



2023

LUX COURSE

USER EXPERIENCE FUNDAMENTALS

LUX FUNDAMENTALS

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WHAT IS UX?

UX stands for **User Experience**. It refers to the overall experience a person has when interacting with a product, system or service. Our goal is for the person not to have any problems and to be able to achieve their desire and goals.

According to the study (**UX Research**) we are able to fully understand our user's needs, his goals and his behaviors. Having understood who the user is, what they want to do, and what problems they may face, we try to create a pleasant experience by improving usability, ease of use and overall delight.



**GUIDELINE HELPS YOU DESIGN
BETTER WITH PROVEN BEST
PRACTICES AND STANDARDS**



PRINCIPLES & LAWS

UX principles are used as a foundation of principles, creating a framework for how to design the product for a better user experience. They include concepts and techniques that focus on how to create a user-centered, intuitive & effective design.

UX Laws are not literally laws that we have to follow but rather observations of patterns in the behavior of users and their psychology during interaction with our product. They thus create a set of rules between design and user interaction, showing us how we can improve usability.



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UX PRINCIPLES



UX PRINCIPLES

1. Usability
2. Accessibility
3. User-Centered Design
4. Iterative Design



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1. UX PRINCIPLE

USABILITY



USABILITY

Usability is an important principle and concerns usefulness. It focuses on what is created should be easy, clear and provide a good user experience. It's about creating a user experience that allows users to achieve their goals with minimal effort and without confusion, frustration or guidance.

1. It should be clear how it works without anyone having to inform the users.
2. The system must satisfy every desire of the user in a short period of time.
3. It must expect errors from the user and deal with them on-the-run.



2. UX PRINCIPLE

ACCESSIBILITY



ACCESSIBILITY

Cognitive Accessibility: Some people who have some diseases (Dyslexia, Autism, ADHD, etc) find it difficult to concentrate and focus on things. What we must take care of is to simplify complex tasks, use understandable vocabulary, have a logical navigation and avoid having overwhelming elements in the design.

- We avoid jargon, and rich vocabulary. – > [Example](#)
- We give a better description to the links (“Learn More”, “Submit”). – > [Example](#)
- Good headings for better organization and easier scan-ability.
- Consistent with the way the elements work and look.
- Image with text, or make the text a type of image and graphic.



3. UX PRINCIPLE

USER CENTERED DESIGN



USER CENTERED DESIGN

User Centered Design, as the name suggests, is user-centered design. Our goal is to understand the user for whom we are designing the product, his needs and his wishes. At this point it is good to start an UX-Research and create some resources to represent the results in more detail:

- User Personas — We create a virtual user (age, gender, goals, behaviors, constraints, ...)
- Storyboards — We design scenarios with the user using the product (environment, zoom, angle, details, emotions, etc...)
- Usability Testing — We watch how the user interacts with the product, and note what goes well and what doesn't.
- User Journey Map — The steps, emotions and interactions that the user makes when he interacts with the product and wants to achieve his goal.



4. UX PRINCIPLE

ITERATIVE DESIGN



ITERATIVE DESIGN

Iterative Design is about the process of improving and upgrading the existing product. This can be done through an iteration cycle. In each iteration we collect feedback, we are testing and make the necessary changes. This process can also be done after the final product has been published. Things that can help with this project:

- Interviews — Talk to users and find out what they like and what they would like to see/change.
- Usability Testing — We monitor the user and try to understand if they have any problems and what we can improve.
- Surveys and Questionnaires — We can easily create them and collect the data.
- Testing and Research — Control for the final product and research for competitive products.



UX LAWS



UX LAWS

1. Fitts's Law
2. Hick's Law
3. Miller's Law
4. Jacob's Law
5. Gestalt's Principles



1. UX LAW

FITTS'S LAW



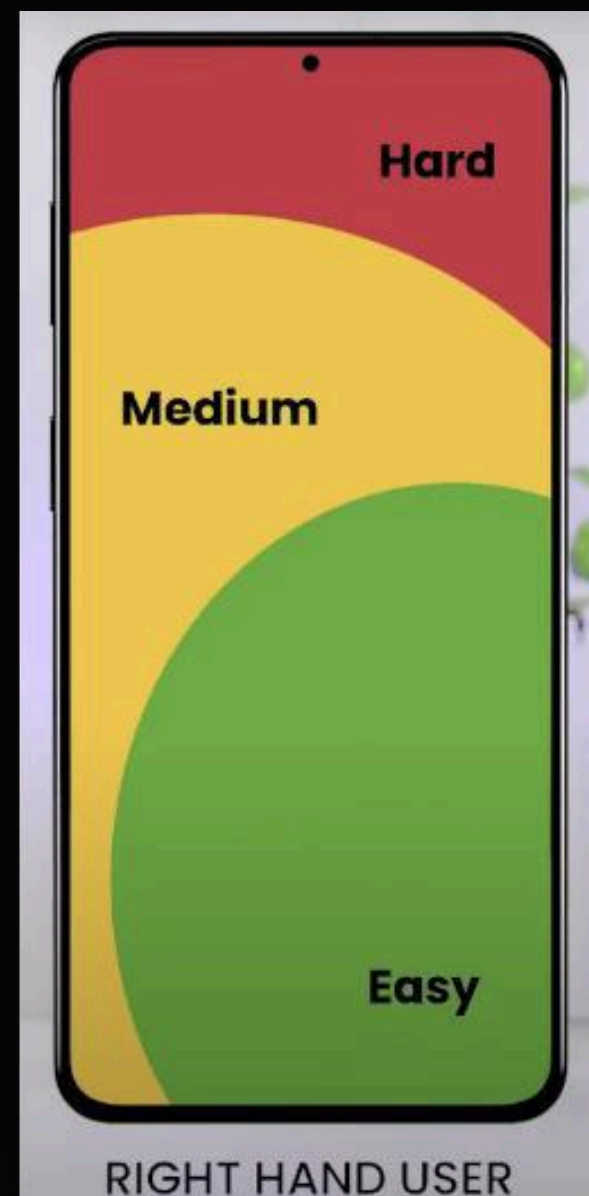
FITTS'S LAW

Fitts' Law describes that the time to acquire a target is a function of the target's distance and size. This translates into web design that the user should be able to easily find the important elements and be large enough to be able to locate them.

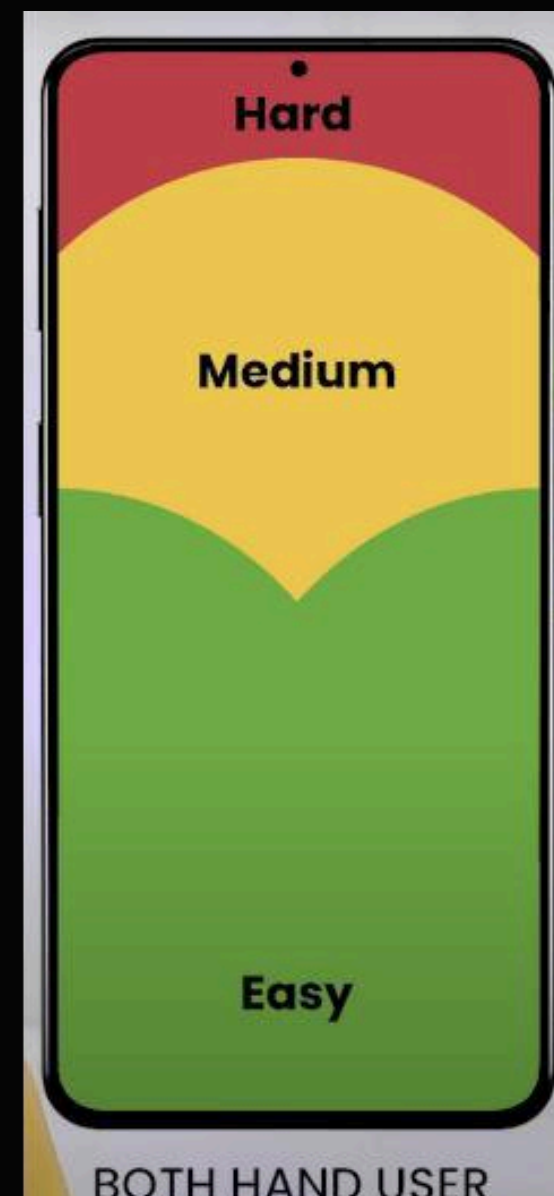
- Important elements (buttons, links, etc.) should be bigger and have enough space around them so that they can be easily found and clicked.
- To place important functions in an easy place and to be able to use them easily and quickly without effort.



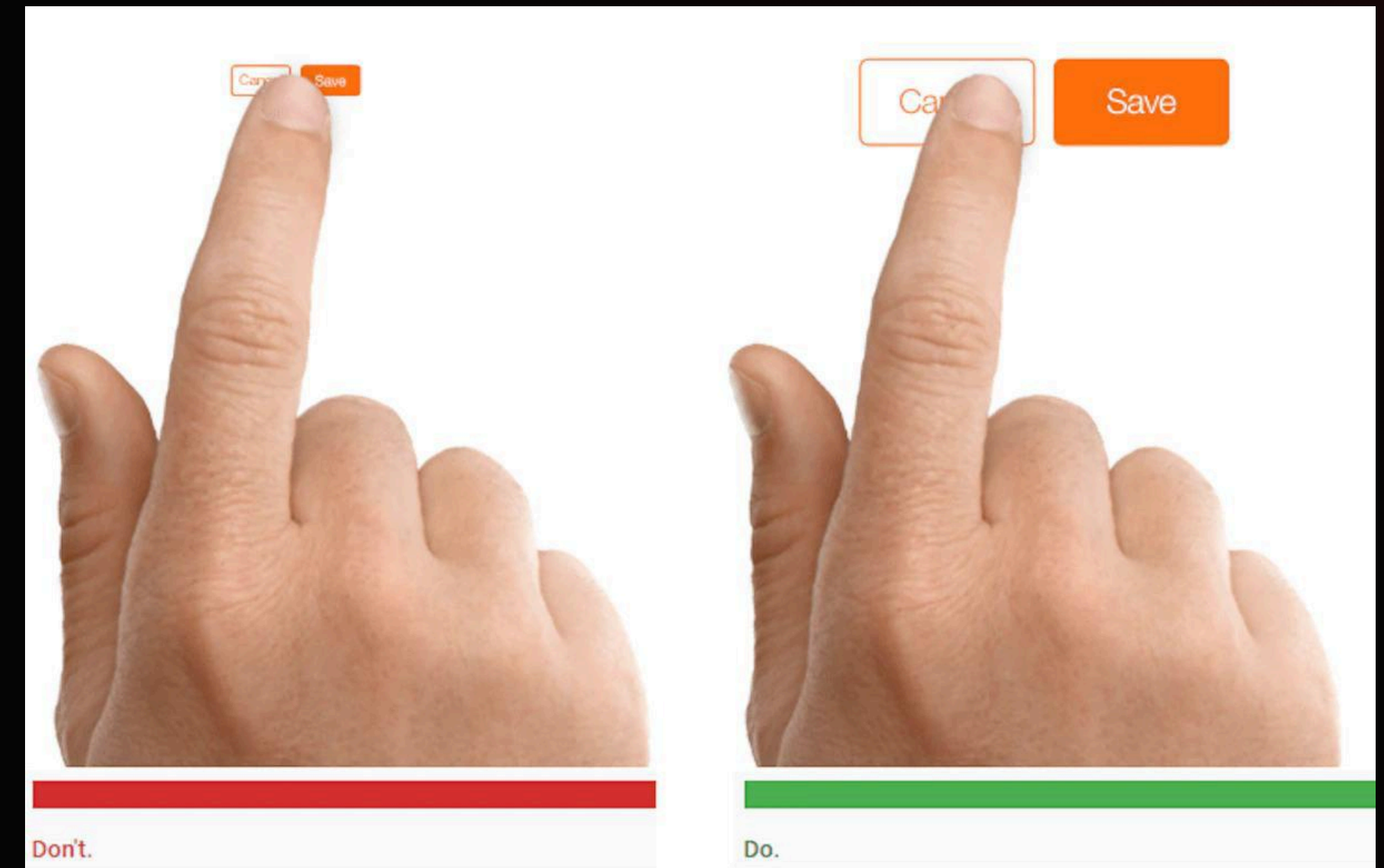
LEFT HAND USER



RIGHT HAND USER



BOTH HAND USER





2. UX LAW

HICK'S LAW



HICK'S LAW

Hick's Law describes that the time it takes to make a decision increases with the number and complexity of the options we have. In web design, it means having relatively simple interfaces without much complexity and always giving users as few options as possible (except for e-commerce, real estate, etc.).

- We limit the user's choices in the menu and the choices he has made in forms and in his navigation.
- We use progressive disclosure, i.e. we show extra info when needed. We use vertical/horizontal tabs, carousel, accordion, etc.





CREATE, PLAY AND THRIVE.

Support

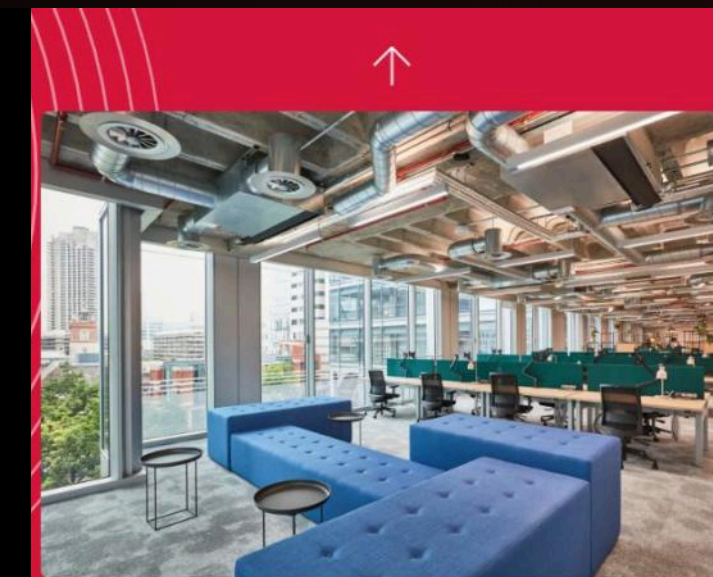
Web3

Community

Our platform is designed to support independent game developers by providing them with the tools, resources, and a marketplace to showcase and monetise their games.



Meet **James**, our financial extraordinaire! James has a sharp eye for detail and a knack for navigating the ins and outs of the financial/Web3 industry. James currently works with multiple investment funds – primarily in technology and the financial markets and is a Senior Financial Advisor here at Matrix Studios. With James onboard with our fundraising and investment decisions, we are in safe and very capable hands!



”

Example Title 2

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris tempus nisi vitae magna pulvinar laoreet.

AUTHOR
OCCUPATION



Most Popular Questions

FAQs

Ask anything that makes you doubt!

What is our Design Process?



Timeline Distribution the Process



CM SERIES

Setting the New Wave of Wheel Finishes and Design Across the industry...Again!

Read More

PERSONAL CFO

HOURLY / FIXED FEE CONSULTING

LIFE INSURANCE & ANNUITIES



Personal CFO

My goal is to provide you with the peace of mind of knowing your financial affairs are being managed with the expertise and care you deserve. This allows you to prioritize more time and focus on the aspects of your life you determine to be most important – retirement, family, entrepreneurial endeavors, philanthropy, etc.

→ More Details



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3. UX LAW

MILLER'S LAW



MILLER'S LAW

Hick's Law describes that the time it takes to make a decision increases with the number and complexity of the options we have. In web design, it means having relatively simple interfaces without much complexity and always giving users as few options as possible (except for e-commerce, real estate, etc.).

- We limit the user's choices in the menu and the choices he has made in forms and in his navigation.
- We use progressive disclosure, i.e. we show extra info when needed. We use vertical/horizontal tabs, carousel, accordion, etc.

Bad

Sign up Form

Better

Sign up Form

Group 2

Group 3



Harder

☐ Polar Bear
☐ Brown Bear
☐ Black Bear
☐ Atlas Bear
☐ Bergman's Bear
☐ Blue Bear
☐ Gobi Bear
☐ Kodiak Bear
☐ Spectacled Bear
☐ Sun Bear
☐ Grizzly Bear

Easier

☐ Polar Bear
☐ Brown Bear
☐ Black Bear
☐ Atlas Bear
☐ Bergman's Bear

Easiest

☐ Polar Bear
☐ Brown Bear
☐ Black Bear
☐ Other

350345956968

VS

(350) 345 595 96 68



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4. UX LAW

JAKOB'S LAW



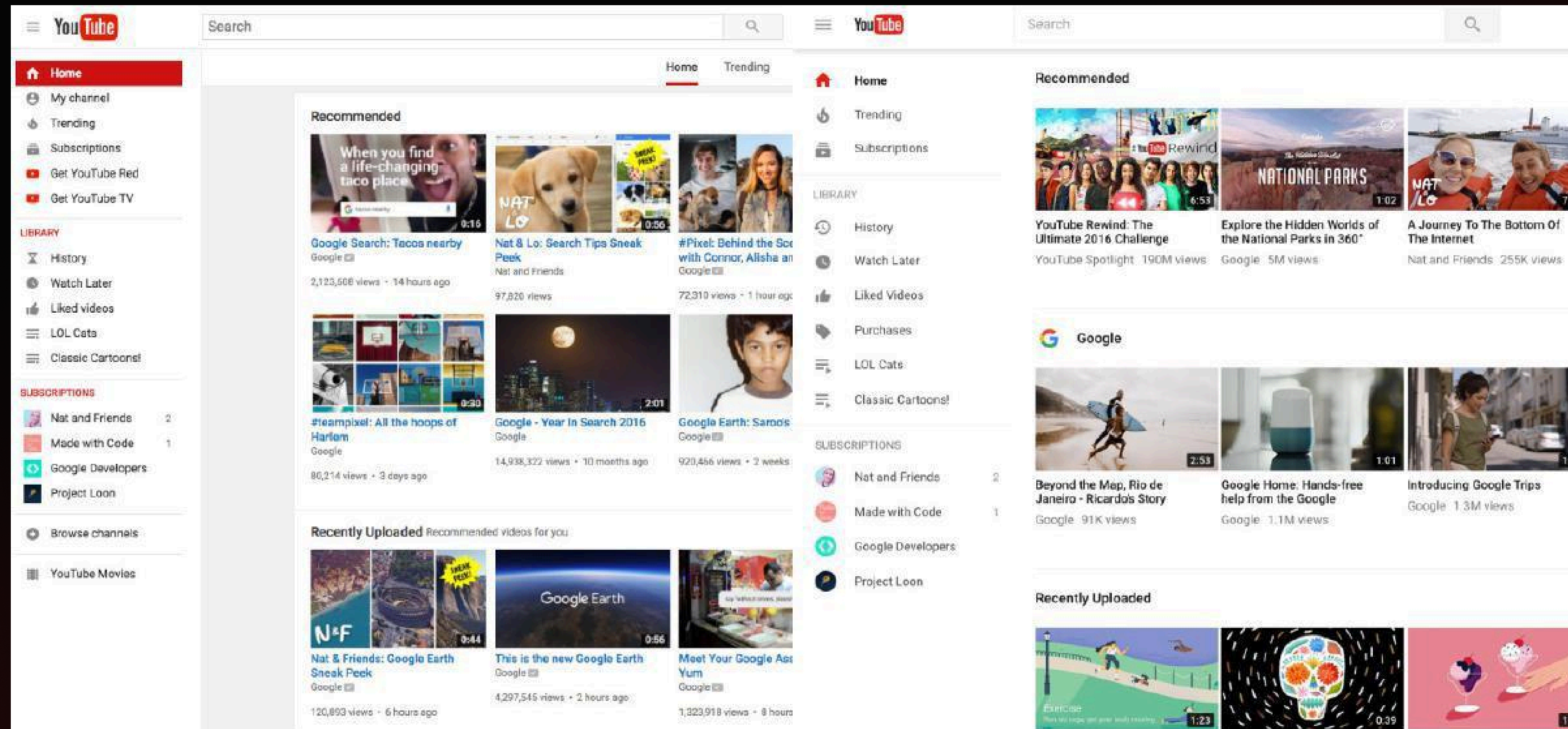
JAKOB'S LAW

Jakobs Law states that users now spend a lot of time on other sites. This means that they prefer the site to work in the same way as the other sites they already know.

- We have to design similar patterns and functionality that already exist in order to create the feeling of familiarity and ease of use. (click our logo to go to our homepage)
- We see popular websites/applications similar to what we are designing to understand what is used in the similar industry (Search bar in the middle in e-commerce or the search icon on the right of the header).



2023





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5. UX LAW

GESTALTS PRINCIPLES



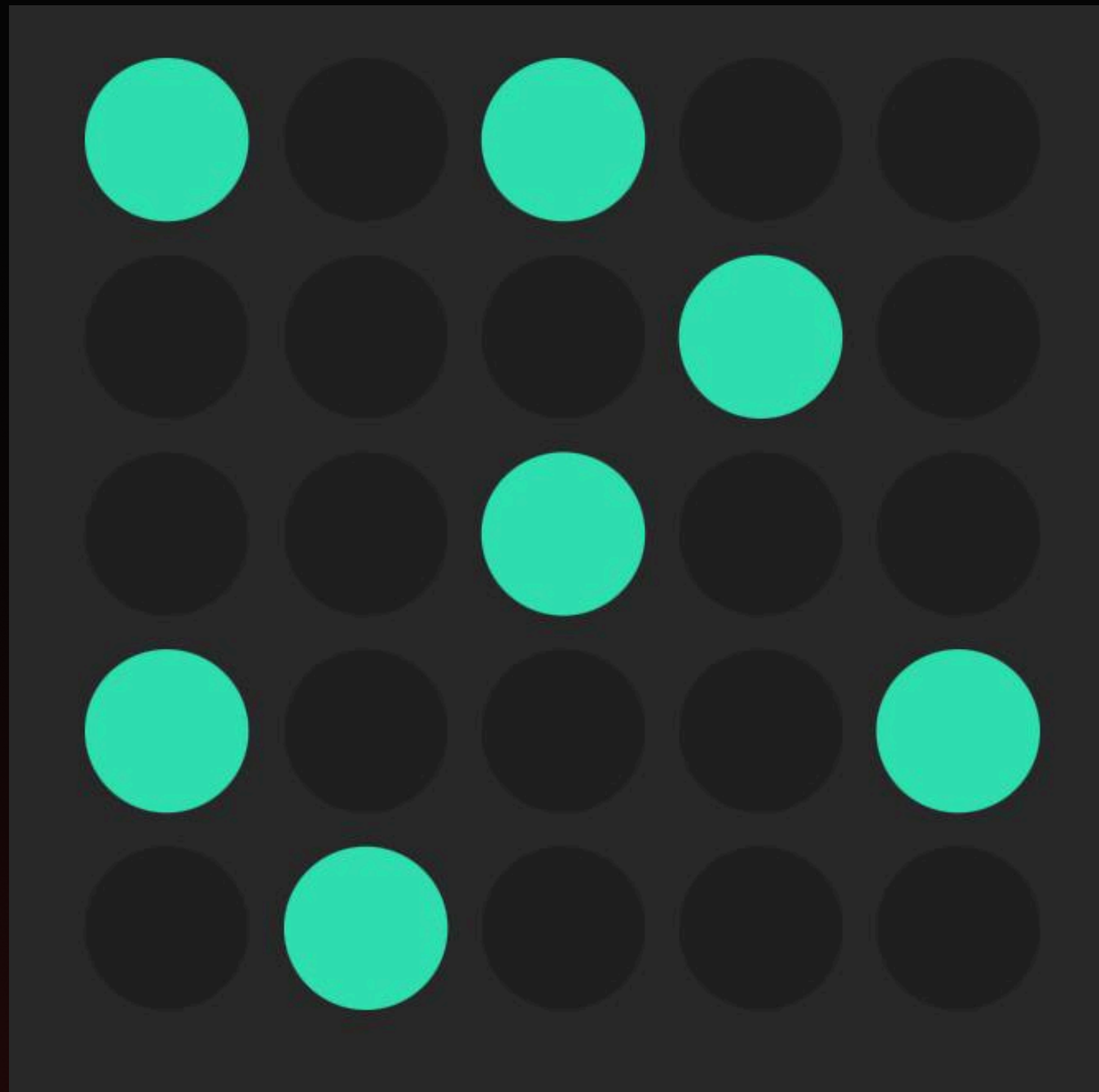
GESTALTS PRINCIPLES

Gestalt psychology is a school of thought in psychology that focuses on how people perceive and interpret visual information. It emphasizes the idea that people tend to perceive objects and patterns as whole entities rather than as a collection of individual parts. The word "gestalt" itself means "form" or "shape" in German. The authorities:

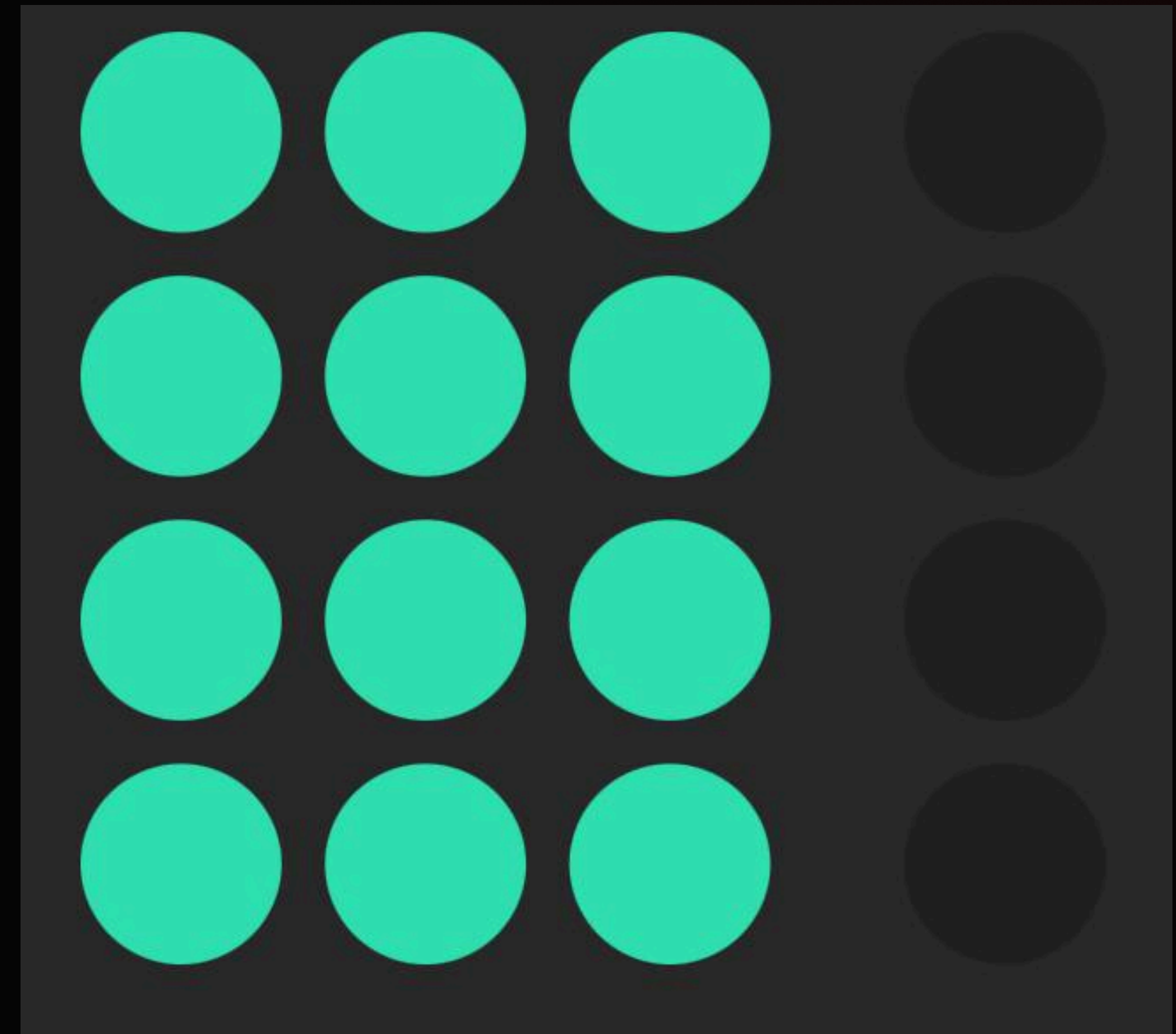
- **Proximity** — The principle of proximity states that objects or elements that are close to each other have a connection between them. The closer they are, the greater the connection between them.
- **Similarity** — The principle of similarity states that objects that present similar characteristics (color, shape, size, etc.) and are close are then perceived as a group and are considered to have the same function.



Similarity Principle



Proximity Principle





DESIGN PROCESS



DESIGN PROCESS

1. Understand
2. Define
3. Ideate
4. Prototype
5. Test & Evaluate



2023

1. DESIGN PROCESS

UNDERSTAND



UNDERSTAND

Before we start anything we need to understand what is the business trying to achieve with the website we are going to create, what are the goals and the KPI's? What does the brand project? Target Audience; Who are the competitors in the industry? Who are the direct competitors? What information do they want to provide?

After learning about the company, we need to get to know the users who will use the website better. What do they want to achieve? What are they looking to see? What problems are they facing? How do they use the website? What do they want to improve-change?

We learn all these answers by doing a research (UX Research), knowledge we will gain from this research will help us find solutions that will satisfy both sides.



BUSINESS OBJECTIVES ?

More Trust, More Conversions, More Awareness

TARGET AUDIENCE?

User Personas

WHO ARE THE COMPETITORS?

Competitive Analysis

WHAT INFORMATION BE DISPLAYED?

Content Inventory/ Content Strategy

USERS OBJECTIVES?

Research/Interviews

USER PROBLEMS?

Pain Points/ Usability

HOW USERS USE THE SITE?

Storyboards/ User Journey Map/ Scenarios

WHAT THEY WANT TO IMPROVE?

Interviews/Surveys/Online Search



2. DESIGN PROCESS

DEFINE



DEFINE

According to the knowledge we got from the previous step, we determine here what is important to do in terms of implementation, what is worth doing in terms of time, and to what extent it is possible to do it according to the budget we have.

It is a process of organizing the content/navigation and determining the direction and creation of the website. In some companies, the assets to be used (colors, typography, image, etc...) are also decided here.



GOAL DEFINEMENT

DETERMINATION OF CONTENT

WEBSITE NAVIGATION

ARTBOARD DIRECTION

Setting KPI's

Information Architecture(IA), Content Strategy

Flowchart, Sitemap

Moodboard, Style Guide

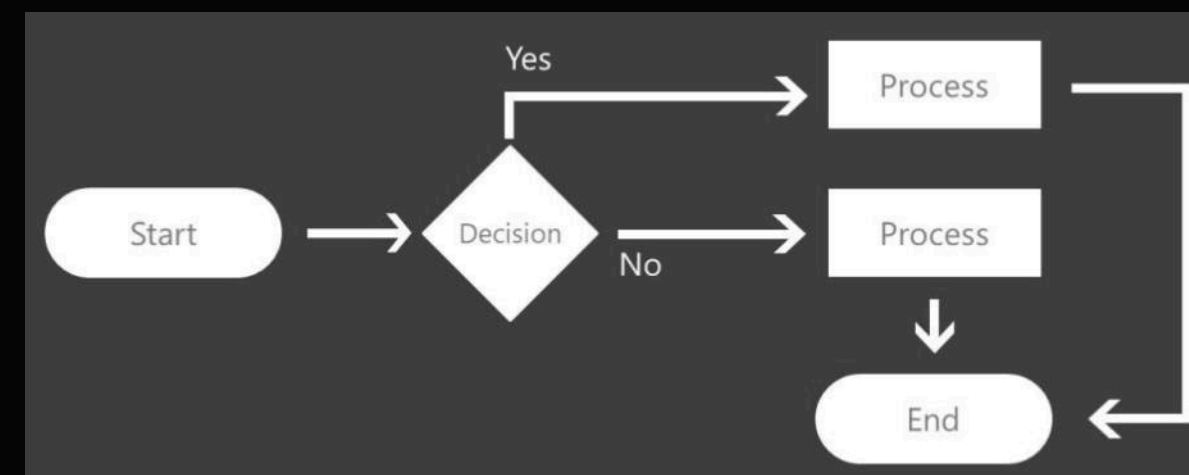
Information Architecture

All you need to bring is the creativity and passion. Our role is to teach you the crucial skills you need to actually succeed, thrive and prosper as a freelance web designer. Not to mention that It all basically happens online, no matter your current geographic location

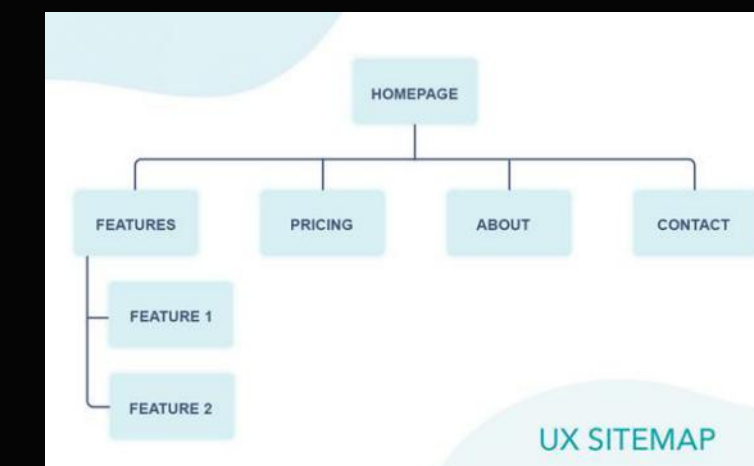
VS

You bring the creativity and passion. We teach you the skills you need to succeed as a freelance web designer. It all happens online, no matter where you are.

Flowchart



Sitemap





3. DESIGN PROCESS

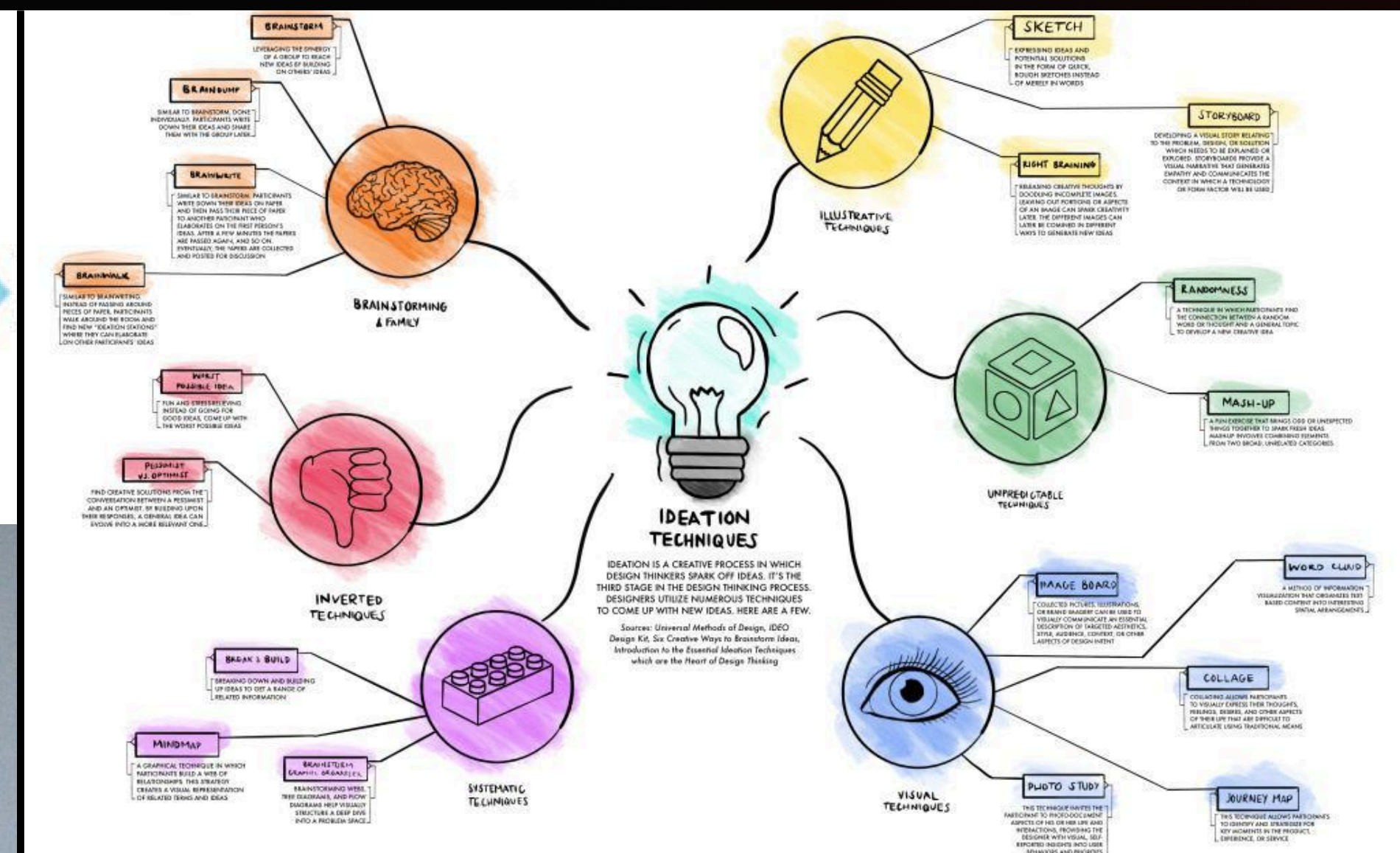
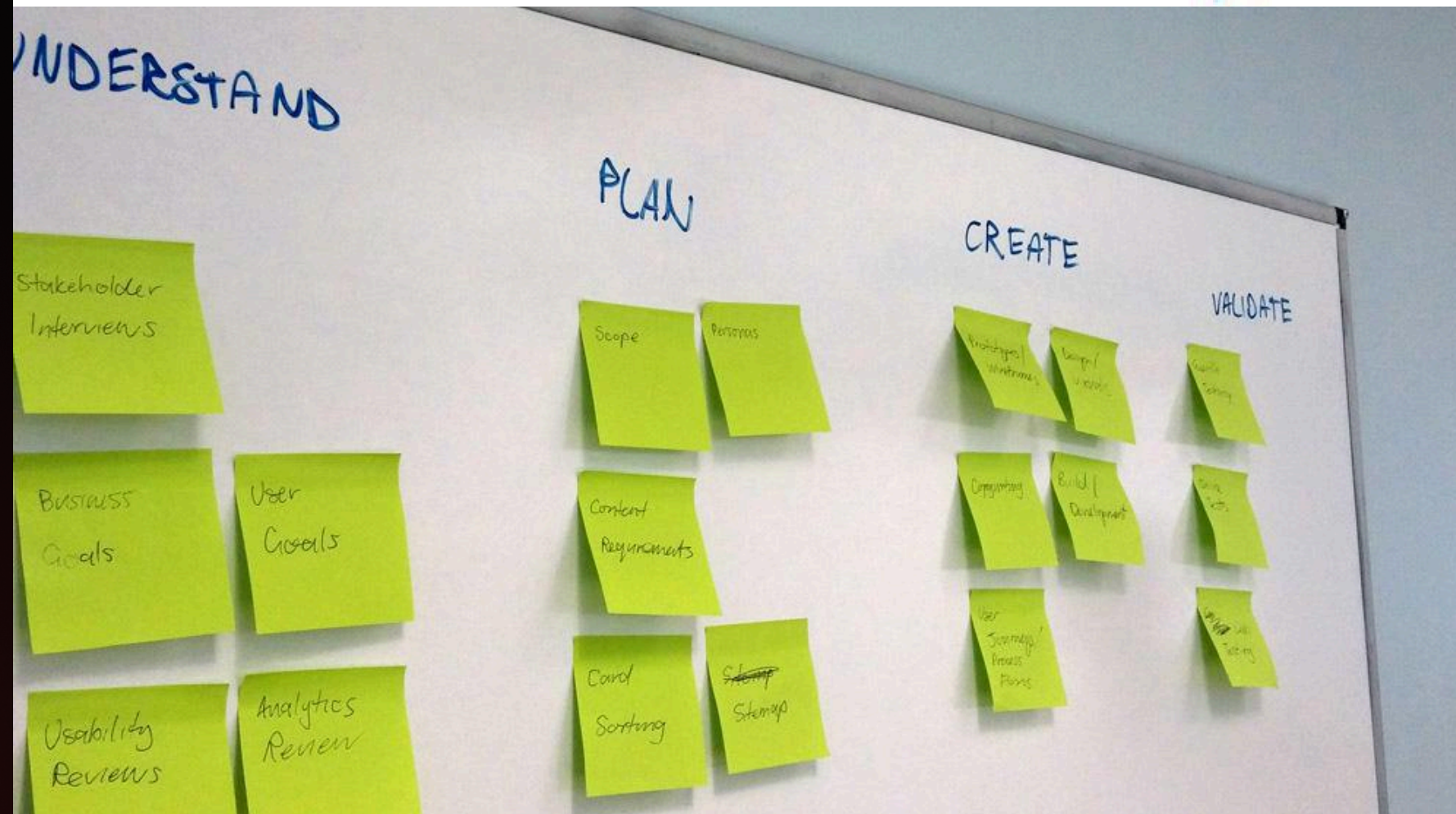
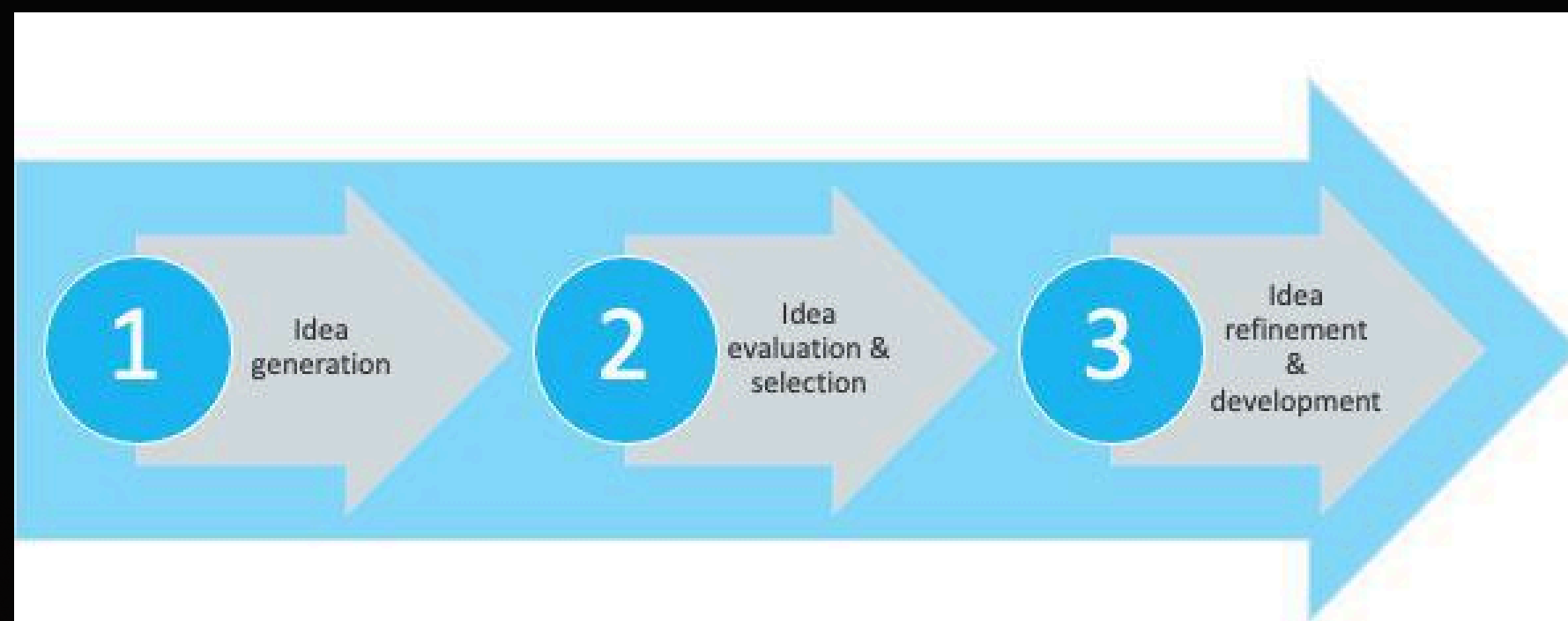
IDEATE



IDEATE

At this point in the design-process we begin to design ideas and implementations of what we determined we would do in the previous process. Asset determination in some companies is done at the beginning of this step.

The goal is to find as many ideas as we can regardless of their quality. This can be done either with a group or in an individual piece. After thinking about all the possible ideas, we start to categorize them based on the requirements and the usability that we defined from the define step.





4. DESIGN PROCESS

PROTOTYPE



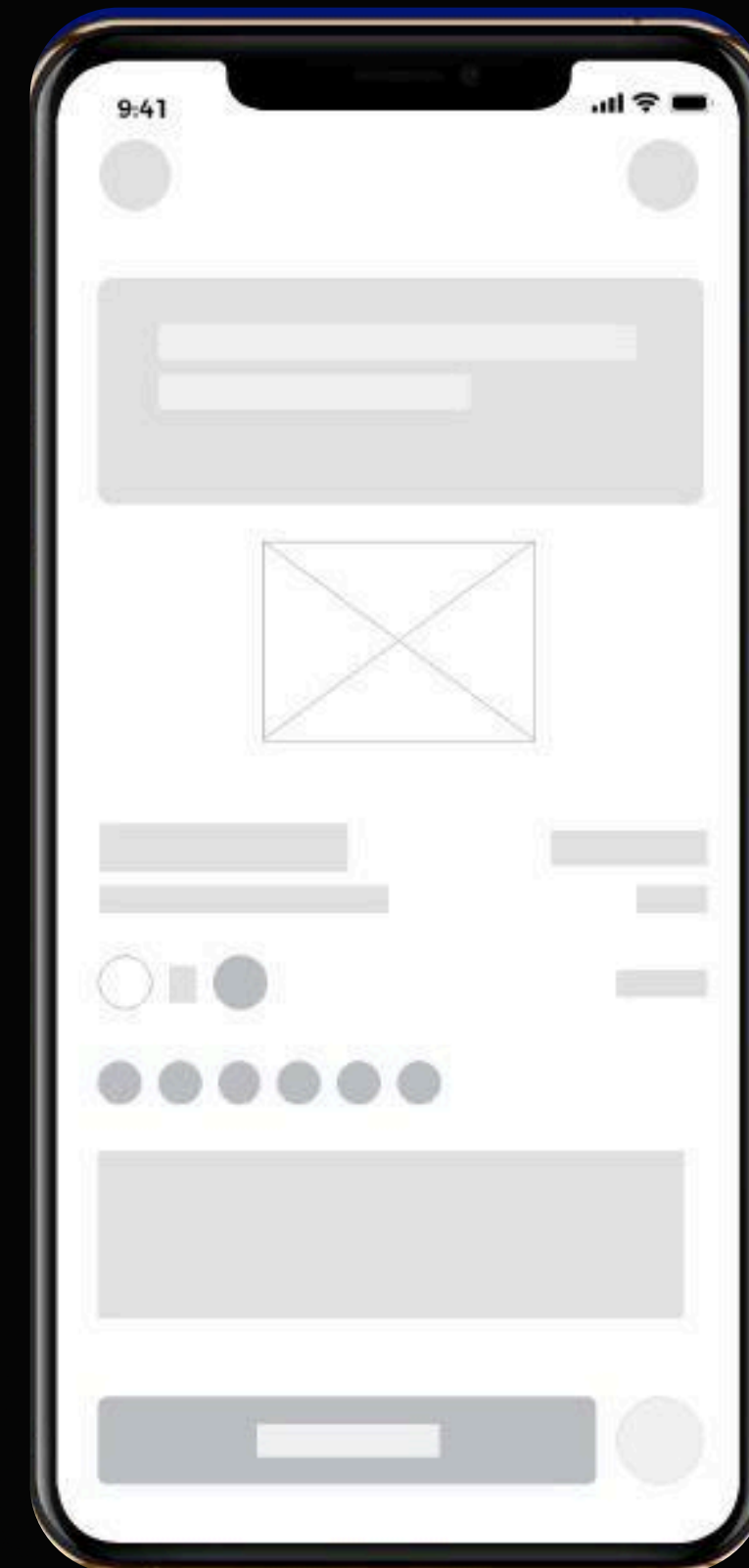
PROTOTYPE

This is where we start creating different versions of the final product. We start by creating solutions that we have defined from the previous steps and try to implement them in a graphic environment (XD, Figma, Sketch, Photoshop, InDesign).

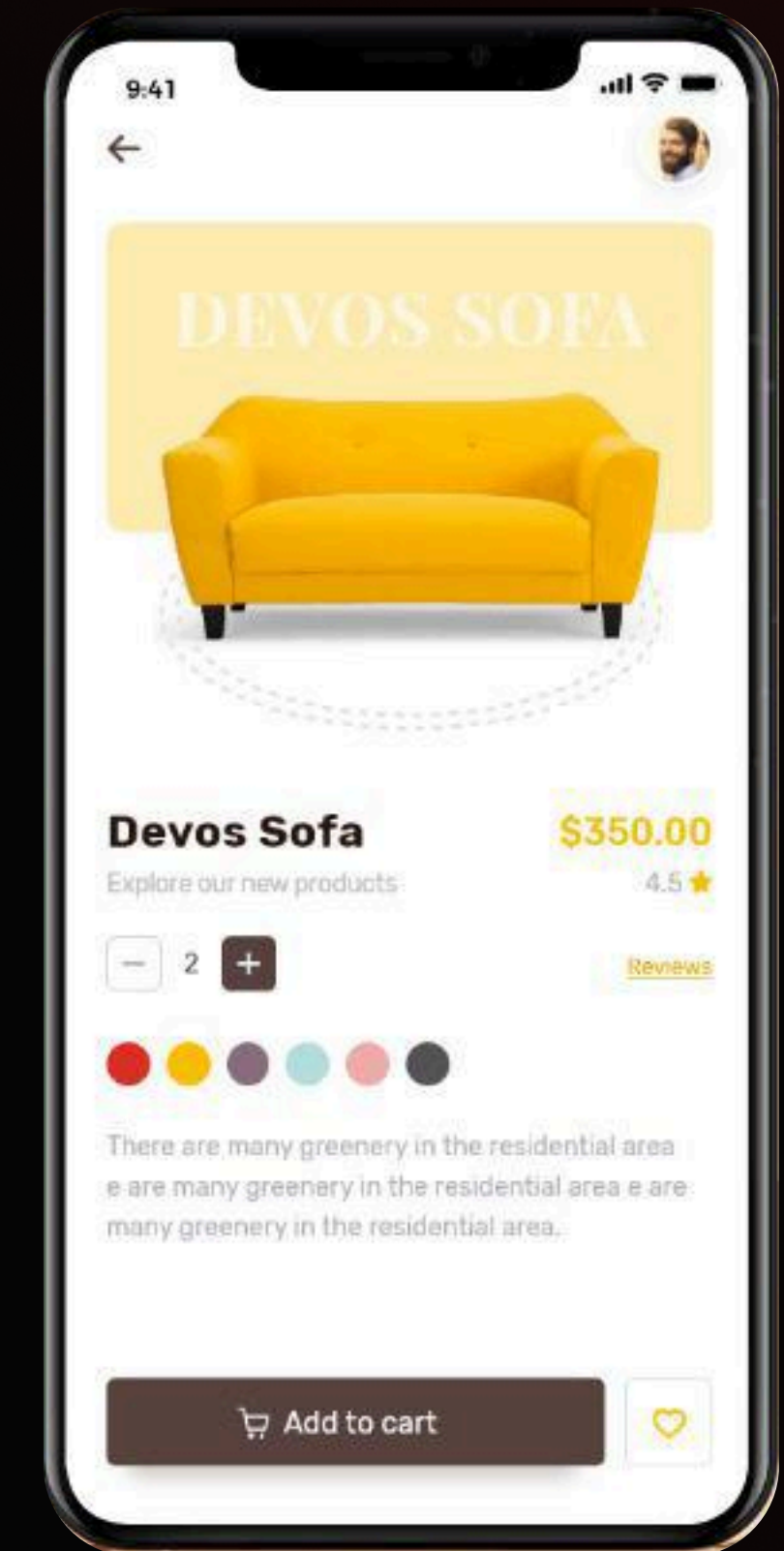
The goal is that when this step is finished, we will have a final product that we can show to all stakeholders, this can be low fidelity without the use of images and color or it can be high fidelity which is closer to the final product. This is determined according to the time and process/budget of the specific project.



Low Fidelity →



High Fidelity →





5. DESIGN PROCESS

TEST & EVALUATE



TEST & EVALUATE

The last step of the process is for the evaluation of the product we have created. This may require talking to the users who are going to use the product, or the company that created the product.

This stage is usually a stage that does not end even after the product is finished, because there will always be things that we can improve for the user and the continuous development of technologies can make the product not useful or reliable.