UX Workshop

March 5, 2023

Topics for today

- An introduction to UX
- Design thinking process
- UI vs. UX
- Developing user personas
- Developing user journeys
- Developing user flows
- Designing wireframes
- Designing high-fidelity designs
- Developing prototypes



Hello!

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An introduction to UX



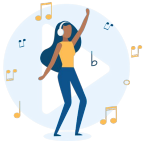
What is UX?

- UX stands for User Experience.
- It’s what the users experience as they use a product, service, system or application.
- UX design puts the users at the front and center of a product.

Four features of a good UX



Usable



Enjoyable



Equitable



Useful

Usable

The design should be easy and clear to use.





Enjoyable

The design should delight the user. It’s the cherry on top.



Equitable

The design should cater to people with different abilities and backgrounds.





Useful

The design should solver the users’ problem.



A beautiful design does not always mean useful



Let’s explore some examples





Let’s explore some examples





Let’s explore some examples







Let’s explore some examples





Design Thinking Process





Image source :
https://public-images.interaction-design.org/literature/articles/materials/PONMo61b9QMX0GZvguvRft35nhDu3KG6Asa2NkI3.jpg

Empathise

Getting all the Qualitative data

- User interviewers
- Direct Observation
- Diary Study

Understand what the **REAL** users **NEED** is



Define

Define the **PROBLEM** before thinking of the Solutions

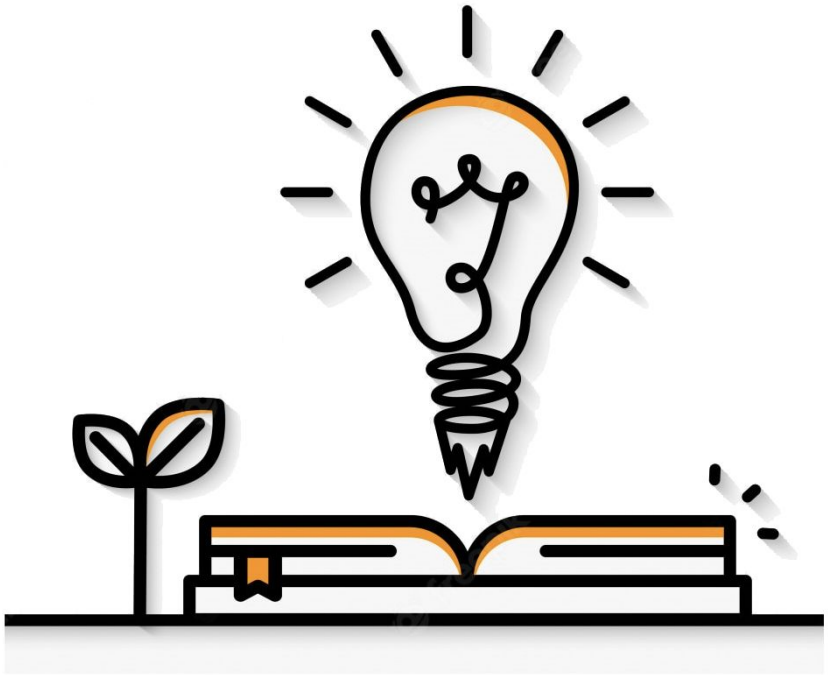
Get your **PROBLEM STATEMENT**



Ideation

Consider the wide range of potential solutions

Gather as **much Ideas** as you can



Prototyping

Drawing up solutions to represent what the end product looks like

The **skeleton/ Blueprint** of your solution.

How a page is arranged and how each piece of the product fits with the others



Test

Testing ideas so the user knows how to use the product,

and evaluate if it **meets** the users needs



UI vs UX



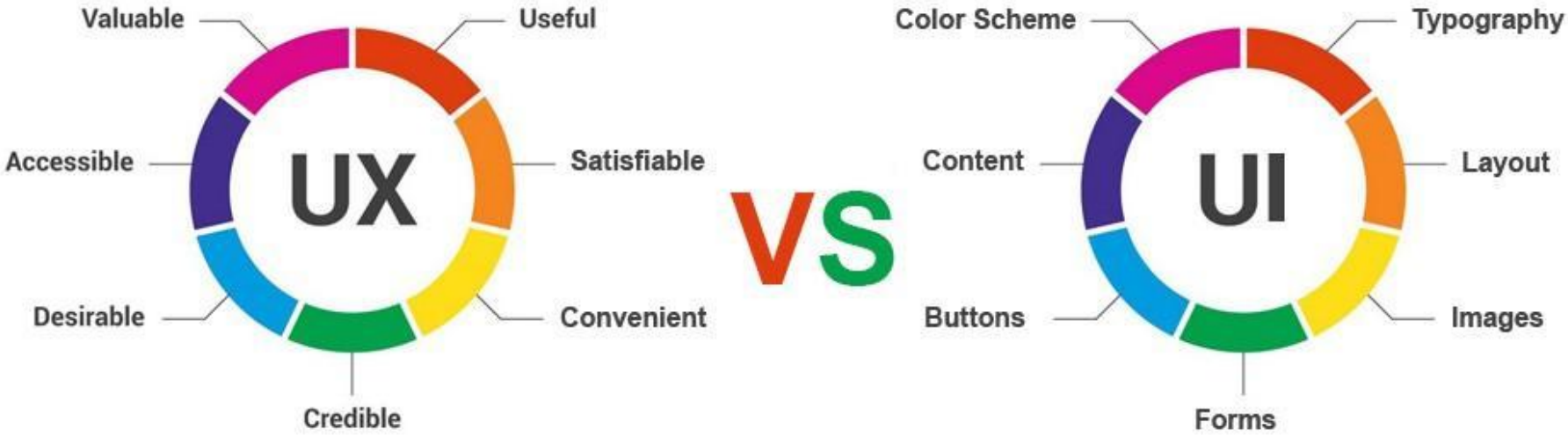
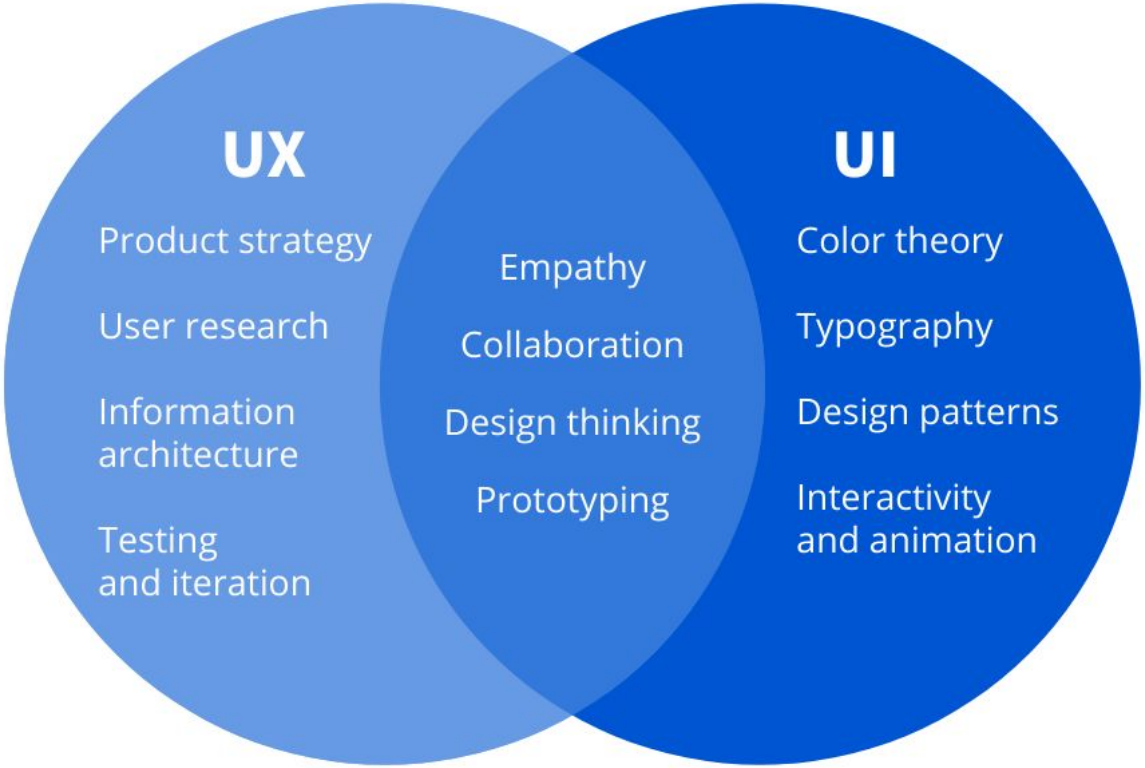


Image source :
*https://miro.medium.com/max/1400/1*Ex7vnPgcrAHshx0vrJI30w.jpeg*

What is important, UI or UX?



Developing User Personas



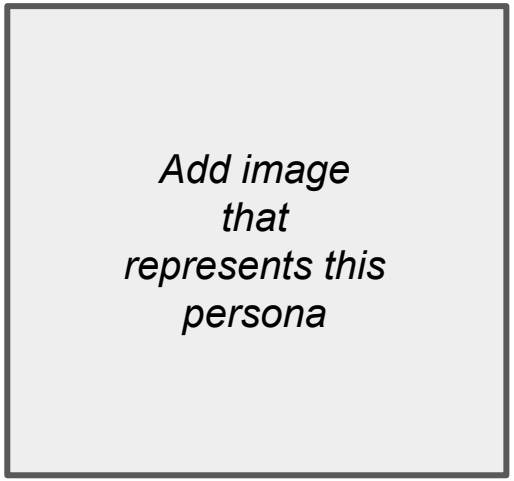
What is a User Persona?

- Personas are fictional characters whose goals and characteristics represent the need of a large group of users.
- Created upon the findings of user research.
- Ideally 3 to 8 personas can cover a product user base.



Pro Tip: Always get your team's opinion on the product users before building the user personas

Elements of a User Persona?



Name

Age:
Education:
Hometown:
Family:
Occupation:

“Relevant personal quote that captures the persona’s attitude and personality”

Goals

- The related objectives this person wants to successfully complete

Frustrations

- The issues or pain points that they encounter or try to avoid

Brief story or scenario that conveys the persona’s user journey, highlighting their goals, frustrations, and other relevant context.

Example of a User Persona



Michael

Age: 24
Education: College
Hometown: Boulder city
Family: Single
Occupation: Personal trainer

"I always forget to drink enough water when I'm training the clients."

Goals

- Track the daily water intake
- Set reminders to drink water periodically

Frustrations

- Spends more time with the clients so often forget to drink enough water.
- Concerned about water retention

Michael is a 24 year old personal trainer from Boulder city, Nevada who spends 12-15 hours a day at the gym with the clients. Michael wants to track his daily water intake and he needs reminders to drink water to avoid dehydration.

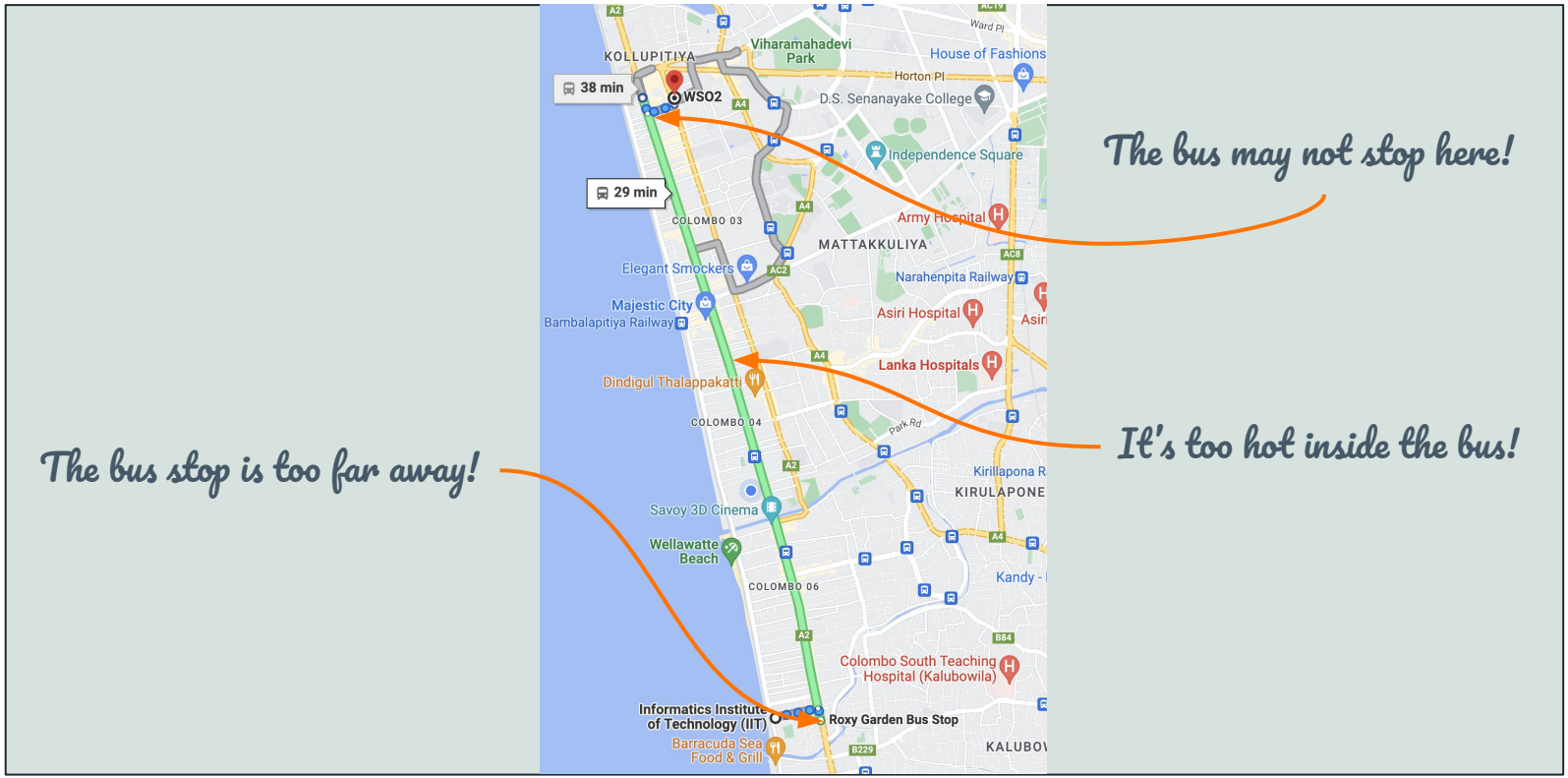
Developing User Journey Maps



What is a User Journey Map?

- It is our users’ experience with the different steps involved in achieving their goal.
- Allows us to visualize the paths users may take to complete various tasks.
- This helps us create obstacle free paths for users.
- It also helps us find rooms for improvement.

What can we learn from a journey map?



How to create a User Journey Map?

Persona:
Goal:

Action	Action 1	Action 2	Action 3
Task List			
Feeling Adjective			
Improvement Opportunities			

An example User Journey Map

Persona: Michael
Goal: Get reminders to drink water periodically

Action	Set the frequency	Configure notification type	Get notification
Task List	• Select the day of the week • Set the frequency	• Select the notification type (vibration/ringtone) • Select the day of the week	• Snooze notification • Mark as complete • Mark as incomplete (cancel)
Feeling Adjective	• Confused • Frustrated	• Annoyed	• Stressed • Unmotivated
Improvement Opportunities	Provide templates	Allow to go with system settings if available	Allow to reduce the notification frequency quickly. Offer motivational quotes to keep going.

Developing User Flows



What is a User Flow?

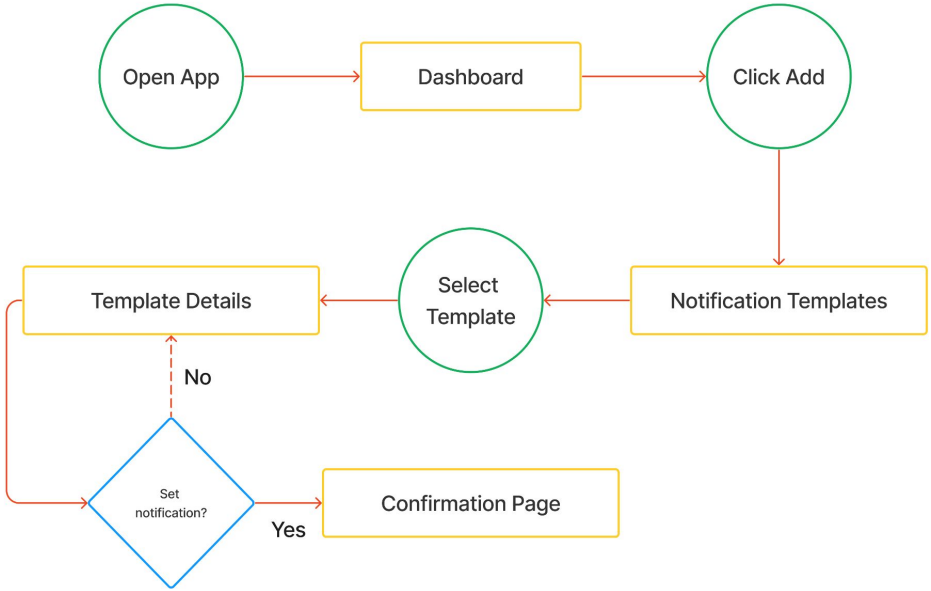
- It’s the path taken by a user from start to finish to complete a task.
- Allows us to picture how users will move through an app or website.
- Helps make our design usable.

Shapes used in a User Flow



- Action - the actions users take.
- Screen - the screens/interfaces users see.
- Decision - Choices users can make.
- Solid arrows - forward direction.
- Dotted arrows - backward direction.

An example of a User Flow





Hello!

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Design





Building your “Dream” House

How would you start? 🤔

Blueprint



- Map boundaries.
- Outline structure.
- Define Entrances.
- etc.

Virtual Staging



- Accurate Colors
- Visualize spaces.
- Real elements.
- etc.

3D Rendering



- Immersive Experience.
- Accurate.
- etc.

Wireframes



Wireframes

- A **visual representation** of a digital product or website's **structure and layout** and serves as a **blueprint** for the final product.
- Contains the bare bones or key elements of a design.
- They also provide a clear idea of the product's user flow and interactions.
- Types of Wireframes
  - Hand Drawn Sketch
    - Done with a pen 🖊️ & paper 📄.
  - Digital Wireframes
    -  Balsamiq
    -  Excalidraw
    -  Figma

Fidelity in Wireframes

Fidelity refers to the **level of detail** on a wireframe.

There are many necessary details a wireframe could (and should) contain.

There are:

- Low fidelity wireframes
- Medium fidelity wireframes
- High fidelity wireframes.

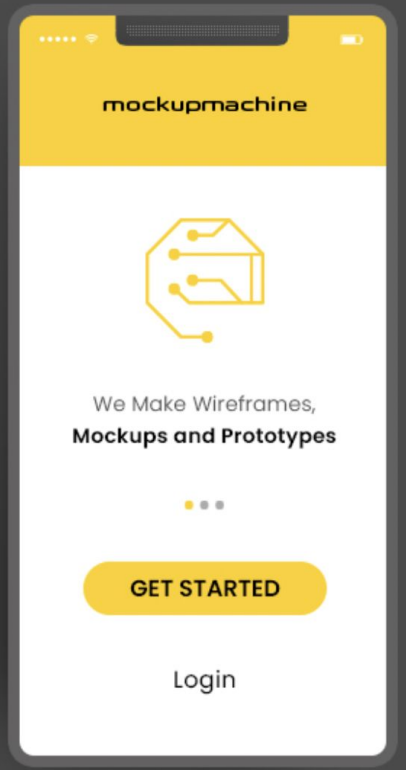
- Rough sketch.
- Typically black and white.
- Contains placeholder text.
- A tiny amount of detail, but important specifics of design & layout.
- No sense of picture elements, scale, or grid.
- Could be used in whiteboard sessions.
- Can be shown to users to get feedback.



- Focuses on how aesthetical features.
- More illustration of the layout as compared to a low wireframe fidelity
- Details are provided to particular features/elements only
- Designed in a monochrome black or white theme but dark grey shades are used.



- Pixel-specific layouts.
- Minimal placeholder text.
- Shows complete architecture of the web or mobile app.
- One step away from the final design.
- Design can take several hours.



Mockups



Mockups

- A **visual representation** of a digital product or website's **structure and layout** and serves as a **blueprint** for the final product.
- Help stakeholders visualize how the product will look and feel.
- Include more visual details, such as
  - Colors
  - Typography
  - Imagery
  - Branding elements

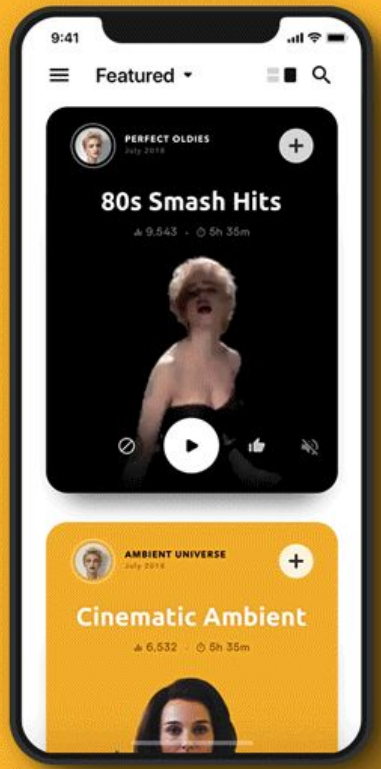


Prototypes



Prototypes

- **Interactive models** of a digital product's design that are created to **test** and **refine** its functionality and user experience.
- Helps stakeholders understand how users will interact with the product, and provides an opportunity to make necessary changes before development.



Exercise



Exercise

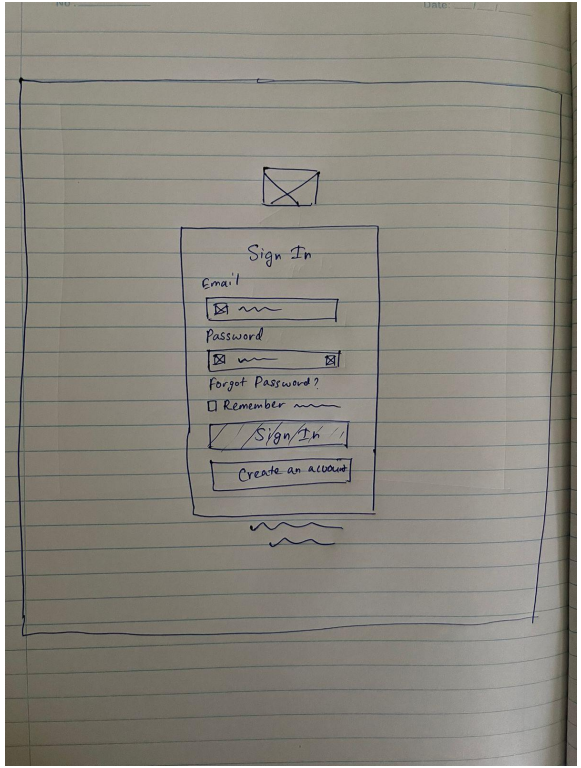
Let’s design a Login Screen for an Asgardeo Organization.

https://asgardeo.io

Checklist

- ✅ Email Input
- ✅ Password Input
- ✅ Option to recover password
- ✅ Remember me on this computer checkbox
- ✅ Sign In & create account buttons
- ✅ Default Asgardeo Footer

Sketch



Process

- 🏁 Digital Wireframe
- 🏁 Mockup
- 🏁 Prototype

Question Time!



Thanks!



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