

Introduction to User Experience Design

Introduction to User Experience (UX) Design

Key concepts, processes, and best practices for creating products that are useful, usable, and delightful.

1. What Is UX Design?

Aspect	Description
Definition	The discipline of shaping how users interact with a product, service, or system to ensure the experience is meaningful, efficient, and satisfying.
Goal	Align user needs, business objectives, and technical feasibility.
Scope	Encompasses research, interaction design, visual design, information architecture, usability testing, and post-launch analysis.
Outcome	Products that are easy to learn, efficient to use, and pleasant to engage with, leading to higher adoption, loyalty, and ROI.

2. Core Principles of UX Design

- User-Centered** – Design decisions start with a deep understanding of the target users (needs, goals, context).
 - Usability** – Ensure tasks are simple, error-free, and quick to complete.
 - Accessibility** – Make the experience usable by people with diverse abilities (vision, motor, cognitive).
 - Consistency** – Apply uniform patterns, terminology, and visual language across the product.
 - Feedback & Visibility** – Provide clear system responses (e.g., loading indicators, confirmations).
 - Affordance & Signifiers** – Design elements that suggest their function (e.g., button shape, hover states).
 - Iterative Design** – Continuously refine through prototyping, testing, and learning.
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3. The UX Design Process (Typical Stages)

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Stage	Main Activities	Deliverables
1. Discover / Research	• Stakeholder interviews • User interviews & surveys • Contextual inquiry • Competitive analysis	Personas, Empathy maps, User journey maps, Research reports
2. Define	• Synthesize findings • Identify pain points & opportunities • Prioritize features	Problem statements, User stories, Feature backlog, Experience goals
3. Ideate	• Brainstorming • Sketching • Card sorting • Wireframe low-fidelity concepts	Sketches, Wireframes, Site maps, Information architecture
4. Prototype	• Build interactive mockups (low-, mid-, or high-fidelity) • Define flows and transitions	Clickable prototypes (Figma, Sketch, Adobe XD, Axure)
5. Test	• Usability testing (moderated/unmoderated) • A/B testing • Heuristic evaluation	Test scripts, Recorded sessions, Findings report, Recommendations
6. Implement	• Handoff to developers (design specs, style guide) • Collaboration on UI implementation • Analytics review (e.g., task success rate, drop-off)	Design system, UI kit, Annotated assets
7. Evaluate / Iterate	• Post-launch user feedback • Continuous improvement cycles	Metrics dashboard, Update roadmap, Revised designs

4. Key UX Artifacts

Artifact	Purpose	Typical Tools
Personas	Represent archetypal users; guide design decisions.	Miro, Notion, Adobe XD
User Journey Map	Visualize end-to-end experience, emotions, and touchpoints.	Lucidchart, Miro

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Artifact

Purpose

Typical Tools

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