

Introduction to UX Design



- UX design shapes products to be useful, usable, and friction-free



- UX (how it works) vs. UI (how it looks): two distinct disciplines



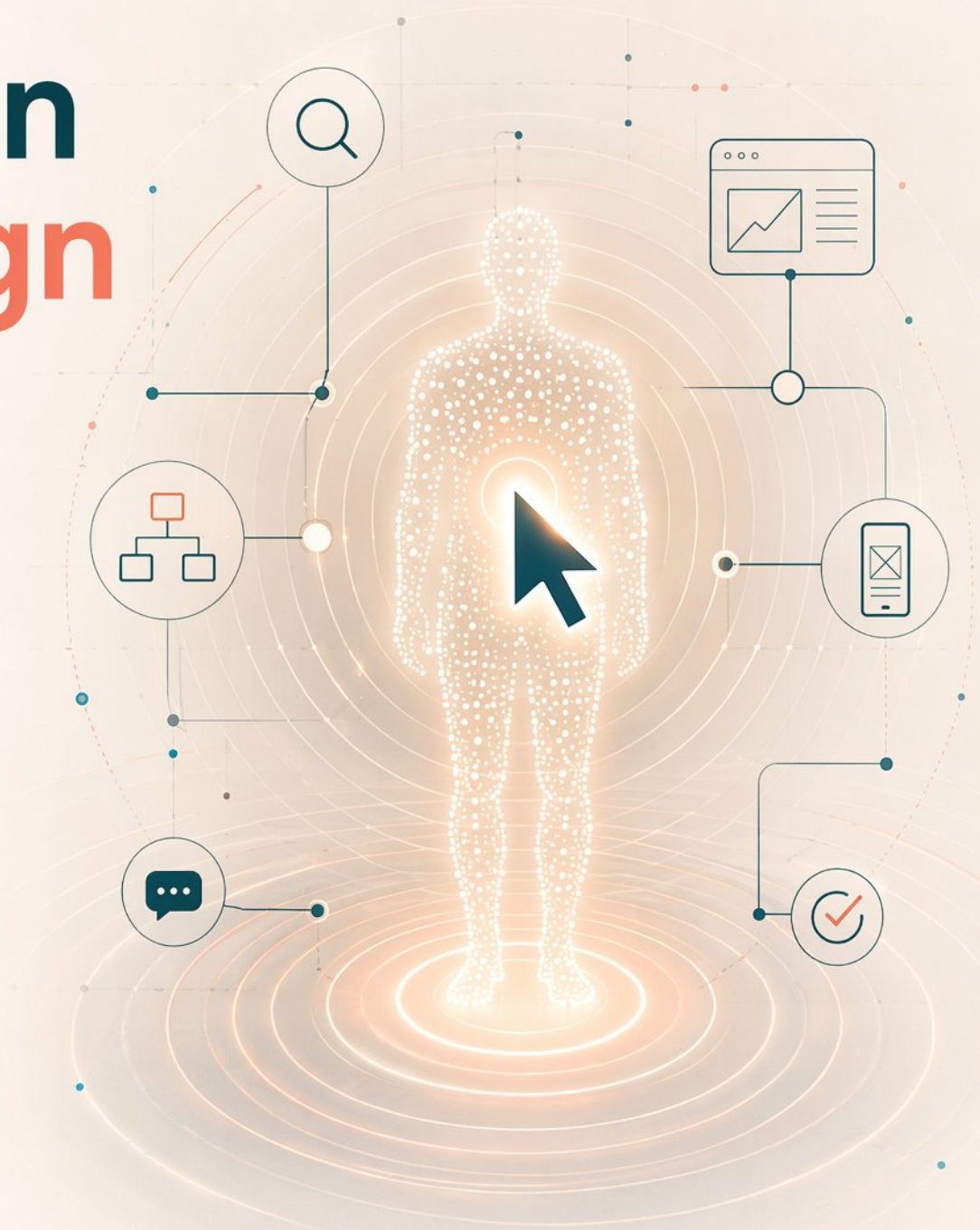
- Every \$1 in UX returns \$100; design-led firms grow 32% faster



- 88% of users won't return after a single poor experience

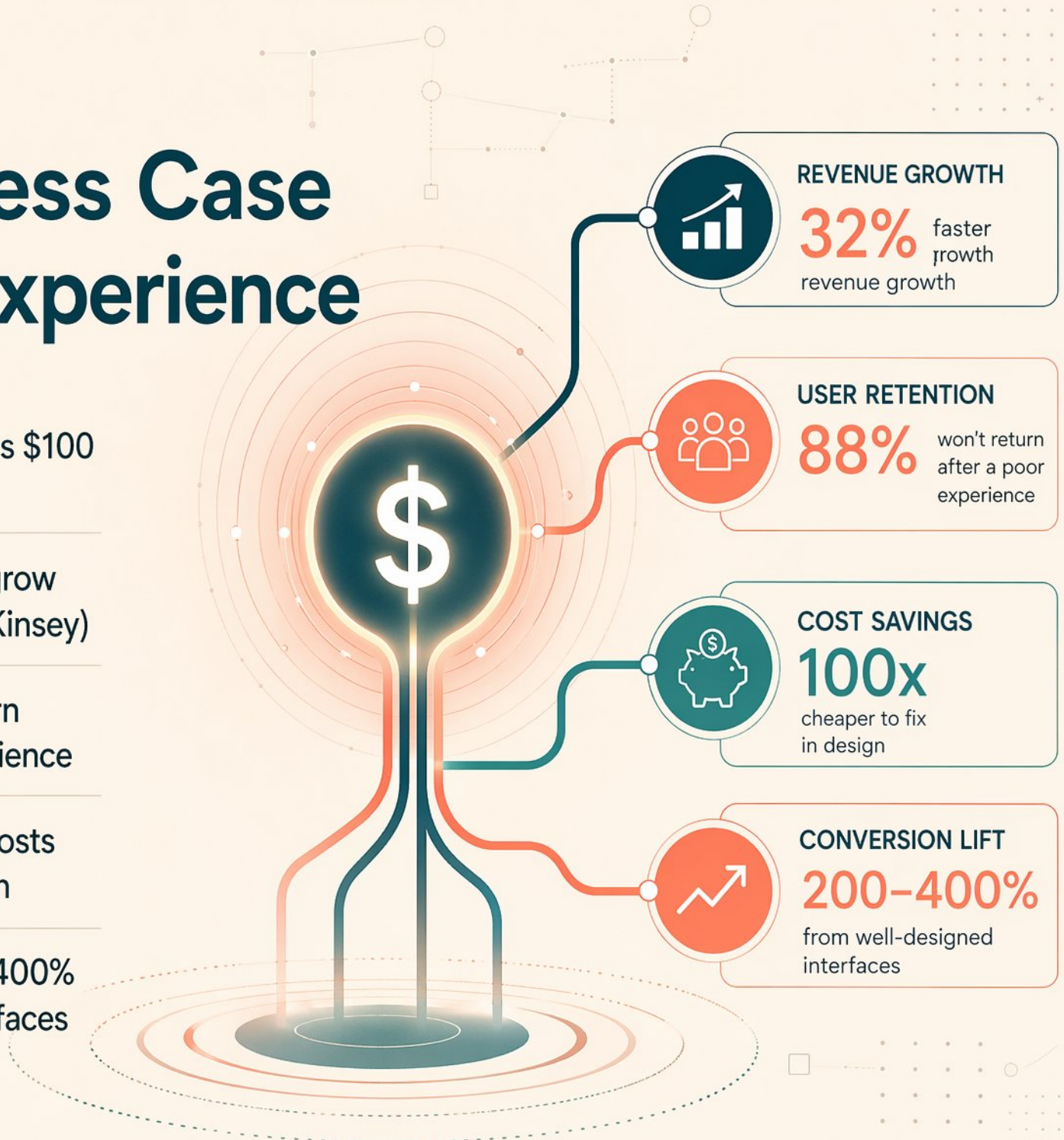


- This training: process, principles, research, and your next steps



The Business Case for User Experience

- \$1 invested in UX returns \$100 on average (Forrester)
- Design-led companies grow revenue 32% faster (McKinsey)
- 88% of users won't return after a single poor experience
- Fixing UX post-launch costs 100x more than in design
- Conversion lifts of 200–400% from well-designed interfaces



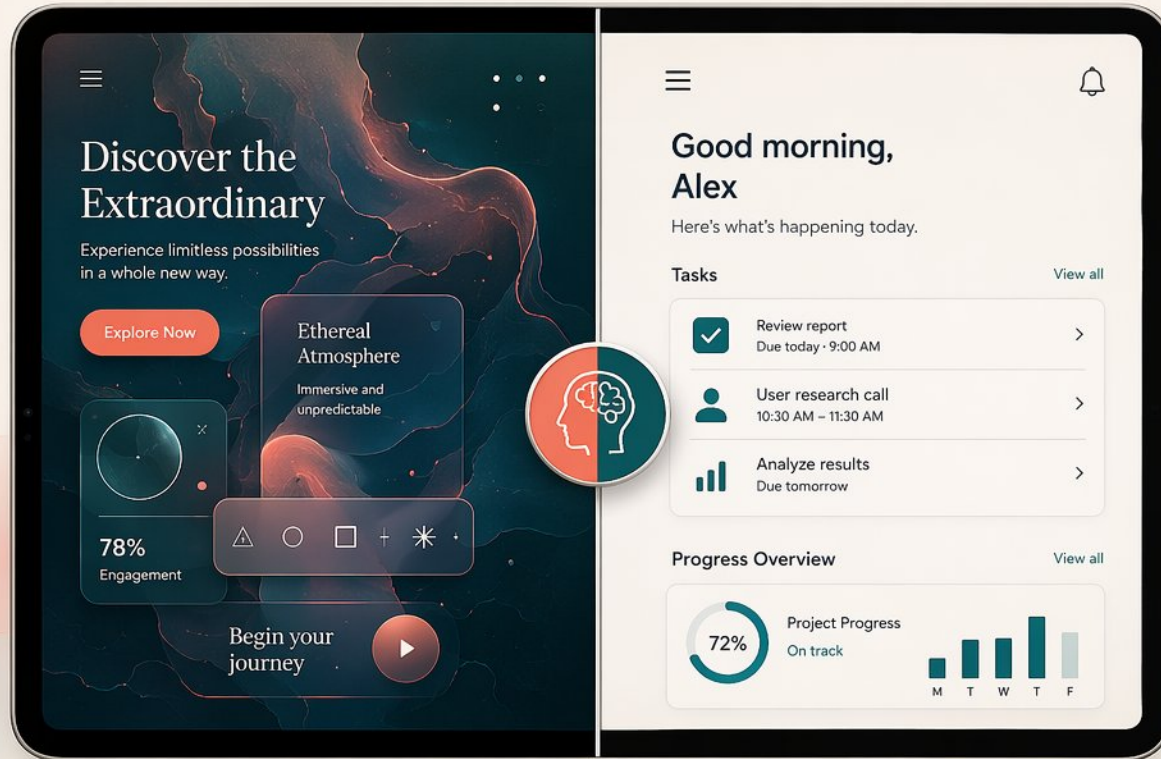
UX vs. UI:

Two Sides of the Same Coin

UI (Without UX)

Confusing but Beautiful

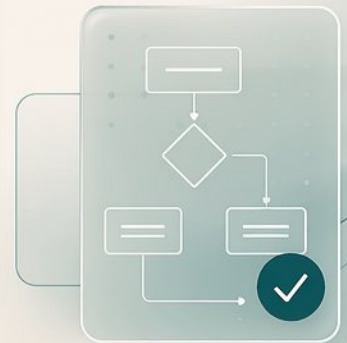
Visually striking, but hard to understand and use.



UX + UI

Clear and Functional

Easy to understand, efficient to use, and delightful.



- **UX** defines how a product works: research, flows, structure, usability



- **UI** defines how it looks: typography, color, spacing, visual hierarchy



- A beautiful interface that confuses users still fails—clarity beats aesthetics



- Great products unify **UX and UI**: intuitive function wrapped in visual clarity

Core Principles of UX Design



- Usability, accessibility, and desirability as foundational pillars



- Consistency, predictability, and designing for mental models



- Feedback, affordance, and user control: error prevention and recovery



- WCAG fundamentals: 96.3% of websites still fail compliance



The UX Design Process: Design Thinking

- Five-stage framework: Empathize, Define, Ideate, Prototype, Test
- UX fits into agile, lean, and product development lifecycles
- Iterative: multiple cycles before shipping, not a single pass
- In 2026, frameworks like Lean UX and Dual-Track Agile complement Design Thinking



User Research Fundamentals

- Designing on assumptions is the most expensive UX mistake
- Qualitative vs. quantitative: interviews, surveys, observation, analytics
- Key techniques: contextual inquiry, card sorting, usability benchmarking
- The five-user rule: testing with 5 users surfaces ~85% of usability problems



Understanding Your Users



- Create personas and empathy maps from research data



- Map user journeys to identify pain points and opportunities



- Use Jobs-to-be-Done to focus on what users aim to accomplish



- Translate research into actionable insights that drive design

Lena
32, Product Designer
Austin, TX

Goals
Create intuitive tools that help her team ship with confidence.

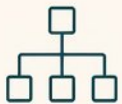
Frustrations
Unclear requirements and scattered feedback slow her down.

Needs
Clarity, collaboration, and time to focus on design.

“ I want to design with purpose and make an impact.”

Information Architecture and Content Strategy

- Structure content for findability, clarity, and scalable navigation
- Use sitemaps, taxonomies, and navigation patterns to organize information
- Strong IA improves both usability performance and SEO
- Validate structures with card sorting and tree testing



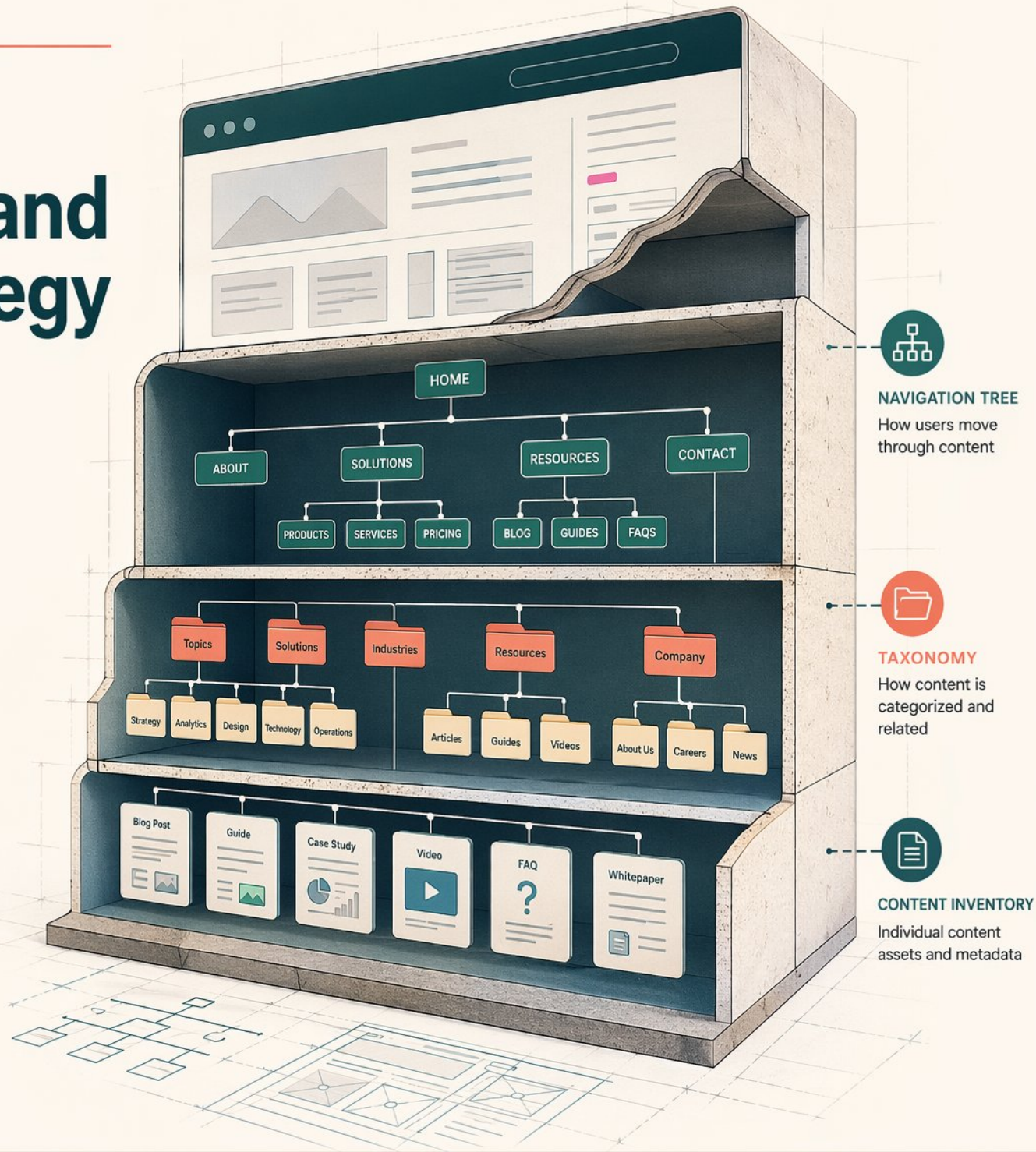
SITEMAP
Navigation structure and hierarchy



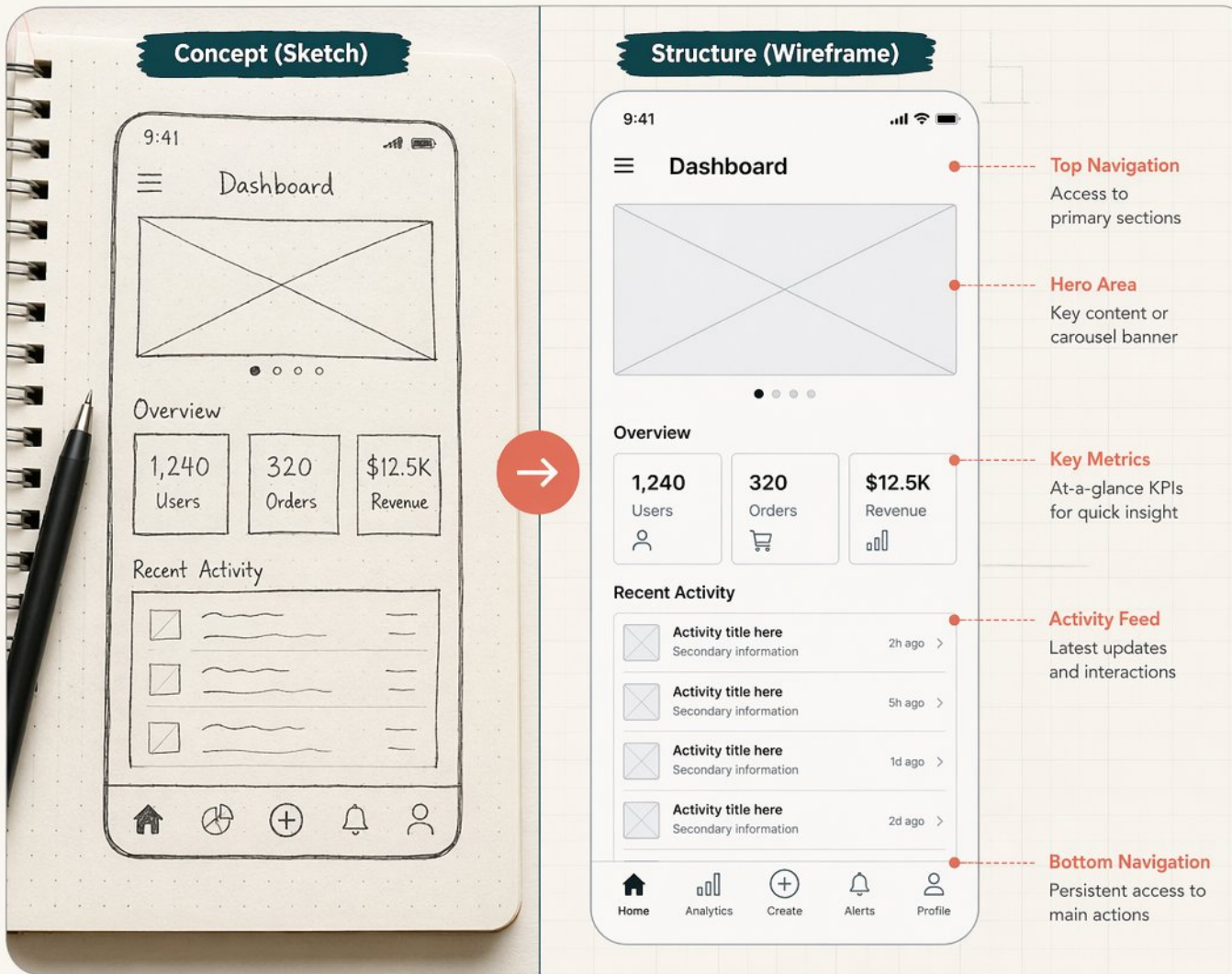
TAXONOMY
Categories and relationships



NAVIGATION PATTERNS
Routes and user journeys



Wireframing: From Concept to Structure



- Low-fidelity for structure and flow; high-fidelity for detail, interactions, and testing



- Use conventions, UI patterns, and annotations to communicate intent clearly



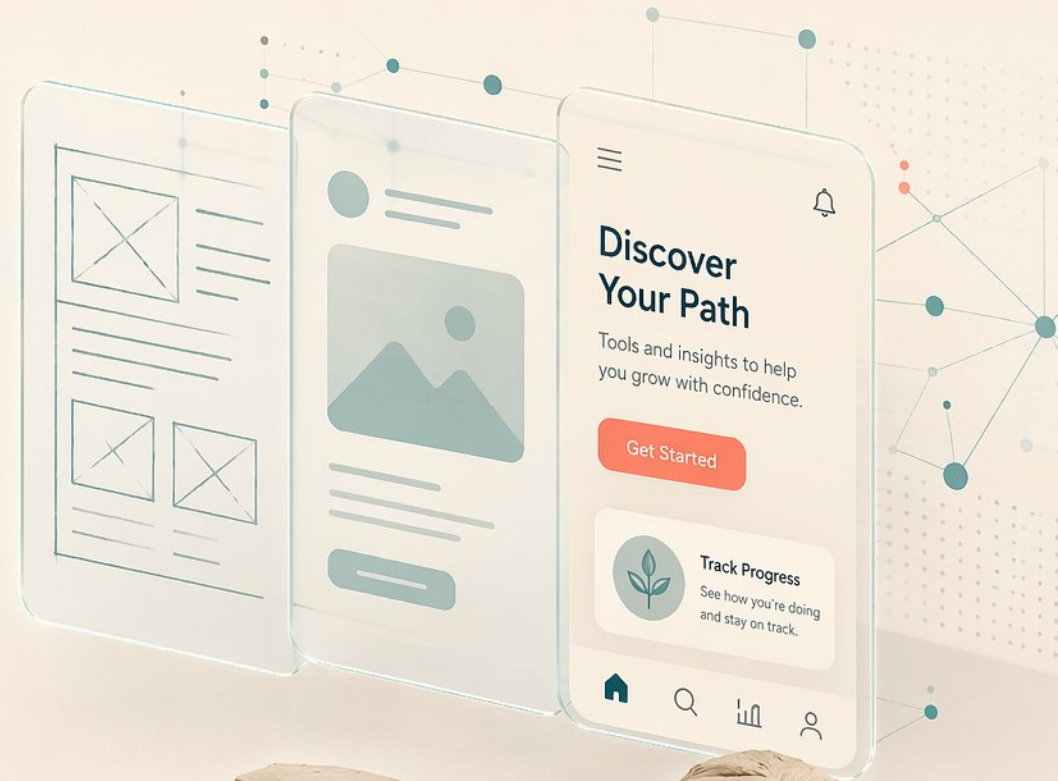
- Figma dominates in 2026 with real-time collaboration, AI features, and Dev Mode



- Quick picks: Balsamiq for fast lo-fi, Whimsical for wireframes-plus-flows, Penpot for open-source teams



Prototyping: Making Ideas Testable



- Prototype across fidelity levels, from paper to pixel-perfect, matching the method to your questions
- Build interactive prototypes with Figma Make, Framer, or code-aware UXPin for realistic testing
- Use prototypes to align stakeholders, validate with developers, and gather user feedback
- Match prototype fidelity to your goal: low-fi for structure, high-fi for usability and behavior



Low-Fidelity
Ideas & Structure



Mid-Fidelity
Flow & Interaction



High-Fidelity
Detail & Usability

Usability Testing: Learning from Real Users



- Plan and run moderated and unmoderated usability tests



- Analyze findings: affinity mapping, severity ratings, and prioritization



- Use tools like Maze, UserTesting, and behavioral analytics platforms



- Only 55% of companies test UX—a major competitive edge



USER JOURNEY



Discover



Explore



Evaluate



Complete



Advocate



Visual Design Essentials for UX



- Visual hierarchy guides users to what matters most



- Typography and color enhance readability and mood



- Spacing creates clarity and reduces cognitive load



- Accessibility: color contrast, focus states, responsive design



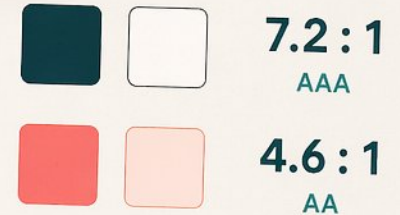
- Design systems ensure consistency at scale



1. TYPOGRAPHY SCALE

H1	Heading 1	32 / 40	Bold
H2	Heading 2	24 / 32	Semibold
H3	Heading 3	20 / 28	Semibold
Body	Body Text	16 / 24	Regular
Small	Small Text	14 / 20	Regular

2. COLOR & CONTRAST



Aim for AA (4.5:1) for normal text and AAA (7:1) for the best readability.

3. SPACING SYSTEM (8pt GRID)

32	32px
24	24px
16	16px
8	8px

4. FOCUS STATES

Default	Button
Hover	Button
Focus	Button
Pressed	Button

5. RESPONSIVE BREAKPOINTS

Mobile 320px+	Tablet 768px+	Desktop 1024px+	Wide 1440px+



GOOD DESIGN IS CLEAR, CONSISTENT, AND INCLUSIVE.

Make every interaction effortless and meaningful.

Clarity guides.
Consistency builds trust.
Empathy designs.



Measuring UX: Metrics That Matter



Google HEART framework:
Happiness, Engagement,
Adoption, Retention, Task success



Task Success Rate: industry B2B
average ~78%; below 70%
signals serious issues



System Usability Scale (SUS):
10-question survey; scores
above 80 = excellent



Link metrics to revenue,
retention, and support
cost reduction



Shift from vague UX maturity
to measurable, revenue-linked
KPIs

HEART FRAMEWORK



Happiness

4.6 /5
Excellent



Engagement

72%
Strong



Adoption

68%
On Track



Retention

81%
Strong



Task Success

78%
Good

UX in 2026:

Trends and the AI Revolution



- AI reshapes what we build: conversational UI, predictive nav, and trust signals



- AI changes how we work: auto-layout, component generation, and design-to-code



- WCAG 3.0 and the European Accessibility Act make accessibility a legal imperative



- UX as infrastructure: credibility, ethics, and human-centered strategy in Industry 5.0



- Only 14% of companies reach optimized UX maturity—a massive competitive gap



UX Career Paths and Roles



Common roles: UX Designer, Product Designer, Researcher, Writer, Design Systems Specialist



Career growth: from junior practitioner to design lead, strategist, or head of design



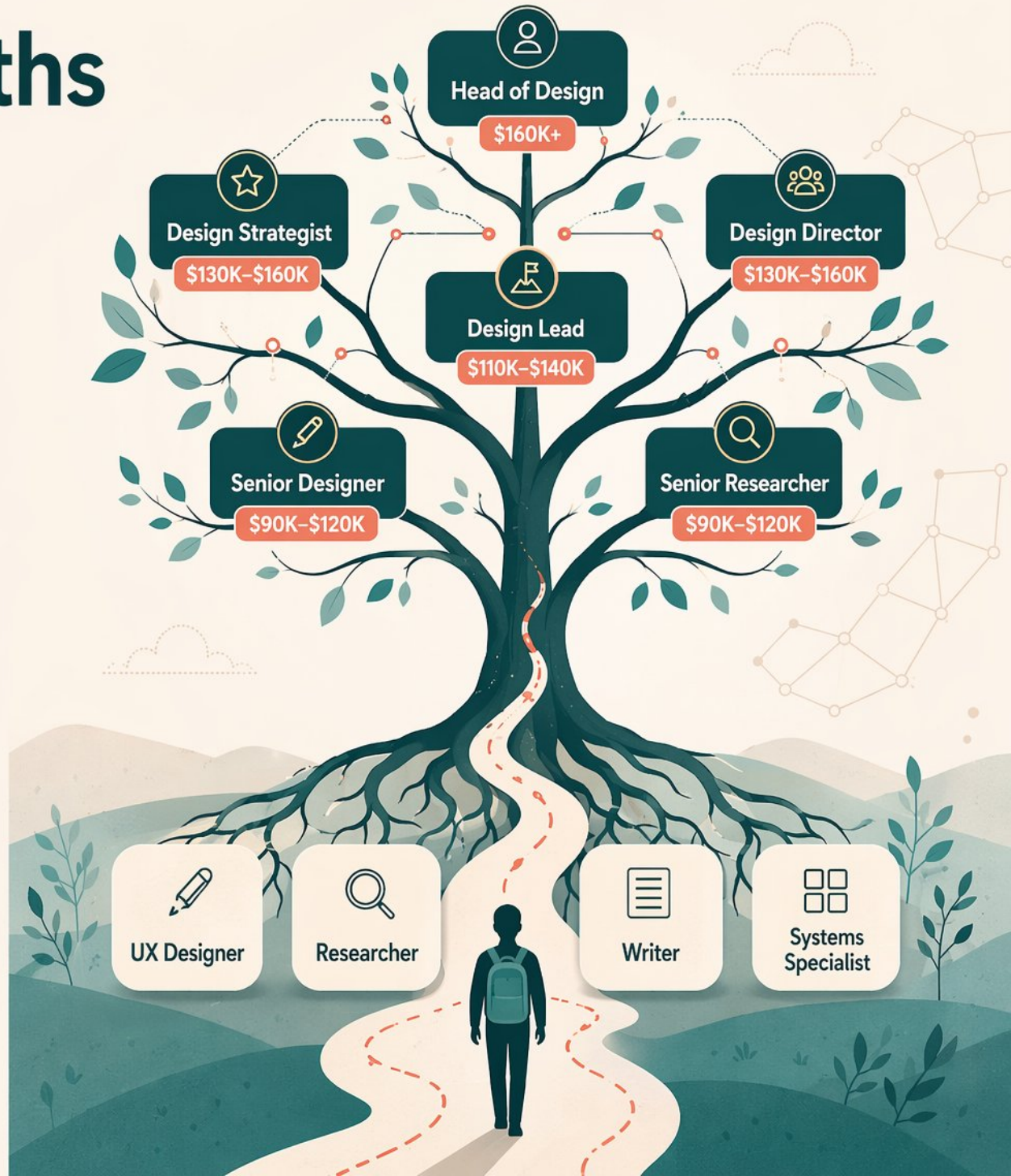
In-house, agency, and freelance paths offer different environments and rhythms



Average salary: \$80,000–\$110,000; senior and specialized roles command higher



Entry-level market is competitive, while mid/senior demand remains strong



Your Next Steps into UX Design



- Build Figma fluency, research methods, interaction design, and accessibility skills



- Create a portfolio with three end-to-end projects and documented process



- Enroll in recognized programs like the Google UX Design Certificate on Coursera



- Apply UX thinking today: run a 5-user test, map a journey, or audit accessibility

Next Steps

- ☒ Build Skills
- ☒ Build Portfolio
- ☒ Learn & Grow
- ☒ Apply UX Thinking



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