

# Introduction to digital product UX/UI design

**Requirements to enter the course:** Basics of digital design tools and concepts will be helpful but not required. Strong motivation, interest in technology, empathy for people and passion for design will be required.

**Time to dedicate:** At least 8h/week (2×2h lesson, 2×2h for homework, preferably more time to spend on learning Figma and checking provided resources)

## Lecture 1 - Introduction to the product design course

Lecture:

- What product design means and what a designer does on day-to-day basis
- What are the qualities a designer needs
- What we'll do during the course to be prepared for design role and responsibilities
- What qualities and skills you will acquire during the course.
- How to use reference material (Figma file which will be shared with students and will be used for doing the exercises)

**Homework:** Think of your favourite digital products (any type) and choose one of them. Prepare a presentation about the selected one (in Figma) and include the points:

- What's the product for
- Why do you like it as a user
- Why do you like it as a future designer
- What other products you like and would present if you could present more than one?

*Why we do this exercise: Students will start to learn how to talk about design, how to communicate their opinion and how to think about the products through design lense and in analysis go further than a user.*

## Lecture 2 - Problem definition

Homework 1 review: Every student does a presentation and myself and other students give feedback. Main subjects we discuss:

- What problem the product tries to solve
- How it solves
- UX
  - What's the role of design in the solution
  - What's the emotion product creates
  - Could we improve it? How?

#### Lecture:

- Pro designer mindset - Design as a problem solving tool.
- Intro to design thinking?
- UX vs UI
- Design process overview
- How to organise a design file
- The role of design in problem definition.
- How to articulate a Problem, how to write a User Story, HOW TO, JTD framework, 5 whys? etc.

**Homework 2:** Choose an app or a web product that you think needs improvement and select

- 1 flow which you want to improve. Why?
- Define problem
- Define User Story
- Define How to

## Lecture 3 - Ideation

Homework 2 review: Every student does a presentation and myself and other students give feedback.

#### Lecture:

- How to come up with ideas. Practical methods: crazy 8, What if, etc.
- How to express ideas. Tools (Paper, Figma, other?). Mini intro to Figma
- How to share first ideas with others, how to present and explain
- Homework 3: Take the problem you chose previously and start thinking how you would improve it. Free to choose the tool (preferably paper protos put into Figma)

**Homework 3:** Gather ideas for the problem you defined previously

## Lecture 4 - Introduction to Figma

Homework 3 review

Lecture:

- Choosing design software (Figma, Sketch, Framer, etc. tools they should know about)
- Intro to UI Design (Grids, some simple concepts to do a first exercise)
- Intro to Figma
- Intro to Design system
- How to prioritise ideas: how to choose one of the ideas after ideation

Homework 4:

- Learn Figma as well as you can independently (suggest tutorials and resources)
- First exercise in Figma

## Lecture 5 - UI 1 - Typo, colour & layout basics

Homework 4 review

Lecture:

- Typography: Font size, serif/sans serif
- Layout: Box model, grids & containers, negative space
- Colour: Colour picking methods
- Typography: Font weight
- Style: corner radius

Homework 5:

- Continue learning Figma
- Choose a screen from the selected idea and start building it in Figma with UI concepts we've discussed TBD

## Lecture 6 - UI 2 - Typo, colour & layout basics

Homework 5 review

Lecture:

- Colour: colour contrast & accessibility
- Colour: Primary, secondary, tertiary colours
- Typography: Hierarchy; Titles & body

- Style: design direction
- Layout: Alignment
- Imagery: How to use imagery

#### Homework 6:

- Continuation of their idea design
- Continue learning Figma: interaction
- “No-stress” design exercise

## **Lecture 7 - Design for different devices, design patterns**

Homework 6 review

Lecture:

Design for different devices

- Different devices and their specifics
- How to find and use UI kits
- Mobile Native design resources
- Desktop design resources

Design patterns

- How to think in patterns.
- Resources for pattern libraries
- Innovate or not? Mindset to adopt

Homework 8:

- Take your work in progress project and try designing for the opposite device. What impact a device format will have? What would you consider?

## **Lecture 8 - Design system, working in a group**

Homework 9 review

Lecture:

Design system

- What's a Design System
- Design system vs UI kit

- When and why?
- Best Design system examples & resources
- Intro to how to build UI Kit in Figma (symbols, etc)
- Intro to interactive prototype

### Working in a group

- Types of projects and types of teams you'll be working in (company models and designer's role)
- Who will be your stakeholders? (Especially PMs & Engineers, also mention CSMs, UX/Copywriters, etc.)
- PM, Designer, Researcher roles
- Team processes & tools (Jira & co)
- What's a design sprint

### Homework 8

- Prepare a complete prototype of your idea. Design a flow in Figma preferably start building a UI kit, preferably interactive prototype
- What patterns did you use? Why?

## **Lecture 9 - Testing & introduction to research; prepare, run and analyse the interviews**

Homework 8 review

### Lecture

- Intro to Research
- What is UX research?
- Importance of testing
- How to test (preparation, testing). Testing methods, tactics, tools.
- How to analyse test results
- How to iterate on prototypes

**Homework 9:** Test your prototypes: prepare, conduct and analyse the tests

## Lecture 10 - Iterate on design, prepare specs

Homework 9 review: Review prototypes

Lecture:

- How to prepare specs
- Mindset to adopt
- Collaboration with engineers

Homework 10: Iterate on prototypes after testing, prepare clean specs

## Lecture 11 - Design you portfolio

Homework 10 review: Review specs

Lecture:

- What makes a good portfolio?
- Portfolio examples
- Start designing your portfolio: Think about it as a product

Homework 11:

- Start designing your portfolio
- What other projects to include? How to do concept design on imaginary projects

## Lecture 12 - Getting ready for the interviews

Homework 11 review: Review their first draft of portfolio

Lecture:

- Design career opportunities
- How to choose where to apply
- How to apply
- Interview process - Design exercise
- First job, what to consider, mindset
- How to continue learning (resources)

Homework 12 - No more homework :)