Introduction to
UX Design Principles

In this workshop, attendees discover a UX design workflow used to create successful experiences. Find out how, through research, you can understand your users and turn that information into valuable personas and scenarios. This information ultimately determines your feature set.

This hands-on class includes information hierarchy, visual hierarchy, and prototyping. Attendees discover that easy access to relevant content is a priority and should be reflected in its visual form.

Participants gain experience in planning an experience from concept through prototyping. No previous experience is required. This class benefits anyone involved in creating experiences: designers, developers, business analysts, and program managers. It can also be modified to be presented as a 6-hour UX overview for sales and management teams. Classes can be split into three-hour increments if presented remotely.

UX Design overview
- Why you are here
- Principles of good design
- Understanding information design vs visual design
- Discovering existing successes

Planning your experience
- Overview of Typical UX design workflow
- Initial meeting: goals, what will the product excel at?
- Research industry, interview users about their goals
- Create scenarios and stories to understand user needs
- Brainstorm features that align with user needs
- Sketch navigation and basic information architecture
- Think about how users will use the product by storyboarding
- Sketch design, Build a basic wireframe
- Build prototype
- Start sprints

It is all about the research
- Understanding that research is the key to creating experiences that help users reach their goals.
- Reviewing examples of various research techniques
- Examples include Interviews, card sorting, surveys, researching existing solutions, and more

Creating scenarios and stories to understand user needs
- Discovering how results of research are converted into viable user needs and goals
- Understanding scenarios and how they affect the creation of your experience
- Creating a story that communicates important information without writing technical specifications

Defining Features
- Brainstorming features that align with user needs and scenarios
- Aligning features with scenarios

Sketching navigation and basic information architecture

- Mapping out feature navigation
- Organizing content so that prioritized tasks are reached easily
- Sorting important topics
- Prioritize the order of content

Creating a rough information architecture

- Illustrating how each screen relates to each other
- Proposing the placement of elements on each screen

Storyboarding

- Illustrating key user flows
- Showing high-priority scenarios

Hands-on design fundamentals

- Discover online design fundamentals that help your users reach their goals
- Basic design principles
- Principles of typography

Sketching your screens

- Apply design fundamentals to create effective screens
- Building the layout for your app
- Working in an Iterative mode

Building a prototype

- Creating low-fidelity and high-fidelity prototypes
- Gather reaction and input early in the process
- Narrowing the scope of the project
- Evolving the design

Building a wireframe

- Building your layout
- Review of tools
- Understanding what makes a great wireframe
- Creating an interactive wireframe

Agile vs. Waterfall methodologies

- Process structure: Waterfall is linear; Agile is iterative
- Planning & delivery: Waterfall requires complete upfront planning; Agile delivers working increments
- Adaptability to change: Waterfall struggles with mid-project changes; Agile embraces and adapts to evolving requirements

Documentation, validation, and user testing

- Testing your designs. Communicating your design with your development team
- Final visual design & redlines
- Types of testing

- Creating solid documentation