4 – Basics of UI/UX for Product Managers.

Speck Product Academy 2024

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Overview

➜ Key concepts

➜ Discovery and moodboarding

➜ Lo-fi vs. hi-fi mockups

➜ Final design

➜ Accessibility

➜ Homework

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Key concepts

UI

→ The layout and visual design elements of a product that facilitate user interaction

→ **Key components**

◆ Layout

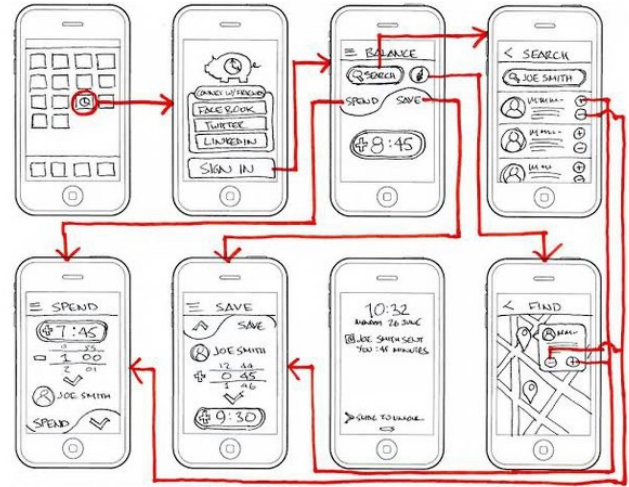◆ Visual design

◆ Interaction elements

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UX

→ The overall experience a user has with a product, particularly in terms of how easy or pleasing it is to use

→ **Key components**

   ◆ Usability

   ◆ Functionality

   ◆ Efficiency

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Key concepts

→ **User-centric design** – designing for users' needs and preferences

→ **Accessibility** – usable for people with all abilities and disabilities

→ **Responsiveness –** for all screen sizes and devices

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Discovery

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Discovery

➔ **Goal** – to gather detailed insights about user needs, business objectives, and the technological landscape

➔ **Key activities**

　◆ **Stakeholder interview**s – understanding business requirements and user expectations

　◆ **User research** – collecting data on user behaviors, needs, and motivations (customer development!)

　◆ **Competitor analysis** – identifying market trends and benchmark against competitors

➔ **How it looks in practice** – half-day workshops with the client, product manager, and an UI/UX designer

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Moodboarding

➔ **Definition** – serves to inspire and consolidate aesthetic and functional design preferences
➔ **Elements**

- ◆ Colors

- ◆ Typography

- ◆ Imagery

- ◆ UI elements

- ◆ Quotes

➔ How to create a moodboard

- ◆ **Gather inspiration** – from design sites, magazines, existing products

- ◆ **Organize everything** – layout the elements to visualize the project's aesthetic

- ◆ **Iterative design** – refine the moodboard based on team and stakeholder feedback

- ◆ **Tools and resources** – Miro, Figma, Pinterest (for inspiration), stock photos (Unsplash), Dribbble, Behance

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Moodboarding - LMS

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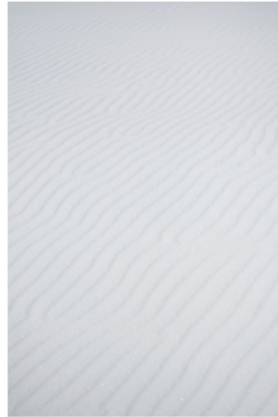
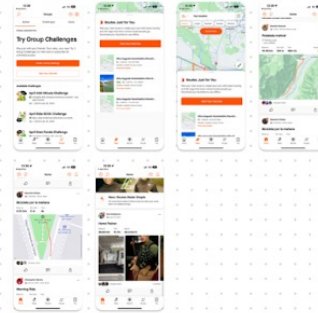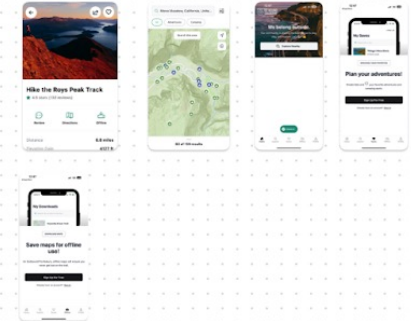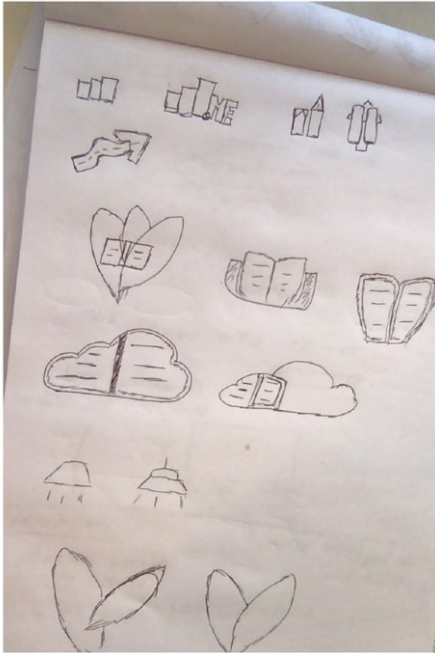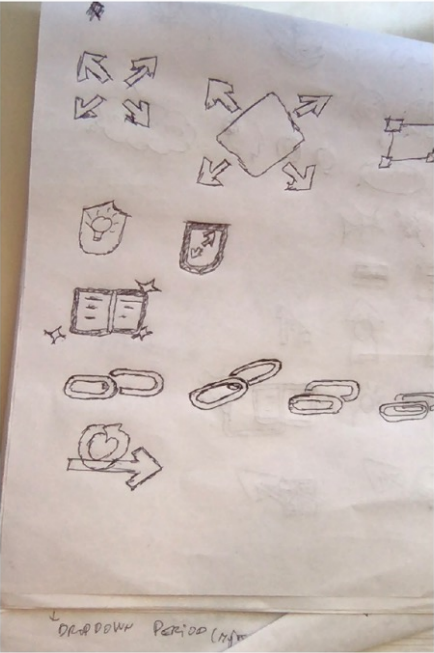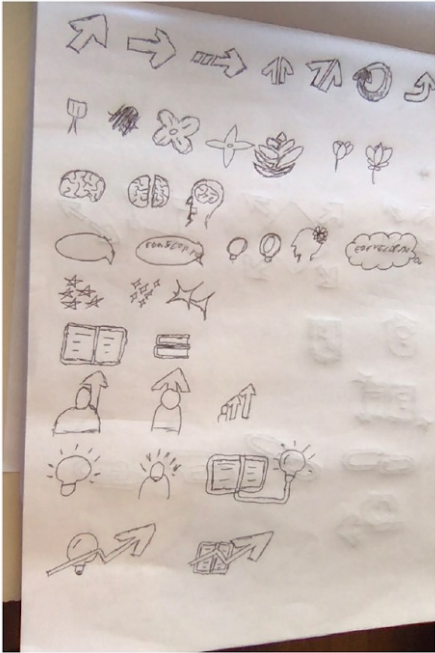# Moodboarding – app for outdoor enthusiasts

GARMIN CONNECT
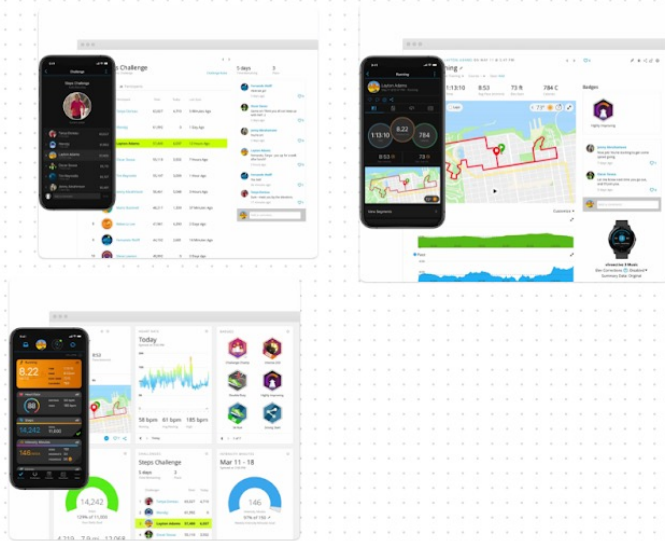
STRAVA AppStore: 266.889 reviews, Google Play: 864.764 reviews

THE OUTBOUND AppStore: 142 reviews, Google Pla

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Moodboarding – logo example

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Lo-fi vs hi-fi mockups

Lo-fi mockups

➔ **Purpose** – rapid prototyping and conceptualization

➔ **Tools** – pen & paper, Balsamiq, Miro/Freeform

➔ **Characteristics**

◆ Sketchy

◆ Not detailed

◆ Focuses on layout and basic functionality

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Lo-fi mockups

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Lo-fi mockups

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Lo-fi mockups

7_Set New Password

Set New Password
Your new password must be different from previously used password

Password
Confirm Password

CHANGE PASSWORD

Q W E R T Y U I O P
A S D F G H J K L
Z X C V B N M
123 space Go

8_Select a Plan

D
‹ Choose your Plan

PREMIUM SUBSCRIPTION
$100.00 1 Week FREE Trial
• Includes the Kids.Radio webcast, additional curated music playlists, subscription free podcasts and unlimited audiobook listening.
• Tens of thousands of songs to make personalized playlists.
• Add Music Favorites to your Library
• discounts on merch, access to promotional items
• Sleep Timer, Alarm Clock, Sound Machine

LITE SUBSCRIPTION
$50.00
• Includes the Kids.Radio webcast, additional curated music playlists, subscription free podcasts and unlimited audiobook listening.

PROCEED TO PAYMENT

No thanks, take me to Kids.Radio webcast.   D

9_Webcast

Kids.Radio

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Webcast   D

Programs   Events

Creators   Prizes

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Request   Sound Machine

The Hokey Pokey | (Party Party 2)
Artist : Larry LaPrise, Tafit Baker

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10_Events

‹ Kids.Radio
Events

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Event name and name and name
George town
12 July - 06:30 pm   D

Event name and name and name
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12 July - 06:30 pm   ›

The Hokey Pokey | (Party Party 2)
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The Hokey Pokey | (Party Party 2)
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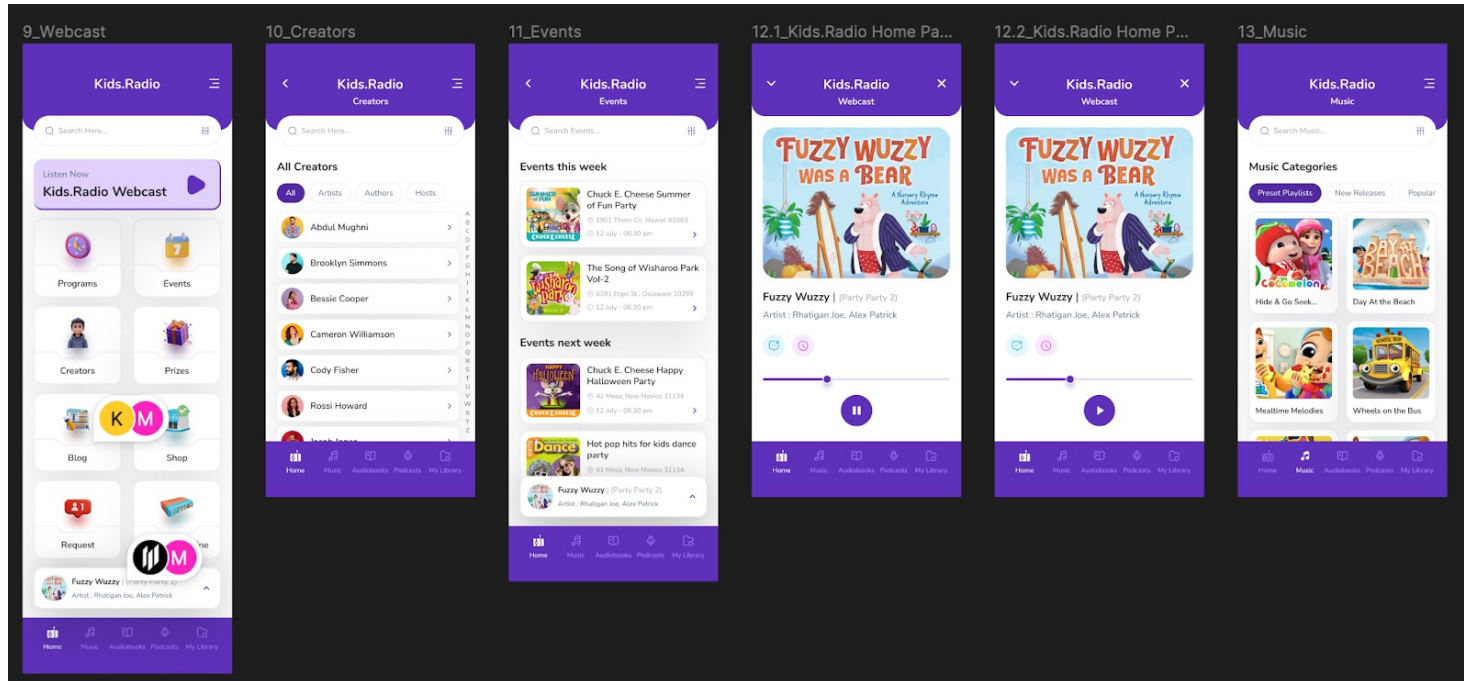**Speck.**

Hi-fi mockups

→ **Purpose** – closer to final product, used for detailed user testing

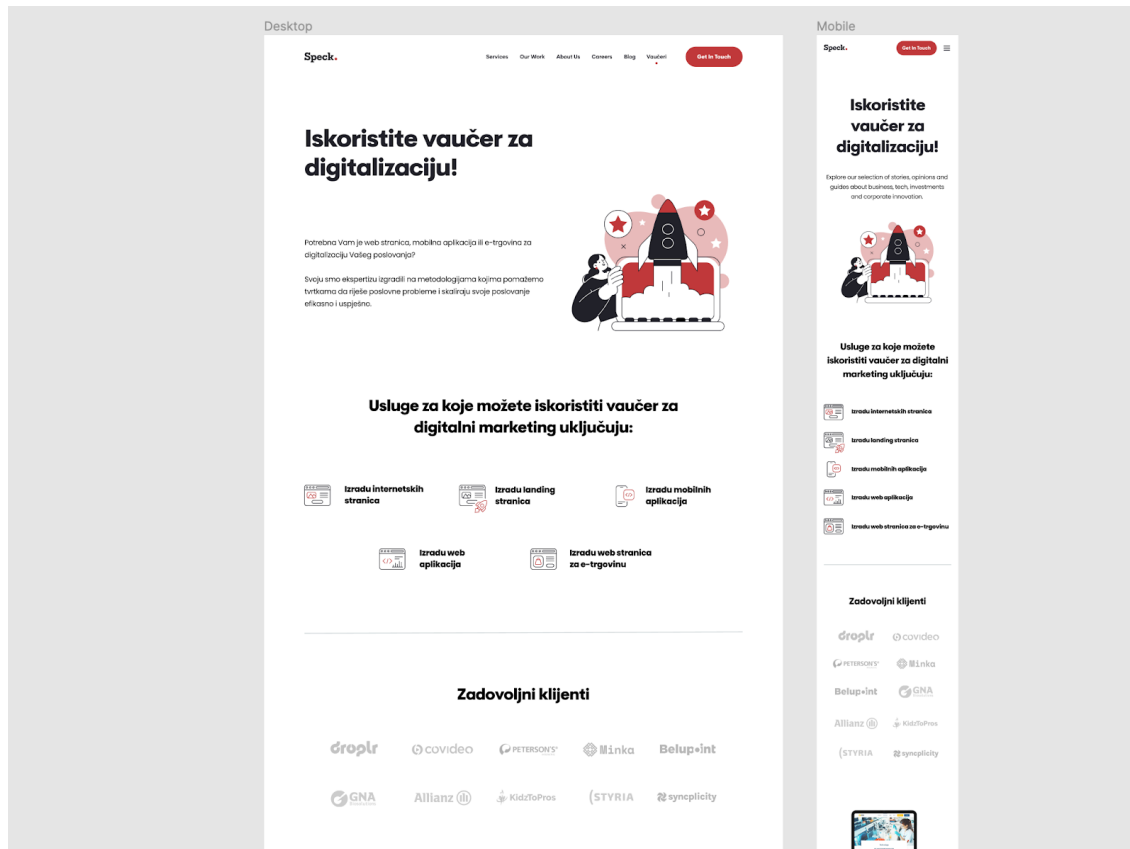→ **Tools** – Figma, Zeplin

→ **Characteristics**

  ◆ Detailed

  ◆ Interactive

  ◆ Visually appealing

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Hi-fi mockups

Hi-fi mockups

Final design

Final design

➜ **Responsiveness –** final design should scale easily and effectively across multiple screen sizes and devices – desktop, tablet, mobile

◆ **Tools** – Browserstack

➜ **User testing** – with prototypes or a finished product

➜ **Analysis of user behavior** – heatmaps, session recordings, user journey mapping

◆ **Tools** – UXCam, HotJar, Google Analytics

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Final design

Accessibility

Accessibility

→ **Over 1.3 billion people (16%)** experience some kind of significant disability (WHO)

→ **Core principles of accessibility**

◆ **Perceivable information –** provide text alternatives for non-text context, create content that can be presented in different ways without losing information

◆ **Operable user interface –** all functionality should be accessible via keyboard, provide users enough time to read and use content

◆ **Understandable information –** make text readable and understandable, predictable navigation, and input assistance

◆ **Robust content –** maximize compatibility with current and future assistive tools/devices

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Accessibility tips & tricks

➔ **Use of color** – do not use color as the only way of portraying information or prompting for an action

➔ **Semantic HTML** – make sure content is accessible to screen readers

➔ **Accessible forms** – ensure all elements are operable with keyboard-only inputs

➔ **Alt text for images** – provide alt text for images that convey the same message or purpose as the image

➔ European Accessibility Act – 28 June 2025

➔ Web Content Accessibility Guidelines (WCAG)

➔ **Tools** – BrowserStack Accessibility, WCAG checkers (accessibilitychecker.org)

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Alati za pristupačnost

🔍⊕ Povećaj tekst

🔍⊖ Smanji tekst

▚▎ Prebaci u sivo

◖ Visoki kontrast

👁 Negativni kontrast

💡 Svjetla pozadina

🔗 Podvuci linkove

A Čitljivi font

↺ Reset

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Homework & discussion

Your responsibility is to develop a fitness app that helps users prepare for a triathlon. In this fitness app, you can track your swimming, running and cycling workouts, see your progress and get some guidance about your diet, supplements and training sessions in order to perform your best.

Your task is to develop **low fidelity wireframes** for **3-4 most important screens** in your opinion. Feel free to use **any tool** you prefer – pen and paper, Figma, Balsamiq, Miro, Canva, draw.io or anything else.

Thanks and see you next week!