User Interviews

Goals
By the end of this case you will:
- Understand what user interviews are and what they are used for
- Know the impact of user interviews

Introduction

While going through the design process, your most important source of information is your users. There is no one better to tell you about the ins and out of something that was created than the people it was created for. As designers, we know how we want things to work and what we designed them to do, but how they work in the hands of users isn't always what we expect. To ensure products are both usable and enjoyable, design teams conduct user interviews.

Business Context

> User interviews are used to effectively and actively gain user insight and feedback when creating or improving existing products.
>
> ### Section 1
>
> **What are user interviews?**
> User interviews are one on one sessions that give designers and researchers a chance to connect with users about how they perceive the capabilities, concepts, and usability of a product. During these interviews, designers can gain a better understanding of how the product or service that they've designed works in the hands of the people it was made for. User interviews give insight into how things can be improved or changed in favor of the target user group. It also gives insight into the things that do not work and may need to be done away with.
>
> There are three different types of user interviews: **Structured**, **Semi-Structured**, and **Unstructured** user interviews. Interviews are used as a means to look for new opportunities, to improve the user experience, or to help generate new ideas. Most interviews last between 30-60 minutes in length and can be conducted in person or virtually. Interviews are a great way to collect qualitative data from users.
>
> *Definition.* Qualitative user research is **the process of collecting and analyzing non-numerical data in the form of opinions, comments, behaviors, feelings, or motivations**. Qualitative data aims to give an in-depth look at human behavioral patterns.
>
> Qualitative-focused user interviews allow user researchers to hear directly from consumers and users themselves. It allows researchers to know the thoughts and feelings that occur while using their products as well as gauge usability. Things that users enjoy, dislike, and may even find confusing are all brought to the forefront of the conversation. Things are made very transparent to researchers and this also allows them to ask questions that they otherwise wouldn't be able to ask without this type of direct interaction and it gives them precious feedback.
>
> ### There are 3 Types of User Interviews: Structured, Semi-Structured, and Unstructured

Structured interviews have standard scripted questions, so each interviewer will run the interview the same way. Often, the questions asked are closed-ended, meaning there are a limited number of possible answers for each question.

Semi-structured interviews are common in design projects. Questions are open ended, and follow up questions can be asked. In addition, the interviewer can change the order of questions based on the interview.

Unstructured interviews have open-ended questions, and the interviewer will ask follow up questions, or probing questions to get details on their experience. This type of interview takes a lot of experience, because it is not easy to keep the conversation moving, and the interviewer has to know the subject well enough to know when to stay on a topic, and when to move onto something else.

Probing questions come in two types. They can be used to gather more information, like “tell me more about that”, and they can be used to learn about someone’s reasons for doing something, like “why did you do that?”.

The best time to conduct user interviews is throughout the entire design process. In the beginning, they can be used to flesh out new concepts to make sure they spark the interest of the target audience. They also should be conducted once those concepts are fleshed out into actual designs so that opinions can be gathered about the work done by the design team so far and then again after usability testing so that insight and feedback can be given about the uses actual experience with the finished product so far.

In order to conduct user interviews the design team’s needs to first set goals for the interview process, plan out how and when to recruit participants, write out interview questions, and set up times and locations for the user interviews to take place.

When setting your goals for the user interviews you **first need to identify what you would like to accomplish.** What features do users find important? What are users looking to use your product to do and are they able to accomplish that?
>
Next, **interview participants need to be recruited.** If there is an existing product, researchers can reach out to existing users for participation and if it is a new product, researchers can look for participants that are interested in their design concept. So if you are creating a travel app, look for users that like to travel frequently.
>
The next step is **writing out interview questions.** The questions that researchers ask will directly correlate to the type of feedback and insight that they receive from their participants. It’s very important to ask open-ended, non-leading questions that allow users to express their opinion openly while giving details freely. Closed, leading questions can be useful when designers would like direct yes or no answers pertaining to a certain

aspect. Rating scales are helpful to get direct feedback, without leading the user down a closed yes/no path. Along with that, pause and give space to allow the participant to follow up with addional related thoughts.
>

Conclusion & Takeaways

> User interviewing is a very valuable tool to both the UX research team and the UX design team because it allows the stakeholders to empathize with the user, generates additional data points, and removes bias as well as uncertainty. Interviewing also allows design and research teams to make sure that their ideas and future concepts are in line with what current or future users are looking for.

Attribution

https://sleekbundle.com/product/pulse-illustration-kit/

Types of user interviews

> ## Goals
>
> By the end of this case you will:
> - Be able to name the different types of user interviews
> - Understand when to use each type of user interview
>
> ### Introduction
>
> There are three different types of user interviews that can be done by researchers during the design process
> - Contextual
> - Generative
> - Continuous
>
> We will explore each type of interview below for a better understanding.
>
> ### Business Context
>
> There are various types of user interviews and testing used to gather data and information from existing and prospective us ers. This data is used throughout the design process and to make designers and stakeholders aware of their audience wants and needs.
>
> ### Interviews

Contextual interviews

Contextual interviews are used to observe how a user interacts with a product. During these interviews users are to be made as comfortable as possible in an attempt to ensure that they are using the product being tested naturally as they would outside of the test setting. These interviews often include some moderation and researchers ask the participants questions as they move about the given task.
>
Generative Interviews
Generative interviews are conducted in the very early development process of a product, These sessions are used to understand goals, motivations, and pain points of users. Generative interviews help researchers to be able to identify the problem they are attempting to solve.

It also allows researchers to gain a very thorough understanding of their users.
>
Continuous Interviews
Continuous interviews are used as a method to continually learn from users throught the design and research process and to gain useful feedback. All of the the feedback and insights gained are then used and applied throughout the design process. Continuous interviews highlight things that need to be changed and improved upon. This type of interviewing can be used to collect qualitative and quantitative data throughout.

Open vs. Closed Questions in User Research

Open-ended questions allow for an interviewee to answer however they want. They can be great for gathering general sentiment or detail about a specific experience, but they can be hard to analyze.

Closed-ended questions have a limited number of possible responses. Instead of asking someone what they prefer, they choose from a pre-written list. These are easier to analyze and can be used to make comparisons between groups, but if a question about a particular topic or instance isn't written, there's no way to find out about the user experience with it.
>
Example interview questions
- What are your thoughts on this product?
- How often or when do you use this?
- Describe how you felt using this product
- Did you have any problems during your experience?
>
Matching:
Mark each of the next three as Generative, Contextual, or Continuous

Conclusion & Takeaways

> There is a type of user interview for each stage of the design process. Each interview type yields very valuable information that researchers and designers use during the design process that helps them create enjoyable and usable products from a multitude of insightful feedback gathered from users.

Qualitative and Quantitative Data

> ### Goals
>
> By the end of this case you will:
> - Know what qualitative and quantitative data is and why it is important to user researchers.
>
> ### Introduction
>
> During user interviews researchers are gathering all types of data. Qualitative and quantitative data are especially important because together they tell why and how users feel and act in regards to a given product. Below we will dig into the two types of data and how they influence the design process.
>
> ### Business Context
>
> While interviewing users, data create actionable insights. Whether the data is numeric or patterns based on the number of times a topic was mentioned - designers and researchers can then take that data into action. Data from usability testing falls into two key groupings **Qualitative** and **Quantitative**. These groupings help teams analyze themes from testing.
>
> ### Qualitative Data
>
> During the user research process, qualitative data tells researchers why. Questions like: “why do users like or dislike a product”, “what do they want or need” and “why it is important”, can all yield useful information. Qualitative data delivers the deep, thorough answers that researchers are looking for and need to accurately help designers continue the process. This data is gathered by discussion and observation. Qualitative data helps to birth concepts and ideas, it helps researchers together with very detailed and insightful feedback.

Quantitative Data

Quantitative data answers the questions of *how much* or *how many*. It is the measurable, numerical data. Surveys are a valuable tool when it comes to gathering quantitative data, which allow researchers to gather responses from large scale groups. This data is then displayed in numbers or graphs,

it helps designers set baselines in some situations. Quantitative data is most commonly used for already existing products as a way to guage or evaluate questions around usability issues.

Comparing Qualitative and Quantitative UX Research

Exercise

> In a group, design a quantitative user survey for **Aloha Airlines**, a real airline that went bankrupt in 2008. The first thing we might want to do is take a look at their design.

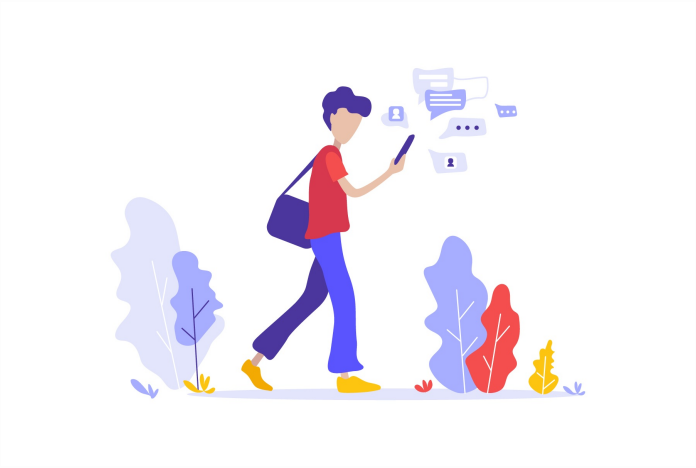
We can view a version of their page here: https://web.archive.org/web/20080209231007/http://www.alohaairlines.com/home/home.php

Note that there are plugins that are no longer available. If this was a currently functioning passenger airline, what questions would we ask people about the user experience of this webpage?
>
Remember that a quantitative survey should have numeral options for them to select, such as “on a scale from 1-7” or “select whether you strongly disagree, disagree, agree, or strongly agree with the following statements”. Questions like this allow us to compare answers among users, and look for trends, identifying areas to focus on redesign to improve the user experience.
>
What areas do you think the user could give good feedback on? Colors, buttons, options, and navigation are all good areas to think about and design questions for.
>
When completed, paste the text of your survey in the area provided, and be ready to share it with the full group.

Conclusion & Takeaways

> Quantitative and qualitative data are used to identify the reason for users actions and to display how much or how many are affected by the current state of a product. This data is valuable because it illustrates users in large numbers and allows designers to get very deep, very detailed responses in order to help improve and create digital products and experiences.

Inclusive Design



walking reading phone

Goals

By the end of this case you will:
- Know what inclusive design is
- Understand the importance and impact of inclusive design

Introduction

The process of inclusive design describes methods used to create products that are easily used by and are enabling people of all backgrounds and abilities or disabilities. It is used to address accessibility issues, age, economic situations, location, language, race, and more. Inclusive design is focused on empathizing with users. Accessibility should be the most important thing for a UX designer to address because designing inclusively will lead to designers creating more accessible products.

Business Context

Inclusive design is vital for the usability and success of a digital product. Teams strive to make sure all of their products are inclusive so they are accessible to anyone, anywhere who would like to partake.

Inclusive Design

> Julie wants to visit a cooking website but Julie is blind, and we know that recipe sites are filled with ads.
>
> **Group discussion**: What kinds of issues might Julie going to run into?
>
> Inclusive design is essential to the design process because it makes designers think outside of their norm. What may be easy for some may pose a difficulty for others and those are the people that need to keep in mind. By designing inclusively designers are able to make things accessible and easy for everyone. The more inclusive a design is, the more user groups are able to use it. It isn't always possible to address every group with inclusive design but the goal is to address as many groups as possible. Inclusive design also boosts traffic because it allows products to be accessible to large, diverse groups.

> ### How to design inclusively
>
> Inclusive design is the process of approaching designing for a product that can be used by a diverse group of people. To design inclusively involves pinpointing your target audience first. This is a good time to think about personas. Personas should include attributes that speak to a holistic user base. Including quotes or user needs from a diverse audience in your personas allows you and your stakeholders to better empathize with all end users.
>
> Once the target audience is defined then you can get into specifics, visually impaired, hearing impaired, or just a group in a location that does not have access to a strong or consistent internet connection. In those cases, features are added like larger font, captions, and availability offline. The key to designing inclusively is understanding diversity. Understanding diversity and people will allow you to properly address frustrations and exclusions that currently exist. The inclusive design also aligns with accessibility standards or WCAG. Web Content Accessibility Guidelines are the international standard for designing to meet the needs of individuals or organizations internationally.

What is WCAG?

> We want to consider inclusive design because we are good citizens, but we also have to be aware that the failure to be inclusive could leave a company open to litigation.

Here is an article from 2022 titled "The Law on Website and Mobile Accessibility Continues to Grow at a Glacial Pace Even as Lawsuit Numbers Reach All-Time Highs". Accessibility advocates look for sites that are not reasonably accessible and file lawsuits in order to force organizations to increase their site or application accessibility.

This article gives examples of inaccessible and accessible websites. Nymag.com is an example of an inaccessible website. If we pull a version from around the date of the article at https://web.archive.org/web/20220801000817/https://nymag.com/, we can see that if we inspect the images there is no “alt” text.

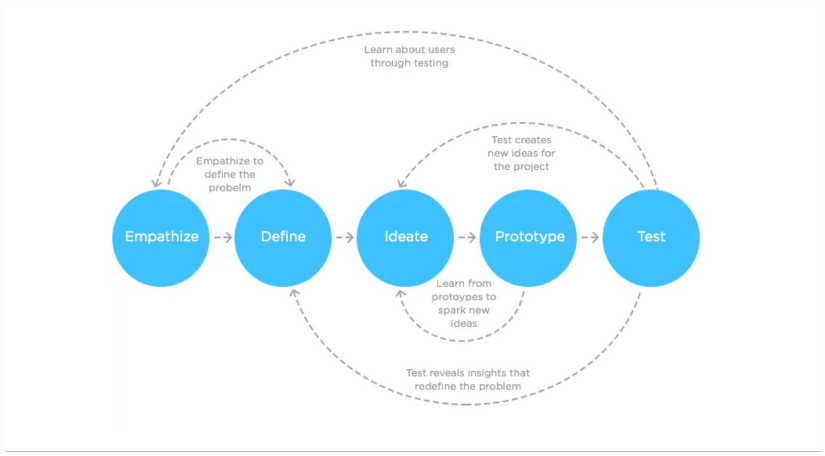
If you visit a site like cnn.com, you can see that when inspecting an image there is usually a full description of that image. This obviously requires attention to detail, since a news site is constantly being updated; each image that is posted will need to have a description added. There are also examples of accessible websites in this article, which can give us examples of things to include in our design.

Keyboard users often have movement disorders that make using a mouse or trackpad difficult, so having a clear navigation path through the page using the keyboard is important.
>
Activity:
>
Summarize examples of inaccessible websites, and what can be done to update them and make them as accessible as possible. Paste your answer here, and be prepared to discuss with the team.

Conclusion & Takeaways

> Inclusive design addresses people from all locations and walks of life. To design inclusively is to design for everyone no matter their situation and to make sure everyone can use your products and has access to your products without any roadblocks or difficulties. Inclusive design is important because it makes sure that products are available for all.
>
> ### Attribution
>
> https://sleekbundle.com/product/pulse-illustration-kit/

Human-Centered Design



Goals
By the end of this case you will:
- Know and understand human centered design
- Be able to name the steps of the human centered design process

Introduction

Design thinking is the process of designing and solving problems by prioritizing product improvement and user needs. Design thinking analyzes how humans interact with your products. It is an interactive process that helps understand users' pain points, needs, and aspirations. Design thinking is not linear or the same for all projects.

Business Context

Human-Centered Design is the design process that users and researchers use to successfully build digital products.

User Engagement
>
As users engage with products, they organically produce feedback. This feedback is based on their experience with the product, and often relates to gaps in their ability to complete a task. Ultimately this is where opportunities to improve the product come in. This feedback is gathered through the design process. Design thinking helps with this process because it helps to solve complex problems once they are identified. In order for a design to be usable, useful, and delightful the human centered design process should be leveraged. The human centered design process consists of five steps or phases and they are:
- Empathize

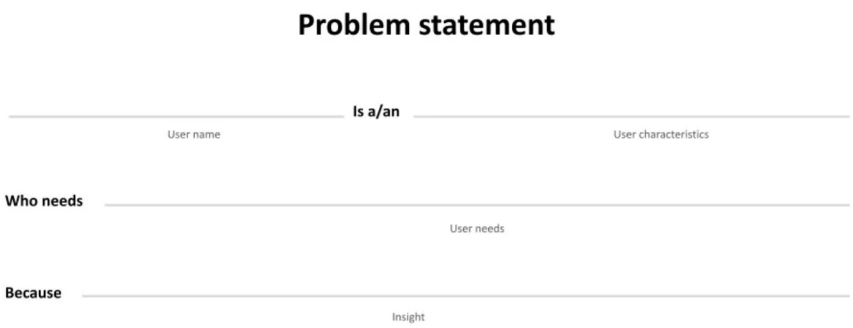
- Define
- Ideate
- Prototype
- Test

Design thinking

You want to give your customers what they want, but people may have a hard time saying what they want. It is good practice to immerse yourself in your customers' experience, observe them, and interview some of them about their experience. Once you have your ideas, build what's called an "MVP" (minimally viable product), and then iterate making changes over time to make it better.
>
Empathize
As a designer, it is vital that we are able to understand our users. Empathizing simply means understanding. We have to have a robust understanding of our users and their problems in order to effectively solve them. In order to get to this point we must first observe and ask questions. Asking questions will reveal to us why users feel and interact the way they do with our products. Asking questions also contributes directly to the research process.

> ### Define
>
> Once you've learned about the user and completed your research it is now time to define the problem or issues you wish to solve. In order to do this it is important to specify what the problem is, who you are solving for and what you'd like to accomplish. Once those three things are determined a **problem statement** can be created. A problem statement is a statement that specifies the problem, the goal, and how the team may attempt to solve it. Usually, your problem statement can be used to guide you through the process. It is important to refine your problem statement over time. Think of the problem from the user perspective, and what the human need is. Change is okay! Good problem statements are important because an ill-defined problem statement may lead to the design team wasting their time.

> **Use the formula below to create your own problem statement.**



Ideate
The ideation stage is when designers have the chance to brain store. During ideation, designers try to come up with as many reasonable solutions to the problem at hand and how they can be implemented. Think of ideation as a giant brain dump! Once everyone has had a chance to get through their ideas it's time to sit down and discuss what the team believes will and will not work, how they plan to move forward with these ideas, and which ones can be discarded.
>
Prototype
Bringing ideas to life visually and digitally is what the prototyping stage is all about! During this stage wireframes and low to medium-fidelity mock-ups are created to be used as early models of how the final design may look and function. Most times these first and second-round prototypes are never the final. It takes many iterations to get to a finished product. Prototypes are simply used to help the design team iron out the kinks and determine which version best represents the ideas that they've had in mind and could best meet the users' needs.
>
Test
The last and most important step is testing! Testing prototypes is the way that designers can determine if their ideas are successful and will work as intended. The prototypes are tested by users of the current product if one already exists or by users that are a part of the target audience. The feedback that designers receive as a result of this testing is gathered and analyzed in order to make new iterations or improvements. Testing allows designers to see where they've gone wrong in order to improve the user experience. What can be fixed? Did the team miss something? Is there possibly a way to make a process less time-consuming or less complicated? These are all questions that can be addressed during the testing phase. Once issues are brought to the forefront designers get back to work to fix them and then start another cycle of testing to ensure no other problems arise. This cycle repeats itself until the design team comes to a point where they are satisfied with the prototype and believe they are in a good spot to move forward.

The human centered design process can be summarized as: Observe, Test, Iterate, and Learn.

Conclusion & Takeaways

> The human centered design process is the foundation of the design process. It is a process that can be changed or adjusted as needed but it gives design a baseline of how they should begin their princess when creating a new product and how they should navigate from start to finish.
>
> ### Attribution
>
> - https://www.itagroup.com/insights/customer-engagement/design-thinking-empathy-agility-iteration
> - https://uxspot.io/define-problem-statement.html

Design Thinking

Goals

By the end of this case you will:
- Understand how the user centered design process and design thinking align.

Introduction

Design thinking is the method used along with the human centered design process that allows designers and researchers to successfully complete the process while also keeping users and consumers as the focal point of the process.

Business Context

Design thinking is not a process or a concept, it is an action that can be done by anyone to complete whatever task they may have to complete. Design thinking can differ from person to person and still yield great results.

Design Thinking

Design Thinking isn't just used by only designers. Anyone and everyone can use design thinking.

Design thinking helps to develop new concepts and ways of thinking. It helps us to improve or create new processes and to answer questions that linger in the design process that haven't been answered yet. It also connects directly to the human-centered design process. Design thinking isn't a linear process, it is a way to help address user wants and needs and to think with users in mind. Design thinking helps you assess your human centered design process and to make adjustments as needed in order to meet unmet needs or to find solutions to problems that may not have been addressed yet.

Exercise

Consider your personal website. What will you do to make it accessible to all potential users? Be specific. Consider tools to aid in navigation, and what is needed for individuals of different backgrounds and abilities to be able to use a website.

Conclusion & Takeaways

> Design thinking is an iterative process that can be used in various situations. It can differ from person to person but it is best used along with the human centered design process as a means to solve user process.
>
> ### Attribution

- DC Design, (2017) What is human centered design, https://medium.com/dc-design/what-is-human-centered-design-6711c09e2779
  >
- https://www.ideou.com/blogs/inspiration/what-is-design-thinking

SEO

> ### Goals
>
> By the end of this case you will:
> - Know what SEO is
> - Know the importance of SEO on your websites
>
> ### Introduction
>
> Search Engine Optimization, also known as SEO, is a very valuable tool that helps search engines such as Google present websites on its search results page. SEO helps to bring traffic to websites and expand their online presence.
>
> In week 5, we discussed SEO in the context of choosing a domain and completing web hosting. We discussed how the domain name should be relevant to the content of the website, and how the hosting should be reliable and secure. We also discussed how the domain name should be easy to remember and how the hosting should be optimized for SEO.

In this week, we will discuss SEO in the context of design. Design is an important factor in SEO because it affects how users interact with the website. A website should be designed with SEO in mind, as it can help to improve the visibility of the website in search engine results.

Business Context

SEO is a tool used by website designers and companies to make sure they are discoverable and to drive traffic. SEO is a constant battle, with organizations working to figure out ways to get their page to the top of a search engine's search results. Being at the top means more business and higher profits. This means that people tasked with SEO will have to study how search engines rank pages, how their competitors are optimizing their pages, and how search engines are updating their ranking protocols.

Search Engine Optimization

> SEO is a marketing tool used by companies and website owners as a means to increase traffic and visibility within online search engines. SEO is a way to create website traffic organically and can be used on many different platforms. SEO can be used on YouTube to help videos appear in top search results or even on amazon as a way to move products to the first results page. It helps to reach large numbers and build an online presence.
>
> When trying to craft and customize the SEO of a website keywords are very important. Keywords are used to generate results based on a search. For example, if someone is searching for the nearest farmers market in their area most, if not all of the search results that appear will have the words or phrases “farmers market” and the town or city closest in distance. So it is important that websites have plenty of key words in them so that they can be recognized by search engines when looking.
>
> There are two types of SEO, on-page SEO and off-page SEO. On-page SEO is the easiest for website owners and companies to implement because it is the process that involves making sure keywords are implemented on webpages and in copy to make sure they appear in the search results.

Youtube

> ### Assignment
>
> Choose a web page and select inspect. Answer the following two questions:

Conclusion & Takeaways

> SEO is a tool used by website owners and companies, youtubes, and amazon shop owners to attract searchers all over the web. It helps to generate organic traffic and to increase relativity in search engine results.

Presentations

Goals

By the end of this case you will:
- Understand the importance of design presentations
- Have a few tips on how to prepare for a presentation

Introduction

While the UX and UI processes are very multifaceted, other aspects outside the actual design and creation process are also important, such as presenting. Being able to present your new or prospective product is a critical skill to possess. Presentation skills are crucial to have as they allow design teams and researchers to effectively communicate and showcase their ideas and thoughts. In this section, we will explore the importance of presentation and how one can sharpen their skills.

Business Context

Being able to present your design work is a major win for a designer! Presenting allows designers to be able to address all groups involved with their current project and to keep others up to date on progress while also being able to represent themselves, their work, and their team.

Presenting Your Work

> Being able to present your design work is a vital and often underrated skill to possess as a designer or researcher. To be able to present and explain your work and the reasoning behind it to different groups is very important. These different groups can consist of more than just your team: They consist of stakeholders, developers, and other important business or product leads. As a member of the design team, you should be able to explain and rationalize your work findings in different ways that can be clearly and easily understood. Your presentation must also address any questions that may arise along the way. Not only should you be answering questions during a presentation but at that time ask questions to your audience, and make sure they understand the content. Leave room for your audience to think and express their feelings or concerns about the work that has been done or the work you will be speaking towards. A few examples of subjects to be addressed during a design presentation are:
> - How are **business needs** being met by your designs?
> - How are the choices or changes made **addressing the users**?
> - **Pros and cons** of any changes made or added to the original plan.
>
> For a designer, a presentation is also a tool that can be used to display progress throughout the design process and can be used to compile various sets of data and information. Think of it as a report! Presentations allow teams to easily share and display the current state of work, and where they plan to head with that work moving forward, and it can be used to start conversations around the creative processes. It also poses a time to ask questions and persuade stakeholders and business leads into acknowledging new ideas, feedback, or user insights that have been gathered. Presentations allow design and research teams to articulate their thoughts and decisions. It is also great to include graphics, graphs, and colors as a way to keep the presentation lively and keep your audience entertained and engaged.

> Tell an idea around your story. Set the stage by talking about who your user is so the listener understands the problems the users face, and what you're going to solve. You will have your stakeholders' attention if they understand the problem and why it is important. It is useful to present your solution using wireframes and images to help the stakeholders understand your solution. Finish with sharing your plan for implementing your solution. Being prepared means your slide deck could be understood even without you being present.

Preparing Your Presentation

> Presenting can be very nerve-wracking and unsettling for some people but luckily there are ways you can combat those feelings and deliver your best presentation. **The most important way to help yourself prepare for a presentation is to practice.** Practicing will ensure that you know your content from start to finish and are able to convey that to your audience without looking at a screen or script. You can practice alone or in front of a small group of friends or colleagues. Sitting in or watching other presentations is also a good way to prepare for your own, watching others present can help you see how someone else moves the audience by communicating with them. It's also a great way to think of ideas on how you should interact and conduct your own presentation.
>
> Presenting should be painless and easy and you should be able to relax without any internal struggle that may come from nervousness and uncertainty. While presenting may not be your strong suit it is something that should be practiced so you become familiar with and develop a level of comfort doing so that you are able to accurately present for yourself or your design team whenever needed. After leaving a strong presentation audience members should have a very minimal amount of questions with an understanding of what is happening currently and what may come if discussed. Audience members should also feel confident in your team and what you all have accomplished so far.

> ### Exercise
>
> Present your personal website! How would you present your personal website? An employer may ask you similar questions, and it's important to show thoughtful consideration of your decisions.
>
> In small groups, use 1-2 minutes to present your site.

Answer the following:
- What decisions did you make considering UX? Why did you make those decisions?
- What decisions did you make considering accessibility? Why did you make those decisions?
>
Then, spend a minute giving feedback to each member of your group.

Conclusion & Takeaways

> Design presentations are conversation starters and communication tools that allow design teams to display their thought process, the work they've completed and the work they have yet to do. They are a meeting point for all groups involved and allow everyone to be briefed on current events in the process. They help to make the process more omniscient across all members and open up opportunities for lingering questions and suggestions.

How to become a UX or UI Designer

Goals

By the end of this case you will:
- Know techniques to start a career as a designer
- Develop a plan for improving your design skills

Introduction

There are many ways that someone interested can become a user experience or user interface designer and begin working towards a career. Some are more traditional routes while some are more nontraditional but if someone is willing to learn then they can do it!

Business Context

Small businesses and large companies are constantly looking to employ designers to bring their digital products to life. They do not all have the same requirements but we will get into the must haves below. Designers often work with Figma or Adobe, and many do not utilize html or css; however knowing how to use those tools is a big plus.

Becoming a Designer

If you've gone through the previous modules and feel like you may want to pursue user experience or user interface design as a career path there are various ways to go about it. There are both traditional and nontraditional routes to achieve your goal of becoming a UX or UI designer and they are:
- Four year degree
- Apprenticeship
- Bootcamp
- Self-taught

Four Year Degree
A four year degree is the most traditional route to starting your career as a UX designer. You will receive thorough instruction and education in regards to information architecture, some graphic design, and other subjects that closely relate or pertain to designing.

Apprenticeships
Apprenticeships are also another option. An apprenticeship is on the job training that will teach you the skills you need to perform your job to the best of your ability while still learning the tricks of the trade! You'll be able to learn and gain work experience, work on real design projects while working alongside other designers and another great thing is, some apprenticeships are also paid.

Bootcamp
The next means of becoming a designer is by completing a bootcamp program. Bootcamps are structured classes, often including projects and group work that teach you the fundamentals of us and ui design. These programs range in time variations so you are able to complete them on a full time or part time schedule and have the support of instructors. Bootcamps also give structure for the people that need an extra push. Once a bootcamp is completed each student receives a certificate of completion to prove that they have successfully completed the program while bootcamps can be expensive and they can be very beneficial.

Self-Taught
Another route for someone that does not want to fully commit financially or or make a huge time commitment is to take the self taught route. The self taught route is great if you are disciplined and dedicated! You can learn at your own pace and there are hundreds of resources online to help you find your way. Whatever path you choose to become a designer will require a lot of hard work and dedication. Its great to have a strong support system and even a mentor to help you accomplish your goals along the way.

Conclusion & Takeaways

> No matter what path you decide to take you can become a great UX or UI designer if you put your mind to it. Everyone's journey is different but whatever you decide and how you decide to do it will lead to results as long as you're focused and consistent.

Paws website activity

Goals

By the end of this project you will:
- Create requested artifacts and compile them and previous ones made in week 6 into a short presentation to display your work.

Introduction

In this activity, groups of 4-6 people will be put together to create personas and low fidelity wireframes for a website in accordance with the specifications below. This activity should take 1.5-2 hours to complete and will allow students to work in Figma to complete these actions to be finished and submitted.

Business Context

Silvia owns a dog grooming spa called Paws; she is currently in the process of creating a website that allows her customers to book grooming services online. Her design team is currently completing the design process and are working on artifacts to present. Complete the given task below and create the artifacts listed in order to start Silvias website design process.

Instructions

For this activity each group will create:
- A list of 10 open-ended questions that can be used during the user interview design process. These questions should help you understand what the user wants and needs.
- Create a 10 closed-ended question survey that can be used to collect data. These questions should have uses select from options so you can decide between various features and designs.
- Create a problem statement.
- Create a small presentation including mockups, sitemap, and personas from week 6, and show how you're focusing on human-centered design. This presentation should be composed of 5-7 slides, and **it should be submitted as a pdf** on the training site. This presentation should be designed to explain your design as if you were presenting to Silvia. She should be able to understand the choices you made, and how this site will help her business.

Video: Comparing Qualitative and Quantitative UX Research
Video: Open vs. Closed Questions in User Research
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Share a summary of your contribution here.

Don’t forget to submit your .PDF on the training site, as well!