



KIROLOS ADEL

UX HEAD

- FREELANCE GRAPHIC DESIGNER
- BRANDING DESIGNER
- MOTION GRAPHIC DESIGNER
- PRODUCT DESIGNER 2020-NOW

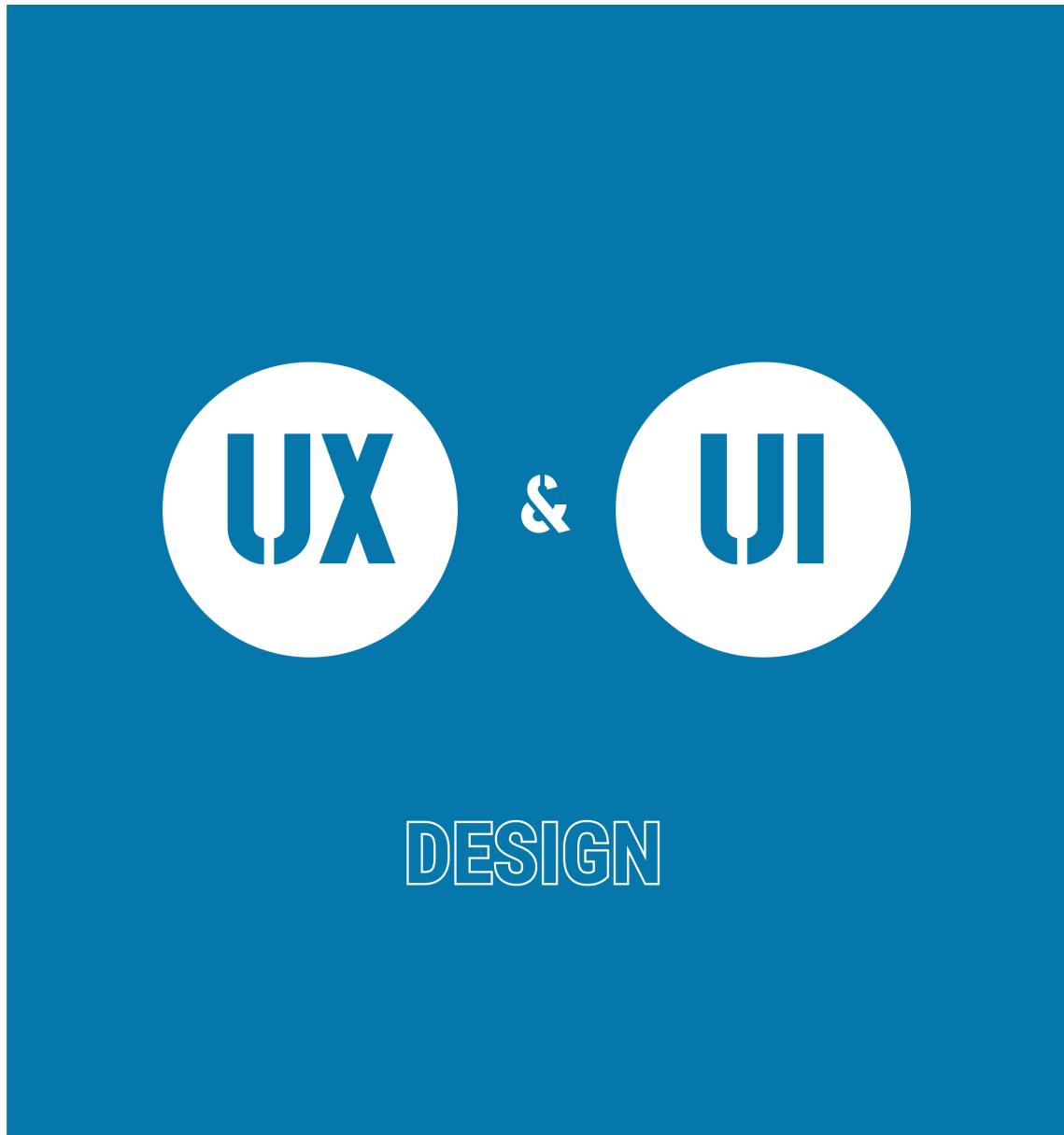


ESLAM MOHAMED

UX VICE

- UI / UX DESIGNER
- +1 YEAR EXPERIENCE
- USED FIGMA & ADOBE XD
- WORK AS UXD FROM 2021

Always remember that what you do is لله رب العالمين

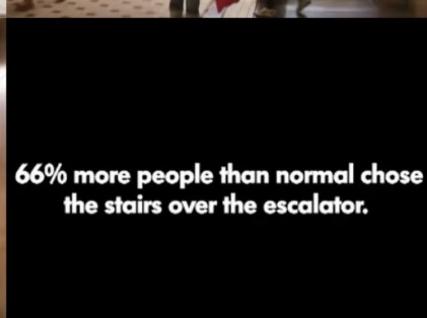


AGENDA

◆ AGENDA

- ◀ Design Thinking 01
- ▷ Problem Definition 02
- ₩ User Definition 03
- ⌚ Questions 04

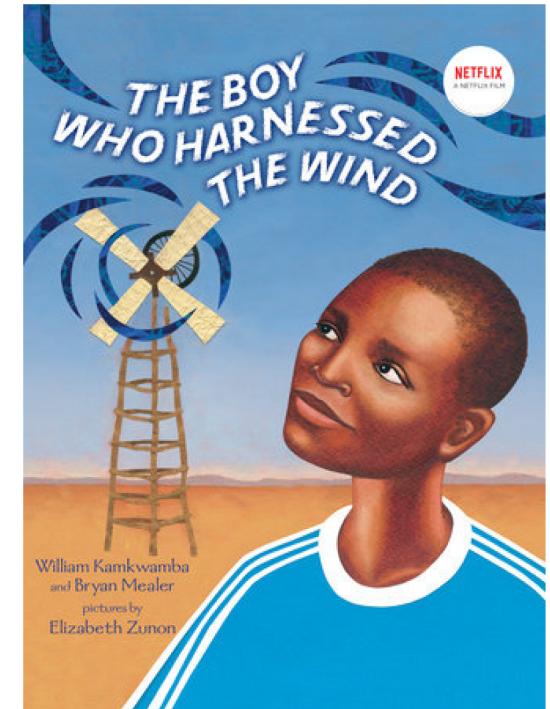
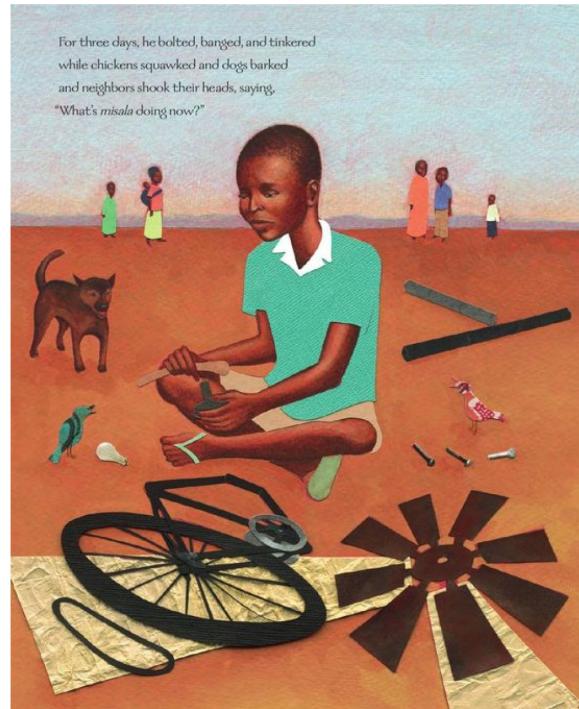
DESIGN THINKING

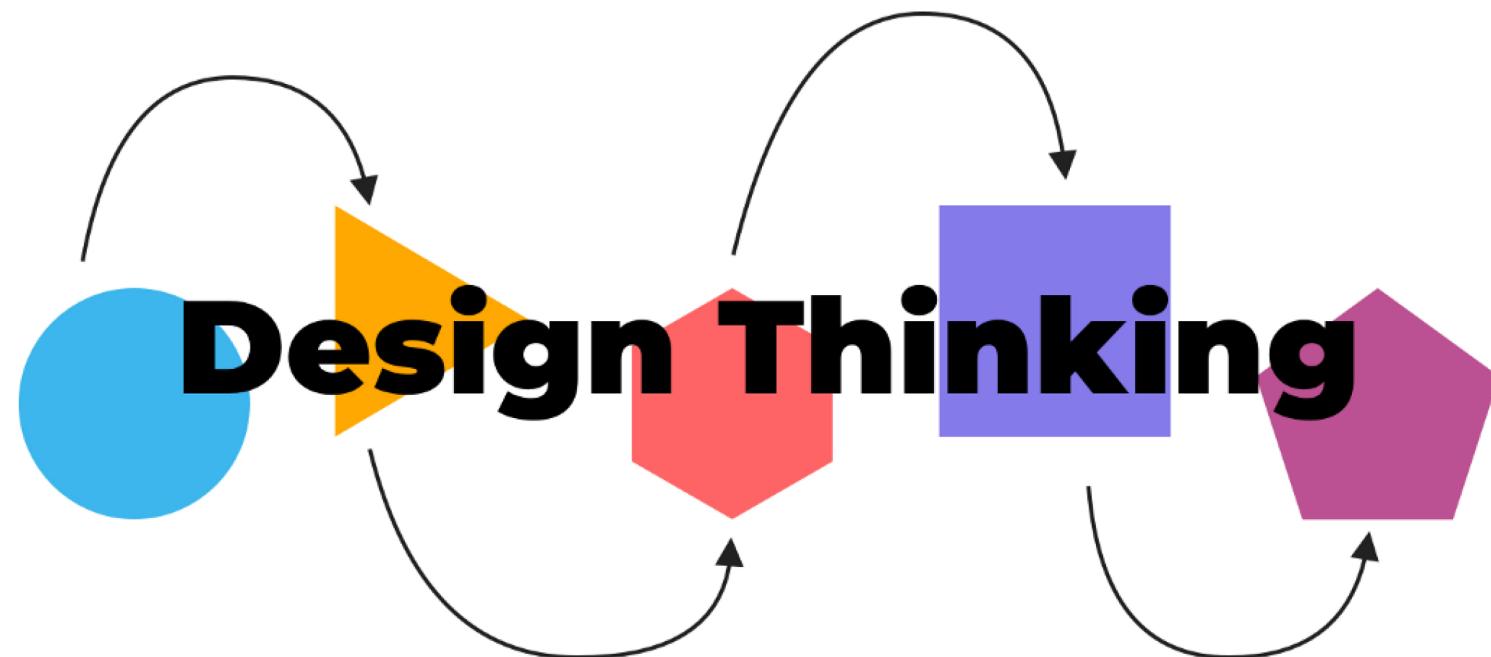


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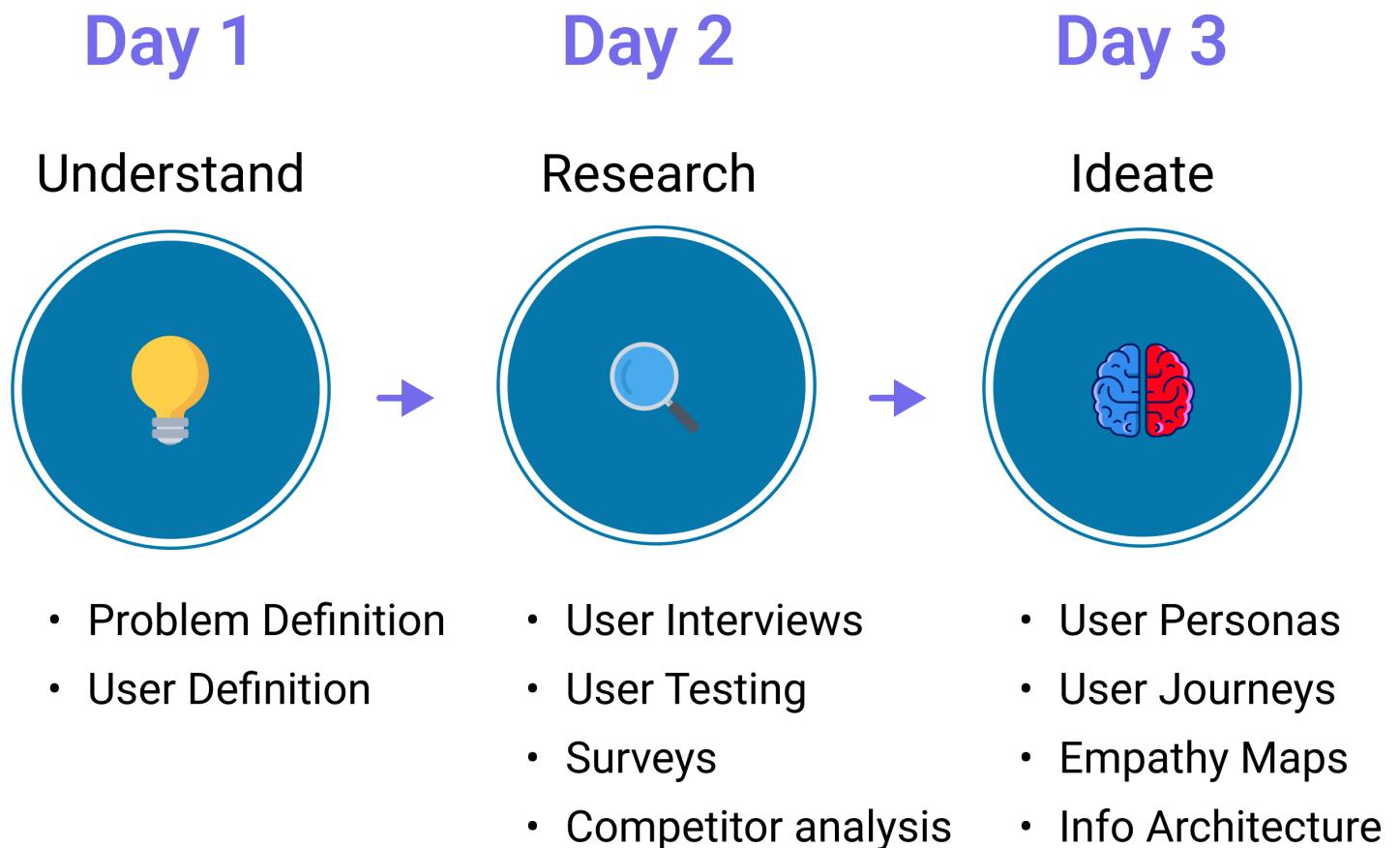
DESIGN THINKING





Section one

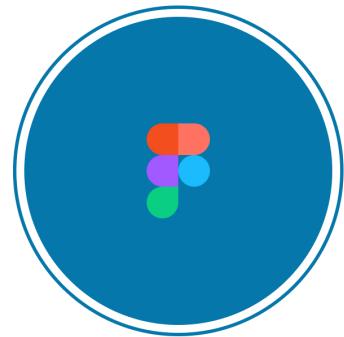
UX Process



Section Two

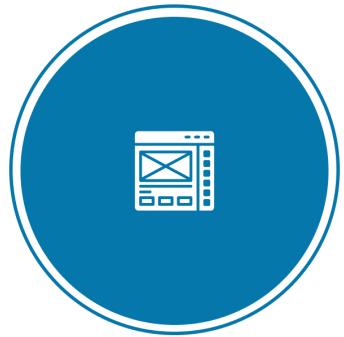
Design Process

Day 1



Learn Figma

Day 2



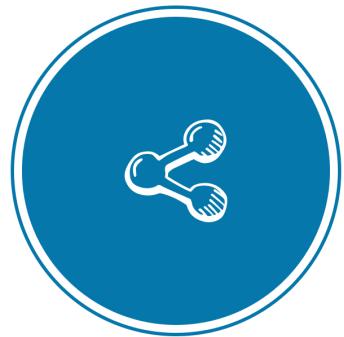
Wireframe

Day 3



User interface

Day 4



Prototypes



Phase 1: Understand

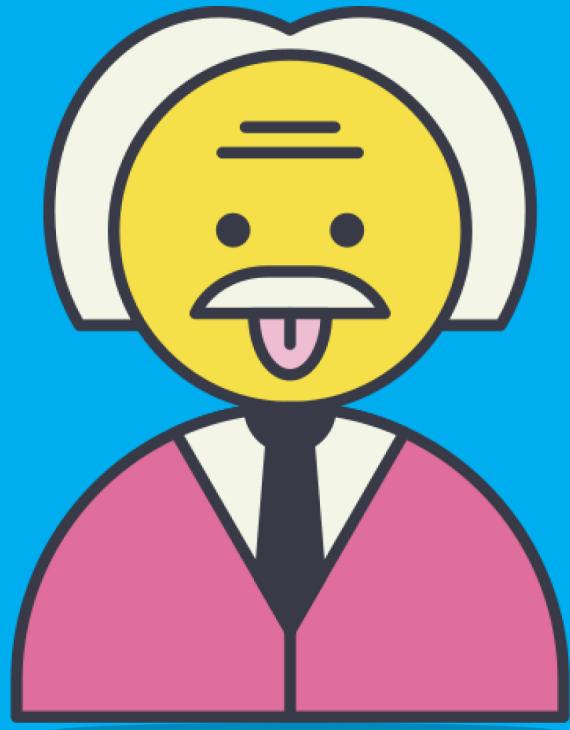
UNDERSTAND



“if you have four hours to chop down a tree, spend the first three hours sharpening your axe.

abraham lincoln





“ If I had an hour to solve a problem I'd spend 55 minutes thinking about the problem and 5 minutes thinking about solutions.

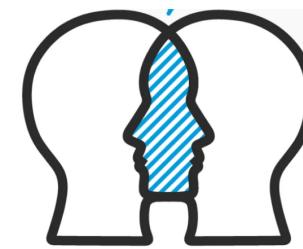
albert einstein — 00



UNDERSTAND



**PROBLEM
DEFINITION**



**USER
DEFINITION**

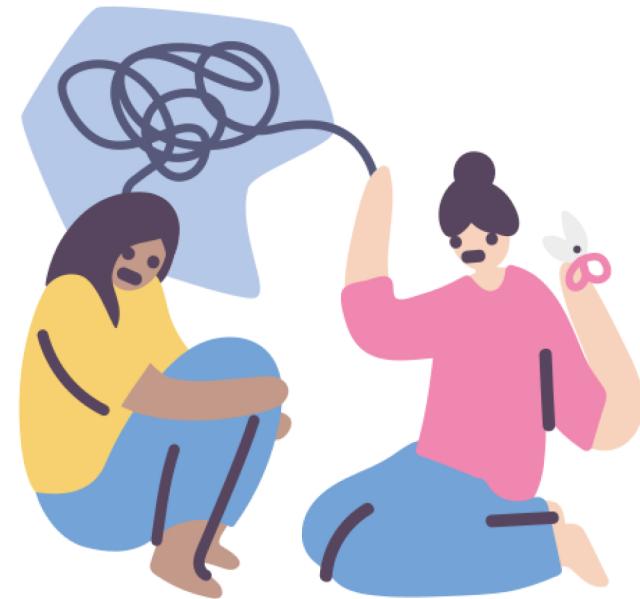
▲ PROBLEM DEFINITION

YOU SHOULD DEEPLY UNDERSTAND AND DESCRIBE THE PROBLEM AS CLEARLY AS POSSIBLE BEFORE FINDING AND IMPLEMENTING THE SOLUTION. AT THIS POINT, YOU CAN USE SPECIFIC METHODS TO DESCRIBE A PROBLEM.



▲ REPHRASE THE PROBLEM

WE USUALLY TRY TO
EXPRESS A PROBLEM
IN A SENTENCE WORD
LIKE “**INCREASE THE**
PRODUCTIVITY OF X”.



▲ EXPOSE AND CHALLENGE ASSUMPTIONS

THERE CAN BE NO PROBLEM
WITHOUT ASSUMPTIONS.

YOU MUST PRIORITIZE ALL
ASSUMPTIONS AND CHALLENGE
THEM ONE BY ONE TO FIND THE
RIGHT SOLUTION.

[HTTPS://WWW.YOUTUBE.COM/WATCH?V=GK9NX0KAXUM](https://www.youtube.com/watch?v=GK9NX0KAXUM)

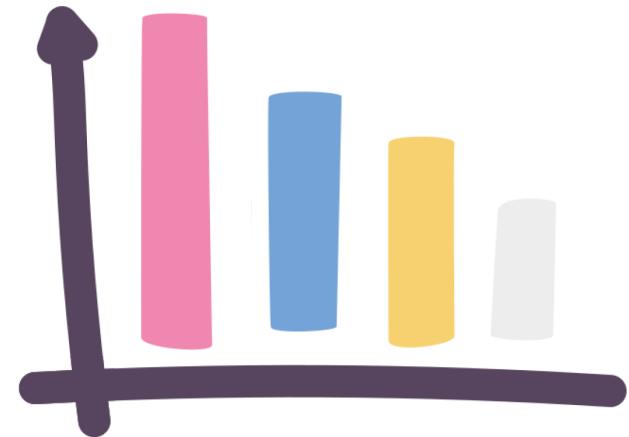


▲ **CHUNK UP**

EACH PROBLEM IS A SMALL PIECE OF A GREATER PROBLEM. YOU NEED TO LOOK FROM A DIFFERENT OR MORE GENERAL PERSPECTIVE TO UNDERSTAND THE PROBLEM BETTER.

YOU CAN ASK YOURSELF THESE QUESTIONS :

- “WHAT'S THIS A PART OF?”
- “WHAT'S THIS AN EXAMPLE OF?”
- “WHAT'S THE INTENTION BEHIND THIS?”

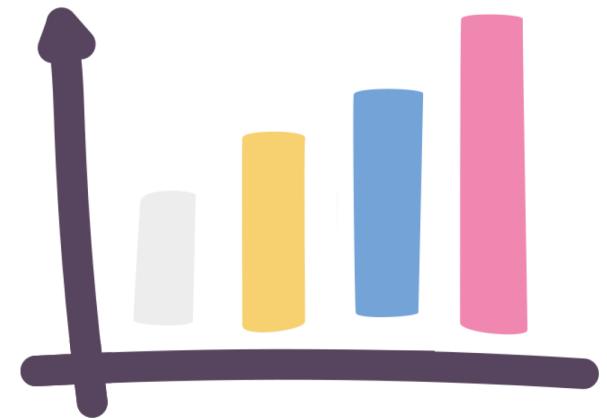


CHUNK DOWN

'CHUNKING THE PROBLEM DOWN'
(MAKING IT MORE SPECIFIC) IS ESPECIALLY USEFUL
IF YOU FIND THE PROBLEM OVERWHELMING OR
DAUNTING.

YOU CAN ASK YOURSELF THESE QUESTIONS :

- "WHAT ARE PARTS OF THIS?"
- "WHAT ARE EXAMPLES OF THIS?"



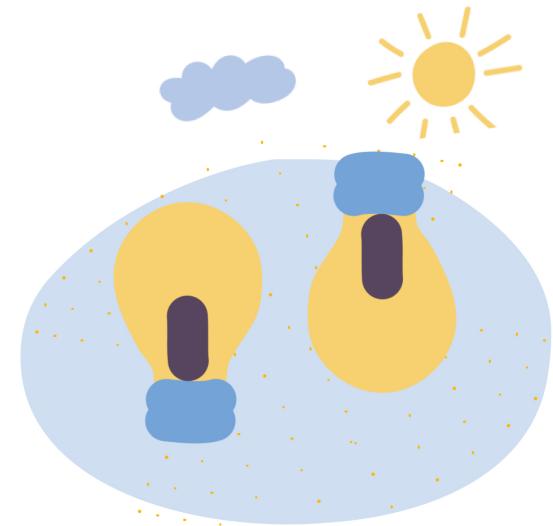
▲ MAKE IT ENGAGING

IF THE PROBLEM LOOKS TOO DULL FOR YOU, INVEST THE TIME ADDING VIGOR TO IT WHILE STILL KEEPING IT GENUINE. MAKE IT ENTICING. YOUR BRAIN WILL THANK (AND REWARD) YOU LATER.



▲ REVERSE THE PROBLEM

ONE TRICK THAT USUALLY HELPS WHEN YOU'RE STUCK WITH A PROBLEM IS TURNING IT ON ITS HEAD. THIS SEEMINGLY CONVOLUTED METHOD MAY NOT SEEM INTUITIVE AT FIRST, BUT TURNING A PROBLEM ON ITS HEAD CAN UNCOVER RATHER OBVIOUS SOLUTIONS TO THE ORIGINAL PROBLEM.



▲ USE MULTIPLE PERSPECTIVES

DIFFERENT PERSPECTIVES OFTEN ENCOMPASS DIFFERENT EXPERIENCES. DIFFERENT EXPERIENCES REVEAL TRIED WAYS TO SOLVE COMMON PROBLEMS.

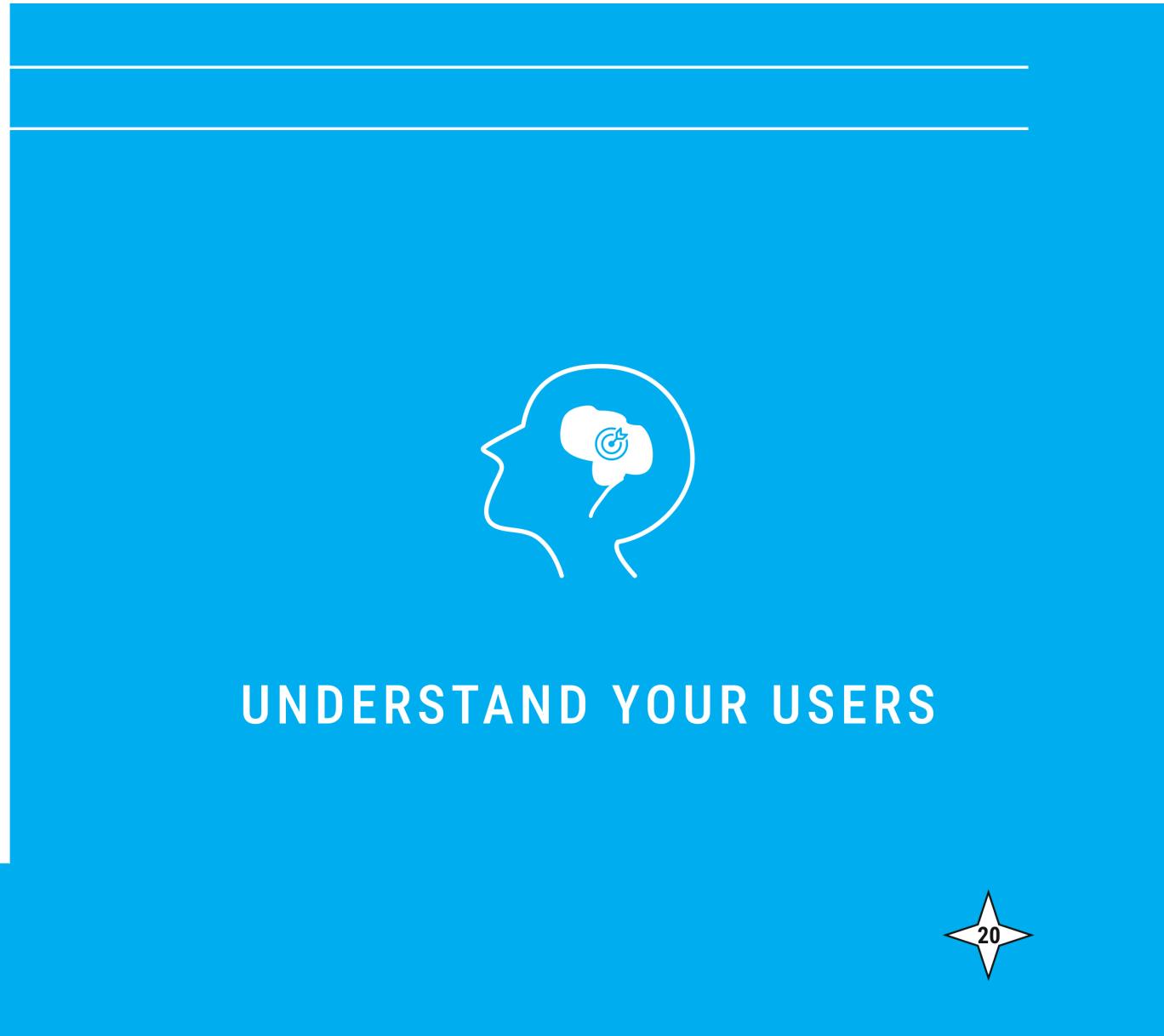


▲ GATHER FACTS

INVESTIGATE CAUSES AND CIRCUMSTANCES OF THE PROBLEM. PROBE DETAILS ABOUT IT – SUCH AS ITS ORIGINS AND CAUSES. ESPECIALLY IF YOU HAVE A PROBLEM THAT'S TOO VAGUE, INVESTIGATING FACTS IS USUALLY MORE PRODUCTIVE THAN TRYING TO SOLVE IT RIGHT AWAY.



FIRST STEP OF EVERY DESIGN



→ UNDERSTAND USER

THIS IS THE VERY FIRST STEPS THAT ANY DESIGN PROCESS WILL NEED.
START THINKING ABOUT YOUR USERS. WHO ARE THEY, WHERE ARE THEY
FROM? WHERE CAN YOU FIND THEM? WHAT ARE THEIR ENVIRONMENTS



USER DEFINITION	
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UNDERSTAND USER

THE FIRST PHASE OF A DESIGN PROCESS IS TO GAIN ALL THE INFORMATION YOU AND YOUR TEAM NEED TO START WORKING ON THE PROJECT. GENERALLY, THIS INCLUDES STAKEHOLDER REQUIREMENTS, USER NEEDS, THEIR PROBLEMS, CHALLENGES THEY FACE, AND FRUSTRATIONS THEY MAY HAVE. IN OTHER WORDS, THE UNDERSTANDING PHASE IS TO UNDERSTAND WHAT PAIN POINTS YOUR USERS HAVE WHEN REACHING THEIR GOALS AND HELPS YOU OFFER A SMOOTHER EXPERIENCE BASED ON THAT INFORMATION.

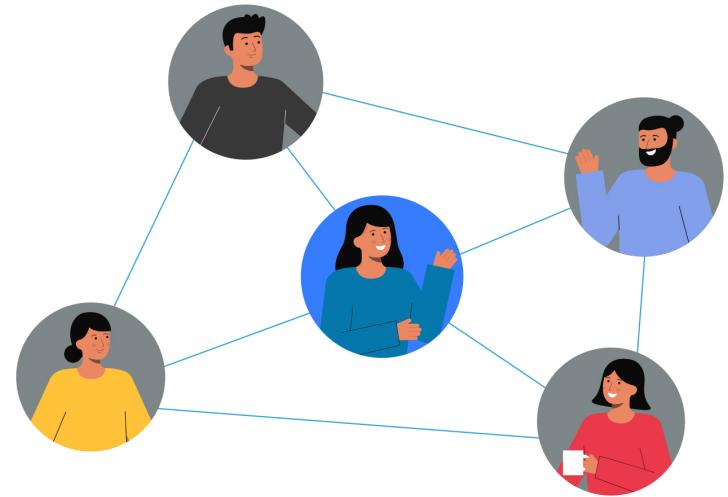


UNDERSTAND USER

THE BETTER YOU UNDERSTAND YOUR USER NEEDS, THE BETTER CHANCES YOU HAVE TO CREATE A PRODUCT THAT THEY WILL USE. THAT IS WHY THE UNDERSTANDING PHASE IS CRUCIAL FOR DEVELOPING VALUABLE PRODUCTS.

WHY

we should knew the user
before design ?



→ UNDERSTAND USER

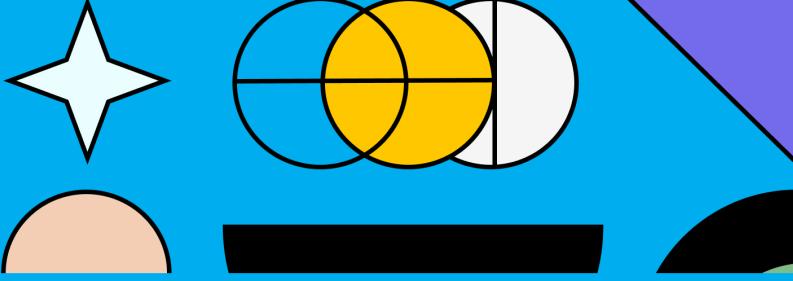
UNFORTUNATELY, MANY COMPANIES THAT DON'T FOLLOW THE DESIGN PROCESS MISS THIS STEP. AS A RESULT, THE OUTCOME IS OFTEN POOR BECAUSE SKIPPING THE UNDERSTANDING PHASE MEANS DEVELOPING PRODUCTS BASED ONLY ON MANAGEMENT'S IDEAS AND NOT CONSIDERING THE REAL USER NEEDS. SO, THEY LAUNCH A PRODUCT THEIR CUSTOMERS NEVER WANTED MOST OF THE TIME.



BENEFITS OF UNDERSTAND



PREPARATION AND KNOWLEDGE IS ESSENTIAL BEFORE THE PROCESS OF INTERVIEWING THE USER, BECAUSE THIS GIVES YOU A BACKGROUND ON THE USER, AND THEN YOU CAN CREATE A **SPECIFIC AND USEFUL QUESTION** FOR YOU DURING THE NEXT PROCESS, WHICH IS THE INTERVIEW FOR THE USER. THEREFORE, IT IS OKAY TO DO SOME RESEARCH FOR THE USER AND HIS PROBLEMS IN ORDER TO DO THE BEST INTERVIEW FOR HIM IN THE NEXT STEP



THANK YOU

