

## User Experience Design Fundamentals

### 1. Introduction to User Experience Design

- What is UX?
- UX vs UI
- Aspects of great UX

### 2. Introduction to FigJam

- Create free account
- Create FigJam file
- Tools in FigJam
- Using Templates

### 3. UX Design Techniques

- What is User Centered Design?
- Research
- Data Gathering
- Creating Personas

### 4. Sharing and Collaboration

- Working with team in FigJam
- Share and Ideate
- Use Sections

### 5. Ideation Techniques

- Working with User Scenarios
- Create Storyboards
- Use POV
- How Might We?

### 6. Analysis

- Empathy Map
- Experience Map
- User Journey Maps
- Service Blueprint
- Affinity Map

### 7. Prototyping

- Creating Information Architecture

- Prototyping Process
- Sketching
- Wireframes
- Types of Prototype

## 8. Creating Prototype and Testing

- Working with Paper Prototypes
- User Testing
- Affordance
- Signifiers

## 9. Important Design Principals

- Alignment
- Proximity
- Consistency
- Contrast
- Color
- Typography
- Visibility
- Dark Patterns

## 10. Multidevice Design

- Evolution
- Native vs Web vs Hybrid Apps
- Framework of 3 Cs
- Tips for multidevice design