

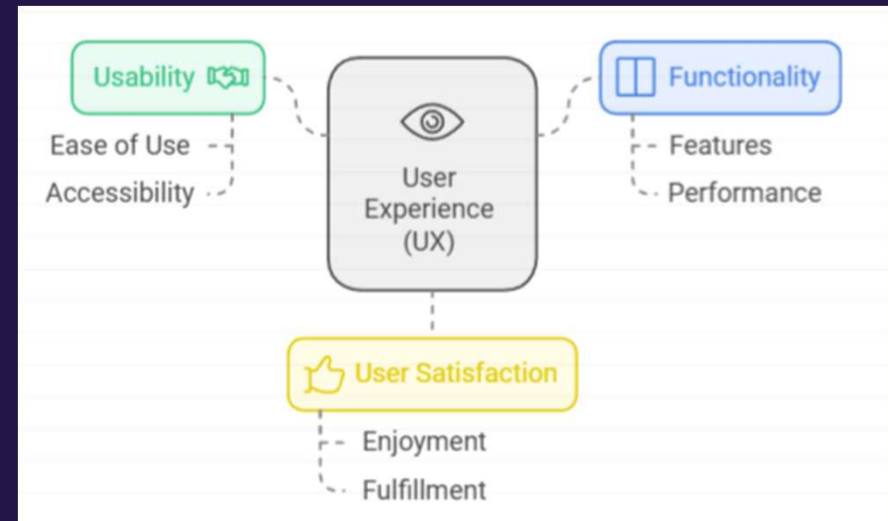
User experience design and final solution

Lecture 09



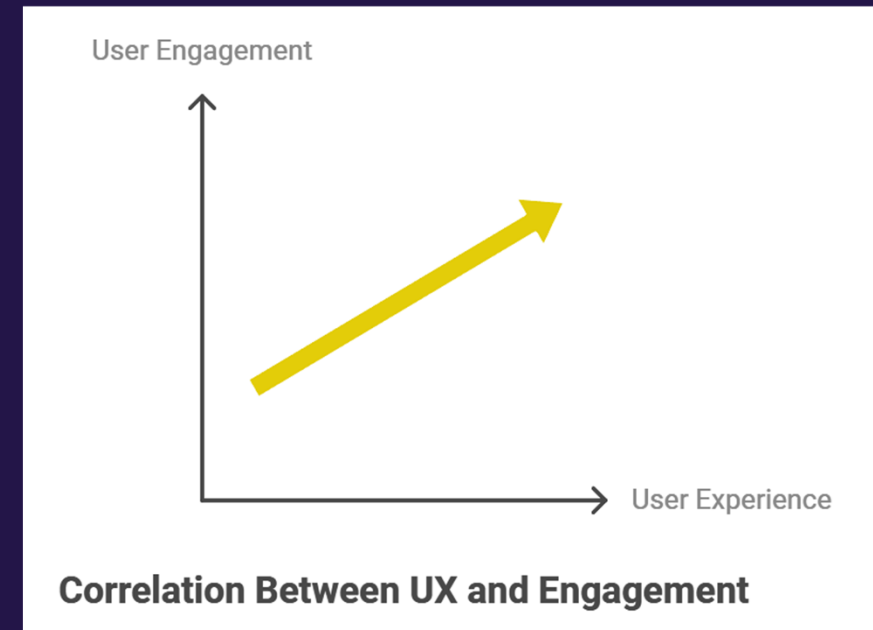
Introduction to UX design

- ❖ UX (User Experience) design as the process of designing (digital or physical) products that are useful, easy to use, and delightful to interact with.
- ❖ UX design encompasses the entire process of acquiring and integrating a product.
- ❖ It includes aspects of branding, design, usability, and function.



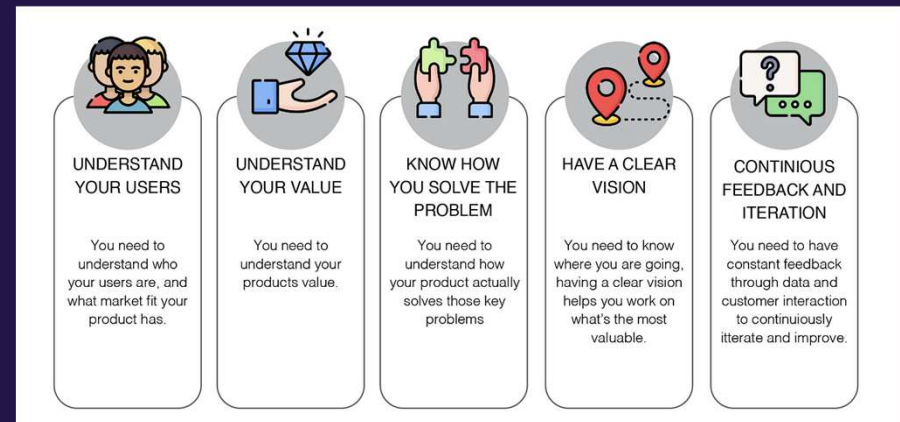
Importance of UX in IT projects

- ❖ UX design is crucial in IT projects because it directly impacts how users interact with and perceive the final product.
- ❖ A well-designed UX not only improves user satisfaction but also enhances overall project success.
- ❖ Many IT projects focus on technical functionality but overlook user experience, leading to frustration, lower adoption rates, and poor feedback from end users.



Core Principles of UX design

- ❑ **User-Centricity:** Design should start with understanding user needs.
- ❑ **Consistency:** A consistent layout and design language across screens.
- ❑ **Simplicity:** Reducing complexity enhances usability.
- ❑ **Accessibility:** Ensuring usability for diverse users, including those with disabilities.
- ❑ **Feedback:** Providing responses to user actions (e.g., error messages, confirmation dialogs).







User Research: Understanding the User

- ❖ User research methods (interviews, surveys, observations) provide insights into user needs and behaviors.
- ❖ Conducting user interviews to understand motivations.
- ❖ Using surveys to collect broad data on user preferences.
- ❖ Observing user behavior in natural settings.



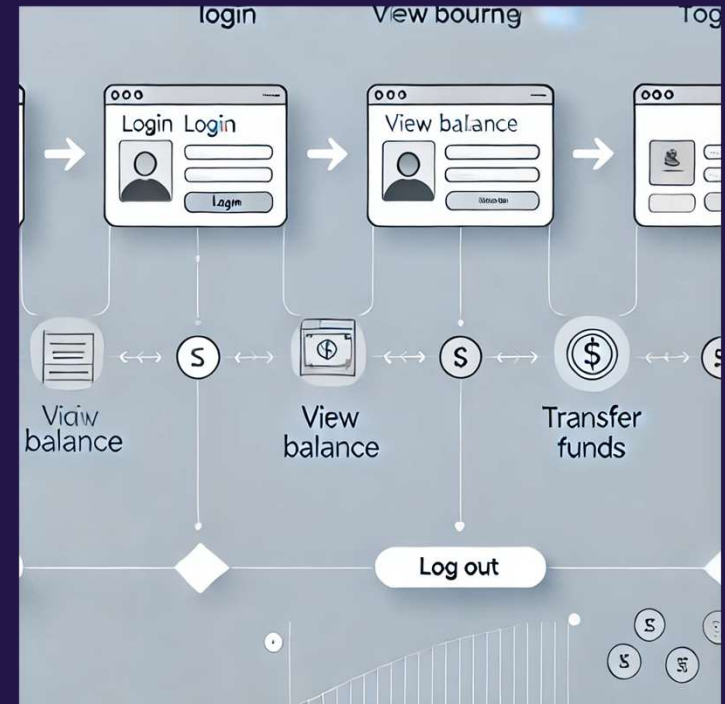
Creating User Personas

- ❖ Personas help designers keep specific user characteristics in mind during design.
 - **Details:** Show how to create a persona with demographics, motivations, frustrations, and needs.
 - **Example:** Display a sample persona for a fictional user named “Tech-Savvy Tom.”

NAME	TYPE	
Isabel Marques	Guardian	
	Goals To find a remote full-time job	
	Quote "My work doesn't require a physical presence. I'm doing great from home. I understand that my choice tries to give us an equal work environment, but this is unacceptable for me. At least for now."	
	Background Isabel has been working remotely since the pandemic's onset, but recently the owner of the company asked all the workers to get back to the office. Isabel likes to work from home, she doesn't want to change it. That's why she's looking for another job. She's been working as a technical writer for only 3 years but does it well because she majored in English and loves to write. She worries about her not having an engineer's degree to get a Senior Writer position, many employers prefer such candidates. Isabel hasn't changed her job in the last 2 years and is nervous about the process.	
Demographic Female 33 years The USA Married Technical Writing Manager Lives in Florida	Motivations <ul style="list-style-type: none">• Social responsibility• More time for family and friends• Saving money• A wider range of career opportunities• Possible moving to another city without changing her job• No stressful office politics• No rush to catch a train or sit in traffic	
Skills Technical writing: 0 25 50 75 100 MadCap Flare: 0 25 50 75 100 Communication skills: 0 25 50 75 100	Frustrations <ul style="list-style-type: none">• Lack of personal communication• Needs to re-archive a work-life balance• Working with teammates in different time zones• Job search stress	
	Channels 	Technology 
	Browsers 	

Mapping the User Journey

- ❖ A user journey map outlines the steps a user takes to achieve a goal
 - Identify user goals and obstacles they face.
 - Map out each touchpoint and user action.
 - Highlight pain points and areas for improvement.



Wireframing: The Blueprint of UX Design

- ❖ Wireframes are the skeletal layouts of a digital interface.
 - Low-fidelity mockups focus on layout and functionality without visuals.
 - Shows the placement of elements like buttons, forms, and navigation.
 - Helps stakeholders visualize structure before aesthetics.

LOGIN

Email

Password

Remember [Forgot password?](#)

SUBMIT

[Create account](#)

Popular Wireframing Tools

- ❖ Wireframing tools help designers create blueprints for digital interfaces.
- ❖ Here are three of the most commonly used tools: Figma, Sketch, and Adobe XD.

Tool	Features	Best For
Figma	Web-based, real-time collaboration, reusable components	Teams needing collaboration on any platform
Sketch	macOS exclusive, strong vector editing, large plugin library	macOS users seeking a powerful design tool
Adobe XD	Integrates with Adobe suite, advanced animations, design specs for developers	Teams within the Adobe ecosystem

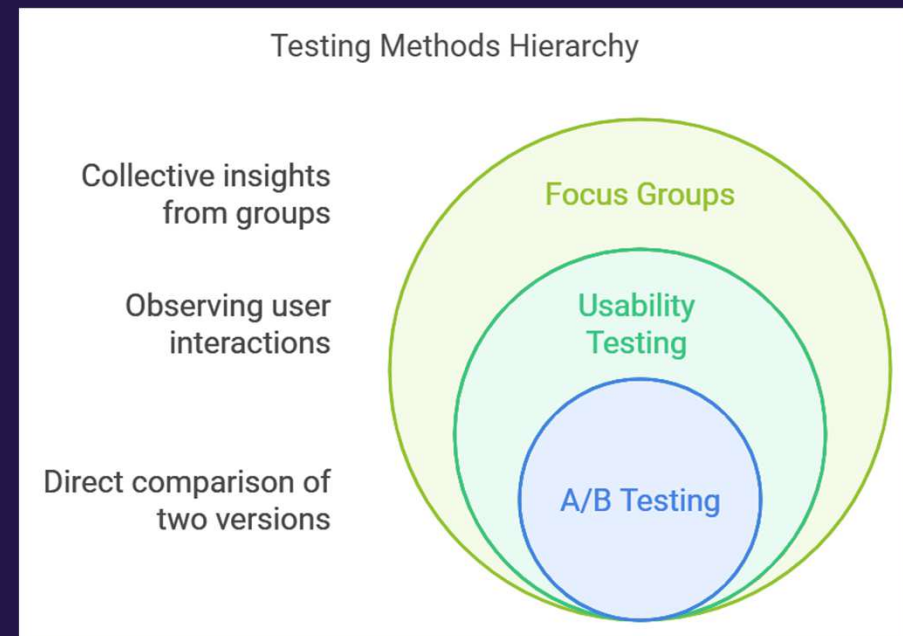
Transitioning from Wireframe to Prototype

- ❖ Prototyping is next stage after wireframing, where interactive elements are added.
- ❖ Enables testing of user flows and interactions.
- ❖ Helps designers understand potential usability issues.

Aspect	Wireframe	Interactive Prototype
Purpose	Basic layout and structure of the interface	Simulates user interactions and functionality
Fidelity	Low-fidelity, focuses on layout only	High-fidelity, includes interactive elements
Interactivity	Static, no clickable elements	Clickable elements, transitions, and animations

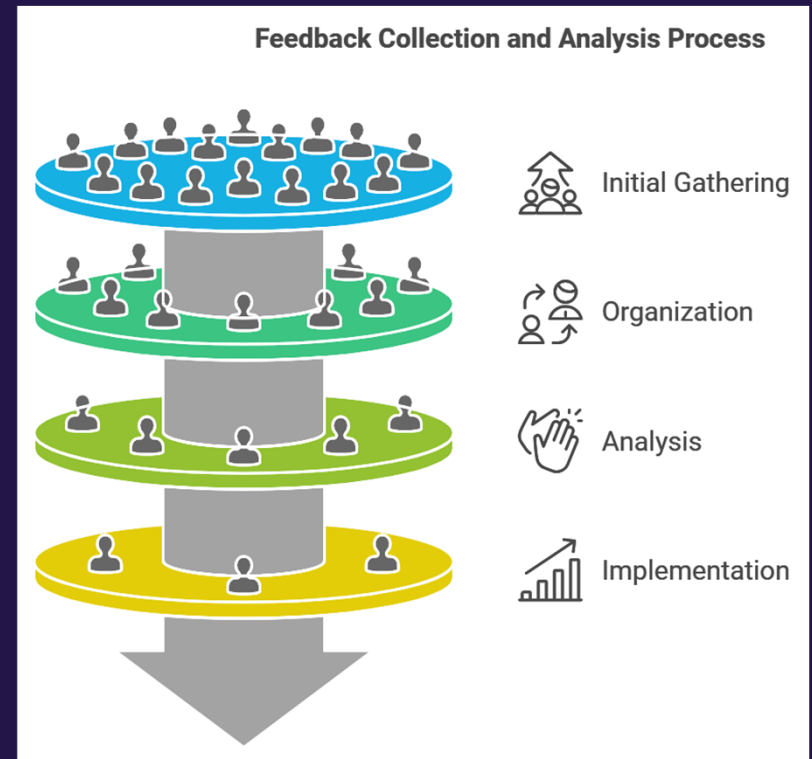
Types of User Testing

- ❖ **A/B Testing:** Comparing two versions to see which performs better.
- ❖ **Usability Testing:** Observing real users as they interact with the prototype.
- ❖ **Focus Groups:** Gathering a group's opinions and insights.



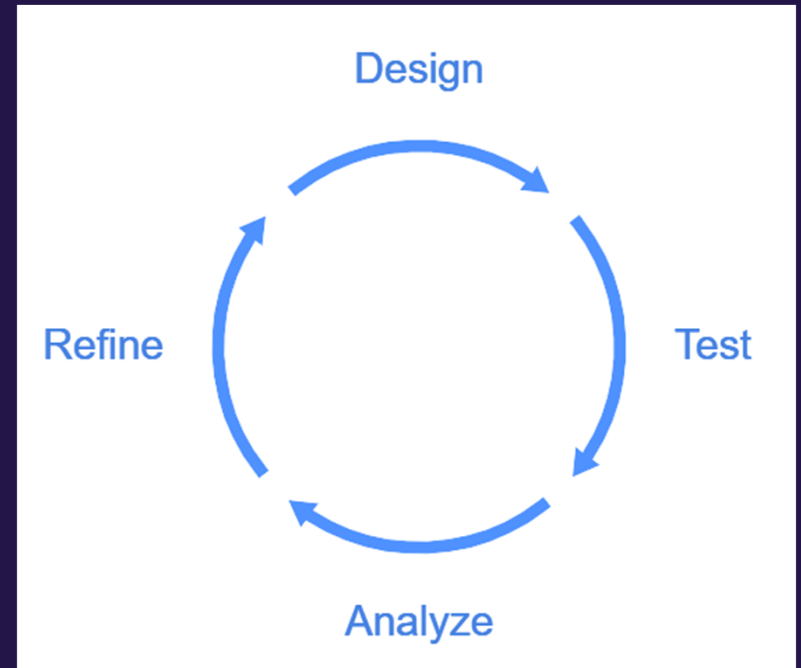
Collecting and Analyzing User Feedback

- ❖ How to effectively gather and interpret user feedback?
 - Collect qualitative and quantitative data.
 - Identify common pain points and areas of confusion.



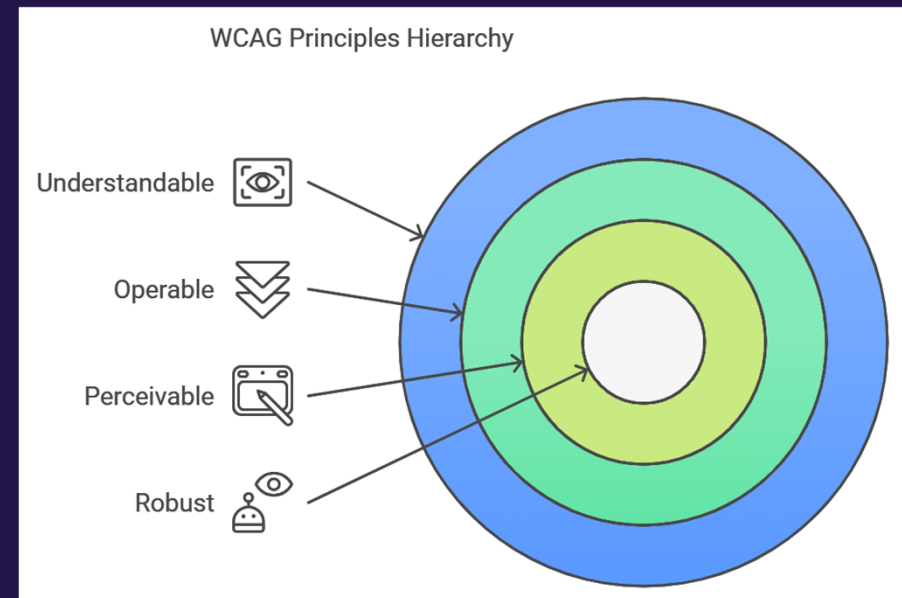
Iterative Design Process

- ❖ UX design is an iterative process, continuously refined based on feedback.
 - Importance of multiple rounds of testing and revision.
 - Faster adaptation to user needs and improved final solution.



Ensuring Accessibility in Design

- ❖ Accessibility ensures the product is usable by individuals with disabilities.
- ❖ Overview of WCAG principles:
 - ❖ **Perceivable:** Users must be able to perceive the information.
 - ❖ **Operable:** Users must be able to navigate and interact with the site.
 - ❖ **Understandable:** Information and operation must be easy to understand.
 - ❖ **Robust:** Content must work across current and future technologies.



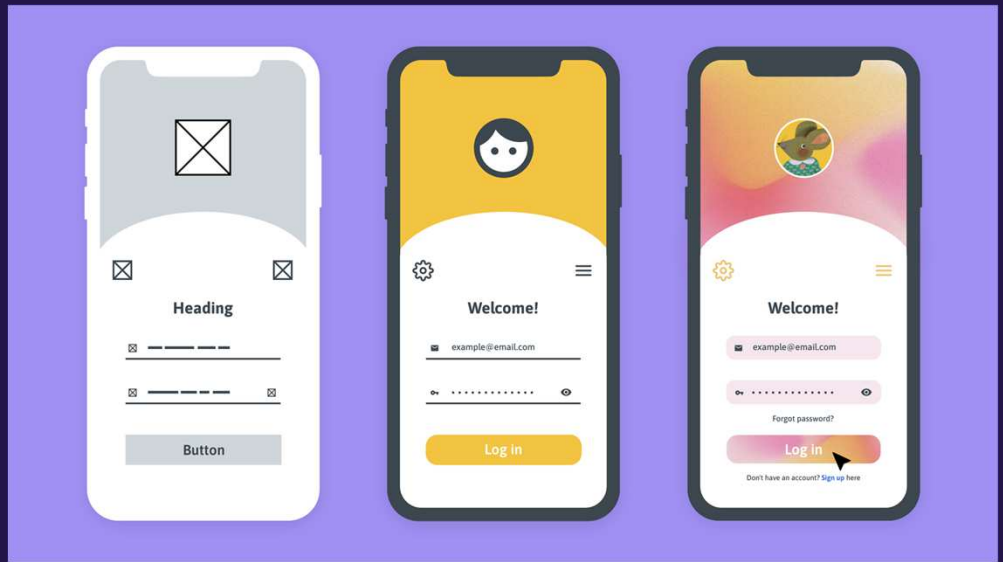
Inclusive Design Principles

- ❖ Tips for inclusive design:
 - Use diverse, non-stereotypical personas
 - Provide multiple language options.
 - Design for varying levels of digital literacy.



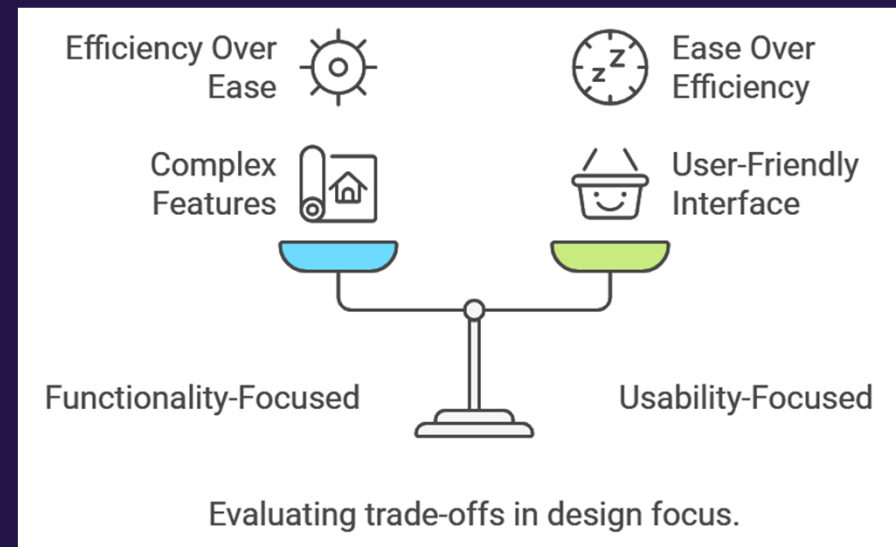
Final Solution Overview

- ❖ The final solution integrates UX principles into a cohesive user-friendly design
- ❖ The final solution should:
 - Address all user pain points.
 - Be intuitive and efficient to use.



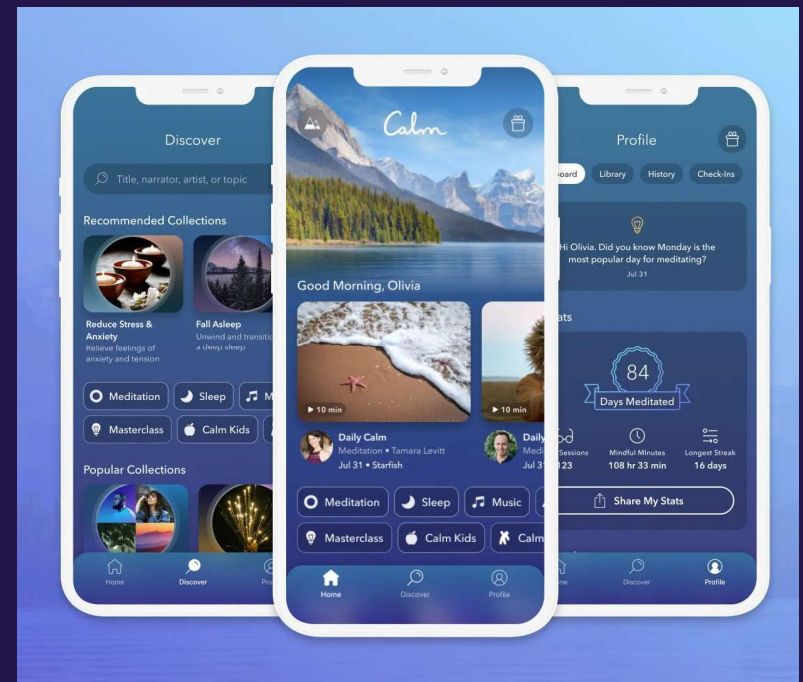
Balancing Functionality and Usability

- ❖ The ideal solution should integrate key functionalities while maintaining ease of use
- ❖ Too many features can clutter the experience, while overly simplified designs may lack necessary tools
- ❖ Checklist:
 - Confirm essential features are user-friendly
 - Maintain simplicity without sacrificing functionality
 - Collect feedback from user testing to adjust balance



Aligning UX with UI

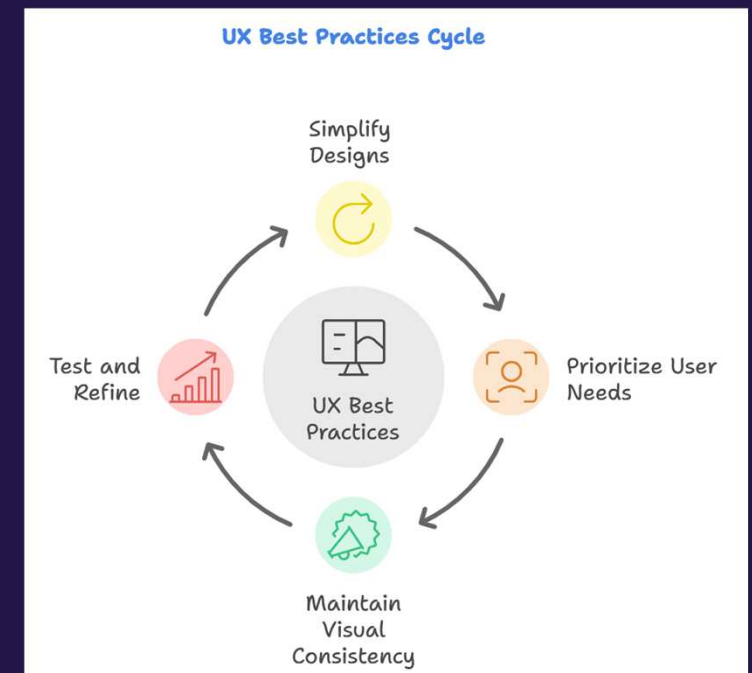
- ❖ Achieving a cohesive design by aligning UX (how users feel) with UI (visual elements). Both must work together to enhance user satisfaction.
- ❖ Key points:
 - Use consistent color schemes and typography to create a unified look.
 - Provide clear, recognizable icons and intuitive navigation to help users find what they need.
 - Ensure responsiveness across devices for a smooth experience.



Capstone Project I

Best Practices for Final Solution

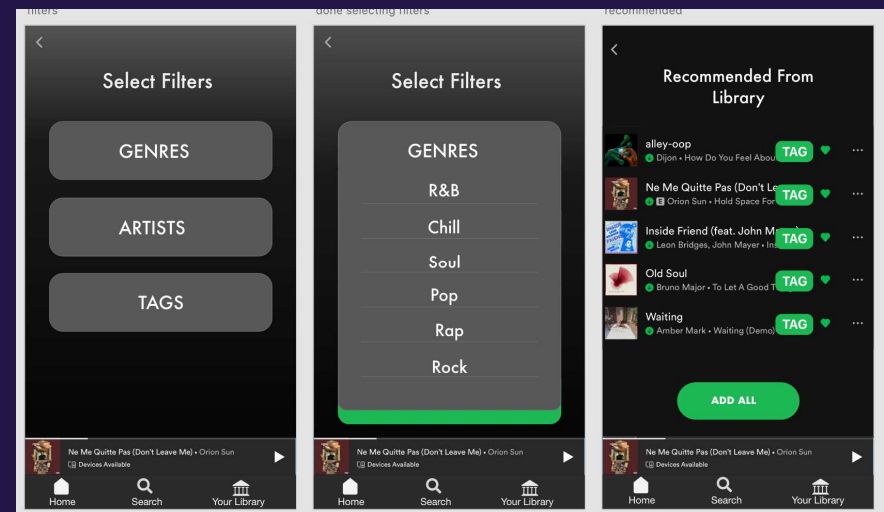
- ❖ Key UX best practices to ensure a user-friendly and high-quality end product.
- ❖ Key points:
 - Keep designs simple and straightforward to avoid overwhelming users.
 - Prioritize user needs and preferences in every design decision.
 - Use a consistent visual language (colors, fonts, button styles) to reinforce brand identity and usability.
 - Continuously test and refine based on user feedback to enhance experience.



Capstone Project I

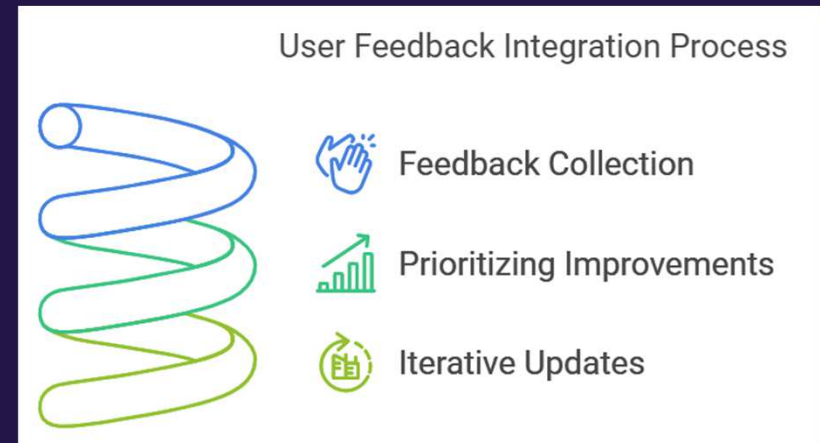
Case Study: Successful UX Design Example

- ❖ Analyzing a successful, widely-used app to understand its UX strategies that lead to high user satisfaction and engagement.
- ❖ **Example:** Breakdown of key features in a popular app like Spotify
 - ❖ **Personalization:** Tailored recommendations based on user behavior.
 - ❖ **Seamless Navigation:** Intuitive layout with clear categories for easy browsing.
 - ❖ **Visual Consistency:** Cohesive color schemes and typography to enhance identity.



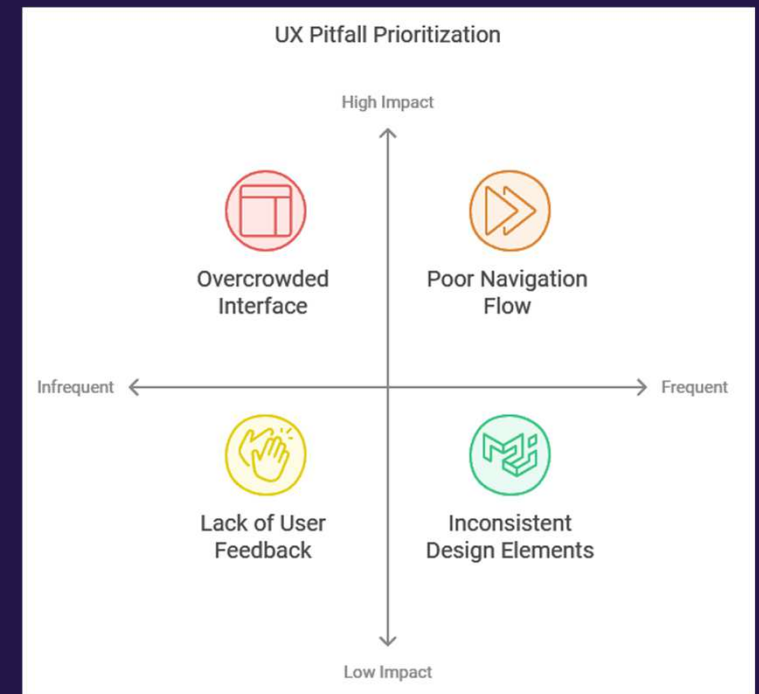
Integrating User Feedback in Final Solution

- ❖ Leveraging feedback from users to continuously improve product usability, ensuring that it meets evolving user needs.
- ❖ Key points:
 - **Feedback Collection:** Gather insights through surveys, reviews, and direct interactions.
 - **Prioritizing Improvements:** Focus on high-impact feedback, addressing frequent usability issues.
 - **Iterative Updates:** Implement changes incrementally, testing and refining each update.



Common UX Design Pitfalls to Avoid

- ❖ Identifying and mitigating common UX pitfalls that can hinder user experience and lead to frustration.
- ❖ Key points:
 - **Overcrowded Interface:** Simplify by removing unnecessary elements, focusing on core functions.
 - **Poor Navigation Flow:** Design logical pathways and use familiar icons to help users orient themselves.
 - **Lack of User Feedback:** Provide timely visual or auditory feedback for user actions (e.g., button clicks, form submissions).
 - **Inconsistent Design Elements:** Maintain a consistent style in colors, fonts, and iconography to avoid confusion.



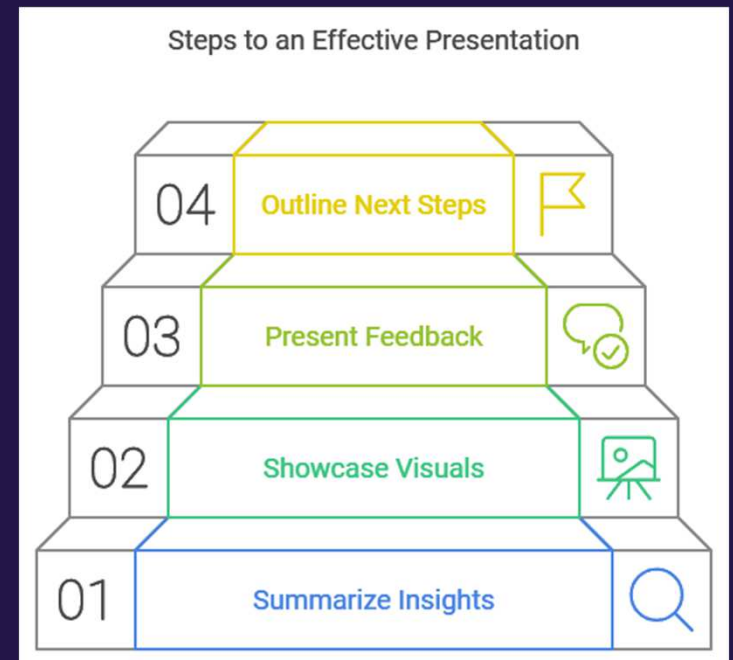
Measuring UX Success

- ❖ Outline key metrics and methods to assess the effectiveness and impact of UX design.
- ❖ Key points:
 - **User Satisfaction:** Gather feedback through surveys and usability testing to understand user satisfaction levels.
 - **Engagement Metrics:** Track user interactions such as time spent, page views, and click-through rates.
 - **Task Success Rate:** Measure how easily users can complete key tasks without errors.
 - **Net Promoter Score (NPS):** Gauge the likelihood of users recommending the product to others.



Preparing for Final Presentation

- ❖ Steps to create and deliver an effective final presentation that showcases the UX project's outcomes.
- ❖ Key points:
 - **Summarize Key Insights:** Highlight the project's main findings and solutions in a clear, concise way.
 - **Showcase Visuals:** Use wireframes, prototypes, and final design screenshots to visually represent the journey.
 - **Present User Feedback:** Share insights from user testing and how they influenced design decisions.
 - **Outline Next Steps:** Suggest future improvements or features based on feedback and testing results.



Capstone Project I



THANK YOU