



WELCOME

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Rob

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WHAT IS ADOBE XD?

UX design tool

- Design, prototype, share
- A free and paid version

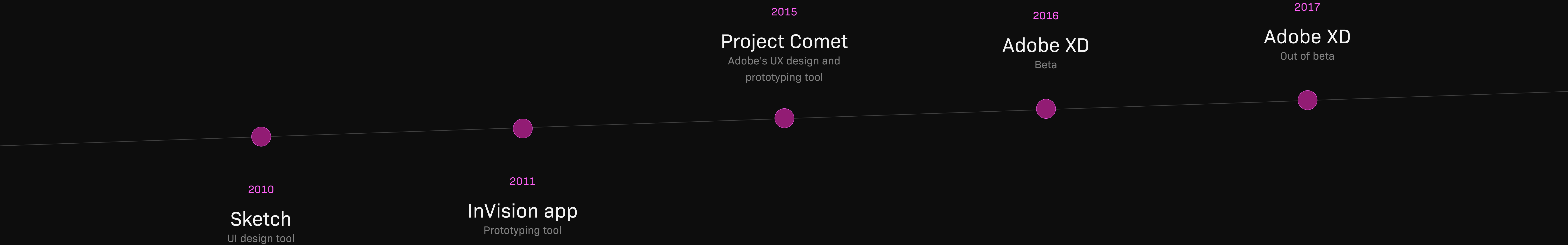
History

- ~2010, Competing UI and UX design tools
- Oct 2015, “Project Comet” announced
- March 2016, Public beta for MacOS released
- Dec 2016, Public beta for Windows 10 released
- Oct 2017, Out of beta
- Oct 2021, Version 45 (covered in this course)

How to use XD?

- Design and preview on desktop (MacOS and Windows)
- Preview on mobile (iOS and Android)
- Starter plan (free for personal use)
 - 1 active shared link
 - 1 active shared document with up to 2 co-editors
 - Access linked libraries, no publish
- Paid plans
 - Unlimited shared links, documents and libraries
 - Full font library
 - 100 GB storage

GET STARTED WITH ADOBE XD



CREATE AN APP PROTOTYPE

Design brief basics

- Helps to capture the key details of a project
- Ensure that the client (or stakeholders) and designer both agree and understand what is required
- Include information about the client and brand
- Include the goals and objectives
- Include target market and audience information
- Include project deliverables required
- Budget and schedule

CREATE AN APP PROTOTYPE

User flow diagram basics

- A user flow is used to map out part of a user journey
- Determine your user's objectives (and your objectives if any)
- Determine a user's entry/starting point
- Identify what information your users need (and when)
- Map out your user flow (use common flowchart symbols)
- Gather feedback (iterate as needed)

COMMON FLOWCHART SYMBOLS



Status

Status:
Also known as the
start/end symbol.
Used for start points,
end points or
outcomes



Action

Action:
Used to represent a
process, function or
action being taken



Decision

Decision:
Used to indicate a question.
The flow will split into
Yes/No or True/False
after this point



Point

Point:
Also known as the
connector symbol.
Used when connecting
separate flows

CREATE AN APP PROTOTYPE

Lo-fi prototype (wireframing)

- A wireframe is a 2D illustration of an interface
- Displays the user flow between screens/pages visually
- Helps to clarify the way information is displayed
- Determine the function of UI elements
- Makes the decision to allocate space depending on priority easier
- Rarely use colour (black, white and grey tones)
- Use only one generic font (maximum of two)

CREATE AN APP PROTOTYPE

Voice user interface (VUI)

- VUIs allow the user to interact with a system through voice/speech commands
- Apple Siri, Google Assistant, Amazon Alexa and Microsoft Cortana are examples of VUIs
- Best practice when using Adobe XD:
 - Use a voice trigger to transition from the first artboard to the second artboard
 - Then on the second artboard, use a time trigger for speech playback
 - This combines a visual response and speech playback when using a voice trigger

CREATE AN APP PROTOTYPE

Share for user testing

- Define a starting point by selecting the home icon of the first artboard
- Ensure your prototype is wired correctly
- Under share mode, select the “User Testing” preset
- Share your design with stakeholders for review and users for testing

CREATE AN APP PROTOTYPE

Design System basics

- A design system provides consistent and reusable design patterns
- Helps unite designers, developers, and stakeholders around a common visual language
- Accelerates the design process
- Includes a pattern library (a subclass in the design system) with a set of design patterns for use
- Includes a style guide (a subclass in the design system) with documentation describing the design system itself
 - Look and feel, use cases for UI patterns, typography, etc.
- XD makes creating and maintaining a design system flexible, frictionless, and intuitive

CREATE AN APP PROTOTYPE

High-fidelity (Hi-fi) prototype

- Highly functional prototype with design assets completed (very close to final product)
- Helps to gather detailed feedback
- More presentable to stakeholders

CREATE AN APP PROTOTYPE

Share for development

- Define a starting point by selecting the home icon of the first artboard
- Ensure your prototype is wired correctly
- Under share mode, select the “Development” preset
- Share your design with stakeholders and developers

DESIGN A RESPONSIVE WEBPAGE

Landing page basics

- A web page with a single purpose
 - Generate leads (newsletter subscription)
 - Clickthrough (sales)
- Value proposition
 - Benefit or solution offered
 - How you achieve it
 - Provided by stakeholders
- Address objections
 - Privacy, costs
- Visual hierarchy
 - Title and subtitle
 - Visual
 - Social proof
 - CTA (call-to-action) with visual contrast
 - Features (address objections)
 - Follow up social proof
 - Follow up CTA

Title

Subtitle

Social Proof

CTA

Visual

Features

Objections

Social Proof

CTA

DESIGN A RESPONSIVE WEBPAGE

Responsive web design basics

- Ethan Marcotte is credited with coining the term “Responsive Web Design” in 2010
- Webpage adapts to device screen size using CSS media queries
 - More fluid approach than adaptive design
 - Consider a mobile-first design approach
- User-friendly

DESIGN A RESPONSIVE WEBPAGE

Responsive resize and constraints

- XD feature to resize objects while maintaining spatial relationships
 - Helps to design for multiple screen sizes
- Automatically predicts constraints you may apply
 - Grouped objects stay together
 - Crosshairs will indicate constraints being used when resizing
 - Select “manual” to manually edit constraints
- How to turn off responsive resize?
 - Temporarily when holding down shift while resizing
 - Turn off responsive resize in the Property Inspector
 - Turned off by default for artboards

DESIGN A RESPONSIVE WEBPAGE

What is a UX case study?

- A way to showcase UX design work
 - In the form of a story using text and images
 - Helps recruiters or clients gauge your skills

UX case study essentials

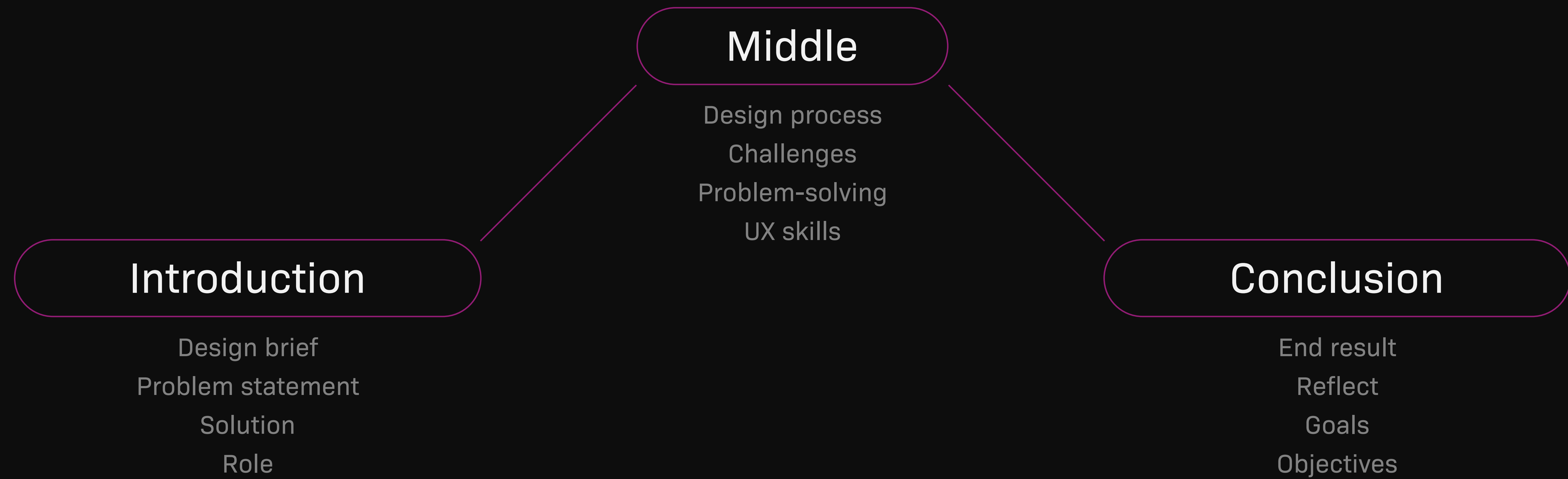
- Introduction
 - Problem statement (or design brief)
 - Solution
 - Your role
- Middle
 - Design process
 - Obstacle and how you overcame it
- Conclusion
 - End result

UX case study tips

- Written permission
- Easy to scan

Share to Behance

- Showcase your work to a global audience
- Share directly from Adobe XD



UX AND UI FUNDAMENTALS

What is UX design?

- User experience (UX) encompasses all aspects of the end-users' interaction with the company, its services, and its products. - NNG
 - NNG (Nielsen Norman Group) founded by UX pioneers Jakob Nielsen and Don Norman
 - Don Norman coined the phrase “User Experience”
- User Interface (UI) design is an important part of UX but not to be confused with UX design
- Usability is an important part of UX and should also be distinguished
- UX design is user-centred
- Peter Boersma's T model defines the key UX disciplines:
 - Research
 - Usability
 - Information Architecture
 - Interaction Design
 - Visual Design
 - Content

UX AND UI FUNDAMENTALS

What is UI design?

- User Interface (UI) design focuses on the layout and the functionality of the interface as part of the UX design process
- The design should be easy-to-use and visually appealing
- Usually refers to the graphical interface (GUI) but can also be the voice interface (VUI) of an application or computer (device)
- UI design principles derived from Human-Computer Interaction (HCI) research

UX AND UI FUNDAMENTALS

A brief history of UX

- The term UX is relatively new, the field is older than the term and can be traced back thousands of years
- In 1945, Bell Labs hired the industrial psychologist John E. Karlin to design telephone systems
- In 1955, industrial designer Henry Dreyfuss wrote the book “Designing for People”
- In 1968, Douglas Engelbart presented “The Mother of All Demos” sparking the PC revolution
- In 1988, Don Norman published “The Psychology of Everyday Things”
 - Updated to “The Design of Everyday Things”
- In 1989, Tim Berners-Lee invented the World Wide Web at CERN which would spark the web revolution
- In 1993, Don Norman is attributed to have coined the term “User Experience” (UX)
- The PC and web revolutions have popularised UX pressuring companies and businesses to invest in UX

UX AND UI FUNDAMENTALS

UX Fundamentals

- Meet the exact needs of the customer (user), without fuss or bother
- Simplicity and elegance, products that are a joy to own and to use
- Go far beyond what users say they want
- Create a seamless experience between offerings
- Ask “Why, What and How” a product will be used
 - Why = Motivations or values and views
 - What = Functionality, features
 - How = Accessible and aesthetically pleasing
- Keep the users’ needs at the centre of all design and development decisions
- Ongoing/iterative process

UX AND UI FUNDAMENTALS

UI Fundamentals

- Make common elements (eg. buttons) perform predictably
- Maintain high-discoverability
 - Clearly label elements
- Keep things simple, every element should serve a purpose
- Respect user's attention to layout
 - Hierarchy
 - Accessibility
- Minimise the number of actions
 - Use progressive disclosure
- Put controls near elements a user would like to control
- Keep a user engaged or informed using feedback
- Consider defaults
 - Pre-filled form
- Re-use design patterns to maintain consistency
 - Also, maintain brand consistency

REFERENCES AND RESOURCES

Adobe XD

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Design briefs

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Responsive web design

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Showcase

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