**UIUX LESSON 4 TALIS NOTES**

Need to build a persona for every project. If you know someone that fits the persona, show Layman the work.

Wireframe/low fidelity

**User journey -**

Focuses on the task at hand what they are trying to achieve at this minute   
The further someone has gone inside their journey on a website, less likely they are to leave, because they invested time and effort into it.  
sunk cost – The investment of time and effort that’s been made  
It’s not always worth continuing because we invested time and effort!!!  
Easier we make the first steps on the website, more likely To retain the user, even if it gets more complicated later on.

If we want you just to come back we have to show them value.

Journey – How users function inside a website for specific tasks. Make various different journeys for each website, each person with a different task at hand.

Hmwk

On page 3 add an artboard – (The scope of the project) foundation parameters  
How many tasks are included in the project

Figma - **constraints** keeps layout consistent. And change even if the frame changes. You can constraint groups as well, so they stay in relation to each other too

Can create initial division of website then add grids by choosing shape and turning it to frame

**Landing pages**

Place for people to land after clicking on a link

A single standalone web presence, you can’t get through to that page from the website. It’s there to receive you after showing interest in something that was advertised to you. It has a purpose beyond the website.

(You can’t reach the website without completing the task)

The landing page’s purpose is to collect info, many showcase, purchase single item or donation. You should receive afterwards a confirmation notice