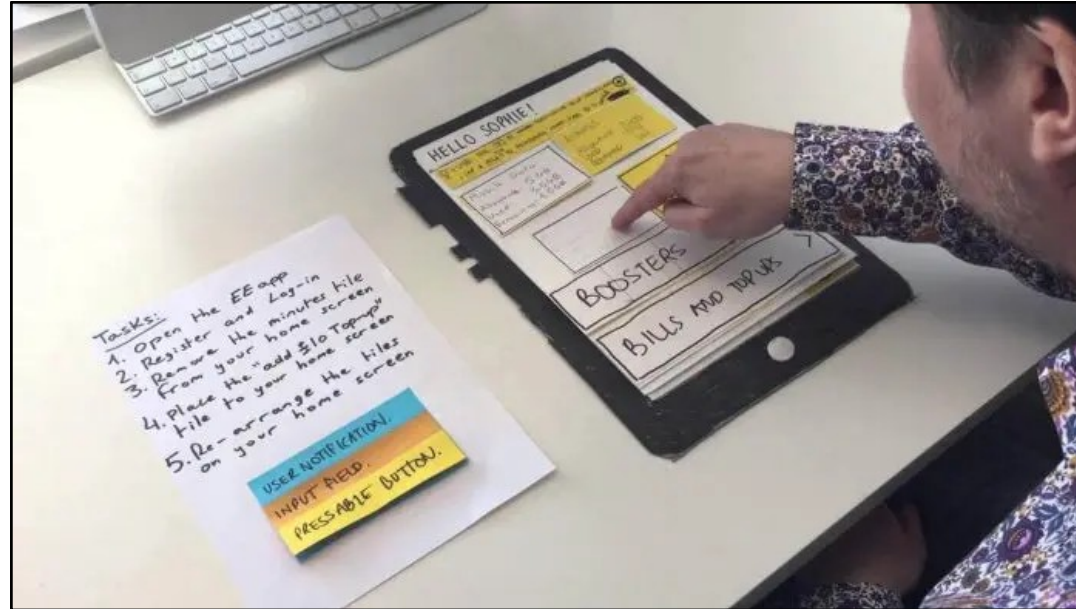
UX/UI research methods

- **A/B testing (aka split testing):** Participants compare two or more versions of the website or app to determine which performs better
- **Tree testing:** Participants complete tasks, such as finding a particular page, using a text-only version (site map) of the website or app
- **Card sorting:** Participants group cards containing different topics or information

UX research tools

- [UXtweak](#)
- [Optimal Workshop](#)
- [Useberry](#)
- [Maze](#)

Old school prototyping



<https://www.youtube.com/watch?v=yafaGNFu8Eg&t=36s>

Project

- Develop a wireframe into a prototype of a web site or app for either...
 - a business
 - an organisation
 - an event
 - something else (subject to my approval)
- There should be at least three pages with a unified design



Session Wrap up

