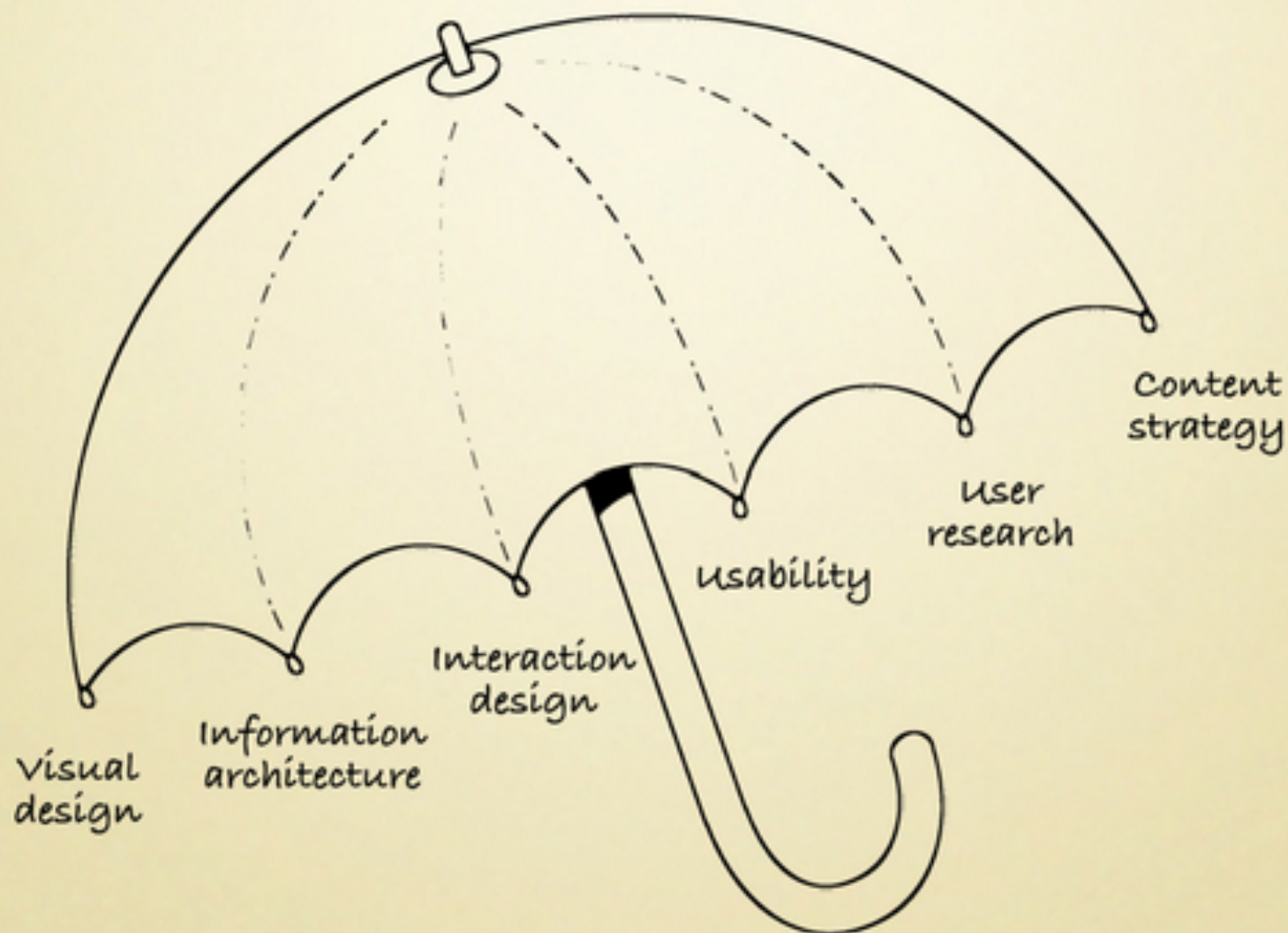# Civic Hackathon Karachi:
Design Workshop

Sheba Najmi
Twitter: @snajmi

How UX solves problems

Design solves a specific problem for a specific user

User Centered Design

Design to enhance the user experience by mimicking natural user behaviors.

Avoid *forcing* users to change their behavior to accommodate the product.

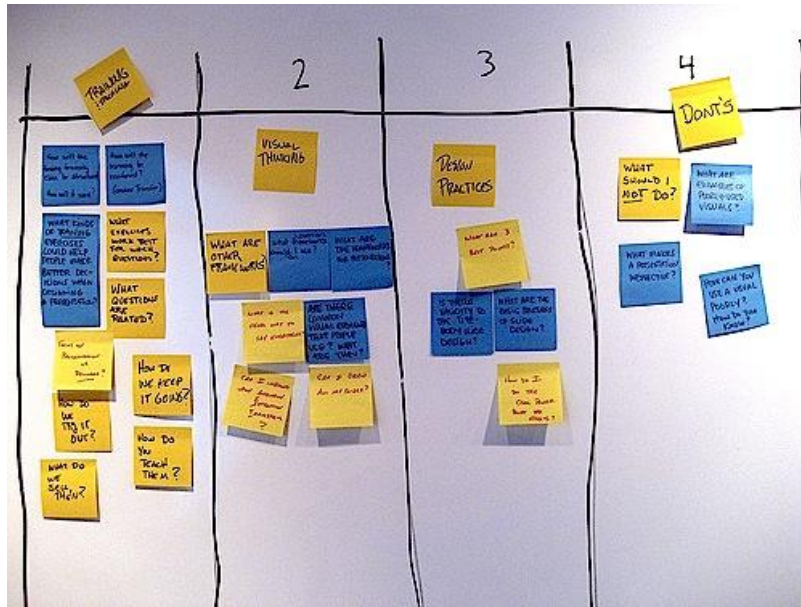# The Door Handle

What problem will your hack's design solve?

What problem will your hack's design solve?

For **[target audience]**,

[who want to do x / are dissatisfied with y],

our service is a **[product category]**

that provides **[benefits]**.
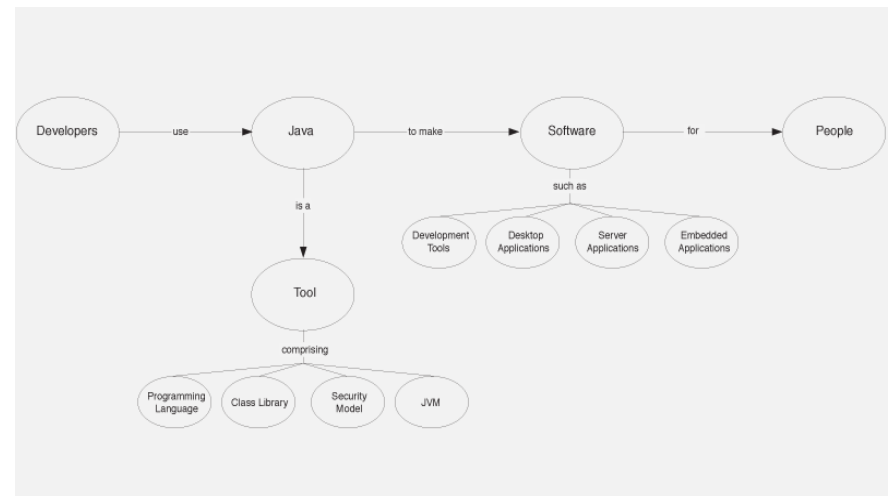
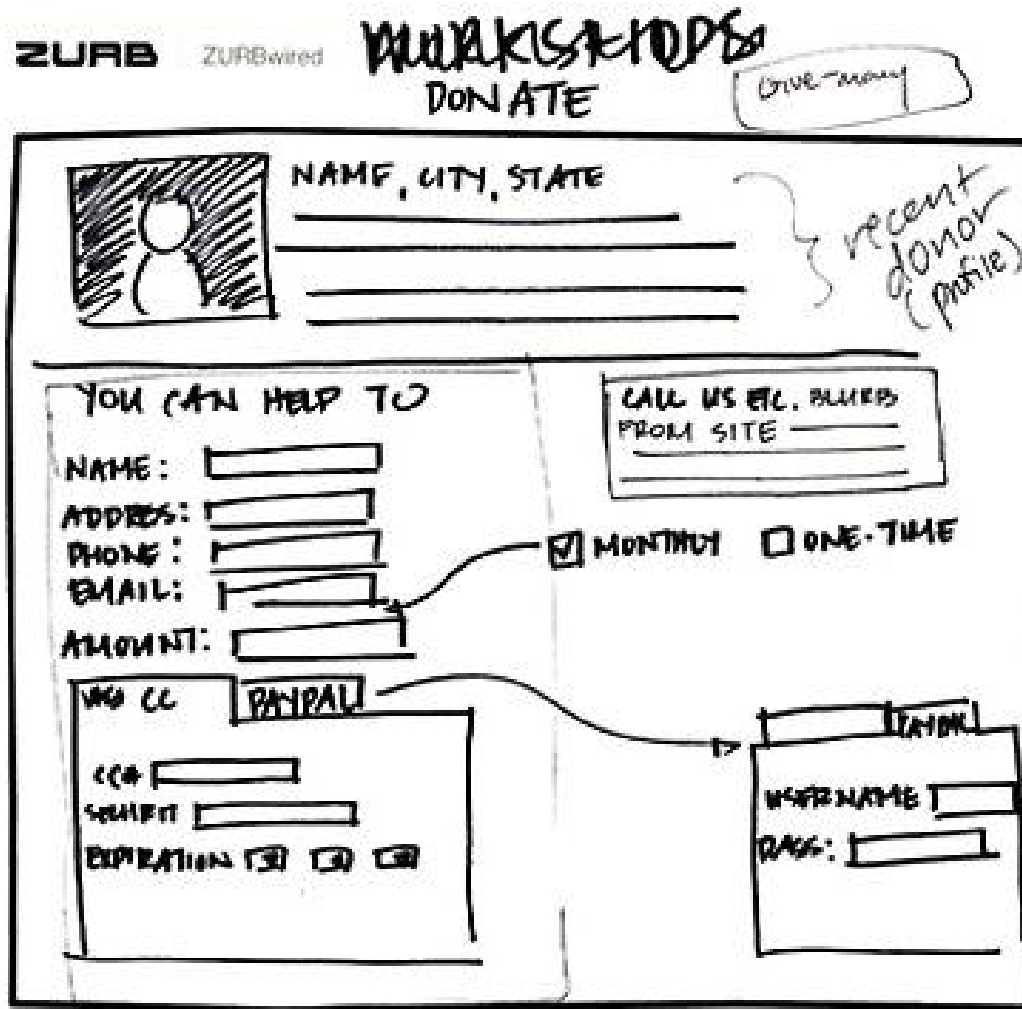# Brainstorming & Prioritization

Evaluation & Prioritization

When in doubt, make a list

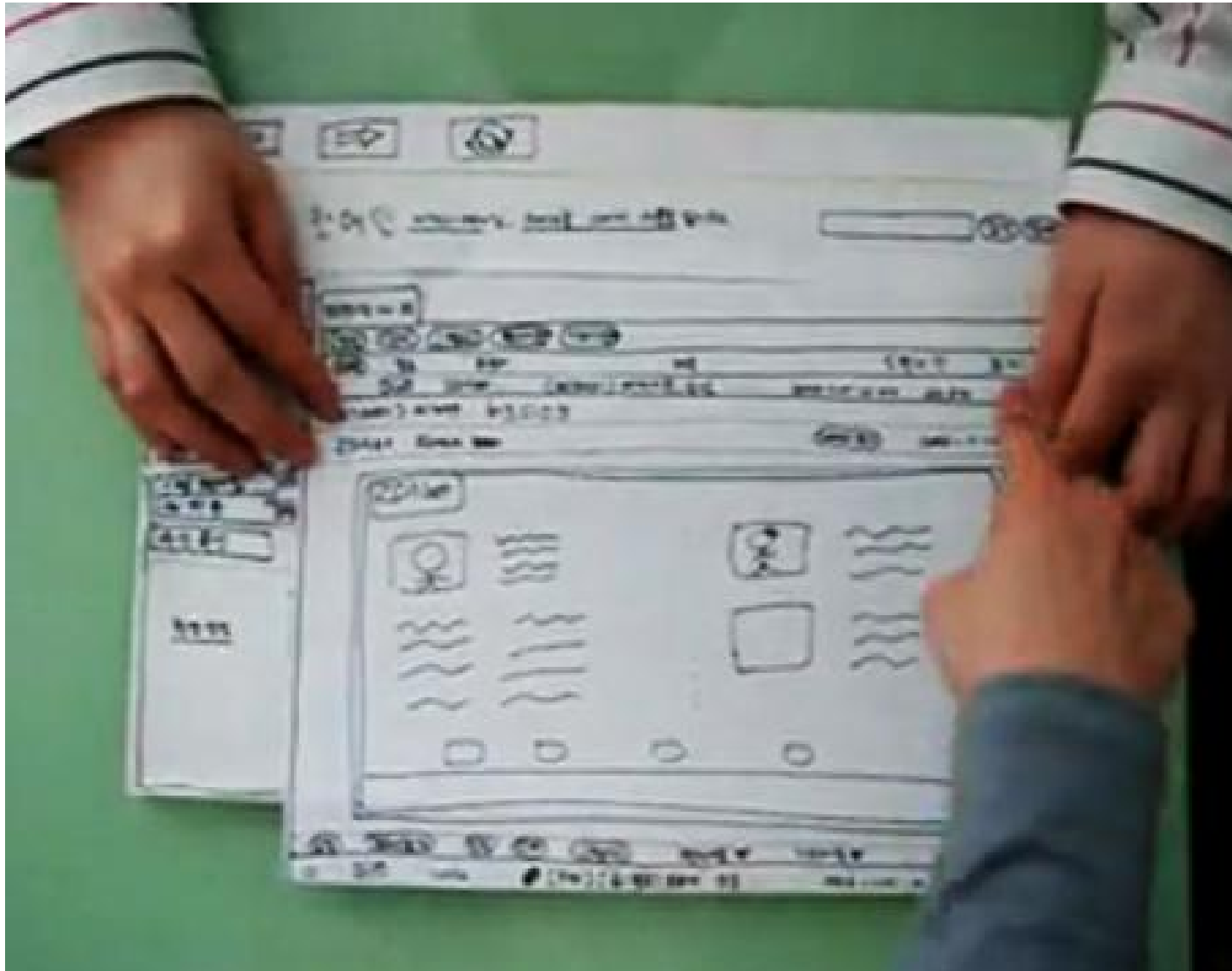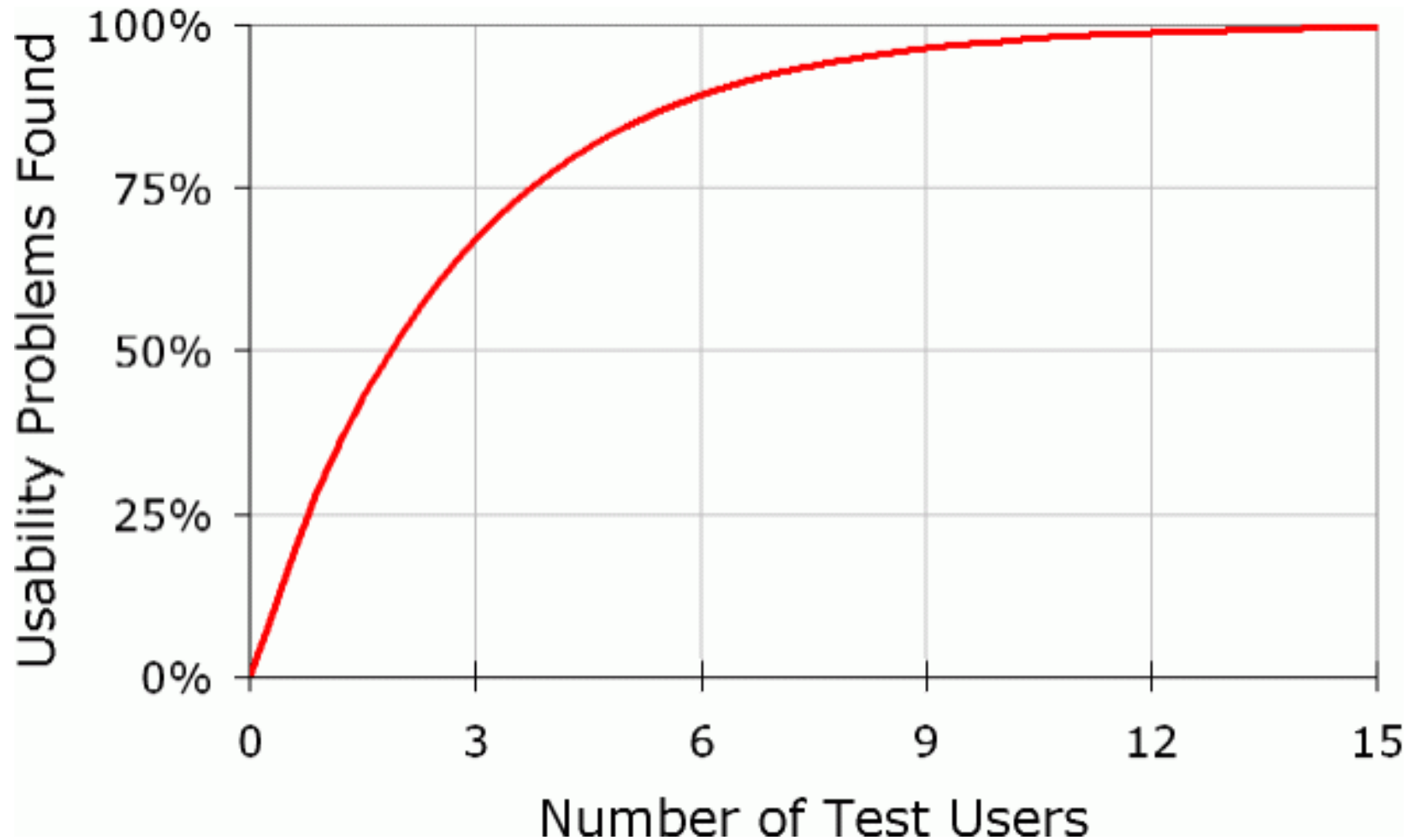# Prototyping & User Testing

Sketching

Market Research

- Talk to other hackathoners
- Ask people online
- Find stats
- Research competition

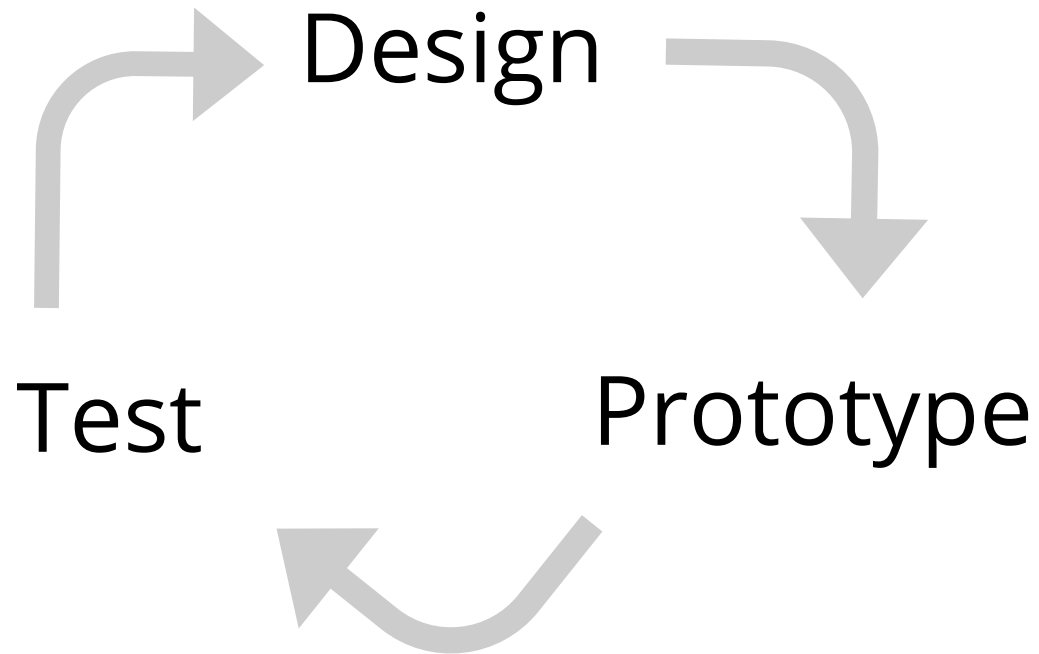This is very valuable information for when you present to the judges.

Lo-fi: Paper Prototype Testing

Number of Test Users

Iteration

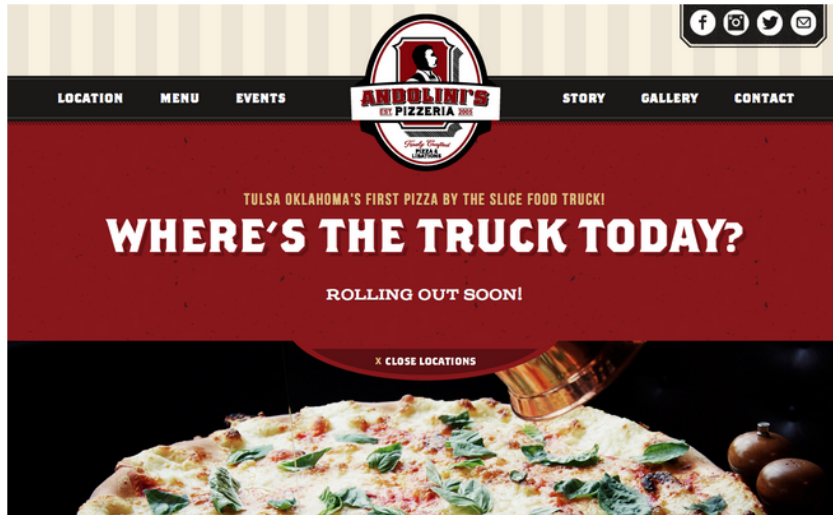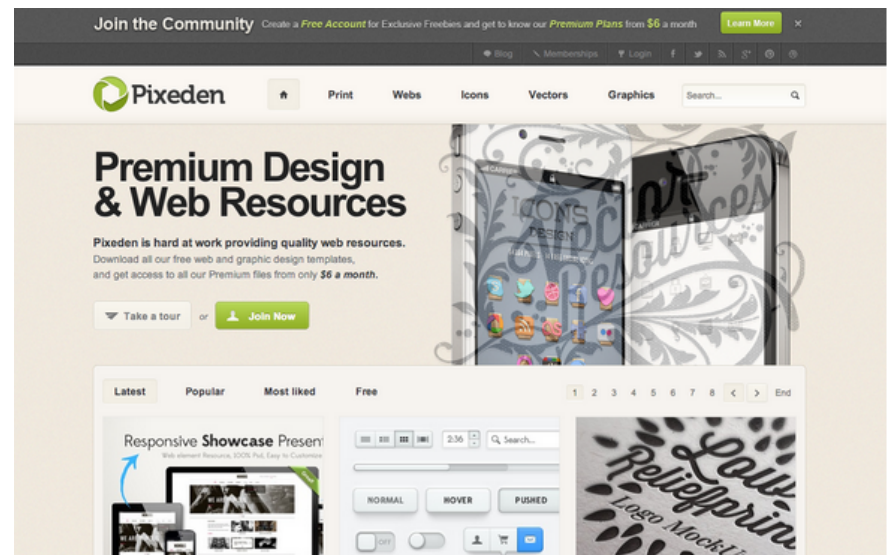Design

Prototype

Test

Visual Design Tips

Color

- Use no more than 3 colors
  - Main
  - Accent
  - Text

Visual Design Tips

Layout

Present a clear **content hierarchy.**

How-to:

- Use a grid
- Use familiar design elements

Typography

- Give sufficient line spacing ~1.2

- Use colors with a good contrast

- Only 1 or 2 fonts

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum.

e always try our best to challen
roduce some interesting, beauti
designers we usually turn to di
spiration. As a matter of fact, w
desktop wallpapers that are a
e usual crowd. This creativity n
er four years now, and we are
ho have contributed and are stil
onth.

Personality Layer

- Use humor

- Evoke a reaction from your users

I think I'm going to grow a <u>**mustache**</u>.
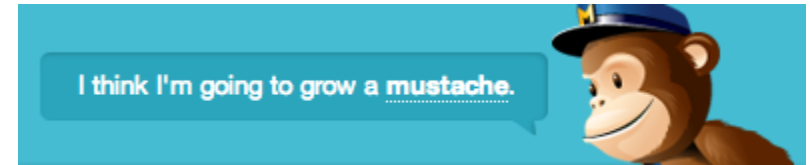
1 unsubscribed from Newsletter Recipients

Nuts, you had a few people jump ship. Ah, who needs them anyway?

Milk

Eggs

Bacon

Avocado

Cheddar Cheese

✔ ~~Milk~~

Eggs

Bacon

Avocado

~~Cheddar Cheese~~

"We're here to put a dent in the universe."
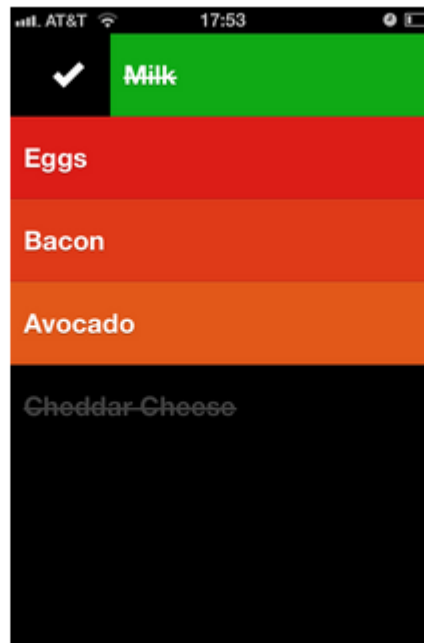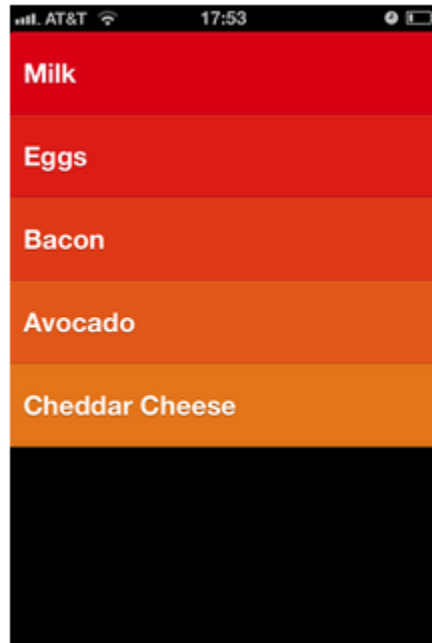
— Steve Jobs

Streamline Your Process

- **If No Developer**
  - Mockup screens, click-through demo
- **If No Designer**
  - Sometimes designers join multiple teams. Ask!
- **For Web Apps**
  - Use Twitter Bootstrap + a theme
- **For iOS/Android Apps**
  - Use pre-made UI elements + icons

Resources

Surveys

- Wufoo
- SurveyMonkey

Color

- Colourlovers
- Kuler

Typography

- Google Web Fonts
- Font Squirrel

HTML/CSS Frameworks

- Twitter Bootstrap
- Zurb Foundation

Pre-made UI Elements

- Native GUI - Teehan + Lax
- Noun Project
- Design Kindle
- Pixel Eden
- Pixel Bin
- We Love Icon Fonts
- Subtle Patterns