

GIRLS WHO CODE PRESENTATION

2015/2016

UX/UI & STORYTELLING



PREPARED AND PRESENTED BY
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girls who
CODE

INTRODUCTION

User Experience (UX) involves a person's behaviors, attitudes, and emotions about using a particular product, system or service.

- Come up with an idea that solves a problem
- Develop and Plan a scenario story for their user to Develop a Web or Mobile App
- Design a Mock Wireframe Prototype upon the ideas they came up with
- The session will be divided into five sections

GOALS AND OBJECTIVES

My goal is for the students to have a basic understanding on UX (User Experience) and Storytelling through the process of doing it themselves.



PHASE 1: WHAT IS YOUR IDEA OR PROBLEM?

ALL APPS ARE DEVELOPED BECAUSE THERE ARE EITHER LOOPHOLES IN THE MARKET OR A NEW INVENTIVE TECHNOLOGY SOLUTION.



Exercise: With a pen and partner, pick your favorite hobby and think of pain points or pick an issue and think of problems with it.

Example: I love to do yoga, but it hard for me to fit in my hectic schedule.

Hobby: Yoga

Pain Point: Can't practice because of schedule.

Another Example: I am a B student and can't find scholarships for college. I am afraid I can not afford college.

Students will think for five to 10 minutes of either their hobbies and pain points or issues/problems.

After that, the students will tell everyone in the class what they wrote and share with everyone.

Those without ideas will pair with someone with an idea.

I also will have a list of ideas to give to students.

I WILL PROVIDE EXAMPLES OF BASIC IDEAS ON TECHNOLOGY PROBLEMS AND THE SOLUTIONS THAT FOLLOWED UP WITH IT. THE STUDENTS WILL THEN THINK UP THEIR OWN LOOPHOLES IN THE MARKET OR A NEW INVENTIVE TECHNOLOGY SOLUTIONS THAT CAN HELP THE WORLD.

PHASE 2: WHAT IS YOUR SOLUTION OR STORY?

ALL APPS ARE DEVELOPED BECAUSE THERE ARE EITHER LOOPHOLES IN THE MARKET OR A NEW INVENTIVE TECHNOLOGY SOLUTION.



After the students relay their problem, they have to come up with a solution using a Mobile or Web App.

Exercise: Below your hobby and pain points or issues/problems, think of solutions that a mobile or web app help with.

Example: Create a Mobile App with a marketplace of Yoga Teachers to teach privately at your home or office Geo-Location anytime of the day.

Another Example: Design a website just for B students. A list with scholarships will only cater to B students.

STUDENTS WILL THINK OF SOLUTIONS USING A MOBILE OR WEB APP TO HELP ASSIST IS SOLVING THE PAIN POINTS OR PROBLEM. STUDENTS WILL HAVE ABOUT 5 MINUTES.

PHASE 3: PICK YOUR STYLE IN PROTOTYPING.

ALL APPS ARE DEVELOPED BECAUSE THERE ARE EITHER LOOPHOLES IN THE MARKET OR A NEW INVENTIVE TECHNOLOGY SOLUTION.



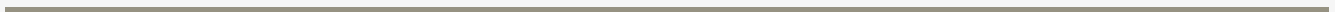
This section will include bringing ideas to paper or online. There are numerous tools, but I will give them three free online tools:

1. Mockups
2. GoMockingbird
3. wireframe.cc

Or they can use paper and pencil if they feel that fits them. I have used both and I will explain the differences of each.

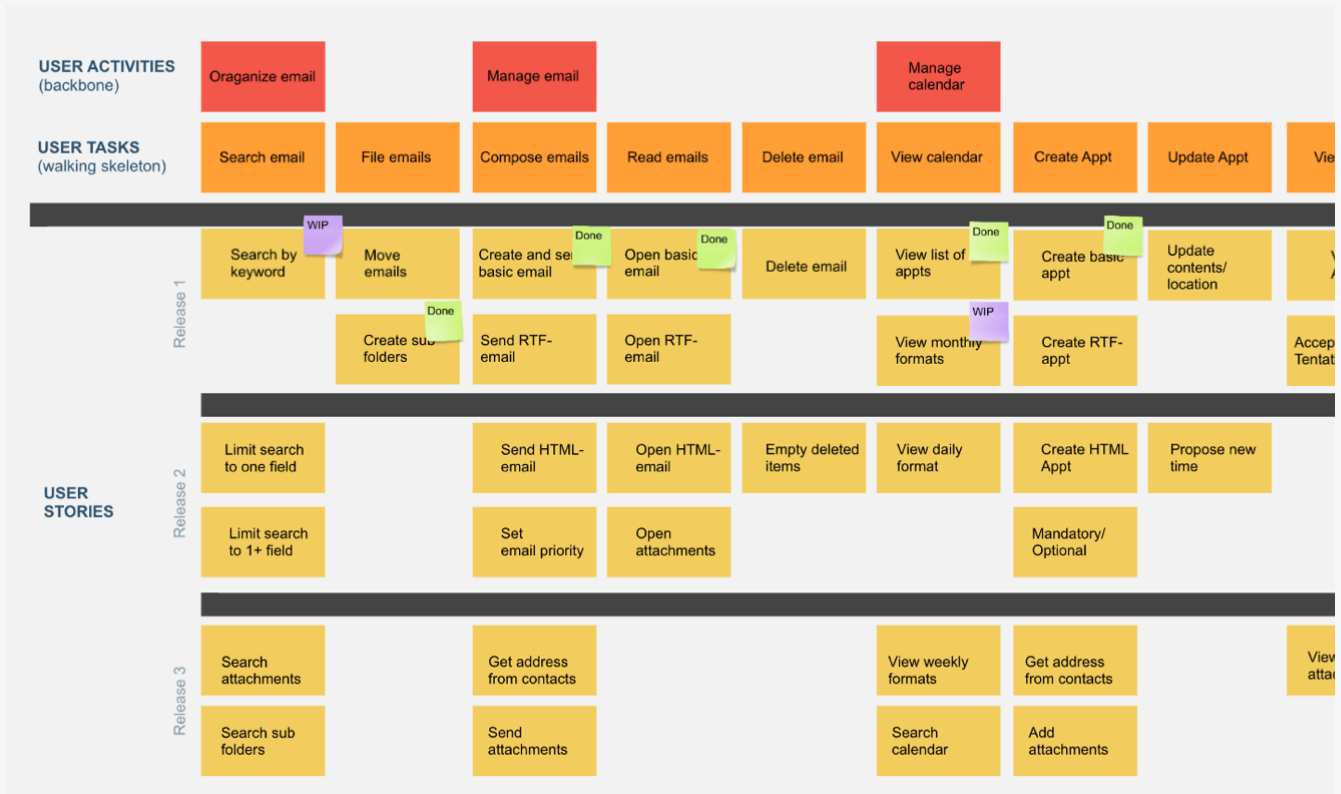
Exercise: After explaining the tools, the student open their computers to pick a prototype tool or use the web or app template paper I will provide.

THE STUDENTS CREATE ACCOUNTS. THIS SHOULD TAKE ABOUT 5 MINUTES.



PHASE 4: PLAN YOUR STORY TO MATCH THE UX.

THIS SECTION IS ALL ABOUT ‘WHAT WOULD YOU DO?’
UPON CREATING SOMETHING, ONE WAY TO UNDERSTAND WHAT A USER WOULD DO IS IF YOU DO IT FIRST



Exercise:

1. Upon choosing their style of wire-framing, they will have a few minutes to learn about the tools and what is there. Basically, playing with the sections.
2. Students will find three relatable apps/websites or competitors that relate to the idea to draw inspiration.
3. Students will then mock their Home Page.
 - A. What is the first thing you want them to see?
 - B. Is a login required in order to gain access to your app?
 - C. What is important and what is not important?
4. The students will wireframe the Home Page together to get an idea of what to do. We will do this together.
5. After the mocking of the Home Page, the student will write below it what the user will do upon reaching their site or app.
 - I will also explain the structure of sites/apps as well as other best practices in where people look as soon as they land on a site/app. I will also include tips on keeping the user and why users don't return.

PHASE 5: FREEFORM AND PRESENTATION.



In this section, the rest of the time will be dedicated to wire framing and planning their web or mobile app. At the end, the students will present their mockups to the class.

Final Notes and Questions:

After the presentations, I will let the students know the next steps in UX and Storytelling:

- Learning Photoshop/Illustrator or Teaming up with a Designer
- Testing Apps
- Leave The Building: Ask people to check out your work and ask for opinions.

I will provide a handout a sheet of extended material in UX and Storytelling.

Based on this program, Q & A's may last about 15 minutes since I can take questions throughout the process and the exercises may take longer.
