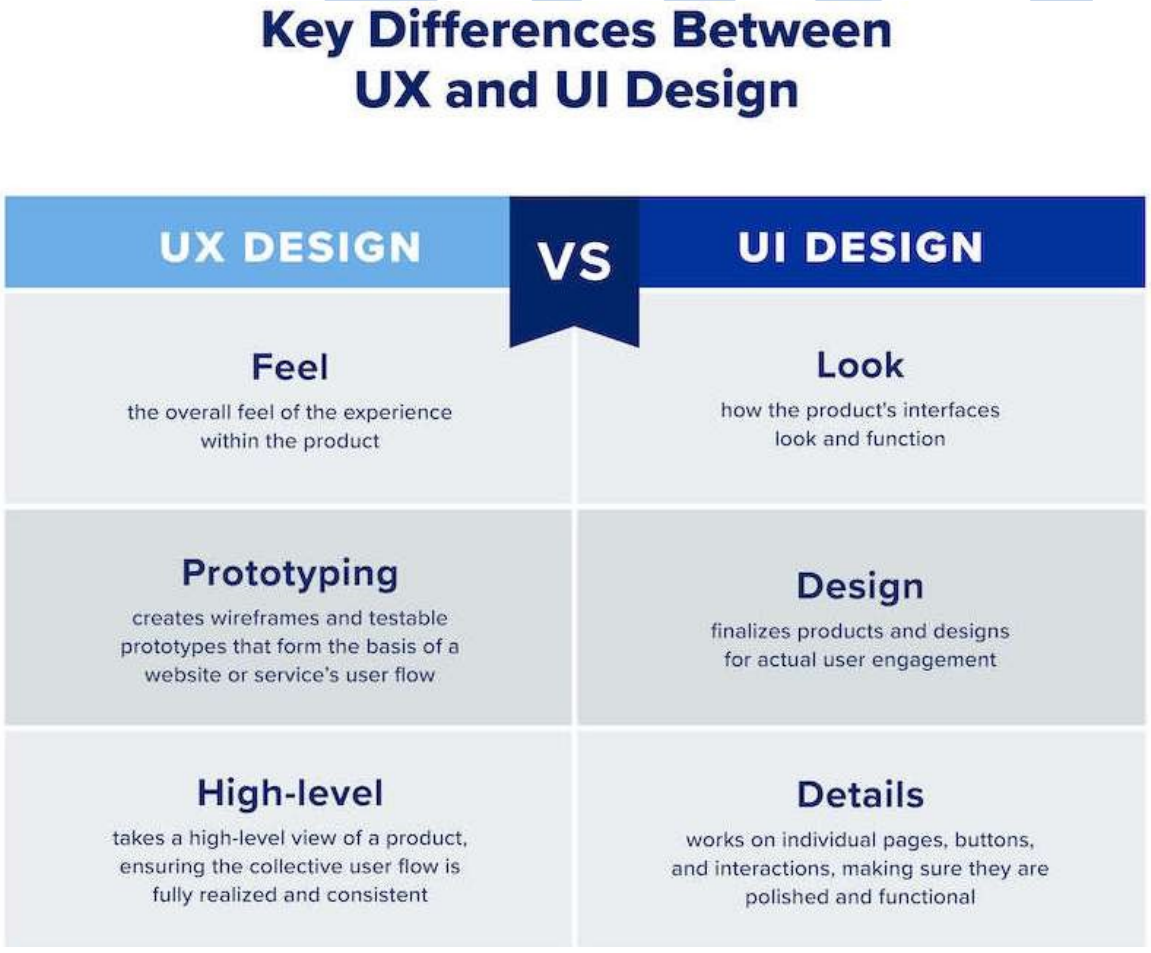
UNIT - 1

- *UI/UX design aims to create a positive user experience that encourages customers to stick with a brand or product.*
- *While a UX Designer decides how the user interface works, the UI designer decides how the user interface looks.*
- *UX (user experience) and UI (user interface) are two interdependent terms.*
- *While UI generally deals with the interaction between users and computer systems, software and applications, UX deals more generally with a user's overall experience with a brand, product or service.*

A User Interface (UI) Designer is a professional who collaborates with a User Experience (UX) designer to create an intuitive and visually appealing interface for product design.

User experience design, or UX design, encompasses the ways in which people engage with products. UX design is the process of creating a positive user experience that meets a user's needs.

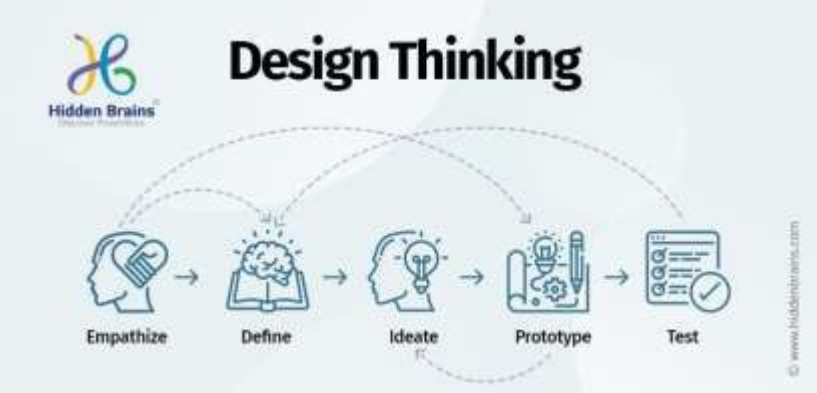


CORE STAGES OF DESIGN THINKING

Design thinking is a methodology which provides a solution-based approach to solving problems.

It's extremely useful when used to tackle complex problems that are ill-defined or unknown—because it serves to understand the human needs involved, reframe the problem in human-centric ways, create numerous ideas in brainstorming sessions and adopt a hands-on approach to prototyping and testing.

Learning about the five stages of design thinking will empower you and allow you to apply the methodology to your work and solve complex problems that occur in our companies, our countries, and across the world.



What are the 5 Stages of the Design Thinking Process

Stage 1: Empathize—Research Your Users' Needs. ...

Stage 2: Define—State Your Users' Needs and Problems. ... Stage 3: Ideate—Challenge Assumptions and Create Ideas. ... Stage 4: Prototype—Start to Create Solutions. ...

Stage 5: Test—Try Your Solutions Out.

Empathize: *the first phase of design thinking, where you gain real insight into users and their needs.*

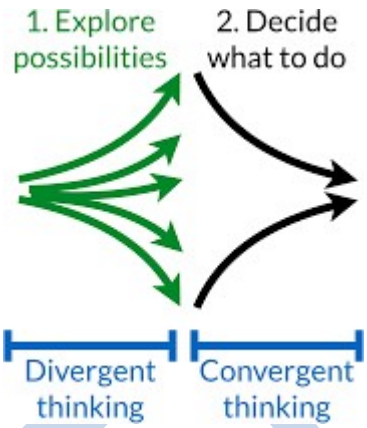
Define: *the second phase of design thinking, where you define the problem statement in a human-centered manner*

Ideate: *the third phase of design thinking, where you identify innovative solutions to the problem statement you've created.*

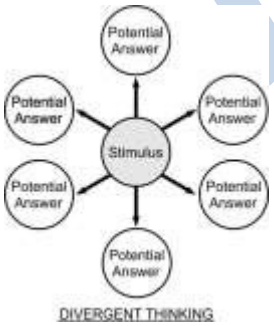
Prototype: *the fourth phase of design thinking, where you identify the best possible solution.* ***Test:*** *the fifth and final phase of the design thinking process, where you test solutions to derive a deep understanding of the product and its users.*

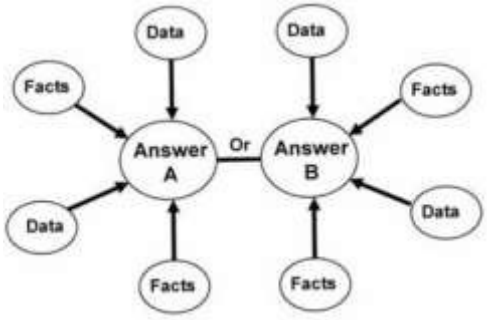
DIVERGENT AND CONVERGENT THINKING

Convergent thinking involves finding the most effective answer to a problem Divergent involves generating creative ideas to explore many possible solutions.



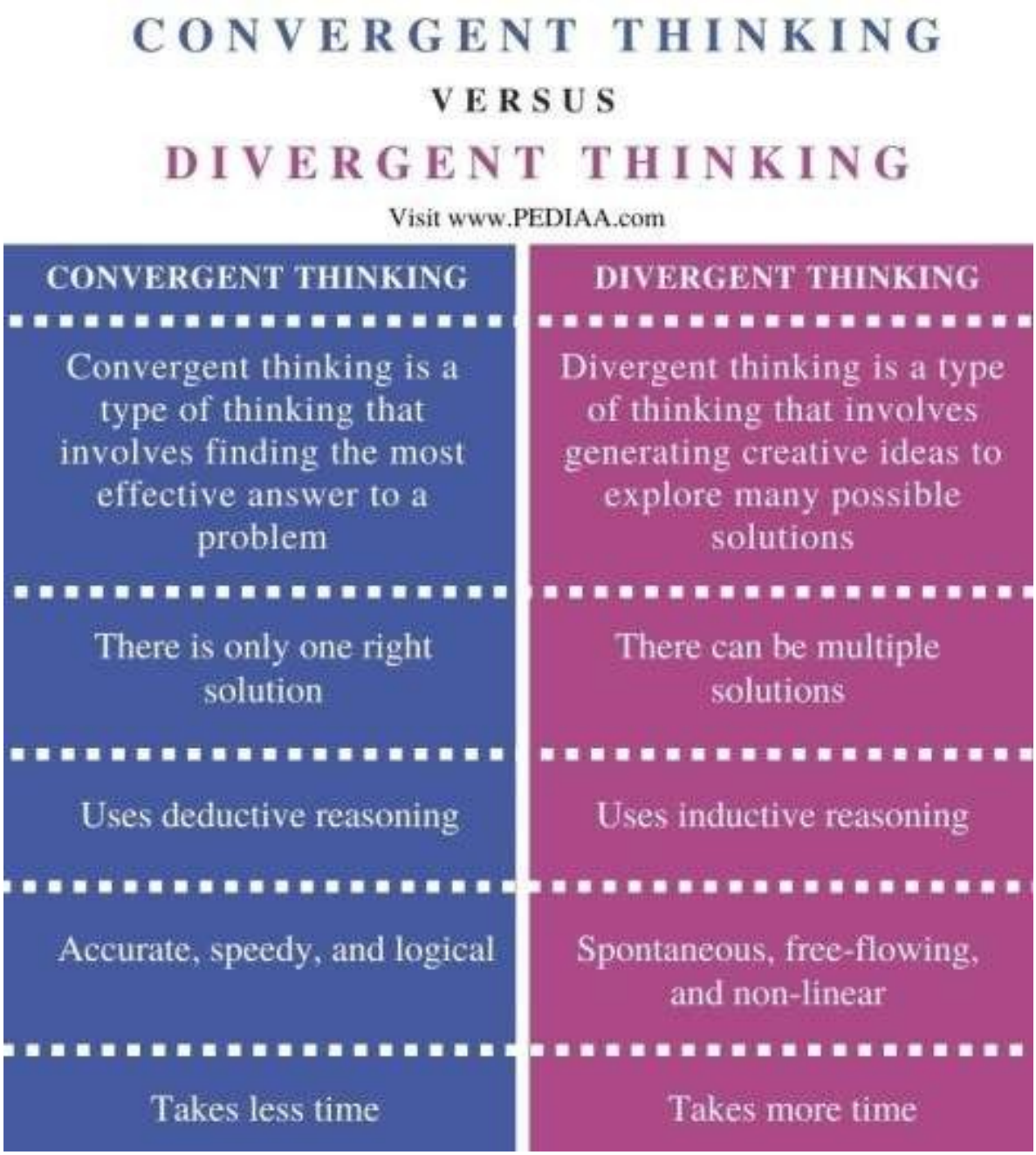
- *The main difference between convergent and divergent thinking is that convergent thinking produces a single effective solution while divergent thinking produces multiple creative solutions.In brief, these are two opposite ways of thinking.*
- *The two terms convergent thinking and divergent thinking were coined by the psychologist Joy Paul Guilford in 1956.*
- *Convergent thinking involves finding the most effective answer to a problem*
- *while Divergent involves generating creative ideas to explore many possible solutions.*





Relationship between Convergent and Divergent Thinking

- *Most of us use both these thinking methods to find solutions to our problems.*
- *We can use divergent thinking to come up with different solutions to a problem and then use convergent thinking to narrow down the best possible solution.*



WHAT IS BRAINSTORMING IN UI UX DESIGN?

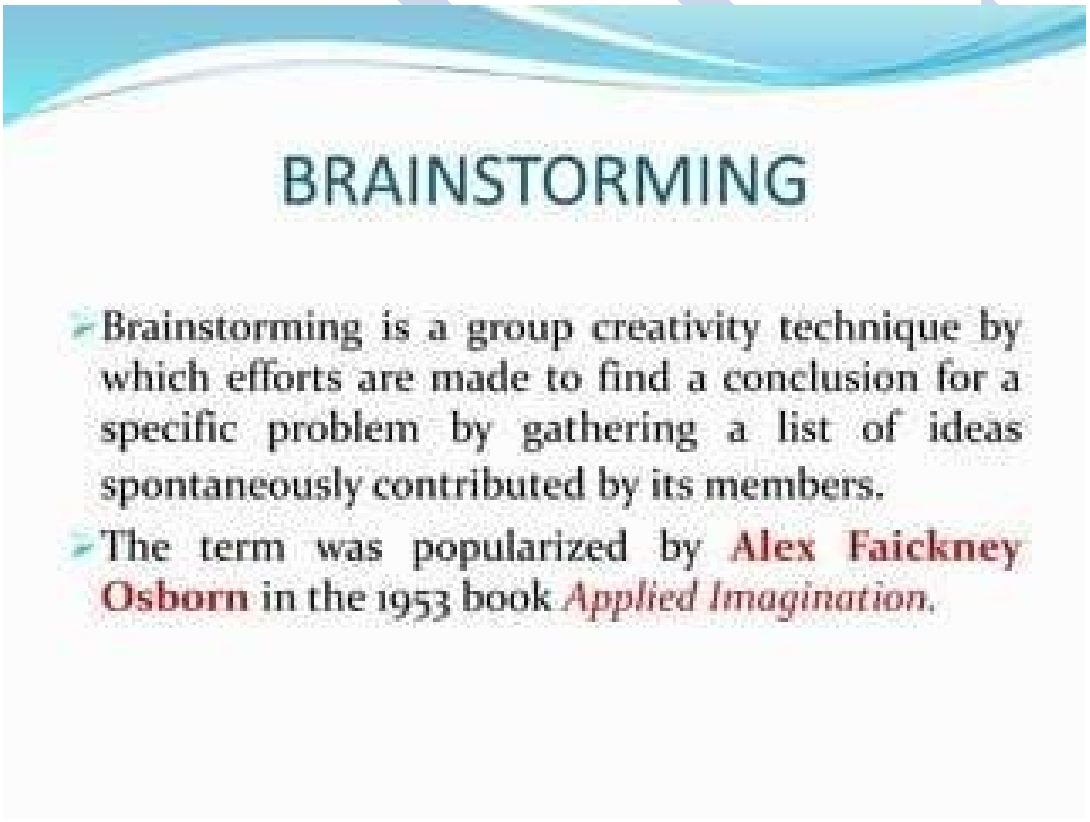
Definition - Brainstorming:

Brainstorming is a method design teams use to generate ideas to solve clearly defined design problems. In controlled conditions and a free-thinking environment, teams approach a problem by such means as "How Might We" questions.

Brainstorming is a creative process that is used as an early step in generating possible solutions to a problem.

Judgment is withheld to create a long list of ideas, including ones more creative or daring than those initially considered.

You probably already had your own definition of brainstorming that is somewhat similar to mines.



Where does the idea of brainstorming come from?

- Brainstorming is a strategy that has its origins in the business world.
- In the 1960's executives found that this free-flowing method was an effective way to generate workable ideas or solutions in a small amount of time.
- The ideas would then be organized and evaluated and the most effective and workable ideas would be identified and used for the organization.

BRAINSTORMING

USES	ADVANTAGES	DIS-ADVANATAGES
• Discover new ideas thoughts and responses very quickly.	• Leads to a very animated and energizing session. • More reserved participants feel free to contribute.	• It takes time particularly if it is a large group. • May consume a lot of material e.g. flipcharts or writing materials. • Requires high level facilitation skills.

USES OF BRAINSTORMING:

- Written documents and articles
- Investment decisions
- Management methods
- New and Better…what ever you want!

There are several distinct types of brainstorming.

Reverse Brainstorming

A creative problem-solving technique in which the problem is turned around and considered from a different point of view to spur new and different solutions.

Stop-and-Go Brainstorming

A problem-solving technique in which a group alternately engages in brainstorming solutions without evaluation for ten minutes then engages in a short period of evaluation. The group continues alternating between brainstorming and evaluation.

Phillips 66 Brainstorming

A problem-solving technique in which a group of six people brainstorms for six minutes and then a spokesman for each group presents either the best ideas or all ideas to the larger group.

Brainwriting

A problem-solving technique in which participants individually brainstorm ideas and document them, then share them with a group to further push their thinking.

WHAT IS GAMESTORMING IN UI UX DESIGN?

Definition - Gamestorming:

Gamestorming is a set of practices for facilitating innovation in the business world. A facilitator leads a group towards some goal by way of a game, a structured activity that provides scope for thinking freely, even playfully.

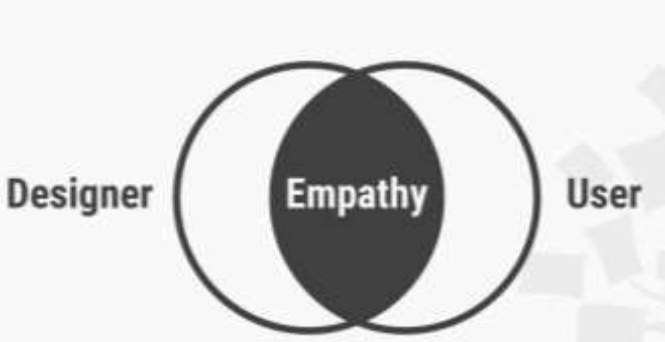
Gamestorming is a set of practices for facilitating innovation in the business world. A facilitator leads a group towards some goal by way of a game, a structured activity that provides scope for thinking freely, even playfully

Gamestorming is a form of brainstorming that leverages the use of games. As we all know, playing games enforces rules, effectively helping to overcome the usual brainstorming limitations.

The way brainstorming avoids conflicts is by shifting group and thought dynamics.

OBSERVATIONAL EMPATHY

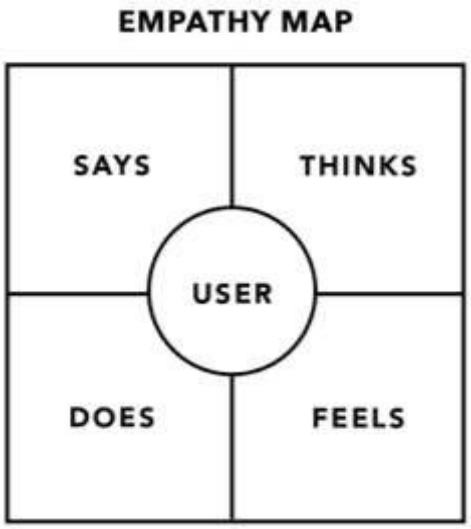
We need to observe others, and have a close reading of their behaviours, subtle indications, their non-verbal expressions, body language, and environments.



How do you observe empathy? ***Tips***

for Practicing Empathy

- *Work on listening to people without interrupting.*
- *Pay attention to body language and other types of nonverbal communication.*
- *Try to understand people, even when you don't agree with them.*
- *Ask people questions to learn more about them and their lives.*
- *Imagine yourself in another person's shoes.*



How to be an Empathic Observer

1. Abandon Your Ego

Most of us have a tendency to assert ourselves, which results in an imposition upon others, as well as having more concern about our own situation rather than the needs and concerns of others. Often in our education or workplace, we are taught to adopt an egocentric view of things and be firm in our opinions and thoughts. However, in order to empathise deeply, we need to tame and put aside our egos. We need to become aware of the primary goal of empathy in Design Thinking, which is to understand and experience the feelings of others.

2. Adopt Humility

When we adopt humility, we naturally improve our ability to empathise, because through humility we elevate the value of others above ourselves. This is underscored in Rise of the DEO, a book by Maria Giudice, innovator and VP of Experience Design in Autodesk, and Christopher Ireland, ethnographer and CEO of design research firm Cheskin. In Rise of the DEO, Giudice and Ireland discuss the emerging role of design leadership and point out that humility is a characteristic of design-focused leaders who are willing to admit their own shortcomings as well as to abandon preconceived ideas for the good of the overall vision and goals.

3. Be a Good Listener

So as to empathise, we need to listen and listen attentively. We need to choose actively to block out our inner conflicting voices, and allow the other's voice to resonate. We need to train ourselves to control our natural tendency to formulate our own opinions and voice them before the other person has finished talking. Doing so would enable us to have a deeper kind of listening, which uncovers deeper meaning and experience.

4. Hone Your Observation skills

In order to develop empathy towards our users, we need to do more than listen. We need to observe others, and have a close reading of their behaviours, subtle indications, their non-verbal expressions, body language, and environments. Only once we are able to experience the full range of sensations of others within context can we have a deeper and more meaningful empathic experience. Many times, what our users articulate is only a fraction of the full story. By honing our observation skills, we can fill many of the gaps, leading to a deeper understanding of someone else's experience.

5. Care

A genuine concern about the state of others, leading to the desire to act and assist, is required. This is one of the important drivers that allow us to overcome our own needs and wants and seek to understand others. We must build a sense of care, a deep concern and desire to want to help, nurture, and provide assistance. This requires a level of emotional insight.

"No one cares how much you know, until they know how much you care."

6. Be Curious

Being genuinely curious makes engaging in empathy research not only easier but also extremely rewarding as we learn to understand what motivates people. By being curious, we are naturally inclined to dig into unexpected areas, uncover new insights, and explore all aspects of people's lives. At a glance, these details might seem unimportant, but they will expose the most important information we need for problem solving.

7. Be Sincere

Nothing kills empathy more than a lack of sincerity. When we approach people with a superficial agenda, superiority complex, or any mindset that may undermine our sincere intention to understand their experience deeply, we are placing a barrier between us and those we seek to understand. Rather than approaching people with the mindset that they are in need

of our help, we should realise that we stand to benefit more out of deeply understanding them. After all, the solution exists to serve their needs, and your work will not be complete unless you properly understand their needs.

How to Gain an Empathic Understanding of People

*The **What-How-Why** method is a tool that you can use while observing people to help you dive into your observations and derive deeper levels of understanding.*

With the What-How-Why method, you start with concrete observations — the What — and from there move to higher levels of abstraction — asking How — and then finally you arrive at the Why—i.e., the emotional drivers behind people's behaviours.

This method is extremely useful for you to analyse images that you might have taken while observing your users.

