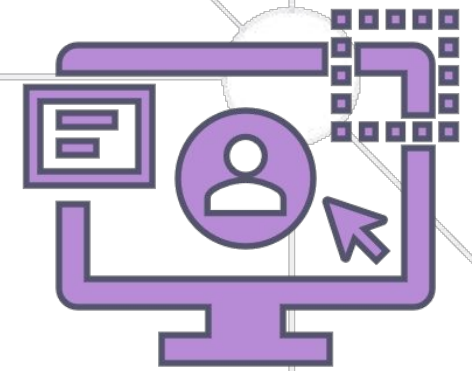


Introduction to UX Design

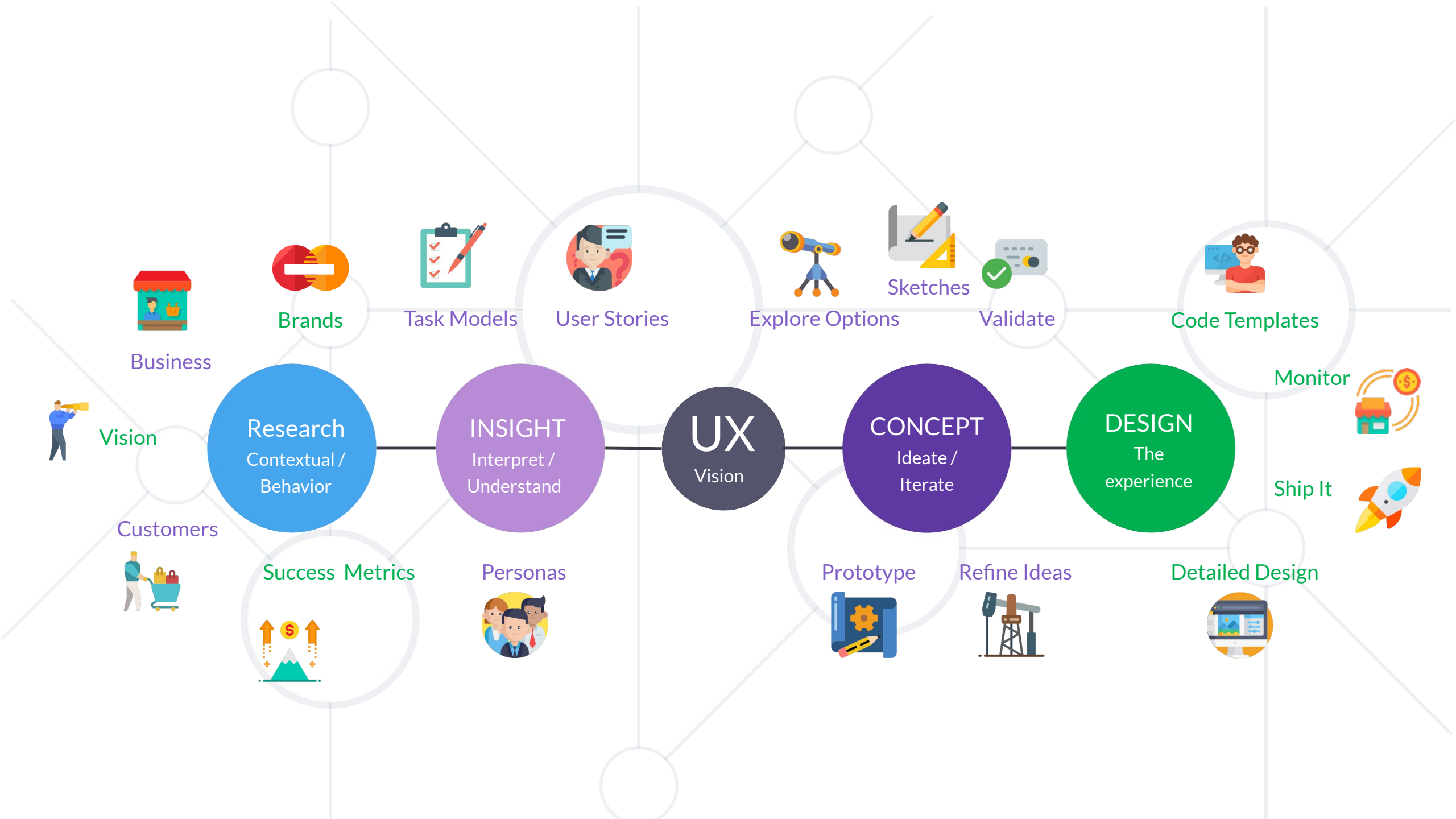
- Introducing the lecturer
- Course prerequisites
- What is User-Centered Design?
- The rent-a-car problem
- What is expected at the exam?
- Adobe XD





Course prerequisites





Business



Brands



Task Models



User Stories



Explore Options



Sketches



Validate



Code Templates



Monitor



Ship It



Vision

Research
Contextual /
Behavior

INSIGHT
Interpret /
Understand

UX
Vision

CONCEPT
Ideate /
Iterate

DESIGN
The
experience

Success Metrics

Personas



Prototype



Refine Ideas



Detailed Design

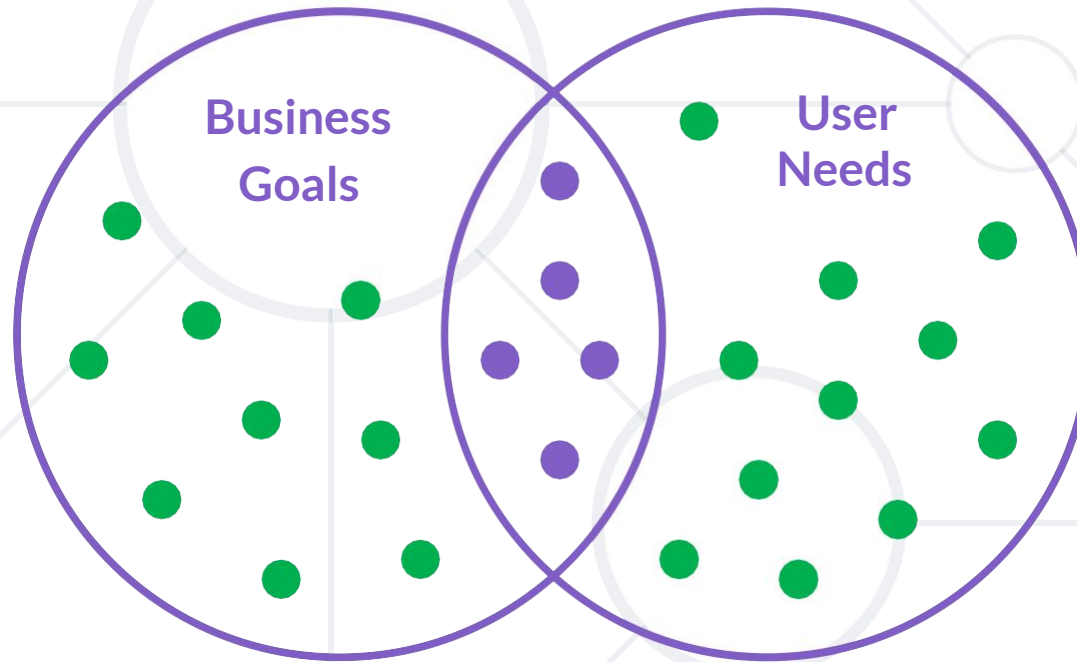


Exam = Test + Project

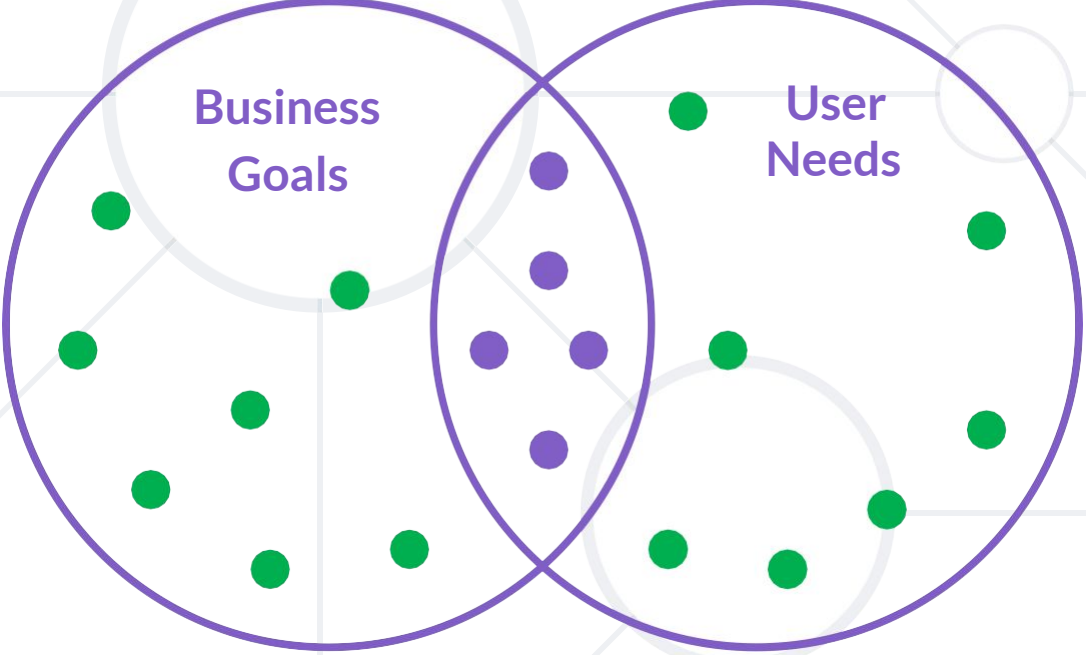




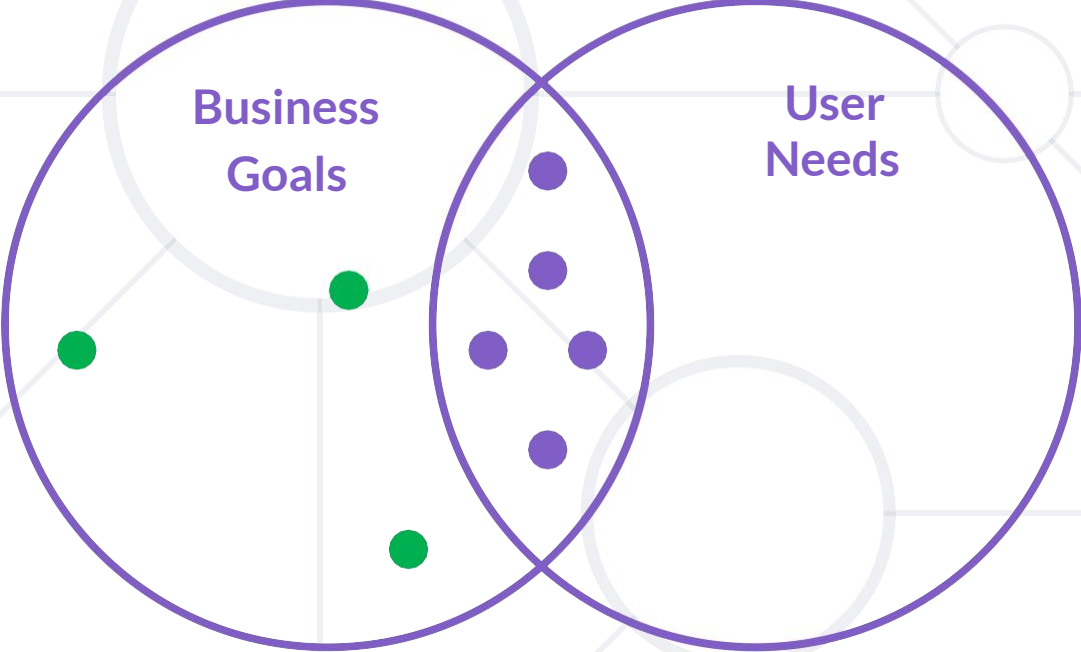
User-Centered Design

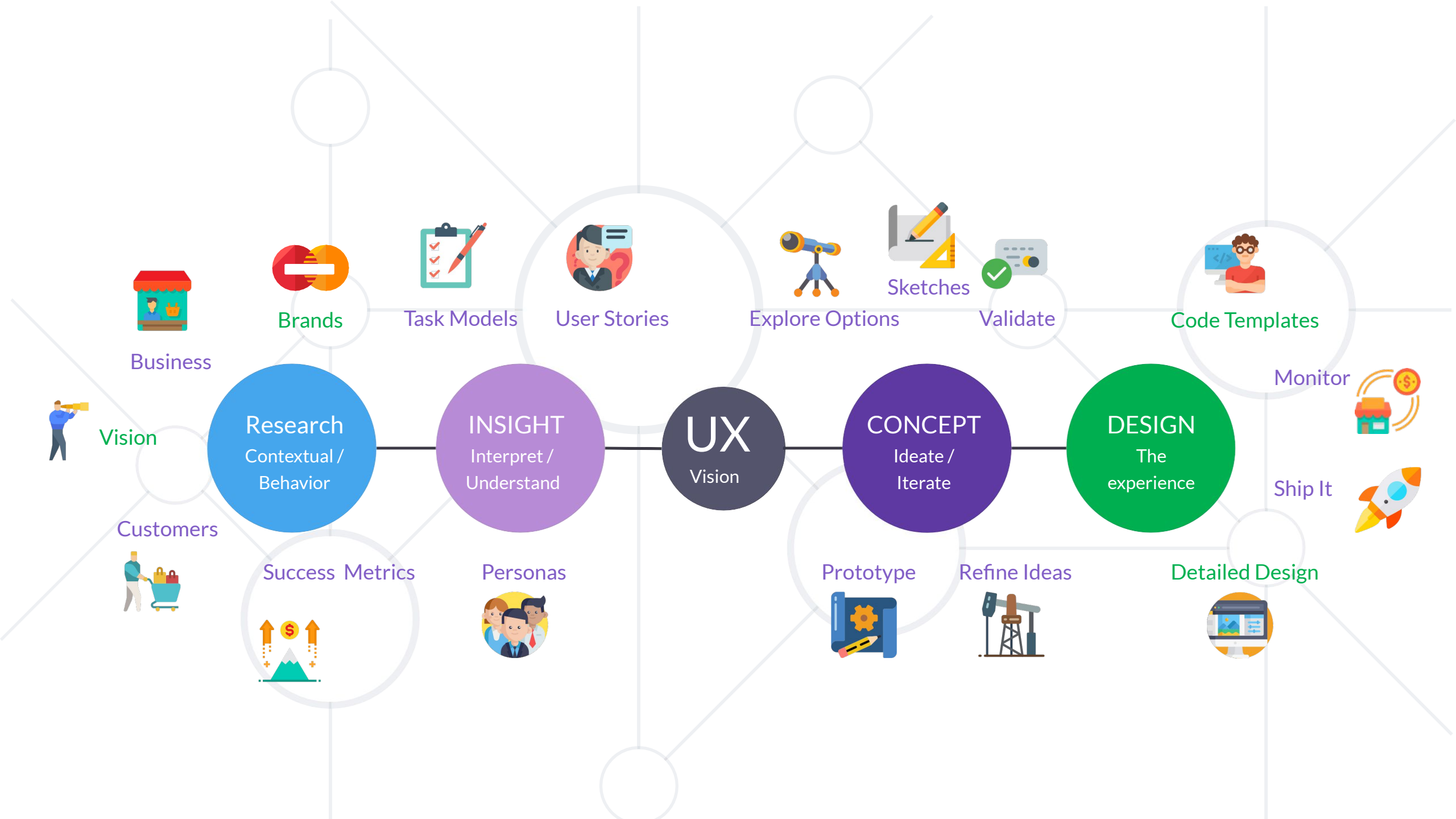


User-Centered Design



User-Centered Design





Business

Vision



Customers



Brands



Task Models

Success Metrics



User Stories

Personas



UX

Vision



Explore Options

Prototype



Sketches

Refine Ideas



Validate



Code Templates

Monitor



Ship It



DESIGN

The experience

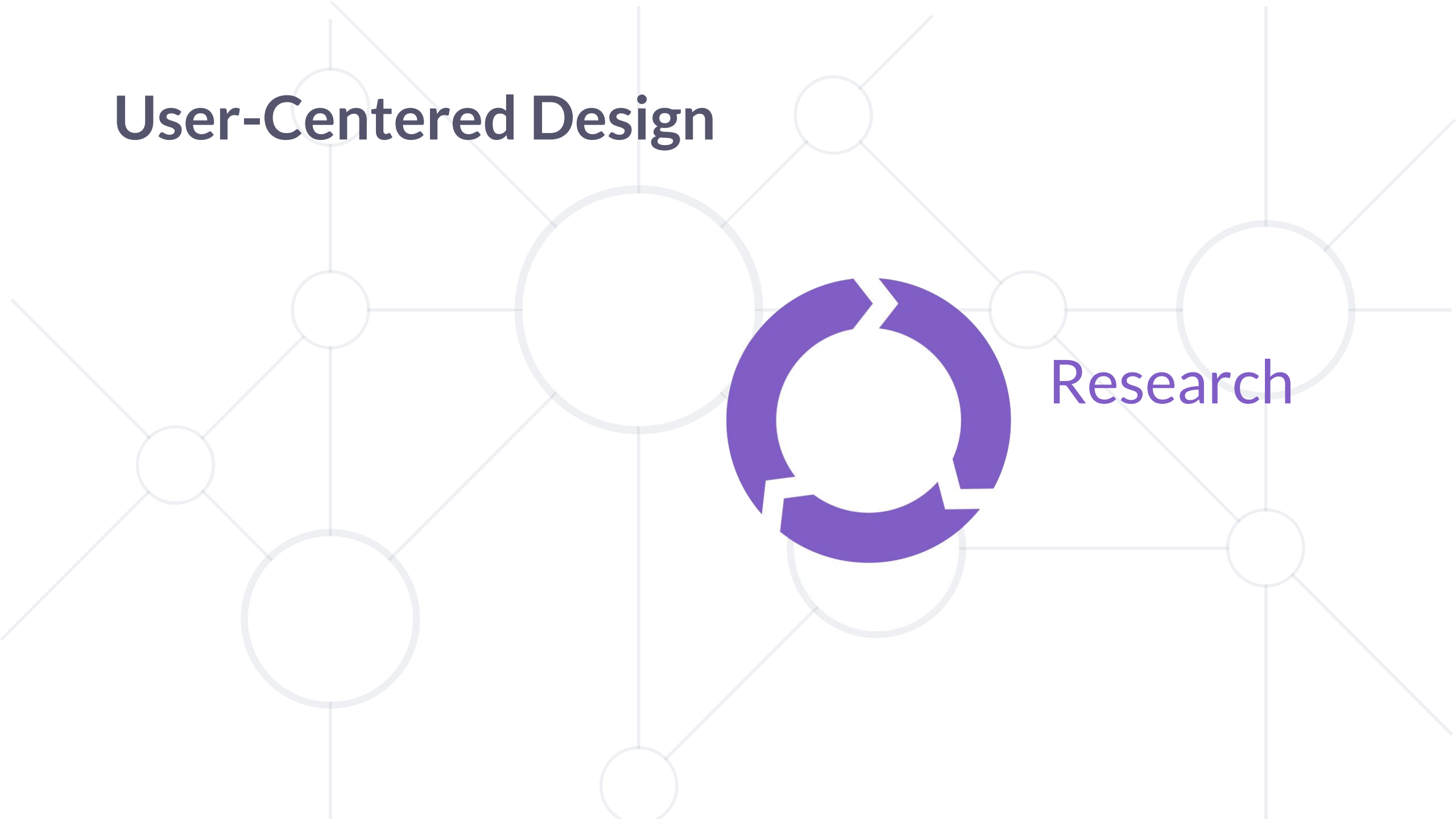
Detailed Design



User-Centered Design



Research

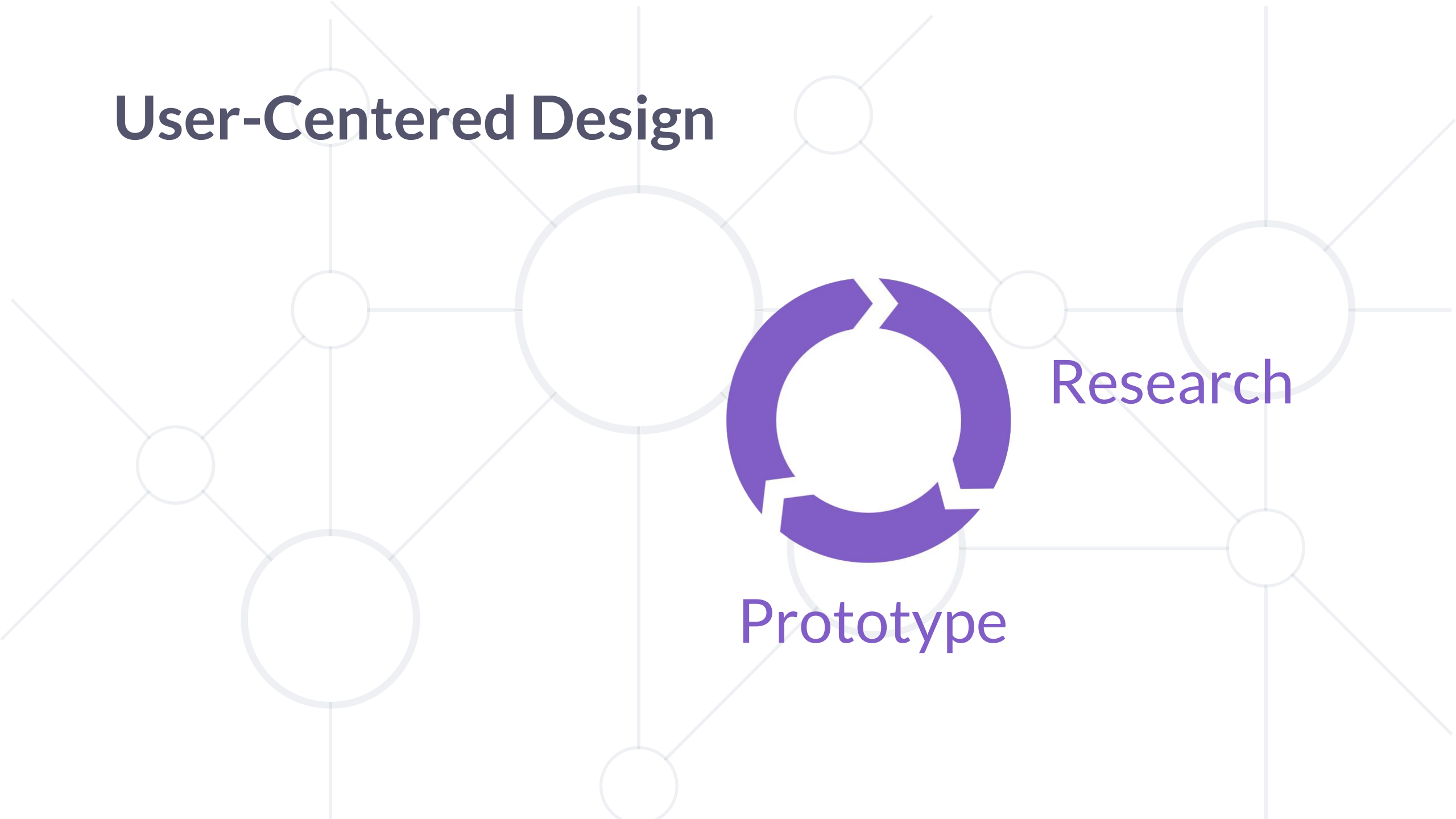


User-Centered Design



Research

Prototype



User-Centered Design

Validat
e

Research

Prototype



User-Centered Design

Strateg



Validat
e

Research



Prototype

User-Centered Design

Strateg



Validat
e

Research



Prototype



263

263

262

263

261

262

262







Empathy

1

Invite People In



2

Make Things Together



3

Truly Listen



4

Know When It's Good Enough

Empathy

Uncertainty / Patterns / Insights

Clarity / Focus



Research

Concept

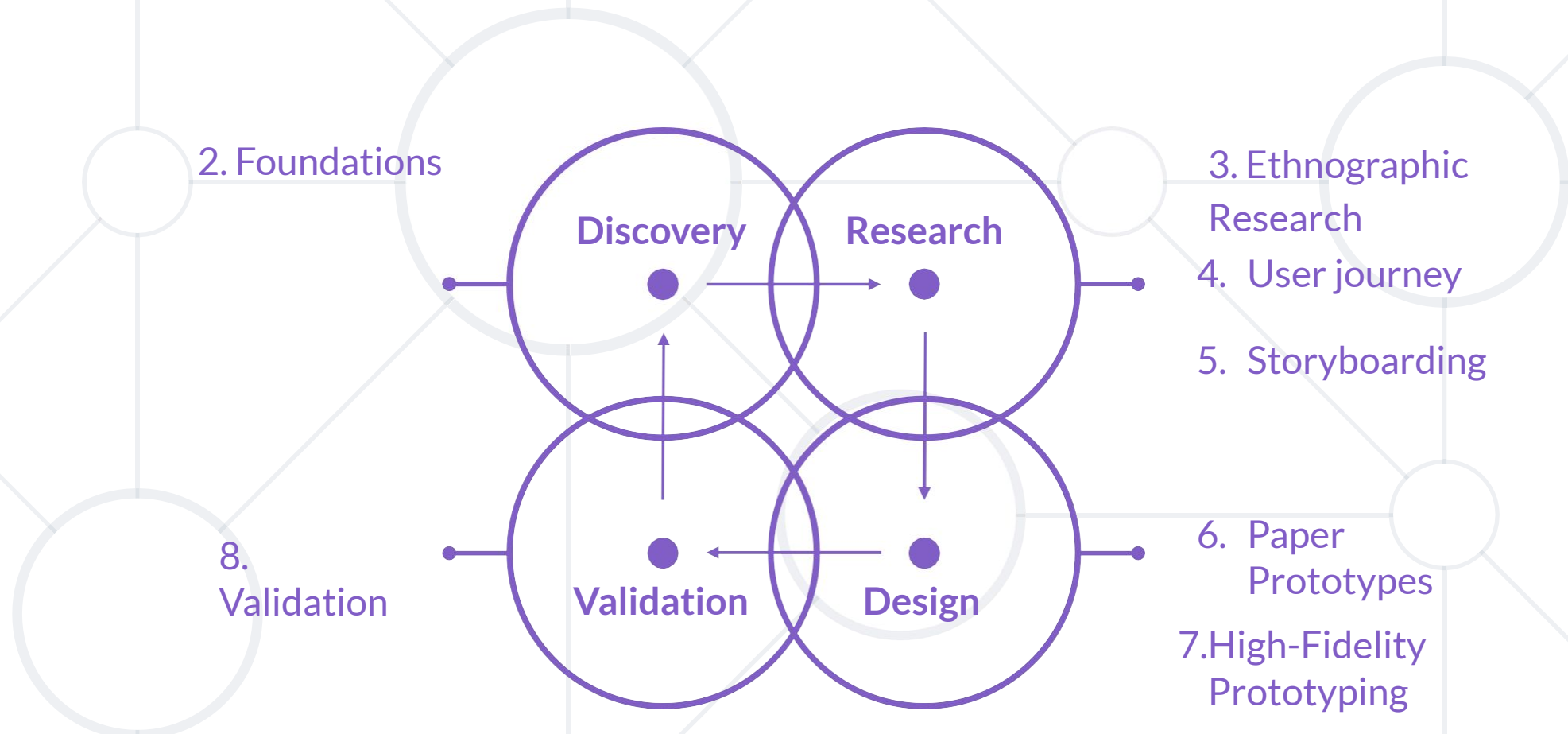
Design



Sli.do

#UX-Design

Overview



The rent-a-car problem



Car hire – lowest prices guaranteed

Search, compare & save

Find the best prices

Country

City

Location

Drop car off at different location

Pick-up Date:

Drop-off Date:

Driver aged between 30 – 65?

No cancellation fees*

No credit card fees

No booking fees

Search

Rentalcars.com brings you low prices from the biggest brands

Hertz

AVIS

Europcar

Alamo

Budget

enterprise

dollar.
CAR RENTAL

Thrifty



Contact Our Rental Specialists
+49 89 412 07 269

Manage Booking

Promotions

Luxury & Sports Car Hire

Motorhomes

FIND YOUR CAR HIRE HERE

Italy ↕

Bergamo ↕

--- Select Pick-up Location --- ↕

Drop off at a Different Location?

PICK-UP

25 Mar 2018

10:00 ↕

DROP-OFF

28 Mar 2018

10:00 ↕

DRIVER'S AGE

✓ 25-69 ?

[Get Your Quote](#)

Best Worldwide Car Hire Deals

Largest choice with unbeatable rates

- ✓ NO CANCELLATION OR AMENDMENT FEES
up to 48h before pick-up
- ✓ NO CREDIT CARD FEES
Transparency & best price guarantee





Search, Compare & Hire Cars Worldwide

Always an ideal price for you

Pick-up Location  2018-04-06  10:00 AM 2018-04-09  10:00 AM

Return the car to the same location Rental Period: 3 days

Compare 900+ car hire companies at over 60,000 locations – Easy Rent Easy Go!



[LANGUAGE](#)[LOG IN](#) [MENU](#)

RENT A CAR SOFIA

COUNTRY

Bulgaria

**CITY**

Sofia

**BRANCH**

Please select

[RETURN AT ANOTHER STATION](#)**PICKUP**

03/25/2018

12:00 Noon

RETURN

03/26/2018

09:00 am

[CALCULATE PRICES](#)

Win a prize from Top Rent A Car!



Log in

English



Prices

Car fleet

Locations

Services

About Us

Contacts

Bulgarian national car rental company

+359 700 89 050 | +359 890 170 170

We guarantee



Cars



Cargo



Rent worldwide

Pick up



Sofia - Airport



11:00



Drop off

Same as Pick Up



11:00



Promo code

Search Now

FUEL EFFICIENT HYBRID
TOYOTA YARIS HYBRID 2018



MAKE A RESERVATION

MODIFY / CANCEL A RESERVATION

Bulgaria Area... Location...

I am returning this vehicle to a different location

Pick-up date 10 :00

Return date 10 :00

or

Reservation duration Choose...

Vehicle type

All vehicle types

ADDITIONAL INFORMATION

offer code/coupon

CDP, for partners

CONTINUE

Car hire made easy

Compare, book & save - hassle-free

Let's find you a great car

Country

City

Location

Drop car off at different location

Pick-up Date:

Drop-off Date:

Driver aged between 30 – 65?

- ✓ Free cancellation*
- ✓ No credit card fees
- ✓ 24/7 customer support

Search



Rentalcars.com brings you the best car brands, wherever you're going

Hertz

AVIS

Europcar

Alamo

Budget

enterprise

dollar. CAR RENTAL

Thrifty

FIND YOUR CAR HIRE HERE

Italy ▾

Bergamo ▾

--- Select Pick-up Location --- ▾

Drop off at a Different Location?

PICK-UP

25 Mar 2018

10:00 ▾

DROP-OFF

28 Mar 2018

10:00 ▾

DRIVER'S AGE

✓ 25-69 ?

Get Your Quote

Best Worldwide Car Hire Deals

Largest choice with unbeatable rates

- ✓ **NO CANCELLATION OR AMENDMENT FEES**
up to 48h before pick-up
- ✓ **NO CREDIT CARD FEES**
Transparency & best price guarantee



Trusted by over 8 million customers

" Great reasonable car hire. Always impressed with Auto Europe Competitive rates. "



Search, Compare & Hire Cars Worldwide

Always an ideal price for you

Great to see you! ✕

Sign up today for an extra 5% or more off your first rental and members-only deals!

Sign Up

Already a member?

Sign In

Pick-up Location



2018-04-06



10:00 AM



2018-04-09



10:00 AM

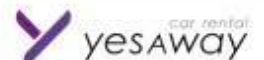


Search

Return the car to the same location

Rental Period: 3 days

Compare 900+ car hire companies at over 60,000 locations – Easy Rent Easy Go!



We're here to help

[LANGUAGE](#)[LOG IN](#) [MENU](#)

RENT A CAR

SOFIA

COUNTRY

Bulgaria

CITY

Sofia

BRANCH

Please select

[RETURN AT ANOTHER STATION](#)**PICKUP**

03/25/2018

12:00 Noon

RETURN

03/26/2018

09:00 am

[CALCULATE PRICES](#)



Bulgarian national car rental company

+359 700 89 050 | +359 890 170 170



Cars



Cargo



Rent worldwide

Pick up

Sofia - Airport



11:00



Drop off

Same as Pick Up



11:00



Promo code

Search Now

We guarantee

NEW MODEL
VW GOLF 2018



MAKE A RESERVATION

MODIFY / CANCEL A RESERVATION

Bulgaria Area... Location...

I am returning this vehicle to a different location

Pick-up date 10 :00

Return date 10 :00

or
Reservation duration Choose...

Vehicle type
All vehicle types

ADDITIONAL INFORMATION

offer code/coupon

CDP, for partners

CONTINUE

Luxury Van Rentals and
Chauffeur Services by

HERTZ Rent-a-car

NEWS & ANNOUNCEMENTS

Persona & Scenario



Анна
27 год
София

Рекламен Бизнес



шофира всеки ден



пътува често
рент а кар
за пошдур-
пътуване в
европа

✚ без инциденти на пътя до момента

💰 пътувам пари кеш и имам две дебитни карти
от различни български банки

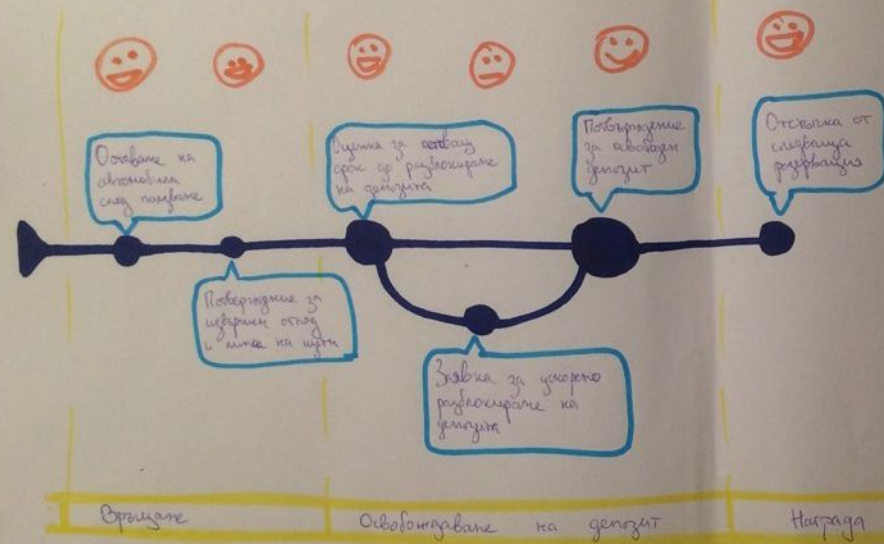
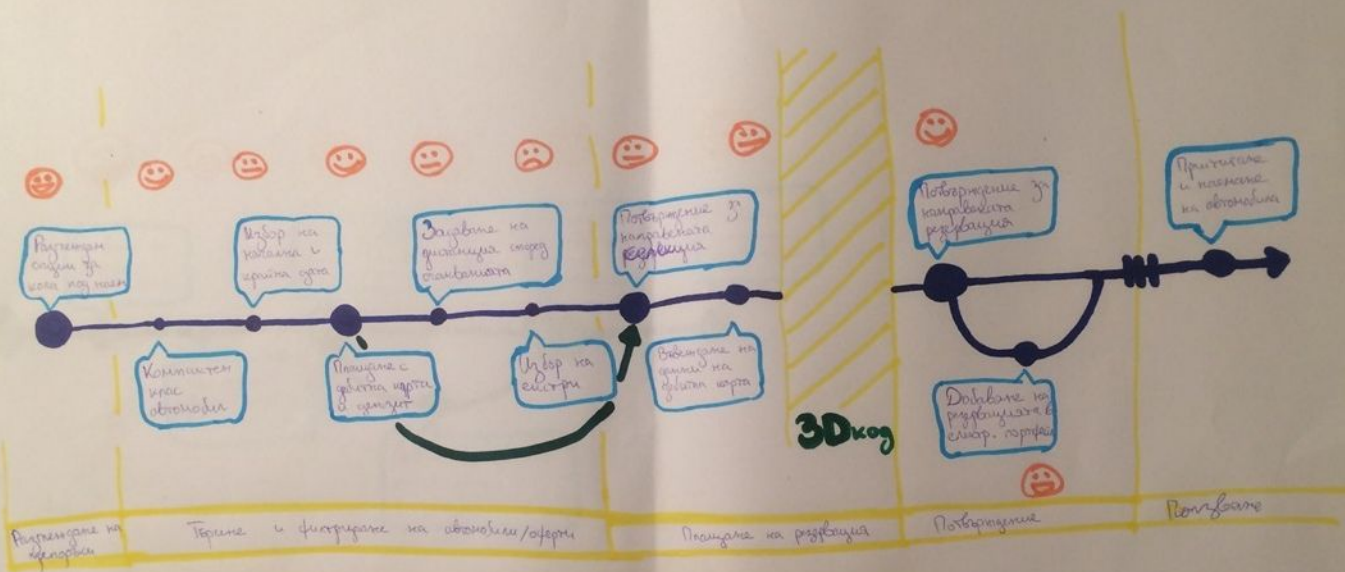
"Трябва ми акота по отношение на плащането
и освобождаването на депозит за наета от мен
кола дръжко през мобилния ми телефон"

Ще пътувам по коледни базари на Германия като току що
си купих самолетен билет до Франкфурт. Искан да използвам
предложените опции за кола под наем, за да наема компактен
автомобил за 4 дни и планирам да измина максимум 1000 км.
Искан да платя депозита с дебитната си карта при пристигане
на летището и взимане на автомобила. Добър шофьор съм и
не ме интересуват допълнителни застраховки. Ако може бишло да
стане онлайн ще съм много доволен.

Вчера се върнах от летна почивка в Италия като пътахме
до Рим и оттам с кола под наем обикаляхме цяла седмица
крайбрежието отладжики всяка вечер в различен курорт. При
наемането на кола депозирах 500 €, но тъй като нямаме
инциденти, а е средата на месеца, вих се развота да
знам кога депозита ще бъде отплащан и мога ли да
направа нещо, за да стане това по-бързо понеже след
почивката разполагам с доста налична сума до края на
месеца.

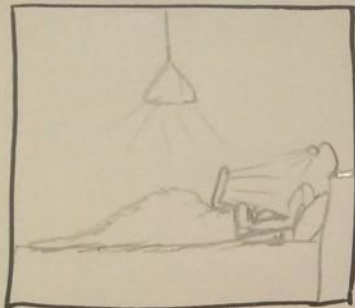
User

Анам
27г. Раванност

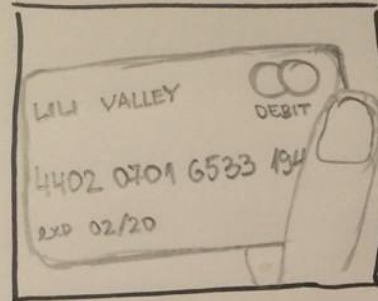


Storyboard

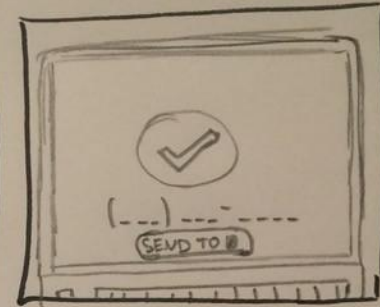
S



Мили току що е започна
директ го франсфорт и
решава го вгне вода за коен



Кампа и напу за ризика
ка исприма автомобил с
содитоста си карта



Решава го се вграпува от
вграпува го испри
решава го в портфола ко
сморфона си

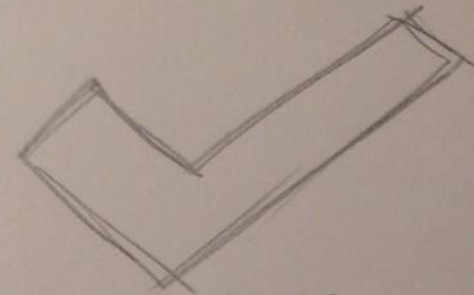


Телефонот вграпува исприма
повече вграпува мили го
спроти в вграпува ретим

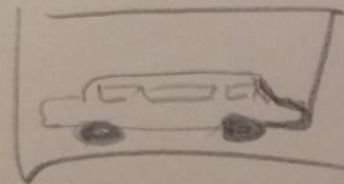


Повграпувамето с грапо и
за исприма вграпува в портфола
което с и билета за самолет

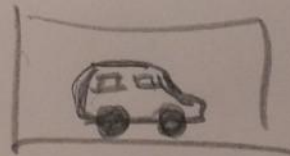
Paper Prototype



Your tickets to Frankfurt are secured.
Planning to go elsewhere from there?
Check out our exclusive rent-a-car offers!



Limo



Compact

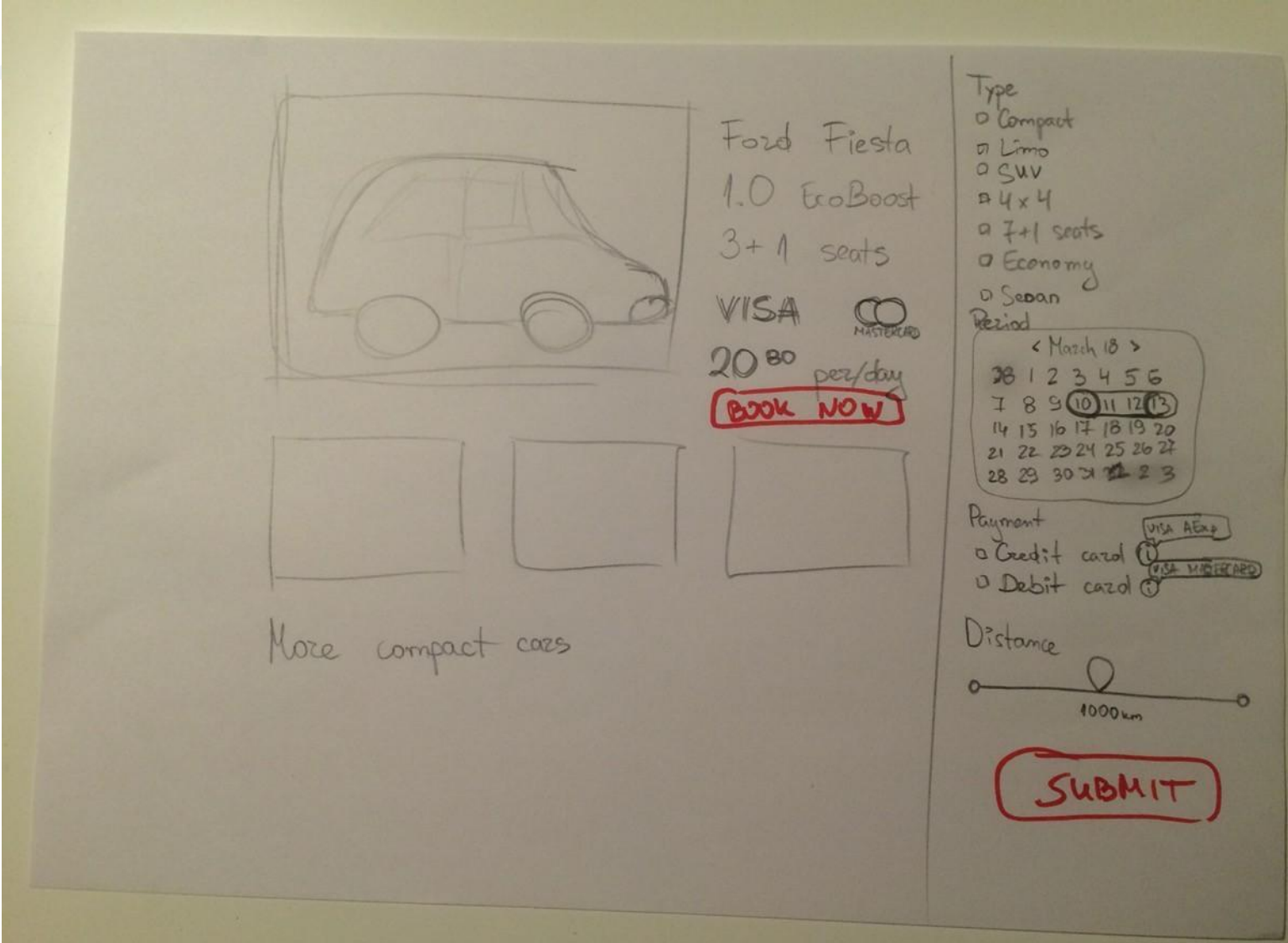


SUV

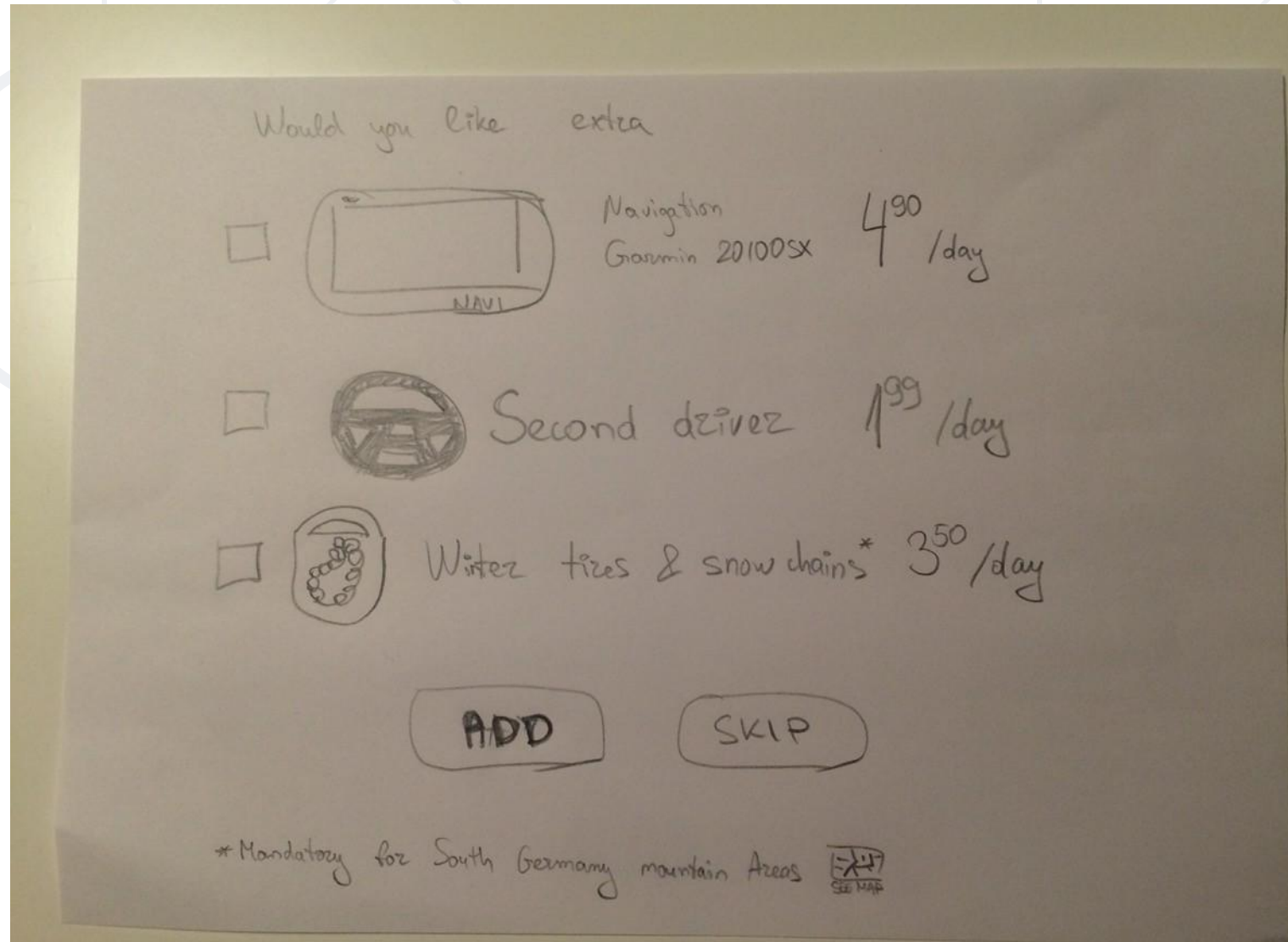


7+ seats

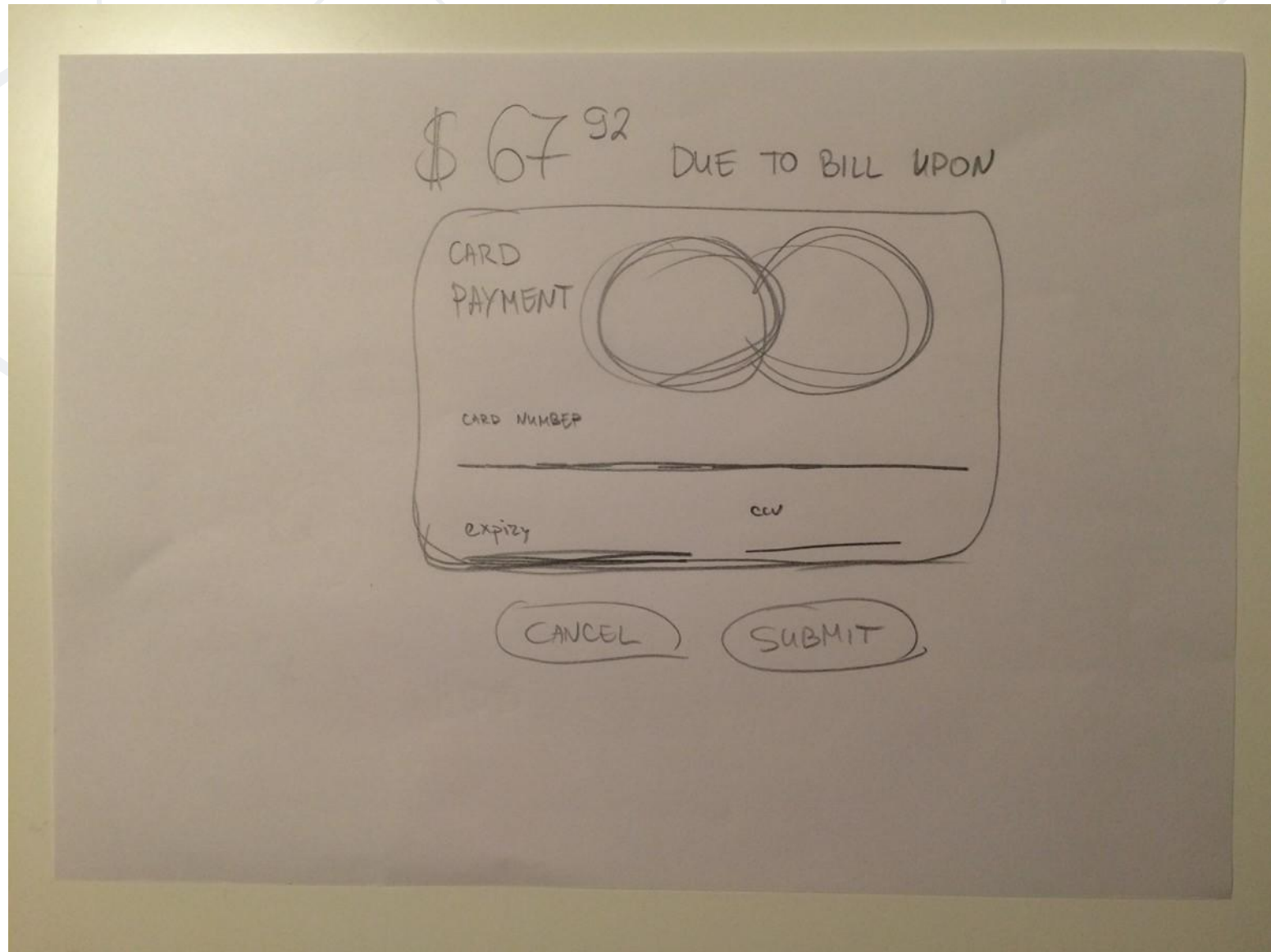
Paper Prototype



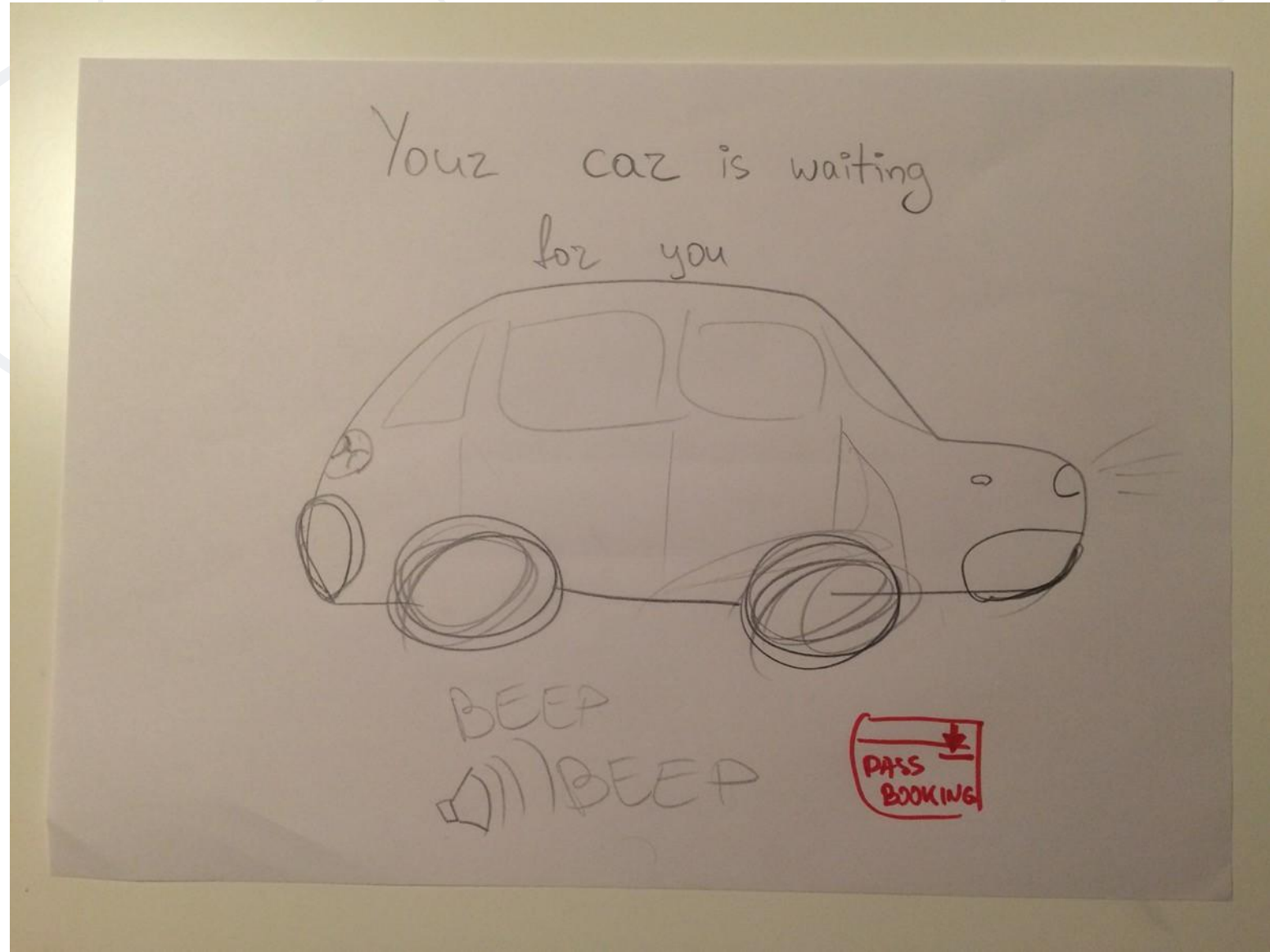
Paper Prototype

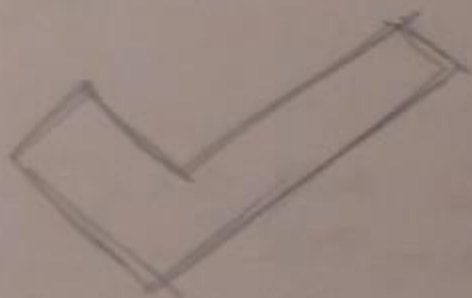


Paper Prototype

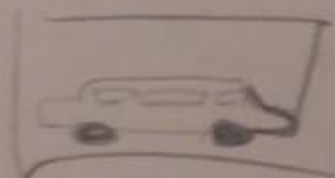


Paper Prototype





Your tickets to Frankfurt are secured.
Planning to go elsewhere from there?
Check out our exclusive rent-a-car offers!



Limo



Compact



SUV



7+1 seats

Interactive Prototype

Type

- Compact
- Economy
- Sedan
- SUV
- Limousine
- 7+1 seats

Period

From To

Payment

- Credit Card
- Debit Card

Distance (km)



Jeep Grand Cherokee 2019

4+1 seats

3.0 L CRD V6
10.2 l/100km



Further selection of SUVs

Range Rover



\$102 a day

Honda CRV 2019



\$68 a day

Nissan Quasquai



\$66 a day


Validation

Usability Test
RENT-A-CAR

Thank you for participating in this usability test!
You'll be using an interactive prototype to complete a set of tasks to evaluate this new experience.

[CONTINUE](#)

Enable Chrome extension to record session

Look for  icon in your list of installed extensions, and click to enable it.

Browser tab No

Microphone No

Camera No

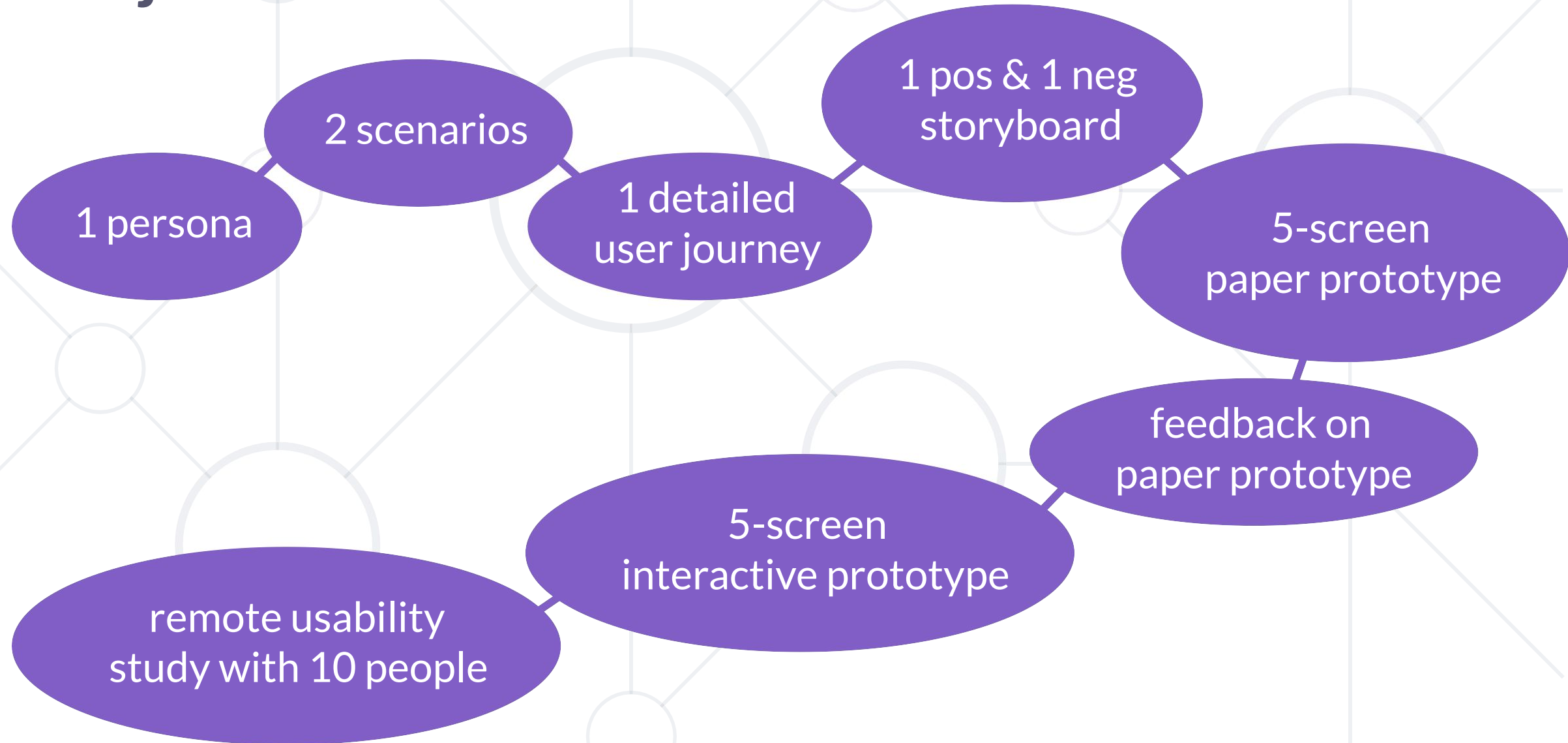
[START USABILITY TEST](#)

[Start test without recording](#)

Indigo.Design

<https://cloud.indigo.design/study/run/456ypakx7ee3/>

Project Submission



Adobe XD

- Shapes
- Vector Paths
- Boolean Operations
- Text
- Color
- Mask
- Groups



**Every company has a
design department**



Adobe XD

- Components
- Alignment
- Constraints
- Stacks
- Styles
- Repeat Grid



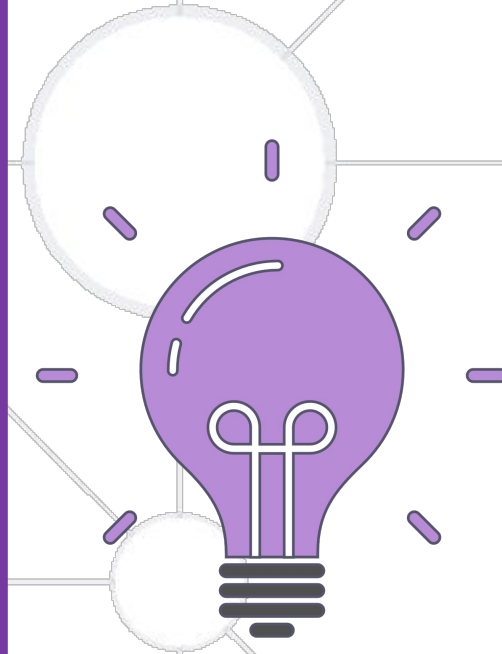


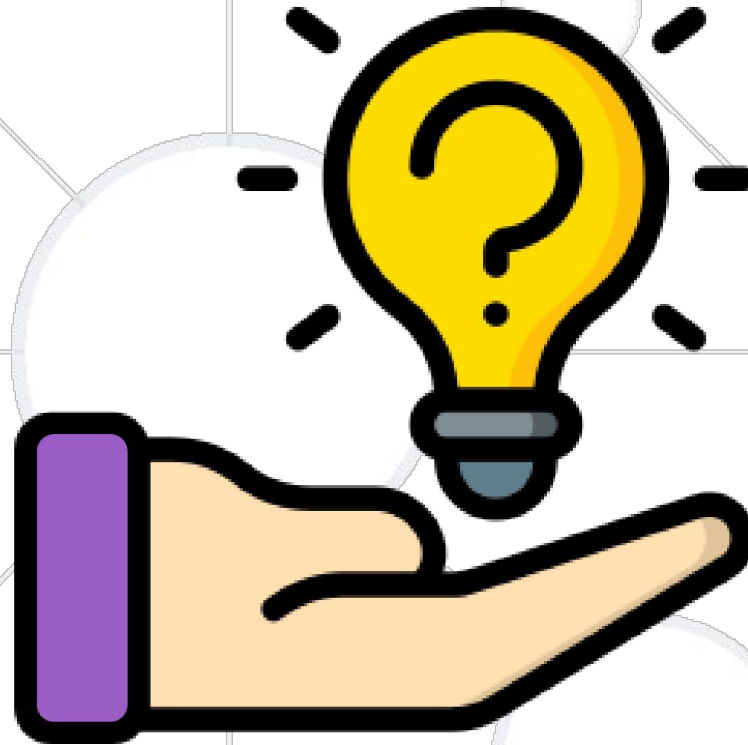
Adobe XD

- Color Assets
- Typography Assets
- Team libraries
- Preview
- Prototyping
- Sharing
- Exports



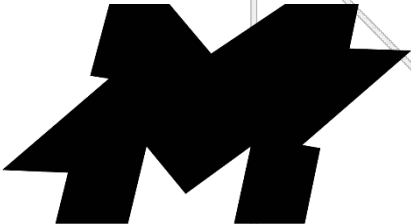
- What is UX Design?
- What will the final exam be?
- UX elements
- Example for a project
- Adobe XD





Questions?

SoftUni Diamond Partners



Organization Partners



**PIXEL
HOUSE**

WEB AND GRAPHIC DESIGN STUDIO

A R E T É

SHED

fontfabric

 **INFRAGISTICS®**

**дизайнът
на нещата**

THE
**BUCKS
TOWN'S**
WORK

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