UIUX with Figma

Module 3
Shaping an UIUX Project In Figma:
From an Idea to Project's Wireframe

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Follow Proven Strategies!

Getting inspired isn't easy, especially when you have to stick to tight deadlines. But if you follow proven strategies and stick to the right design process, you will definitely achieve amazing results in a short period of time.

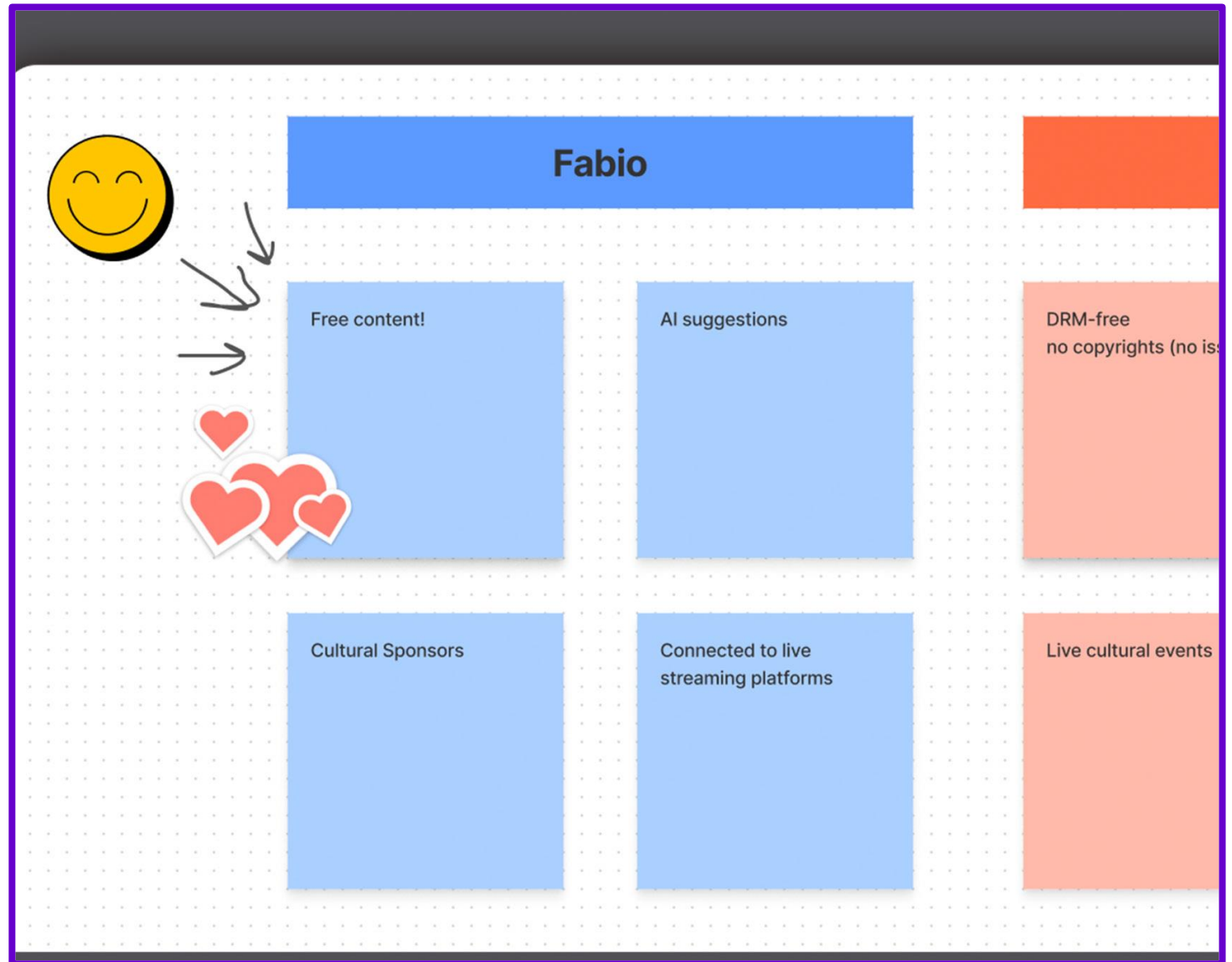|	
1	Creating Moodboards and Personas
2	Building User Flow
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4	Developing The App Structure

Making an Idea, Brainstorming

Generally, the result would be having a definition of the best idea, which then needs to be accepted by your potential client or your supervisor

Fabio

Free content!

AI suggestions

DRM-free
no copyrights (no iss

Cultural Sponsors

Connected to live
streaming platforms

Live cultural events

Research phase

Whether you are creating a landing page, a complex website, or an entire ecosystem for a product, the research phase is very important for structuring a functional design solution.

After analyzing the brief and understanding your stakeholder's vision, you need to set up a mission statement.

Mission statement is a short and affirmative description of the project's purpose that highlights the problem your product is going to solve.

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Mission Statement Example

Setting up a mission statement helps you and your team always keep a product's purpose in mind, reducing the risk of going off the rails.

Mission Statement for Streaming Service

An easy-to-use, modern streaming service that allows users to browse a collection of culturally interesting content, such as documentaries and movies for entertainment and educational purposes, for free.
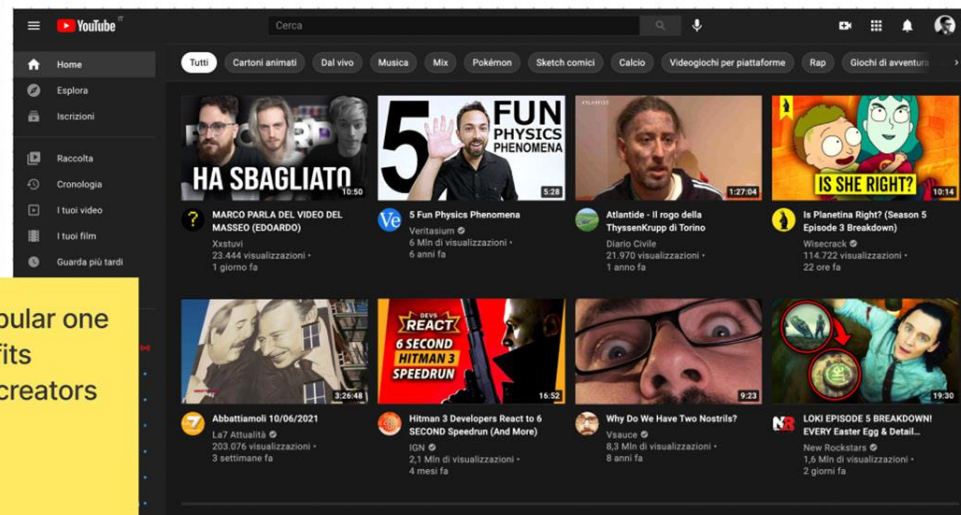
Competitor Research

When you deeply analyze the market, its participants, and how they present their product, you collect data on functionalities, design patterns, and conventions.
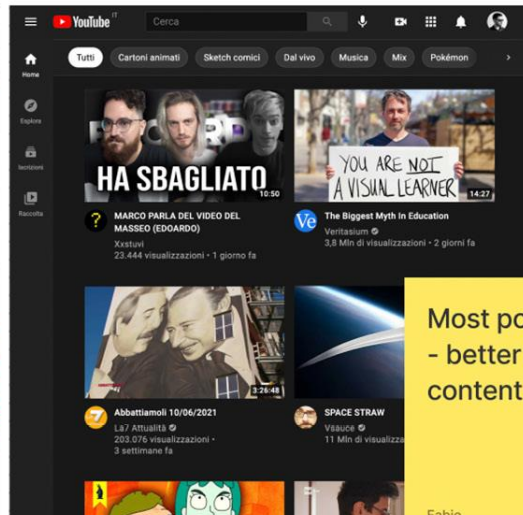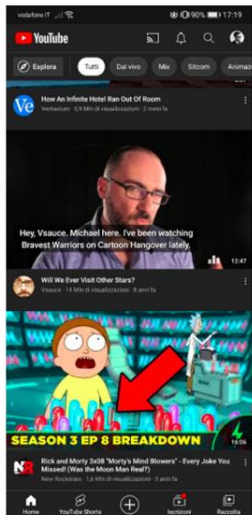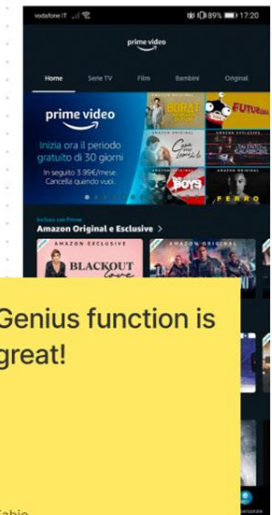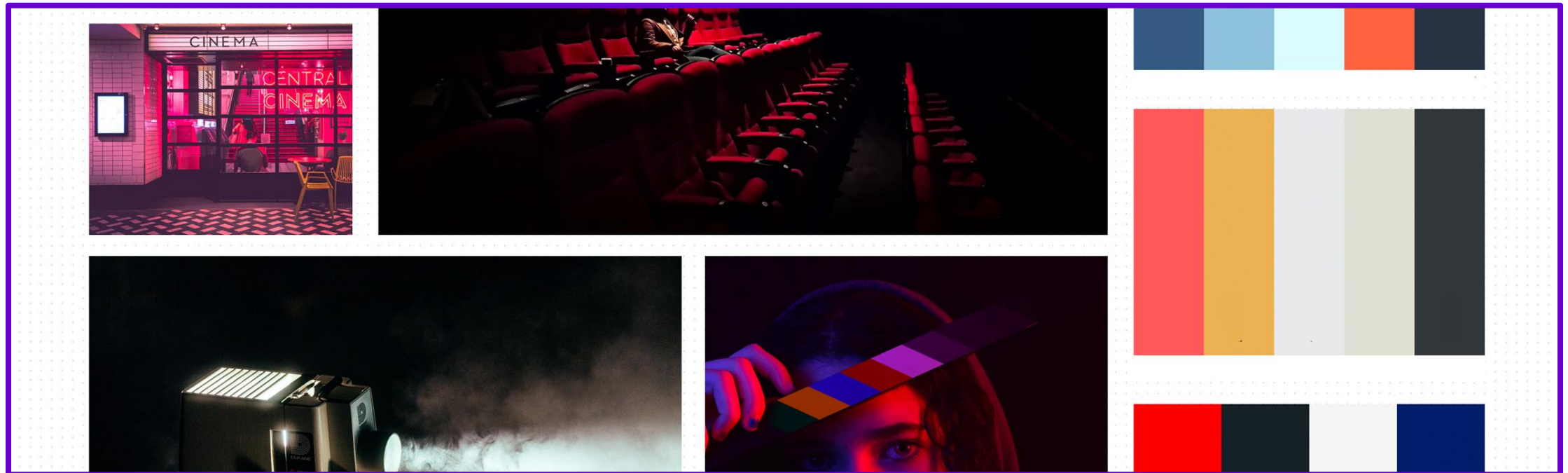
Starting a moodboard

In general, a moodboard can be useful in two early stages. You can create it in a brainstorming session, alone, or in a group, trying to put together content that can help you find inspiration.

Creating user personas

Once you have collected enough raw data to analyze, you can start creating a user persona – **a fictional description of a person who represents your typical user**.

> I don't have much free time, but I love theater and documentaries

INFO

Age: 28
Status: Single
Occupation: Waiter
Location: San Francisco

She lives in a small apartment with Pongo, her dog. Works as a waiter for a famous restaurant but she wants to complete her studies to be a history teacher.

HABITS

- Works 8 hours per day
- Always reads a book before sleeping
- Wakes up early
- Travels twice per year

GOALS

- Finding new and interesting stories and documentaries
- Teaching history
- Visiting Louvre museum

FRUSTRATIONS

- Can't stand pop-ups
- Not having enough time for her studies
- Working during weekends

User Experience (**UX**) research

The profession of a UX designer is far from being creative and much closer to subjects such as marketing and psychology.

Even if you are only responsible for the interface, it is better to know the basics of UX principles,

Both disciplines are essential in order to understand your users, analyze their behavior, and get a great product as a result

1. Creating Moodboards and Personas
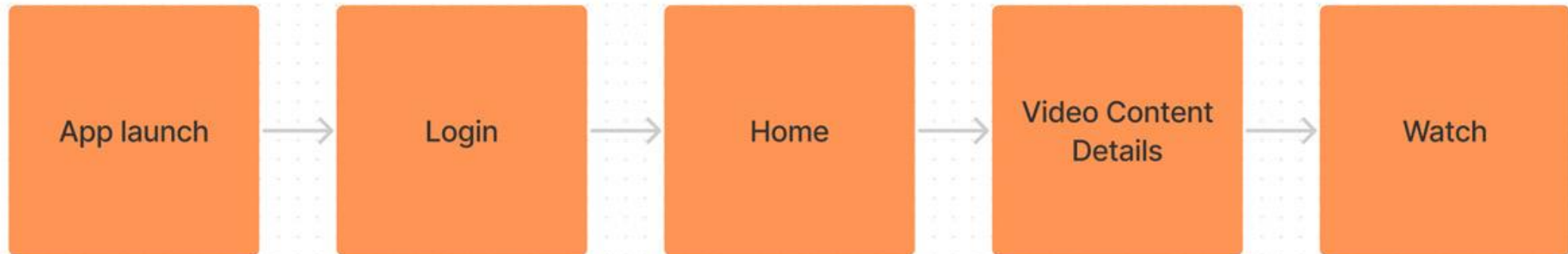2. Building User Flow
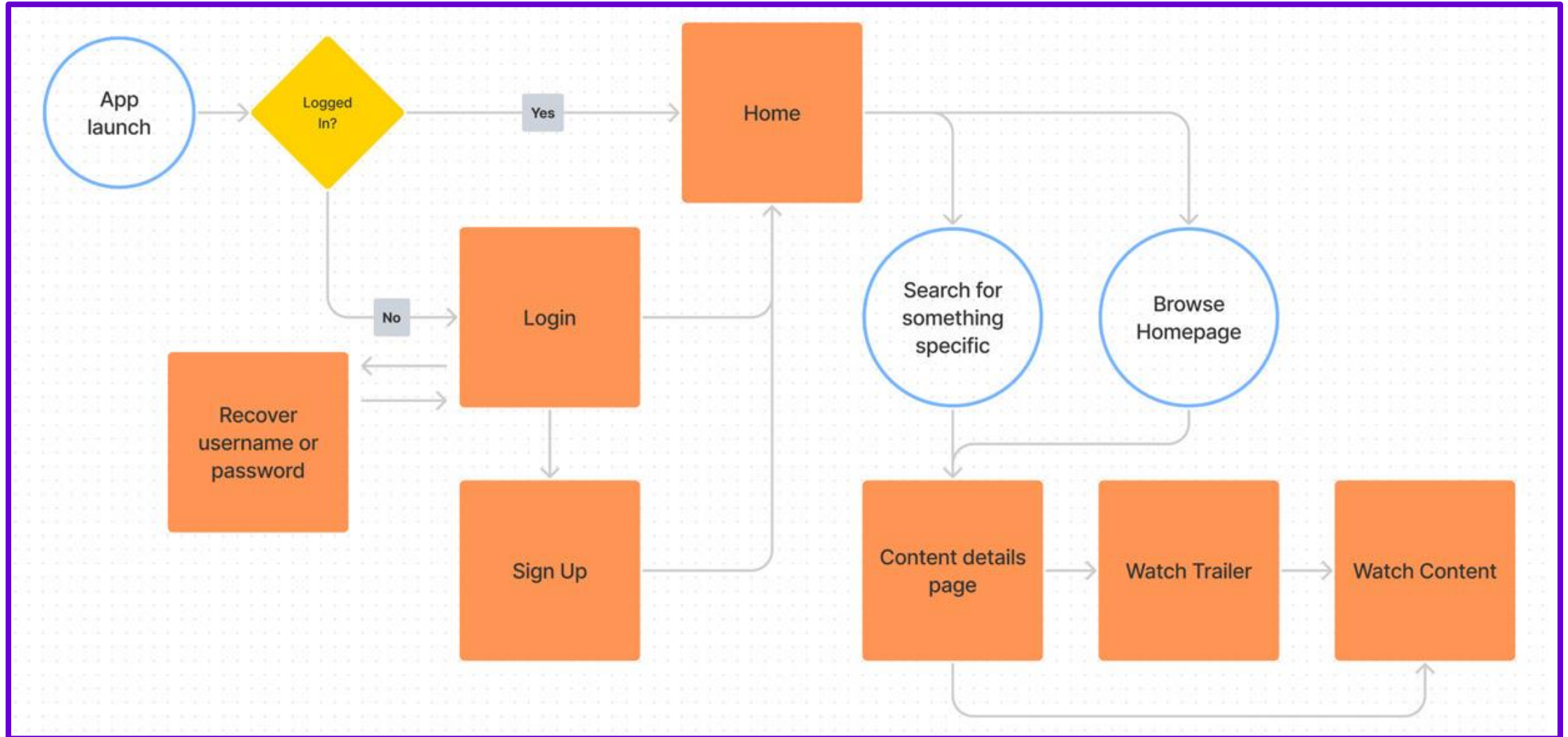3. Evolving The Idea To Wireframe
4. Developing The App Structure

The Golden Path

You already know the preferences and goals of your target audience, so the next step is to determine the typical path that a user will take when using the product

App launch → Login → Home → Video Content Details → Watch

Secondary Paths

Design should never be confused with drawing

A good designer always remembers the purpose of a product and whom it serves at every stage of the project, with no exceptions.

A user-centered interface based on qualitative analysis will certainly achieve its intended goals.

The most common mistake designers make is to start designing an interface without even having a vague idea of the actual content that the product will contain, which ultimately leads to them artificially inventing one

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Evolving the idea to a wireframe

Since the analysis and research phase are completed and the idea is approved, you are ready to turn it into something real.

A wired structure for visualizing and experimenting with usability and product functionality.

This is an important process called wireframing that takes place before you start designing the first prototype and allows you to choose the right product structure.

Why we should Wireframe!?

The initial impulse to jump straight to style and color choices is common among those approaching design projects.

You should always remember that a designer's job is mostly about research, analysis, and problem-solving rather than creativity

Over time, you will understand more deeply the incredible value of all the early design stages, and they will become a natural part of your workflow.

So, what is a wireframe?

Basically, it is the first draft of a raw UI without any style, detail, or even color.
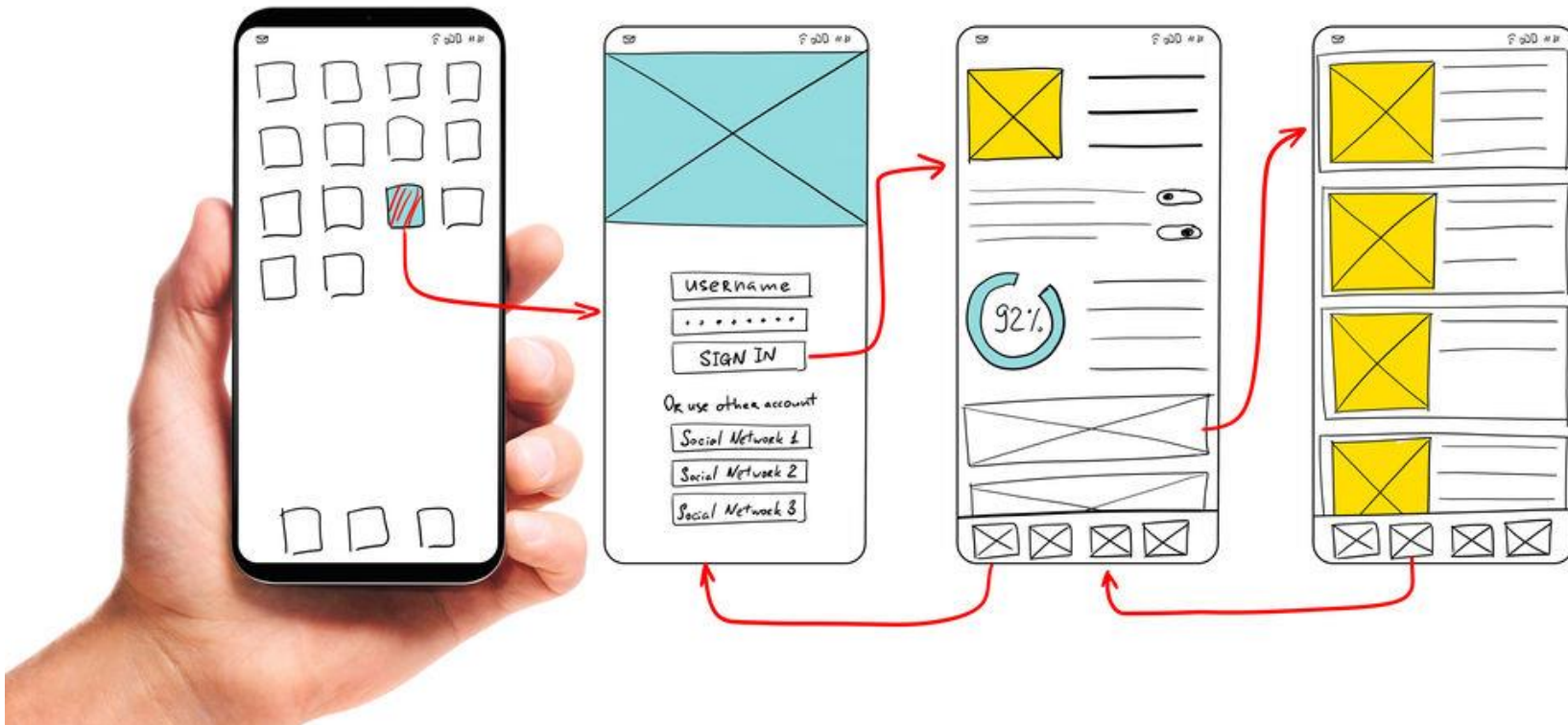
Mobile-First Design

Before proceeding directly with the creation of the wireframe, you have to select an initial product format.

However, in most cases, you will usually choose the smallest initial format, which is the format of mobile devices. Is this just a set rule? Not really. The reason for this choice is based on the analysis of statistical data.

Mobile-First Design

We will not design for every Android device and all iPhone models. The Ideal is to design for @1X

The main goal of design is not to release a real product but to design a product that can become a detailed blueprint for developers

At later stages of the work, **an adaptive approach** will be integrated to account for all intermediate resolutions and to ensure that the product works well on all available devices, without leaving anything to chance.

1 Creating Moodboards and Personas

2 Building User Flow
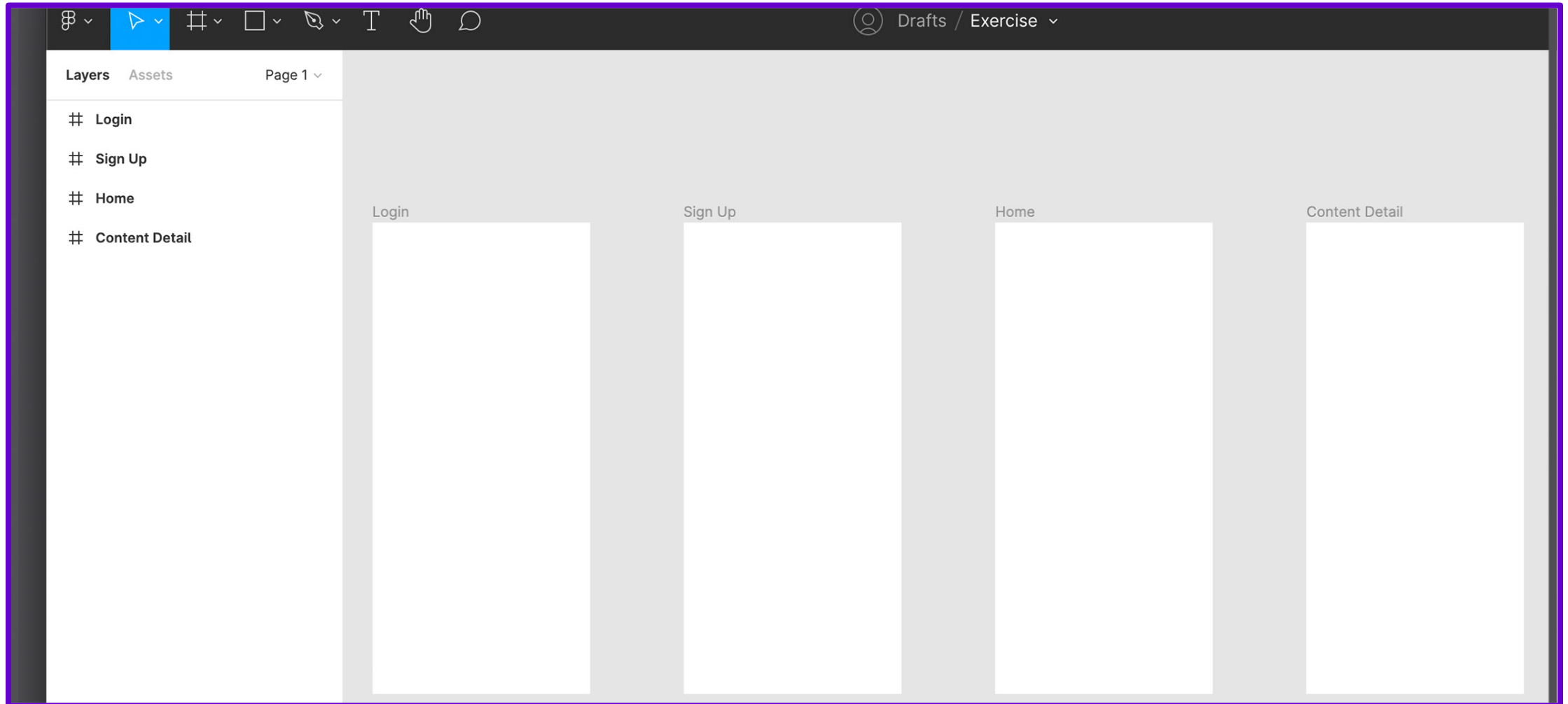
3 Evolving The Idea To Wireframe

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Flow to skeleton

The flow is something quite abstract, and it was mainly useful for understanding the project, while the wireframe is a primitive version of the product with its navigation elements indicated.
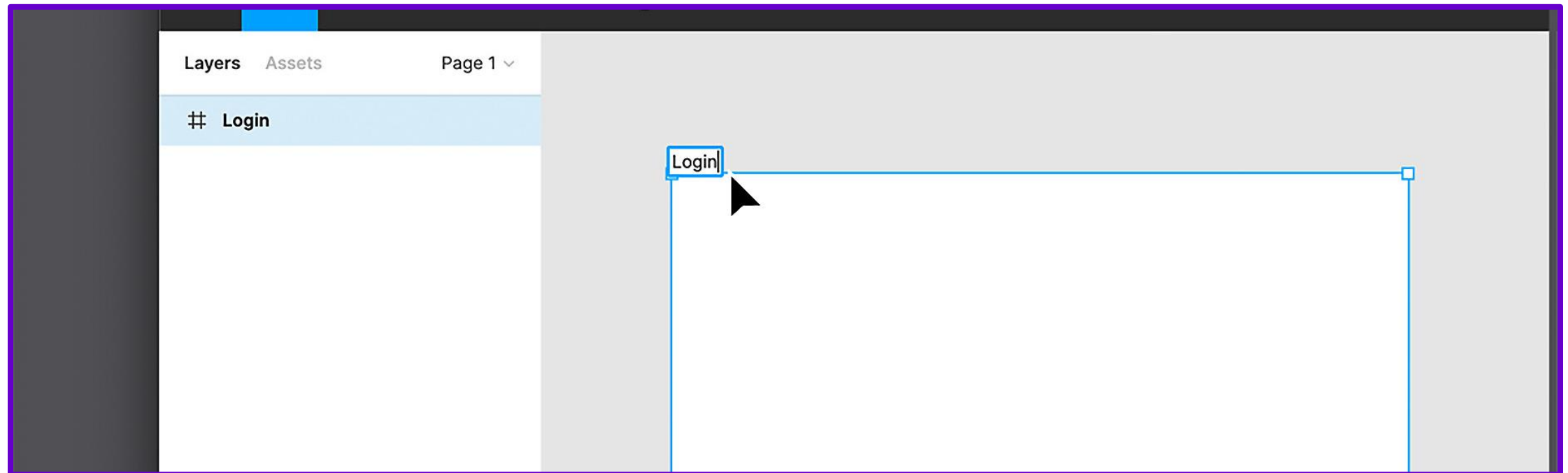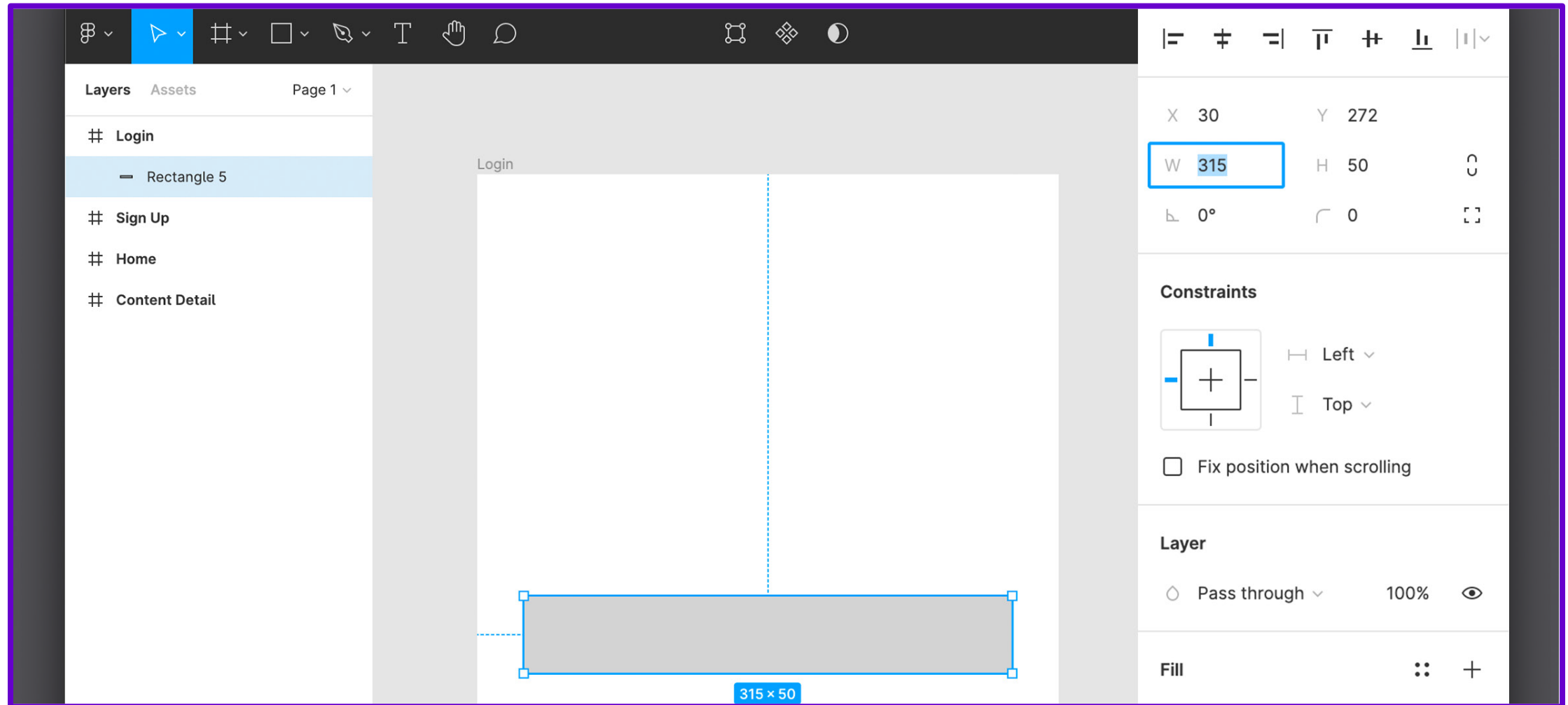
App Structure (Skeleton)
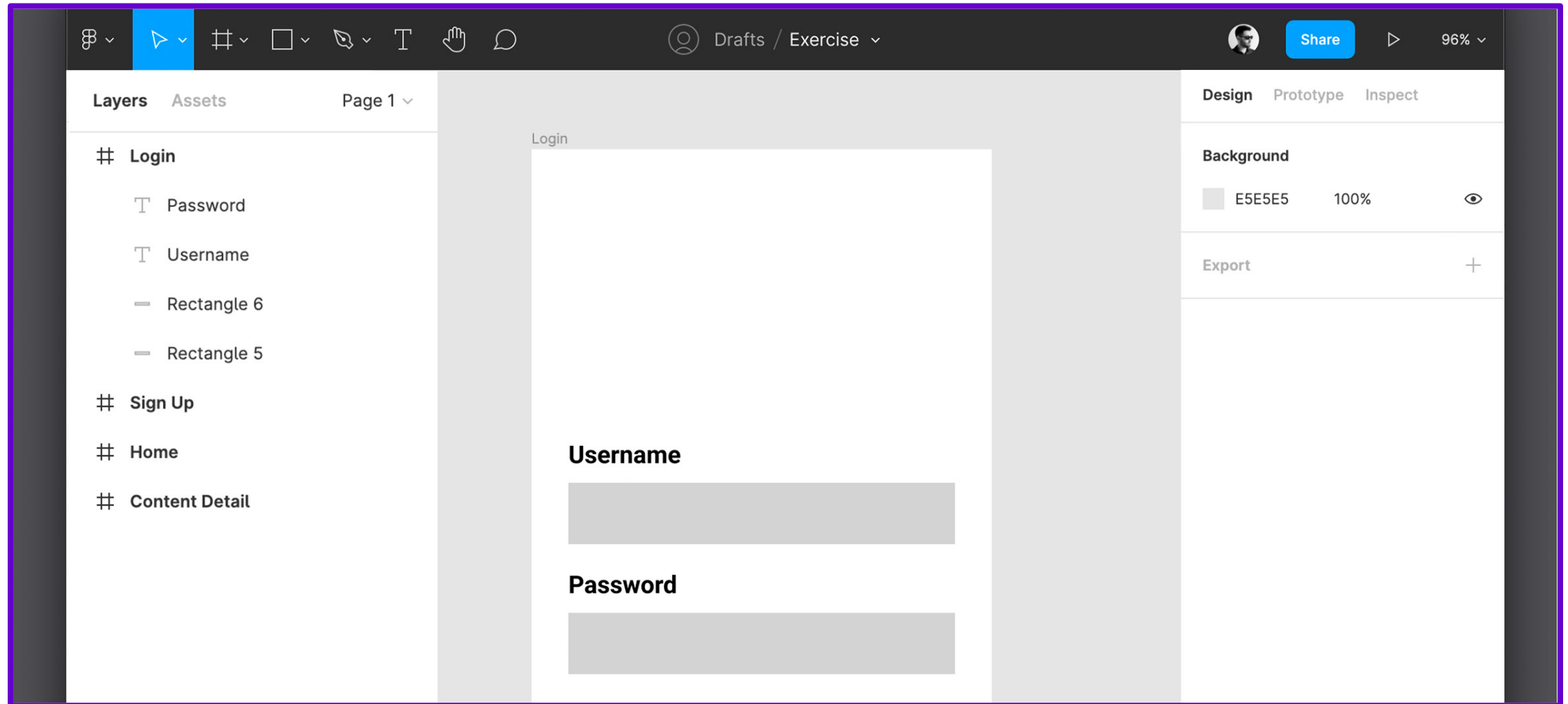
Shaping the interface

Once you are done adding all the frames and renaming them, you will see that the flow is now fully displayed as the skeleton of our application

Now, you have a new challenge – to think about what elements to add to all the screens in order to set the individual view of each of them
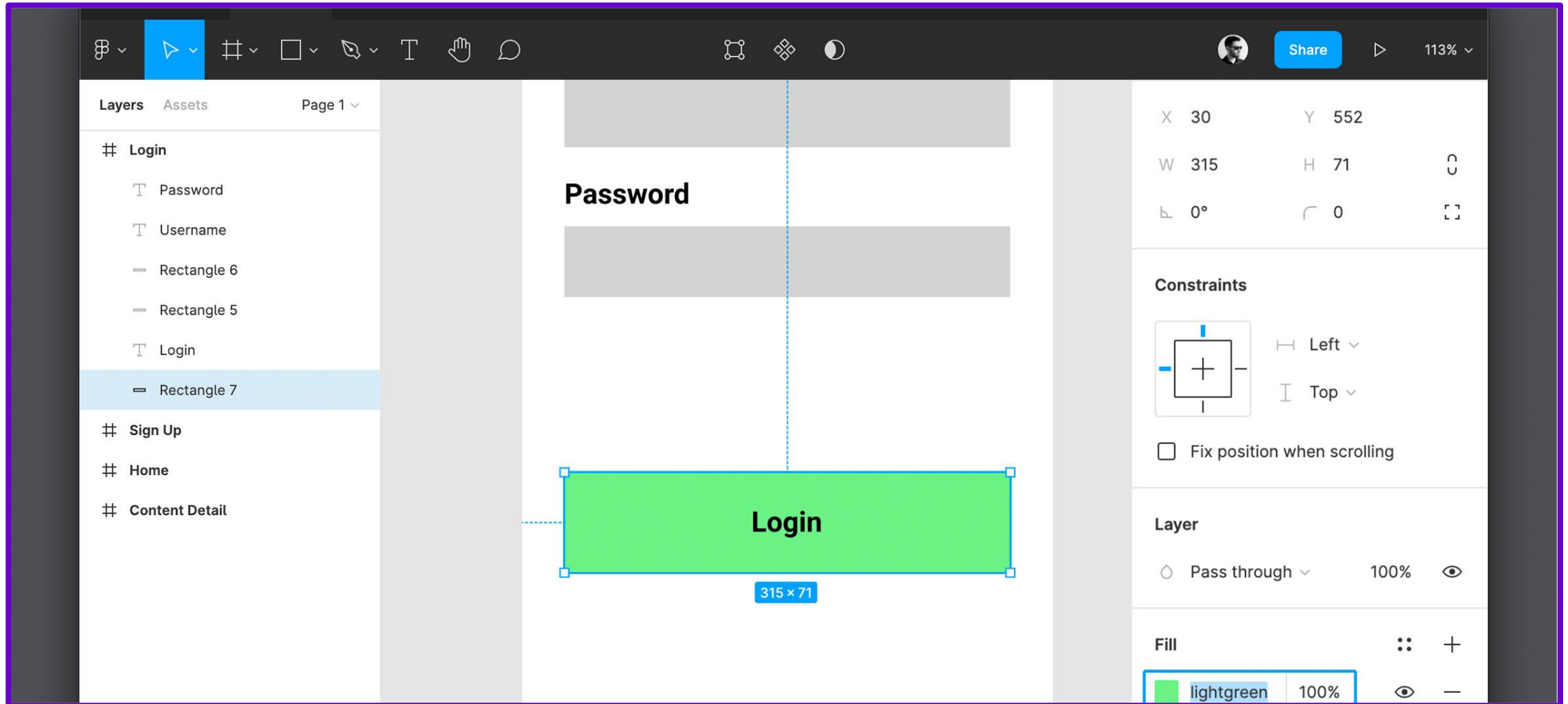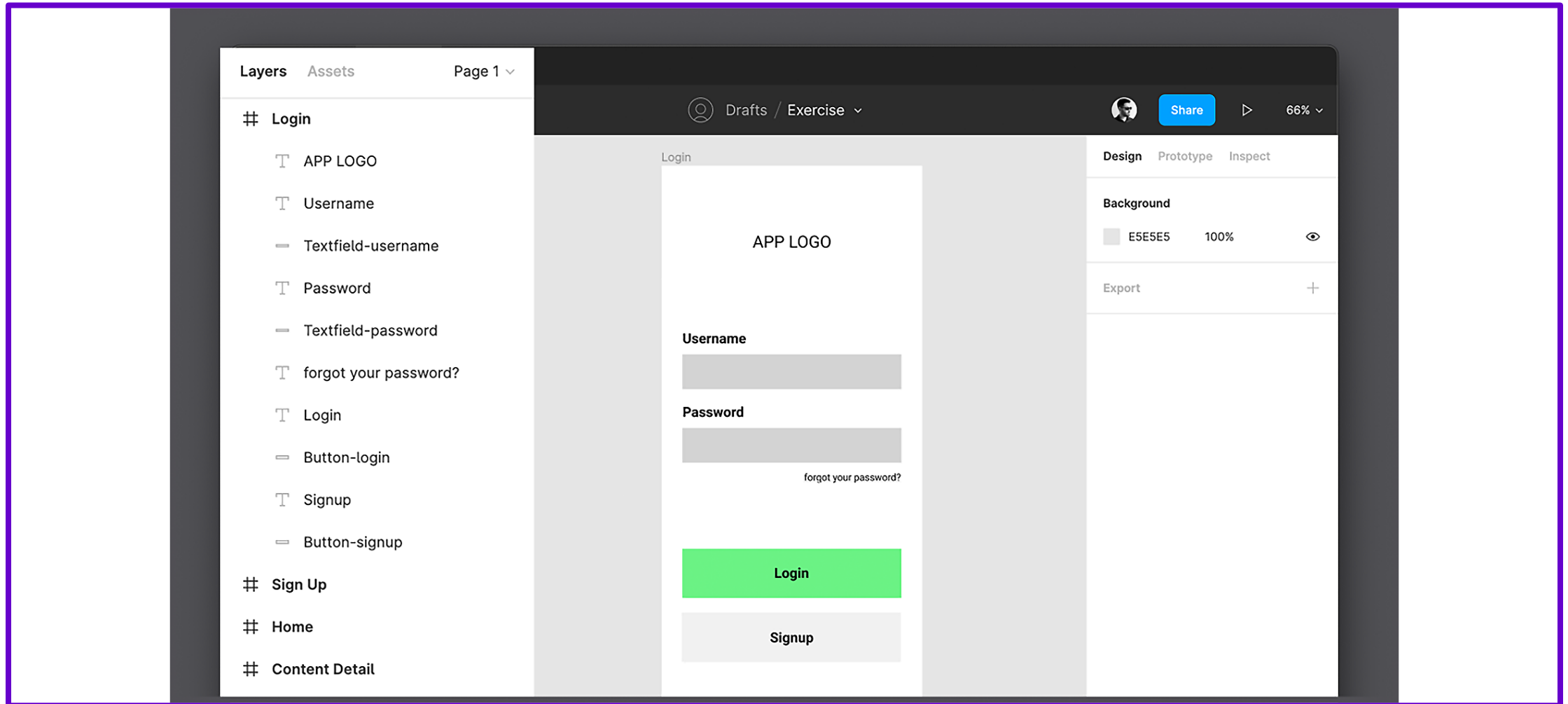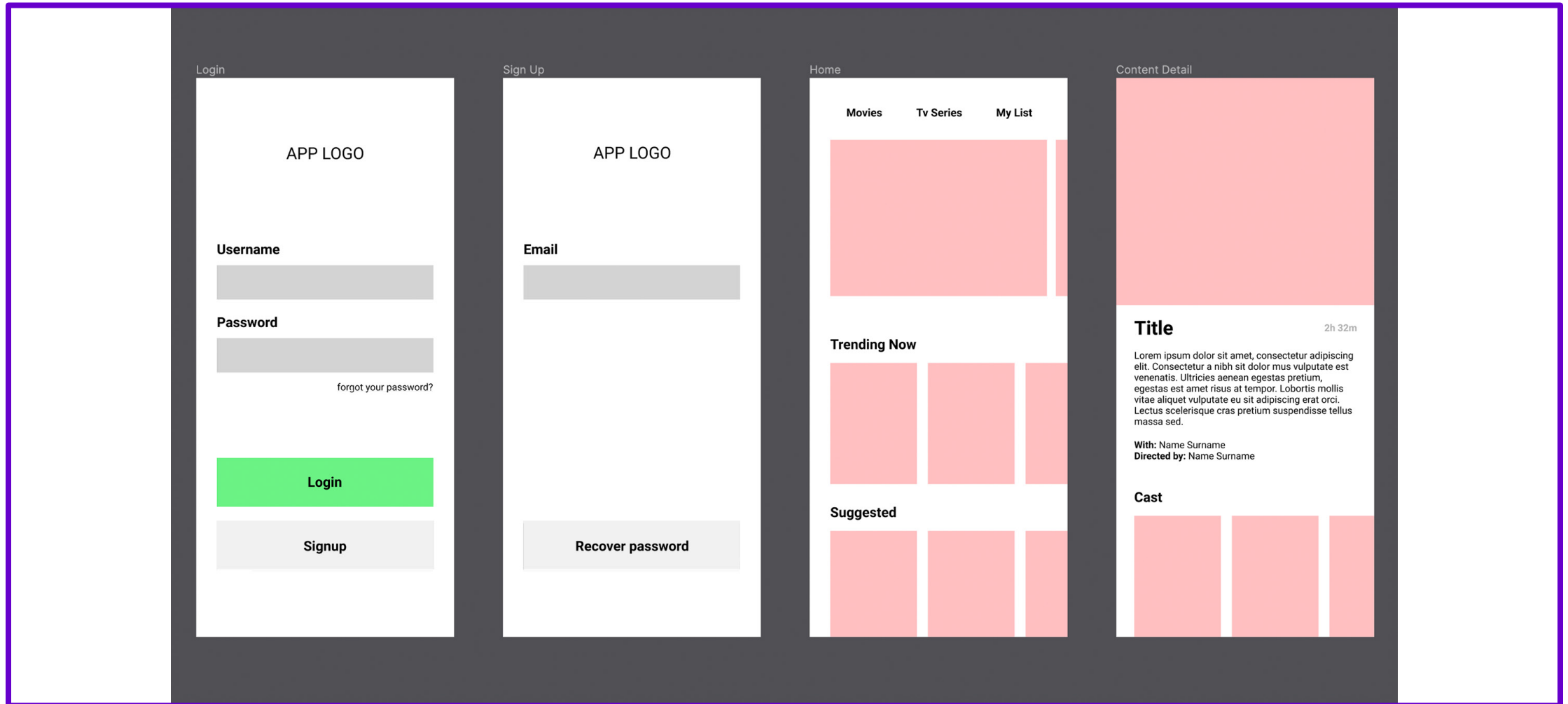
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What's next?

The essential meaning of this part is to make sure the flow you came up with during the UX design phase is the best one for your user.

There is only one way to find out – to test this flow on a group of people belonging to the reference target.

The testing process is very important and must be taken very seriously; otherwise, you risk missing structural or usability issues.

Course References

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Accessing Course Resource

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