

User Experience Design Fundamentals

1. Introduction to User Experience Design

- a. What is UX?
- b. UX vs UI
- c. Aspects of great UX

2. Introduction to FigJam

- a. Create free account
- b. Create FigJam file
- c. Tools in FigJam
- d. Using Templates

3. UX Design Techniques

- a. What is User Centered Design?
- b. Research
- c. Data Gathering
- d. Creating Personas

4. Sharing and Collaboration

- a. Working with team in FigJam
- b. Share and Ideate
- c. Use Sections

5. Ideation Techniques

- a. Working with User Scenarios
- b. Create Storyboards
- c. Use POV
- d. How Might We?

6. Analysis

- a. Empathy Map
- b. Experience Map
- c. User Journey Maps
- d. Service Blueprint
- e. Affinity Map

7. Prototyping

- a. Creating Information Architecture
- b. Prototyping Process
- c. Sketching
- d. Wireframes
- e. Types of Prototype

8. Creating Prototype and Testing

- a. Working with Paper Prototypes
- b. User Testing
- c. Affordance
- d. Signifiers

9. Important Design Principals

- a. Alignment
- b. Proximity
- c. Consistency
- d. Contrast
- e. Color
- f. Typography
- g. Visibility

10. Multidevice Design

- a. Evolution
- b. Native vs Web vs Hybrid Apps
- c. Framework of 3 Cs
- d. Tips for multidevice design

11. Examples and Questionnaires