UX Design for Developers: starting guide
Hello!👋
I'm Natalie
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What is on our agenda?

- Intro in UX
- UX Design Process
- Resources
UCD + UI + UX + UXW + DP + UXR

- User Centered Design Thinking
- User Interface - Design System
- User Experience
- UX Writing
- Design Principles - Product Principles
- User Experience Research
UCD + UI + UX + UXW + DP + UXR

User Centered Design Thinking
User Interface - Design System
User Experience
UX Writing
Design Principles - Product Principles
User Experience Research
What is User Experience (UX)?

UX design bridges the gap between user needs and business needs.

It focuses on how users interact with the product, but primarily it is about building what is right for a target audience.

• Understanding business and customer needs Identifying and resolving problems - the why of a product

• Provide meaningful and relevant experiences to users
What is User Interface (UI)?

UI Design is the process of making visual interfaces in software with a focus on looks and style. The job of a UI designer is to design all the screens through which the users will move, and to create all the visual elements and states.

- The **how** of a product
- Visual consistency across all products
- If the visual design is good, they will use it with pleasure
- "A user interface it's like a joke. If you have to explain it, it's not that good."
Build better products not more features

- Your code drives experience for the user
- UI VS UX
- Good UX $\rightarrow$ moments of delight
George User Experience

Overview

- **Savings Account**: €8,748.26, €50,500 target
- **Mastercard Gold**: €1,280.25, 76% available
- **Account**: €1,280.25, €1,600 available

Options:

- Own transfer
- Overview
- Send money
- Explore
- More
- Profile

Locations:

- Abiesenai, Indonesia
- OMG!
- Beach
- Amazing pool
- Islands

For Challenging Times

- Enjoy 5 Deep Breaths
- More

Recommended radio:

- Daily Mix 1
- Daily Mix 2
- Daily Mix 3
- Red Hot Chili Peppers
- Ed Sheeran, Sia, Clean Bandit and more
- Imagine Dragons, Sam Smith, The Fray and more
okay, but what do I have to do with this as a developer. How can I use UX Design in my daily work?
To be an effective developer you need to understand

- Business Needs
- User Needs
- Technology

UX
UX Design Process

Discovery Phase → Design Phase → Testing Phase
Discovery Phase

The best products are the result of focusing on the user's needs first.
Discovery Phase
Werner

he/him

Age: 68
Marital Status: married
Education: University
Job: Pensionist
Income: Above average
Location: Klosterneuburg

“A seasoned individual”

Goals
- Enjoy life accompanied by his family
- Managing finances responsibly

Finances
- Generous, provides tips, and supports family financially
- Primarily cash-only / enjoys online shopping.
- Invests in real estate as part of financial strategy

Struggles
- Difficulty to use mobile
- Difficulty to read font sizes
- Worried about his health and heritage

Impairments

FIT
Ways to Discover More About Your User

- Start with your company’s user database
- Track what user’s search for on your website
- Analyze most frequently visited help pages
- Talk to customer service representatives
- Analyze contact form or feedback submissions
- Check Google Analytics and Tag Manager
- Reviews for similar products (app store)
The best products are the result of focusing on the user’s needs first.
Levels of Fidelity

- Wireframes
- Mockups
- Prototypes
George Design System

Chat with us
Just open the chat and chat with one of our advisors.

Chat now
George Design Systems helps us to deliver changes across all countries consistently.

designsystem.george-labs.com
Visually impaired

‘Menu, savings, products, new transfer...’
People aged 65+

Worldwide

1 in 10 people

Austria

2 in 10 people

Credit: Minimalism, 2023
ACCESSIBILITY

= designing for the future.

Credit: Minimalism
Testing Phase

- before launch
- after launch
Before Launch

- Validations - Evidence based
- Survey
- Usability Test
- Qualitative/Quantitative
- Design QA
After Launch

- Evaluation based on initial success criteria in a defined timeframe
Done?
UX is never done :)
Resources

Books:
- Steve Krug "Dont make me think" – easy read, very useful!
- Donald Norman "Design of Everyday Things":- classic!
- Alan Cooper "About Face" - maybe a bit heavier reading but I like this book a lot!
- refactoringui.com

Blogs:
- Articles about UX [https://uxdesign.cc/]
- Nielsen Norman Group blog

Online Courses:
- UX Foundations – lots of courses, very affordable!
- Also really good one: [https://www.coursera.org/learn/human-computer-interaction]
- LearnUX, super practical oriented: [https://learnux.io/]
Thank you!
Questions?

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