Objective

My objective is to equip students with a fundamental understanding of UX (User Experience) and Storytelling through hands-on experience.

UX (User Experience) refers to an individual's behaviors, attitudes, and emotions regarding the use of a specific product, system, or service.

User Experience Design (UXD or UED) is the process of enhancing user satisfaction by improving the usability, accessibility, and overall pleasure derived from the interaction between the user and the product. This field extends beyond traditional human-computer interaction (HCI) design, encompassing all aspects of a product or service as perceived by users.

Working Title

Solving a problem by creating a web/mobile app with the best UX and Storytelling practices using the latest Wireframes & Prototyping Tools.

Summary

Throughout the program, students will embark on a journey to acquire essential skills in problem-solving and app development. Here's a breakdown of the key learning objectives:

1. **Problem Identification and Idea Generation:** Students will learn how to identify real-world problems and generate innovative ideas to address them effectively.
2. **Scenario Story Development:** They will develop the ability to create scenario stories that outline the user's journey through the app, ensuring a user-centered design approach.
3. **Web or Mobile App Development:** Students will gain hands-on experience in developing a web or mobile app based on their scenario story, applying the principles of user experience (UX) and storytelling.
4. **Mock Wireframe Prototyping:** Using the latest wireframing and prototyping tools, students will design mock wireframes that visually represent the layout and functionality of their app, refining their ideas into tangible concepts.

The session will be structured into five sections following the introduction, each focusing on a specific aspect of the app development process. Through a combination of theoretical

learning and practical exercises, students will develop a comprehensive understanding of app development and user-centric design principles.

Introduction & Personal Story

During the session, I will start by introducing the concepts of User Experience (UX) and Storytelling, emphasizing their significance in technology and how they can be applied to various scenarios beyond app development. Drawing from my personal experience, I will share the story of how I conceptualized and developed my app, Hair Decoded.

I will delve into the challenges I faced and the strategies I employed to establish a robust UX plan, incorporating wireframes and storytelling scenarios. This real-world example will serve as a practical illustration of how UX and Storytelling principles can be effectively utilized to create engaging and user-centric digital experiences.

Phase 1: What is Your Idea or Problem?

All applications are developed to address either market gaps or introduce innovative technological solutions. I will illustrate this concept by providing examples of basic ideas that originated from technology problems and the subsequent solutions.

During the session, students will be encouraged to think creatively and identify potential market gaps or technological innovations that could benefit society.

Exercise

Using a pen and paper, students will partner up and choose their favorite hobby or select an issue they are passionate about. They will then brainstorm pain points related to their hobby or issue.

For example, someone who loves yoga might identify the pain point of not being able to practice regularly due to a busy schedule.

Students will have five to ten minutes to brainstorm their ideas. They will then share their thoughts with the class.

To ensure everyone participates, students without ideas will partner with those who have ideas. Additionally, I will provide a list of ideas to help spark creativity.

Phase 2: What is Your Solution?

After sharing their problems, students will be tasked with devising solutions using a mobile or web app.

Exercise

Below their hobby, pain points, or issues, students will brainstorm solutions that a mobile or web app could provide.

For instance, a student passionate about yoga might propose creating a mobile app featuring a marketplace of yoga teachers available for private sessions at the user's home or office, with scheduling based on geo-location and flexible timing.

Another student, concerned about college affordability for B students, might suggest designing a website specifically tailored to B students, listing scholarships exclusively available to them.

Students will have approximately 5 minutes to think of solutions using a mobile or web app to address their identified pain points or problems.

What is an MVP?

MVP stands for Minimum Viable Product. It is a development technique in which a new product or website is developed with sufficient features to satisfy early adopters. The final, complete set of features is only designed and developed after considering feedback from these early users. This approach helps to minimize development costs and time to market, allowing the product to be launched quickly and refined based on real user feedback.

What are Lean methodologies?

Lean methodologies, often associated with Lean Startup principles, are approaches used to develop products and manage projects more efficiently by reducing waste and maximizing value.

Key principles of Lean methodologies include:

- **Value:** Focus on delivering value to the customer and eliminating anything that does not contribute to that value.
- **Value Stream:** Identify and map out the entire value stream for a product or service, including all steps from concept to delivery to the customer.

- **Flow:** Ensure that work flows smoothly through the value stream, eliminating bottlenecks and delays.
- **Pull:** Implement a pull system where work is pulled through the value stream based on customer demand, rather than pushing work based on internal targets.
- **Perfection:** Continuously strive for perfection by identifying and eliminating waste in all processes.

Lean methodologies emphasize continuous improvement and customer-centricity, aiming to create products and services that meet customer needs efficiently and effectively.

Imagine you have a big project to do for school, like creating a presentation. Instead of trying to do everything perfectly right from the start, you could use lean methodologies to make the process easier and more efficient.

First, you would think about what the most important parts of your presentation are—the things that really matter to your audience (your classmates and teacher). This is like focusing on the value of your project.

Next, you would plan out the steps you need to take to create your presentation. You might realize that some steps aren't necessary or could be done in a simpler way. This is similar to identifying the value stream.

As you start working on your presentation, you would try to work on it steadily, without any big delays or things getting stuck. This is like ensuring a smooth flow of work.

Instead of trying to finish the whole presentation at once, you could work on smaller parts and get feedback from your classmates and teacher along the way. This is like using a pull system, where you're pulling work based on feedback and need.

Finally, you would keep improving your presentation based on the feedback you get, making it better and better each time. This is like aiming for perfection by continuously improving your work.

In simple terms, lean methodologies help you do your work more efficiently by focusing on what's important, planning well, working steadily, getting feedback, and always trying to make things better.

Phase 3: Ideation & Execution

Storytelling is a powerful tool in user experience (UX) design, helping to create a cohesive and engaging narrative for users. To illustrate this concept, I will analyze popular websites such as Facebook, Instagram, Yelp, Snapchat, and BuzzFeed, highlighting how they tailor their UX to appeal to their users' needs and preferences.

Exercise:

Students will choose a wireframing style and familiarize themselves with the tools available, experimenting with different sections to understand their functionality.

They will then identify three apps or websites that are relevant to their idea, drawing inspiration from their design and user experience.

Next, students will mock the homepage of their app or website, considering factors such as:

- What is the first thing users should see?
- Is a login required for access?
- What elements are important and what can be minimized?

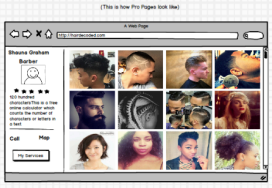
Together, we will wireframe the homepage to demonstrate the process and ensure everyone understands the key elements of an effective design.

Students will then write a brief description below their mockup, outlining the user's journey upon landing on their site or app.

Additionally, I will explain the structural components of websites and apps, along with best practices for user engagement. This will include insights on where users typically look first, as well as common reasons why users may not return to a site or app.

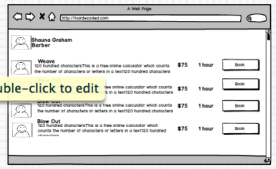
Profile Web Client

Professional

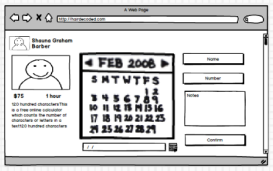


Book by HairStyle

Book Appointment (My Services Button)



Confirm



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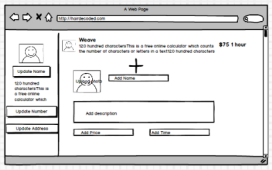
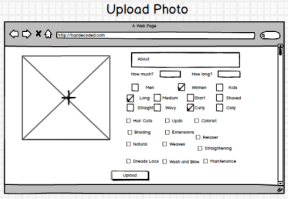


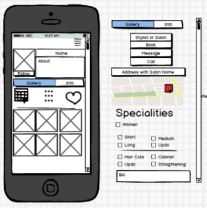
Upload Photo



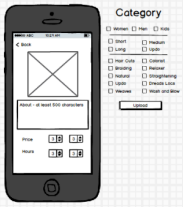
Menu

Professional Profile Account Set

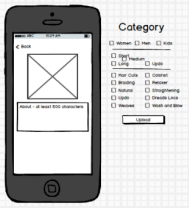
Professional Profile



Professional Photo Upload Page 2



Individual Photo Upload Page 2



Get The Style

Message

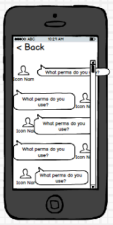
Booking Form

Book Confirm

Booked

Add Payment Account

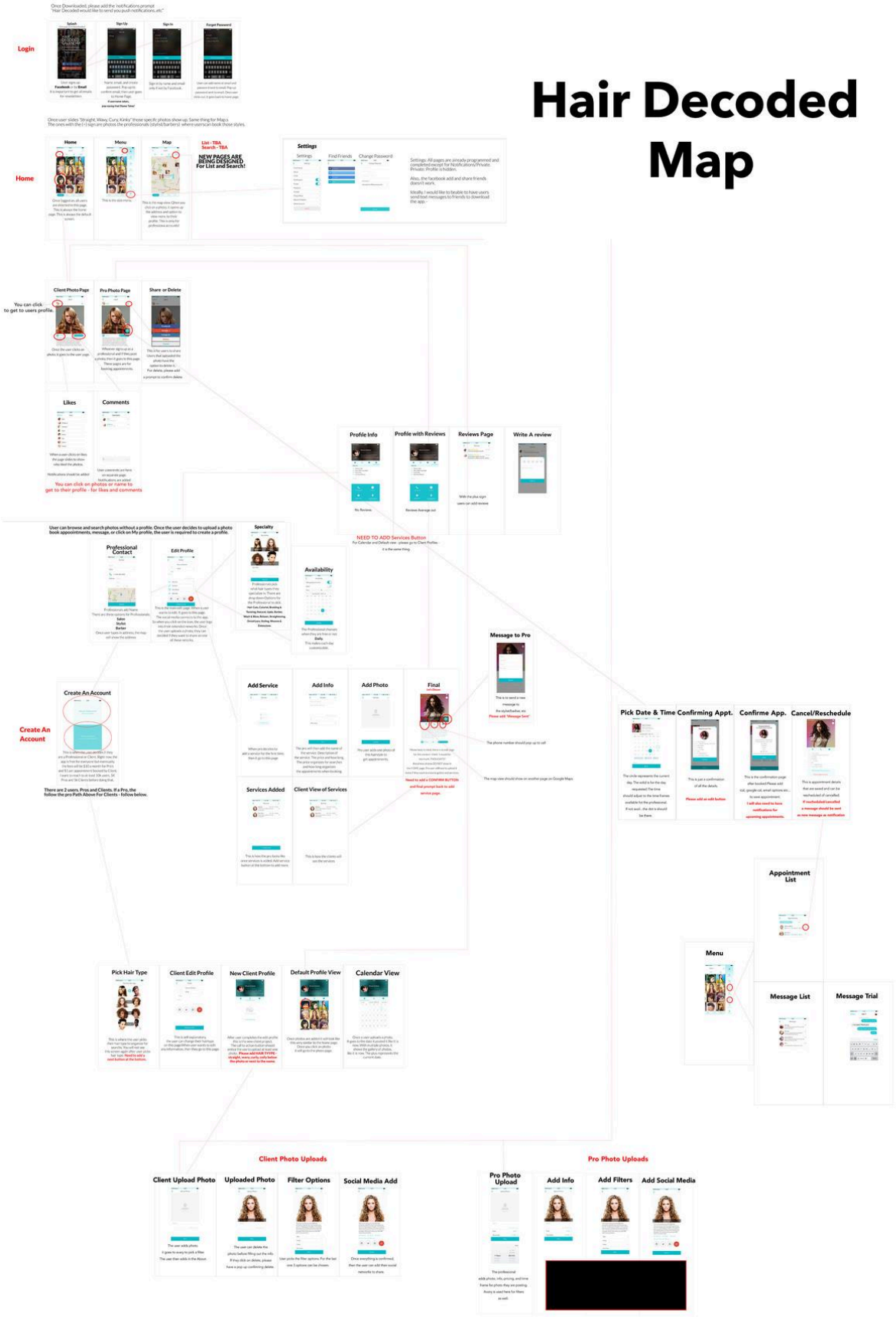
Messaging Conversations



Messaging List

Booked Appointments

Hair Decoded Map



Phase 4: Presentation

In this section, the remaining time will be dedicated to wireframing and planning their web or mobile app. Students will have the opportunity to work on their designs based on the principles and insights discussed earlier. At the end of the session, each student will present their mockups to the class, showcasing their creative solutions and explaining their design choices.

Final Notes and Questions:

Following the presentations, I will outline the next steps in UX and Storytelling for the students:

- **Learning Photoshop/Illustrator or Teaming up with a Designer:** Students can further refine their designs by learning graphic design tools or collaborating with a designer to enhance the visual aspects of their app.
- **Testing Apps:** Students should conduct usability testing to gather feedback from potential users and improve the functionality and user experience of their app.
- **Leave The Building:** Encourage students to seek feedback from others outside of the classroom, such as friends, family, or colleagues, to gain different perspectives on their work.

Additionally, I will provide a handout with extended material on UX and Storytelling, summarizing key concepts and offering resources for further learning.

Based on the program structure, Q&A sessions may last about 15 minutes, as students can ask questions throughout the process, and the exercises may require more time for completion.