

# UXD

## User Experience Design

### Unit Plan - UXDesign

**Objective:** Students will gain a basic foundation of UX through the creation of a Mobile App

**Essential Question:** How do we create an effective and engaging “experience” for our audience.

#### What You'll Learn

- An introduction to the main areas of user experience work, and why it matters
- How to create UX deliverables — for example customer journey maps, prototypes, mobile app design
- How to go through the five stages of the design thinking process: empathize, define, ideate, prototype, and test
- How to start building a UX portfolio to land yourself a UX role if its something you'd like post high school/college
- Teamwork, Collaboration and Ownership

#### The five stages of the design thinking process:

**Empathize** with the users

For example, learning about the audience you are targeting & building out personas

**Define the problem**

For example, identifying the users' needs you are targeting

Writing up a problem (objective) statement

**Ideate**

For example, generating ideas for design

Wireframes, sketches, etc

**Prototype**

For example, turning ideas into concrete examples

Using something like figma/Adobe XD to begin to bring concepts to life

**Test** final design concepts

For example, evaluating the design / critique with the group

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## User Experience Design

### UX Design & Prototyping

#### What is UX Design?

In simple terms, user experience design - or UX design - is the process of creating a product that is as usable, accessible, and as enjoyable for your users as possible.

UX builds on the design principles of traditional human-computer interaction, but extends them by also considering every other aspect of a product or service that the users will interact with. In the case of an app, this includes both functionality and visual design.

UX designers do all the thinking up front so that when a user comes to use the finished product, they don't need to think about anything - it just makes complete sense to them.

#### Understanding the User

For a UX designer, the first part of finding solutions is empathising with the user. This means that you've got to understand their point of view, instead of looking at the situation with your own viewpoint and understandings.

The best way to get an insight into someone's behaviour is through observation. This is known as an *'Ethnographic Study'*; a study of culture. Colloquially, this is often called a 'Field Study', because it requires the UX designer to go out into the field and gather data. Of course, everyone thinks differently, so everyone has the potential to encounter different obstacles when using a product. The UX designer's main job is to identify all these potential problems and find a way to solve them, preferably in advance!

So be prepared to observe, talk to people, watch what they do, and live in their shoes. When you truly understand the problem, it becomes your problem. That's empathy, and you'll feel it - a good solution will excite you, purely because you're starting to relate to your users.

That said, sometimes it's not possible to observe people. For instance, if you're trying to improve the booking system for a festival or some other irregular event, it would be impractical to wait for the event to conduct observations. In a situation like that, you could instead talk to people who've already experienced that situation.

However you do it, once you have more information about how your users behave, you'll create a 'Persona'; a snapshot of a fictional person who represents an entire group of users as a whole.

#### Personas

Personas are fictional 'people' created from your research and observations. They provide a framework for describing the target audience - the ones who'll be interacting with your product - and serve as the 'voice' of the user throughout the design process.