



SNS COLLEGE OF TECHNOLOGY

Coimbatore-36.

An Autonomous Institution



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Approved by AICTE, New Delhi & Affiliated to Anna University, Chennai**

COURSE NAME : 19CSE315-UI/UX-UI/UX Design

III YEAR/VI SEMESTER

UNIT – V APPLICATIONS OF DEEP LEARNING

Topic: Writing a user story and designing and Mind Maps

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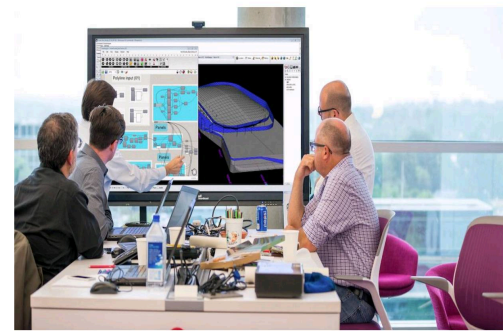
Introduction

- It's customary for product owners or product managers to be responsible for writing user stories. However, in our experience, UI/UX designers and UX researchers especially should be involved in the process as often as possible since all of these specialists can provide user stories with invaluable context.
- User stories are short descriptions of a feature or function written from the perspective of the end user. They are used in user experience (UX) design and product development to inform design decisions. User stories are also called scenarios or user cases.



WRITING A USER STORY

- **Here are some tips for writing user stories:**
- Identify the user.: Who is the user? What are their goals?
- Specify what the user wants.: What does the user want to achieve?
- Describe the benefit of the product.: How will the product benefit the user?
- Add acceptance criteria.: What conditions must be met for the user story to be considered complete?





WRITING A USER STORY

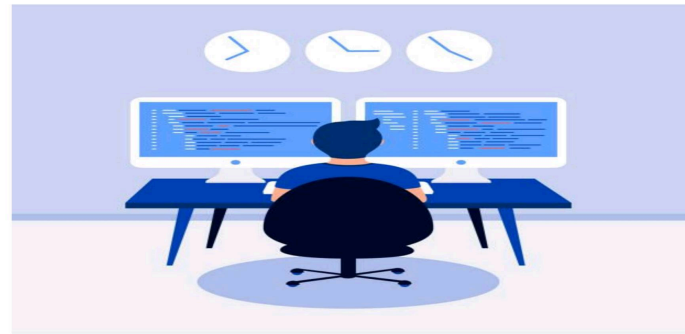
- Use a simple and consistent format.:
- Keep stories independent and valuable.:
- Make stories specific and testable.:
- Collaborate and involve stakeholders.:
- Iterate and refine.:





WRITING A USER STORY

- Continuously validate and learn.:
- Never put a design element in an app without a user story that explains why it matters.:
- Be clear on what the user wants to achieve, not what the feature should be.:
- Be short and sweet.:
- Ditch any confusing or ambiguous language.:





DESIGNING

User experience (UX) design is the process design teams use to create products that provide meaningful and relevant experiences to users. UX design involves the design of the entire process of acquiring and integrating the product, including aspects of branding, design, usability and function.

What is the design process in UX design?

A UX design process is a process that starts with research and ends with a solution. It is a continuous process that includes research, prototyping, testing, and refining. The first step in the design process is to conduct user research to identify the problem or opportunity to be addressed by the product or service.



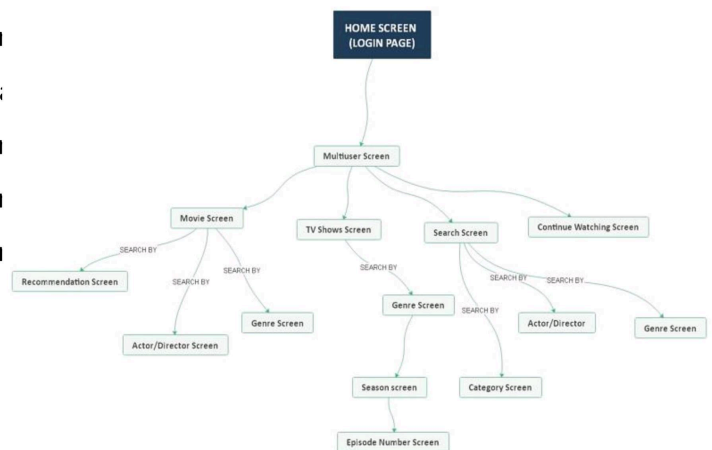
DESIGNING

UX designers take a broader perspective, focusing on the interaction between a user and a product. They use human-centered methodologies to create experiences that are useful, relevant, and meaningful for people. UX designers are concerned with optimizing user experiences, ensuring the usability and functionality of a product or website.



MIND MAPS

Mind maps help organize a collection of information connected to a single topic and structure it in a systematic, meaningful way. In UX, they are helpful when doing categorical ideation work, such as: Breaking-down components on a specific webpage — for example, in order to determine the mini-IA of the page.





MIND MAPS

What is a mind map in web design?

The mind mapping process creates a “relationship web” around a central concept by using a graphical layout where main themes radiate from the central image as branches comprised of a key image/word. Major ideas are connected directly to the central concept, and other ideas branch out from those.



Thank
you



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