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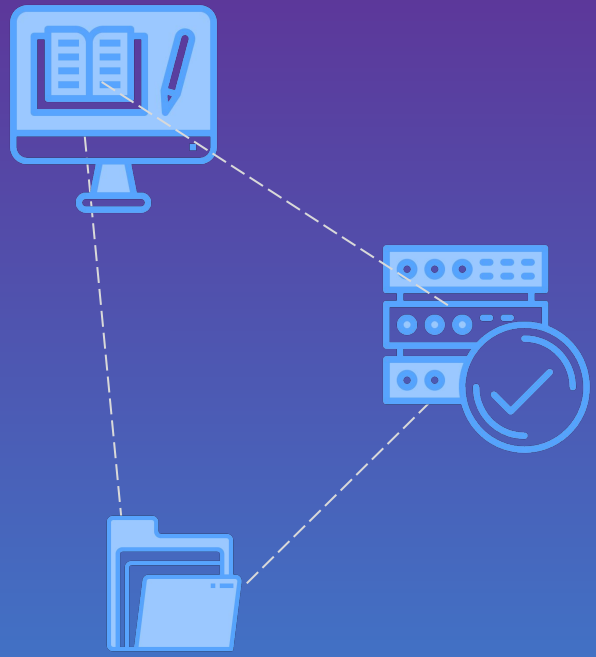

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UI-UX Workshop

Alhowraa Albediwi

@HoorAlbediwi

AlhowraaAlbediwi

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Workshop axes:

01 Introduction to UI/UX

02 Nielsen's heuristics for usability

03 UX research

04 Affinity map

05 Fidelity concept

06 Usability Test

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What is the field UI/UX?

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Introduction in UI/UX:

User Experience

The user's feeling about using the product

- The overall user experience
- Solve the problem
- User Flow

Introduction in UI/UX:

User Interface

It is all that the user interacts with

- Digital Interfaces
- Building Information
- Style Guides
- Design System

Nielsen's heuristics for usability

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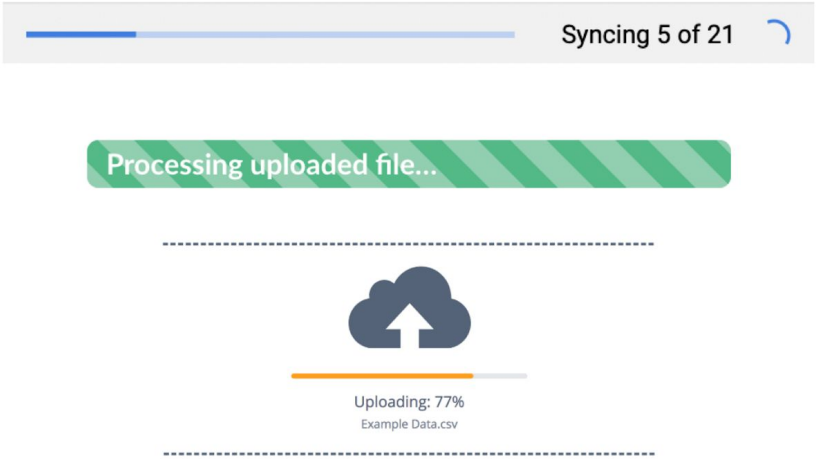
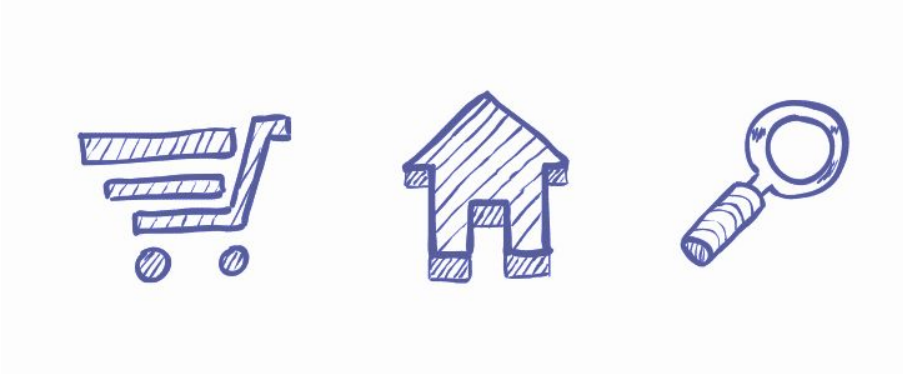
01

Visibility of system status



02

Match between system and the real world



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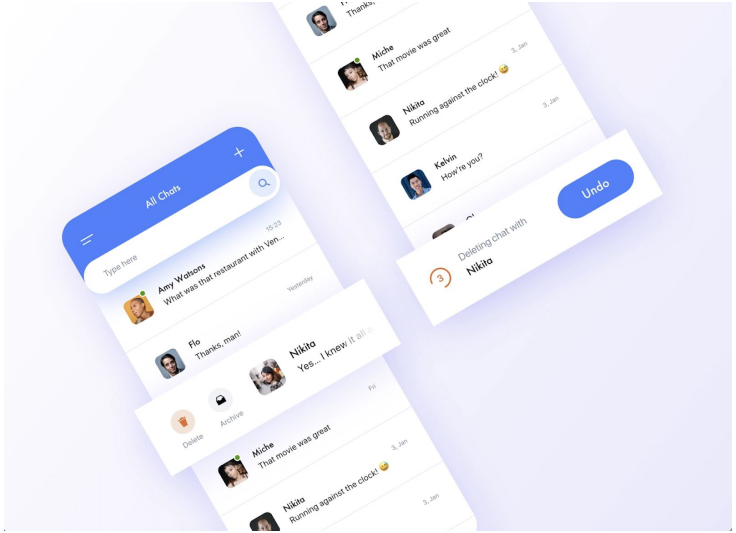
03

User control and freedom



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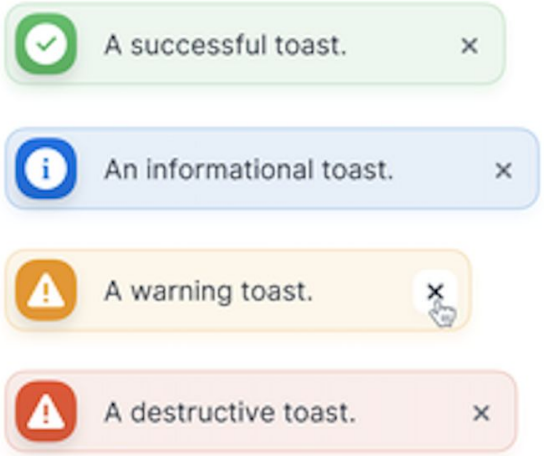
04

Consistency and standards



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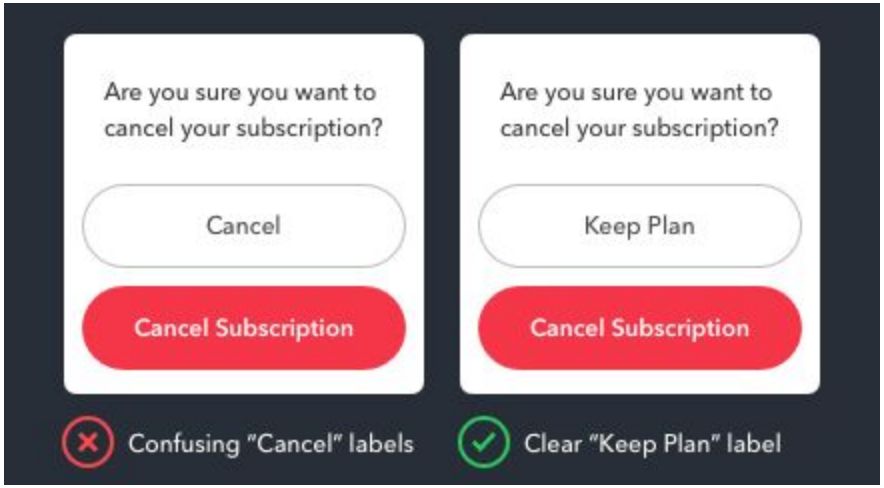
05

Error prevention



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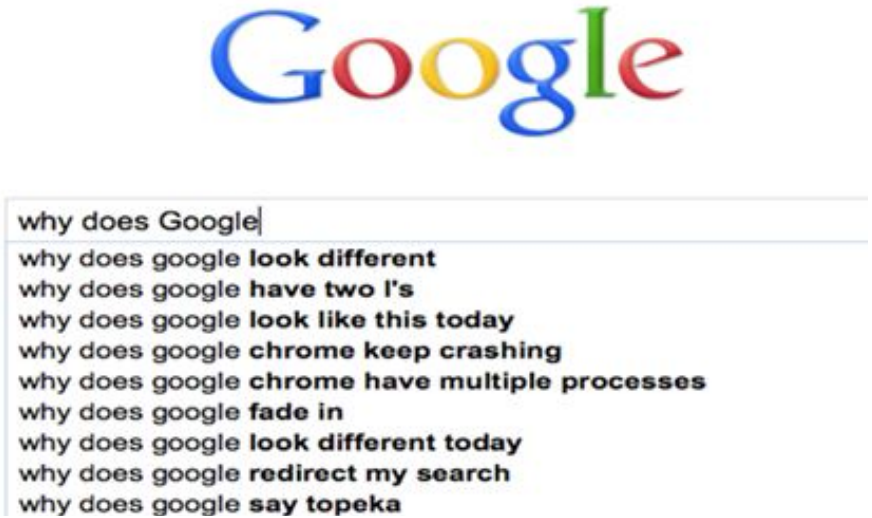
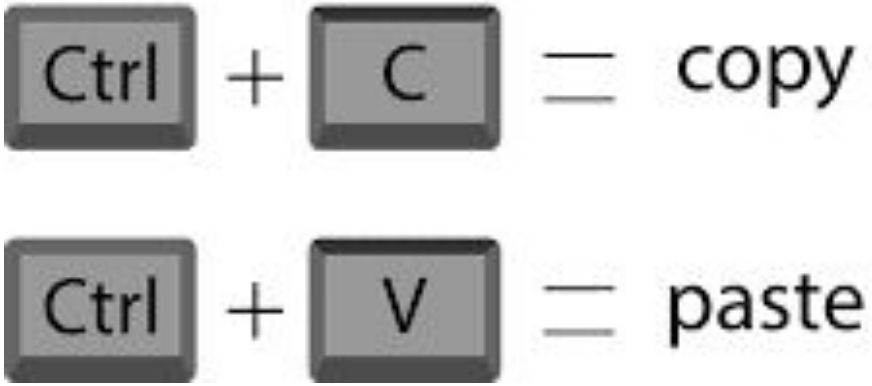
06

Recognition rather than recall



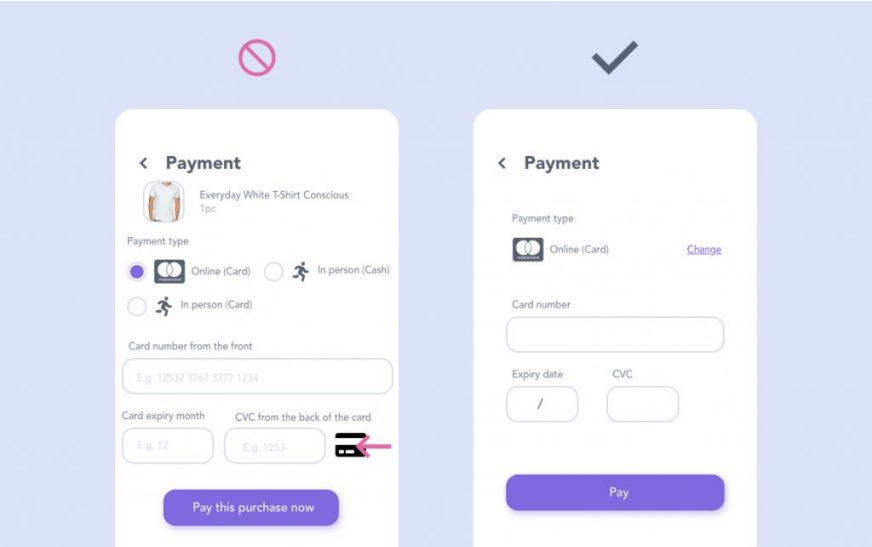
07

Flexibility and efficiency of use



08

Aesthetic and minimalist design



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Help users recognize, diagnose, and recover from errors

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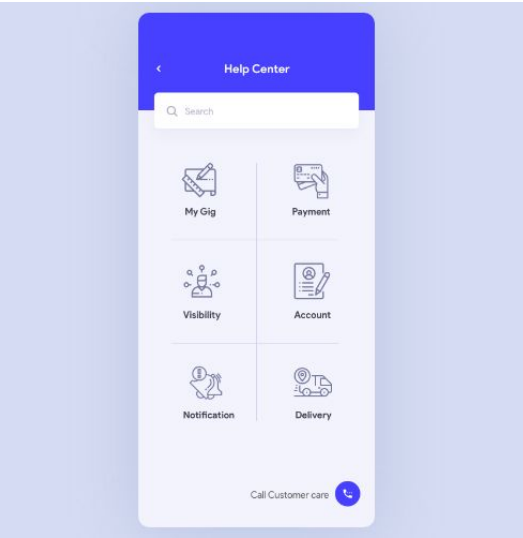
Help and documentation



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UX Research:

Quantitative study:

- Collect data from a large group of users
- Through statistics or studies
- A/B Testing

Qualitative study:

- Interview with users
- Share the design
- User performance analysis

What are the steps for doing a UX research?

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01
Create a plan

02
Find users

03
collect data

04
data analysis

05
Share results a plan

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Affinity map:

1- Gather data in one place

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Affinity map:

2- collect similar data

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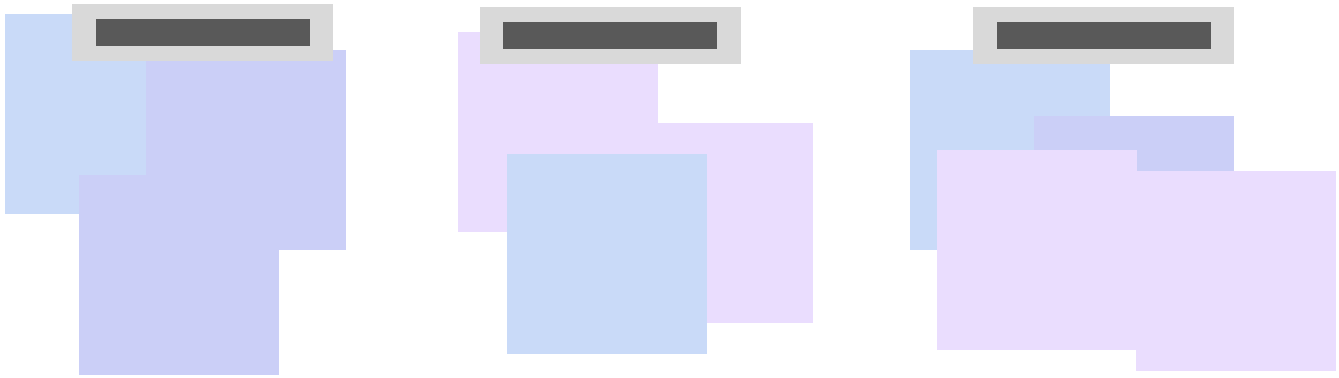
Affinity map:

3- naming groups



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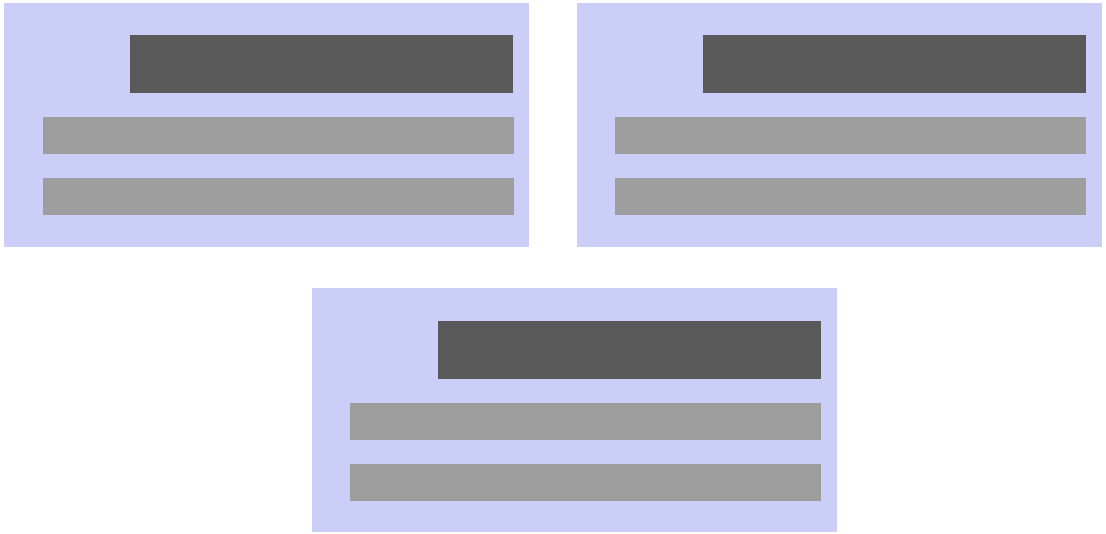
Affinity map:

4- suggest solutions



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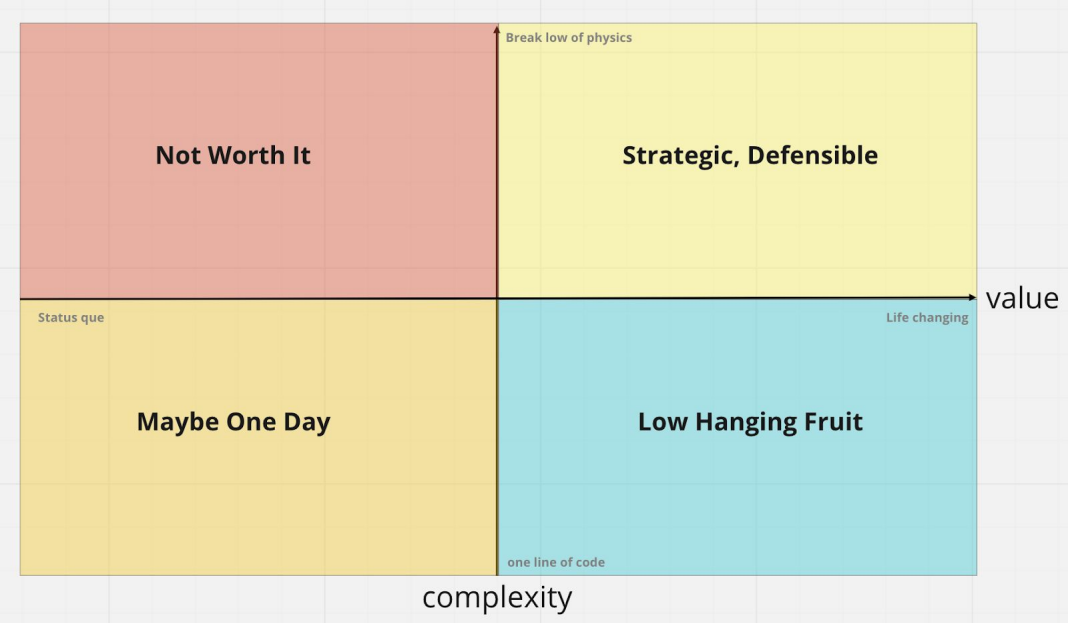
Feature Prioritization:



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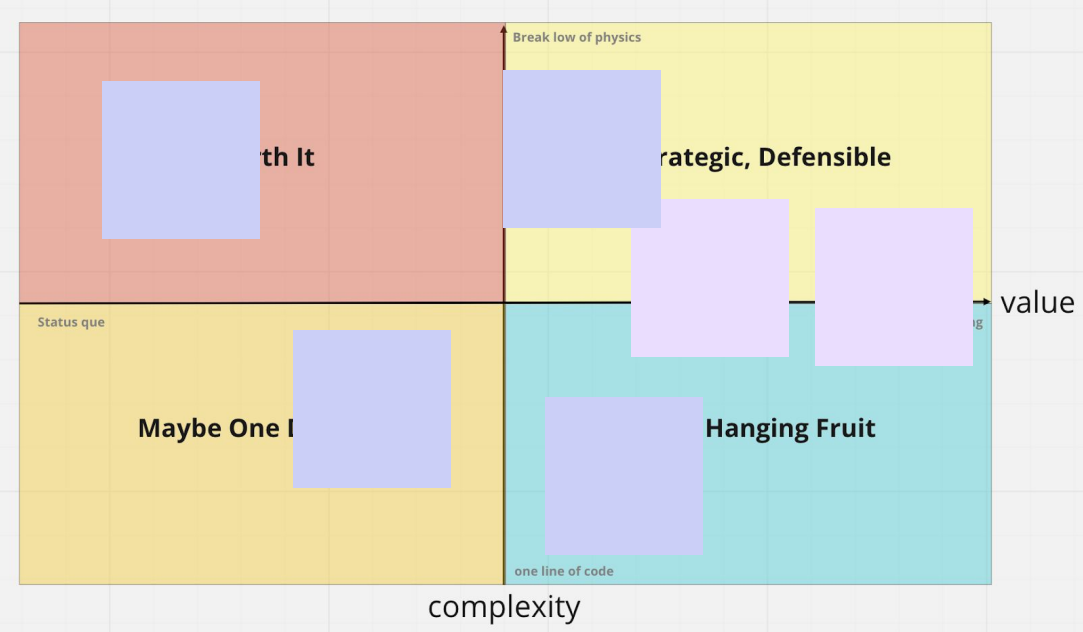
Feature Prioritization:



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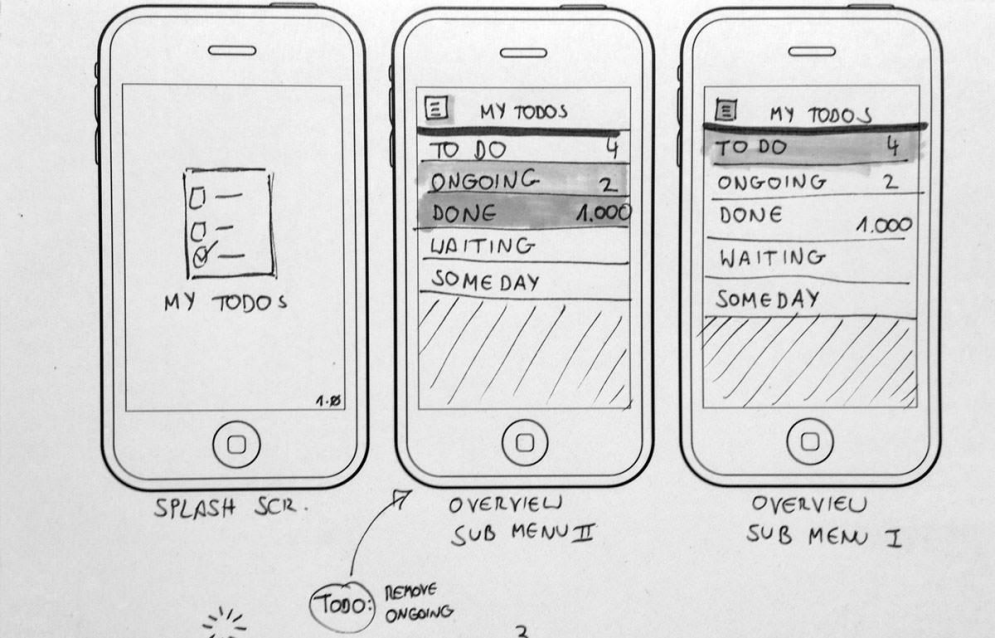
Sketch:



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About Users:

Users Don’t read, they scan

About Users:

Reduce the number of options!

About Users:

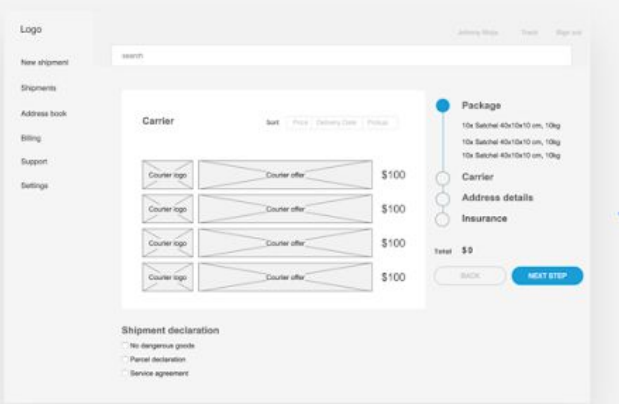
Iteration help you to improve your design!

Fidelity:

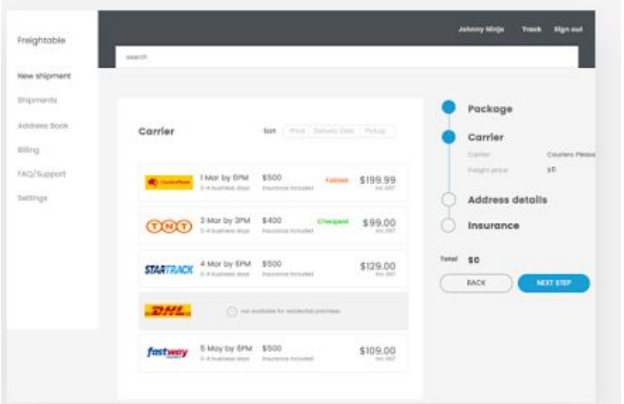
how it conveys the look-and-feel of the final product

- Low fidelity prototype
- High fidelity prototype.

Low fidelity prototype



High fidelity prototype



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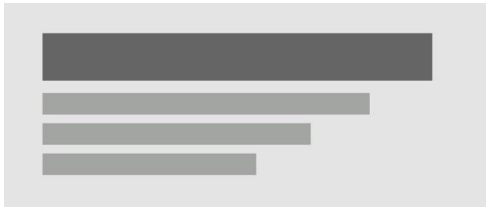
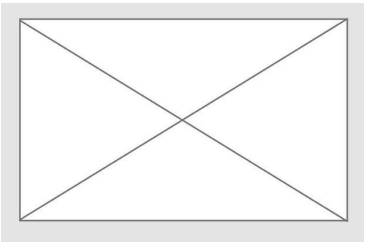
Low fidelity prototype

Text

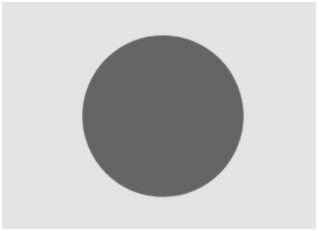


Photo



Video

Icons



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design frameworks:

Figma

Sketch

Adobe XD

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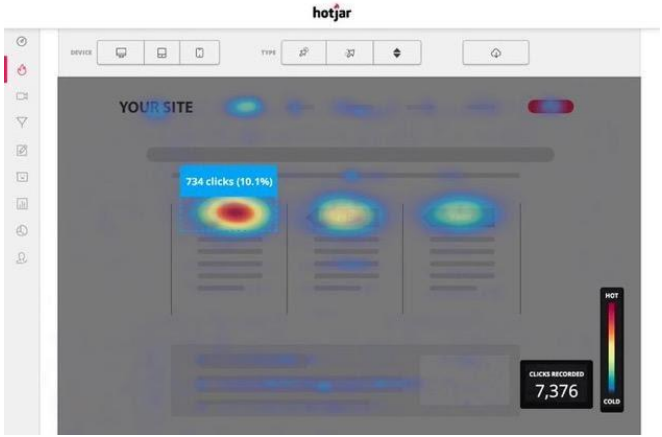
Usability Test:

Analyze user interaction with the product



HotJar

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شكراً لكم
Thank you

Alhowraa Albediwi

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التعلم المستمر ـــ عادة الناجحين

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سلسلة من الندوات المباشرة عبر الإنترنت، يقدمها **نخبة من الخبراء والمتخصصين**، بهدف المساهمة فى **رفع الوعي التقني** لدى كافة أفراد المجتمع.

لمشاهدة محاضرات ويبينار التحول التقني

TTS.SA
@altqniah
0566065533
011-2000290
Webinars@tts.sa
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