

ITI0209: User Interfaces

16. Wrapping it Up

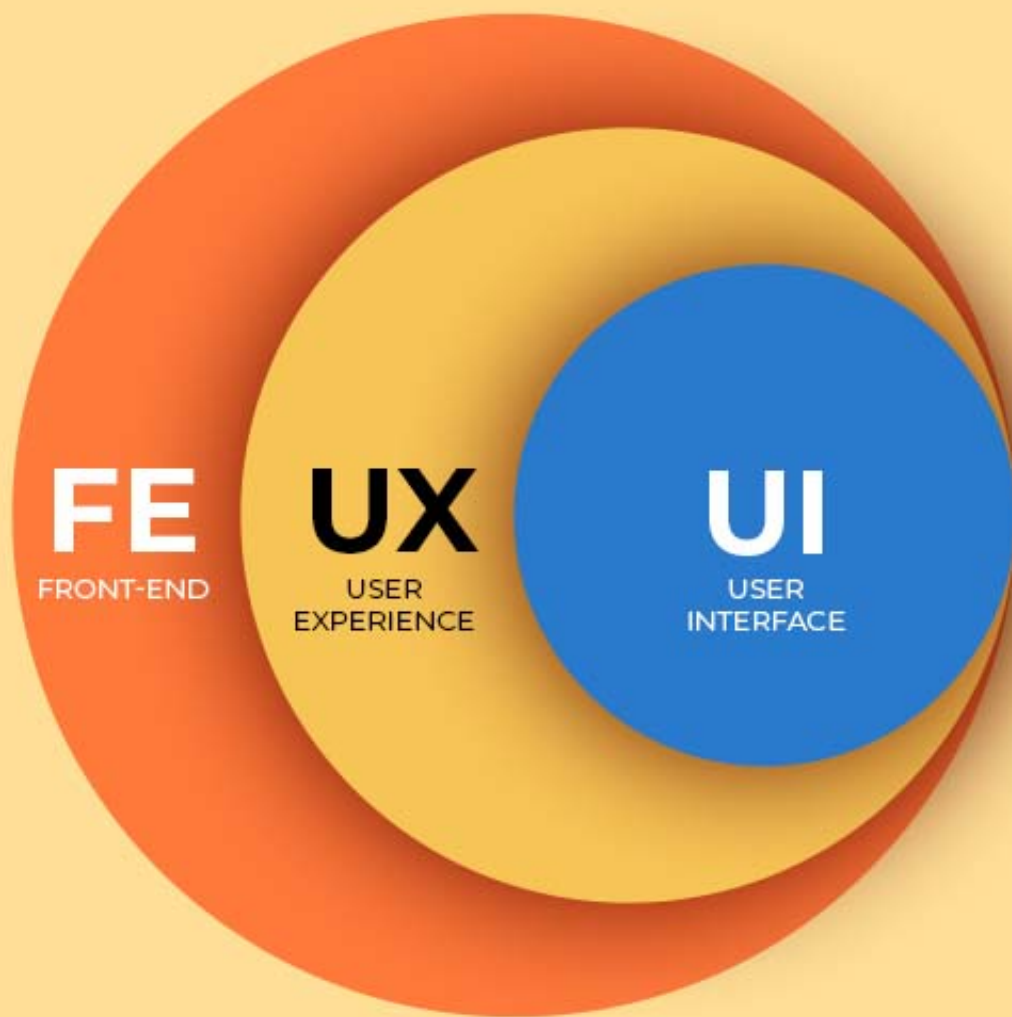
Martin Verrev

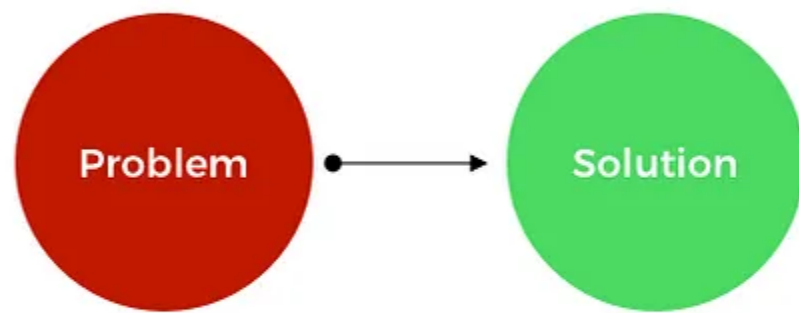
Spring 2025



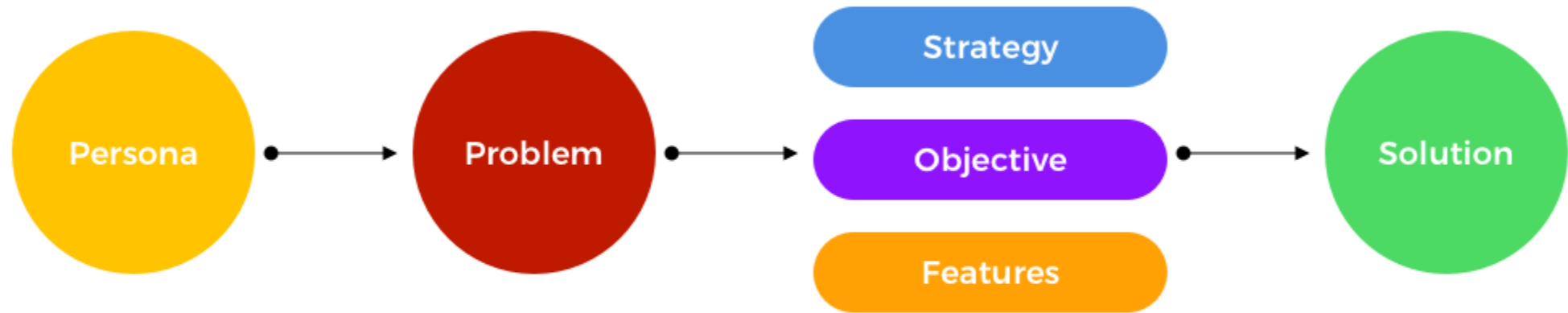
**Design is content
with intent. Content
without intent is
noise. Intent without
content is decoration.**

- 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

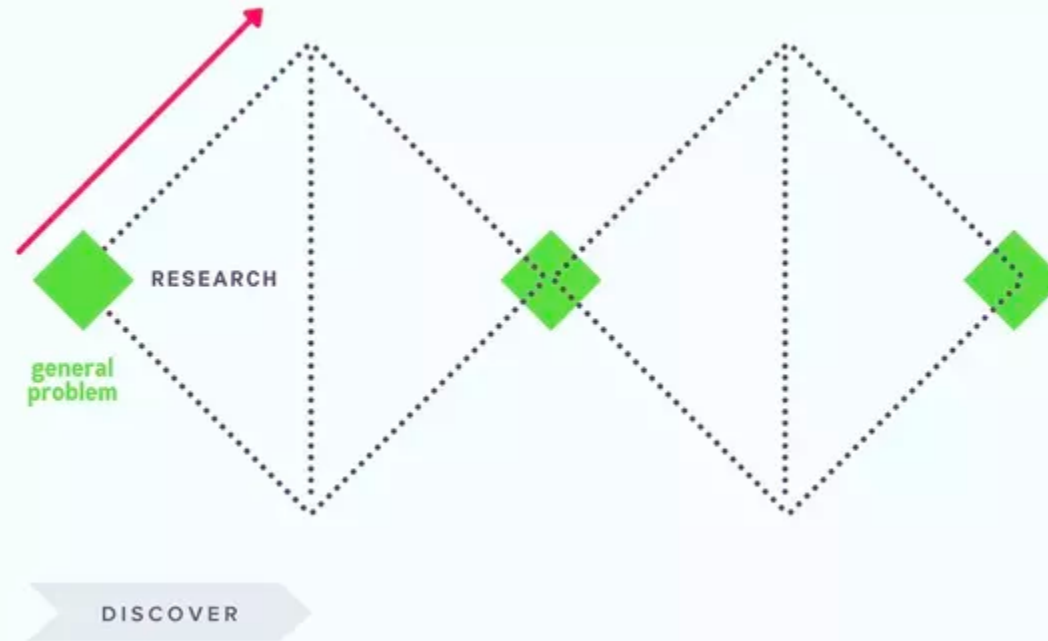
What will the solution achieve?

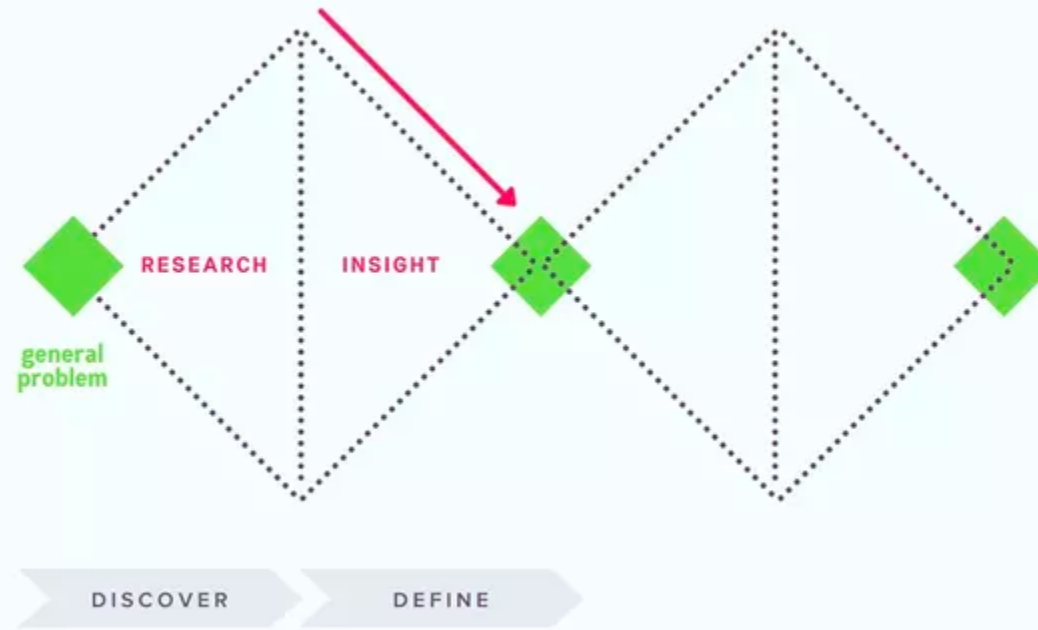
Features

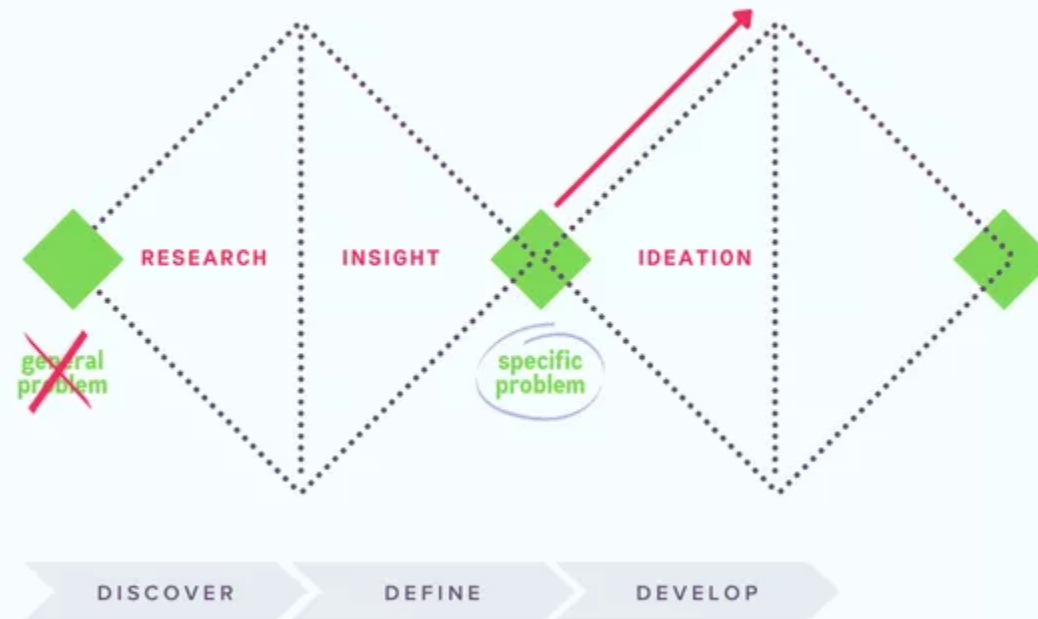
What features are required to accomplish the objective?

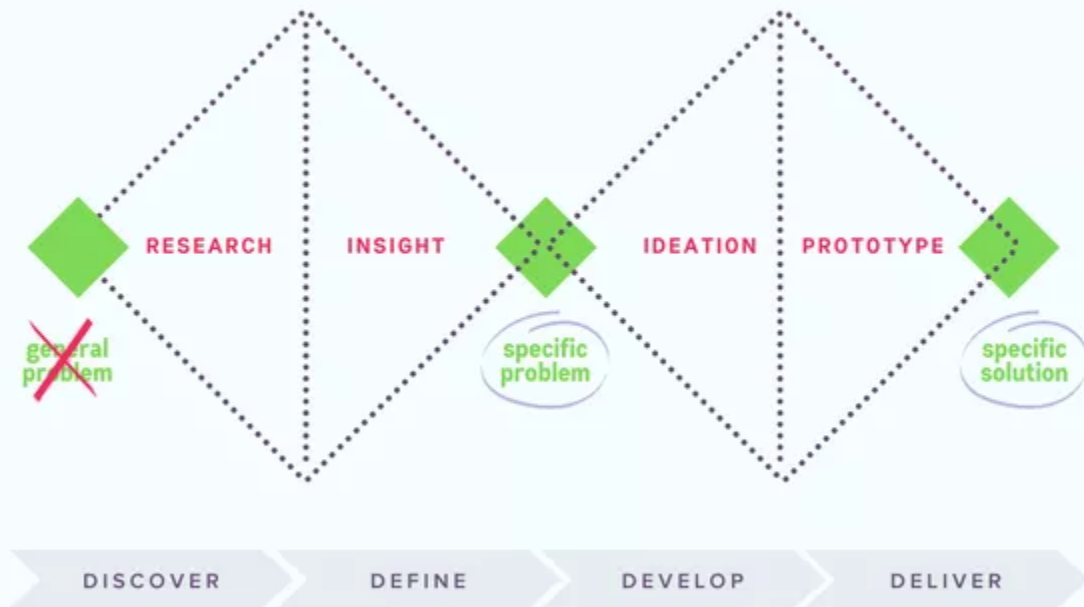
Solution

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









Is UX Art or Science?



- 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.

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

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

Thank you!