WEEK 1

Fundamentals of UI Design – Part 1

INTERFACE INVENTORY

A comprehensive collection of the bits and pieces that make up your interface.

- Take screenshots of everything you've designed.
- Categorizing everything

PATTERN LIBRARY

A pattern library identifies and classifies design patterns that are recurring solutions to typical design problems. Patterns library breaks-down an interface into smaller elements that can then be used as reusable building blocks.

https://ui-patterns.com/

https://bradfrost.com/blog/post/atomic-web-design/

Miscellaneous Links:

https://xd.adobe.com/ideas/guides/comprehensive-guide-ux-design-part-1/

https://xd.adobe.com/ideas/process/ui-design/

https://xd.adobe.com/ideas/process/ui-design/4-golden-rules-ui-design/

http://styleguides.io/

https://xd.adobe.com/ideas/process/ui-design/atomic-design-principles-methodology-101/

Fundamentals of UI Design: Interactions and Animations – Part 2

One of the key differentiators between designing for screen and print is that when we design for screen, we are designing for a fluid medium.

When designing transitions between screens, we need to consider a number of factors, including:

- How the user triggers the transition to move from page to page by clicking on a button or by swiping on the screen.
- What kind of transition we use — dissolves, wipes, scales or other effects. The transition we choose will communicate to the user, so it's important to choose it with care.
- How long the transition lasts — is it fast or is it slow?

At the end of the day, our goal is to delight our users, not to frustrate them.

Miscellaneous Links:

https://startupsventurecapital.com/your-ui-isn-t-a-disney-movie-703f7fbd24d2

https://xd.adobe.com/ideas/principles/human-computer-interaction/how-micro-interactions-can-enhance-the-user-experience/

https://screenlane.com/?ref=uimovement

https://xd.adobe.com/ideas/principles/design-systems/main-pillars-effective-design-systems/

https://valhead.com/ui-animation/

https://xd.adobe.com/ideas/principles/human-computer-interaction/animation-ux-how-animation-adds-meaning-ui/

https://www.adobe.com/products/xd/features/auto-animate.html

INFORMATION ARCHITECTURE

The practice of organizing content in an effective way.

Dan Brown's 8 Principles of Information Architecture

1. The principle of objects

Content should be treated as a living, breathing thing. It has lifecycles, behaviors, and attributes.

2. The principle of choices

Less is more. Keep the number of choices to a minimum.

3. The principle of disclosure

Show a preview of information that will help users understand what kind of information is hidden if they dig deeper.

4. The principle of exemplars

Show examples of content when describing the content of the categories.

5. The principle of front doors

Assume that at least 50% of users will use a different entry point than the home page.

6. The principle of multiple classifications

Offer users several different classification schemes to browse the site's content.

7. The principle of focused navigation

Keep navigation simple and never mix different things.

8. The principle of growth

Assume that the content on the website will grow. Make sure the website is scalable.

Value of Information Architecture

- *The value for the user*
  - Known-item seeking
  - Exploratory seeking
  - Exhaustive research
  - Re-finding
- The value for the business
  - Employee productivity
  - Sales and reputation
  - Acquiring new members
  - Reducing marketing costs
  - Reputation and seo ranking
  - Reducing the cost of live help and support documentation

Key Processes for Information Architecture

- Define the company goals

Why do you want to do it, and what do you want to achieve with it?

- Define the user's goals

Who are the people that will be using the website? What are their goals?

- Analyze competitors
- Define content

Design the Information Architecture of Your Site

- Group and label the content
- Define navigation and create site map
- User testing
  - Tree testing
  - Closed card sorting
  - Click testing
  - Usability testing
- Tools
  - Pen and paper
  - Realtimeboard.com
  - Lucidchart.com
  - Xmind.net
  - Coggle.it

UX FUNDAMENTALS

USER is a person who purchases or interacts with a product, digital interface, or service.

USER EXPERIENCE (UX) is the series of events that occur when that person actually uses the product, digital interface, or service.

UX DESIGN is the process of discovering user needs and designing solutions to meet them.
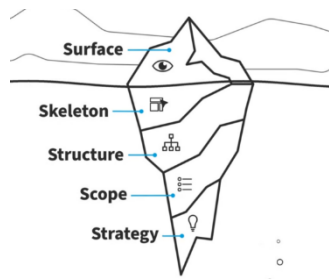
MAIN PRINCIPLES OF UX DESIGN

- Empathy
- Strategy
- Usability
- Inclusivity
- Validation

DESIGN PROCESS

- Empathize
- Define
- Ideate
- Prototype
- Test
- Iterate

BENEFITS OF UX DESIGN

- Boosts customer acquisition and retention
- Maximizes revenue
- Keeps development costs in check
- Increase company productivity
- Improves users' quality of life

User Experience (UX) Design

User experience (UX) design is the process design teams use to create products that provide meaningful and relevant experiences to users. UX design involves the design of the entire process of acquiring and integrating the product, including aspects of branding, design, usability and function.

WHY, WHAT, AND HOW OF PRODUCT USE

- The *Why* involves the users' motivations for adopting a product, whether they relate to a task they wish to perform with it or to values and views that users associate with the ownership and use of the product.
- The *What* addresses the things people can do with a product—its functionality
- the *How* relates to the design of functionality in an accessible and aesthetically pleasant way.

User Experience is an umbrella term that covers several areas.

1ST FACTOR
Must meet the user's needs

2ND FACTOR
Must be easy to use and easy to learn

3RD FACTOR
Must give the user control and freedom

4TH FACTOR
Surprise and delight

WEEK 2

LAWS OF UX

- Aesthetic-Usability Effect (More aesthetic design is perceived as better design)
- Doherty Threshold (Less response time between user and computer means more productivity)
- Fitt's Law(How fast a goal is achieved is proportional to the size and distance towards the target)
- Goal Gradient Effect (The closer you are to a goal the likely you are to achieve it)
- Hick's Law (The more complex a decision the more time it takes to make)
- Jakob's Law (User's prefer for your sites to be similar to sites they already know)
- Law Of Common Region (Things are perceived to be grouped if they are in defined borders)
- Law Of Proximity (Proximate objects are perceived to be grouped together)
- Law Of Pragnanz (Complex things will be perceived in the simplest way possible because that way is easy)
- Law Of Similarity (Regardless of distance or position, similar objects are perceived to be grouped together)
- Law Of Uniform Connectedness (Visually connected objects are perceived to be more related than unconnected objects)
- Millers Law (An average person can only keep 7 items in their memory)
- Occam's Razor (When you are presented with a set of complex yet similar decisions, the one with least complexity is preferred)
- Pareto Principle (For many events, 80% of effects come from 20% of the causes)
- Parkinson's Law (A task will continue to inflate until all time allocated to that task is expended)
- Peak-End Rule (People normally judge how a thing made them feel at the start and the end of the experience regardless of what came in between)
- Postel's Law (be liberal in what u accept and conservative in what u send)
- Serial Position Effect (Users are likely to remember the first and last elements of a series)
- Tesler's Law (There is only so much of how u can uncomplicated a complicated system)
- Von Restorff Effect (In a set of similar elements, the dissimilar is likely to be remembered more)
- Zeigarnik Effect (People are likely to remember uncompleted tasks than completed tasks)

CX

Customer experience (CX) refers to the overall perception and satisfaction a customer has with a company or brand throughout their entire journey, including interactions with the company before, during, and after a purchase. It encompasses every touch point that a customer has with a company, including browsing a website, visiting a store, receiving customer service, and using a product or service.

CX vs. CS

Customer service refers specifically to the support and assistance provided by a company to its customers. It typically involves responding to customer inquiries, resolving issues or complaints, and providing assistance with purchases or product usage.

Customer service is a single aspect of the larger customer experience. A positive customer service experience is an important component of a positive overall customer experience, but it is not the only factor that contributes to customer satisfaction and loyalty.

CXM

Customer experience management (CEM/CXM) refers to the practice of designing, managing, and optimizing the interactions and touch points that a customer has with a company, with the goal of delivering a positive and satisfying experience.

1. Understanding customer needs and expectations
2. Mapping the customer journey
3. Designing customer-centric processes and experiences
4. Implementing and measuring customer experience initiatives
5. Continuously optimizing the customer experience

EXAMPLES OF GOOD CX

- Netflix's personalization strategies
- Microsoft's customer feedback collection
- Chewy's ability to foster emotional connections

CAUSES OF BAD CX

- Lack of alignment across the organization
- Unclear customer journey
- Lack of technology

MEASURING CUSTOMER EXPERIENCE

- Net promoter score
- Customer satisfaction score
- Customer churn rate

CXM VENDORS AND TOOLS

- CRM platforms
- Customer data analytics
- Contact center

CX vs. UX

CX refers to the customer's perception and satisfaction with a brand throughout their entire journey, including all interactions before, during, and after a purchase.

UX refers specifically to the user's experience when interacting with a product or service, including the design, usability, and functionality.

While CX and UX share similarities and overlap, CX is a broader concept that encompasses all touch points of a customer's interaction with a company, while UX is a narrower concept that focuses on the experience of a user with a specific product or service.

UX VS. CX PROFESSIONAL

A UX professional designs and optimizes the user experience of a specific product or service by conducting user research, creating user personas, and designing the user interface.

A CX professional designs and optimizes the entire customer journey, from initial awareness to post-purchase support, by designing customer-centric processes and experiences, gathering feedback, and measuring satisfaction and loyalty.

UX VS. CX METRICS:

CX metrics include:

1. Net Promoter Score (NPS): This measures the likelihood of customers to recommend a company to others.
2. Customer Satisfaction Score (CSAT): This measures the level of satisfaction that customers have with a specific interaction or experience with a company.
3. Customer Effort Score (CES): This measures the ease of completing a specific task or interaction with a company.
4. Churn rate: This measures the rate at which customers are leaving or discontinuing their relationship with a company.

UX metrics include:

1. Task success rate: This measures the percentage of users who are able to successfully complete a specific task or interaction with a product.
2. Time on task: This measures the amount of time it takes for users to complete a specific task or interaction with a product.
3. Error rate: This measures the frequency and severity of errors or mistakes that users encounter while interacting with a product.
4. Usability testing scores: This measures the overall usability and user experience of a product through user testing and feedback.

UI vs. UX

UI	UX
Responsible for designing the visual and interactive elements of a product or service.	*Focuses on the overall experience of the user, including their emotions and satisfaction with the product.*
Responsible for designing the layout, colors, typography, and other visual and interactive elements of a product or service.	*Involves user research, creating personas, and testing the product to ensure that it meets user needs and expectations.*
Creates a visually appealing and intuitive interface for users to interact with the product.	*ensures that the product meets the needs and expectations of the users*

UI VS UX JOB DESCRIPTIONS:

UX Designer	UI Designer
Focus on designing the overall user experience of a product or service	Focus on designing the visual and interactive elements of a product or service
Develop wireframes, prototypes, and user flows to communicate design ideas and test with users	Create high-fidelity mockups, graphics, and visual assets to communicate design ideas
Conduct user research to understand user needs, behaviors, and motivations	Develop a design system and style guide to ensure consistency across the product
Create user personas to represent target users and their goals and needs	Collaborate with cross-functional teams to ensure that the design meets business and user needs
Collaborate with cross-functional teams, including product managers, developers, and other designers	Strong skills in typography, color theory, graphic design, and visual communication.
Analyze user feedback and behavior data to continually improve the user experience	
Strong skills in user research, information architecture, interaction design, and usability testing.	

WEEK 3

DESIGN PATTERNS

➢ *ACCORDION*

Used in FAQ's. Saves space. More info, less space.

➢ *DROPDOWN*

Multiple options. Gives a list of options.

➢ *CARD PATTERN*

Card shaped. Could be text, button, image, etc.

➢ *BREADCRUMBS*

Trail of where a user is on a website. Allows users to identify their current position and figure their way back. Like a hierarchy.

➢ *HAMBURGER*

Usually on the top left. When tapped pulls out some kind of drawer/menu/overlay.

➢ *CAROUSEL*

Used to browse through content like images/cards

➢ *PAGINATION*

Used to navigate around multiple pages of an application. Helps us identify pages. Organize content within different pages.

➢ *INPUT FIELDS*

Places where users enter their inputs to process some information

➢ *CHIPS/TAGS*

Labels used to categories/filter content

➢ *TOGGLE SWITCH*

Used to turn sumn on or off.

➢ *BUTTON*

Call to actions.

➢ *PROGRESS BAR*

Show how much something has been completed.

➢ *SLIDER CONTROLS*

Used to set the range of something. Both sides of the slider are adjustable. EG price filter

➤ *PICKER*

Select multiple selections at once.

➤ *CHECKBOXES*

Select one of multiple options from a list.

➤ *KEBAB*

Indicated that there is a set of grouped options in this. More here than meets the eye.

➤ *TAB BAR/ BOTTOM NAV*

Make global navigation items easily and readily accessible to users.

➤ *TOOL TIP*

Brief informative little messages that appear usually on hover around the area u hover over giving a little bit more information.

➤ *NOTIFICATIONS*

Identify users of new activity.

UI DESIGN TIPS

➤ Use lighter texts
➤ Choose a base color and use it across the component and have fun with different hues.
➤ Add visual aid to all input field errors
➤ Add prominence to the most used action out of a list of multiple actions.
➤ Use a single Typeface

HOW TO USE COLOR IN DESIGN

1. First design in gray scale

Focus on visual hierarchy first

2. Think wrt to visual weight

The more visual weight the object has the more chance that users will notice it. Based on 3 things:

➤ *The size of the object*
➤ *The amount of negative space around the object*
➤ *The color of the object*

3. Match colors to the brand

Use out of the box color pallets to create a memorable idea in the mind of the users. Align the layout design with brand colors.

4. Find a well-balanced color scheme

Have a balance in the visual experience. Follow the 60-30-10 rule. 60% should be one preferably neutral color. The complementary color should be 30% and the accent color should be 10%. Don't use more than 3 colors in ur design, use shades of existing colors to accommodate hierarchy.

https://uxpro.cc/toolbox/visual-design/colors/

5. Use color as a cue

Use color to define functionality. Such as differentiate bw static and interactive objects, Describe current state (active/disable) or help focus user on an important message.

6. Prioritize Accessibility
➢ Avoid using 2 colors with low contrast ratio together it decreases visibility. WCAG 2 requires a contrast ratio of at least 4.5:1 for normal text and 3:1 for large text, and a contrast ratio of at least 3:1 for graphics and user interface components (such as form input borders)
➢ Don't only use colors to convey a message. Provide visual aid as well.
➢ Use tools to check color accessibility.
➢ https://uxpro.cc/toolbox/accessibility/color-accessibility/
➢ Test color choices with real users

HOW TO ORGANIZE COLORS FOR UI DESIGN

1. Conduct interface inventory

Make an interface inventory to categorize all the colors used in your design. Use tools such as CSS Stats (websites) and Sketch style Inventory plugin (Sketch) to aggregate all colors. Use the insight you get to help you better organize your color pallets.

2. Use brand colors to form the basis of your color scheme

Use brand colors and integrate them in your UI Design. Use primary brand color for functional and decorative elements of your app. If your brand color works both for light and dark background, you can use it as a background color for your design.

3. Define foundational colors

Avoid using extreme version of colors. Use tints. But don't use too many tints as they can complicate color selection. Use low contrast neutral colors for elements like input fields but avoid using them for elements that require reading. Limit the number of primary colors. Use similar colors for links and buttons to help users identify interactive elements. But also limit interactive colors.

4. Define denotive colors

Denotive colors are colors that mean something. You'll need to have colors for states such as error, warning, and success. Use same colors for light and dark modes.

5. Clear naming conventions

Avoid using gradation of adjectives (lightBlue, darkBlue); use functional names instead — names that describe the color by the place in the UI. Both designers and developers should be able to easily refer to particular colors defined in the system.

6. Accessibility

Create accessible color palettes so people who are color blind be able to use your products.

7. Test your palette

Ensure that the colors you select will work harmoniously together.
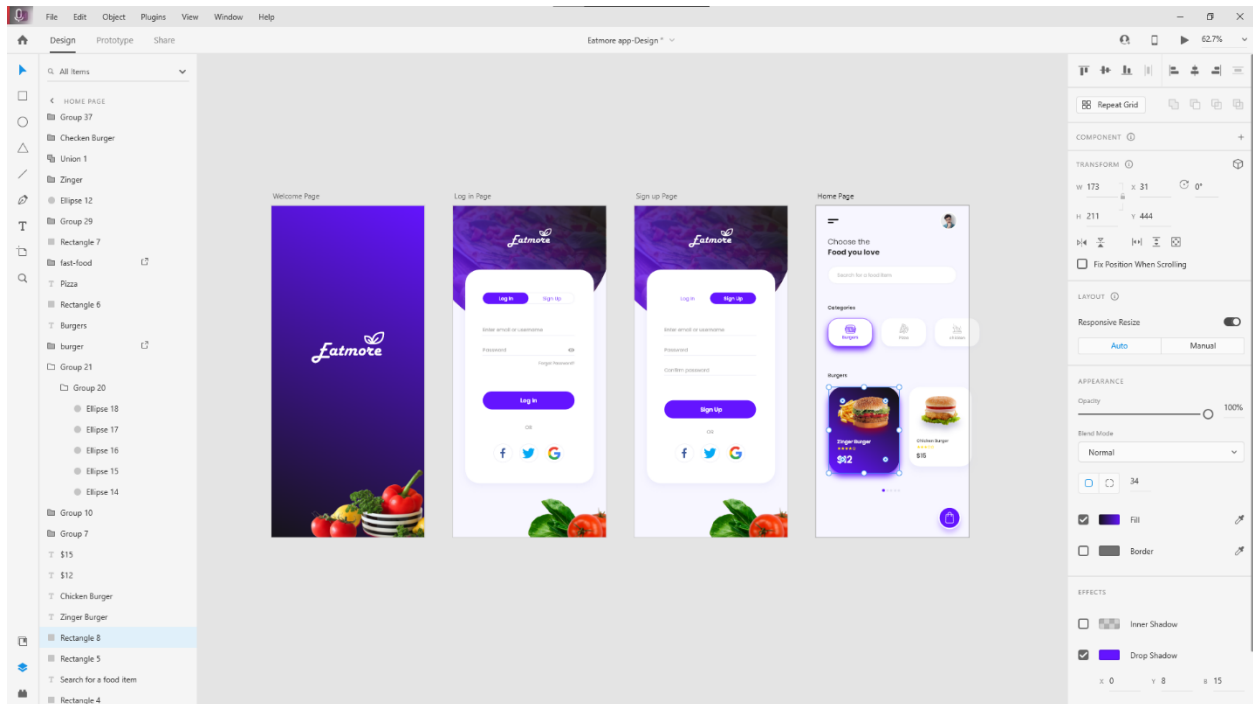
WEB PAGE DESIGN IN XD

https://xd.adobe.com/view/a957ffbb-3849-47da-8f56-c534c87e536b-fc04/

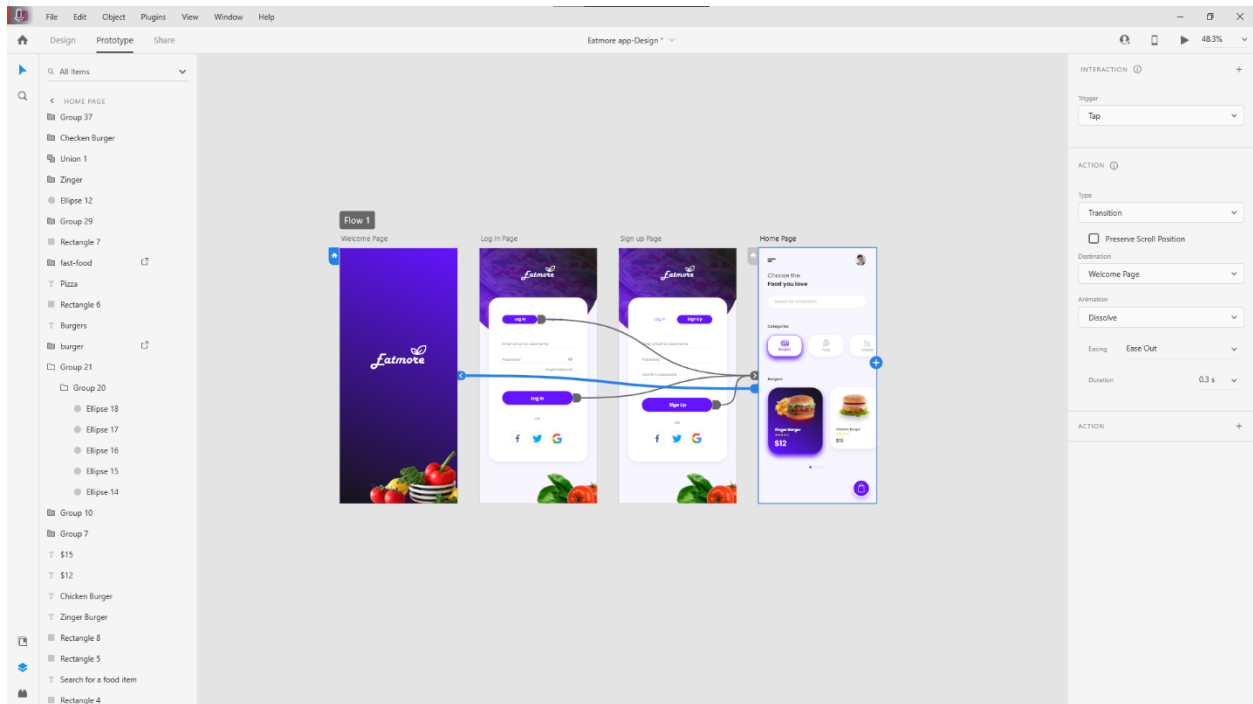# BYTEWISE PRODUCT DESIGN (UI/UX) FELLOWSHIP

WEEK 4

ADOBE XD TUTORIALS

ADOBE XD MOBILE UI

PROTOTYPING

<u>*TESTING YOUR PROTOTYPE:*</u>

- *There are 3 major ways in which you can test your Adobe XD Design:*
- *Save design to your creative cloud account and open on a different design to allow testing on Adobe XD app on other devices*
- *Connect your device via a cable to your PC and open Adobe XD on connected device. Use "Device Preview" feature of XD to test prototype*
- *Share your prototype via a public link accessible to people for testing.*

WIREFRAMES

- *Low-fidelity wireframes are quick and easy to create, typically using pen and paper or digital tools such as Balsamiq or Sketch, and are used to explore and communicate design concepts and user flows.*
- *Low-fidelity wireframes are often used in the early stages of the design process to iterate and refine design ideas, and to gather feedback from stakeholders and users*
- *Low-fidelity wireframes can also be used to test and validate design assumptions and hypotheses, and to identify potential usability issues and pain points*
- *High-fidelity wireframes are more detailed and polished, and typically created using visual design tools such as Sketch or Adobe XD*
- *High-fidelity wireframes are used to communicate and refine the visual design and interaction design of a product or service, and to test and validate design decisions with users*
- *High-fidelity wireframes can also be used to create interactive prototypes that simulate the actual user experience, allowing designers and stakeholders to test and refine the design before development begins*
- *Both low-fidelity and high-fidelity wireframes have their place in the design process, and designers should use the appropriate level of fidelity for the stage of the design process and the goals of the project*
- *Designers should use a combination of both low-fidelity and high-fidelity wireframes to achieve the best results, and that designers should be open to feedback and iteration throughout the design process*
- *Constantly test and refine designs based on user feedback and evolving business requirements.*
- *While low-fidelity wireframes can be created quickly and easily, they may not accurately represent the final design or user experience, and that high-fidelity wireframes can be time-consuming to create and may distract from the core goals of the project*
- *Designers should start with low-fidelity wireframes to explore and iterate on design ideas, and gradually refine the fidelity as the design progresses and more details become clear*
- *Designers should focus on creating wireframes that are clear and easy to understand, regardless of their fidelity, and designers should prioritize usability and user experience over visual aesthetics*
- *While digital tools have made wire framing faster and easier than ever before, traditional pen-and-paper wire framing can still be a useful and effective technique, especially in collaborative design sessions or when exploring new design concepts.*

BYTEWISE PRODUCT DESIGN (UI/UX) FELLOWSHIP

WEEK 5

DESIGN SYSTEM – FUNDAMENTALS

- *A webpage consists of atoms, molecules and organisms.*
- *Atoms are the basic fundamental building blocks of a webpage. Eg spacing or labels*
- *Molecules are a combination of atoms. Eg. Form inputs or checkboxes*
- *Organism is a collection of molecules eg. Sidebars or headers*
- *Templates are collection of organisms eg. Complete forms*
- *Break down your design systems in terms of these atoms, molecules, organisms and templates.*
- *Atoms need to be pinpoint accurate.*
- *Divide a system into:*
    - *Colors*
    - *Typography*
    - *Spacing*
    - *Grids*
    - *Icons*
    - *Drop Shadows*
    - *Headers*
    - *Sidebars,etc.*
- *Everything and anything that your project will be included of needs to be put in your design system to be reused where redundant.*
- *Design systems can get very complex.*

COLOR SYSTEMS

- *Some projects may require multiple shades of color some might not.*
- *10 shades of grey and 5 shades of every other color as grey is the most commonly used color in any UI Design*
- *Have proper naming conventions for your color systems to promote consistency among deisgners and developers.*
- *Having color styles in your deisgn system allows you to make changes once in your project instead of changing multiple times at every instance.*

TYPE STYLES

Plan ahead

Have display headings(Usually used for marketing websites),Headings,subheadings,multiple levels of paragraph text that allow you to induce hierarchy in your design

BUTTON SYSTEMS

Buttons can have multiple states (Default,Active,Hover)

Buttons can be of multiple sizes according to ui requirements (s,m,l,xl)

BYTEWISE PRODUCT DESIGN (UI/UX) FELLOWSHIP

WEEK 6

DESIGN SYSTEMS

DEFINITION

The complete set of design standards, documentation, and principles along with the toolkit(UI patterns and code components) to achieve those standards.

FAMOUS DESIGN SYSTEMS

1. *Material Design*
2. *Fluent Design System*
3. *Atlassian*
4. *Polaris*
5. *Human Interface Guidelines*
6. *Carbon Design System*
7. *Mailchimp*
8. *Audi*
9. *Airbnb Design System*
10. *Lightning Design System*

ATOMIC DESIGN

- *Based on the concept of atomic elements, which are small, modular components that can be combined to form larger and more complex design systems*
- *Methodology divided into five distinct levels: atoms, molecules, organisms, templates, and pages*
- *Atoms are the smallest building blocks of a design, such as buttons, inputs, and icons*
- *Molecules are combinations of atoms that form functional units, such as forms, search bars, and navigation menus*
- *Organisms are groups of molecules that work together to form a distinct section of a website, such as a header or footer*
- *Templates are a combination of organisms that provide a basic structure for a specific page type*
- *Pages are the actual content pages of a website that utilize the previously defined templates*
- *Benefits of atomic design include increased consistency, modularity, and flexibility*
- *By breaking designs down into small, reusable components, designers and developers can create more efficient and scalable systems that can adapt to changing needs*
- *Style guides provide a comprehensive overview of the design system and its components*
- *Pattern libraries are repositories of code snippets and documentation that allow developers to easily reuse components throughout a website*
- *Atomic Design methodology proposes a systematic and scalable approach to website design and development that emphasizes modular, reusable components and a comprehensive design system.*
- *Designers and developers must work together to define the design system, create the necessary components, and implement them in a cohesive and consistent way*
- *Atomic design can help create more accessible websites by providing a framework for designing accessible components and ensuring consistency in their implementation*
- *Atomic design can also help improve website performance by reducing the amount of code and resources needed to create a website*
- *atomic design is not a one-size-fits-all solution and that designers and developers should adapt the methodology to their specific needs and requirements*

User Testing Methods

- *User testing is an essential part of the UX design process, helping designers gather feedback and insights on how users interact with their designs*
- *Exploratory testing is an informal method that involves observing users as they interact with a design and gathering their feedback and opinions*
- *A/B testing involves comparing two versions of a design to see which one performs better with users*
- *Remote usability testing allows designers to test their designs with users in different locations and time zones, using tools such as video conferencing and screen sharing*
- *Guerrilla testing is an informal method that involves testing designs in public places, such as coffee shops or parks*
- *Heuristic evaluation involves having experts evaluate a design against a set of established usability principles or heuristics*
- *Tree testing involves testing the navigation structure of a website or app by asking users to complete specific tasks and measuring their success rate*
- *Click testing involves tracking where users click on a design and analyzing their behavior and interactions*
- *Heatmaps provide a visual representation of where users click or spend the most time on a design*
- *Eye tracking involves using specialized equipment to track where users look on a design and how their eyes move around the screen*
- *Important to select the right user testing method for a specific design challenge and budget*
- *Consider the different types of data you want to gather*
- *User testing should be an iterative process, with designers continuously testing and refining their designs based on user feedback and evolving business requirements*
- *Benefits of user testing include improved usability, user satisfaction, and business outcomes.*
- *User testing can help designers identify and address potential issues with their designs before they are launched, saving time and resources in the long run*
- *Important to conduct user testing with a diverse group of participants, including users with different backgrounds, abilities, and levels of familiarity with the product or service being tested*
- *Use storytelling techniques and visual aids to convey the key insights and implications of user testing results*
- *Prioritize and implement changes based on user testing feedback, measure the impact of these changes on user behavior and business outcomes*

UX DESIGN PROCESS

- *The first stage of the UX design process is research, which involves gathering insights and data about users and their needs, as well as the broader context and business goals of the project*
- *Use a range of research methods, such as user interviews, surveys, and analytics, to gather qualitative and quantitative data and to generate user personas and user journeys*
- *The second stage is ideation, which involves generating and evaluating design ideas and concepts, and selecting the most promising ones to move forward with*
- *Use brainstorming, sketching, and prototyping tools to generate and refine design ideas, and to involve stakeholders and users in the ideation process*
- *The third stage is design, which involves creating the actual user interface and experience design, using tools such as wireframes, mockups, and visual design software*
- *Focus on creating a seamless and intuitive user experience, while also considering technical constraints and business requirements*
- *The fourth stage is testing, which involves evaluating the design with users and gathering feedback and data to identify areas for improvement and optimization*
- *Use methods such as usability testing, A/B testing, and analytics to gather data and insights, and to use this data to refine and optimize the design*
- *The fifth and final stage is implementation, which involves actually building and launching the product or service, and monitoring its performance and user engagement over time*
- *Highlight key research and design decisions, and showcase the impact of the design on user behavior and business outcomes*

Case Study

- *A UX case study is a detailed account of a UX design project, including its objectives, research methods, design process, and outcomes*
- *The first step in creating a UX case study is to define the problem or opportunity that the project is addressing, and to establish clear goals and objectives for the project*
- *Use a problem statement to articulate the key issues and challenges that the project is addressing, and to use research to validate and refine the problem statement*
- *The next step is to conduct research, which may include user interviews, surveys, competitive analysis, and usability testing*
- *Important to select the right research methods for a specific project and of gathering insights from a diverse group of users and stakeholders*
- *The third step is to develop a design strategy, which involves defining the user journey, creating user personas, and identifying the key features and functionality of the design*
- *Use design thinking methods, such as empathy mapping and ideation, to generate and evaluate design ideas and concepts*
- *The fourth step is to create the actual design, using wireframes, prototypes, and visual design tools*
- *Designers should focus on creating a seamless and intuitive user experience, while also considering technical constraints and business requirements*
- *The fifth step is to test the design with users, using methods such as usability testing, A/B testing, and surveys*
- *Use data and user feedback to refine and optimize the design, and to demonstrate the impact of the design on user behavior and business outcomes*
- *The sixth and final step is to create a compelling and visually engaging case study that showcases the design process and outcomes in a clear and concise way*
- *Use a storytelling approach, highlighting the key research and design decisions, and using visual aids such as screenshots and diagrams*
- *Case study should be tailored to the specific audience and context, and should communicate the value and impact of the design to stakeholders and potential employers*
- *Important to create a well-crafted and compelling UX case study as a means of demonstrating one's skills and expertise as a UX designer.*
- *UX case studies can be used to showcase a range of design skills and competencies, such as research, problem-solving, communication, and collaboration*
- *important to present the design process and outcomes in a transparent and honest way, and acknowledging any limitations or challenges encountered during the project*