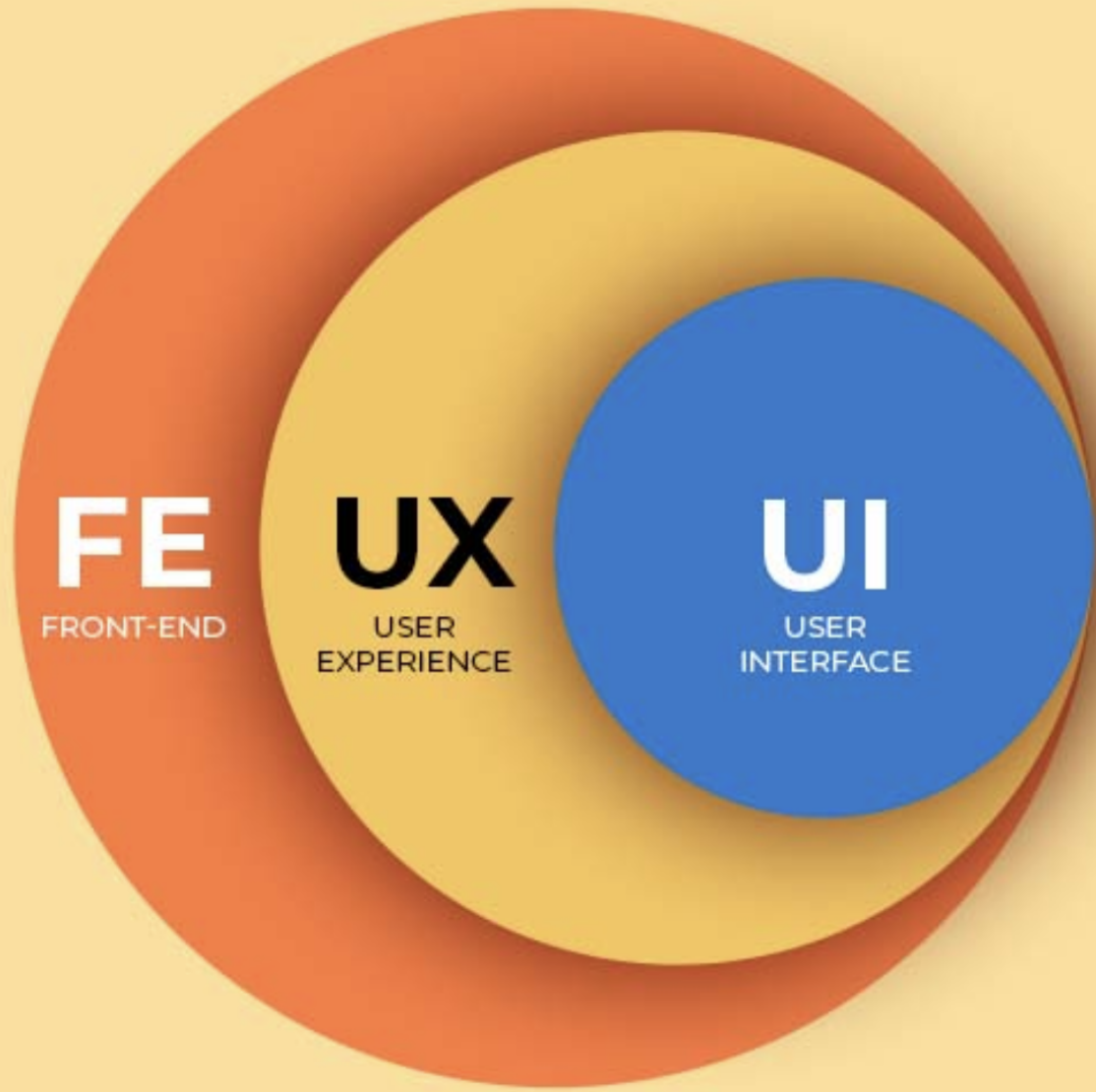


ITI0209: User Interfaces

16. Wrapping it Up

Martin Verrev

Spring 2026



FE
FRONT-END

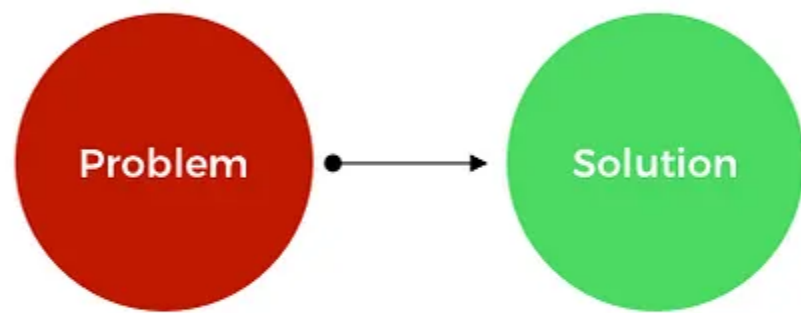
UX
USER
EXPERIENCE

UI
USER
INTERFACE

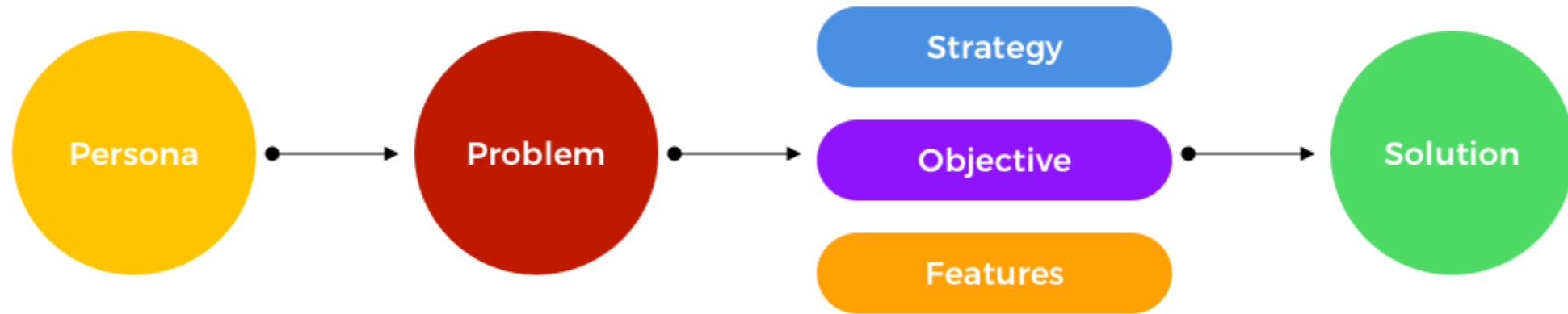


**Design is content
with intent. Content
without intent is
noise. Intent without
content is decoration.**

- JOE SPARANO



✗ Don't jump straight to solutions



✓ Take time to properly define the persona, problem, strategy, objective and features will provide more effective solution

Smart user experience design starts by identifying the problem and guiding all ideas to solve that problem. Before starting to solve problems, let's answer these questions.

Persona

Who has the problem?

Problem

What is the problem?

Strategy

How will we solve the problem?

Objective

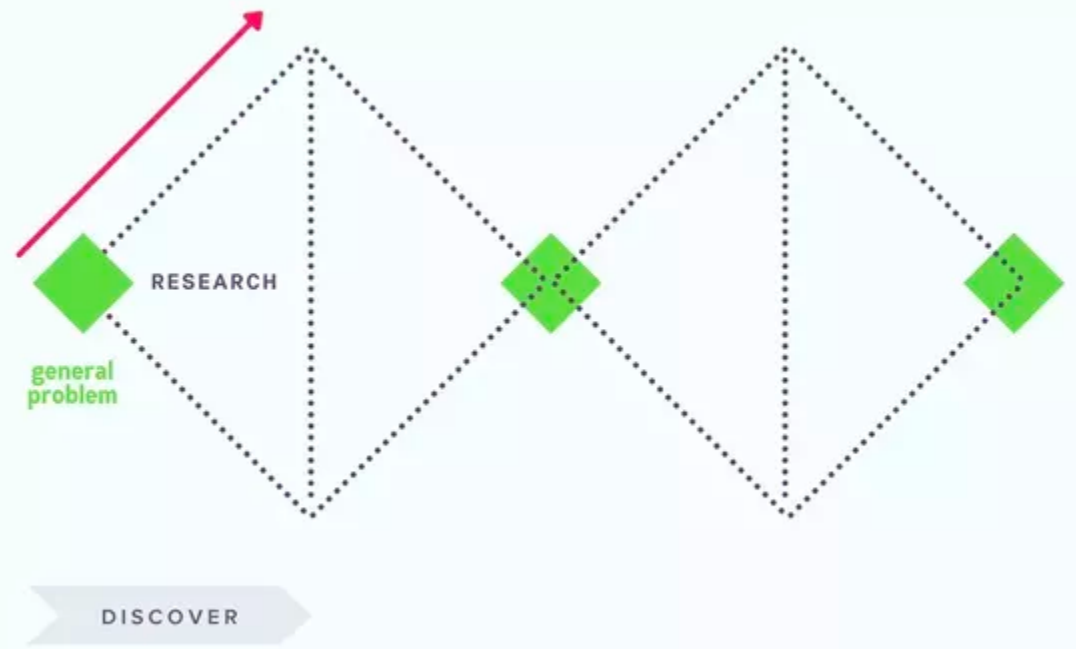
What will the solution achieve?

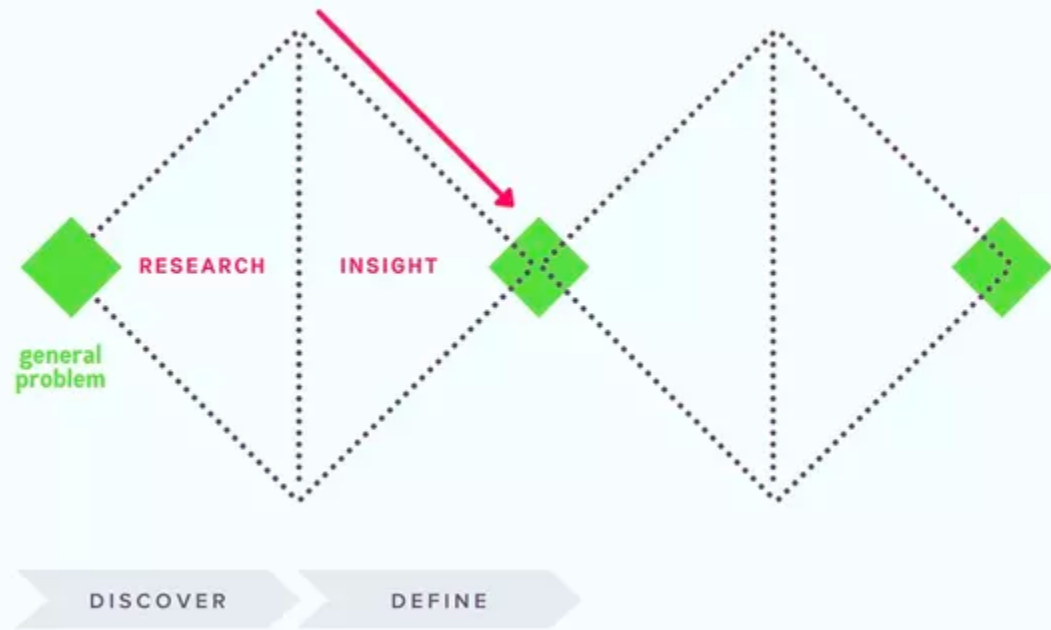
Features

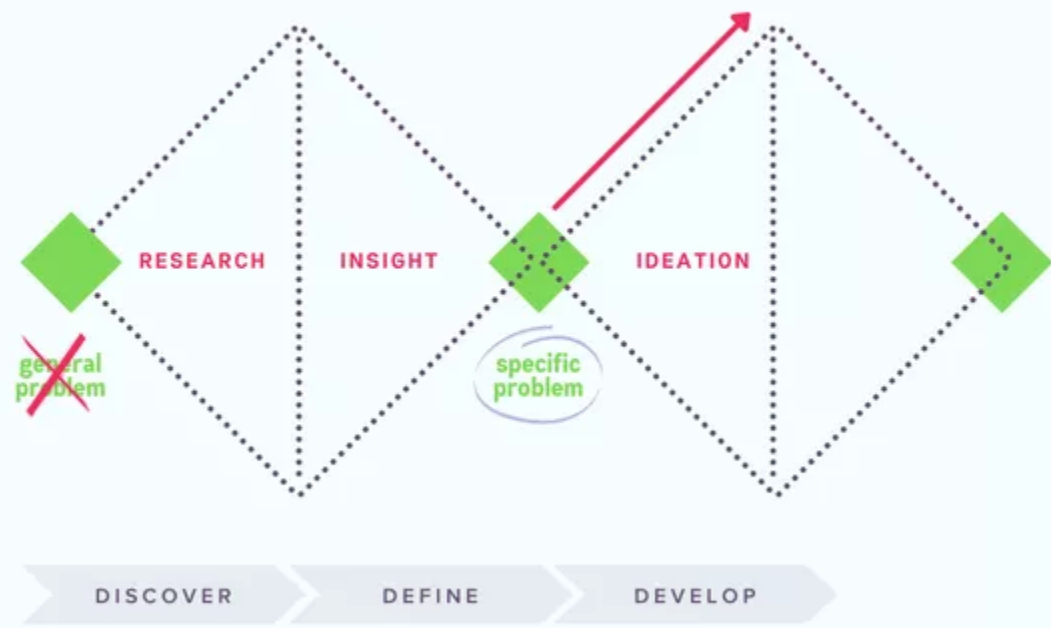
What features are required to accomplish the objective?

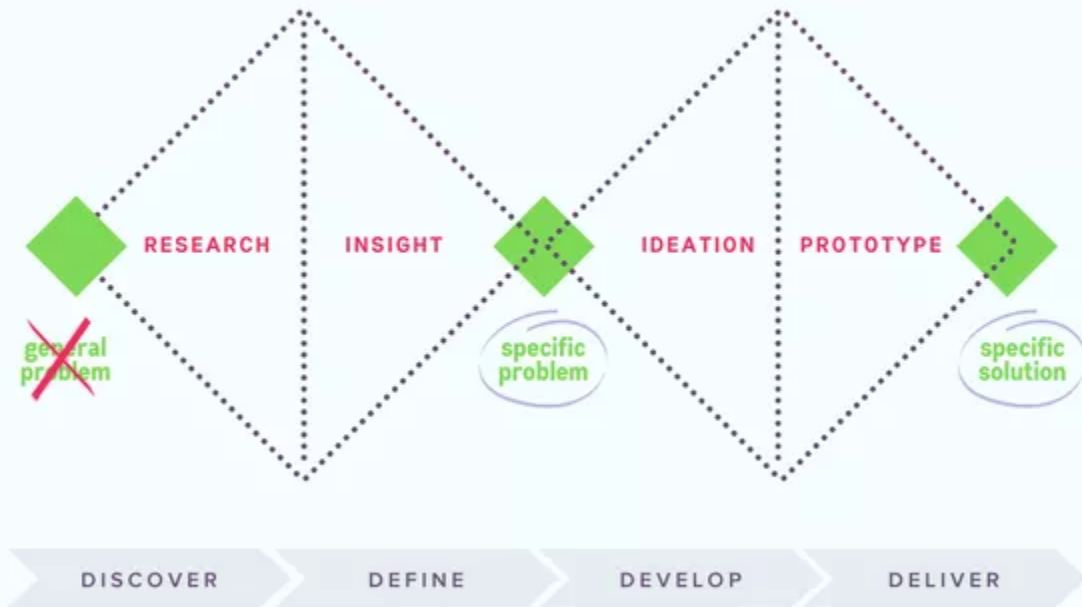
Solution

What will the product look like and how will it function?









Is UX Art or Science?



More Science than Art

- UX Design solves problems, art does not.
- Art is subjective. UX is objective.
- UX Design is based on the scientific method.
- UX Design can be taught and learned.



UX roles

From sources across the web

User experience design



Researcher



Visual communication design



Product Designer



Usability testing



Head teacher



UX writer



Information architecture



User researcher



UI Designer



Architect



UX role



Conduct UX research



Design and prototyping



Interaction design



Collaboration and communication



Creating user flows and wireframes



Customer journey maps



Personas



Senior Product Designer



UX unicorn



Wireframes



Different Roles

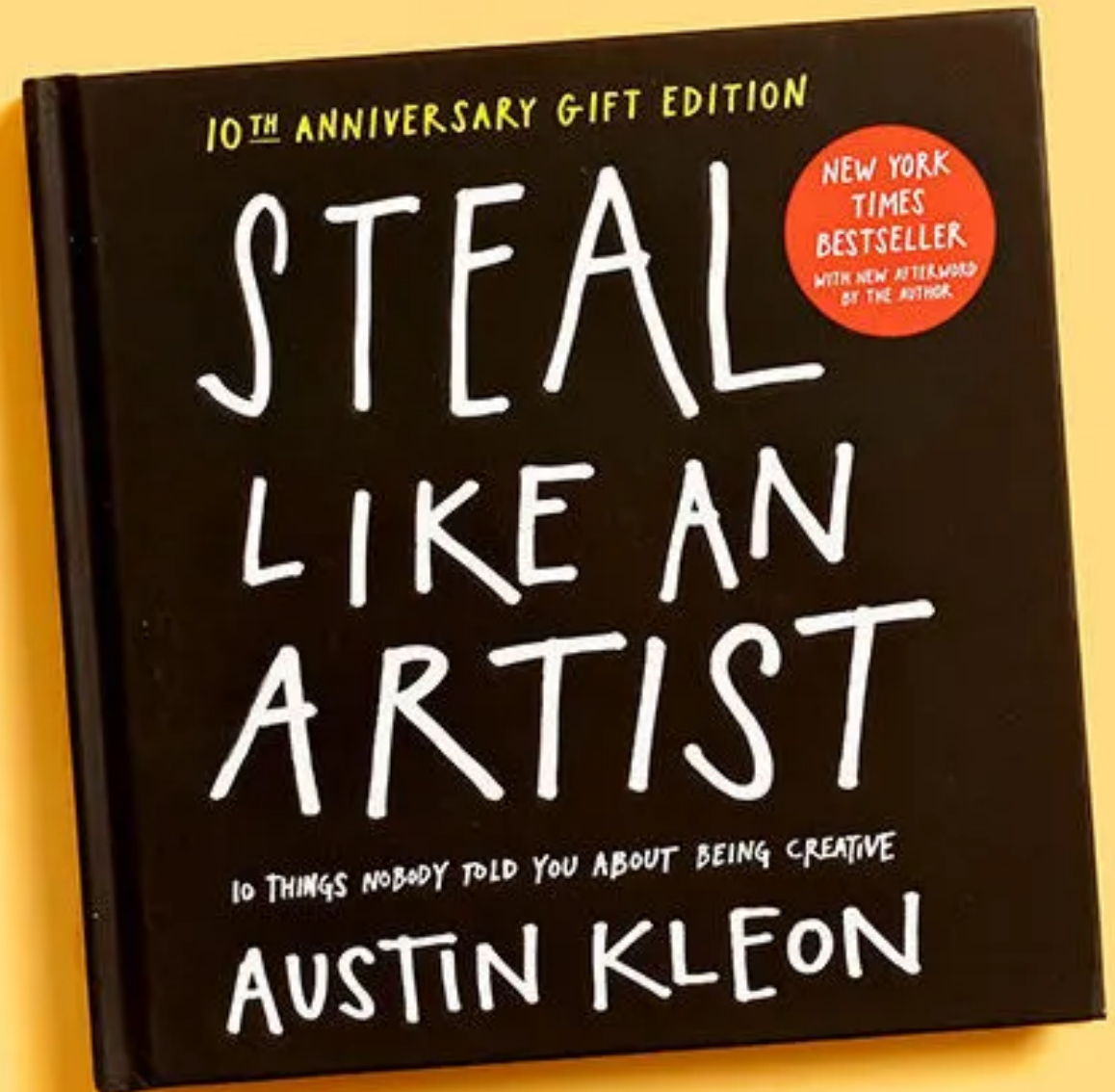
- User Experience (UX) Designer = Research + Design
- UI Developer = Design + HTML/CSS/JS
- Application Developer = Back-End + HTML/CSS/JS, etc.

Steal Like an Artist

Austin Kleon

2012

<https://www.goodreads.com/book/show/13099738-steal-like-an-artist>



Nothing is original. Steal from anywhere that resonates with inspiration or fuels your imagination. Devour old films, new films, music, books, paintings, photographs, poems, dreams, random conversations, architecture, bridges, street signs, trees, clouds, bodies of water, light and shadows.

Jim Jarmusch

Steal like an artist

Looks at the world primarily as “stuff worth stealing” and “stuff not worth stealing” instead of worrying about coming up with “good” and “bad” ideas.

Then they move on to the next thing. Everything is up for grabs, and if nothing seems worth stealing today, there will be something to steal tomorrow

GOOD THEFT	VS.	BAD THEFT
HONOR		DEGRADE
STUDY		SKIM
STEAL FROM MANY		STEAL FROM ONE
CREDIT		PLAGIARIZE
TRANSFORM		IMITATE
REMIX		RIP OFF

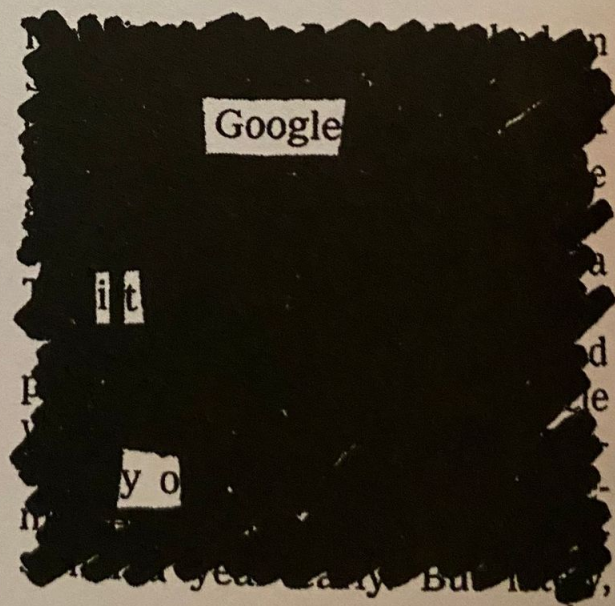
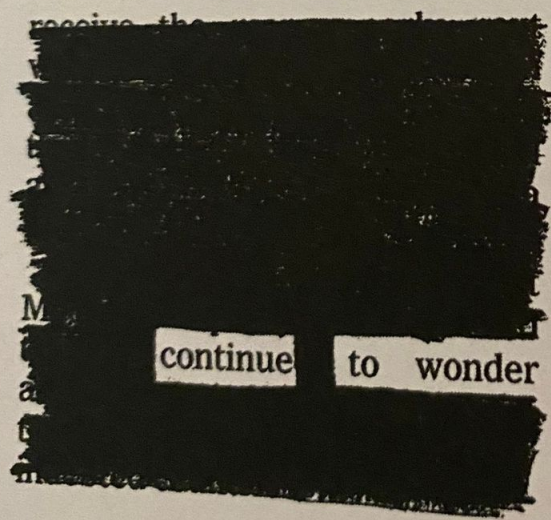
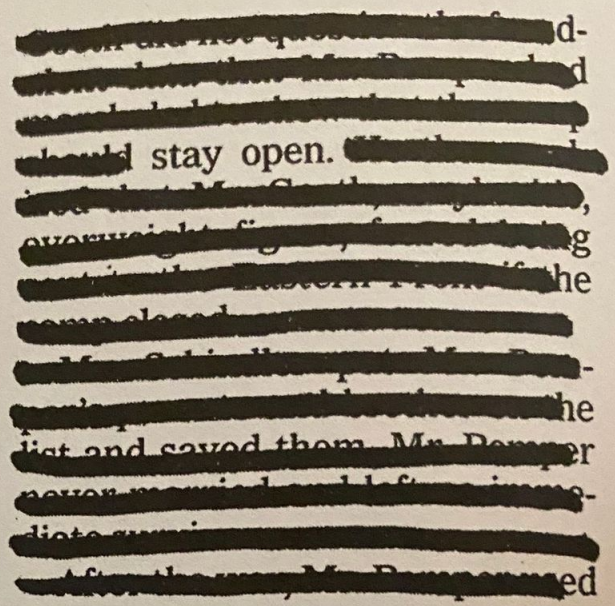
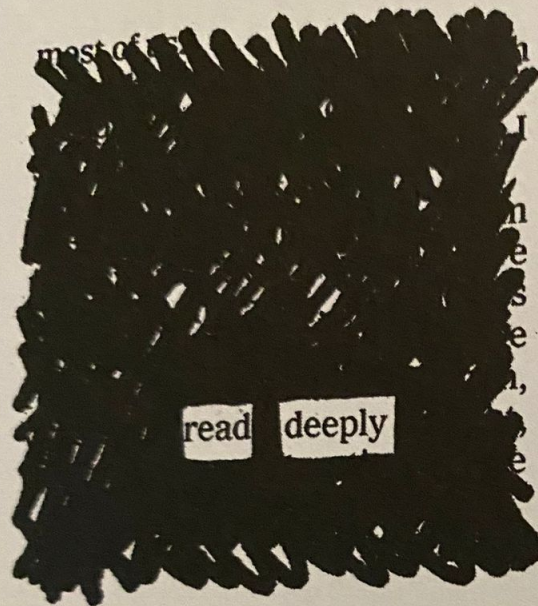
**Learning is remembering things
you are interested in.**

Paul Wurman

School yourself

Educate yourself. Curiosity is the key. Look things up regularly, chase references, and go deep. Google everything. I

Always be reading. Build your library. Spend on books — they are your investment in yourself. “Read what you love until you love to read.” It almost doesn’t matter what you read. If you keep reading, eventually, you’ll gravitate toward your interests.



Start Copying

Nobody is born with a style. We learn the alphabet by copying them, and musicians learn by practicing the scales. Painters learn by reproducing famous paintings. The Beatles started as a cover band. Don't steal from one person. Steal from many.

If you copy from one author, it's plagiarism, but if you copy from many, it's research.” — Wilson Mizner.



THE HUMAN HAND IS INCAPABLE
OF MAKING A PERFECT COPY.

Use your hands

The computer is suitable for editing and publishing ideas, but it's not good for generating ideas. One of the main reasons is the delete key. The computer lets us erase our thoughts even before having them, which is impossible on a piece of paper. We have to write entirely to know that something is wrong, and we have to strike out the text intentionally. It's the physical component that makes the difference. Engage your senses.

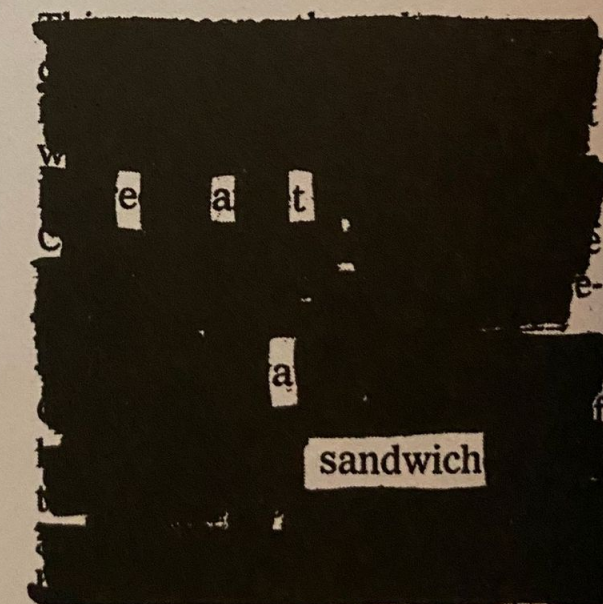
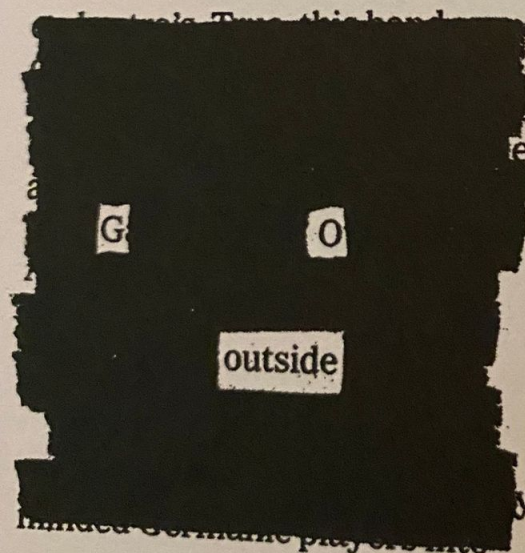
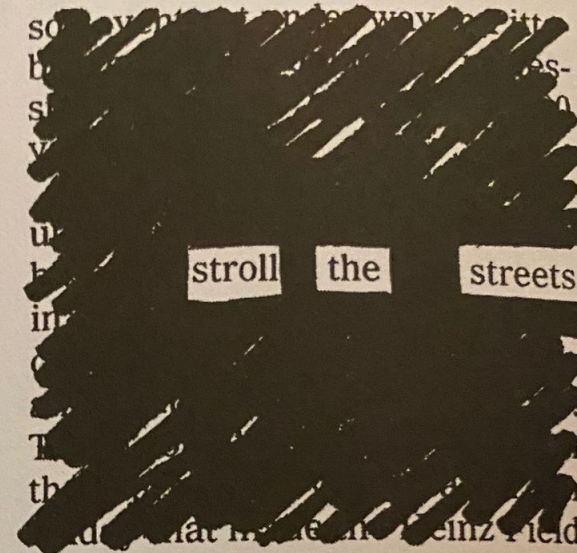
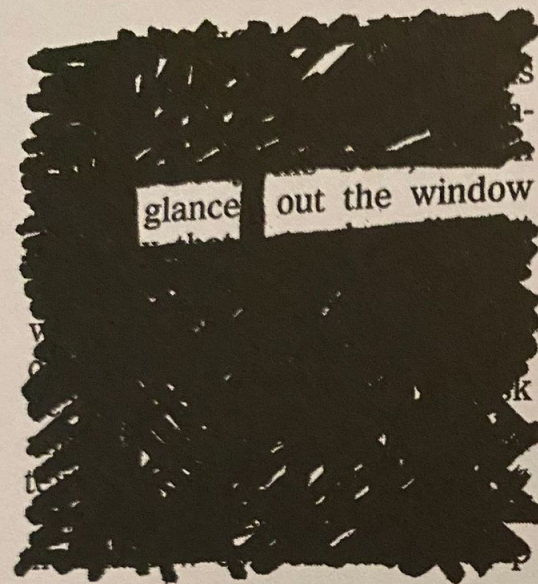


ART THAT ONLY COMES FROM THE HEAD
ISN'T ANY GOOD.

Practice Productive Procrastination.

What are you doing when procrastinating? That's your thing. Work on that. Having multiple hobbies that you can switch between gives you flavor and variety.

Take time to be bored. Your brain reaches out to your imagination when boredom kicks in. Stop reaching out to your phone. Do the dishes, fold your laundry, and clean your place. Take time for your mind to wander around.



Hobbies are Important

Some of us have one passion, while others multiple. Some of us still don't know what we are doing with our lives. We don't have to restrict ourselves to one. Explore multiple things to see if you like them.

You don't have to connect the dots. Your hobby is just for you. Do it just because you like doing it. Spend time on it. See where it takes you. Decide for yourself if it's the place you want to be.



ATTENTION

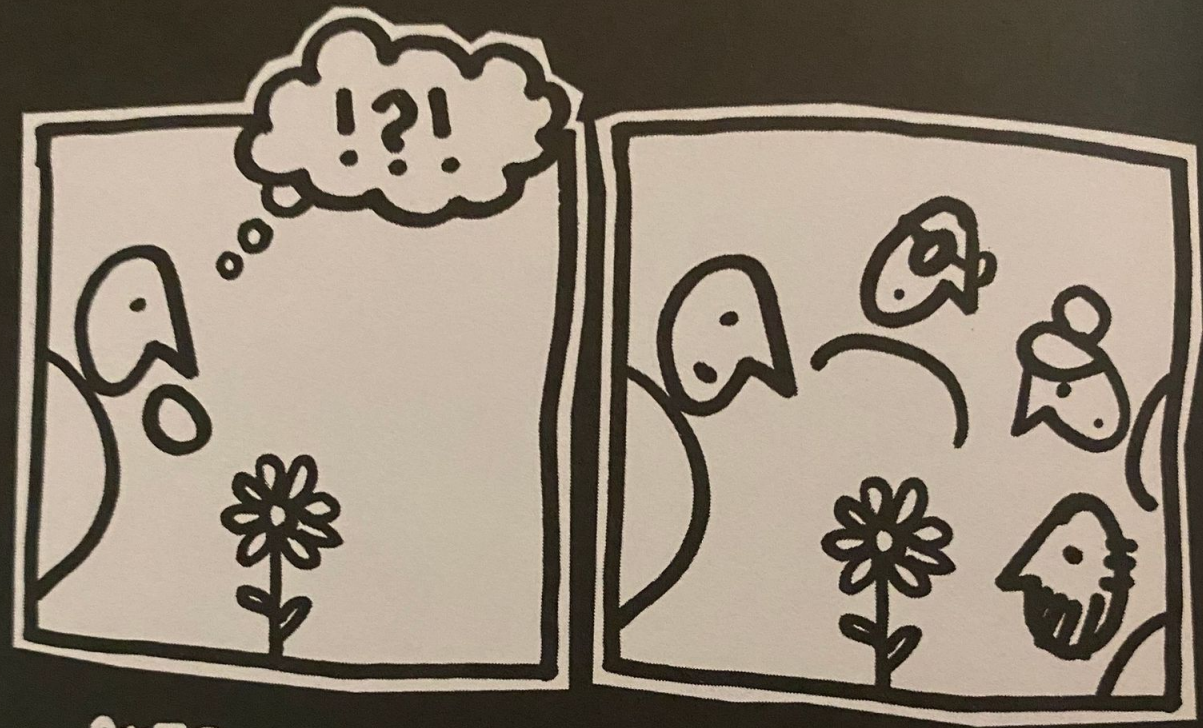
Do not
leave your
longings
unattended

Share with others

When you are a beginner, you are unknown. As beginner there's no pressure to create, maintain an image, follow deadlines, etc. You can learn at your own pace and explore the craft you're learning. If it doesn't work, you can do something else.

If you want your work to be known, focus on creating good work.

Sharpen your ideas, dig your brain, produce content based on credible sources of information, and try to be authentic in what you have to say.



STEP ONE:
WONDER AT
SOMETHING

STEP TWO:
INVITE OTHERS
TO WONDER
WITH YOU

Move around

“Distance and difference are the secret tonic of creativity. When we get home, home is still the same. But something in our mind has been changed, and that changes everything” — Jonah Lehrer

Thanks to the internet, there are many better ways to connect with people worldwide. None of this can replace being there physically, so you should also look for opportunities to leave home and move freely in the world.



ENJOY CAPTIVITY.

Be Nice

If you ever find that you're the most talented person in the room, you need to find another room. You're only going to be as good as the people you surround yourself with. In the digital space, following the right people online who are more intelligent and better than you, what they have to say, what they are working on, and how they get their work done.

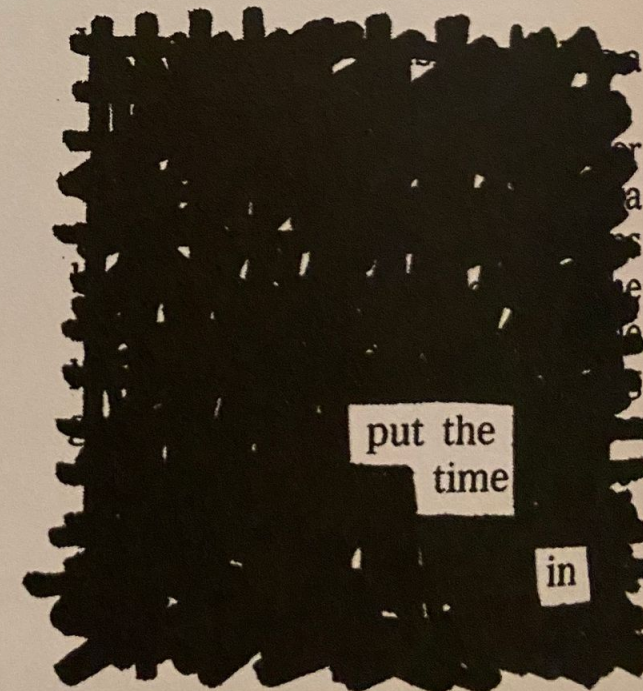
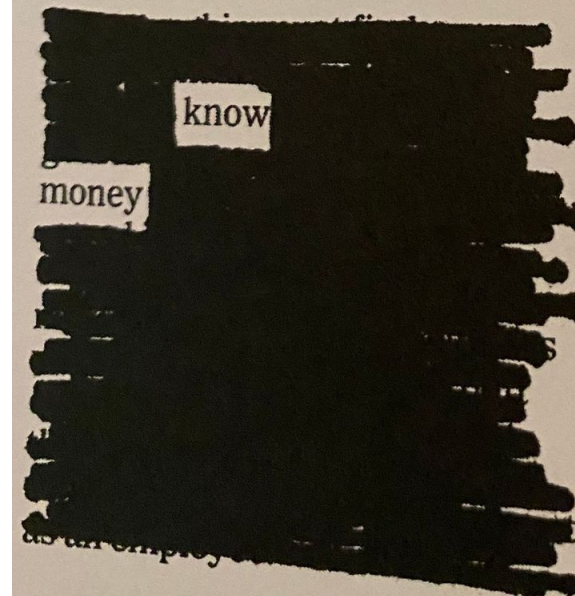
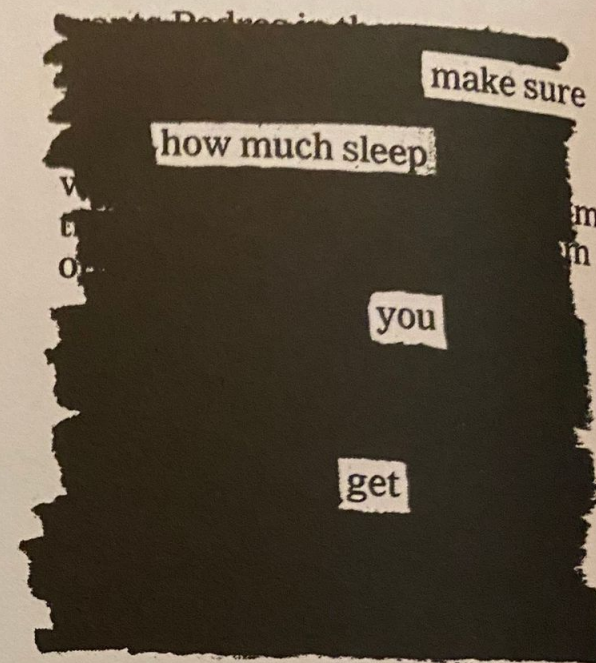
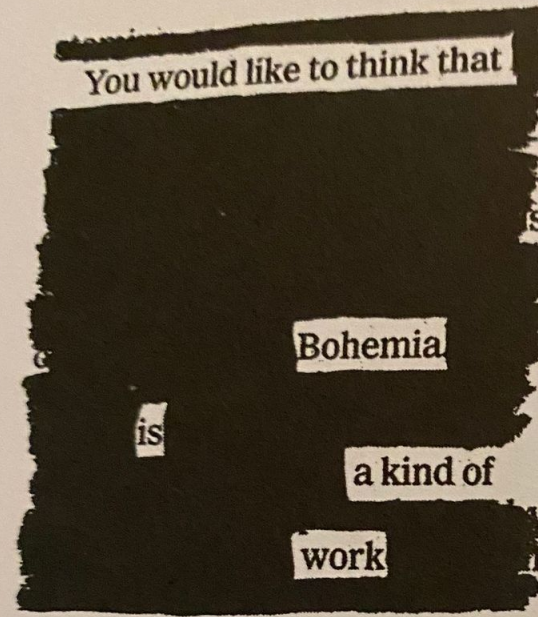
- YOU WILL NEED:
- CURIOSITY
 - KINDNESS
 - STAMINA
 - A WILLINGNESS TO LOOK STUPID

Be Boring

Take care of yourself. Energy won't be available to you if you waste it on random things. It is essential as it helps you focus on important — for yourself, the people around, and your creative work.

Keep your day job. Making a living out of what you genuinely love, it takes a lot of time. Work gives money, a routine, and freedom.

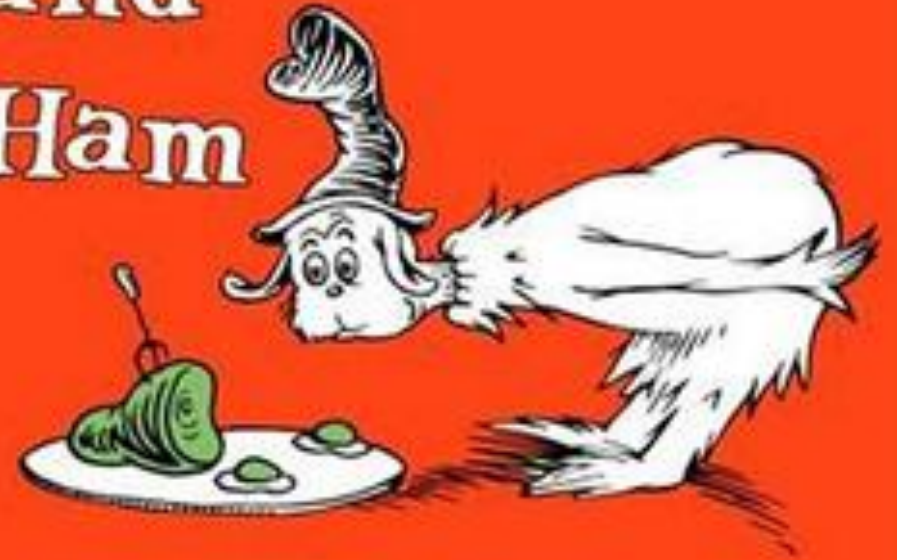
Keep a logbook. Keep a logbook to record the events every day. Small notes help you remember important



Dr. Seuss wrote "The Cat in the Hat" with only 236 different words, so his editor bet him he couldn't write a book with only 50 different words. Dr. Seuss came back and won the bet with "Green Eggs and Ham", one of the bestselling children's books of all time.

https://en.wikipedia.org/wiki/Green_Eggs_and_Ham

Green Eggs and Ham



By **Dr. Seuss**

Be a minimalist

Information is abundant, and it's overwhelming to pick and choose what to talk about, what to watch, whom to follow, and what ideas to internalize. It's almost as if we are forever stuck finding things.

Unlocking creativity requires some limitations. Place some constraints on yourselves, and work with what you have right now.

There are definite dangers in thinking you can do everything.

do with less

whittle down the stream so you can think

start now

THE LIFE OF A PROJECT*



* STOLEN FROM MY FRIEND MAUREEN MCHUGH

See also

- Steal like an artist. <https://austinkleon.com/steal/>
- (in Estonian) Jalatöö kiituseks. <https://leida.artun.ee/et/issues/toimijate-kogukond/jalatoole-kiituseks>

Thank you!