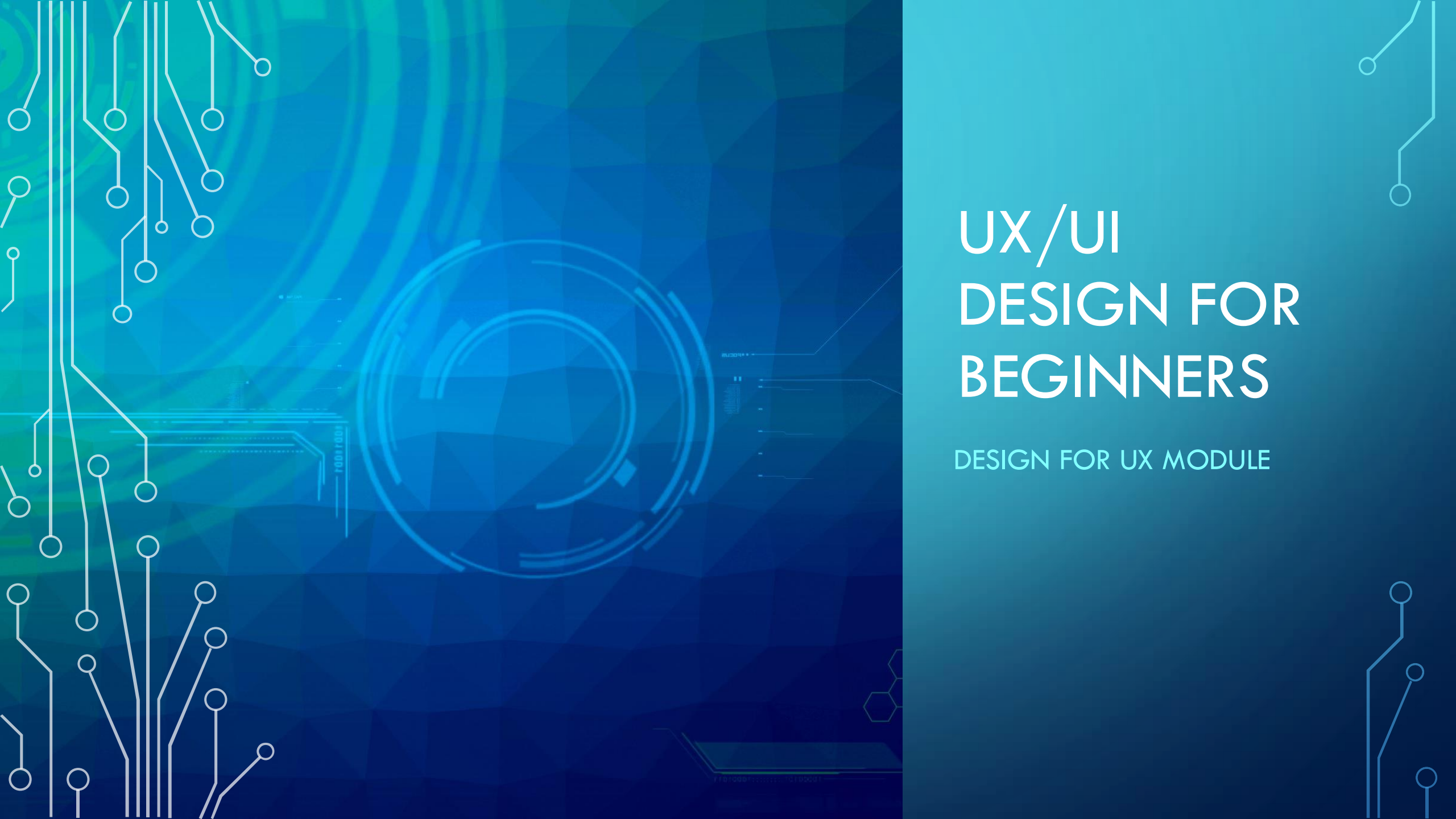


The background is a deep blue gradient with abstract white circuit-like lines and a central circular graphic composed of concentric arcs. The right side of the image features a lighter blue gradient where the text is located.

UX/UI DESIGN FOR BEGINNERS

DESIGN FOR UX MODULE

WHAT IS UX? (USER EXPERIENCE)

- Simply put, it is the joy, satisfaction, or frustration the user feels after using your product.
- This applies to anything that the user comes into contact with or engages with.
- Apps, websites, forms, operating systems, books, physical objects. Everything.

WHERE DOES UX START?

UX design expands way beyond the confines of the app/website. It encompasses **EVERYTHING** to do with your product.

App Example:

- Finding the app.
- The installation of the app.
- Onboarding Experience (Sign ups).
- Getting to learn the app (First Impressions).
- Performing important tasks efficiently and easily.
- Emotional impact and overall satisfaction of the user.
- Support, customer service, technical support, and frequency of updates may also be a factor.

UX DESIGN OUTCOMES

- UX design focuses more on the flow of information and general layout of the information.
- End products of a UX design will be detailed wireframes along with detailed specifications of the product (app/website).
- It's about planning, organising, and information management from start to finish and beyond.

WHAT IS UI? (USER INTERFACE)

- UI design refers to the overall look, feel, colours, typography, spacing etc. of the product (app/website).
- It is the visual skin of the product. (The bits that you are probably more familiar with).
- This is also a very important part of the job as it creates the first visual impression for the user.

UI DESIGN OUTCOMES

- End product of UI design will be highly finished client visuals, mock-ups and style guides.
 - Mock-ups: Final look of the product.
 - Style Guides: Tells developers about implementing the design.
- The next stage beyond UI is development. This will either be done with a dedicated developer or something that you may be doing yourself (Online Web-Builder).

CORE DIFFERENCE BETWEEN UI AND UX

- UI is how a design looks.
- UX is how a design makes you feel.



HUMAN CENTRED DESIGN: ROLES OF UX DESIGN

User Research
Information Architecture
Interaction Design
Content Strategist
Usability Experts



User Research

Someone who conducts research and investigates user needs and behaviour. Selects users and records their interviews to gather information about how, when, and why users use certain products or features of products.



HUMAN CENTRED DESIGN: ROLES OF UX DESIGN

User Research
Information Architecture
Interaction Design
Content Strategist
Usability Experts

Information Architecture

Information architect will work on the planning of the information of your app/website.

Example: What information should there be in the nav bar or how will the user reach the information. What media types are needed? Video, audio, mixed.



HUMAN CENTRED DESIGN: ROLES OF UX DESIGN

User Research
Information Architecture
Interaction Design
Content Strategist
Usability Experts

Interaction Design

Works on the flow of the app/website. If someone clicks or taps, what will be the animation and which screen will it move to?





HUMAN CENTRED DESIGN: ROLES OF UX DESIGN

User Research
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Content Strategist

What message is being delivered to the users. How the language should be framed. The voice and tone of the product.

Content writing, compiling and how to produce content that users really need and interests them. This expands into different mediums like brand identity, website, social media, and apps.





HUMAN CENTRED DESIGN: ROLES OF UX DESIGN

User Research
Information Architecture
Interaction Design
Content Strategist
Usability Experts

Usability Experts

Gets the user feedback on how well the product works. Or, how satisfied the user is after conducting usability test. Results are then fed back to the designers so that updates can be made.



HUMAN CENTRED DESIGN: ROLES OF UX DESIGN

User Research
Information Architecture
Interaction Design
Content Strategist
Usability Experts

User Research
Information Architecture
Interaction Design
Content Strategist
Usability Experts

Depending on the size of team that you may find yourself working in, you may find that you will be doing many of these different roles.

Consider some of your previous projects. Can you identify where some of these stages have already taken place?

USER STORIES

- User Stories help to identify the **who**, **what**, and **why** aspects of a product.
- In simple terms it is a stated idea of the requirements that express what the users needs are.
- This then enables content to be filtered / managed and design solutions to be implemented.

USER STORIES: EXAMPLE 1

- As a 'customer' (who), I want 'easy access to deals' (what) so that 'I can make purchasing choices' (why).
- Design solution 1: Add a large clickable hero banner for deals to the home page. Ensuring that the design is clear and noticeable.
- Design solution 2: Add a 'Sale' option to the top-level navigation that is visible from the other navigation options.

USER STORIES: EXAMPLE 2

- As a 'customer' (who), I want 'to easily find products' (what) so that 'I can make purchasing choices' (why).
- Design solution 1: Add a visible search function to the header of each page.
- Design solution 2: Develop a logical navigation system that is easy to access.

USER STORIES: EXAMPLE 3

- As a 'website owner' (who), I want 'to be contactable' (what) so that 'I can respond to specific questions that my customers may have' (why).
- Design solution 1: Include an email form to the contact us page.
- Design solution 2: Link all instances of the company email to the contact us page.
- Design solution 3: Add a chat bot function to respond to FAQs.

USER STORIES: EXAMPLE 4

- As a 'website owner' (who), I want 'to be able to update my products' (what) so that 'I can show what I have new to offer and increase sales' (why).
- Design solution Part1: Build in a Content Management System (CMS) to the website.
- Design solution Part2: Show the website owner how to update their products via the CMS system.

SIGNIFIERS DETERMINE ACTIONS

- It is really important to understand what you are attempting to do with your design in relation to how you want the user to respond.
- Signifiers communicate where the action should take place. Positive / Negative
- These are the visual triggers that will encourage interaction if designed well.
- They may rely on established cultural and contextual norms.
- If they don't then they need to be made clear as to their function.



SIGNIFIERS DETERMINE ACTIONS

Examples

- A search field (signifier) on a website tells us that we can find items by searching.
 - The positioning and design (signified) of the search field determines the importance of that function.
- 

SIGNIFIERS DETERMINE ACTIONS

Examples

- A cog icon (signifier) in an app tells us that we can customise settings within the app.
- Three short horizontal lines (signifier) tells us that a menu can be accessed (commonly referred to as a hamburger menu).

SIGNIFIERS DETERMINE ACTIONS

Amazon 2005

amazon.com

Your Store

See All 31 Product Categories

Your Account | Cart | Wish List | Help

Gift Ideas | International | New Releases | Top Sellers | Today's Deals | Sell Your Stuff

Hello. Sign in to get [personalized recommendations](#). New customer? [Start here](#).

BROWSE

Add Favorites

Featured Stores

- [Apparel & Accessories](#)
- [Beauty](#)
- [DVD's TV Central](#)
- [Electronics](#)
- [Jewelry & Watches](#)
- [Shoes](#)
- [Textbooks](#)

New Stores

In Beta (What's this?)

- [Automotive](#)
- [Musical Instruments](#)
- [Gourmet Food](#)
- [Health & Personal Care](#)
- [Sports & Outdoors](#)
- [Yellow Pages](#)

Books, Music, DVD

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- [Office Products](#)
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- [Computer & Video Games](#)
- [Computers](#)
- [Cell Phones & Service](#)

Kids & Baby

- [Toys & Games](#)
- [Baby](#)
- [Imaginarium](#)

Batman Begins
(Deluxe Edition)



48% off

Batman Begins discards the previous four films in the series and recasts the Caped Crusader as a fearsome avenging angel. That's good news, because the series, which had gotten off to a rousing start under Tim Burton, had gradually dissolved into self-parody by 1997's Batman & Robin. As the title...
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See a Preview of No Direction Home: Bob Dylan



Watch a preview of *No Direction Home*, an upcoming film biography about Amazon.com 10th Anniversary Concert performer and Hall of Fame musician Bob Dylan. Directed by Martin Scorsese, the film features never-before-seen footage from Dylan's concert performances, studio recording sessions, and interviews.

Star Wars, Episode III - Revenge of the Sith
(Widescreen Edition)



★★★★☆
Ending the most popular film epic in history, Star Wars: Episode III, Revenge of the Sith is an exciting, uneven, but ultimately satisfying journey. Picking up the action from Episode II, Attack of the Clones as well as the animated Clone Wars series, Jedi Master Obi-Wan Kenobi (Ewan...
[Find out more](#)

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Treat a receding hairline in the comfort of your own home with the [LaserComb](#).

Popular Pre-orders



Discover the [popular pre-orders](#) that have eager readers counting down the days in anticipation, including [The Complete Calvin and Hobbes](#).

Big Wheel Keeps On Turning



Knife of Dreams, the 11th and penultimate volume of Robert Jordan's epic [Wheel of Time](#) series, is coming October 11. [Pre-order your copy now](#) and receive a free digital download of the first chapter.

The Textbook Store



Get a jump on your next school year.

amazon.com

Your Store

See All 32 Product Categories

Your Account | Cart | Wish List | Help | 

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[Beauty](#)

[Health & Personal Care](#)

[Sports & Outdoors](#)

[Toys & Games](#)

[Baby](#)

SIGNIFIERS DETERMINE ACTIONS

Amazon 2012

[Your Amazon.com](#) [Today's Deals](#) [Gift Cards](#) [Help](#)

Holiday Toy List
Daily Lightning Deals

 [Shop now](#)
Presented by Citi®

Shop by Department

Search [Go](#)

Hello, [Sign in](#)
Your Account

[Join Prime](#)

 [Cart](#)

[Wish List](#)

"... your [Apple's] 7.9-inch tablet has far fewer pixels than the competing 7-inch tablets! You're cramming a worse screen in there, charging more, and accusing others of compromise? Ballsy."

— Gizmodo

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216 pixels per inch	163 pixels per inch
Watch HD movies and TV	No HD movies or TV
Dual stereo speakers	Mono speaker
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3M Streaming Projector Powered by Roku

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The New Nike+ SportWatch GPS Just \$169

Put it on, go outside, and get running. [Learn more](#)

Best Sellers

[Watches : Sport Watches](#)
Updated hourly

- **1. Stuhrling Original Men's 395C.331OC2 Regatta Champion Sport...**
Stuhrling Original
~~\$295.00~~ **\$118.00**
- **2. Casio Men's W800H-1AV Classic Digital Sport Watch**
Casio
~~\$19.95~~ **\$13.97**

SIGNIFIERS DETERMINE ACTIONS

Amazon 2015

The screenshot shows the Amazon.com homepage with a dark blue header. The Amazon logo is in the top left, followed by a search bar and a 'Father's Day Savings' banner. Navigation links include 'Shop by Department', 'Recommended for You', 'Today's Deals', 'Gift Cards', 'Sell', 'Help', 'Hello, Sign in Your Account', 'Try Prime', 'Wish List', and 'Cart'. The main banner features the Amazon Fire HD6 tablet, priced at \$99, with the text '2x more durable than iPad Mini 3 in drop tests' and 'Engineered by amazon'. Below this, a section titled 'Movies Included with Prime Membership at No Additional Cost' displays movie covers for 'NOAH', 'THE WORDS', 'MIIB', and 'NAVY SEALS'. To the right, there is a promotion for a grill with the text 'Get Ready for Summer' and a large green play button icon with the text 'Binge movies and TV shows'.

amazon
Try Prime

All

Father's Day Savings
Sponsored by DEWALT

Shop by Department

Recommended for You Today's Deals Gift Cards Sell Help

Hello, Sign in Your Account Try Prime Wish List Cart

fire HD6 \$99

2x more durable than iPad Mini 3 in drop tests

Engineered by amazon

Movies Included with Prime Membership at No Additional Cost

See more

NOAH

THE WORDS

MIIB

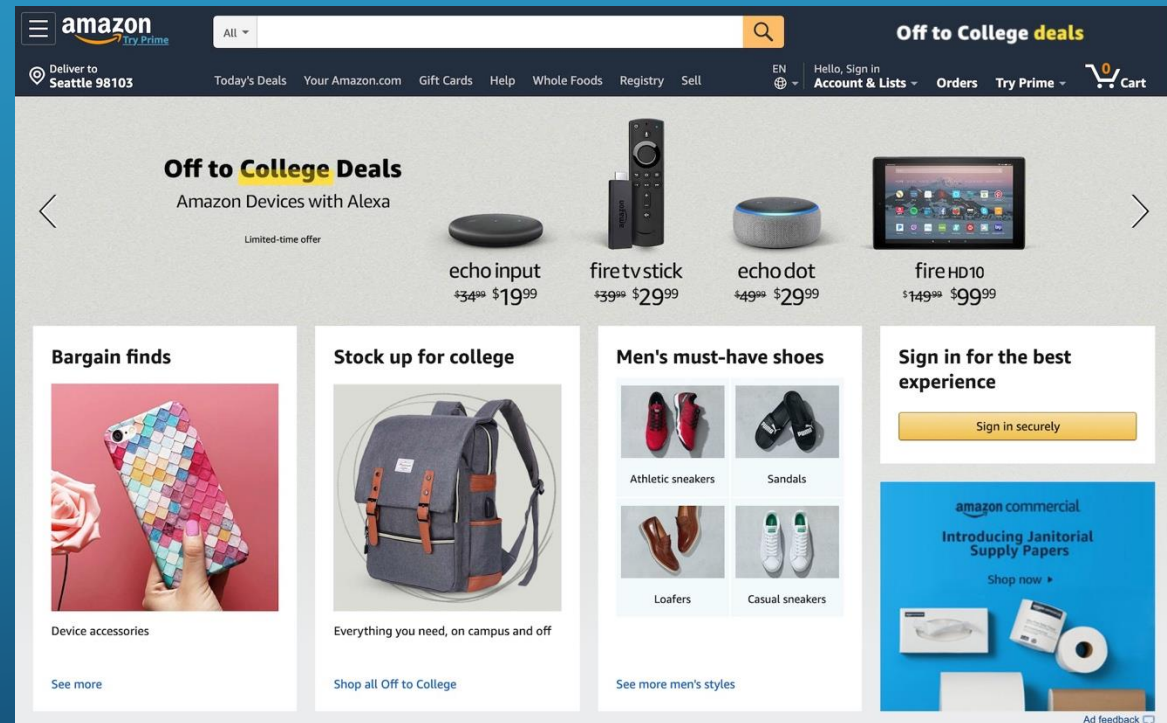
NAVY SEALS

Get Ready for Summer

Binge movies and TV shows

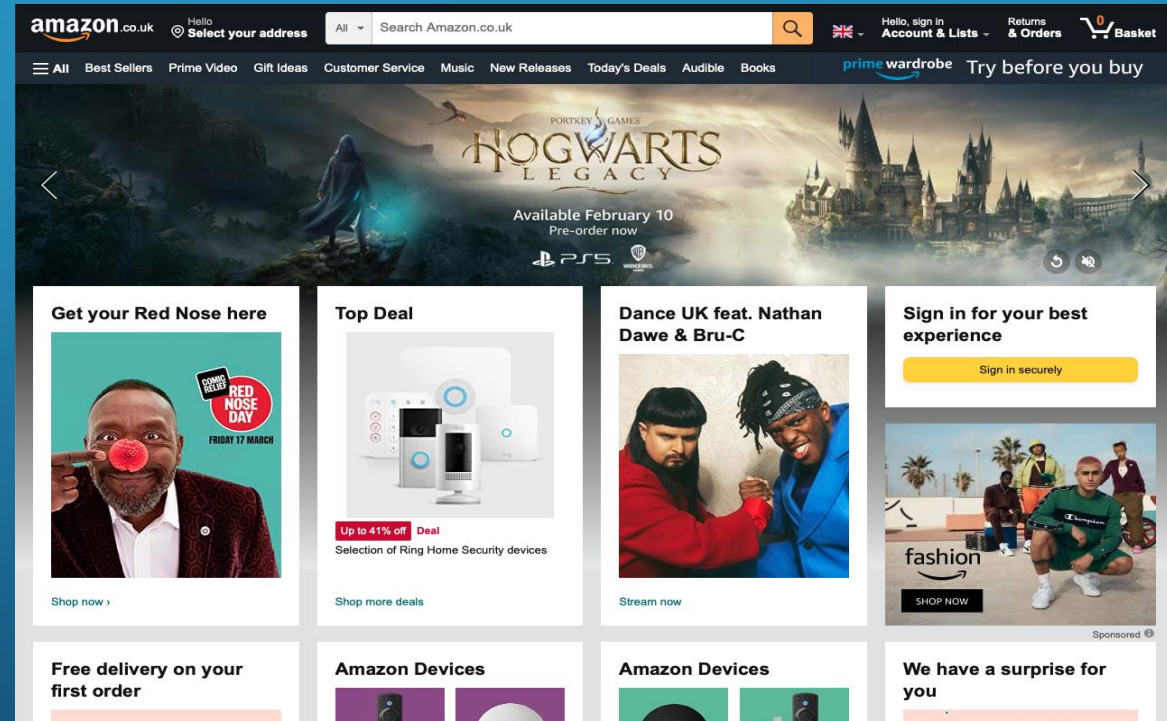
SIGNIFIERS DETERMINE ACTIONS

Amazon 2019



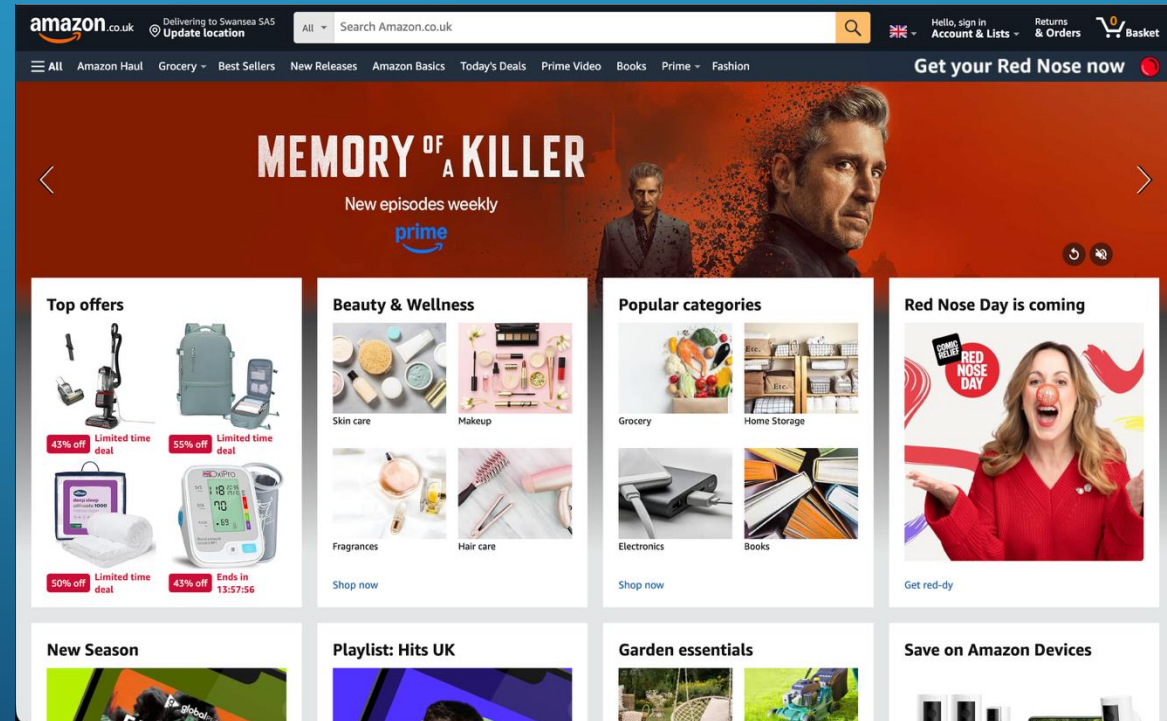
SIGNIFIERS DETERMINE ACTIONS

Amazon 2023



SIGNIFIERS DETERMINE ACTIONS

Amazon 2026



SIGNIFIERS VS DESIGN

- There is often a trade-off between signifiers and design.
- Sometimes the signifiers are muted and less visible in an attempt to enhance the design aesthetic.
- When this happens the device/object/website/app will become more difficult to use for new users.
- You will need to find the balance.

VISUAL HIERARCHY

- You are able to draw attention through how you design.
- Though use of colour, contrast, size, and positioning.
- You are literally showing the user what you want them to engage with.

And you will read this last

**You will read
this first**

And then you will read this

Then this one

VISUAL VOLUME

- This is particularly important for action buttons.
- The visual volume (or noise) that the button makes will either increase or decrease the confidence in what will happen when pressed.
- If you are looking for a positive outcome (a sale or sign up) you will want the 'visual volume' of the confirm button (positive outcome) to be much louder than the option to cancel (negative outcome). (<https://www.thegymgroup.com>)