Basic Skill to Become UI/UX Designer Module

User interface (UI) design is the process designers use to build interfaces in software or computerized devices, focusing on looks or style. Designers aim to create interfaces which users find easy to use and pleasurable. UI design refers to graphical user interfaces and other forms—e.g., voice-controlled interfaces.

User experience (UX) design is the process design teams use to create products that provide meaningful and relevant experiences to users. This involves the design of the entire process of acquiring and integrating the product, including aspects of branding, design, usability and function.
- interaction-design.org

UX DESIGNER

- Wireframing
- Usability Testing
- Competitor analysis
- Customer Analysis
- User Research
- Product Structure
- User Personas
- Empathy maps

UI DESIGNER

- Interface Design
- Consistency
- Interaction Design
- Content Design
- Design Research
- Visual Design
- Accessibility
- UI Prototyping

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A good user experience

Usable

If a product is usable, it means the design, structure, and purpose of the product is clear and easy to use. As you evaluate a product for usability, you can ask questions like: Is everything in the design easy to find? Is the design's functionality easy to understand? Can users accomplish specific tasks within the design? As you evaluate, these questions can help you determine whether the design delivers a usable experience.

Equitable

If a product is equitable, it means a design is helpful to people with diverse abilities and backgrounds. In other words, the product's design addresses the needs of a diverse audience and ensures a high-quality experience is delivered to all users regardless of background, gender, race, or ability. Equity means providing people with the tools they need to accomplish their goals and support improved quality of life.

Enjoyable

If a product is enjoyable, it means the design delights the user. The design reflects what the user may be thinking or feeling and creates a positive connection with them. A product's design doesn't have to be enjoyable for it to function properly. But, an enjoyable design adds to an already functional product and can enhance the user's feelings about the experience.

Useful

If a product is useful, that means it solves user problems. In other words, the design intentionally solves a user problem that the designer has identified. It's important to note that, while similar, useful and usable have different meanings. A product that is useful isn't always usable. The same is true for the opposite. The distinction between the two is that usability refers to the product working well and being easy to use, while usefulness refers directly to the ability to solve user problems.

User experience careers

Interaction designer

Interaction designers focus on designing the experience of a product and how it functions. They strive to understand the user flow, or the path, that a typical user takes to complete a task on an app, website, or other platform. At Google and many other companies, interaction designers are a specialized type of UX designer.

Visual designer

Visual designers focus on how a product or technology looks. They are often responsible for designing logos, illustrations, and icons, as well as deciding on font color, size, and placement. Visual designers focus on the layout of each page or screen and make all of the design elements fit together in a visually appealing way. At Google and many other companies, visual designers are a specialized type of UX designer.

Motion designer

Motion designers think about what it feels like for a user to move through a product and how to create smooth transitions between pages on an app or website. They may also create animations or visual effects to bring their design ideas to life. At Google and many other companies, motion designers are a specialized type of UX designer.

UX researcher

UX researchers conduct studies or interviews that examine how people use a product. UX researchers often identify pain points that users are experiencing and explore how products can help solve those problems. They also explore the usability of existing products, by asking users to complete tasks in an app or website, for example.

UX writer

UX writers think about how to make the language within a product clearer so that the user experience is more intuitive. UX writers also help define a brand's voice and personality. The work of UX writers often includes writing labels for buttons and determining the tone of language used within an app or website.

UX engineer

UX engineers translate the design's intent into a functioning experience, like an app or a website. They help UX teams figure out if designs are intuitive and technically feasible.

The product development life cycle

The first stage of the product development life cycle is the brainstorm stage, when the team starts thinking of an idea for a product. Your team might already know the user problem that you want to solve when you begin the product development life cycle. If not, coming up with a list of user problems is a great place to start.

The second stage of the product development life cycle brings together UX designers, UX researchers, program managers, and product leads to define the product. The goal is to figure out the specifications for the product by answering questions like: Who is the product for? What will the product do? And, what features need to be included for the product to be successful?

The third stage of the product development life cycle is design. This is when you, as a UX designer, really get to shine! At this stage, UX designers develop the ideas for the product. Generally, UX designers start by drawing wireframes, which are outlines or sketches of the product, then move on to creating prototypes, which are early models of a product that convey its functionality.
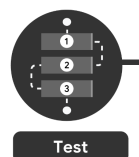
Next, your designs move into **the test stage.** UX designers work with engineers to develop functional prototypes that match the original designs, including details and features that fit the company's brand, like font and color choices. This also means writing the code and finalizing the overall structure of the product.

Finally, you've arrived at **the fifth and final stage** of the product development cycle: the launch stage, when the product is released into the world! This might involve listing an app in the Google Play Store or Apple's App Store, making a website go live, or putting a physical product on store shelves.
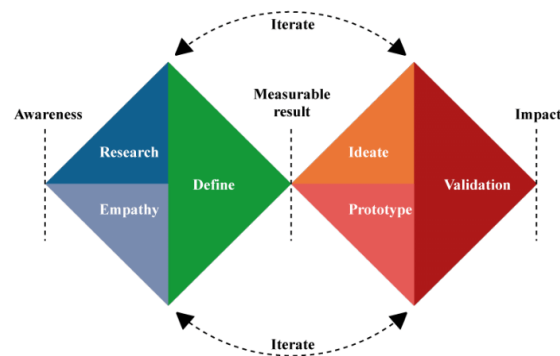
Design Frameworks

1. Design thinking
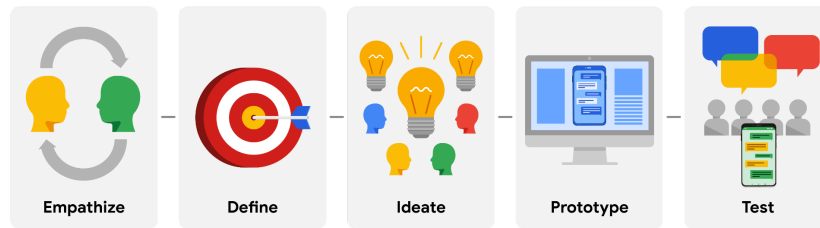
Design thinking is a user-centered approach to problem-solving. It helps designers create solutions that address a real user problem and are functional and affordable.

2. Double Diamond

Double Diamond is a more traditional UX process, which breaks down UX design into two main phases or diamonds: research and design. Each phase has two steps. Double Diamond also encourages teamwork across the organization, so the design team doesn't focus solely on design.

3. Design Sprint
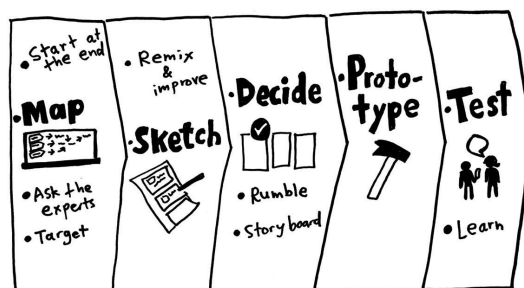
Design sprints are an intense 5-day process where user-centered teams tackle design problems. Google's design sprint is the framework to map out challenges, explore solutions, pick the best ones, create a prototype and test it.

4. Lean UX
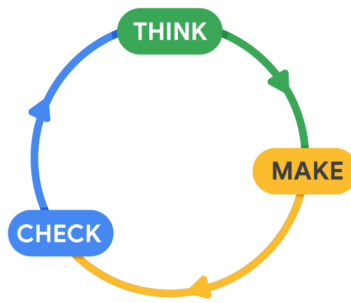
The Lean UX process focuses on reducing wasted time and resources, and producing a workable product as soon as possible. The process is iterative, meaning the team continues to update and make revisions to the product as they gather user research and stakeholder feedback.

5. User-centered design process
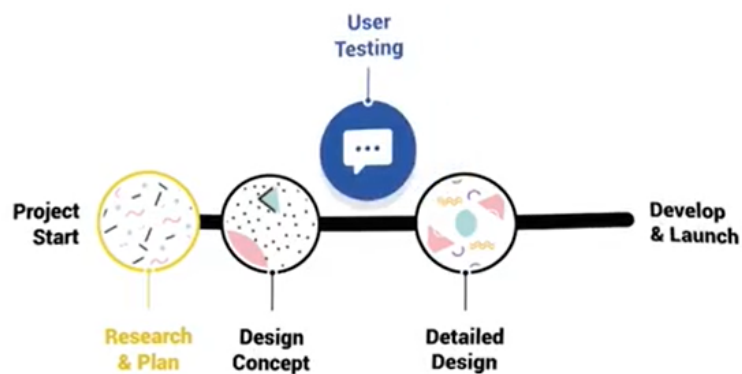
Each phase of the user-centered design process focuses on users and their needs. It's an iterative process, which means that designers go back to certain phases, again and again, to refine their designs and create the best possible product for their intended users.