

Designing for Delight: A UX Journey

- Crafting Experiences Users Love

What is UX Design?

- • UX (User Experience) focuses on how users interact with digital products
- • Aims to create intuitive, accessible, and enjoyable experiences
- • Involves research, design, testing, and iteration

Principles of UX Design

- • User-Centered Design
- • Usability and Accessibility
- • Consistency and Simplicity
- • Feedback and Affordance

The UX Design Process

- 1. Research – Understanding users and needs
- 2. Define – Creating personas and problem statements
- 3. Ideate – Generating design solutions
- 4. Design – Wireframes and prototypes
- 5. Test – Usability testing and feedback
- 6. Implement – Final designs and handoff

Tools of the Trade

- • Figma
- • Adobe XD
- • Sketch
- • InVision
- • Miro / FigJam for collaboration

UX Deliverables

- • User Personas
- • Journey Maps
- • Wireframes
- • Interactive Prototypes
- • Usability Reports

Why UX Matters

- • Enhances user satisfaction
- • Boosts product adoption
- • Reduces development waste
- • Increases business success

Conclusion

- • UX is about empathy, creativity, and problem-solving
- • Great design starts with understanding users
- • Keep testing, iterating, and designing for delight