Designing for People

Liis Todesk/Fraktal

Tartu 2019
Web/UI/UX/identity designer @ Fraktal
Occasional lecturer & hackathoner
Design is how it works.
In an ideal world...
User research, defining goals

Detailed brief, descriptions

User flows, mind-mapping

Wireframes, prototypes, user tests

Design mockups, user tests

Strategy

Scope

Structure

Skeleton

Surface

Concrete

Abstract

Based on J. J. Garrett
User needs, business goals

Functional specifications

Interaction design

Interface design, information design

Visual design

Strategy

Scope

Skeleton

Surface

Designmockups, user tests

Wireframes, prototypes, user tests

User flows, mind-mapping

Detailed brief, descriptions

User research, defining goals

Concrete

Abstract

Based on J. J. Garrett
Based on J. J. Garrett

User needs, business goals

Strategy

Scope

Detailed brief, descriptions

User research, defining goals

Functional specifications

Structure

User flows, mind-mapping

Interaction design

Skeleton

Wireframes, prototypes, user tests

Interface design, information design

Surface

Design mockups, user tests

Visual design

Concrete

Abstract
Strategy

What are the needs and goals?
User
“The primary factor of your success lies in the fact that you keep your user in center of your design process.”

- Saadia Minhas
User is a person
Pepper, 22
Student

Adam, 28
Teacher

Carol, 45
Admin

Source: Freepik
Pepper, 22

**Demographics**
- Lives in a 2-bedroom apartment in Upper Manhattan, NYC with old teammates from lacrosse.
- Severely single and using dating apps, on every sticker and received a puppy 6 months ago.

**Behavioral Identifiers**
- Hostilely include setting up, afterweights playing, club liquor, dining draft-based targeting for UMC, and wearing too much.
- Wears fast shipping. Values a bad price.
- Prefers online marketing.
- Light colors, and simple websites.
- Uses an imagined and shows an mobile with without feedback on social media such as Instagram and Facebook.
- Personal goals to get out of debt by 2034, to be engaged in 4 years, and to work in a university police department.

Adam, 28

**Demographics**
- Currently an intern for a large #socialmanagement company and just a fast-food cook at a high-end cocktail bar in the weekends.
- Graduated with a B.A. in Health Sciences from UNC 13. Uses $50,000 in private loans.

**Behavioral Identifiers**
- Hostilely include setting up, afterweights playing, club liquor, dining draft-based targeting for UMC, and wearing too much.
- Wears fast shipping. Values a bad price.
- Prefers online marketing.
- Light colors, and simple websites.
- Uses an imagined and shows an mobile with without feedback on social media such as Instagram and Facebook.
- Personal goals to get out of debt by 2034, to be engaged in 4 years, and to work in a university police department.

Carol, 45

**Demographics**
- Works at home a week in a 5-star hotel as a franchise consultant with a net income of $250,000.
- Has lost weight in the last 6 months with plans to marry in 1974 in the winter.

**Behavioral Identifiers**
- Hostilely include setting up, afterweights playing, club liquor, dining draft-based targeting for UMC, and wearing too much.
- Wears fast shipping. Values a bad price.
- Prefers online marketing.
- Light colors, and simple websites.
- Uses an imagined and shows an mobile with without feedback on social media such as Instagram and Facebook.
- Personal goals to get out of debt by 2034, to be engaged in 4 years, and to work in a university police department.
Add value
Scope

What do you need to build?
Interviews
Surveys
Business goals
Design and development restrictions
...
MVP
MVP
Minimum Viable Product
Structure

How is everything organised?
Mind-map it or link everything in the wireframe stage to form a low fidelity prototype.
Test structure
Skeleton

How does it work?
No bells and whistles are needed. 
Black and white.
No images.
One basic font.
Use real content. No dummy texts.
Test prototype
Surface

How does it look and feel?
The average nightly price is $53.
Q&A
But...
No time/
no budget
User needs, business goals

Interaction design, interface design

Visual design

Strategy

Structure

Skeleton

Surface

Design mockups, user tests

User flows, wireframes, prototypes

User research, defining goals
Discover → Define → Develop → Deliver

Test → Test

Test → Test
Resources
Carbon Design System
https://www.carbondesignsystem.com/

Material Design
https://material.io/

Lightning Design System
https://www.lightningdesignsystem.com/

Elastic UI
https://elastic.github.io/eui/#/

More links UI library links at
https://medium.com/js-dojo/2019-ui-design-library-list-362b47c462b6
Tailwind CSS
https://tailwindcss.com/

A-Frame (VR)
https://aframe.io/

React 360 (VR)
https://facebook.github.io/react-360/

VR interfaces
https://www.smashingmagazine.com/2017/02/getting-started-with-vr-interface-design/

Animation
https://uimovement.com/
Lots of articles about EVERYTHING
https://www.designprinciplesftw.com/

Good old SmashingMagazine
https://www.smashingmagazine.com/

How to do things
https://sidebar.io/
Q&A
Tips

Don’t bite off more than you can chew. MVPs!

Test your prototypes early on and along the way.

Actively collect feedback to improve.

Use everything open source to speed up the process.
Thank you for having me!

liis@fraktal.ee