UX Design

101

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👋🏼 Salam, I'm Yasmine

I design things for a living + currently on a mission to explore the intersections of education, design, technology and philosophy with **social impact** 🌍

➔ Graphic Designer @ **IEEE YP Egypt** / 2012-2016

➔ Freelance Graphic Designer / 2013-2018

➔ Branding Lead @ **Space Apps Cairo** / 2015-2018

➔ BSc. in Electronics & Comm. Engineering @ **NU** / 2017

➔ Visual & Product Designer @ **adam.ai** / 2017-2021

➔ Founder & Chief Visionary @ **MentorWith** / 2021-now

🙌

What we'll cover in this UX Bootcamp →

🤔 **What is UX Design?**

⭐ **Great User Experience**

👩🏻‍🎨 **UX Design Process**

🧠 **UX Learning Path**
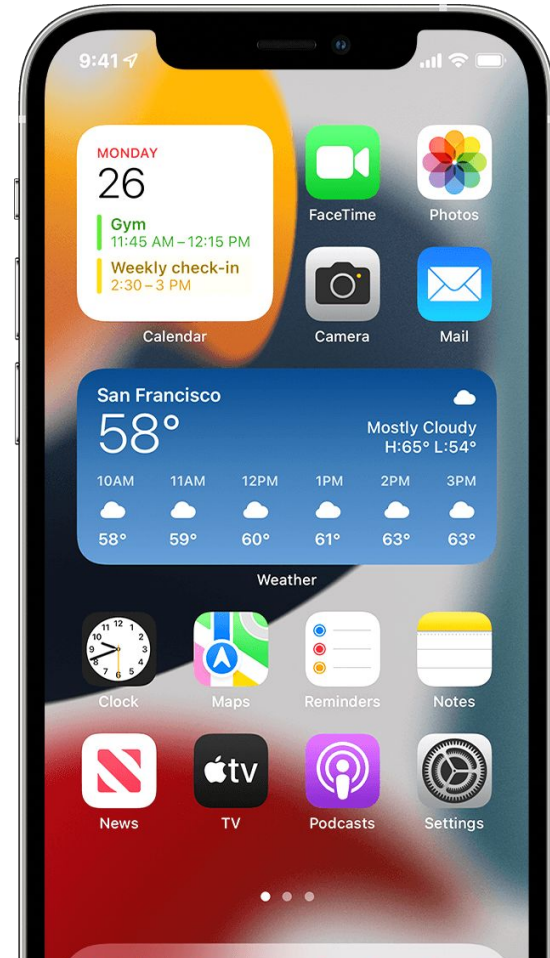
⛳ **UX Landscape**

💻 **Figma Demo**

🤔 **Question**

Tell us about your favourite app.

→ What do you use it for?

→ How does it work?

→ Why do you love it?

🤔

What is **UX Design**?

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Yasmine Amin / **yasssamin.com**

"UX design is about solving problems for users through empathy."

WHAT?

WHO?

HOW?

/ Jason Ogle

"User experience (UX) design is the **process** that design teams use to create **products** that provide meaningful and relevant experiences to **users**."

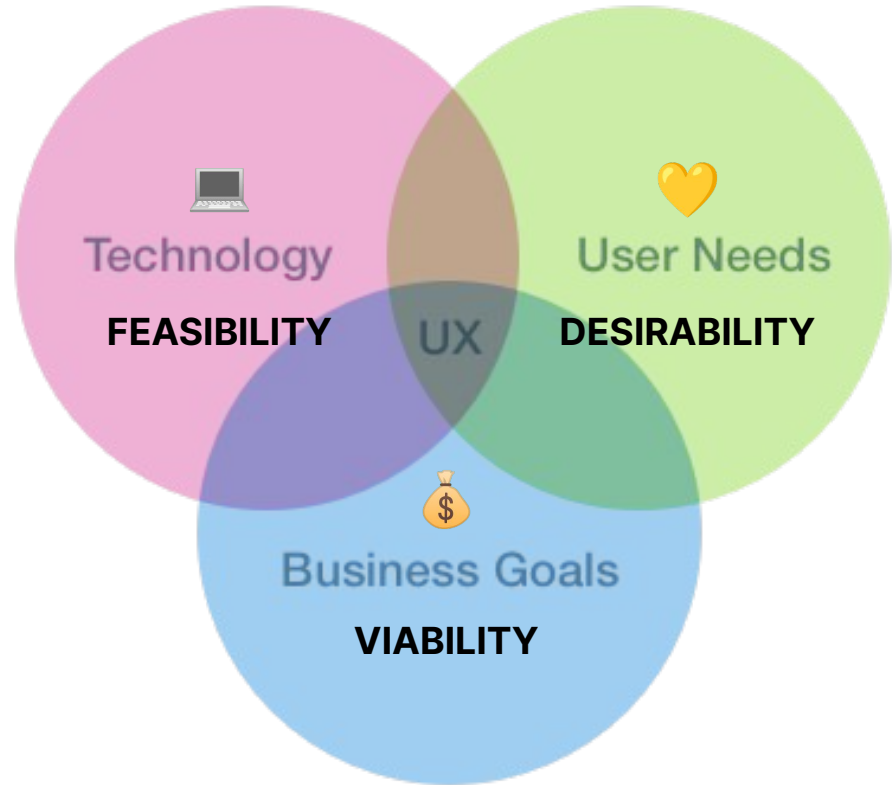# "It's about building products with the user in mind."

/ Marieke McCloskey

The Role of UX:

Balancing between business goals, user needs and technology.

"In order to build a **successful product**, we have to create something that is:

✅ **Desirable** (people want it),
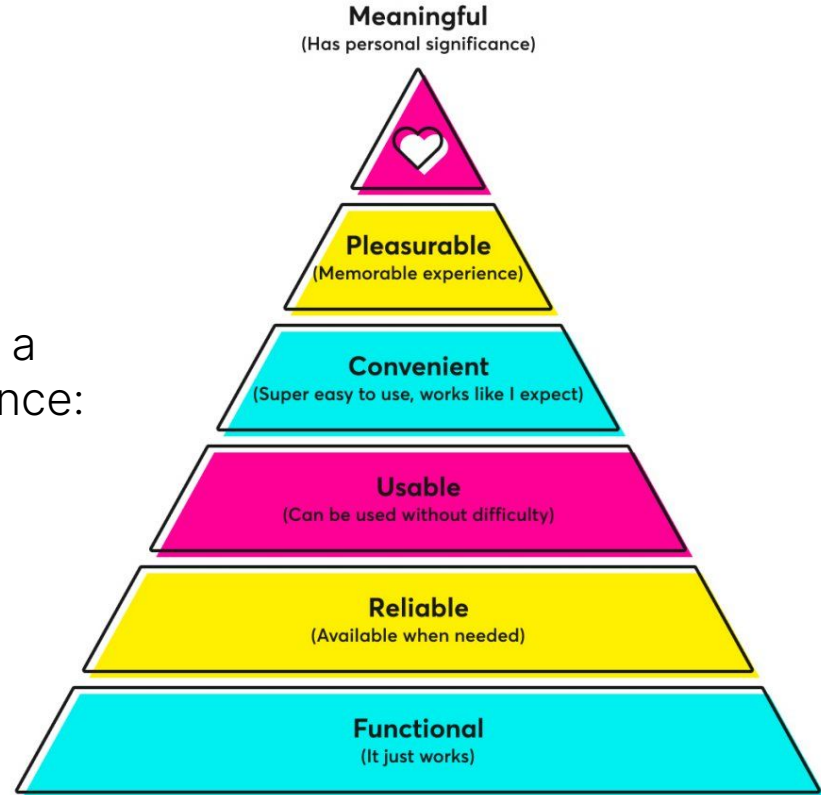✅ **Feasible** (we can actually do it),
✅ **Viable** (we don't go broke)."

⭐

What makes great UX?

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▲
UX Pyramid

The levels of user experience design for a product. To create a meaningful experience:

	User Needs	It solves my 'problem'
✓	Trust	It lives up to my expectations
✓	Frictionless	It's easier to use than alternatives
✓	Value	It enriches my experience

Meaningful
(Has personal significance)

Pleasurable
(Memorable experience)

Convenient
(Super easy to use, works like I expect)

Usable
(Can be used without difficulty)

Reliable
(Available when needed)

Functional
(It just works)

Source: WEAREBRAIN

M.V.P: Minimal Viable Product

It's the **simplest** version of the product with the **core functionality** that will deliver value to the customer, but with **minimal** effort and resources.

Not like this...

...instead like this!

✨
Guiding Principles

1. **Focus** on the user
2. **Consistency** is key
3. Follow a **hierarchy**
4. **Context** is central
5. Put the user in **control**
6. Make it **accessible**
7. **Consult** the user

Source: [The 7 principles of UX design](#)

👩🏻‍🎨

UX Design
Process

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💊 UXD Process in a nutshell

1. Choosing a problem to focus on → **assumptions**

2. Identifying what we don't know → **questions**

3. Brainstorming & finding answers → **data & ideas**

4. Designing a specific solution → **design decisions**

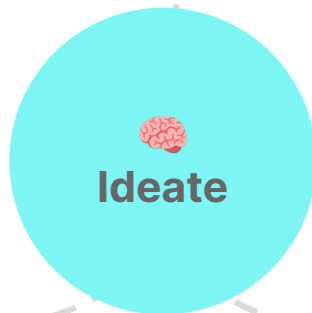5. Validating it with the users → **tests + iterations**

🤔 How do we design something people want?

Understand

Research

Ideate

Design

Test
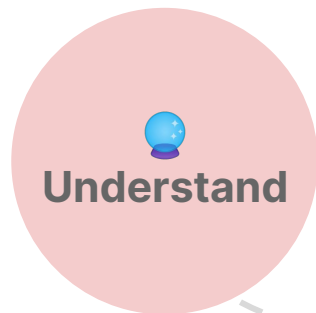
What's the problem?
Is it really a problem?
Is it worth solving?
Who has the problem?
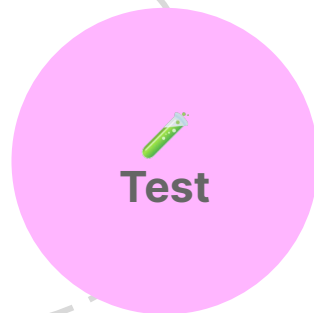*What do we think we know or assume?*

Who is the user?
What does he need?
What's his pain/gain?
What's not working?
Who else is solving this problem & how?

How does the user live & behave & think?
How might we solve his problem/need?
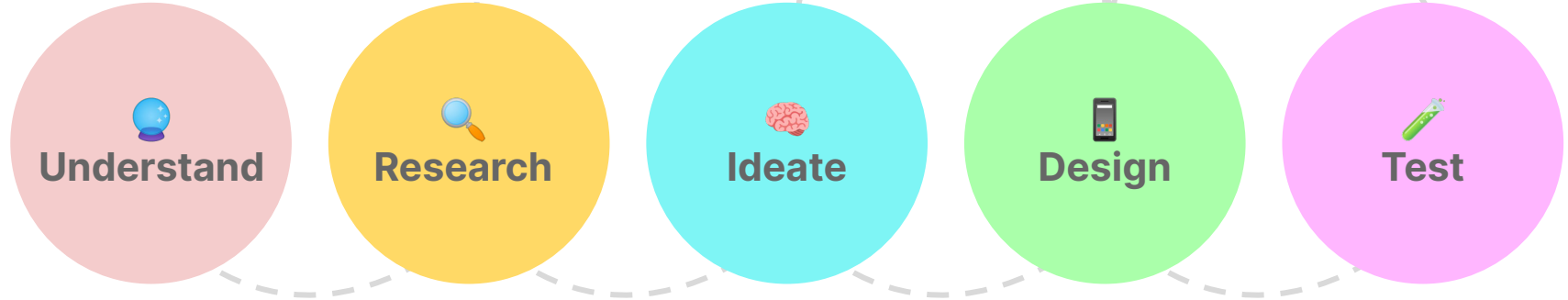*How can he easily use our product?*
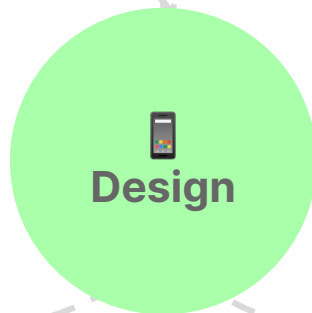
What's the best way to achieve the goal?
What does each step look like?
What does the product look like?

Did he accomplish his goal?
Was it easy to use?
Does he really need it?
Is he willing to pay for it?
How did he use it?
What worked or didn't?

Source: www.invisionapp.com

🚀 UX Design Process

Understand
- ✓ Problem Definition
- ✓ User Definition
- ✓ Assumptions

Research
- ✓ User Interviews
- ✓ User Testing
- ✓ Focus Groups
- ✓ Surveys
- ✓ Competitor Audit

Ideate
- ✓ User Personas
- ✓ User Journeys
- ✓ Empathy Maps
- ✓ Info Architecture
- ✓ User Stories

Design
- ✓ Concepts
- ✓ Wireframes
- ✓ User Flows
- ✓ UI Mockups
- ✓ Prototypes

Test
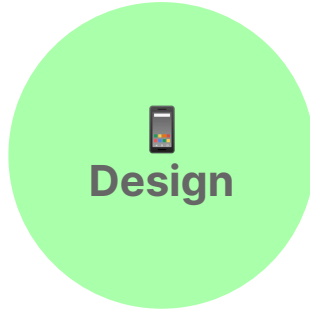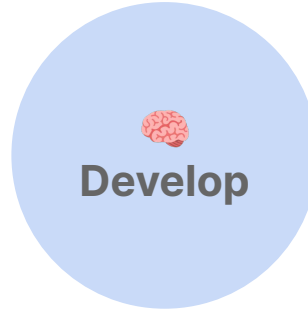- ✓ Usability Testing
- ✓ Analysis
- ✓ Iteration

Source: www.invisionapp.com

🚀 UX Design Process

Don't forget to develop!

Understand	Research	Ideate	Design	Test

< You're here >

✓ Problem Definition
✓ User Definition
✓ Assumptions

✓ User Interviews
✓ User Testing
✓ Focus Groups
✓ Surveys
✓ Competitor Audit

✓ User Personas
✓ **User Journeys**
✓ Empathy Maps
✓ Info Architecture
✓ User Stories

✓ Concepts
✓ **Wireframes**
✓ **User Flows**
✓ UI Mockups
✓ Prototypes

✓ **Usability Testing**
✓ Analysis
✓ **Iteration**

Source: www.invisionapp.com

🚀 Your Process?

Ideate

Design

Develop
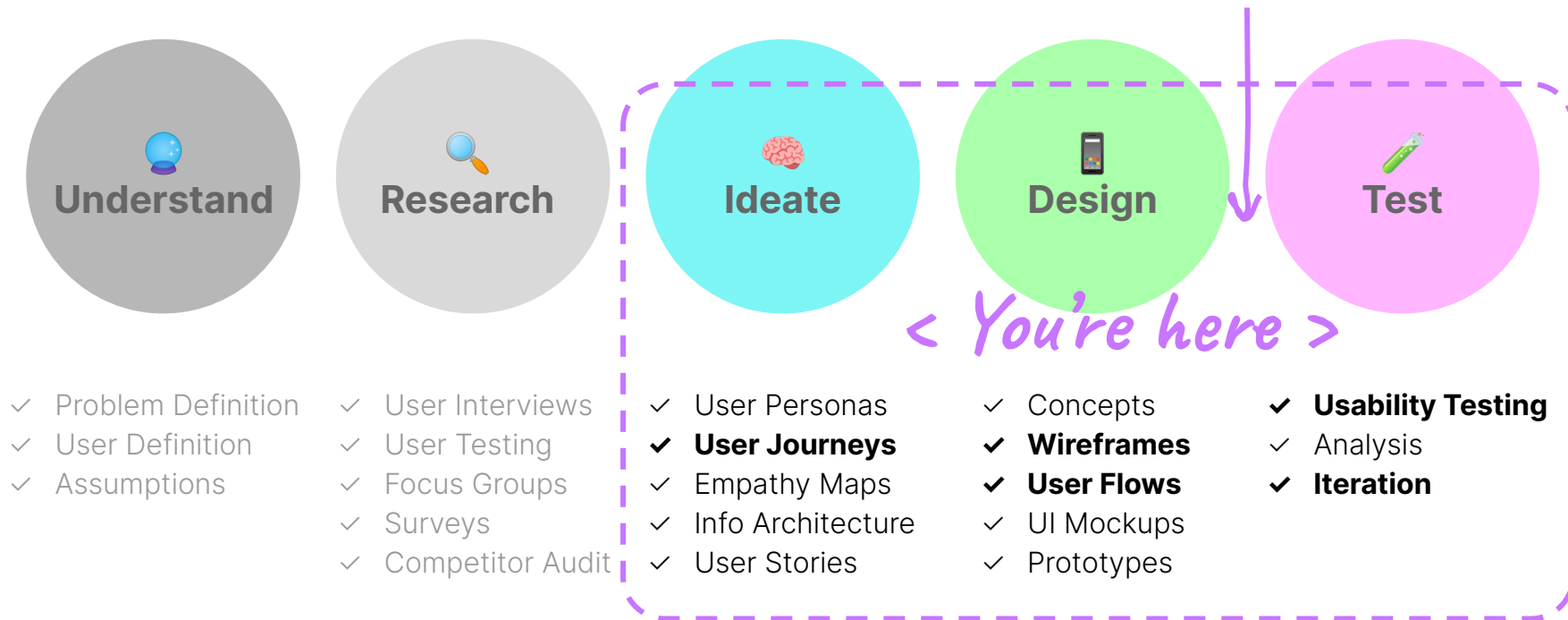
Test

✓ **User Persona**
✓ **Solution Concept**

✓ **Wireframes**
✓ **User Flow**

✓ **Source Code**
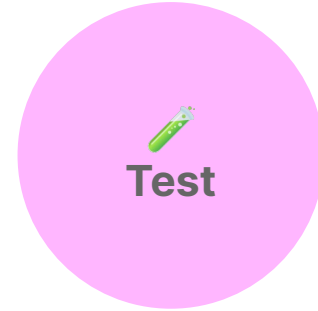
✓ **Usability Test**
✓ **Iteration**
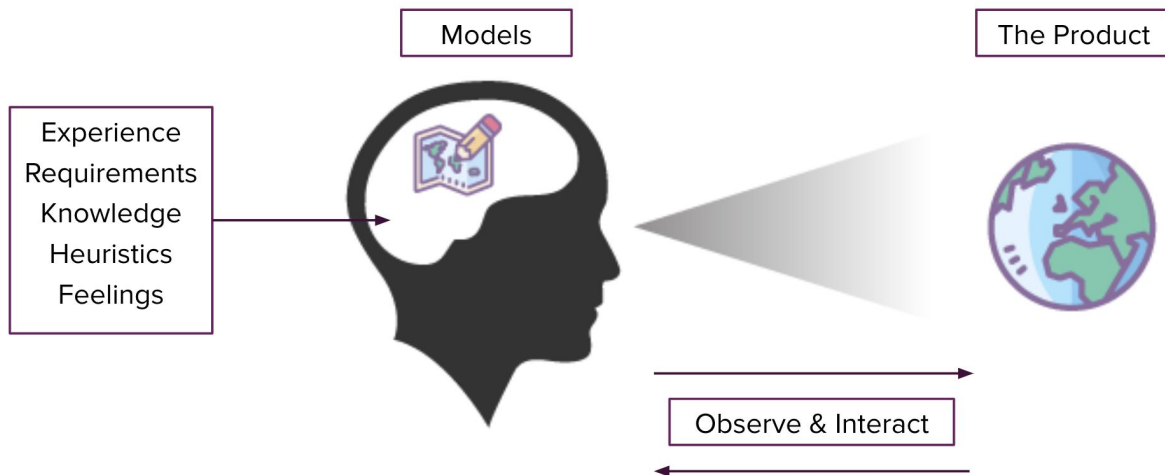
Source: www.invisionapp.com

🤔 Questions to Ask

1. **What is the problem and goal? → Problem Statement**
2. **Who solved it and how? → Competitor Research**
3. **What is our solution? → Solution Concept**
4. **Who will use the solution? → User Persona**
5. **How does it work? → User Flow**
6. **What will it look like? → Wireframes**
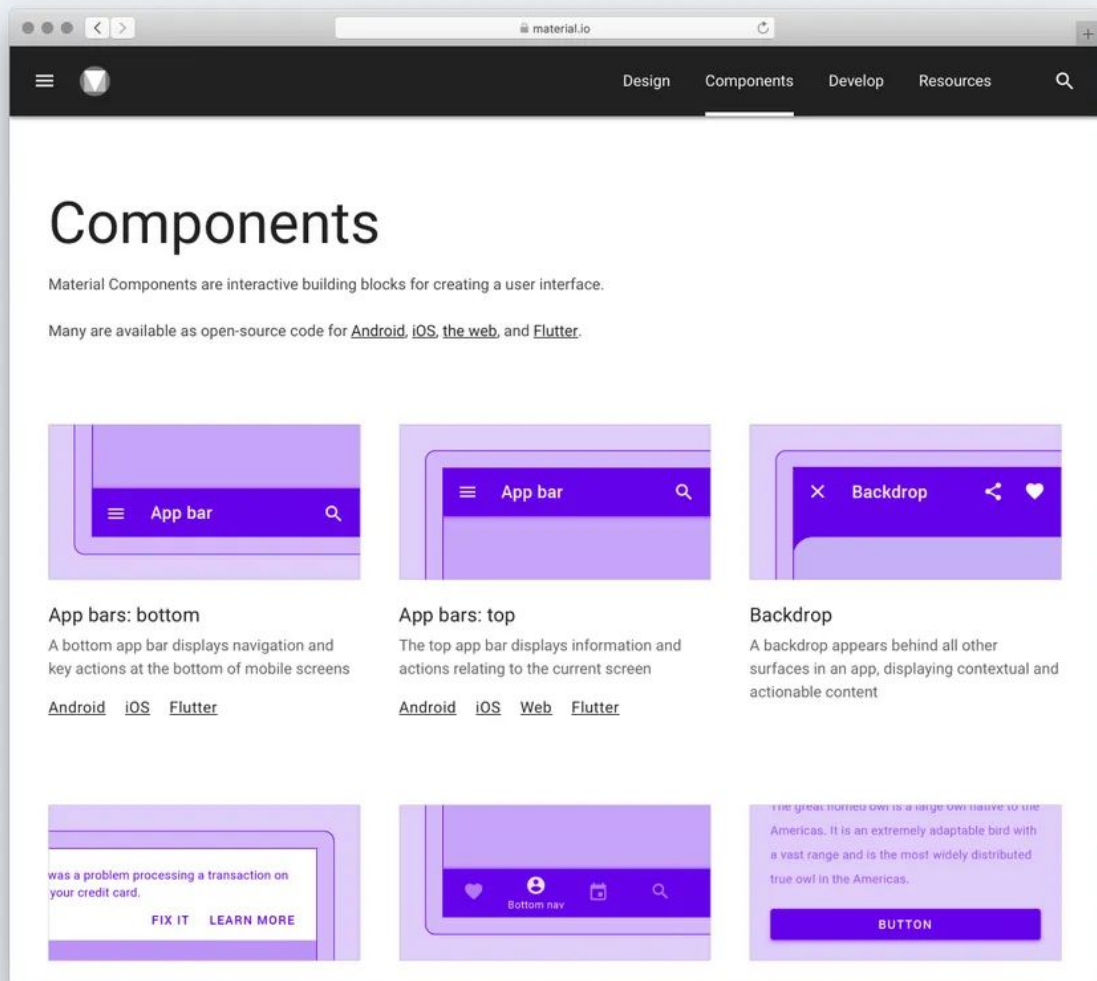7. **Did it solve the problem? → Usability Test**

UX Design Concepts

#1
Mental Models

"A mental model is what the user **believes** and **understands** about the system at hand."

Models

The Product

Experience
Requirements
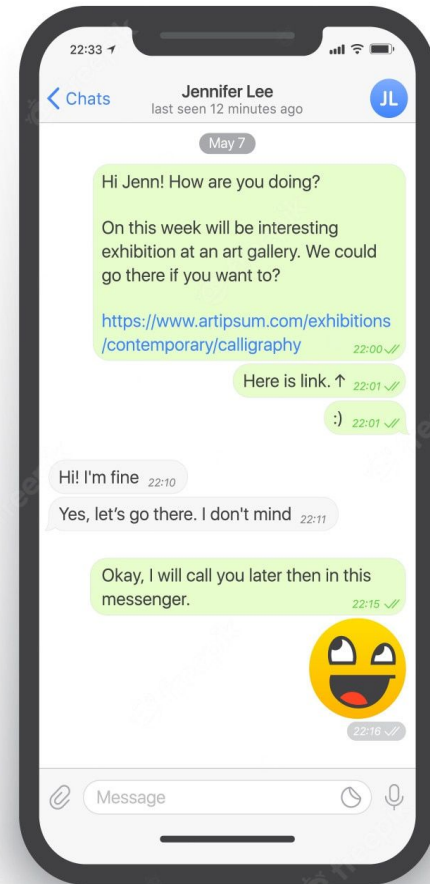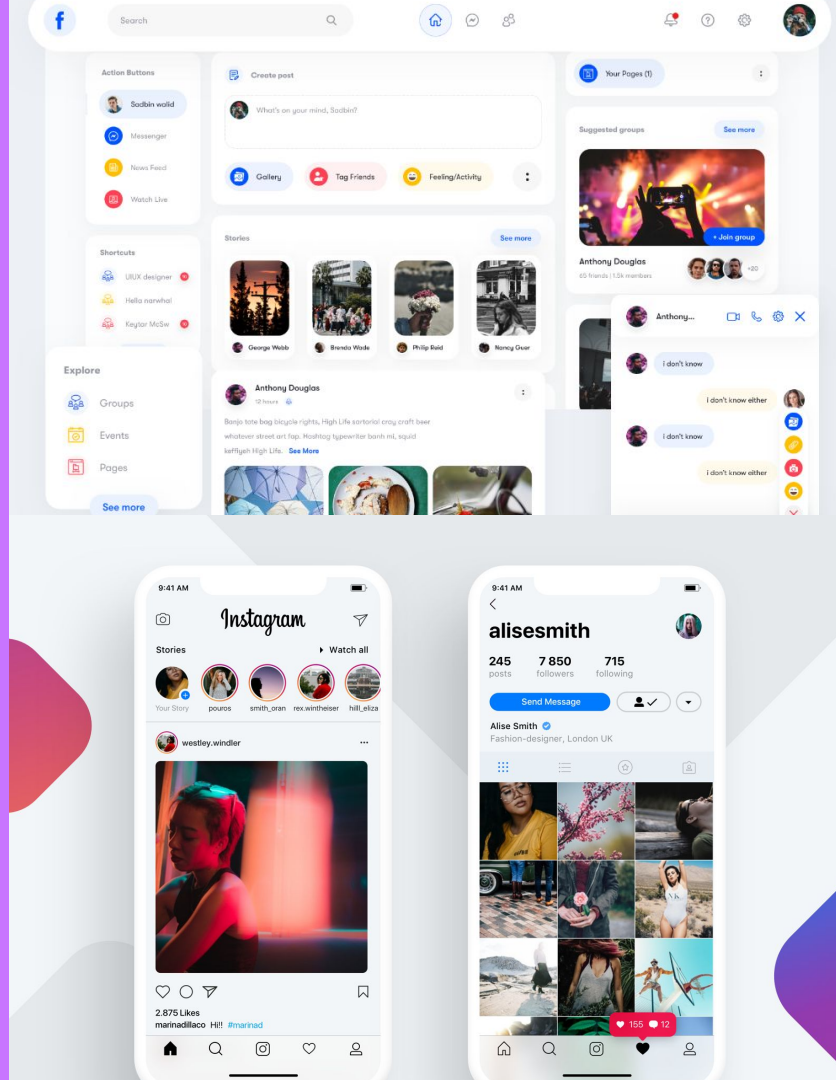Knowledge
Heuristics
Feelings

Observe & Interact

#2
UI Patterns

"**Reusable**/recurring components we use to solve common **problems** in UI that users already know."

#3
Design
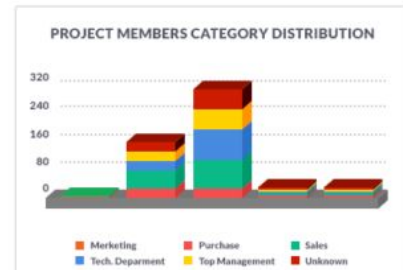# Layout

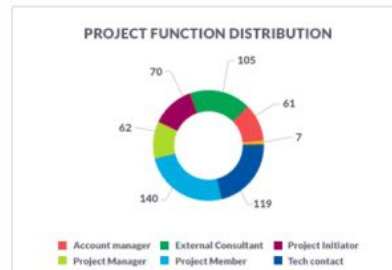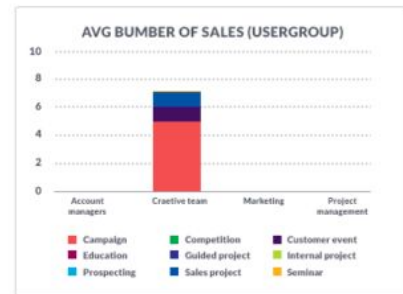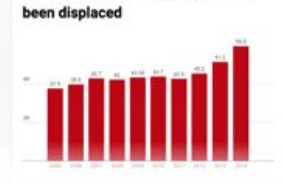"The **structure** of the visual components of an interface to help make sense of the **information**."

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#4
Data
Visualization

"Turning **raw data** into meaningful patterns, which will help users find **actionable insights**."

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UX Learning Path

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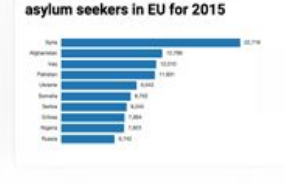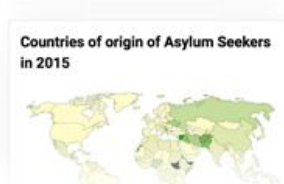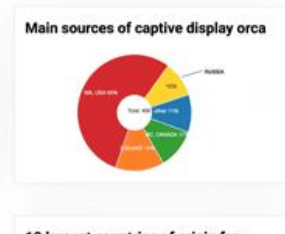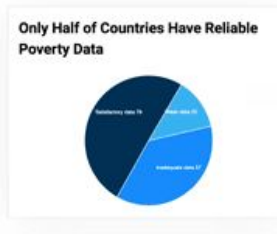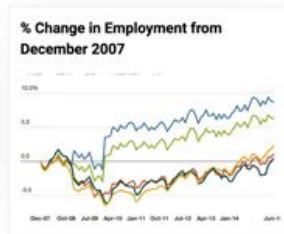
What makes a great UI/UXer?

✔ Knowledge of UI/UX design **methodologies**, processes & tools

✔ Strong **communication** skills

✔ **Creative** problem solving skills & **interdisciplinary** thinking
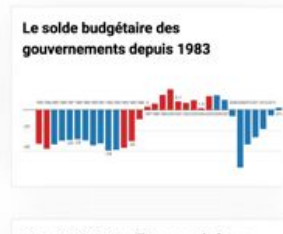
✔ Managing **trade-offs** & conflicting **requirements**

✔ Embracing continuous **change**

✔ Advocating for the **user** & user-centered practices

✔ **Facilitating** all processes & teamwork

Source: https://www.interaction-design.org/

✅

How you can learn UX

→ Complete a few **UX courses** online/offline

→ Learn about essential **UX topics**

→ Start learning & using a **design tool** (Sketch/Adobe XD/Figma★)

→ Learn & apply the UX design **process**

→ Cultivate your **visual acumen**

→ Work on personal **projects**

→ Join UX **communities** and **events**

→ Start building a UX **portfolio**

Topics to Explore

UX Strategy / User Research / Information Architecture / Interaction Design / SEO / Usability Testing / Visual Design / Content Strategy / Design-Dev Collaboration / Design Sprint / Design Systems / Web Design / Design Thinking / Lean UX / UX Psychology / Accessibility / Mental Models / UI Design Patterns / Motion Design / Typography / Fundamentals of Design

Source: www.uxbeginner.com & www.uxdesign.cc

UX Courses

Online

- ✔ Product Design on <u>Udacity</u>
- ✔ Designer Learning Path by <u>Coursera</u>
- ✔ UI/UX Courses on <u>Coursera</u>
- ✔ Designing UX on <u>Edx</u>
- ✔ 25+ courses on <u>IDF</u> (paid membership)
- ✔ UI Specialization by <u>NTL</u> + <u>Coursera</u> (sponsored)

Offline

- ✔ Grand UX Course by <u>Simpleia</u> (paid)
- ✔ UX Bootcamp by <u>Tremoloo</u> (paid)
- ✔ UX Masterclass by <u>Google GDG</u>

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UX Landscape

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UX Market Landscape

1. **UX Design Agencies**
2. **Software Houses**
3. **Startups**
4. **Corporates**
5. **Freelance Projects**

Each with a different work style, scope, team size,...etc.

Product Design Team Roles 👉🏼

🧑🏻‍🦰 **Product Designer**
Responsible for the whole UX design process in addition to helping chart a vision of the product's roadmap

🧑🏻 **UX Designer**
Takes charge of the whole UX design process phases

👱🏼 **Visual Designer(s)**
Specialize in the design phase by creating interfaces and visuals

🧑🏻‍🦰 **UX Researcher**
Focuses on understanding users in understand, research & test phases

🧔🏽 **Copywriter**
Crafts copy and contribute towards the design phase

🦄 **Design Unicorn**
Rare people who handle both UX design and front-end development

👀

UX Career Outlook

➔ **Growing demand with <u>short supply</u>**

➔ **Booming <u>startup</u> scene**

➔ **Growing UX community & support**

➔ **Among top 5 <u>hard skills</u> in demand**

🤝

UX Community

Global

- ★ Nielson Norman Group
- ★ Interaction Design Foundation
- ★ The Designership on Slack
- ★ Design Buddies on Discord

Local

- ★ Egypt UX Designers Network
- ★ Interaction Design Foundation in Cairo
- ★ For the Product Makers
- ★ UI/UX Designer Jobs in Egypt
- ★ UXaweya
- ★ WebKeyz, Simpleia, Tremoloo, Hydra Studioz

📖

Learning Resources

🚩 [What is user experience design?](#)
🚩 [What it takes to be a product designer](#)
🚩 [How to become a design unicorn](#)
🚩 [Defining the designer mindset](#)
🚩 [The psychology of design](#)
🚩 [A complete UX project checklist](#)
🚩 [200 design principles](#)
🚩 [A guide to the UX design process](#)
🚩 [A UX career guide](#)

🙌

Let's explore

Figma 🎨

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What you can do in Figma

➔ Brainstorm & collaborate in real-time
➔ Create wireframes & user flows
➔ Design screen mockups for landing pages, mobile apps and web apps
➔ Work on designs and presentations
➔ Create Device Mockups (Mobile, Laptop..)

Figma Templates 📲

→ [Data Visualization Kit](#) ⭐
→ [Material Design Kit](#)
→ [User Flow Template](#)
→ [UX Flow Chart Template](#) (1)
→ [Flow Chart Template](#) (2)
→ [Flight Control UI Template](#)
→ [Solar System App Template](#)
→ [COVID 19 App Template](#)
→ [SpaceX Dragon Template](#)
→ [Chart UI Template](#)
→ [Landing Page Template](#)
→ [Device Mockups Template](#)

📲 **Design Resources**

→ <u>Dribbble</u>
→ <u>Figma</u>
→ <u>UI Patterns</u>
→ <u>Page Flows</u>
→ <u>Freepik</u>
→ <u>Muzli</u>
→ <u>UX Library</u>

Ask Me Anything 🤔

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Yasmine Amin / **yasssamin.com**

Thank you 🙏🏽

Contact → linkedin.com/in/yasssamin/

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Slides →