

SHOWCASING DATA USING UX/UI





Farah Doudou, Creative Director

Aicha Abouhaj, Art Director

FADA, الفضاء is the best of both worlds. Farah Doudou's, a methodical graphic designer with a pedagogical sense and a squar-ish execution.

Aicha Abouhaj's, a digital painter and illustrator, with a colorful line and a wild imagination.

With a decade of experience in Morocco and abroad, we are experts in our fields and will assist you from the idea to the final execution.

- Farah & Aicha, founders of FADA agency

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@agencyfada

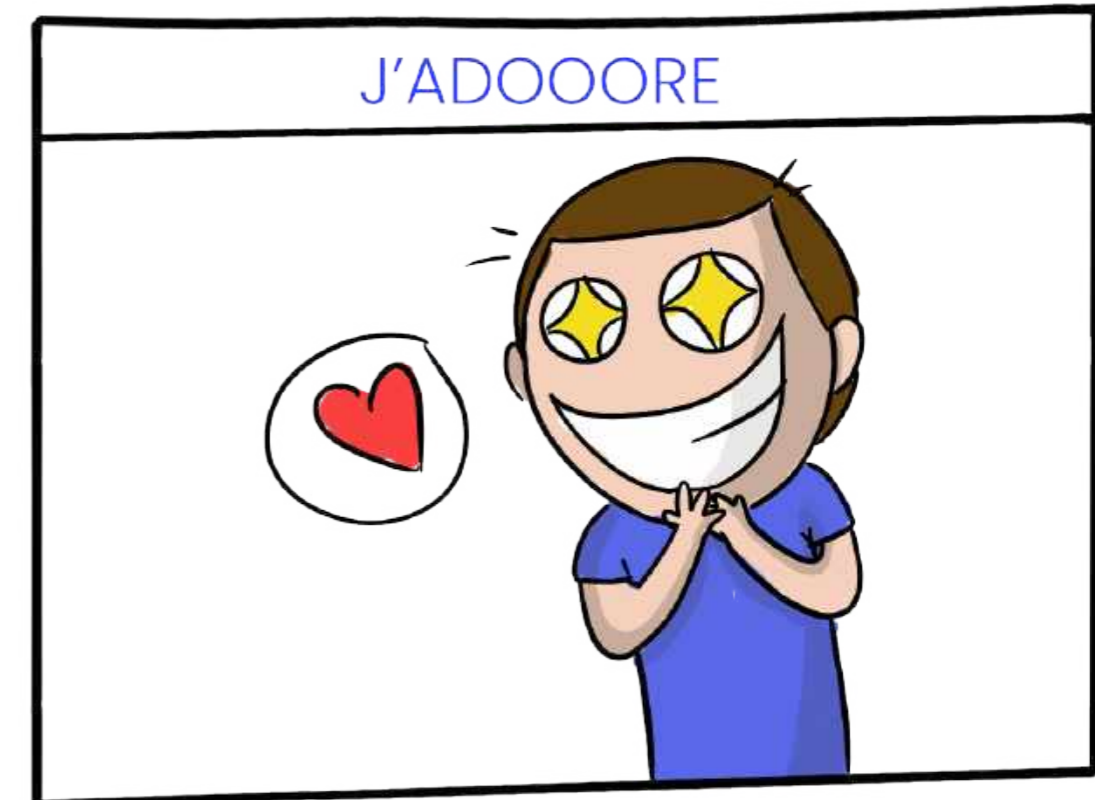
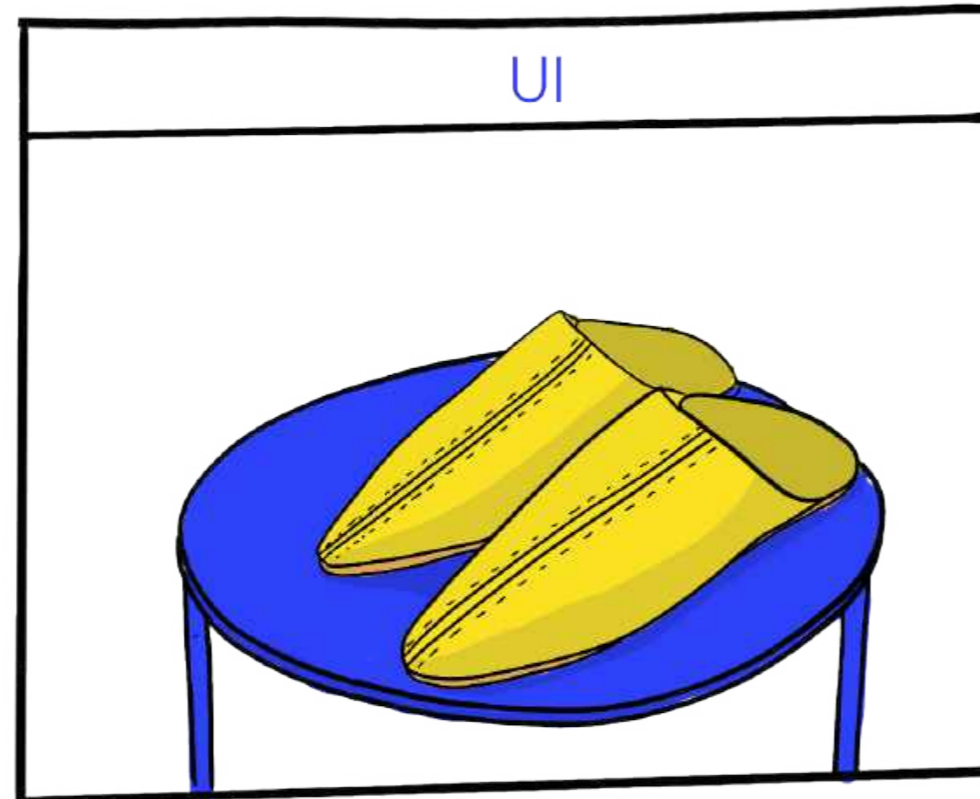


WHY IS UX/UI IMPORTANT?

UI

User Interface

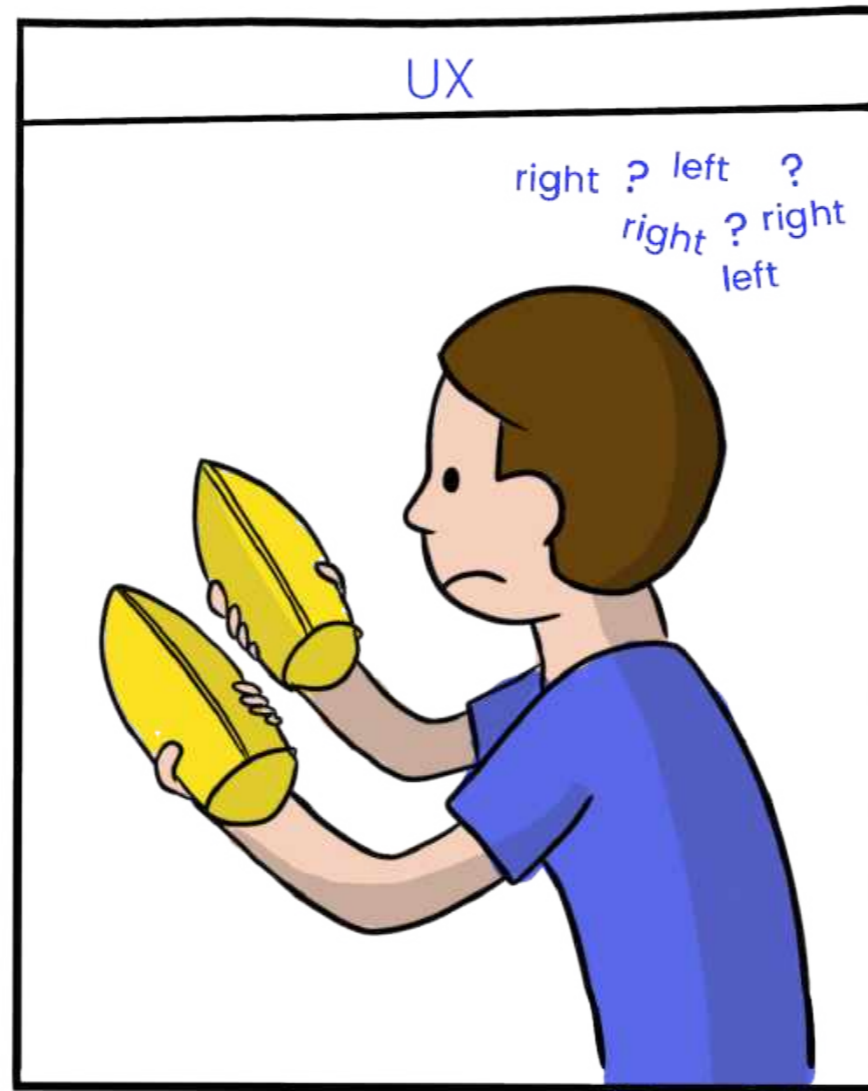
Quality of a user's interaction with the design elements of a digital solution



UX

User eXperience

Quality of a user's interaction with a digital or physical product



Step 1

RESEARCH



***“A clearly defined problem
is half solved”***

- Charles Kettering

PROBLEM SOLVING

Question Quest



Definition

What is the problem?

Brainstorming

What are the possible solutions?

Target

Who is your audience?

Needs

What information is needed?

Comparison

Which option is better?

Tools

What are the online/offline tools and softwares that will work the best?

► **SUGGESTED TOOL**

UX project managment

Great alternative and user friendly when building your UX project in teams, setting up your goals and IA - information architecture

Site: www.caravel.design

Title

UX design project plan

Content

Creating an app to resolve x problem

Problem:

1- Describe the problem

Expose your solutions using images, photos, sketches or any other inspiration that will help you solve it and invite team members to share their research too

Tip: You can also share a Google doc for real time brainstorming



Step 2

DESIGN THINKING

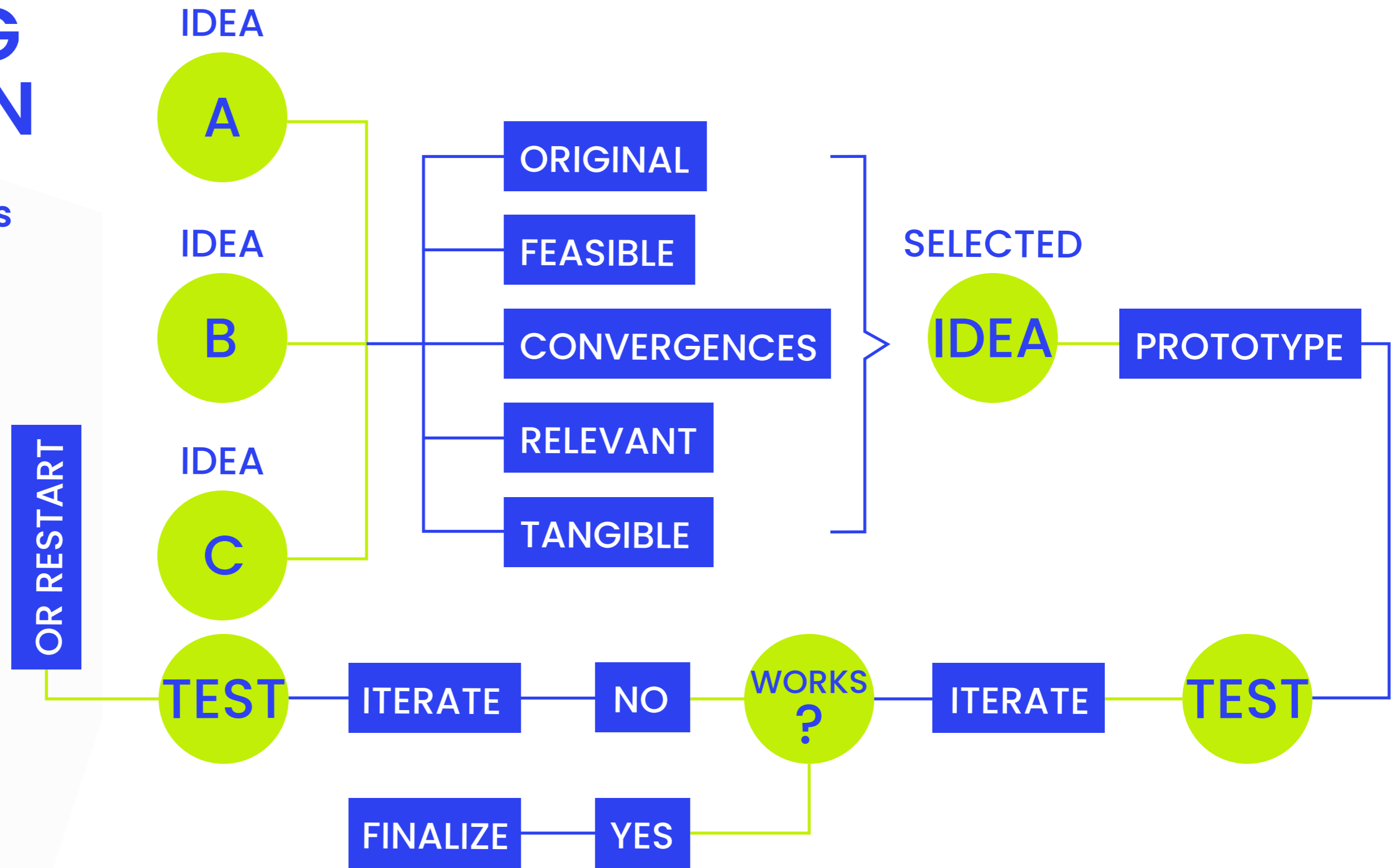


*“Design brings content
into focus”*

– Jennifer Morla

IGNITING IDEATION

Processing ideas



► SUGGESTED TOOL

Mind

mappping

Ideal for writing down ideas on one big canvas in order to structure the brainstorming process and visualise the whole project

Site: www.miro.com



Step 3

PROTOTYPE



“A user interface is like a joke. If you have to explain it, it's not that good.”

– Martin LeBlanc

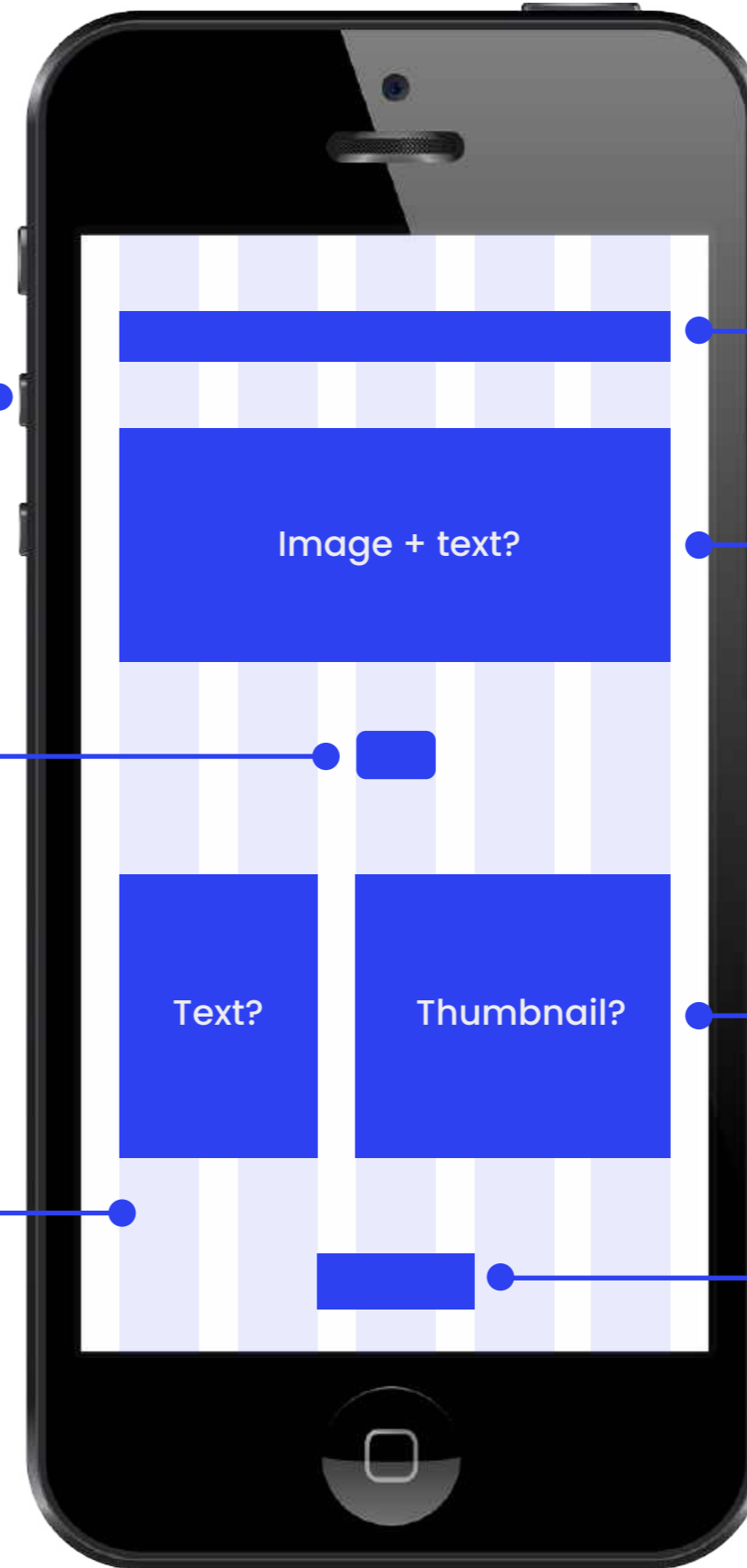
INTERACTIVE INTERFACE

The way it feels

Device: _____
Mobile/desktop

Call to action: _____
Scroll/swipe/click

Grid system: _____
size/spacing



Menu:
one page/tabs

Display

Navigation:
go back/home
button

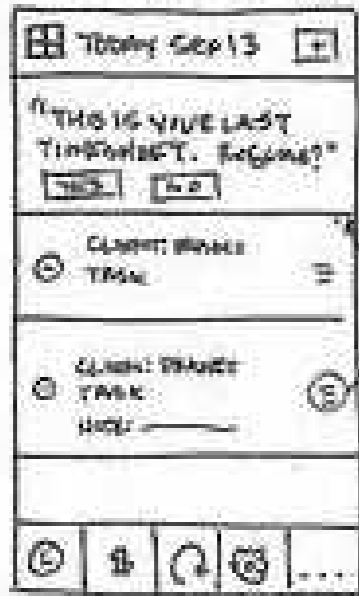
► SUGGESTED TOOL

Wireframing solutions

Prototyping the user's path is crucial to the success of an solution. Here, colours and fancy buttons are not the priority

Site: www.sketch.com, interface template, hand drawn, etc.

TIMEZONE: FRONTEND



SELECT DATE WIDGET



TIME



TIME: EDIT TIME

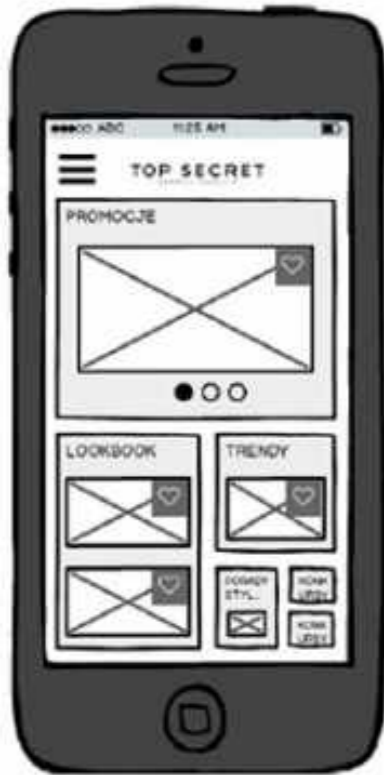
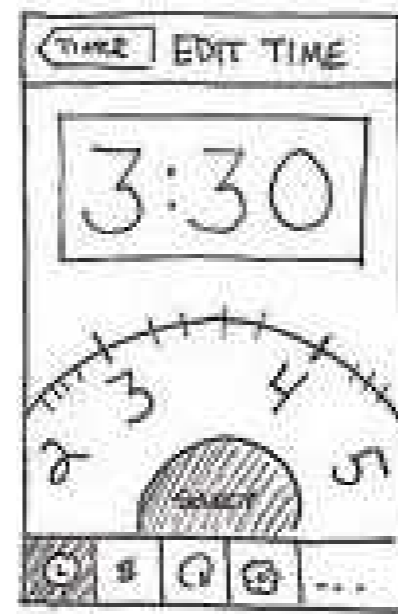


Fig 1 Home screen

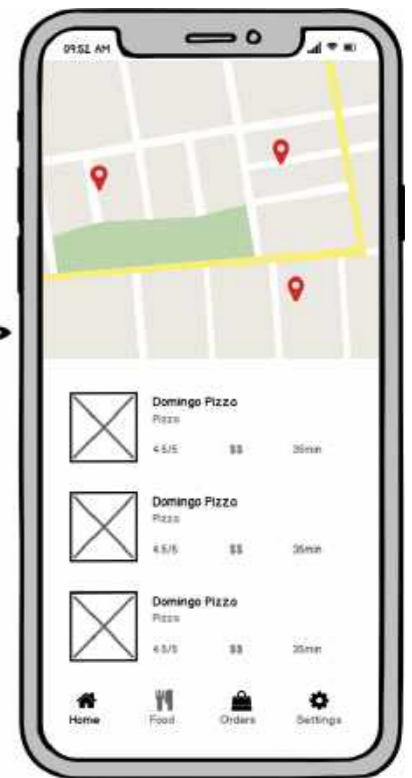


Fig 2. Food places

Step 4

DESIGN



“Let's start designing like there is no tomorrow.”

- Me

VISUALIZING DATA

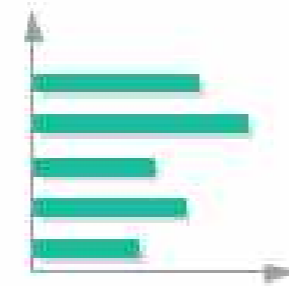
Adapted UI system

Charts:

- Pie
- Bar
- Column
- Line
- Doughnut
- Bubble Chart
- Spider and Radar
- Scatter
- Comparison Chart
- Stacked bar chart
- Gauges



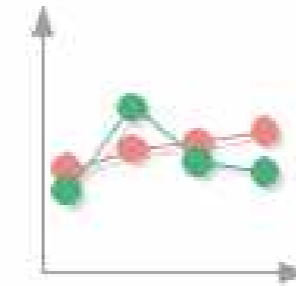
Pie



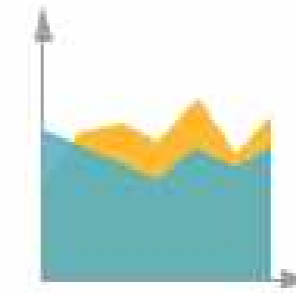
Bar



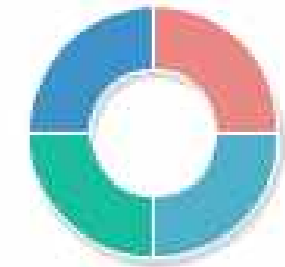
Column



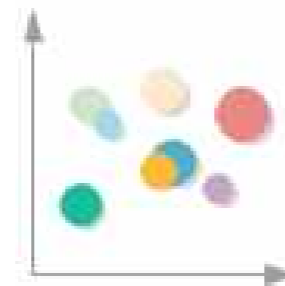
Line



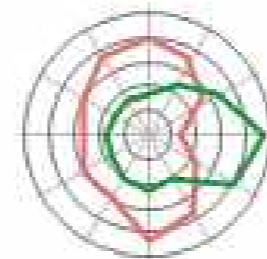
Area



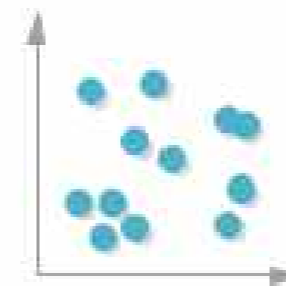
Doughnut



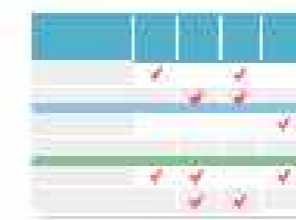
Bubble Chart



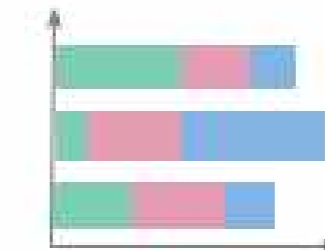
Spider and Radar



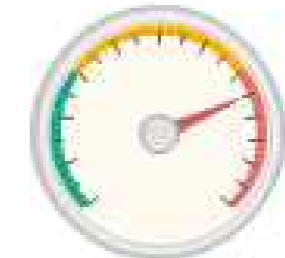
Scatter



Comparison Chart



Stacked bar chart



Gauges

► SUGGESTED TOOL

UX/UI DESIGN

Whether used for prototyping or designing a solution from scratch, **Sketch** provides you with the tools that you need as well as built-in UI kits

Site: www.sketch.com



DEMO

Time

TAKE-AWAYS

Tips and resources

Tips

- ▶ Brainstorming session:
Setting a limited amount of time for this activity
(can be organized in 30min rounds)
Taking a final decision even if it's not the perfect one, yet.
- ▶ Proceeding by vote includes everyone in the process

Ressources

- ▶ Free wireframe templates to print
<https://www.mockplus.com/blog/post/iphone-wireframe-template>
- ▶ Free interfaces and UI systems
www.sketchappsources.com/all-free-sources.html

Q&A

Session

**THANK YOU
FOR
YOUR ATTENTION**