an introductory

ux/ui guide

for GrC students
ux/ui guide
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hello there
Hello, I'm Cindy! I am a Graphic Communication student concentrating in Web and Digital Media (now known as UX/UI). As a designer and problem solver, I found myself drawn to the problems we experience in our daily lives, and how we can improve our lives overall. I’m also interested in technology, how technology is found everywhere around us, and how we can use that technology to help us become more efficient in our lives.
about the project
The goal of this introductory UX/UI guide is to provide students who are interested in the UX/UI area a place to start at. For Graphic Communication students, this guide can help determine whether or not they want to go into the UX/UI concentration within the major. For this project I also hope to share the information and resources that I found helpful to me when I first started learning about UX/UI.

Just a small window looking into this massive growing industry.
problem statement and opportunity

Within the Cal Poly Graphic Communication department, we have a concentration for User Experience/User Interface (UX/UI). However, the UX classes that students in this concentration are required to take are mainly upper-division classes, so students may have a difficult time learning about user experience earlier in their college career.

With UX/UI also being a relatively newer concentration in the GrC department, there is an opportunity to create a learning resource for students interested in the topic, but do not know where to start. Having this introductory UX/UI educational resource can benefit students within the GrC major interested in learning more about this area or are looking to get started.
project learning objectives

UX/UI skills
I will use this as an opportunity to build on my UX knowledge, in both implementing the knowledge and sharing the knowledge through this educational resource. From this project, I want to be able to build in both my UX design and user research skills.

Management
I will be able to create a timeline with a weekly checklist for this project and hold myself accountable for each activity and milestone.

Communication
I will be able to communicate to professors, peers, and mentors about this project and be able to clearly share my goals and ideas.
timeline

**Week 1:** Problem definition and background research

**Week 2:** Project planning

**Week 3:** Project proposal

**Week 4:** User survey

**Week 5:** Information architecture, use cases, and interaction framework

**Week 6:** Wireframes and design guide

**Week 7:** Website creation

**Week 8:** Website review with mentor and finalizing website for launch

**Week 9:** Senior project showcase and presentation

**Week 10:** Process book
deliverables

My deliverables originally included information architecture and user flow, low and high fidelity wireframes, design guide, and a final prototype with mockups. After speaking with my mentor, however, he suggested a couple of changes to the deliverables that may make more sense in terms of my project goals. While a user flow may be helpful, my mentor also suggested to use interaction framework to visually map out how the user will navigate throughout the website. In addition, instead of creating a Figma prototype that I planned for in the original deliverable set, my mentor and I discussed about how having a fully functioning website that students can access may be even more beneficial. Because of this, I changed my final prototype deliverable to be a functioning website instead. Due to this change, I also changed the deliverable to low and high fidelity wireframes to low and mid fidelity wireframes to save time when designing. Mockups are also not as necessary because I have a website that users can look at, but I still created a couple of mockups for presentation purposes.
updated deliverables

1. **Information architecture**: An information architecture provides a map for my website, organizing and structuring the content that will be displayed.

2. **Use cases and interaction framework**: Use cases are actions that users may want to do within the website and how they will do it. Interaction frameworks are rough sketches that visually shows the use cases in action. The interaction framework will transition into wireframes later on.

3. **Wireframes**: I used low and mid fidelity wireframes for this project. My low fidelity wireframes are more rough sketches to get a feel of how to layout the content. These low fidelity wireframes will be cleaned up into mid fidelity wireframes done on Figma.

4. **Design guide**: The design guide shows the typography, colors, and logos that will be used on the website.

5. **Final website**: The final website is fully functional and is made on Webflow.
applications used

Google Forms
Used to create the user survey and analyze results

Adobe Illustrator
Used to design logo and icons

Procreate
Used to sketch information architecture, interaction framework, and low fidelity wireframes

Figma
Used for mid fidelity wireframes

Webflow
Used to create the final website
other resources
Here are a couple of resources that I referenced when creating this guide:

Information on UX/UI
careerfoundry.com
interaction-design.org
uxplanet.org
uxdesign.cc
xd.adobe.com

Research for competitive analysis
degreeless.design
start.uxdesign.cc
uxsyllab.us/the-syllabus
Before starting on my deliverables, I sent out an initial user survey to the GrC department to get a better understanding of who I was designing for and what my audience was interested in.

I asked questions regarding the survey-taker’s grade level, the concentration they are interested in, self-efficacy questions to gauge how comfortable people are with self-learning, and the type of UX/UI topics the survey-taker is interested in learning more about.
results

From my survey, I was able to gather 28 responses, all of them being from Graphic Communication students from varying years and concentrations. The results from this survey also allows me to prioritize what content to prioritize for my website based on how interested the survey-takers were in the topics I presented.
information architecture

This information architecture helps to organize the content on my website and creates a blueprint for the navigation system.
use cases

These use cases are descriptions of what task the user should be able to perform and how they carry out that task on the website.

1. User should be able to view a list of topics on the homepage and on the dropdown menu.
2. User should be able to select a lesson from the homepage and dropdown menu.
3. User should be able to view a list of resources on the resource bank page.
4. User should be able to learn more about the project under the about page.
interaction framework

This interaction framework is a rough sketch of the use cases listed above to visualize what the navigation will look like.
3. User should be able to view a list of resources

- The resource links should be grouped into their own respective categories
- Have a submenu that links to different parts of the page

4. Users should be able to learn more about the project

- The about page should contain people that the user can contact to learn more about UX/UI and the concentration
low fidelity wireframes

Rough sketches of website screens. This helped me plan out how to layout each page and what content to include.
More rough sketches

UX/UI CAREER OPPORTUNITIES

UX/UI CAREERS

NAV

UX/UI CAREER OPPORTUNITIES

UX/UI CAREERS

Type of content to add:
- Types of career paths
- Where to search for jobs
- Portfolio tips
- Lo can have a video

Career paths:
- UX designer
- Product designer
- Visual designer
- UX researcher
- Content strategist
- UX unicorn

Design process:
- Include a video as an example of the UX design process

It's a messy process, it's non-linear. There's no real right way.

Double diamond process:

Design thinking:
- Empathize
- Define
- Ideate
- Prototype
- Test
mid fidelity wireframes

More refined representations of the website screens. Here, you can get a better sense of how the layout and spacing is.
Before starting on the website itself, I created a design guide, including the typography, colors, and logo. Originally, I wanted to incorporate the branding guidelines from the GrC Department to keep it consistent with all the other GrC content that is available for students. However, after speaking with my mentor and showing him my original design guide, he suggested that I do try to experiment outside the box with the design and that I don’t have to stick with the GrC branding. That way, I can create a design that is more personable, while also incorporating UX design trends.

What I started with

### DESIGN GUIDE
An introductory UX/UI guide for GrC students

### TYPOGRAPHY
**Avenir**
```
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
```

### COLORS
- #086659
- #FCE19A
- #FDB83D
- #3DB2A3

### BUTTONS
- **Button**
- Clickable link
Final design guide

**DESIGN GUIDE**
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**TYPOGRAPHY**
**Montserrat**

```
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789
```

**Heading 1**
Bold, 38 px

**Heading 2**
Bold, 32 px

**Heading 3**
Bold, 24 px

**Paragraph**
Regular, 16 px

**COLORS**

- **Primary**
  - #6AB2FB
  - #FC5C7D

- **Secondary**
  - #222222
  - #F4F5FC

**IDENTITY**

![ux/ui guide](image)

![ux/ui](image)
hello there, welcome to this introductory ux/ui guide

made by a GrC student, for GrC students :}
Now I’m combining my design guide with my website layouts on Webflow. Although I have experience working with Webflow previously, I still needed to watch a few tutorial videos to recall how to start a website from scratch. Looking back, I should have started this step earlier to give myself more time to watch the videos before jumping into creating the website. At this point, my website is fully functional, but still has some pages that I would like to implement in the future. For now, here are some screens that you can currently see on there.
What is UX/UI

UX/UI stands for user experience and user interface. It’s a way to ensure that technology works for humans and is easy to use. A user experience designer (UXD) is a person who specializes in this field. They work on the design of products and services to ensure that they are user-friendly and efficient. A user interface designer (UID) focuses on the visual design of these products and services.

UI

UI stands for user interface.

UX

UX stands for user experience.

UX/UI careers

UX designer

UX designers are responsible for creating the user experience of a product. They work closely with developers to ensure that the product is not only functional but also enjoyable to use. UX designers need to have a strong understanding of human behavior and psychology to create intuitive and engaging user interfaces.

Product designer

Product designers are responsible for the overall design of a product. They work with the UX designers to create a user-friendly interface, and they also work with marketing teams to ensure that the product looks appealing and is marketable.

Visual designer/UI designer

Visual designers/UI designers are responsible for the visual design of a product. They use colors, fonts, and images to create a cohesive and visually appealing design.

UX researcher

UX researchers are responsible for researching user behavior and preferences. They use this information to inform the design process. UX researchers may conduct user testing or use data analytics tools to gather insights.

UX/UI career paths

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takeaways

Working on this project allowed me to further learn about UX/UI, through reading articles and actually applying UX/UI concepts. I also love being able to teach others and share information, which I was able to do through this creating this guide. In addition to that, I was able to further learn about how to effectively manage projects. Something I found valuable throughout this process was creating a timeline and documenting all the work I was doing throughout the quarter. That way, I am able to see how much progress I’ve made and keep myself on track.
next steps

I still have a couple of items I would like to address for this project in the future:

1. **Continue building out remaining website pages:** There are still a couple of pages that I would like to add to the website, including the resource bank and a page for Cal Poly resources.

2. **Usability testing:** Because of time constraints, I would like to conduct usability testing in the future. This will help me see if the website is easy to navigate and parts of the website I will need to improve on.

3. **Implementing the website within the GrC Departement:** One of the main questions students asked me was whether or not the website will be viewable or incorporated within the GrC website. Because of this interest, I would like to look into seeing how the GrC Department can use this guide for future students.