

UX Design

What is User Experience (UX) Design?

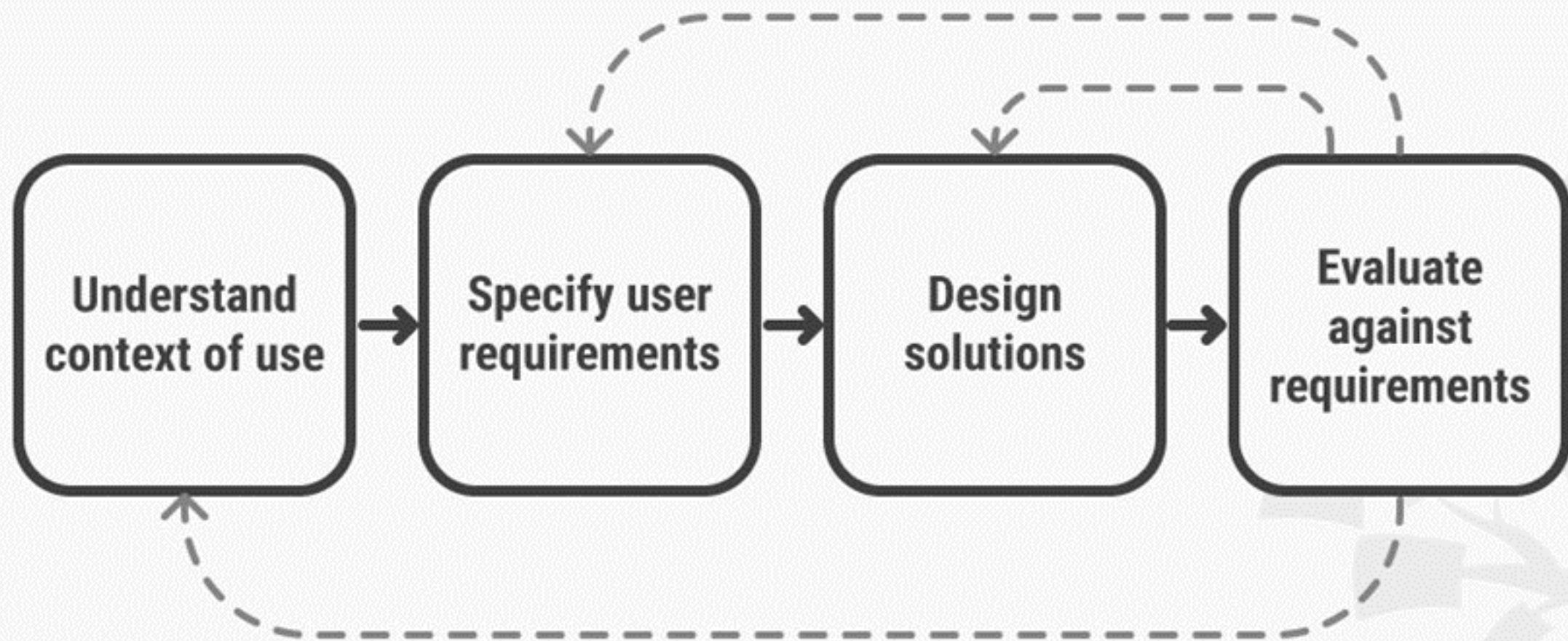
What UX Designers do goes Beyond UI Design

**UX Designers consider the Why,
What and How of Product Use**

The Why, What and How of UX Design



UX Design is User-Centered



Analyze the UX and UI

- UI: visual hierarchy, color scheme, typography, ease of use, and appeal.
- IA: Navigational flow, and content structure
- Goals: What is the app helping the user to achieve?

Define the user: Create Personas



Creating Personas

Who is your user?

