

UX Design

101



Swati Rai

UX Design 101 eBook

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About Me

How my Biggest Failure was the biggest turning point of my life?

I had to take a gap year in my undergrad due to a health issue.

Everyone saw me as a loser, even though it was not my mistake.

Everyone around me was either getting placed or was working in FANG or was ready to fly for MS.

I felt like I was not moving forward in my life.

I accepted the situation, got out of the couch, and started exploring to find my interest/ passion.

I used the whole year without wasting a single day exploring, learning, and making connections. In that one year, I accomplished more than I ever did in my life.

- ⭐ Did 5 internships
- ⭐ Found my passion
- ⭐ Developed high resilience
- ⭐ Got 6 admits for MS in HCI
- ⭐ Got an invite from a college as a guest speaker
- ⭐ Got a great full time job in 4th year itself
- ⭐ This August I'll be flying to the US for MS in HCI

I don't think I could have been what I'm today without that gap year.

Don't be afraid of failure! 

3 years ago, I was in the same place as you are now. I know the feeling.

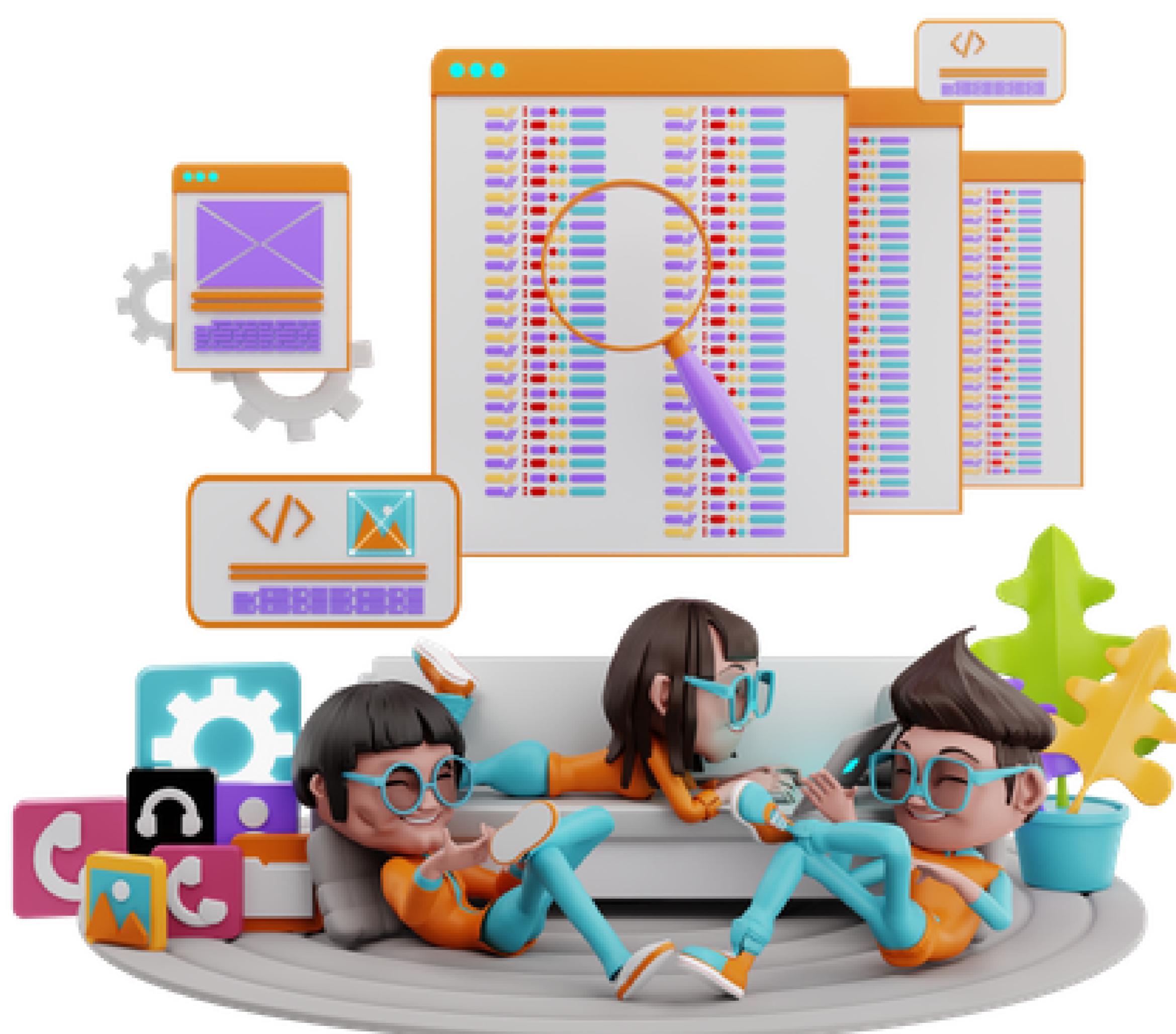
I was from an engineering background. I didn't have anyone in the design industry all my friends were also doing engineering so they weren't able to help me out. But what they did is they started saying I know a guy who is doing BFA I'll give you the contact details he might help you, so I used to connect with them and if they did not know answers they used to suggest me their friend's like this, I gathered all the information and started moving ahead.

There are tons of courses/resources which you can easily access to.

In this book, I've given the journey of starting up and getting the 1st job.

I hope you enjoy this book.

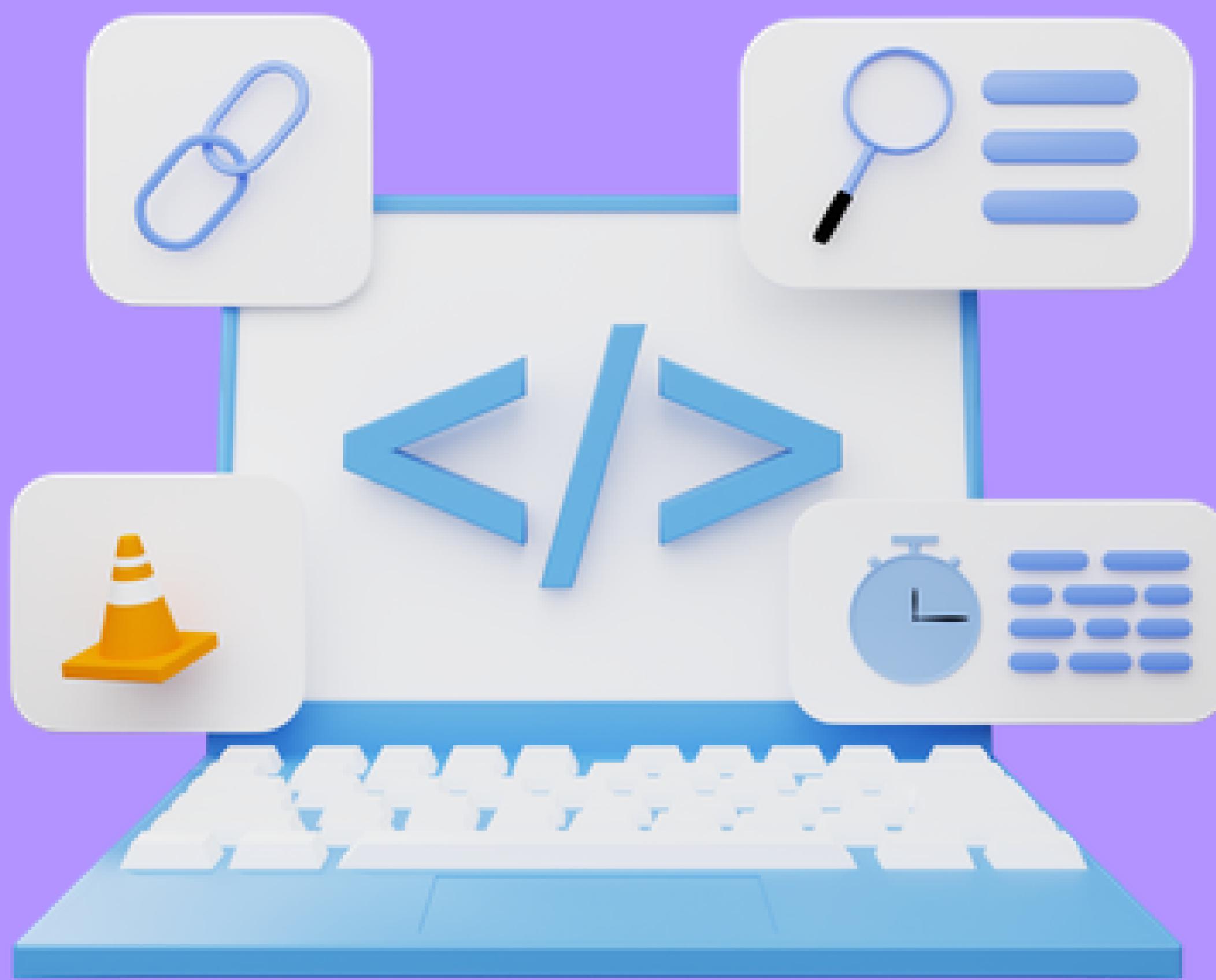
Please share your feedback with me at
uxwithswati@gmail.com



This is how your Journey will be



STEP 1: ONLINE COURSES



Free UX Courses

Join an online course to get a rough idea about UX Design. Here are the Free online courses for UX Design. Which are totally worth doing and you don't need to invest a single penny.

I'm a self-taught UX Designer and It worked pretty well for me.

1. LearnUX

2. General Assembly

3. Gymnasium

4. Hackdesign

5. Coursera

6. Future Learn

7. IBM Design Thinking

Best UX Design courses

1. UI / UX Design Specialization

By CalArts

2. Google UX Design Professional Certificate

By Google

3. Interaction Design Specialization

By University of California San Diego

4. Product Ideation, Design, and Management Specialization

By University of Maryland, College Park

5. UX Design: From Concept to Prototype

By University of Michigan

Best UX Research courses

1. Conduct UX Research and Test Early Concepts

By Google

2. Human-Centered Design: an Introduction

By UC San Diego

3. User Experience Research and Design Specialization

By University of Michigan

4. Understanding User Needs

By University of Michigan

5. Understanding Research Methods

By University of London

6. UX Research at Scale: Surveys, Analytics, Online Testing

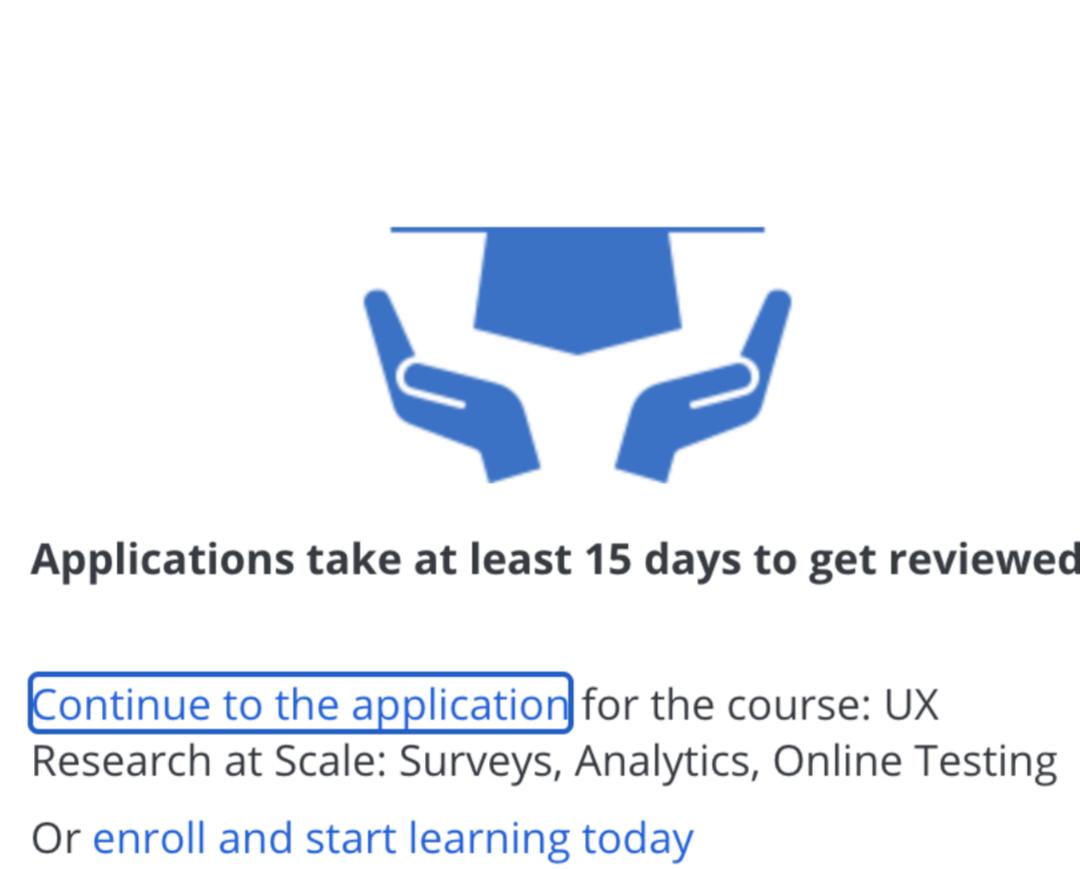
By University of Michigan

Coursera courses for FREE

Step 1: Click on the “Financial aid available” button

The screenshot shows the Coursera course page for 'UX Research at Scale: Surveys, Analytics, Online Testing'. The course is part of the 'User Experience Research and Design Specialization'. It is offered by the University of Michigan. The page includes a yellow 'Enroll for Free' button (with 'Starts Jun 6') and a green circled 'Financial aid available' button. The course has a rating of 4.4 from 141 ratings and 88% completion. 15,096 users are already enrolled. Navigation links at the bottom include About, Instructors, Syllabus, Reviews, Enrollment Options, and FAQ.

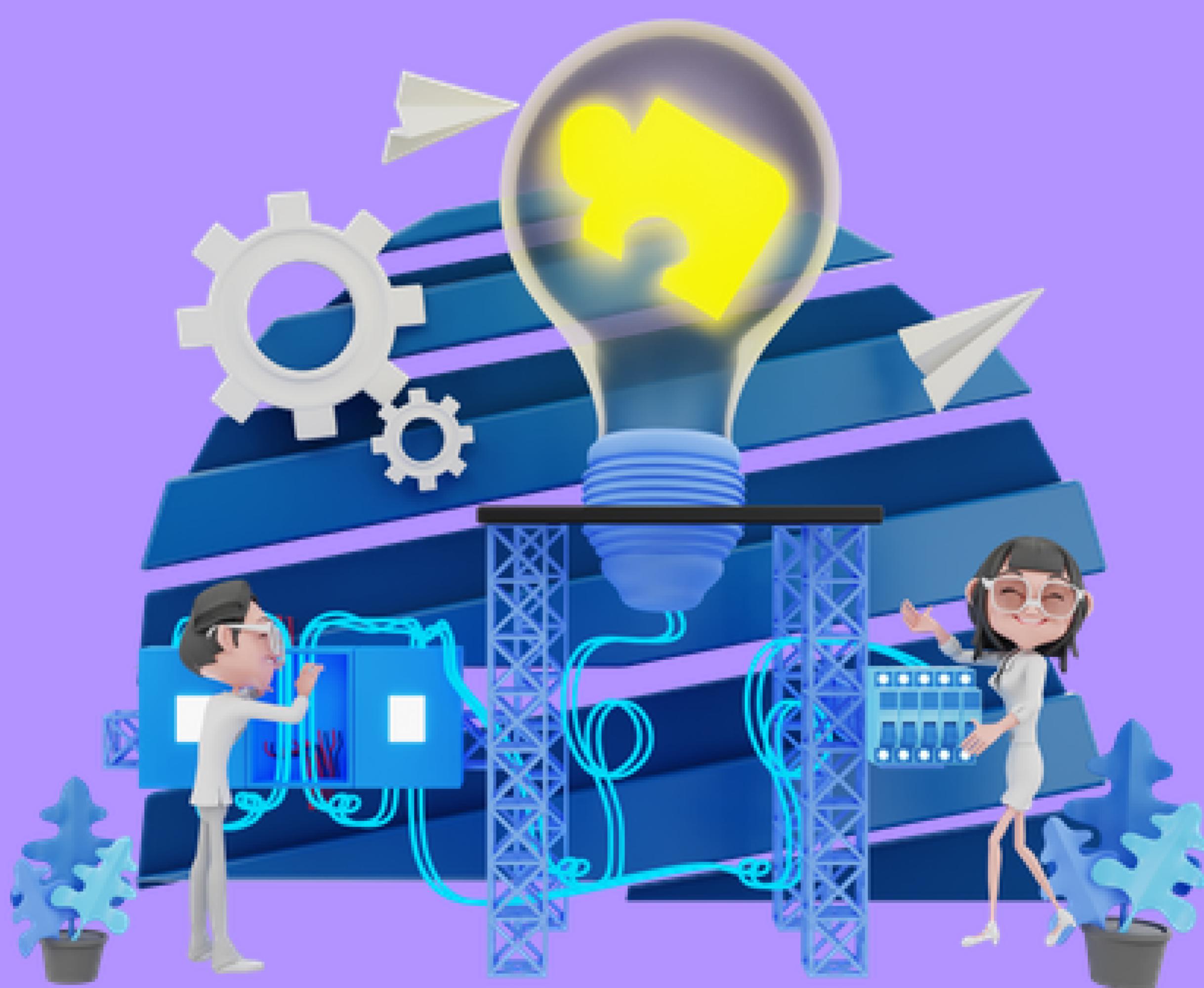
Step 2: Click on the “Continue to application” button



Step 3: Answer these questions and submit the application, within 15 days it'll get approved.

The screenshot shows the financial aid application form on the Coursera website. The form includes fields for 'Educational Background' (dropdown menu), 'Annual Income' (text input 'US dollars'), 'Employment Status' (dropdown menu), 'How much can you afford to pay?' (text input 'US dollars' and dropdown 'per month'), and two large text areas for 'Why are you applying for Financial Aid?' and 'How will taking this course help you achieve your career goals?'. A user profile for 'Swati Rai' is visible at the top right.

STEP 2: SKILLS



Required skills for UX Design

1. User empathy
2. Creating Storyboard
3. Wireframing
4. Prototyping
5. Analytical skills
6. Critical Thinking
7. Problem spotting
8. Problem-solving
9. Prototyping, wireframing, user flows, mockups
10. User research and usability testing
11. Information architecture
12. Prioritization and time management
13. Decision Mapping
14. Storytelling and Presentation Skills.

STEP 3: PORTFOLIO



Template for Case Study

2-3 projects are enough. Dont focus at numbers, rather look at the quality of projects. To create your UX Case study, follow these eight steps.

1. The problem you were tasked with solving and the hypothesis you devised. (Did you notice anything unusual when watching users?)
2. Describe your individual contribution to the project and how you worked with others. (How does your job affect the rest of the team?)
3. Describe how you arrived at your proposed answer. (a wireframe, a mockup, a snapshot, or a prototype, for example)
4. Describe how your solution addressed the issue. (How does this solution affect their day-to-day lives?)
5. Obstacles you had to overcome. (When conducting usability testing, drawing, or conducting a user interview)
6. The impact of the project on users and the business. (Did it result in a higher level of engagement?)
7. What you've discovered? (In the future, how should I work on a project like this?)
8. Provide a User feedback (video or quotes) at the end, as it's a key indicator for User experience.

STEP 4: BOOK RECOMMENDATION



10 UX Books you must read!

1. Don't Make Me Think
2. Just Enough Research
3. Rocket Surgery Made Easy
4. 100 Things Every Designer Needs To Know About People
5. Thinking, Fast And Slow
6. Tiny Habits Change Everything
7. Quantifying The User Experience
8. Steal Like an Artist
9. Measuring The User Experience
10. Think Like a UX Researcher

STEP 5: UX CHALLENGES



How DailyUI challenge helped me?

When I asked my senior,
How can I learn and become better at it.

He told me to take the DailyUI challenge, the results were amazing. There was a lot of difference between my 1st and 100th Design.

I did it for 100 consecutive days without any gap. I also used to share my design on LinkedIn and Dribbble (which helped me increase my visibility). As I was a beginner at this, everyone's feedback helped me improve a lot.

At the end of this challenge, you'll see a huge transformation. You can also include this in your Portfolio.

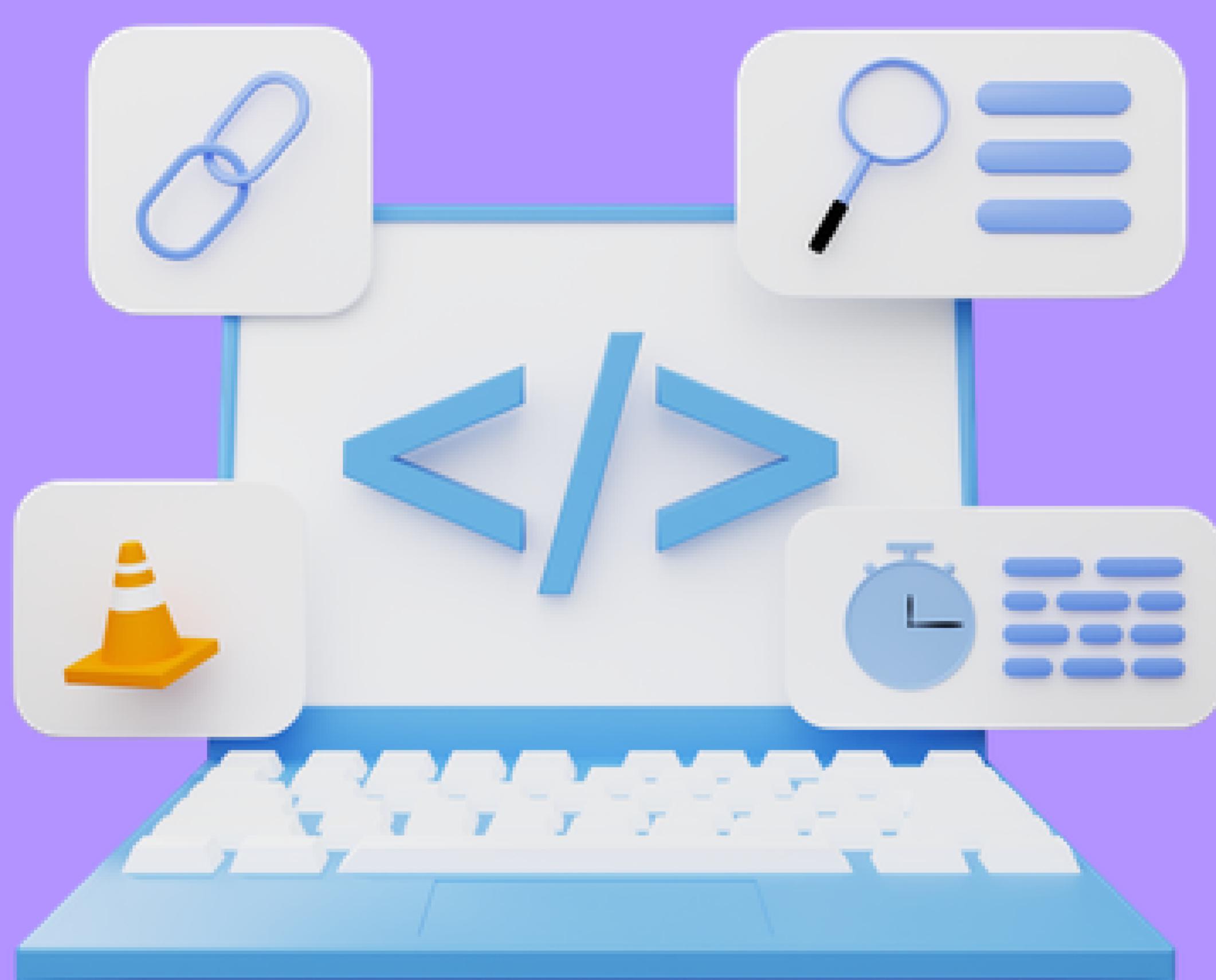
Mistakes I did when I started UX Design

- ✖ I did not use to take any reference before diving into Design
(I thought it would be cheating and as a designer, I have to come with my own design.)
But you'll learn copying good design and at the end you'll find your own style.
- ✖ I focused on design as it was a UI challenge and didn't bother about the problem I was solving. In reality UX Design is more about problem solving.
- ✖ Was not confident in my skills.

9 UX challenges that will help you grow as a UX Designer

1. Daily UI
2. Dribbble Weekly Warmup
3. 30 Day UX Challenge
4. WTF Should I Letter
5. Sharpen design
6. Uplabs Challenges
7. 100 Days of Product Design
8. Sketching for UX
9. UX Challenge

STEP 6: WEBSITE



Websites which will help you

1. [NNGroup](#)
2. [Usability Geek](#)
3. [UX Tools](#)
4. [Smashing Magazine](#)
5. [Adobe XD](#)
6. [UX Collective](#)
7. [UX Matters](#)
8. [UX Planet](#)
9. [Customer Think](#)
10. [UX Myths](#)
11. [UX Project Checklist](#)

STEP 7: JOB SEARCH



How you can increase your chances of getting hired?

- ★ Connect with people or employees from the company you want to work with.
- ★ Send them a connection request with a small note on it, describing why you want to connect with them.
- ★ Whenever you see an opening, don't apply on the Job Portal.
- ★ Instead, reach out to the hiring manager explaining why you would be a good fit for the profile or ask people in your connection for the referral.

And you're good to go!!!

STEP 8: INTERVIEW



12 Questions you'll be asked in a UX Interview

Here are the generic questions, which you'll be asked by the recruiter in the hiring process.

You can prepare these before going to the interview and increase your chances of getting hire.

1. How do you define UX/design?
2. What is your design process?
3. What are some apps or websites that has best UX in your opinion?
4. What are some apps or website that has worst UX in your opinion?
5. How do you work with engineers/Product Managers/other designers?
6. Who in the industry do you follow and read?
7. What is the most interesting project you have worked on?
8. Do you prefer to work alone or with a team?
9. Tell me about an assignment that was too difficult. How did you handle the situation?
10. Why do you want to work at [company x]?
11. What is your expected salary?
12. Why should I hire you?

STEP 9: UX CAREER



5 UX Design careers you can pursue

UX researcher

UX researchers focus on all things research-related. They conduct research with real users, gathering both qualitative and quantitative data about how people think, feel, and behave.

UX writer

Writing isn't typically considered part of the product design process, but the words on a product interface have a tremendous impact on the user experience.

Information architect

It is one of the key elements of user experience design because it directly impacts whether the users can navigate through your product.

UX/UI designer

While UX designer and UI designer are considered two separate roles, they are often advertised as one, so we've included the catch-all job title on this list in an attempt to provide some clarity.

UX strategist

UX has a major impact on business, too, and UX designers often find themselves operating in the space between the end-user and key business stakeholders.

STEP 9: SUMMARY



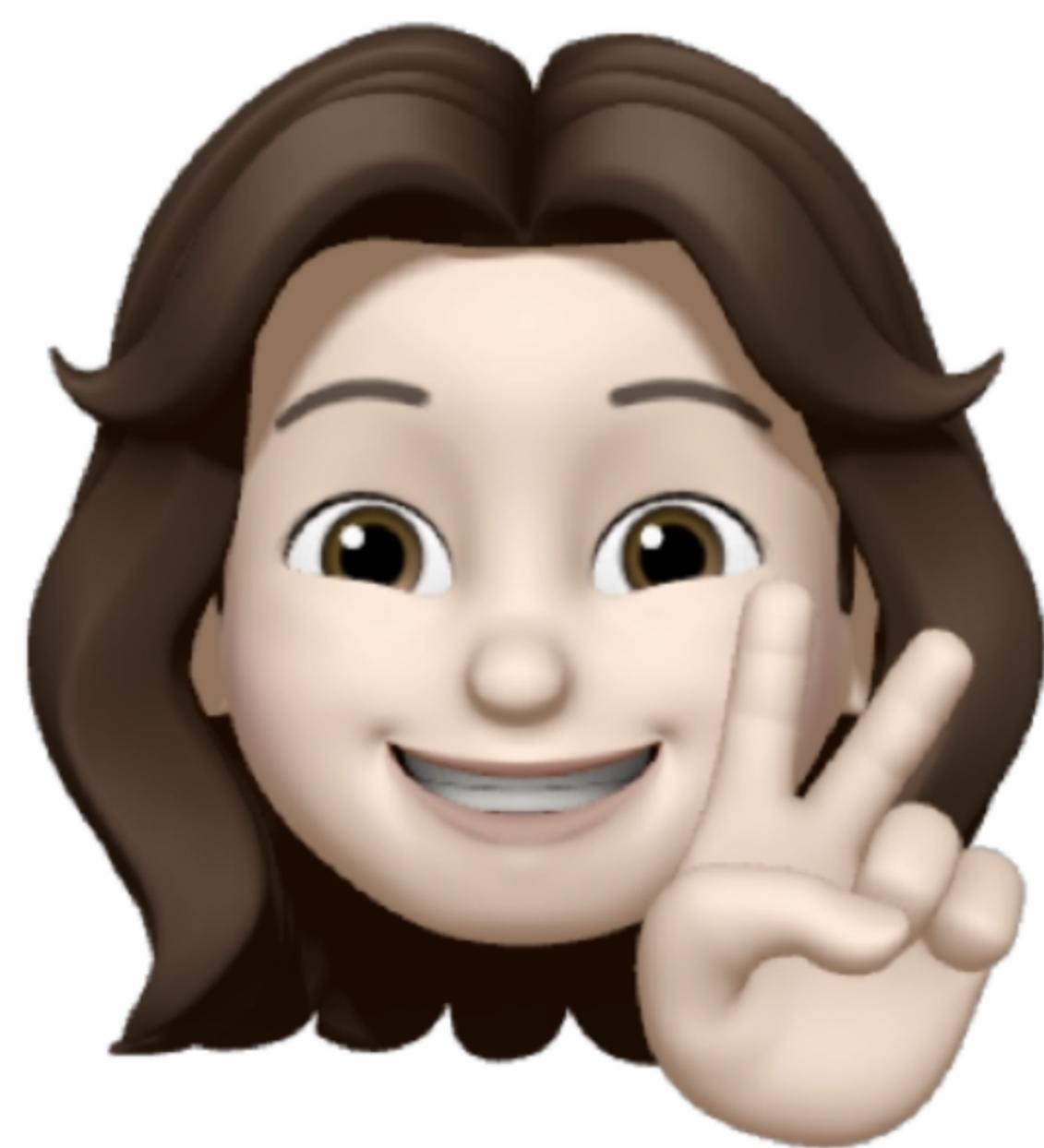
Summary

- ★ Enroll in a course - It'll give you a clear idea. you can learn from Udemy, Coursera (I prefer this one), or from YouTube videos.
- ★ Make at least 1-2 personal projects/ case studies - For 1st internship 1-2 projects are enough. But it should clarify what you're trying to solve. (Course certification would be useless without personal projects and no one asks for the certificates.)
- ★ Don't try for perfection - It's okay! If you've just started. (My first two projects were so bad that I deleted them after some time, But I did get an internship by showing them 😊)
I still wonder why did they gave me an internship with those projects 😅)
- ★ Start applying for an Internship - Internship is all about learning and they are not looking for an expert to hire.
- ★ Don't compare your 1st step with someone's 100th step.
- ★ Get feedback on portfolio and interview tips from the industry experts (You can join "All Design people" to get mentorship).
- ★ Try to attend hackathon and design event ("All Design Event" has a list of all design events)
- ★ Keep updating yourself. Because the more you know the less you feel you know.
- ★ Remember, every expert was once a beginner. Don't be afraid to fail.

I hope this book was helpful.
I create content on LinkedIn and Instagram - you can find me here [LinkedIn](#), [Instagram](#).

You can also listen to my podcast here - [Podcast](#)

Thank you so much for your time :)



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