

DESIGN 101: INTRO TO DESIGN

Crafting intuitive digital experiences

AGENDA

Icebreakers

Semester schedule

Overview of UI/UX design process

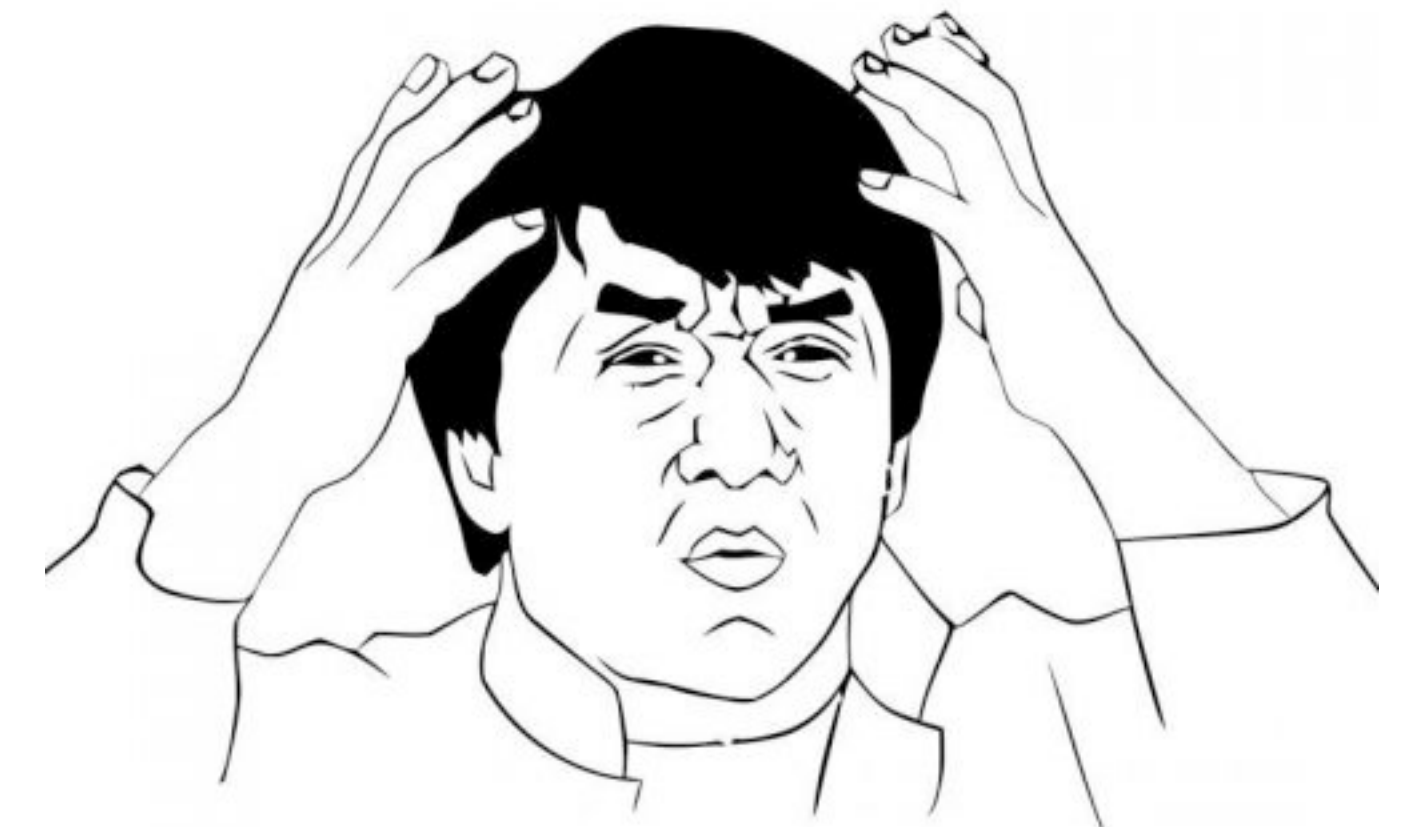
Designing for people

User Personas

ICEBREAKERS

SEMESTER SCHEDULE

- **Week 6 - Design 101: Introduction to Design**
- **Week 8 - Design 102: Brainstorming Design**
 - Wireframes, low-fidelity prototypes and user testing
- **Week 9 - Design 102.5: User Testing**
- **Week 9 - Design 103: Bringing Your Design to Life**
 - High-fidelity prototyping (Figma)
- **Week 10 - Design 104: Design Consistency**
 - Colour theory, composition, brand identity
- **Week 11 - Design 10X: Product Development Process**
 - SCRUM, and how to work with frontend



WHAT IS UI / UX?

What is UI?

User Interface

- A space for human-machine interaction
- Both virtual and physical



Virtual UI: HUD in a video game



Physical UI: Buttons on a Cardiac Monitor

What is UI?

User Interface

Good UI seeks to make it

- **Easy**
- **Efficient**
- **Enjoyable**

to use to produce the desired output.

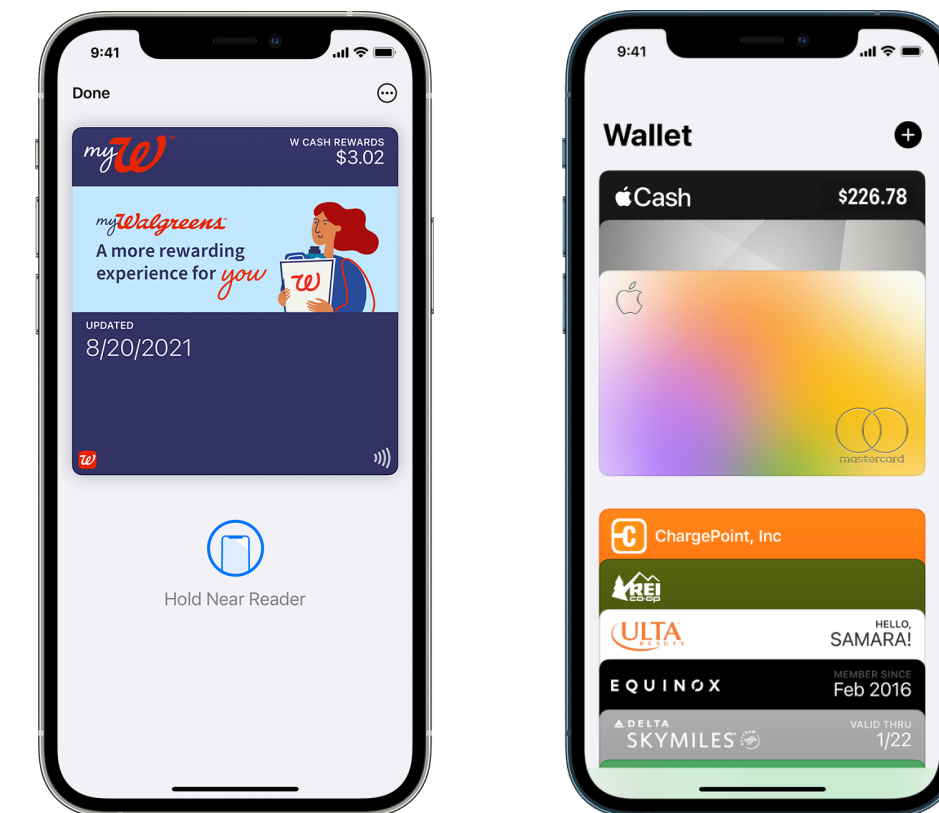
What is UX?

User Experience

- How humans interact with things
- The “usability” of a thing



Text entry on a mobile device

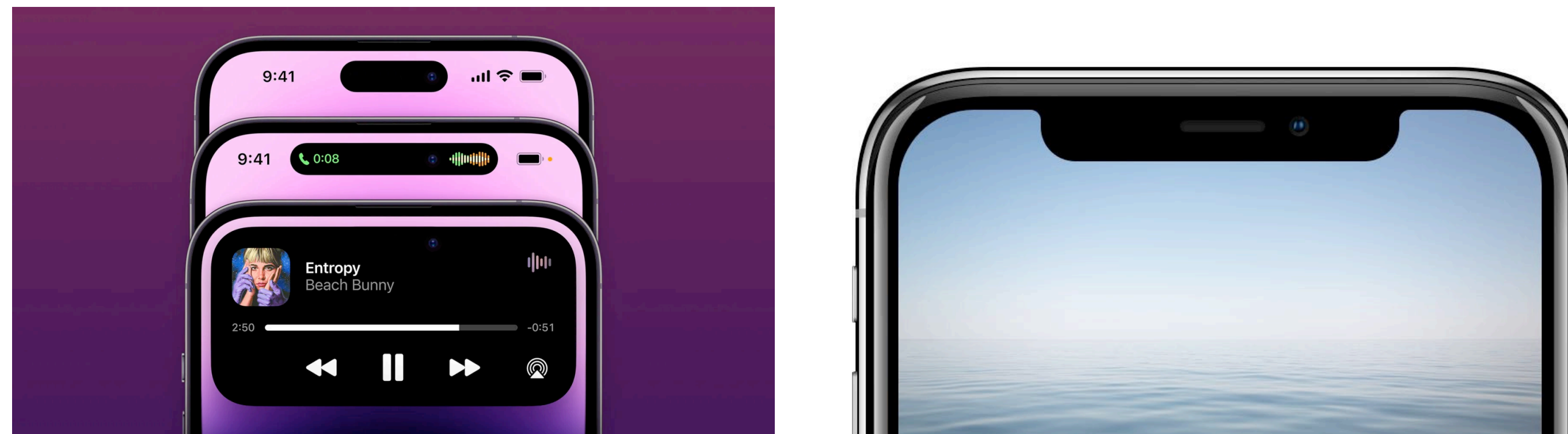


Mobile payment with credit / debit / cards

What is UX?

User Experience

- **Attributes can be Quantitatively and Qualitatively measured**
- **Encompasses emotions, beliefs, preferences, perceptions, behaviour, experiences**



Dynamic Island versus Notch (Constant Peninsula)

UI/UX DESIGN PROCESS OVERVIEW



DESIGN FOR PEOPLE

**HUMAN-CENTERED DESIGN
PERSONALISATION
INCLUSIVITY**

HUMAN-CENTERED DESIGN

End-user's needs

Desires

Limitations

HUMAN-CENTERED DESIGN

Increased bounce rates

Loss of trust

Reduce conversion



USER PERSONAS