

TOC - UX Strategy and Execution

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. Introduction to Figma

- a. Design Tools in market
- b. Why Figma?
- c. Browser vs Desktop App
- d. Interface
- e. Color Space

8. Creating Layouts in Figma

- a. Using Grids
- b. Pages
- c. Groups and Frames

9. Figma Tools

- a. Move tool
- b. Shape tool
- c. Vector Editing toolset
- d. Boolean groups
- e. Mask
- f. Fill, Stroke and Effects
- g. Text
- h. Exports

10. Prototyping

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

11. Creating Prototype and Testing

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

12. Important Design Principals

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

13. Multidevice Design

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

14. Building Design System in Figma

- a. Creating Vector components
- b. Working with Styles
- c. Using Team Library
- d. Working with Version History

15. Figma Advanced

- a. Tidying up and Smart Selection
- b. Constraints
- c. Auto Layout
- d. Create a Scrollable Feed
- e. Working with Image Carousels

16. Prototyping in Figma

- a. Understanding Flows
- b. Creating Interactions
- c. Run and test Prototype
- d. Use Inspect for code
- e. Sharing Prototype

17. Finishing Project

- a. Exporting Assets
- b. Exploring Figma Community