

Layers.Studio

UX / UI Bootcamp

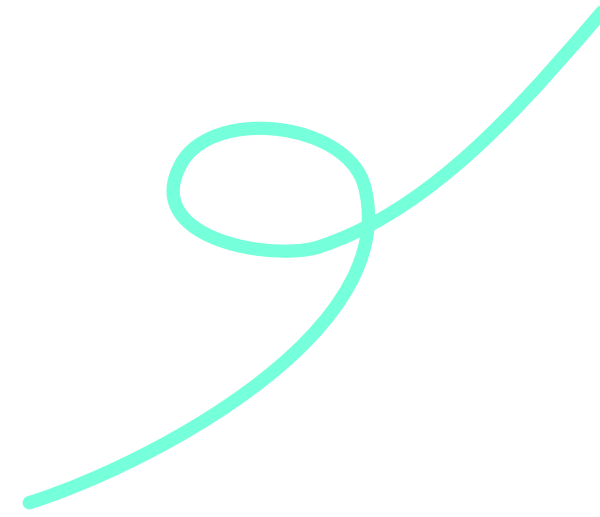
# Introduction to UX/UI Design

hello@layers.studio

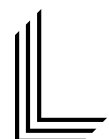
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# Today's Agenda



- 01 Understanding UX/UI**
- 02 Scope and Impact**
- 03 Differences Between UX & UI**
- 04 How UX/UI Work Together**
- 05 Activity**
- 06 Wrap-Up and Preview Next Session**

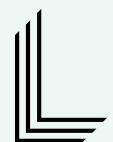


# 01

## Understanding UX/UI



# What is **UX Design**?



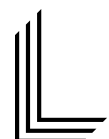
# UX Design

**“User experience encompasses all aspects of the end-user's interaction with the company, its services, and its products.”**

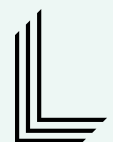
The term UX video



Don Norman



# What is UI Design?

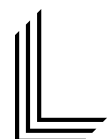


# UI Design

**“User interface (UI) design is the process designers use to build interfaces in software or computerised devices, focusing on looks or style.”**



Interaction Design Foundation



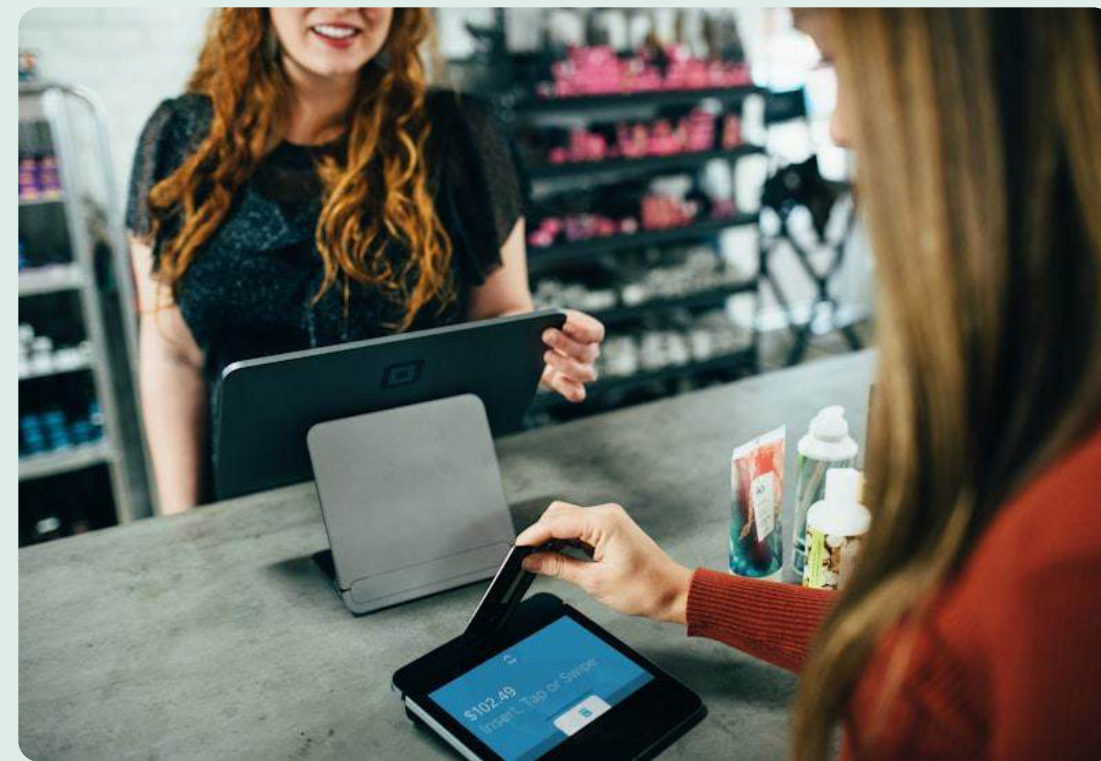
# Scope and Impact



# Scope and Impact

## Business Success

Effective UX/UI design directly correlates with increased business metrics such as conversion rates, customer retention, and user engagement.



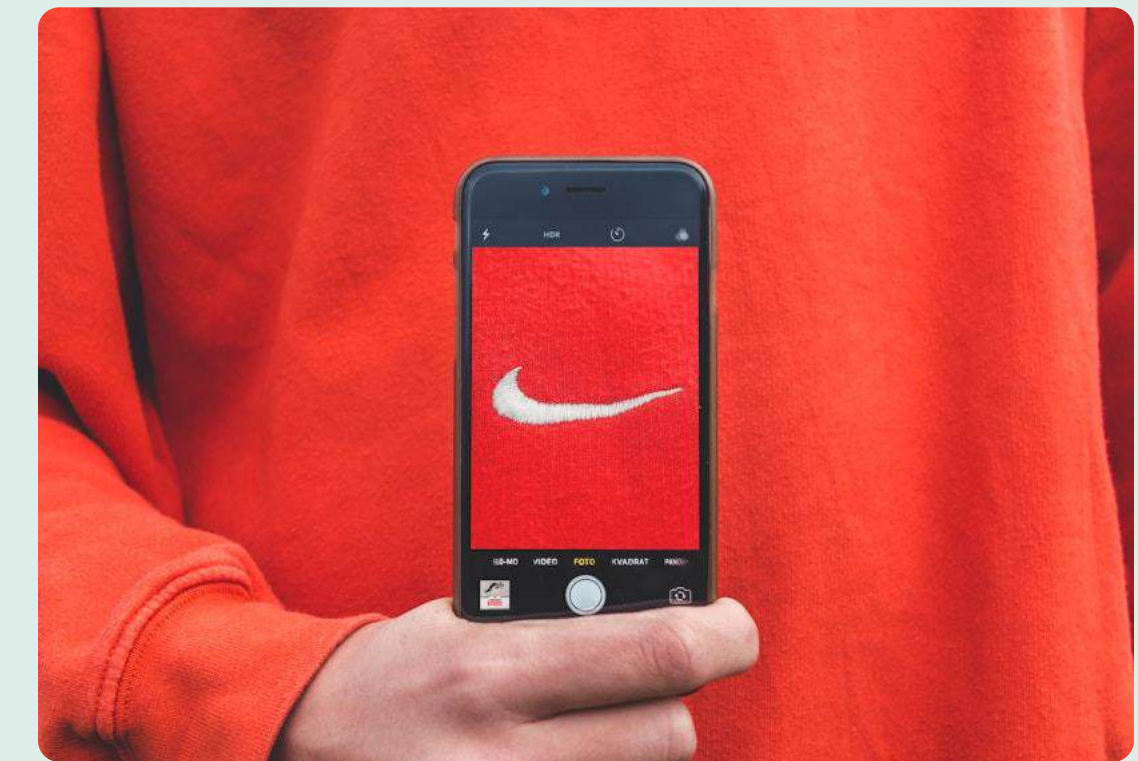
## User Satisfaction

A focus on good UX/UI design improves user satisfaction by making products easier and more enjoyable to use. Satisfied users are more likely to become repeat customers and recommend the product to others.



## Brand Perception

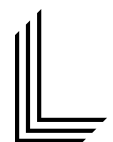
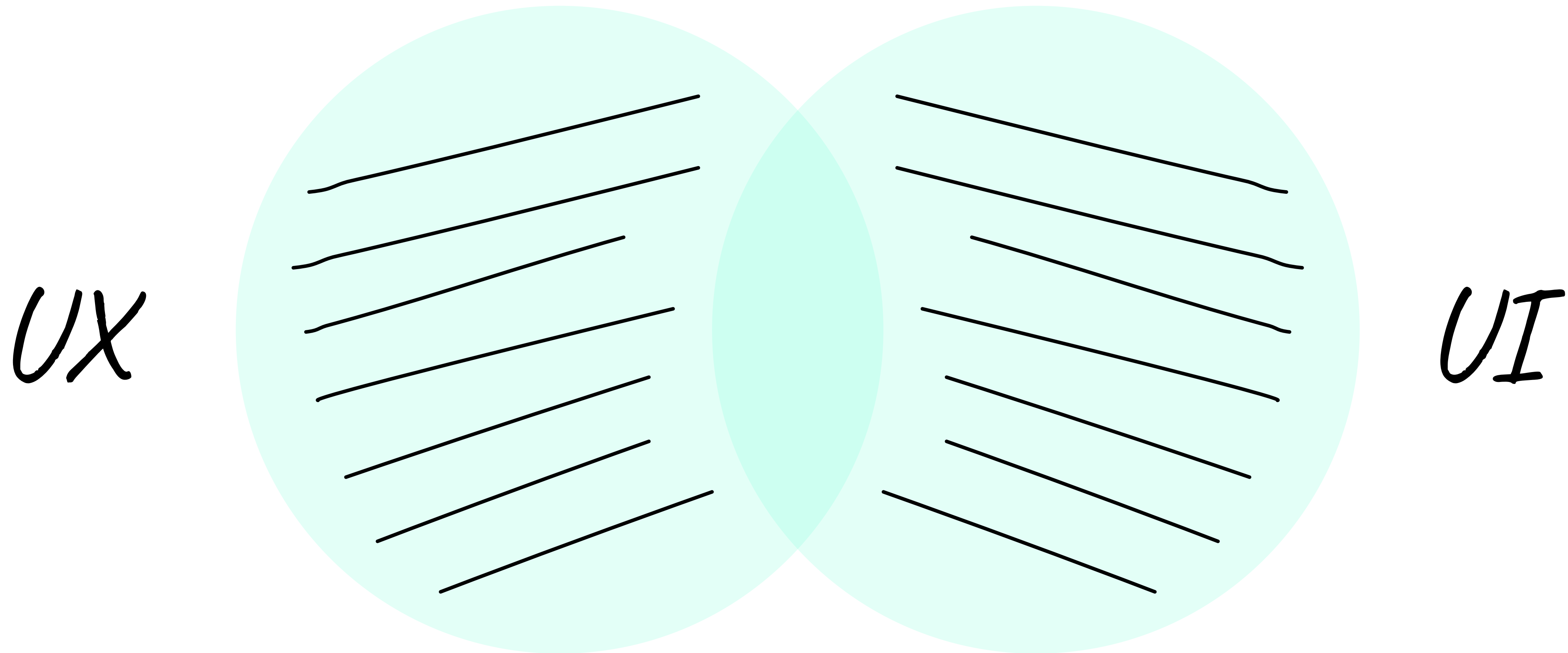
The aesthetic and functional quality of a product's design significantly influences how users perceive the brand. Superior UX/UI is often associated with professionalism and reliability.



# Differences Between UX & UI



# Differences Between UX & UI



# UX

- > Focuses on the **entire user journey** and **solving user problems**.
- > Concerned with **all aspects of a user's interaction with a product**, including **usability, accessibility, and the effectiveness of the user journey**.
- > Aims to create **products that are not only easy to use but also deliver meaningful experiences**.

# UI

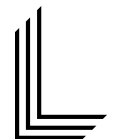
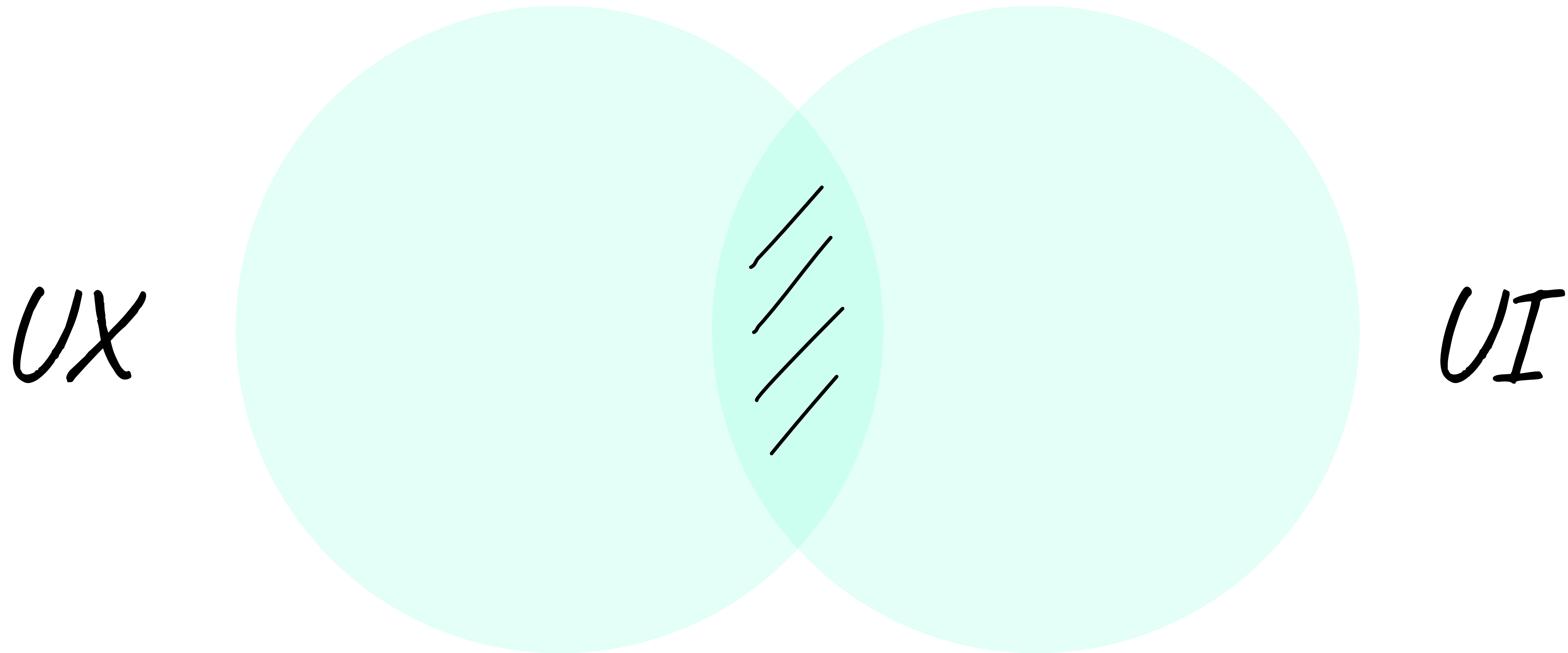
- > Concentrates on the **specific assets users interact with** on their digital platforms.
- > Involves the **design of interfaces** with particular emphasis on **the look and feel, presentation, and interactivity**.
- > Responsible for **guiding the user visually through the interface, creating an intuitive and aesthetically pleasing experience**.



# How UX/UI Work Together



# How UX/UI Work Together

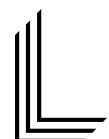


# Independent Functions

Although UX and UI have distinct roles, **their success is deeply interconnected.** Effective UI design is crucial for translating good UX strategies into a pleasing and functional user interface.

# Unified Objective

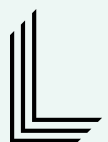
Both UX and UI work towards a **common goal of enhancing user satisfaction and optimising user interaction with the product.** The cohesion between UX research and UI implementation ensures that the product not only looks good but also feels good to use.



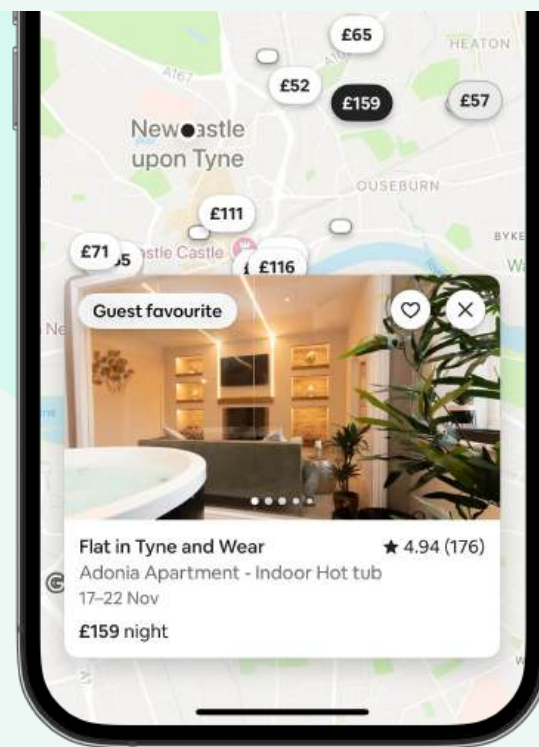
# Activity



# Real World Examples



# Good UX/UI Examples



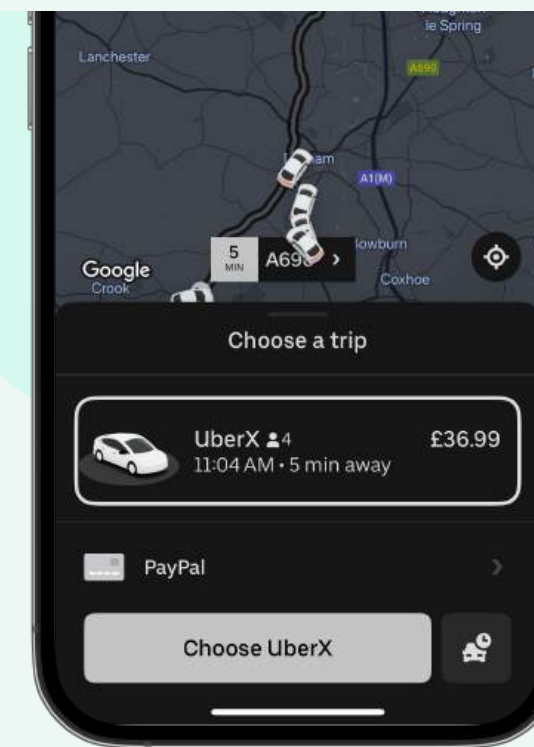
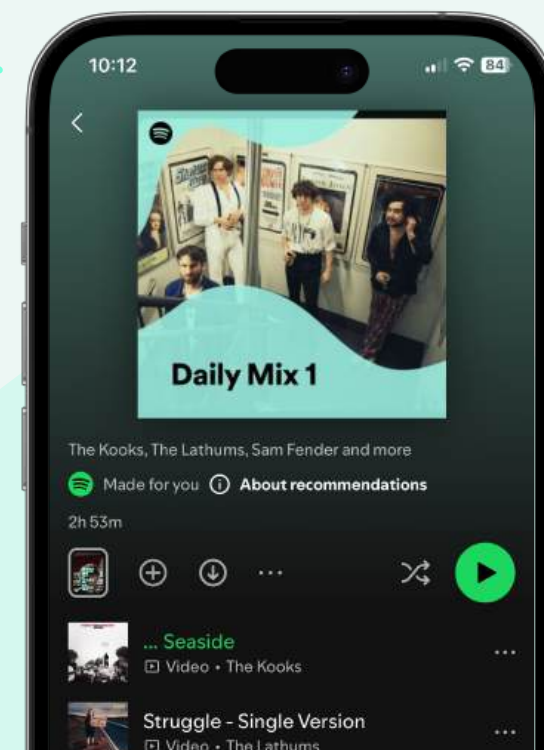
## Personalised Travel

Airbnb uses user data to provide tailored recommendations, creating unique and memorable stays for travellers.



## Customised Music

Spotify's personalised playlists, such as Discover Weekly, enhance user engagement by curating music that fits individual tastes.



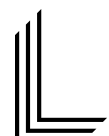
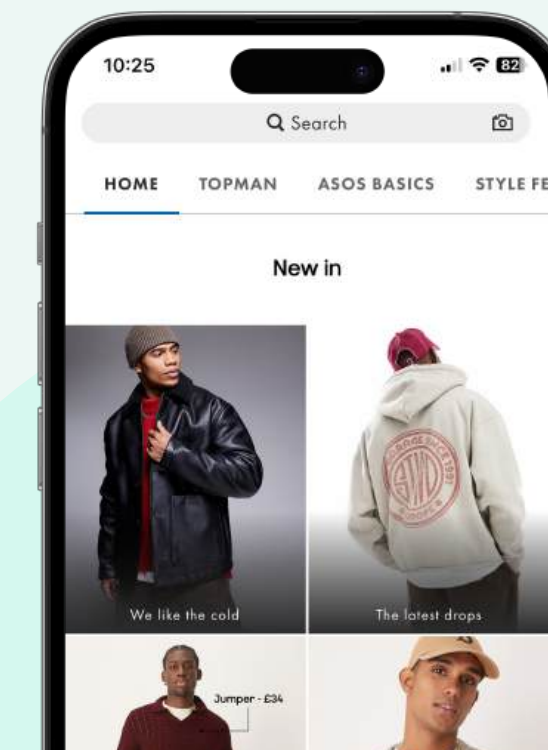
## Efficient Ride-Hailing

Uber revolutionises transportation with features like real-time tracking and streamlined payment processes, making rides quick and easy.



## Seamless Online Shopping

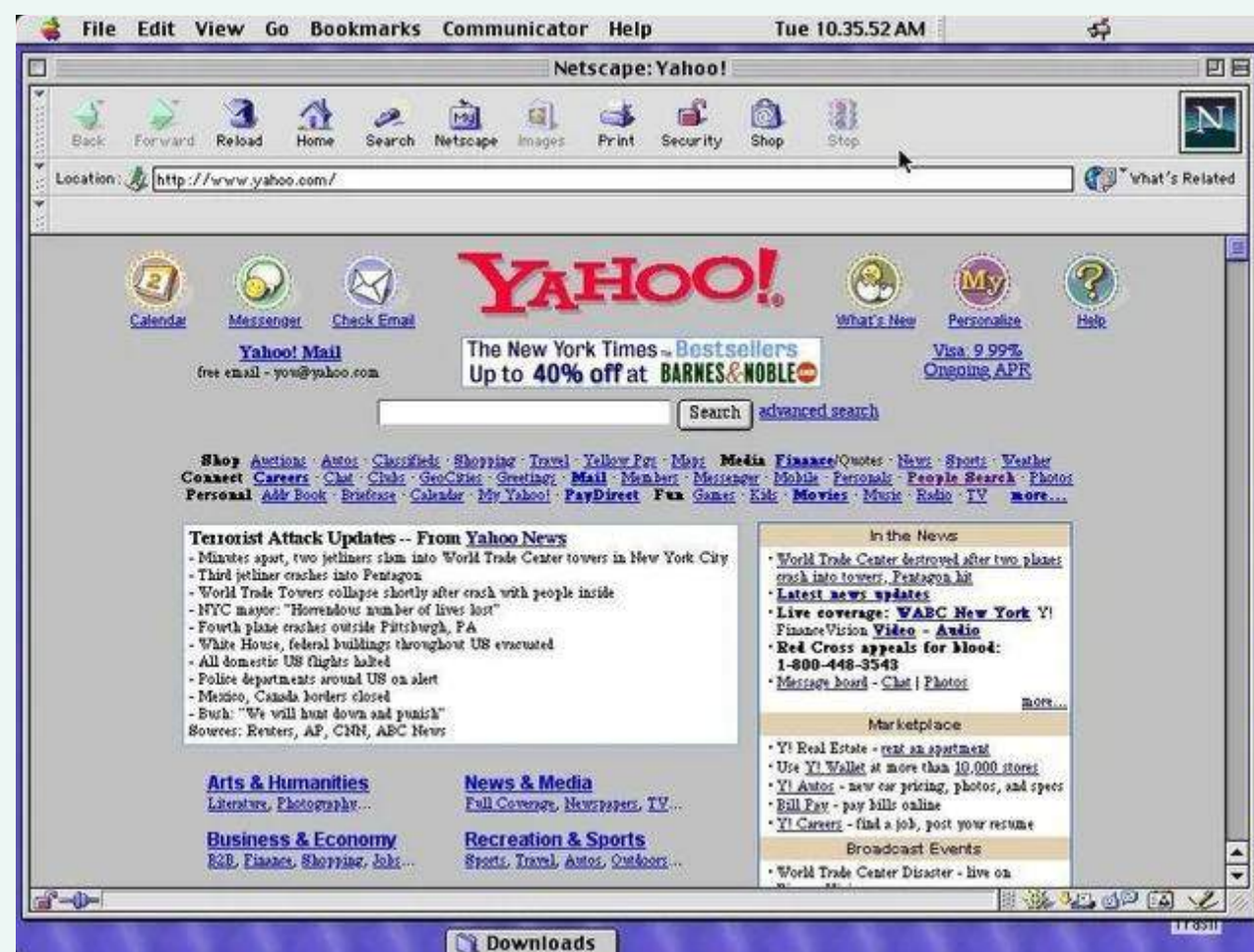
Asos prioritises user experience with intuitive search filters and personalised product recommendations, making online shopping enjoyable.



# Poor UX/UI Examples

## Yahoo

What are you supposed to click on?

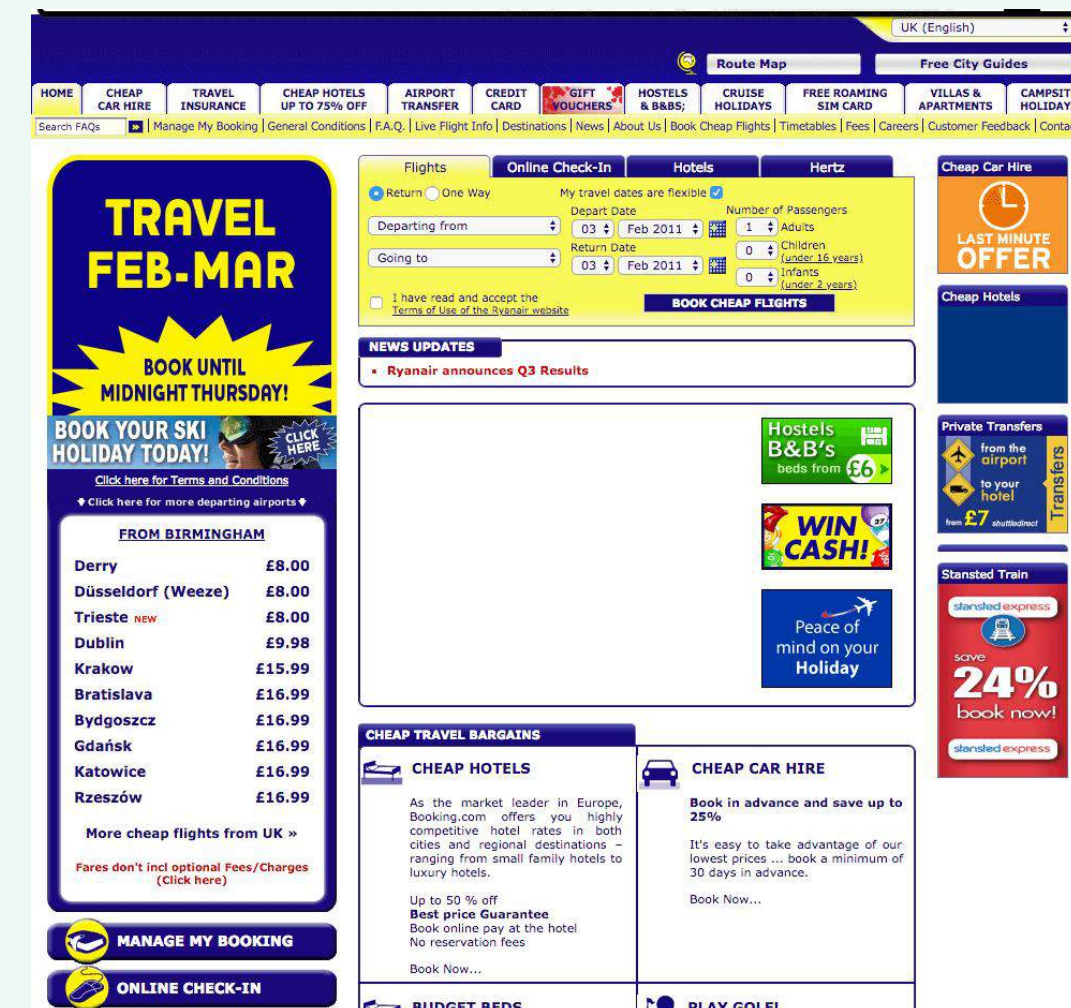


## Old Ebay

A cluttered interface, overwhelming users with excessive information and complicating navigation.

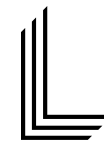
## Old RyanAir

Poor information architecture, leading to a confusing and frustrating user experience with hidden fees and a convoluted booking process.



## Lings cars

Sensory overload...



# Poor UX/UI Examples

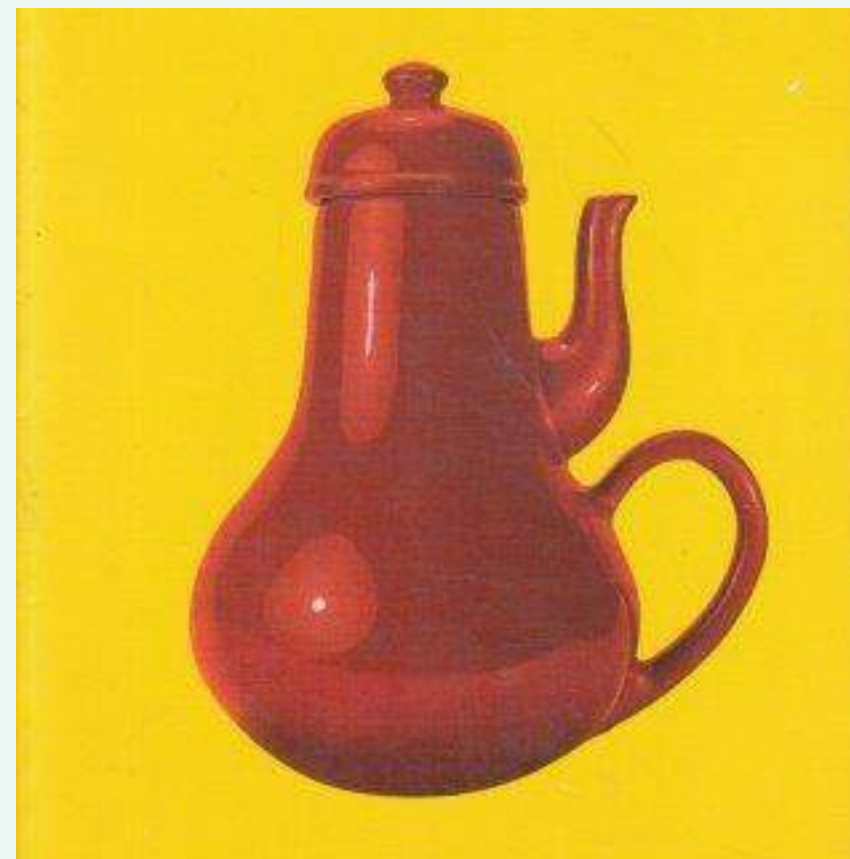


### Juicy Salif

Looks great, shame it doesn't really work...

### Impossible Teapot

Infamous for its counterintuitive handle placement, which prioritizes aesthetic symmetry over functionality and usability.



### Lift Buttons

Overwhelming lift button panels often confuse users with poorly organised and densely packed options, making floor selection unnecessarily complex.

### Handless Car Doors!

Looks so cool... impractical!



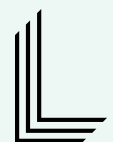
### Inside-door closing car windows

Creates smooth lines... freezes the door shut in winter.

# Competitor Analysis



\*Sneak Peak to next week



# Competitor Analysis

A competitor analysis is the process of identifying and evaluating **direct** and **indirect** competitors to **understand their strengths, weaknesses, and market positioning.**

This helps businesses refine their strategies to **gain a competitive advantage.**

\*Sneak Peak to next week

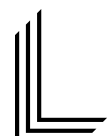
SWOT Analysis

S	W	O	T
STRENGTHS	WEAKNESSES	OPPORTUNITIES	THREATS
<input type="checkbox"/> What you excel at	<input type="checkbox"/> Where you can improve	<input type="checkbox"/> Emerging trends	<input type="checkbox"/> New competitors
<input type="checkbox"/> Competitive advantages	<input type="checkbox"/> Competitive disadvantages	<input type="checkbox"/> Competitor weaknesses	<input type="checkbox"/> Low customer satisfaction
<input type="checkbox"/> Proprietary resources	<input type="checkbox"/> Weak brand	<input type="checkbox"/> Market growth	<input type="checkbox"/> Negative industry or economic outlook
<input type="checkbox"/> Tangible assets	<input type="checkbox"/> Inefficient processes	<input type="checkbox"/> Geographic expansion	<input type="checkbox"/> Competing technology
<input type="checkbox"/> Intellectual property	<input type="checkbox"/> Resource gaps or constraints	<input type="checkbox"/> New technology or capabilities	<input type="checkbox"/> Negative press coverage
<input type="checkbox"/> Brand awareness & reputation	<input type="checkbox"/> Narrow profit margins	<input type="checkbox"/> New niches	<input type="checkbox"/> Declining market
<input type="checkbox"/> Exclusive relationships or partnerships	<input type="checkbox"/> Financial challenges	<input type="checkbox"/> Cash infusion	<input type="checkbox"/> Legal constraints

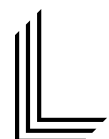
COMPETITOR	STRENGTH	WEAKNESS	DIFFERENTIATION
Competitor #1	Huge, well known company with Fortune 100 clients.	Limited personal attention per client	Long-standing reputation and deep knowledge and expertise
Competitor #2	Key high profile clients and they advertise and promote themselves well	Limited service offering	Niche focus with specialty and best-in-class within a single service
Competitor #3	Financial strength with significant venture capital backing	No local office; hard to find on the web	Most innovative in the industry due to financial backing - fastest to market
Competitor #4	Comprehensive office - all services are on-site	Known as the most expensive provider in the market	Face-to-face service in all major markets
Themes:	<b>Threats to us:</b> Competitors growing stronger through financial backing and brand awareness	<b>Opportunities for us:</b> Stay positioned competitively from a price and services offerings	

Feature Comparison Matrix

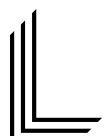
	MY PRODUCT	PRODUCT 1	PRODUCT 2	PRODUCT 3	PRODUCT 4
Feature 1	✓	✓	✓	✓	✓
Feature 2	✓	✓		✓	✓
Feature 3	✓	✓	✓		
Feature 4		✓	✓	✓	✓
Price	\$80 monthly	\$80 monthly	\$500 one-time	\$70 monthly	\$50 per user
Cust. Satisfaction	★★★★★	★★★	★★★★	★★★★★	★★★★★



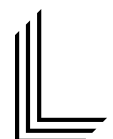
S	W	O	T
STRENGTHS	WEAKNESSES	OPPORTUNITIES	THREATS
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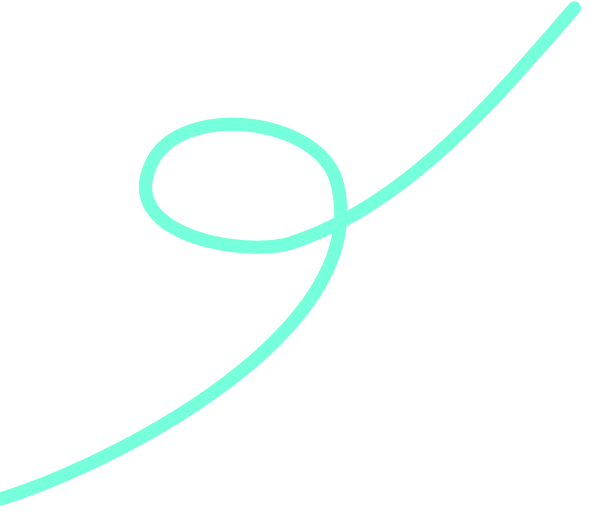
	MY PRODUCT	PRODUCT 1	PRODUCT 2	PRODUCT 3	PRODUCT 4
Feature 1	✓	✓	✓	✓	✓
Feature 2	✓	✓		✓	✓
Feature 3	✓	✓	✓		
Feature 4		✓	✓	✓	✓
Price	\$80 monthly	\$80 monthly	\$500 one-time	\$70 monthly	\$50 per user
Cust. Satisfaction	★★★★★	★★★	★★★★★	★★★★★	★★★★★



# Wrap-Up and Preview Next Session

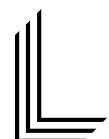


# Action Items & Next Steps



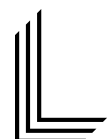
- > **Recap:** UX is about how things work, UI is about how things look, and both need to be considered together.
- > **Activity:** Look at other examples of **CV/ portfolio/ personal websites** and create a **competitor/ market analysis** in FigJam or a Google Doc.
  - **Basic:** Likes and Dislikes
  - **Advanced:** SWOT (Strengths, Weaknesses, Opportunities, Threats)

Feature Comparison Matrix



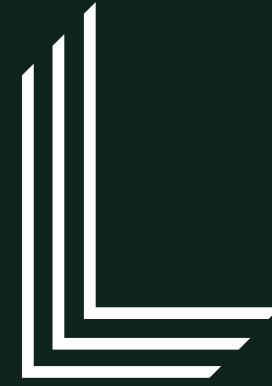
# Extra Resources

- > User Experience (UX) Design
- > User Interface (UI) Design
- > Human-Computer Interaction (HCI)
- > Web Design
- > Service Design
- > Graphic Design
- > SWOT Analysis
- > Feature Comparison Table
- > **Book: The Design of Everyday Things**



# Any Questions?





Layers.Studio

Thanks for listening, you can  
reach out to **Layers Studio** below!

Mail

[hello@layers.studio](mailto:hello@layers.studio)

Web

[www.layers.studio](http://www.layers.studio)