

UX/UI Design



Click Start

Session 1

Session Overview

- 10:00-11:30 Lecture
- 11:30-12:30 Task & lunch
- 12:30-13:15 Lecture
- 13:15-13:30 Session wrap up



Lesson Objectives

- To understand the terms UX (User Experience) and UI (User Interface)
- To understand the roles of UX and UI designers
- To understand the key elements of User Experience and User Interface project life cycle

Keywords

Keyword	Description
UX (User Experience)	User Experience refers to any interaction a user has with a product or service.
UI (User Interface)	The User Interface is the space in which interactions between humans and devices happen.
Ideation	Ideation is a creative process where designers generate ideas in sessions, such as brainstorming and idea mapping .
Wireframe	A wireframe is a two-dimensional illustration of a page's interface that specifically focuses on space allocation and prioritisation of content, functionalities available, and intended behaviours.
Prototype	A prototype is an interactive simulation or sample version of a final product, which UX teams use for testing before launch.

Course Overview

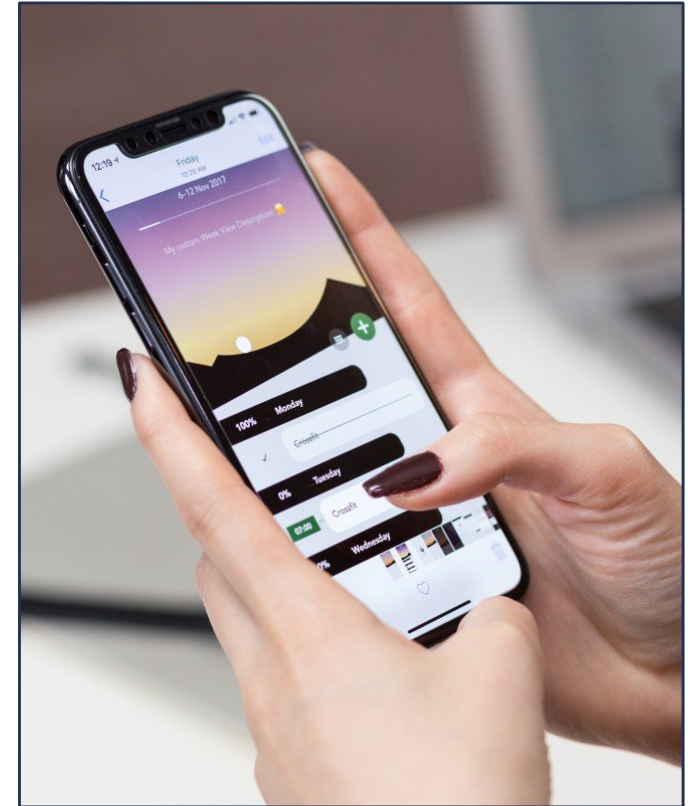
- **Session 1: Introduction to UX/UI Design**
 - What is UX/UI?
 - UX/UI designer roles
 - The UX/UI design life cycle
- **Session 2: Ideation**
 - What is ideation?
 - Ideation methods
- **Session 3: Using Figma**
 - What is Figma?
 - Getting started with Figma
 - Figma design features
- **Session 4: Wireframing**
 - What is wireframing?
 - Fidelity
 - The wireframing process
 - Wireframing in Figma
- **Session 5: Wireframe to Prototype**
 - What is a prototype?
 - Key areas of prototyping
 - Prototyping in Figma
 - User Research
- **Session 6: Project (online)**
 - Individual design project

User Experience (UX)

User Experience (UX) refers to any interaction a user has with a product or service.

UX design considers each and every element that shapes this experience, how it makes the user feel, and how easy it is for the user to accomplish their desired tasks.

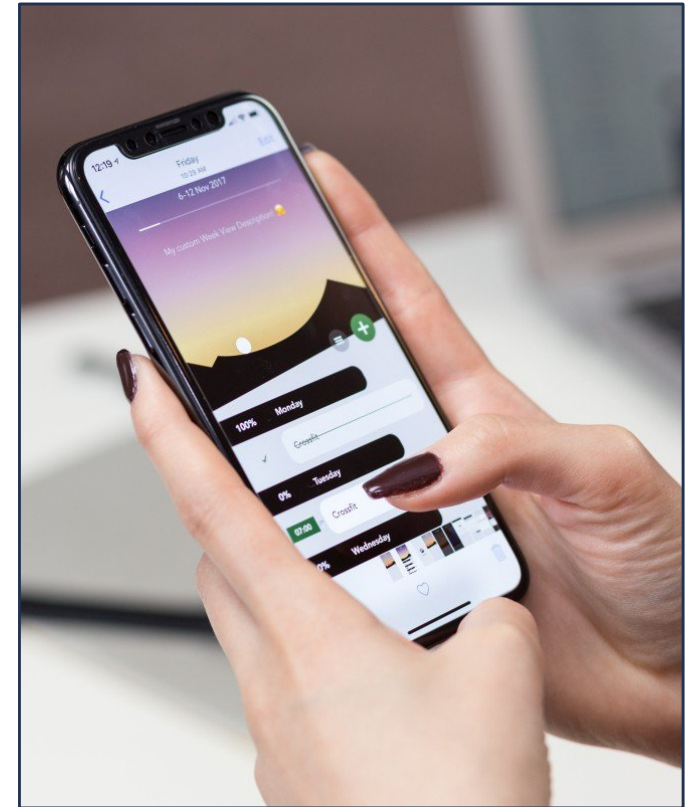
Usefulness, Utility, Usability: 3 Goals of UX Design
(Jakob Nielsen) - <https://youtu.be/VwgZtqTQzg8>



User Interface (UI)

User Interface (UI) refers to the actual interface of a product, the visual design of the screens a user navigates through when using a mobile app, or the buttons they click when browsing a website.

This covers everything from typography and colour palettes to animations and navigational touch points (such as buttons and scroll bars).



The role of a UX Designer

User Experience (UX) designers think deeply about the interactions between people and products.

They are involved in planning how websites and applications are designed and built, from the moment someone purchases a product to how they continue to use (and ideally love) it.

The role can often include user and market research.

The role of a UI Designer

User Interface (UI) designers design all the screens that make up a digital user interface, as well as the individual elements featured on those screens.

As such, they consider both the overall layout of each individual screen and how all the separate screens fit together.

- Colours and imagery
- Typography
- Visual design: positioning and behaviour of interactive UI elements (buttons, text fields, etc)
- Animations
- Ensuring that the design adapts to different devices and screen sizes
- Accessibility and inclusivity

Summary of Roles

**User Experience (UX)
designer**

Research and Experience

**User Interface (UI)
designer**

Look, Feel and Function

What are created with UX/UI?

- Pretty much any device with which humans interact, from cars to washing machines
 - Getting UX right for household appliances -
<https://www.bluefruit.co.uk/quality/getting-ux-right-household-appliances/>
- Digital applications
 - Smartphone apps
 - Web pages
 - Software (including games)

Task (45 minutes)

In groups, consider either the **Slack** smartphone application or website and note down what you think makes it successful from your experience. Please also comment on aspects that you find to be not so successful.

Things to think about:

- How easy is it to use?
- How easy it is for you as a user to understand?
- Can you find out the information you need with ease?
- Your thoughts on the design (appealing, distracting, legible or illegible)?
- How could it be improved?



UX/UI Project Life Cycle



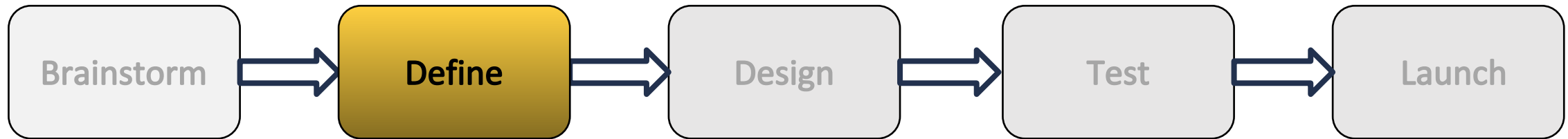
UX/UI Project Life Cycle



Starting from a defined problem or pain point (this could come from a brief), the team brainstorms all possible solutions.

Market or user research can help inspire ideas.

UX/UI Project Life Cycle



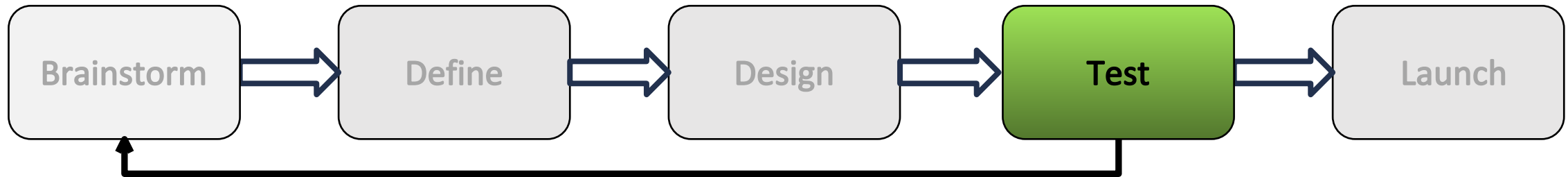
The team aligns on specifications for the product by defining the vision, goals, target users, features, benefits, and success metrics.

UX/UI Project Life Cycle



The product is designed from low-fidelity to high-fidelity, starting with sketches and wireframes and moving to prototypes and a completed interface.

UX/UI Project Life Cycle



The product or prototype is tested to ensure it works as intended. Testing can range from informal internal testing of low-fidelity prototypes to usability testing of a high-fidelity prototype or of the final product by external users. Redesign may be required!

UX/UI Project Life Cycle



The final design is released to the public, but the cycle does not end here. Typically, testing and market research continues even after the product has launched, and the cycle continues for new versions and revisions.

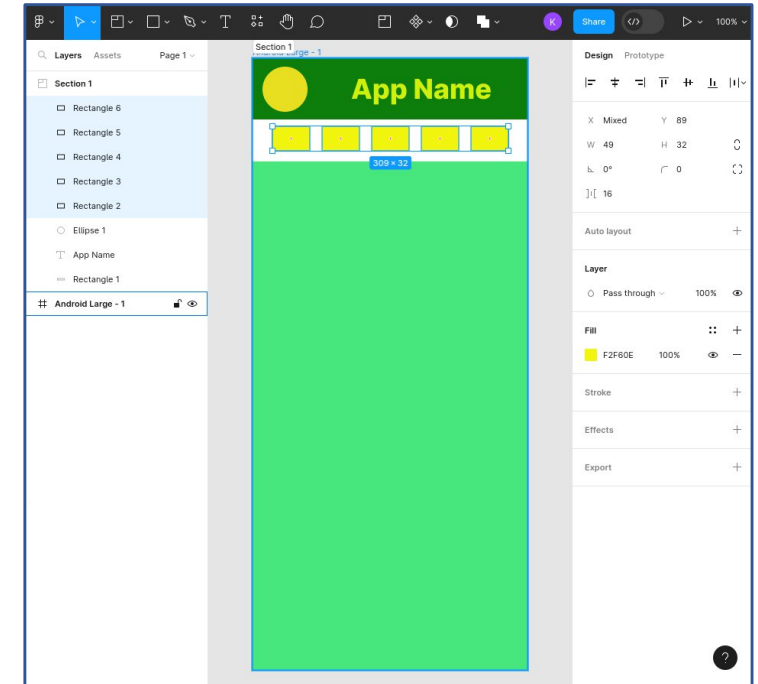
Software Suggestions

Brainstorming

- Google Jamboard: <https://jamboard.google.com/>
- Miro: <https://miro.com/app/>

UX/UI Design

- Figma: <https://www.figma.com>
- Balsamiq: <https://balsamiq.com/>
- Adobe XD: <https://helpx.adobe.com/uk/xd/get-started.html>



Session Wrap Up

