

## Online Product

### Principles for UI/UX

- ↳ user centered design
- ↳ consistency
- ↳ simplicity
- ↳ accessibility
- ↳ feedback
- ↳ flexibility

UI/UX → user experience ⇒ usability, efficiency, satisfactory

↳ user interface

↳ design, layout, color, font, graphics

2013

android



↳ whatsapp

2025



## Process of UI/UX

- 1 Research
- 2 Strategy (Design Team)
- 3 generate wireframe
- 4 Prototype product
- 5 Design → color, graphics, typography
- 6 Implementation



### Tools

- ↳ Figma
- ↳ Adobe XD
- ↳ Sketch
- ↳ InVision
- ↳ Marvel
- ↳ Canva

## UX goals (Reason)

- 1 usability
- 2 accessibility
- 3 functionality
- 4 Engagement

How to make UX great?

- 1 Visual Design
- 2 Navigation
- 3 Performance
- 4 Content Quality
- 5 Security

## Design Evaluation

2013 healthcare.gov

↳ revamped, re-design

- ↳ usability Testing
- ↳ Heuristic Evaluation
  - ↳ Expert Review
  - ↳ A/B Testing



## Wireframes

↳ skeleton of a product

## Prototype

- ↳ identify goals & requirement
- ↳ sketch
- ↳ create a prototype
- ↳ Test & gather feedback
- ↳ Feedback incorporated
- ↳ final design
- ↳ documentation