



Welcome to this session: Skills Bootcamp - Design Thinking and User Experience (UX)

The session will start shortly...

Questions? Drop them in the chat.
We'll have dedicated moderators
answering questions.



Safeguarding & Welfare

We are committed to all our students and staff feeling safe and happy; we want to make sure there is always someone you can turn to if you are worried about anything.

If you are feeling upset or unsafe, are worried about a friend, student or family member, or you feel like something isn't right, speak to our safeguarding team:



Ian Wyles
Designated Safeguarding
Lead



Simone Botes



Nurhaan Snyman



Rafiq Manan



Ronald Munodawafa



Tevin Pitts

Scan to report a
safeguarding concern



or email the Designated
Safeguarding Lead:
Ian Wyles

safeguarding@hyperiondev.com

Skills Bootcamp Cloud Web Development

- The use of disrespectful language is prohibited in the questions, this is a supportive, learning environment for all - please engage accordingly. **(Fundamental British Values: Mutual Respect and Tolerance)**
- No question is daft or silly - **ask them!**
- There are **Q&A sessions** midway and at the end of the session, should you wish to ask any follow-up questions. Moderators are going to be answering questions as the session progresses as well.
- If you have any questions outside of this lecture, or that are not answered during this lecture, please do submit these for upcoming Academic Sessions. You can submit these questions here: **Questions**

Skills Bootcamp Cloud Web Development

- For all **non-academic questions**, please submit a query: www.hyperiondev.com/support
- **Report a safeguarding incident:** www.hyperiondev.com/safeguardreporting
- We would love your feedback on lectures: [Feedback on Lectures.](#)
- Find all the lecture **content** in your [Lecture Backpack](#) on GitHub.
- If you are hearing impaired, please kindly use your computer's function through Google chrome to enable captions.

Skills Bootcamp Progression Overview

✓ Criterion 1 - Initial Requirements

Specific achievements **within the first two weeks** of the program.

To meet this criterion, students need to, by no later than **01 December 2024**:

- **Guided Learning Hours (GLH):** Attend a **minimum of 7-8 GLH per week** (lectures, workshops, or mentor calls) for a total minimum of **15 GLH**.
- **Task Completion:** Successfully complete the **first 4 of the assigned tasks**.

✓ Criterion 2 - Mid-Course Progress

Progress through the successful completion of tasks **within the first half** of the program.

To meet this criterion, students should, by no later than **12 January 2025**:

- **Guided Learning Hours (GLH):** Complete at least **60 GLH**.
- **Task Completion :** Successfully complete the **first 13 of the assigned tasks**.

Skills Bootcamp Progression Overview

✓ Criterion 3 – End-Course Progress

Showcasing students' progress nearing the completion of the course.

To meet this criterion, students should:

- **Guided Learning Hours (GLH):** Complete the **total minimum required GLH**, by the **support end date**.
- **Task Completion :** **Complete all mandatory tasks**, including any necessary resubmissions, by the end of the bootcamp, **09 March 2025**.

✓ Criterion 4 - Employability

Demonstrating progress to find employment.

To meet this criterion, students should:

- **Record an Interview Invite:** Students are required to record proof of invitation to an interview by **30 March 2025**.
 - **South Holland Students** are required to proof and interview by **17 March 2025**.
- **Record a Final Job Outcome :** Within 12 weeks post-graduation, students are required to record a job outcome.

Learning Outcomes

- ❖ Explain the key principles of design thinking and how they apply to problem-solving in web development.
- ❖ Identify user needs and create user-centered designs for web applications.
- ❖ Develop wireframes and prototypes that reflect a focus on user experience.
- ❖ Evaluate web designs for usability, accessibility, and overall user satisfaction.



Have you used design thinking in a project before?

- A. Yes
- B. No



How familiar are you with creating user personas?

- A. Beginner
- B. Intermediate
- C. Advanced



What is the biggest challenge when designing for users?

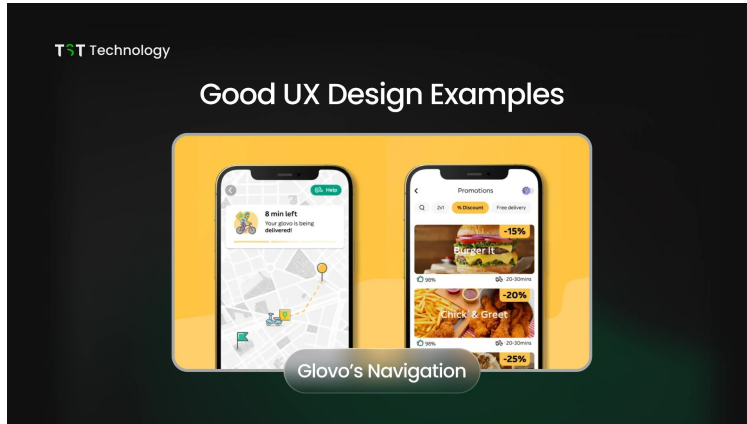
- A. Understanding user needs
- B. Creating prototypes
- C. Testing usability

Question

Key Questions:

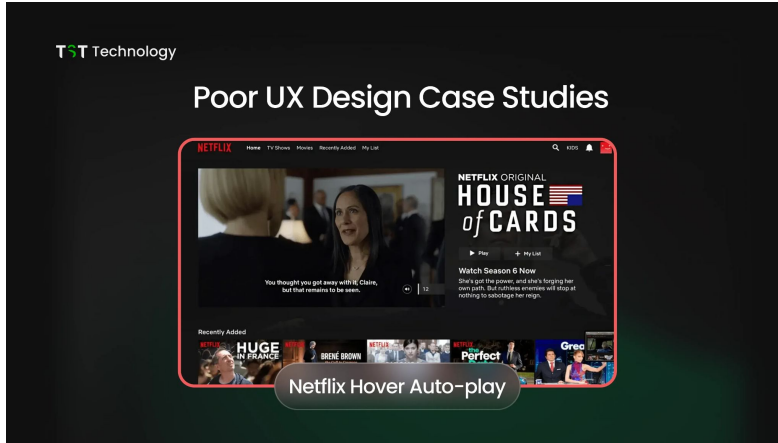
- What makes a design user-centered?
- How do we create prototypes that reflect real user journeys?
- Why is iterative testing critical for success?

Good UX



- Glovo's design keeps in mind that users need to get their needs fulfilled as quickly as possible. Everything is clear and easily accessible, so users do not get confused.

Poor UX



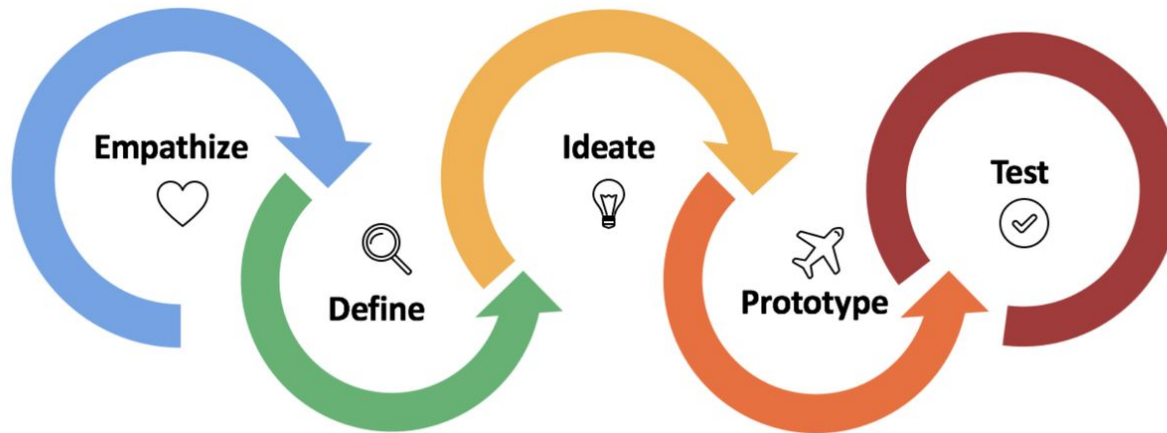
- The auto-play feature runs without the user's consent, which is very disorienting and distracting. Sometimes users just want to see the details of the show, but auto-play spoils the experience.

Lecture Overview

- Introduction to Design Thinking
- User-Centered Design in UX
- Practical Techniques for UX Development
- Usability Testing and Iterative Design

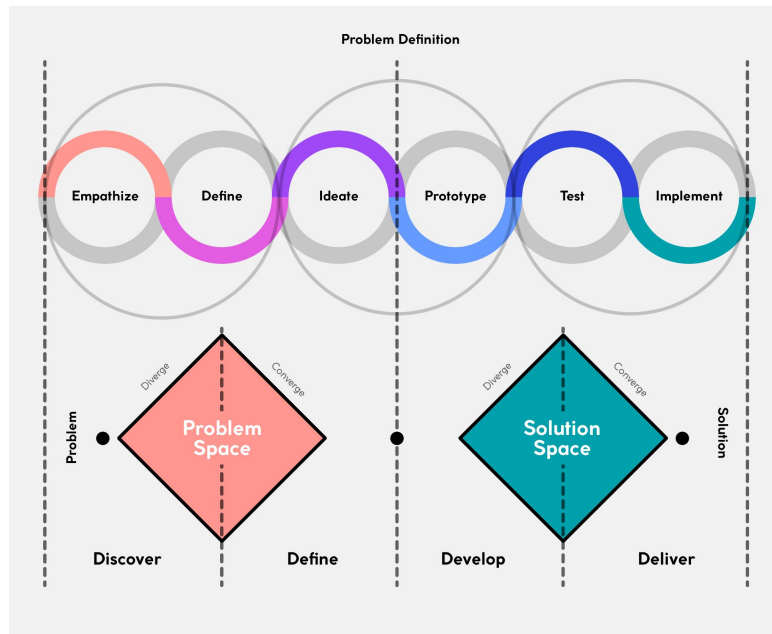
Introduction to Design Thinking

- ❖ **What is Design Thinking?**
 - A user-centered, iterative problem-solving approach.
- ❖ **Why use it in UX?**
 - Aligns solutions with real user needs.
 - Encourages innovation.



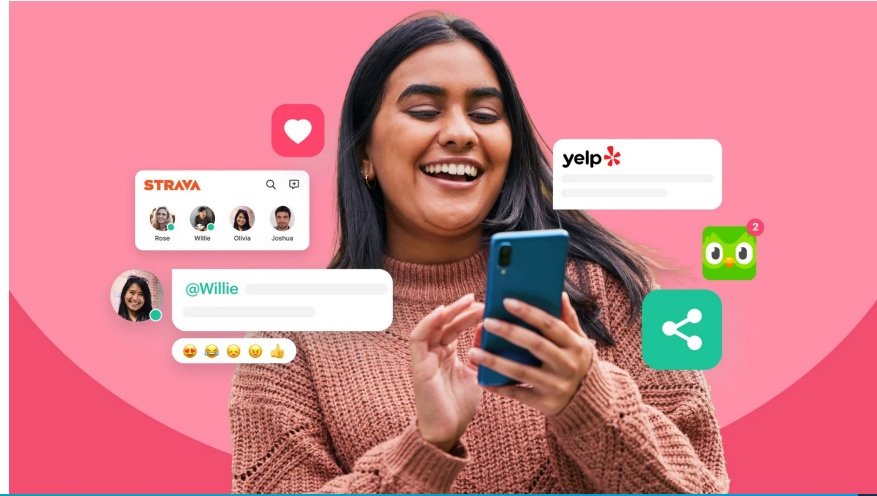
The Five Stages of Design Thinking

- ❖ **Empathize:** Understand user needs.
- ❖ **Define:** Identify core problems.
- ❖ **Ideate:** Brainstorm creative solutions.
- ❖ **Prototype:** Develop low-fidelity representations.
- ❖ **Test:** Validate with real users.



Importance of User-Centered Design

- ❖ **What is User-Centered Design?**
 - Designing with a focus on users' needs, behaviors, and goals.
- ❖ **Key Principles:**
 - Empathy
 - Inclusivity
 - Usability



Creating Effective User Personas

- ❖ **What are User Personas?**
 - Semi-fictional characters representing user types.
- ❖ **Components of a Persona:**
 - Demographics
 - Goals
 - Pain points

Creating Effective User Personas

Selling Signals

GENERAL BUYER PERSONA TEMPLATE



(Buyer's Name – e.g., Young Professional Paul)

(Include an image of your own, plus a paragraph summarizing the most important information about the buyer. For example, this could be a quick story explaining how the buyer learns about you and why they ultimately choose to purchase from you.)

1 DEMOGRAPHICS

Age

Occupation

Location (e.g., suburbs of Kansas City)

Gender

Education

2 HOBBIES & INTERESTS

What do they enjoy doing in their free time?

How/where do they spend their vacations?

What do they want to know more about?

What are some of their hobbies?

Other notable lifestyle factors

3 GOALS

Where do they see themselves in 5 years?

What are their professional goals?

What are their hobby-related goals? (e.g., bike across France)

What are their financial goals? (e.g., buy a home, pay off debt)

4 CHALLENGES OR PAIN POINTS

What's stopping them from reaching their goals?

What is causing them distress or unhappiness?

What problems do they want solved?

5 FEARS

What's their biggest fear? (e.g., going broke, failing as a parent, sharks)

Notable fear number 2

Notable fear number 3

6 COMMUNICATION CHANNELS

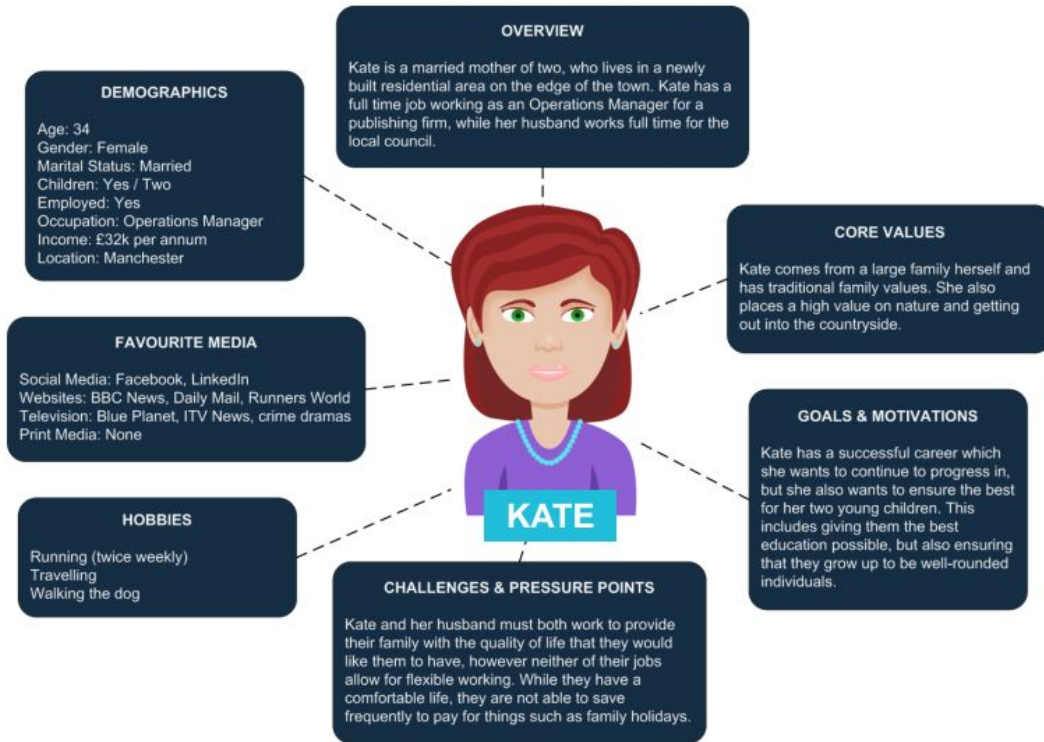
What social media do they use?

How often are they on their phone?

Do they prefer email, calls, or texts?

Which blogs do they read?

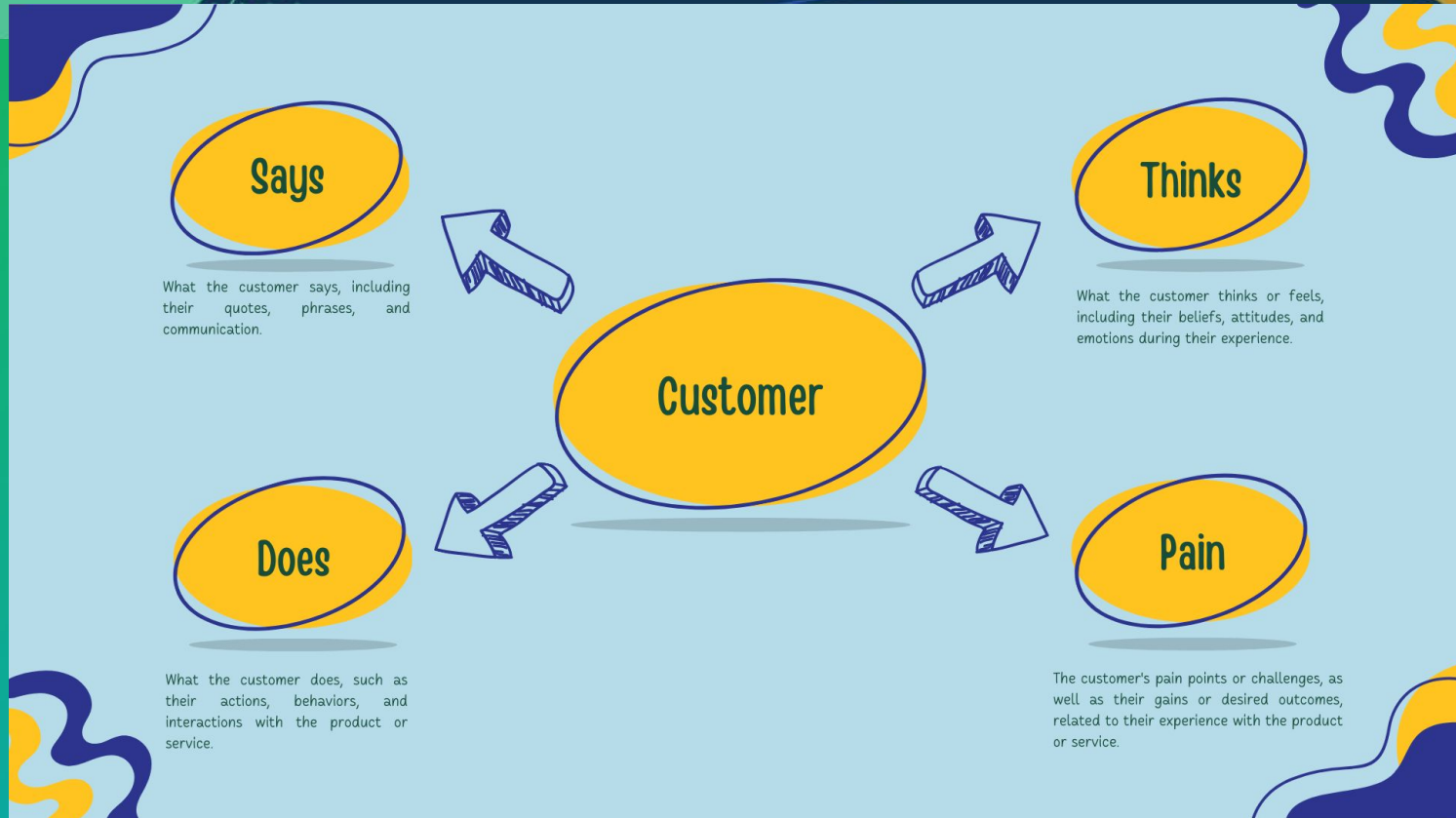
Buyer's Persona



Mapping User Journeys

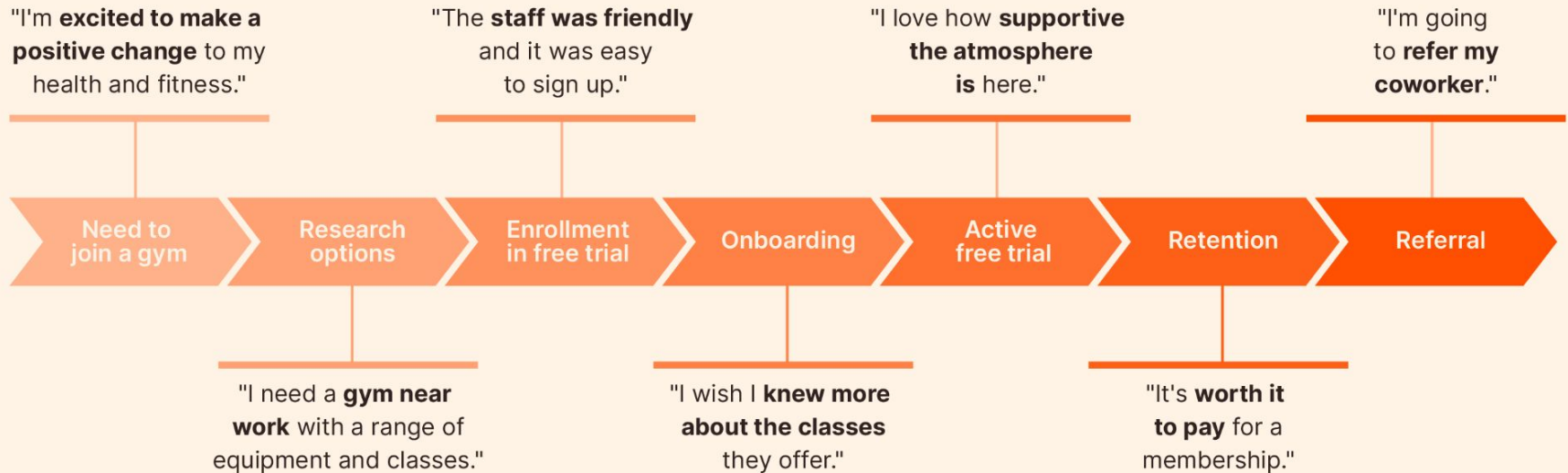
- ❖ **What is a User Journey Map?**
 - A visual representation of user interactions.
- ❖ **Steps to Create a Journey Map:**
 - Define touchpoints.
 - Identify pain points.
 - Highlight opportunities for improvement.

Mapping User Journeys



Mapping User Journeys

Customer journey map example



—zapier

Let's take a
break



Usability Testing

- ❖ **What is Usability Testing?**
 - Observing real users interacting with a prototype or product.
- ❖ **Why is it Important?**
 - Identifies issues early.
 - Informs iterative design.
- ❖ **Tools to Use:**
 - Maze, UsabilityHub, or Google Forms.

Maze

Welcome, Bonaventure

Start by creating your first study.



Build a maze

Create surveys and usability tests for prototypes and live websites

Start



ORG




Create an interview study

Schedule and run interviews, transcribe recordings, analyze sessions and share insights

Upgrade

Recent studies

Studies recently created or modified by your team.

STUDY NAME	STATUS	INTEGRATION	RESPONSES	CREATED BY	ACTIONS
 Demo Maze In Demo project project	DEMO		20		...

Discover Maze



Explore panel demo

Global pool of 121,000+ participants for quality, targeted responses.

Explore



Explore sample reports

Simplify your reporting with automated analytics.

Explore

Get started guide

Learn how to build your first maze.



Help center

FAQs, tips and tricks.



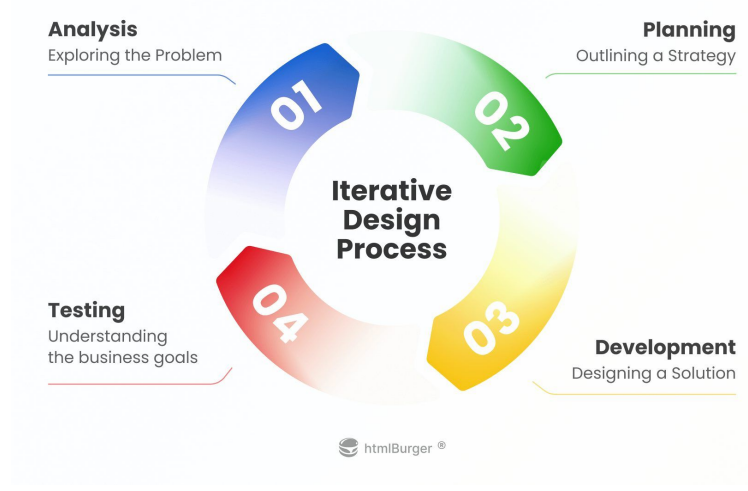
Maze Research Success Hub

Best practices and editable resources.



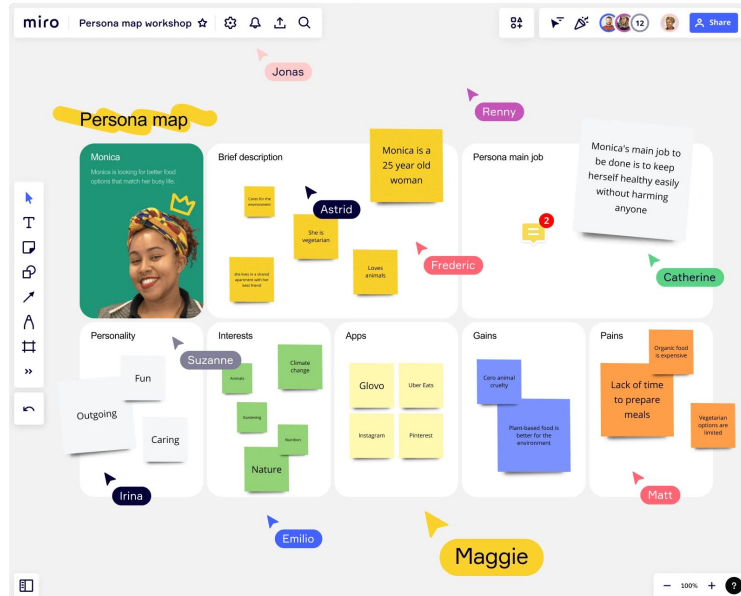
Iterative Design

- ❖ **Why Iterate?**
 - Continuous improvement.
 - Adapting to user feedback.
- ❖ **How to Iterate:**
 - Test, refine, repeat.



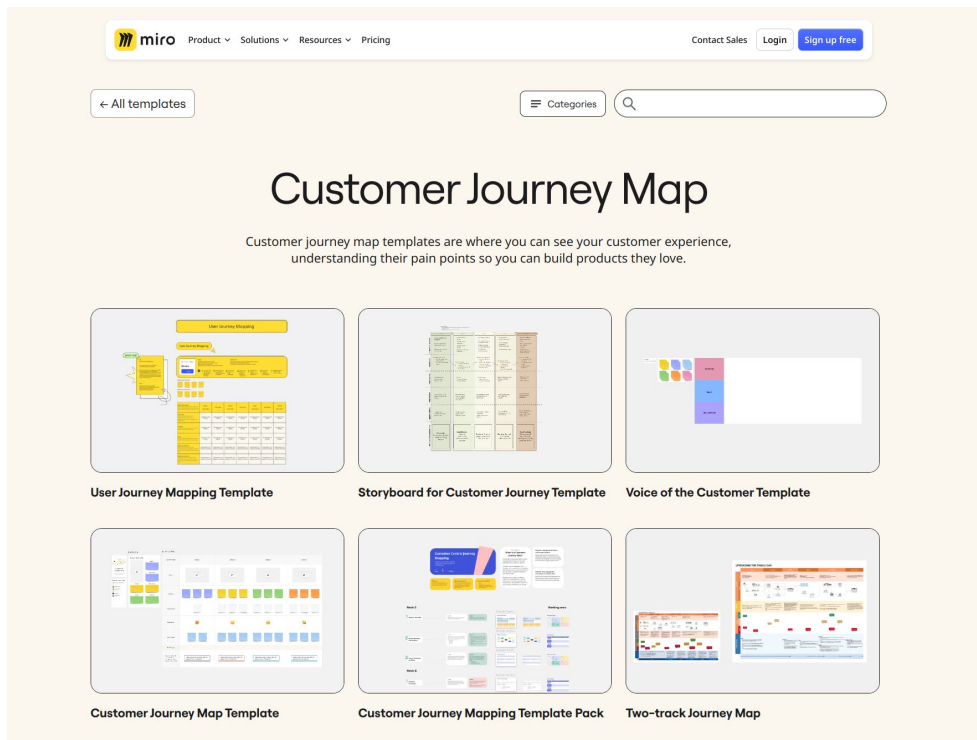
Hands-On Activity

- ❖ Task 1: Create a user persona.
- ❖ Task 2: Map a user journey.
- ❖ Task 3: Test a prototype and refine it.



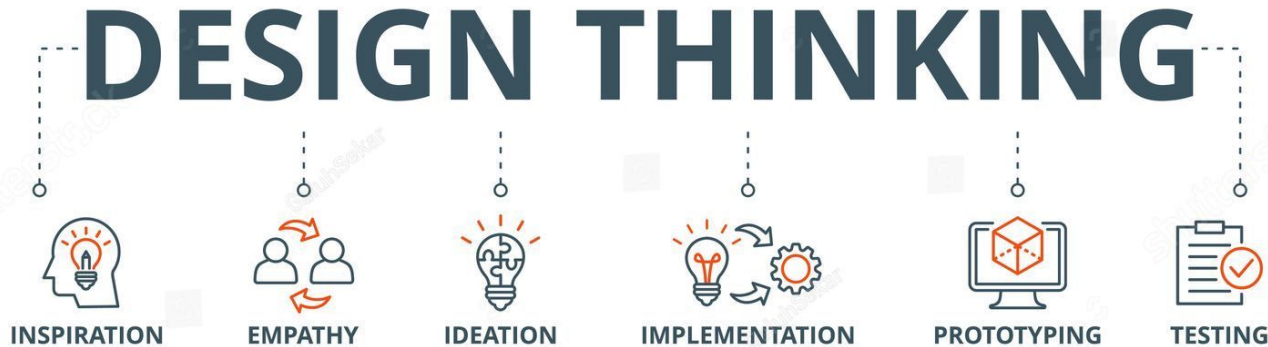
Journey Map Templates

❖ <https://miro.com/templates/customer-journey-map/>



Key Takeaways

- ❖ Design Thinking is a flexible, user-focused framework.
- ❖ Empathy and feedback drive great design.
- ❖ Iteration ensures alignment with user needs.



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Which stage of design thinking focuses on understanding user needs?

- A. Empathize
- B. Ideate
- C. Prototype



What is a primary goal of usability testing?

- A. Collect user feedback
- B. Create personas
- C. Define user journeys

Questions and Answers



Thank you for attending



CoGrammar



Department
for Education