

# UX Workshop

March 5, 2023

# Topics for today

- An introduction to UX
- Design thinking process
- UI vs. UX
- Developing user personas
- Developing user journeys
- Developing user flows
- Designing wireframes
- Designing high-fidelity designs
- Developing prototypes



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An introduction to UX

## What is UX?

- UX stands for User Experience.
- It's what the users experience as they use a product, service, system or application.
- UX design puts the users at the front and center of a product.

# Four features of a good UX



Usab  
le



Equita  
ble



Enjoya  
ble



Usef  
ul

## Usable

The design should be easy and clear to use.



## Enjoyable

The design should delight the user. It's the cherry on top.



Equitable

The design should cater to people with different abilities and backgrounds.



## Useful

The design should solve the users' problem.



A beautiful design does not always mean useful



Let's explore some examples



Let's explore some examples



Let's explore some examples



Let's explore some examples



# Design Thinking Process



Empathize



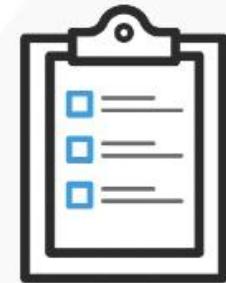
Define



Ideate



Prototype



Test

*Image source : <https://public-images.interaction-design.org/literature/articles/materials/PONMo61b9QMX0GZvguvRft35nhDu3KG6Asa2Nkl3.jpg>*

## Empathise

Getting all the Qualitative data

- User interviewers
- Direct Observation
- Diary Study

Understand what the **REAL** users **NEED** is



## Define

Define the **PROBLEM** before thinking of the Solutions

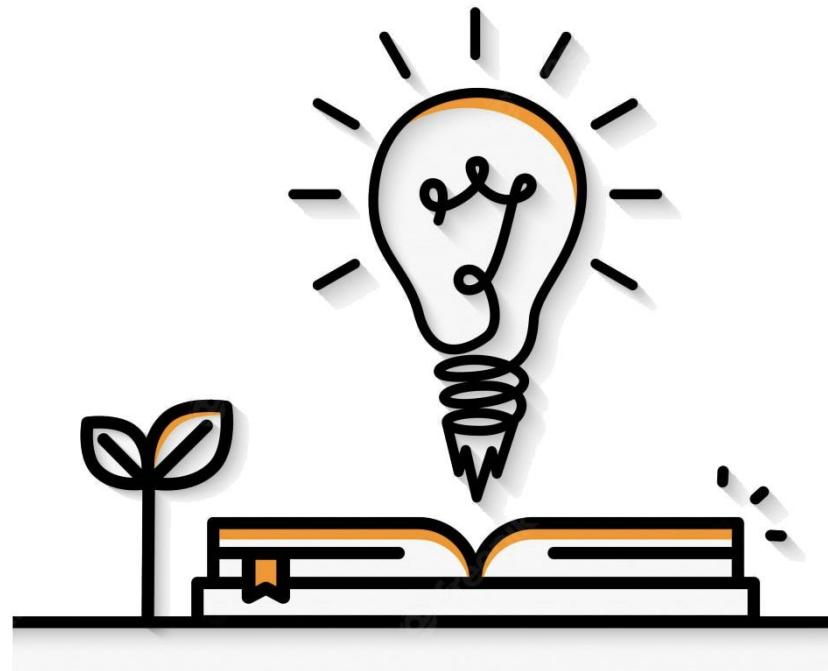
Get your **PROBLEM STATEMENT**



## Ideation

Consider the wide range of potential solutions

Gather as **much Ideas** as you can



## Prototyping

Drawing up solutions to represent what the end product looks like

The **skeleton/ Blueprint** of your solution.

How a page is arranged and how each piece of the product fits with the others

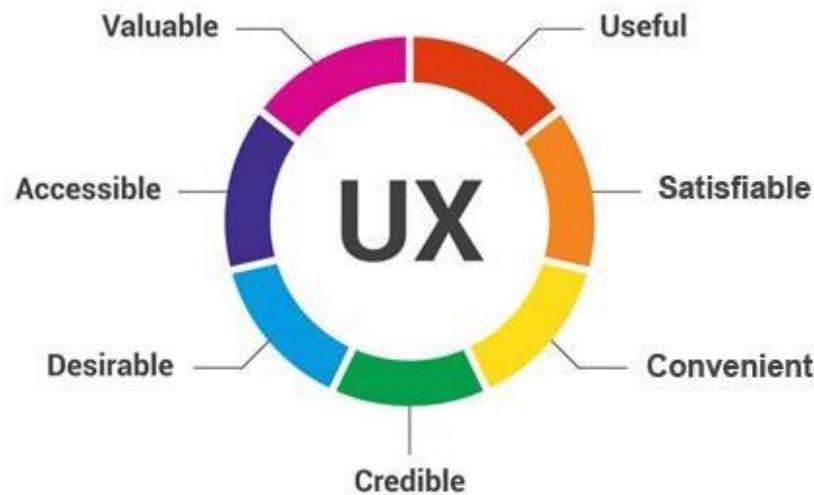


## Test

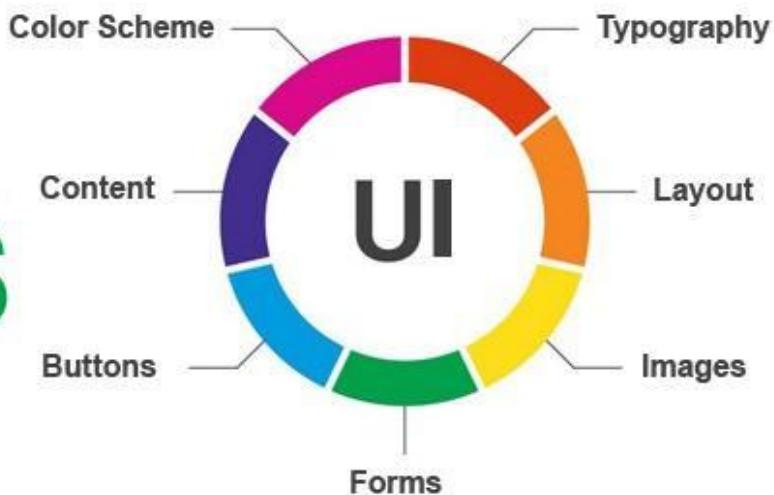
Testing ideas so the user knows how to use the product,  
and evaluate if it **meets** the users needs



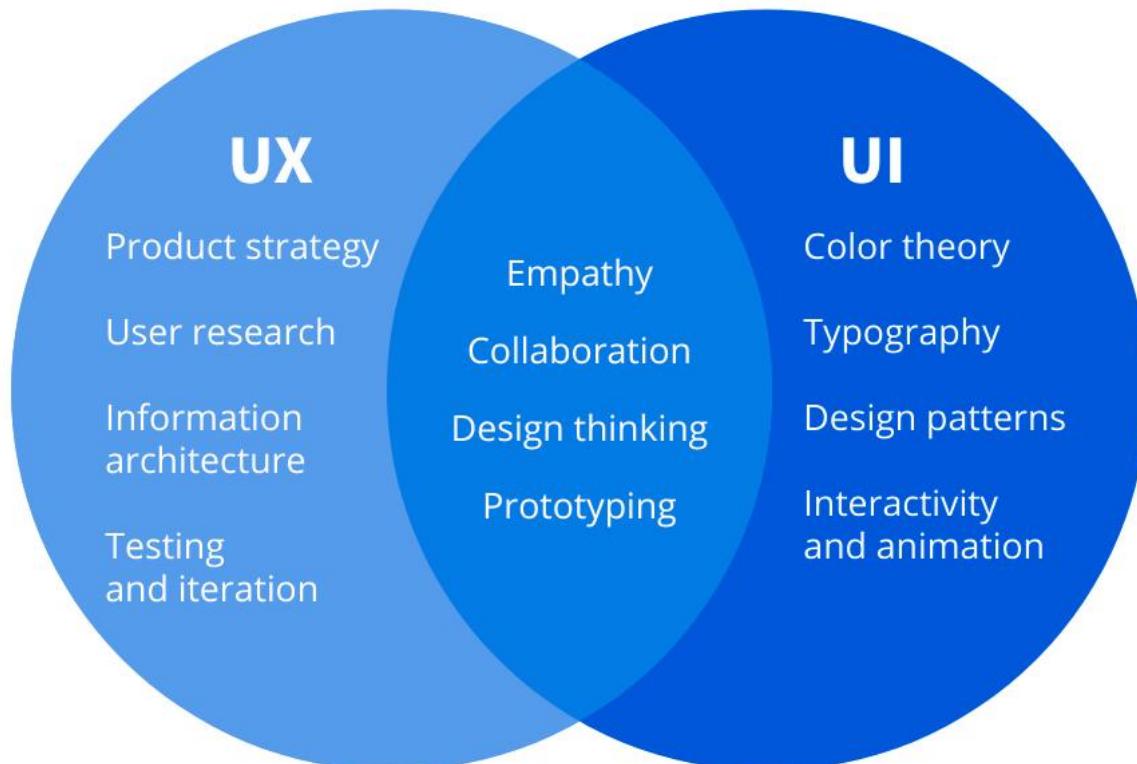
UI vs UX



VS



## What is important, UI or UX?



# Developing User Personas

## What is a User Persona?

- Personas are fictional characters whose goals and characteristics represent the needs of a large group of users.
- Created upon the findings of user research.
- Ideally 3 to 8 personas can cover a product user base.



**Pro Tip:** Always get your team's opinion on the product users before building the user personas

## Elements of a User Persona?

*Add image  
that  
represents  
this persona*

### Name

Age:

Education:

Hometown:

Family:

Occupation:

*“Relevant personal quote that captures the persona’s attitude and personality”*

### Goals

- The related objectives this person wants to successfully complete

### Frustrations

- The issues or pain points that they encounter or try to avoid

Brief story or scenario that conveys the persona’s user journey, highlighting their goals, frustrations, and other relevant context.

## Example of a User Persona



### Michael

**Age:** 24  
**Education:** College  
**Hometown:** Boulder city  
**Family:** Single  
**Occupation:** Personal

*"I always forget to drink enough water when I'm training the clients."*

### Goals

- Track the daily water intake
- Set reminders to drink water periodically

### Frustrations

- Spends more time with the clients so often forget to drink enough water.
- Concerned about

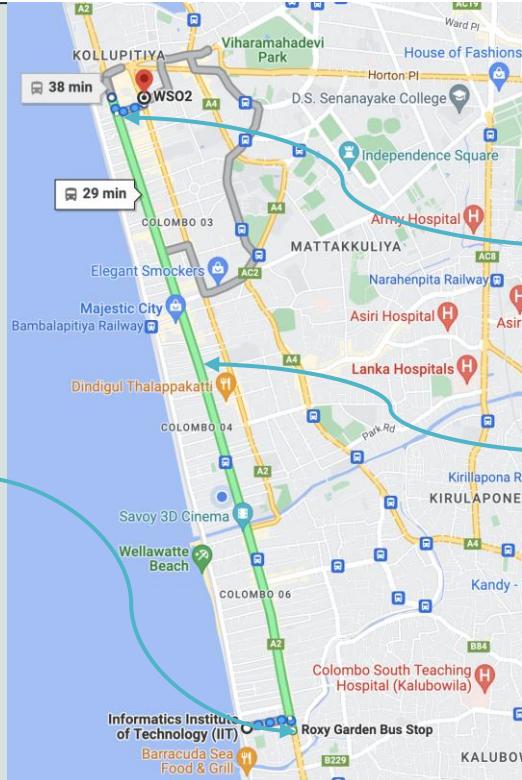
Michael is a 24 year old personal trainer from Boulder city, Nevada who spends 12-15 hours a day at the gym with the clients. Michael wants to track his daily water intake and he needs reminders to drink water to avoid dehydration.

# Developing User Journey Maps

## What is a User Journey Map?

- It is our users' experience with the different steps involved in achieving their goal.
- Allows us to visualize the paths users may take to complete various tasks.
- This helps us create obstacle free paths for users.
- It also helps us find rooms for improvement.

# What can we learn from a journey map?



*The bus stop is too far away!*

*The bus may not stop here!*

*It's too hot inside the bus!*

How to create a **User Journey Map?**

**Persona:**

**Goal:**

Action	Action 1	Action 2	Action 3
<b>Task List</b>			
<b>Feeling Adjective</b>			
<b>Improvement Opportunities</b>			

## An example User Journey Map

**Persona:** Michael

**Goal:** Get reminders to drink water periodically

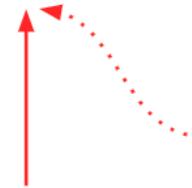
Action	Set the frequency	Configure notification type	Get notification
<b>Task List</b>	<ul style="list-style-type: none"><li>• Select the day of the week</li><li>• Set the frequency</li></ul>	<ul style="list-style-type: none"><li>• Select the notification type (vibration/ringtone)</li><li>• Select the day of the week</li></ul>	<ul style="list-style-type: none"><li>• Snooze notification</li><li>• Mark as complete</li><li>• Mark as incomplete (cancel)</li></ul>
<b>Feeling Adjective</b>	<ul style="list-style-type: none"><li>• Confused</li><li>• Frustrated</li></ul>	<ul style="list-style-type: none"><li>• Annoyed</li></ul>	<ul style="list-style-type: none"><li>• Stressed</li><li>• Unmotivated</li></ul>
<b>Improvement Opportunities</b>	Provide templates	Allow to go with system settings if available	Allow to reduce the notification frequency quickly. Offer motivational quotes to keep going.

# Developing User Flows

## What is a User Flow?

- It's the path taken by a user from start to finish to complete a task.
- Allows us to picture how users will move through an app or website.
- Helps make our design usable.

## Shapes used in a User Flow



- Action - the actions users take.
- Screen - the screens/interfaces users see.
- Decision - Choices users can make.
- Solid arrows - forward direction.
- Dotted arrows - backward direction.

## An example of a User Flow

